

IMPACT SURVEY 2017

RESULTS FROM 640 ATTENDEES OF LEEDS PRIDE WHO TOOK PART IN OUR SURVEY

Leeds Pride 2017 took place this year over two days on the 5th & 6th August. For the first time under the Leeds Pride banner, there were **over 20 events** organised by local community groups and LGBT+ scene venues over the Leeds Pride weekend.

The main Leeds Pride event took place on the 6th August and was made up of 3 elements:

- 1 The 2 ½ hours entertainment on Millenium Square including local acts, speakers and headline act Sonia.
- 2 The parade through the city centre was the biggest Leeds Pride has ever had, with 85 floats and approximately 5,000 taking part.
- 3 The main stage on Lower Briggate provided 5 hours of entertainment again with local acts and was headlined by Heather Small, Marcus Collins and Peyton.

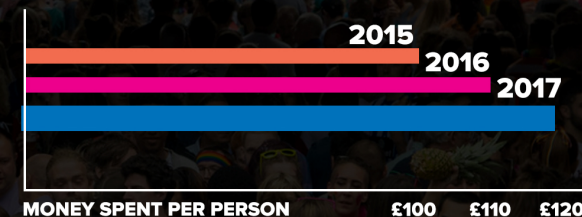
During the 6 hours on Lower Briggate alone, **40,000 PEOPLE** came to watch the show, with many more lining the streets for the parade and **1000'S IN MILLENIUM SQUARE.**

We launched the impact survey through our social media channels on the 7th August and within a week, 640 people responded.

THE AVERAGE SPEND OF PARTICIPANTS ATTENDING LEEDS PRIDE ON THE 6TH AUGUST WAS £118.49 PER PERSON, THIS IS AN INCREASE ON THE 2016 FIGURE OF £109.69 PER PERSON.

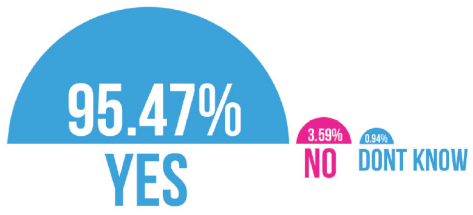
To allow for comparison with the Leeds Pride 2016 survey, based on 40,000 that attended Lower Briggate and taking away 20% for those that might have left and come back into the event space, so leaving 32,000 unique visitors, **THE ECONOMIC IMPACT OF LEEDS PRIDE 2017 ONTO THE CITY CENTRE IS WORKED OUT AT A CONSERVATIVE FIGURE OF £3,791,680.**

This is an increase from the 2016 impact of £3,071,332.



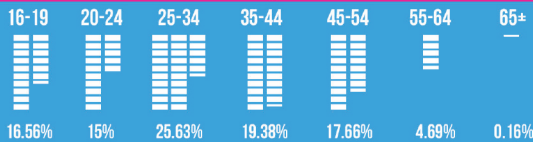
1

WAS LEEDS PRIDE THE PRIMARY REASON YOU CAME INTO LEEDS CITY CENTRE ON 6TH AUGUST 2017?



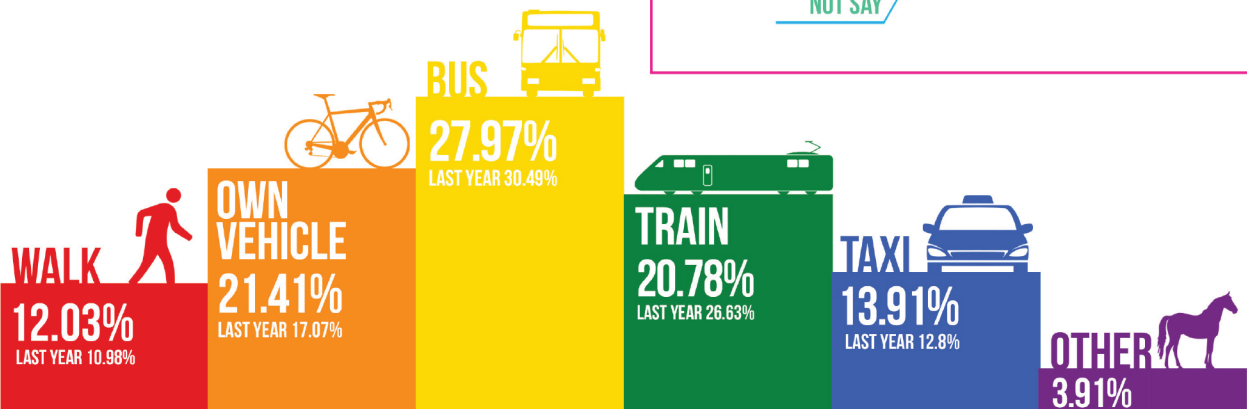
2

WHICH AGE GROUP DO YOU FALL INTO?



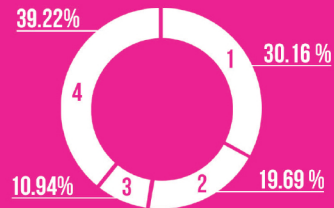
3

HOW DID YOU TRAVEL TO LEEDS PRIDE?



4

HOW MANY TIMES HAVE YOU ATTENDED LEEDS PRIDE?



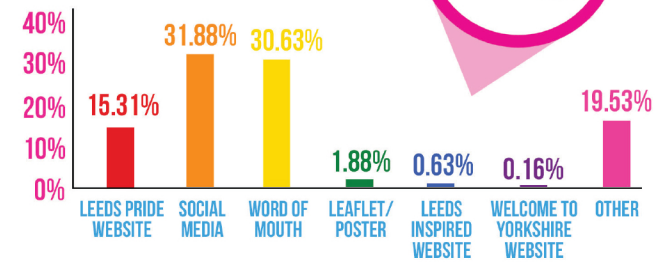
5

HOW DID THIS YEAR COMPARE TO YOUR PREVIOUS EXPERIENCE?



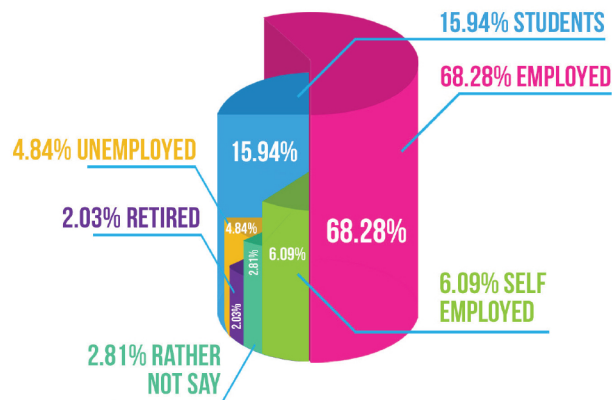
7

HOW DID YOU FIND OUT ABOUT LEEDS PRIDE?



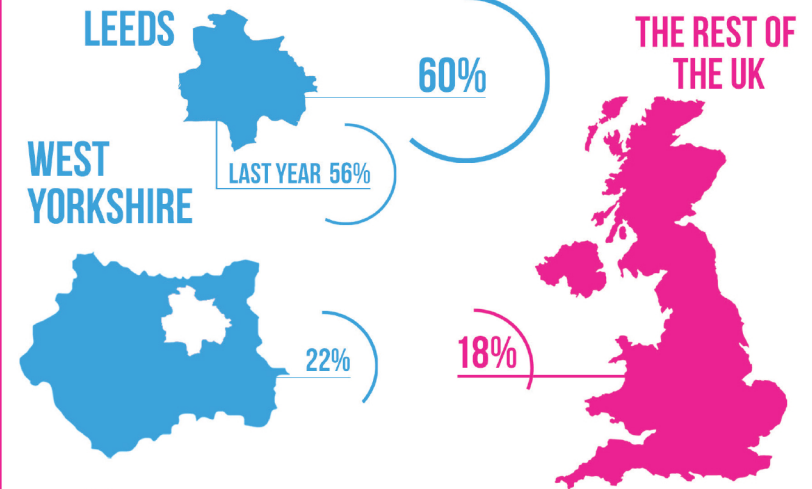
6

WHICH OF THESE BEST DESCRIBES YOUR EMPLOYMENT SITUATION?



8

WHERE DID YOU TRAVEL FROM?



9

TO WHICH OF THESE ETHNIC GROUPS DO YOU CONSIDER YOU BELONG?

