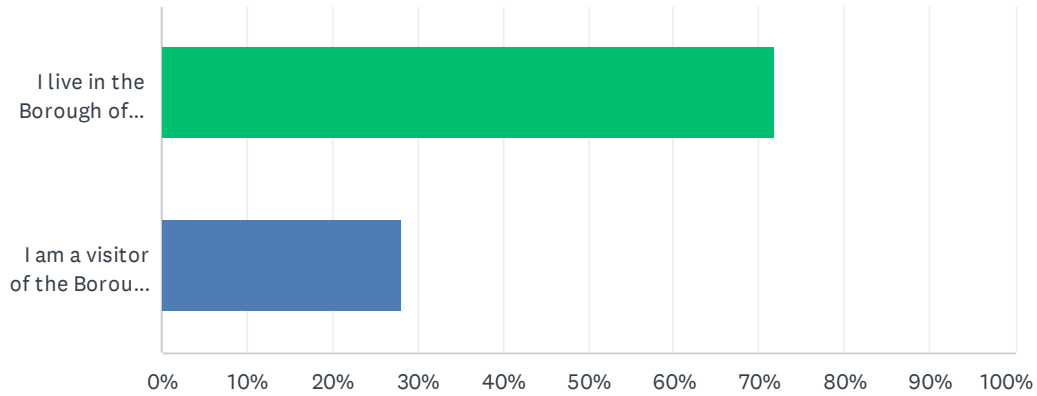


2024 PXV InsideOut -  
Open Air Experience General Population Survey



## Which best describes you?

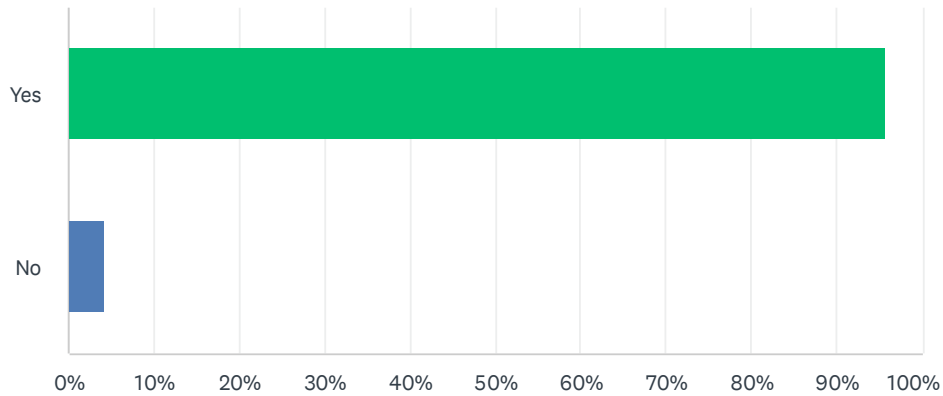
Answered: 2,461 Skipped: 0



ANSWER CHOICES	RESPONSES	
I live in the Borough of Phoenixville.	71.92%	1,770
I am a visitor of the Borough of Phoenixville.	28.08%	691
TOTAL		2,461

# Have you taken advantage of the PXV InsideOut - Open Air Experience by visiting downtown or patronizing a downtown business during one of the PXV Inside Out - Open Air Experience weekends?

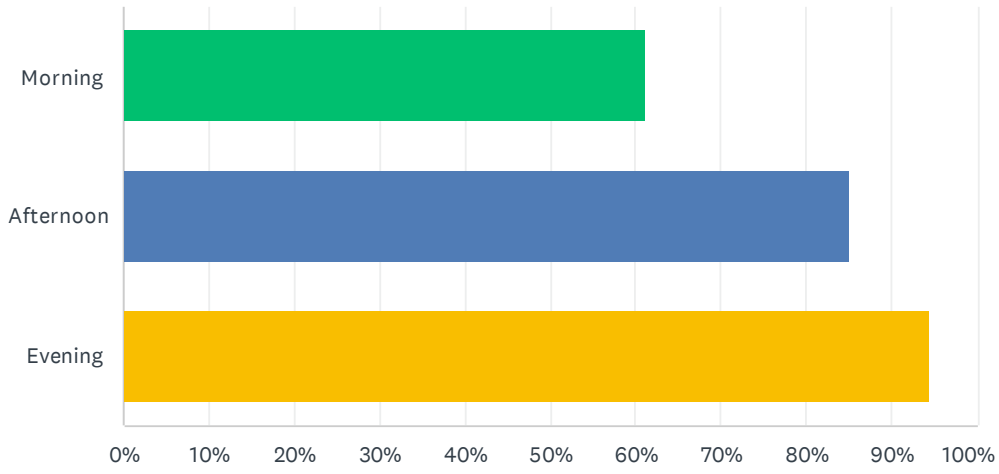
Answered: 2,461 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	95.81% 2,358
No	4.19% 103
TOTAL	2,461

## What time of day have you visited? (Select all that apply)

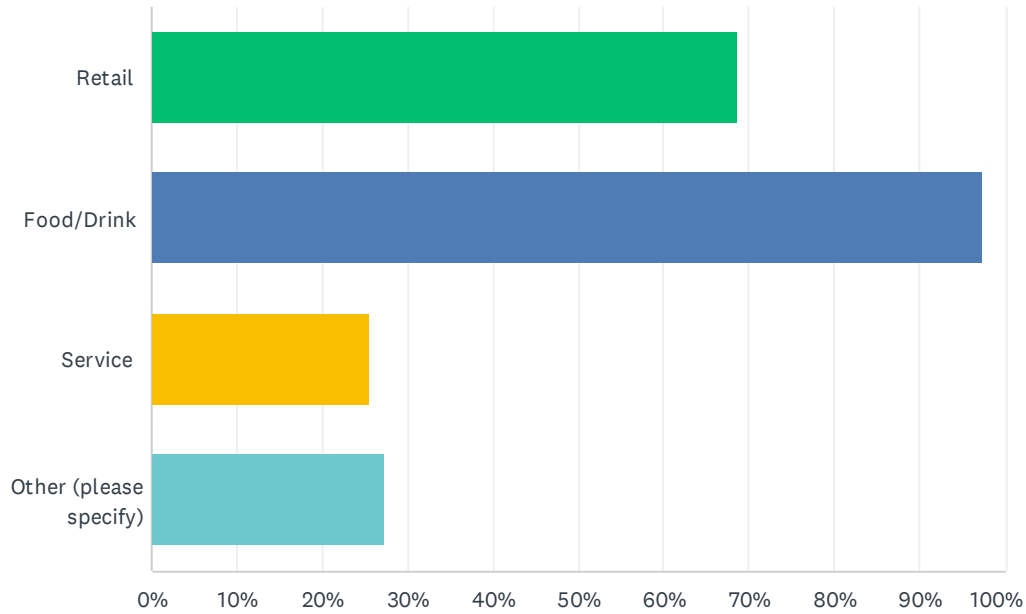
Answered: 2,324 Skipped: 137



ANSWER CHOICES	RESPONSES	
Morning	61.14%	1,421
Afternoon	85.15%	1,979
Evening	94.41%	2,194
Total Respondents: 2,324		

## What was the reason for your visit? (Select all that apply)

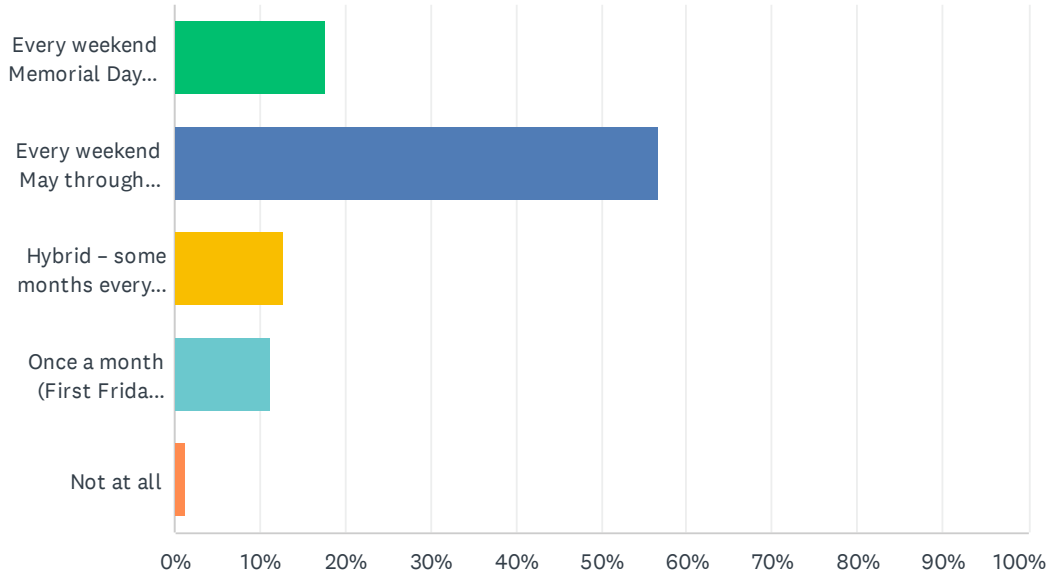
Answered: 2,324 Skipped: 137



ANSWER CHOICES	RESPONSES	
Retail	68.67%	1,596
Food/Drink	97.46%	2,265
Service	25.60%	595
Other (please specify)	27.19%	632
Total Respondents: 2,324		

## How often would you like to see the PXV InsideOut - Open Air Experience occur during the 2024 season?

Answered: 2,324 Skipped: 137



ANSWER CHOICES	RESPONSES	
Every weekend Memorial Day through Labor Day	17.73%	412
Every weekend May through November	56.76%	1,319
Hybrid – some months every weekend, others just for First Friday weekends	12.74%	296
Once a month (First Friday Weekend)	11.40%	265
Not at all	1.38%	32
<b>TOTAL</b>		<b>2,324</b>