

ECHO Arena Liverpool - Customer Service Survey Autumn 2009

How would you rate your overall experience of ECHO Arena?			
Base		7317	
	Very good	3318	45.30%
	Good	3109	42.50%
	Average	497	6.80%
	Poor	244	3.30%
	Very poor	149	2.00%

How would you rate the cleanliness of ECHO Arena?			
Base		9006	
	Very good	3954	43.90%
	Good	4072	45.20%
	Average	892	9.90%
	Poor	71	0.80%
	Very poor	17	0.20%

How do you rate security/Stewarding?			
Base		8998	
	Very good	4032	44.80%
	Good	3511	39.00%
	Average	1015	11.30%
	Poor	273	3.00%
	Very poor	167	1.90%

How many times have you visited ECHO Arena in the last 12 months?			
Base		9006	
	One	1576	17.50%
	Between 2 and 4	4021	44.60%
	Between 5 and 10	2806	31.20%
	More than 10	603	6.70%

How would you rate your safety at ECHO Arena?			
Base		8996	
	Very good	4042	44.90%
	Good	3732	41.50%
	Average	916	10.20%
	Poor	198	2.20%
	Very poor	108	1.20%

What types of events have you been to at ECHO Arena in the last 12 months?			
Base		9006	
	Music concert	8097	89.90%
	Comedy performance	1513	16.80%
	Family show	2343	26.00%
	Sport	1515	16.80%
	Exhibition	498	5.50%

How would you rate ECHO Arena's accessibility?			
Base		8849	
	Very good	5633	63.70%
	Good	2707	30.60%
	Average	400	4.50%
	Poor	78	0.90%
	Very poor	31	0.40%

Where would you usually purchase tickets for events at ECHO Arena?			
Base		9076	
	Echo Arena box office	7295	80.40%
	Ticketmaster	4544	50.10%
	Fan Club	147	1.60%
	Piccadilly Box Office	58	0.60%
	08 Place	359	4.00%
	Elsewhere	445	4.90%

How would you rate the toilet facilities of ECHO Arena?			
Base		8993	
	Very good	4121	45.80%
	Good	3560	39.60%
	Average	1057	11.80%
	Poor	189	2.10%
	Very poor	66	0.70%

When was your most recent visit to Echo Arena?			
Base		9005	
	Within the last month	3177	35.30%
	Between 1 and 3 months ago	2341	26.00%
	Between 4 and 6 months ago	2098	23.30%
	Between 7 and 12 months ago	1054	11.70%
	Over 12 months ago	335	3.70%

How would you rate the provision of refreshments?			
Base		8942	
	Very good	1968	22.00%
	Good	3196	35.70%
	Average	2794	31.20%
	Poor	755	8.40%
	Very poor	229	2.60%

Age Breakdown			
Base		8680	
	Under 16	23	0.30%
	16-17	62	0.70%
	18-21	213	2.50%
	22-25	462	5.30%
	26-35	1604	18.50%
	36-45	2621	30.20%
	46-55	2410	27.80%
	56 and over	1285	14.80%