

**F: POST-EVENT  
EVALUATION OF THE  
MARLBOROUGH  
WINE & FOOD  
FESTIVAL.**

**APR 2015**

**F:RESH  
INFO CO**



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## EXECUTIVE SUMMARY

The Marlborough Wine & Food Festival (MWFF) is New Zealand's original and longest running wine festival. The purpose of this study is to estimate the impact of the MWFF 2015 on the Marlborough economy. The key findings are:

- The MWFF 2015 attracted 2,830 visitors to Marlborough. In aggregate these visitors generated 7,510 visitor nights at an average of 2.65 nights per visitor.
- The MWFF 2015 increased Marlborough's regional exports by \$1.33 million. This figure is exclusive of GST and comprises:
  - A net inflow of \$60,000 caused by the operation of the event budget i.e. the amount spent in Marlborough to organise and deliver the event was \$60,000 greater than the event income sourced from within Marlborough.
  - A net inflow of \$1.31 million through expenditure by visitors on general tourism goods and services such as accommodation, food & beverage, transport, activities and retail shopping. This figure excludes spend on MWFF tickets which is counted in the event budget analysis.
  - An offsetting effect of \$48,000 due to some visitors shifting a planned trip to Marlborough to coincide with the MWFF 2015. This has the effect of reducing visitor expenditure in Marlborough by \$48,000 before and/or after the event so this amount needs to be subtracted from the overall impact.
- The increase in regional exports of \$1.33 million caused by the MWFF 2015 generated \$796,000 of GDP in the Marlborough economy.
- The return on regional investment in the MWFF 2015 was 321%, calculated as the GDP impact of \$796,000 divided by Marlborough's investment in the event which was \$248,000. This is a high level of return for a major event - the average return on investment across Auckland's event portfolio was 73% in 2013/14.
- The average satisfaction score among spectators was high at 4.61 out of 5.

	Value
Visitors to Marlborough	2,830
Visitor nights in Marlborough	7,510
Nights in Marlborough per visitor	2.65
Change in regional exports	\$1,326,000
Event operations	\$60,000
Tourism	\$1,314,000
Offsetting effects	-\$48,000
Contribution to GDP	\$796,000
Regional investment	\$248,000
Return on regional investment	321%
Satisfaction score out of 5	4.61



# INTRODUCTION

The Marlborough Wine & Food Festival (MWFF) is New Zealand's original and longest running wine festival. Those who attend get the opportunity to sample a unique selection of world-class wines and local cuisine within one of Marlborough's oldest and most picturesque vineyards – Brancott Vineyard. The 2015 event was held on Saturday 14 February.

The purpose of this study is to estimate the impact of the MWFF 2015 on the Marlborough economy. This involves assessing the extent to which the event grew regional exports and Gross Domestic Product (GDP) within the Marlborough economy.

## Approach

Event evaluation involves identifying the economic activity caused by an event (the 'factual' scenario) and comparing this against a state of the world in which the event does not exist (the 'counterfactual' scenario). The impact of an event is the difference between what actually happens (the factual) and what would have happened in the alternative state of the world (the counterfactual). Event evaluation is therefore concerned with identifying the *change* in activity that can be attributed to an event relative to the counterfactual.

Regional level economic impacts are driven by net changes in *regional* exports, measured as earnings from outside Marlborough (regional exports) less purchases of goods and services from outside Marlborough (regional imports). The MWFF 2015 generates regional exports and imports through two distinct channels:

1. The operation of the event budget – some of the event income is sourced from outside Marlborough (regional exports), and some of the operating expenses accrue to businesses outside Marlborough (regional imports).
2. Expenditure by visitors to Marlborough on general tourism and event-specific goods and services.

Money spent by locals is zero-rated for evaluation purposes i.e. spend by local participants, spectators and sponsors is counted as neither a cost nor a benefit to the region. Money spent by non-locals is considered to be incremental unless it can be shown that this money would have been spent in Marlborough in the absence of the event *and/or* the event causes the loss of some 'normal' business activity. The changes in economic activity caused by event operations and tourism are summed and then converted to regional GDP using economic multipliers. The return on regional investment is calculated as the change in GDP attributable to the event divided by the region's overall investment in the event.



## Information sources

The economic impact of the MWFF 2015 has been informed by:

- A line-item analysis of the profit & loss statement for the MWFF 2015 to understand how the event was funded and where the money was spent.
- An online survey of 250 event attendees to gather feedback about the event and understand the length of stay and expenditure behaviour of visitors. There were two main pathways in the survey – one for locals and one for visitors. Only visiting attendees were exposed to visitor-related questions within the survey. A copy of the survey is provided in Appendix 1.

The results from the online survey were used to estimate key ratios such as number of event days attended per person, nights spent in Marlborough per visitor, spend per visitor to Marlborough and spend per visitor night. These ratios were then applied to the population of event attendees to estimate aggregates such as total visitor nights and expenditure caused by the event. The event population was estimated using data provided by the event organiser.

The results presented in this report are therefore all based on estimates derived from surveys and actual attendance figures. No major assumptions or imputations were required.

## Interpretation & limitations

The outcomes presented in this report are measured against the counterfactual of the event not being held in Marlborough and any public sector investment in the event not being used for another purpose. The outcomes therefore represent the gross returns to Marlborough and do not consider the returns that could be generated from investing the same amount of public sector money in different ways. The outcomes in this report should be compared with those delivered by other investment options to ensure that resources are being allocated in the most efficient manner. The reported outcomes are generated by the event and may not be a direct result of public sector investment in the event.

This evaluation focuses primarily on financial costs and benefits that can be directly attributed to the event. It does not seek to measure social and cultural benefits delivered by the event and is therefore likely to understate the total benefit of the MWFF 2015 to Marlborough.



# EVENT FOOTPRINT

## Attendance profile

A total of 7,820 people attended the MWFF 2015 including:

- 230 organisers and volunteers
- 620 staff working for the wine and food vendors
- 6,970 spectators

Of the 7,820 attendees, 4,580 lived within the Marlborough region and the remaining 3,240 were from outside the region.

TABLE 1 ATTENDANCE PROFILE FOR THE MWFF 2015

	Locals	Visitors	Total
Organisers & volunteers	230	0	230
Wine & food vendors	570	50	620
Spectators	3,780	3,190	6,970
Total	4,580	3,240	7,820

## Visitation profile

Demonstrating causality is an important part of event evaluation i.e. it must be shown that the event caused the costs and benefits attributed to the event. This is particularly relevant to tourism because a visitor that attends an event could be in the region for another reason, in which case it would not be valid to attribute their visitor nights or expenditure to the event. Attendees that are in the region for another reason are referred to as “incidental visitors”.

Incidental visitation at the MWFF 2015 was measured through a question in the online survey which asked visiting respondents whether the event was the main reason for their visit to the region. The results showed that 410 of the 3,240 attendees from outside the Marlborough region were incidental and were in the region for another reason. The remaining 2,830 visitors were attracted to the region by the event and it is therefore valid to attribute the visitor nights and spend they generated to the event. On average each visitor spent 2.65 nights in Marlborough generating a total of 7,510 visitor nights.

TABLE 2 VISITOR ACTIVITY IN MARLBOROUGH CAUSED BY THE MWFF 2015

	Visit to Marlborough caused by MWFF	Visit to Marlborough <u>not</u> caused by MWFF	Total
Visitors attending MWFF	2,830	410	3,240
Visitor nights caused by MWFF	7,510	0	7,510
Nights per visitor caused by MWFF	2.65	n/a	n/a



## Economic impact

It is estimated that the MWFF 2015 caused \$1.33 million of externally sourced (non-local) expenditure in the Marlborough economy (regional exports). This figure is exclusive of GST and comprises:

- A net inflow of \$60,000 caused by the operation of the event budget i.e. the amount spent in Marlborough to organise and deliver the event was \$60,000 greater than the event income sourced from within Marlborough.
- A net inflow of \$1.31 million through expenditure by visitors on general tourism goods and services such as accommodation, food & beverage, transport, activities and retail shopping. This figure excludes spend on MWFF 2015 tickets which is counted in the event budget analysis.
- An offsetting effect of \$48,000 due to some visitors shifting a planned trip to Marlborough to coincide with the MWFF 2015. This has the effect of reducing visitor expenditure in Marlborough by \$48,000 before and/or after the event so this amount needs to be subtracted from the overall impact.

**TABLE 3 REGIONAL EXPORTS GENERATED BY THE MWFF 2015 (EXCL. GST)**

	Change in regional exports
Event operations	\$60,000
Tourism	\$1,314,000
Offsetting effects	-48,000
Total	\$1,326,000

More detailed breakdowns of the regional exports generated by the MWFF 2015 are provided in the following sections.

### Event operations

A total of \$414,000 (excluding GST) was spent delivering the MWFF 2015 of which \$248,000 was sourced from within Marlborough, mainly through ticket sales and sponsorship. Around \$308,000 of the operating expenditure accrued to Marlborough-based businesses and organisations (including profits retained by the event owner). This exceeds the \$248,000 of income sourced from within Marlborough by \$60,000; hence the MWFF 2015 generated a net inflow of cash into the Marlborough economy of \$60,000 through the event budget.

**TABLE 4 CASHFLOWS GENERATED BY EVENT OPERATIONS (\$M EXCL. GST)**

	Marlborough	Outside Marlborough	Total
Origin of income	\$248,000	\$166,000	\$414,000
Destination of expenditure	\$308,000	\$106,000	\$414,000
Net inflow of cash	\$60,000	-\$60,000	\$0



## Tourism

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Visitors to Marlborough spent \$1.31 million (excluding GST) on tourism goods and services such as accommodation, food & beverage, transport, activities and retail shopping. This represents average expenditure of \$465 per visitor or \$175 per visitor night and excludes spend on MWFF 2015 tickets which is counted in the event budget analysis.

**TABLE 5 EXPENDITURE BY VISITORS TO MARLBOROUGH CAUSED BY THE EVENT (EXCL. GST)\***

	Value
Visitor spend caused by event*	\$1,314,000
Spend per visitor caused by event*	\$465
Spend per visitor night caused by event*	\$175

\*Excludes spend on MWFF tickets which is counted in the event budget analysis

These figures are averaged across all visits to Marlborough caused by the event, including children. Figures from the AA Traveller<sup>1</sup> show that, on average, domestic overnight travellers spend around \$105 per adult night excluding GST. This includes expenditure on all items associated with the trip, including airfares. Spend per visitor night caused by the MWFF 2015 is therefore higher than spend during an average overnight trip.

The average amount spent by each visitor on transport to and from Marlborough was \$201 including GST. Only the amounts spent in Marlborough are included in the figures above (expenses such as airfares and fuel purchases in other regions are excluded).

## GDP impact & return on regional investment

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The increase in regional exports of \$1.33 million caused by the MWFF 2015 generated \$796,000 of GDP in the Marlborough economy.<sup>2</sup> This represents the return on Marlborough's investment in the event. Around \$248,000 of the \$414,000 operating budget was sourced from within Marlborough, mainly through ticket purchases and sponsorship by Marlborough residents and businesses. This represents Marlborough's investment in the event.

The return on regional investment in the MWFF 2015 was therefore 321%, calculated as \$796,000 divided by \$248,000. This means that Marlborough recovered each dollar it invested in the event plus an additional \$3.21 per dollar invested, which is a high level of return for a major event. The average return on investment across Auckland's event portfolio was 73% in 2013/14, and some specific examples include:

- BMX World Championships – 344%
- Auckland Marathon – 111%
- ASB Classic & Heineken Open – 57%
- Ironman 70.3 – 105%
- NRL Auckland Nines – 102%
- ITM500 – 159%
- Auckland Lantern Festival – 41%
- Pasifika festival – 51%

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<sup>1</sup> The AA Traveller is a research programme that provides valuable information about domestic overnight travel in New Zealand. It is a joint venture between The New Zealand Automobile Association Incorporated and The Fresh Information Company and has been designed to help New Zealand grow its valuable domestic travel market.

<sup>2</sup> The regional exports figure is converted to an estimate of regional GDP using economic multipliers provided by Butcher and Associates.





**TABLE 6 ECONOMIC IMPACT OF THE MWFF 2015 & RETURN ON REGIONAL INVESTMENT**

	Impact on Marlborough
Change in regional exports	\$1,326,000
Event operations	\$60,000
Tourism	\$1,314,000
Offsetting effects	-\$48,000
Contribution to GDP	\$796,000
Regional investment	\$248,000
Return on regional investment	321%

## Non-economic data

Of the 250 people who responded to the post-event online survey 16% were less than 30 years of age, 21% were between 30 and 39, 26% were between 40 and 49, 26% were between 50 and 59 and 10% were over 60.

**TABLE 7 AGE OF SURVEY RESPONDENTS**

	Share of respondents	Number of respondents
18-29 years	16%	41
30-39 years	21%	53
40-49 years	26%	65
50-59 years	26%	65
60-69 years	9%	22
70 or older	1%	3
Would rather not say	0%	1
Total	100%	250

74% of respondents to the post-event online survey were female and the remaining 26% were male.

**TABLE 8 GENDER OF SURVEY RESPONDENTS**

	Share of respondents	Number of respondents
Female	74%	186
Male	26%	64
Total	100%	250



44% of visitors to the Marlborough region used a private car during their trip, 30% took a domestic flight, 25% used the Cook Strait ferry and 19% used a rental vehicle. Some visitors used more than one mode of transport so the sum of all visitors in the table below is greater than the total visitor count.

**TABLE 9 TYPES OF TRANSPORT USED TO TRAVEL TO MARLBOROUGH (VISITORS ONLY)**

	Share of visitors	Number of visitors*
Domestic flight	30%	966
Private aircraft	1%	18
Rental vehicle	19%	594
Private vehicle	44%	1,388
Train	3%	94
Bus	3%	108
Ferry	25%	790
Other	4%	131

\*Some visitors used more than one mode of transport so the sum of all visitors is greater than the total visitor count.

Around one third of all visitor nights generated by the MWFF 2015 were spent in private homes with friends and relatives, 27% were spent in motels and 14% were spent in rented houses/holiday homes.

**TABLE 10 VISITOR NIGHTS BY ACCOMODATION TYPE**

	Share of visitor nights	Number of visitor nights
Private home with friends/family	34%	2,492
Hotel	4%	295
Motel	27%	2,000
Serviced apartment	4%	263
Bed & Breakfast	10%	717
Rented house/holiday home	14%	1,005
Backpacker/youth hostel	1%	89
Campervan/caravan	1%	75
Other	6%	444
Total	100%	7,378

92% of respondents were satisfied or very satisfied with the MWFF 2015. The average satisfaction score was 4.61 out of 5.

**TABLE 11 OVERALL, HOW SATISFIED WERE YOU WITH THE MWFF 2015?**

Very satisfied (5)	72%
Satisfied (4)	21%
Neutral (3)	3%
Dissatisfied (2)	2%
Very dissatisfied (1)	1%
Total	100%

Average score out of 5	4.61
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71% of Marlborough residents agreed or strongly agreed that the MWFF 2015 makes Marlborough a more enjoyable place to live and 86% agreed or strongly agreed that hosting the MWFF 2015 makes them proud to live in Marlborough. 64% of visitors agreed or strongly agreed that attending the MWFF 2015 made them more aware of what Marlborough has to offer and 33% agreed or strongly agreed that attending the MWFF 2015 made their trip to Marlborough more enjoyable.

**TABLE 12 HOW STRONGLY DO YOU AGREE WITH THE FOLLOWING STATEMENTS?**

	Residents only		Visitors only	
	The Marlborough Wine & Food Festival makes Marlborough a more enjoyable place to live	Hosting the Marlborough Wine & Food Festival makes me proud to live in Marlborough	Attending the Marlborough Wine & Food Festival made me more aware of what Marlborough has to offer	Attending the Marlborough Wine & Food Festival made my trip to Marlborough more enjoyable
Strongly agree (5)	33%	53%	21%	14%
Agree (4)	38%	33%	43%	19%
Neutral (3)	27%	11%	31%	57%
Disagree (2)	1%	3%	6%	8%
Strongly disagree (1)	0%	0%	0%	1%
Total	100%	100%	100%	100%
Average score out of 5	4.03	4.36	3.79	3.36


36% of attendees heard about the MWFF 2015 through word of mouth, 12% through social media, 9% through the website and 6% through the newspaper. The majority of the 12% who cited 'other' marketing channels said they had been to the event before.

**TABLE 13 HOW DID YOU HEAR ABOUT THE MWFF 2015?**

	Share of attendees	Number of attendees*
Magazines	2%	160
Website	9%	873
Ticketing agency	4%	389
Social media	12%	1,165
Radio	5%	469
Billboards	3%	328
Word of mouth	36%	3,609
Newspaper	6%	639
Participants	4%	365
Sponsors	1%	105
iSite	2%	191
Other	12%	1,231
Don't know/can't remember	5%	488
Total	100%	10,014

\*Some attendees heard about the event through more than one channel so the sum of all attendees is greater than the total attendee count.

# APPENDIX 1



**WIN TWO VIP TICKETS TO NEXT YEAR'S MARLBOROUGH WINE & FOOD FESTIVAL!**

Thank you for agreeing to answer a few questions about your recent experience attending the Marlborough Wine & Food Festival. All completed responses will go into a draw to win two VIP tickets to Marlborough Wine & Food Festival 2016.

The information you provide will remain confidential and your answers will be combined with those of other survey participants to understand the impact the event had on the Marlborough region.

The survey should take no more than 5 minutes to complete. If you have any problems accessing the survey, please [contact Fresh Information](#)

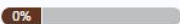
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1. How old are you? \*

- Less than 18 years
- 18-29 years
- 30-39 years
- 40-49 years
- 50-59 years
- 60-69 years
- 70 or older
- Would rather not say

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**Next**

0% 



2. Are you: \*

Female

Male

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3. Where do you currently live? \*

Marlborough region


Elsewhere in New Zealand

Overseas

Back Next

11%

### Pathway for Marlborough residents



How strongly do you agree with the following? \*

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The Marlborough Wine & Food Festival makes Marlborough a more enjoyable place to live *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hosting the Marlborough Wine & Food Festival makes me proud to live in Marlborough *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending the Marlborough Wine & Food Festival made me more aware of what Marlborough has to offer *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending the Marlborough Wine & Food Festival made my trip to Marlborough more enjoyable *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Back Next

22%



4. How did you hear about the Marlborough Wine & Food Festival? \*

- |   |  |
|---|--|
| <input type="checkbox"/> Magazines        | <input type="checkbox"/> Newspaper                 |
| <input type="checkbox"/> Website          | <input type="checkbox"/> Participants              |
| <input type="checkbox"/> Ticketing agency | <input type="checkbox"/> Sponsors                  |
| <input type="checkbox"/> Social media     | <input type="checkbox"/> iSite                     |
| <input type="checkbox"/> Radio            | <input type="checkbox"/> Don't know/Can't remember |
| <input type="checkbox"/> Billboards       | <input type="checkbox"/> Other (please specify)    |
| <input type="checkbox"/> Word of mouth    | <input type="text"/>                               |

Overall, how satisfied were you with your Marlborough Wine & Food Festival experience? \*

- |                       |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very satisfied        | Satisfied             | Neutral               | Dissatisfied          | Very dissatisfied     | Don't know/NA         |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |


5. Would you like to make any comments about the Marlborough Wine & Food Festival?

Please provide your email address and we'll enter you into the draw to win two VIP tickets to next year's festival:

[Back](#) [Submit Survey](#)

80%

## Pathway for visitors to Marlborough



5. Was the Marlborough Wine & Food Festival the main reason you travelled from Auckland to Marlborough? \*

Yes

No, I was planning to be in Marlborough at this time anyway (for another reason)

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Which of the following best describes your trip to Marlborough? \*

It was an extra trip that I would not have made in the absence of the Marlborough Wine & Food Festival

I shifted the dates of a planned trip to Marlborough to coincide with the event

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How many nights did you stay in Marlborough? \*

night(s)

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6. Which type(s) of transport did you use to travel to Marlborough? \*

Domestic flight  Train

Private aircraft  Bus

Rental vehicle  Ferry

Private vehicle  Other (please specify)

---

7. Was Marlborough the main region you visited on this trip?

Yes

No, Marlborough was one of several regions I visited as part of a larger trip within New Zealand

Don't know

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How much did you spend on transport to and from Marlborough, including fuel purchases? \*

Amount (NZ\$) \*  Don't know

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Which types of accommodation did you use in Marlborough? \*

*Please select all that apply*

Private home/Staying with friends or family  Rented house/Holiday home

Hotel  Backpackers/Youth hostel

Motel  Campervan/Caravan

Serviced apartment  Other (please specify)

Bed & Breakfast

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33%



Which of the following items did you spend money on, either personally or through your business/organisation, during your visit to Marlborough for the Marlborough Wine & Food Festival? \*


- Tickets to the Marlborough Wine & Food Festival (including wine seminars)
- Accommodation in Marlborough
- Purchases at the Marlborough Wine & Food Festival e.g. wine, food, products, merchandise
- Other meals, food & drinks in Marlborough (including alcohol)
- Cellar door purchases in Marlborough
- Other retail shopping in Marlborough e.g. clothes, gifts, souvenirs
- Visitor attractions & activities in Marlborough (not including the Marlborough Wine & Food Festival)
- Other events attended in Marlborough (not including the Marlborough Wine & Food Festival)
- Transport-related purchases in Marlborough e.g. rental car hire, taxis, buses, car parking
- Fuel purchased in Marlborough
- Other spend in Marlborough (please specify)  \*
- I did not spend anything in Marlborough during my trip

Back

Next

44%





**How much money was spent on the following during your visit to Marlborough?**

Tickets to the Marlborough Wine & Food Festival \*

Amount (NZ\$):  \*  Don't know

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Accommodation in Marlborough \*

Amount (NZ\$):  \*  Don't know


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Purchases at the Marlborough Wine & Food Festival e.g. wine, food, products, merchandise \*

Amount (NZ\$):  \*  Don't know

---

56%



**12. How many adults (15+) were covered by the amounts spent on: \***

Adults (15+) covered

Tickets to the Marlborough Wine & Food Festival: NZ\$100 *	<input type="text"/>
Accommodation in Marlborough: NZ\$500 *	<input type="text"/>
Purchases at the Marlborough Wine & Food Festival: NZ\$200 *	<input type="text"/>

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67%



How strongly do you agree with the following? \*

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Attending the Marlborough Wine & Food Festival made me more aware of what Marlborough has to offer *	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending the Marlborough Wine & Food Festival made my trip to Marlborough more enjoyable *	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Back Next

67%



13. How did you hear about the Marlborough Wine & Food Festival? \*

- |   |  |
|---|--|
| <input type="checkbox"/> Magazines        | <input type="checkbox"/> Newspaper                 |
| <input type="checkbox"/> Website          | <input type="checkbox"/> Participants              |
| <input type="checkbox"/> Ticketing agency | <input type="checkbox"/> Sponsors                  |
| <input type="checkbox"/> Social media     | <input type="checkbox"/> iSite                     |
| <input type="checkbox"/> Radio            | <input type="checkbox"/> Don't know/Can't remember |
| <input type="checkbox"/> Billboards       | <input type="checkbox"/> Other (please specify)    |
| <input type="checkbox"/> Word of mouth    | <input type="text"/>                               |

Overall, how satisfied were you with your Marlborough Wine & Food Festival experience? \*

Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know/NA
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Would you like to make any comments about the Marlborough Wine & Food Festival?

Please provide your email address and we'll enter you into the draw to win two VIP tickets to next year's festival:

Back Submit Survey

88%