

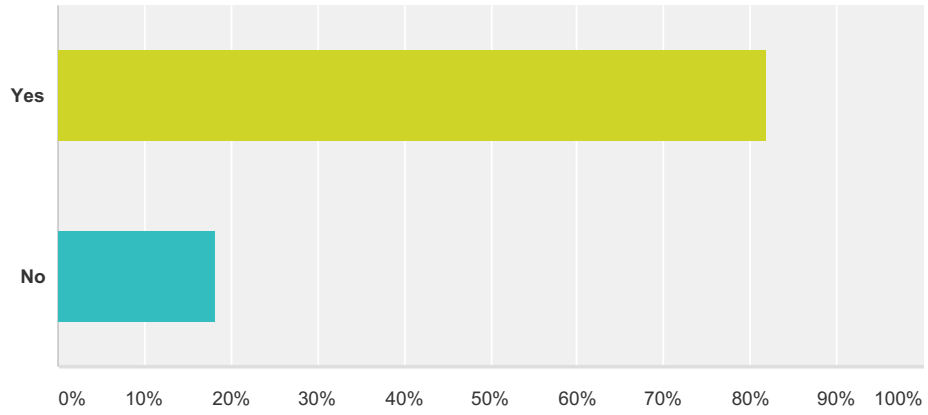
**Q1 Contact details**

Answered: 11 Skipped: 0

Answer Choices	Responses	
Name	100.00%	11
Company	100.00%	11
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	90.91%	10
Phone Number	81.82%	9

**Q2 Do you think that the Lerwick town centre Shopping Week improved local people's perception of businesses in the town centre?**

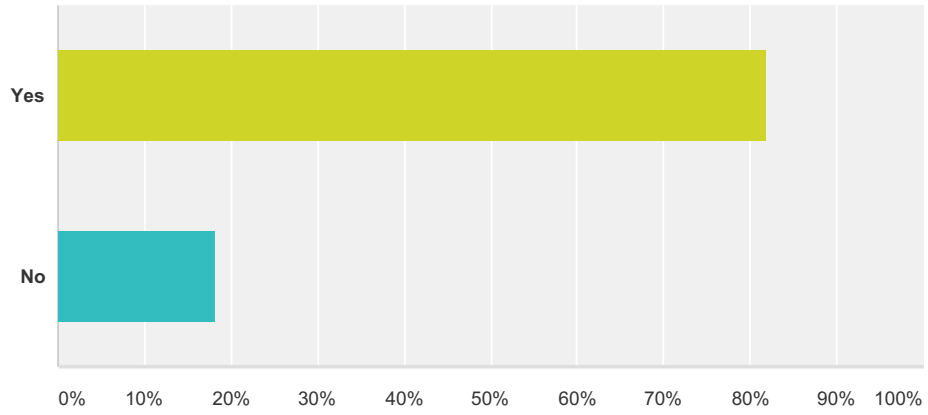
Answered: 11 Skipped: 0



Answer Choices	Responses	
Yes	81.82%	9
No	18.18%	2
<b>Total</b>		<b>11</b>

### Q3 Do you think that the Lerwick Town Centre Shopping Week improved visitor's perception of businesses in the town centre?

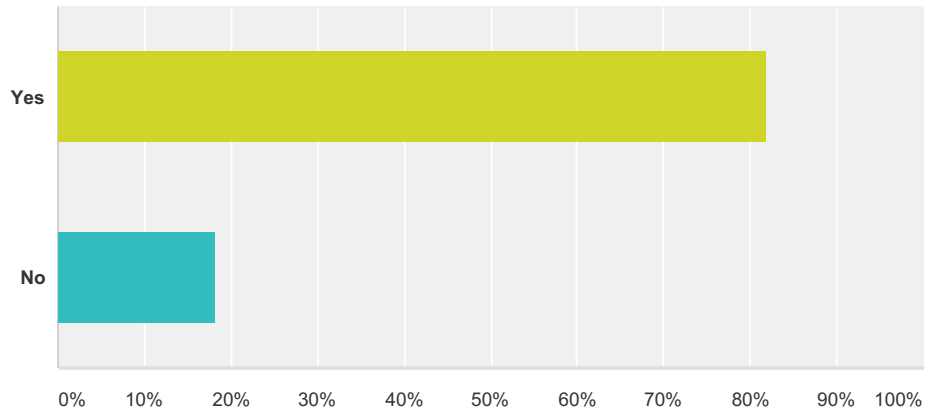
Answered: 11 Skipped: 0



Answer Choices	Responses	
Yes	81.82%	9
No	18.18%	2
<b>Total</b>		<b>11</b>

### Q4 Do you think that the Lerwick town centre Shopping Week brought more people into the town centre?

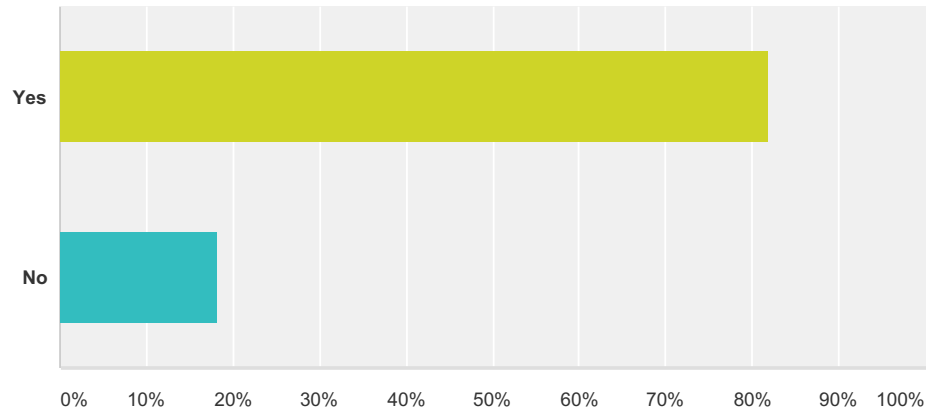
Answered: 11 Skipped: 0



Answer Choices	Responses	
Yes	81.82%	9
No	18.18%	2
<b>Total</b>		<b>11</b>

### Q5 Do you think that Lerwick Town Centre Shopping Week provided an opportunity for you to boost your trade?

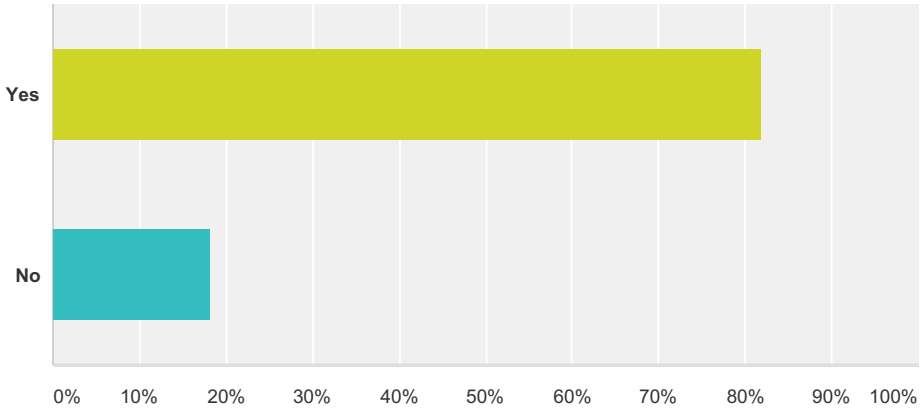
Answered: 11 Skipped: 0



Answer Choices	Responses	
Yes	81.82%	9
No	18.18%	2
<b>Total</b>		<b>11</b>

### Q6 Did you provide any extra incentive for customers during Shopping Week?

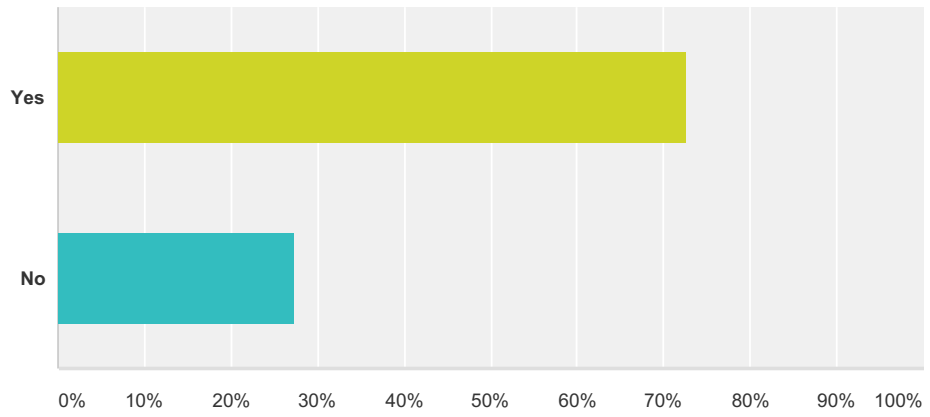
Answered: 11 Skipped: 0



Answer Choices	Responses	
Yes	81.82%	9
No	18.18%	2
<b>Total</b>		<b>11</b>

### Q7 Did Shopping Week boost your trade?

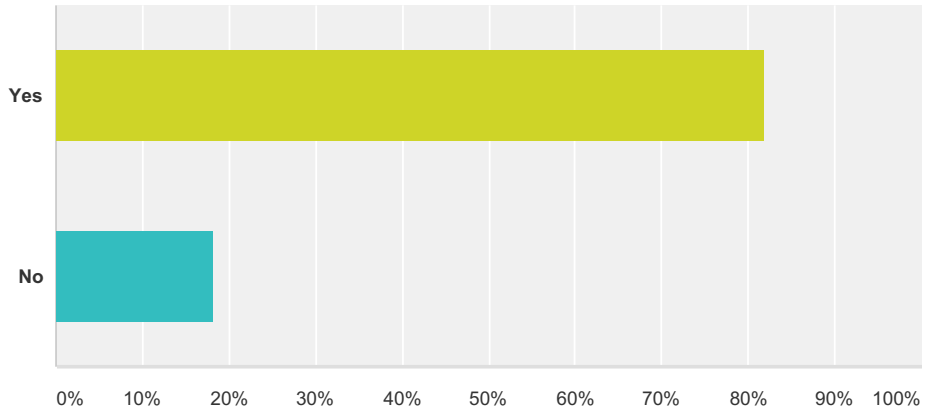
Answered: 11 Skipped: 0



Answer Choices	Responses
Yes	72.73% 8
No	27.27% 3
<b>Total</b>	<b>11</b>

**Q8 Would you provide an extra incentive for customers to visit you if we held another Lerwick town centre Shopping Week next year?**

Answered: 11 Skipped: 0

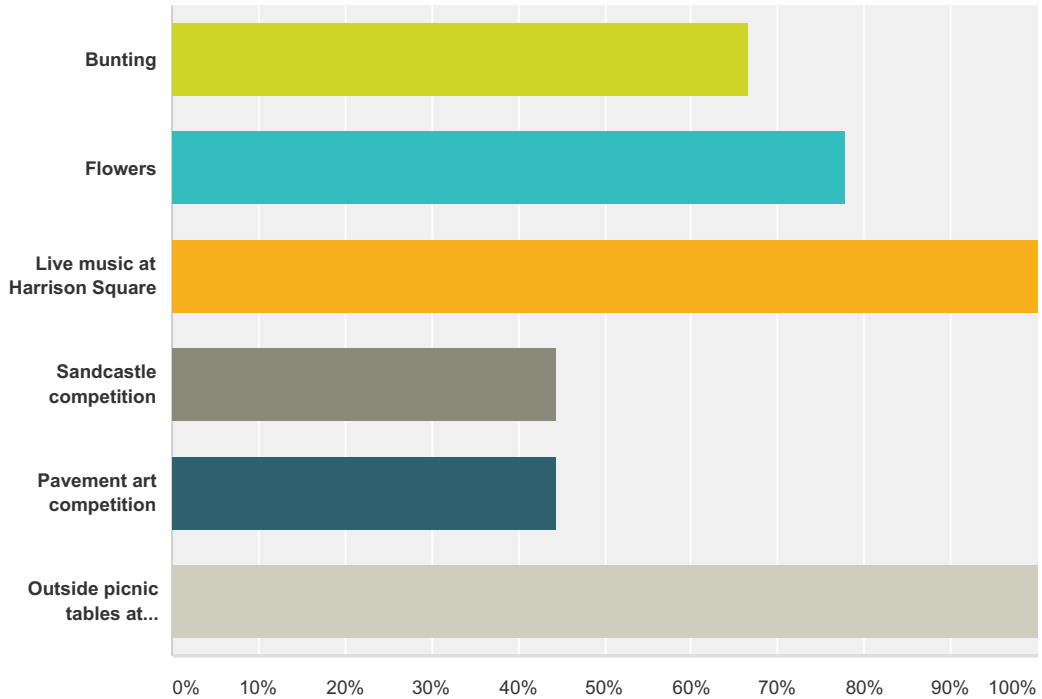


Answer Choices	Responses	
Yes	81.82%	9
No	18.18%	2
<b>Total</b>		<b>11</b>



**Q9 Which of the attractions organised by Living Lerwick during Shopping Week do you think helped to improve perception of the town centre and its businesses?**

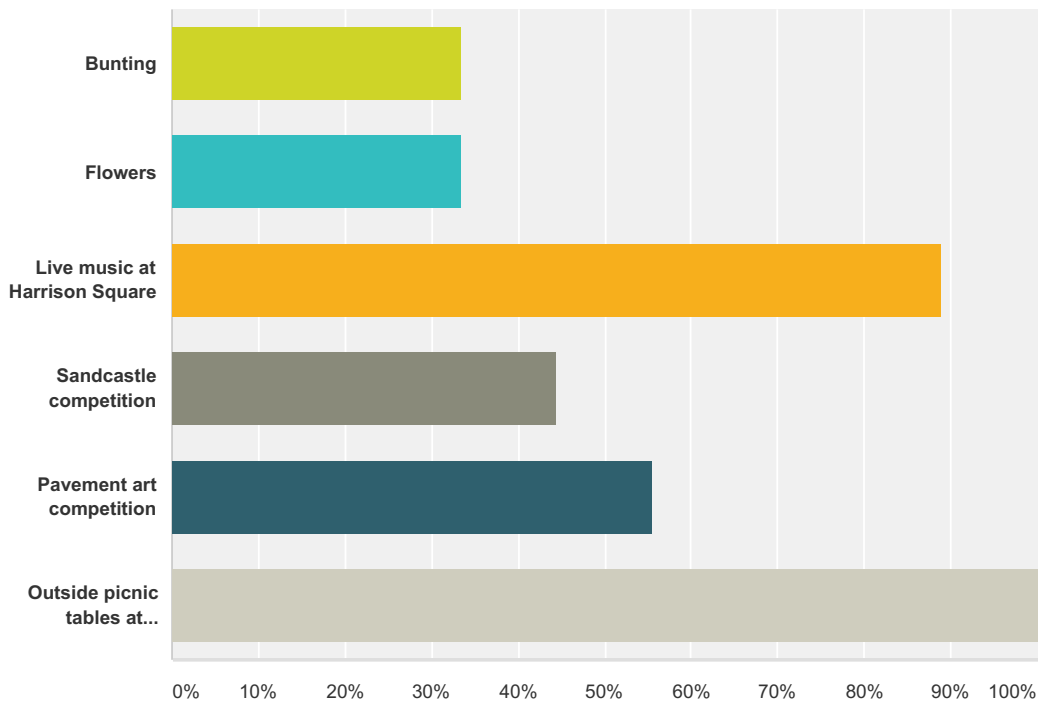
Answered: 9 Skipped: 2



Answer Choices	Responses
Bunting	66.67% 6
Flowers	77.78% 7
Live music at Harrison Square	100.00% 9
Sandcastle competition	44.44% 4
Pavement art competition	44.44% 4
Outside picnic tables at Harrison Square and on Commercial Street	100.00% 9
<b>Total Respondents: 9</b>	

**Q10 Which of the attractions organised by Living Lerwick during Shopping Week do you think helped to encourage people into the town centre and its businesses?**

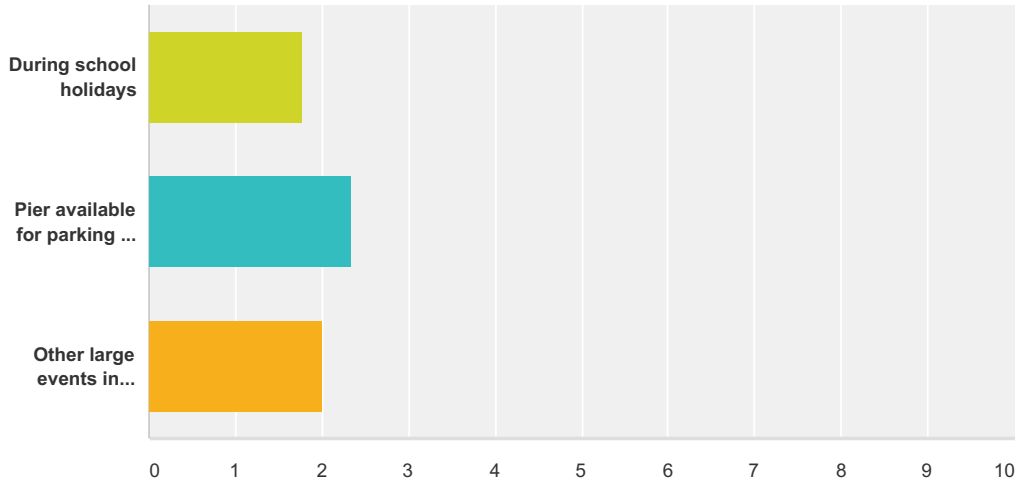
Answered: 9 Skipped: 2



Answer Choices	Responses
Bunting	33.33% 3
Flowers	33.33% 3
Live music at Harrison Square	88.89% 8
Sandcastle competition	44.44% 4
Pavement art competition	55.56% 5
Outside picnic tables at Harrison Square and on Commercial Street	100.00% 9
<b>Total Respondents: 9</b>	

**Q11 If we were to hold another Shopping Week in Lerwick town centre, how important do you think the following aspects are in deciding which week to hold it? Please rank in order of priority (1 being most important to you).**

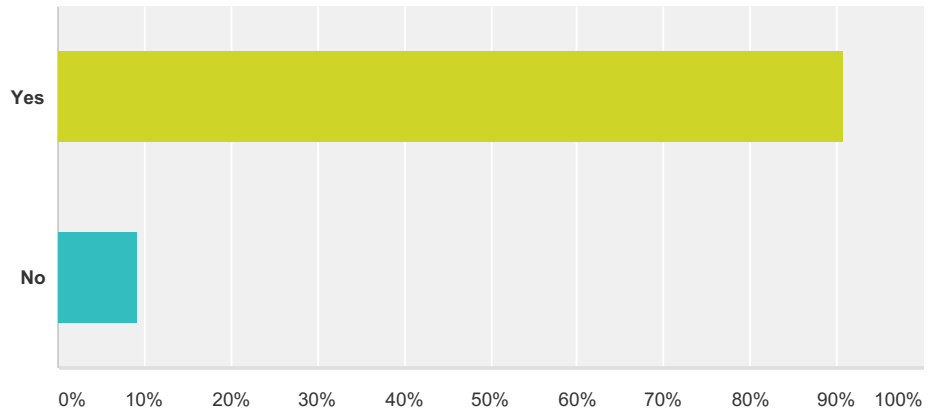
Answered: 10 Skipped: 1



	1	2	3	Total	Score
During school holidays	22.22% 2	33.33% 3	44.44% 4	9	1.78
Pier available for parking all week	44.44% 4	44.44% 4	11.11% 1	9	2.33
Other large events in Shetland	40.00% 4	20.00% 2	40.00% 4	10	2.00

### Q12 Do you want Living Lerwick to plan another Shopping Week in Lerwick town centre?

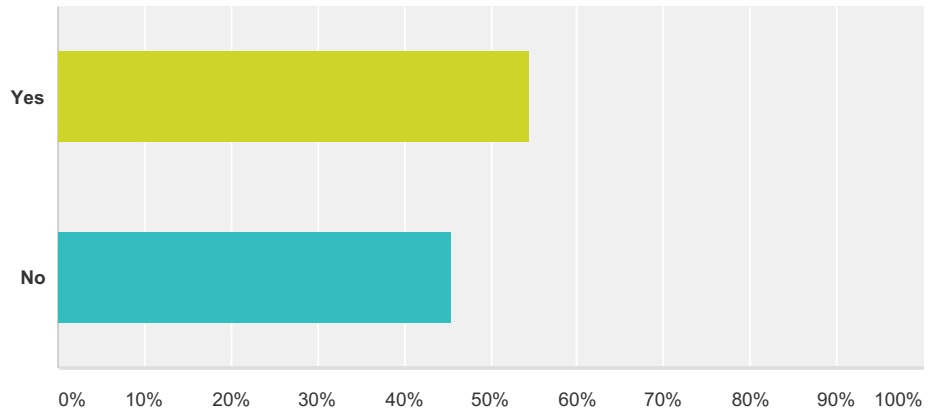
Answered: 11 Skipped: 0



Answer Choices	Responses
Yes	90.91% 10
No	9.09% 1
<b>Total</b>	<b>11</b>

### Q13 Would you like to be involved in planning another Shopping Week in Lerwick town centre?

Answered: 11 Skipped: 0



Answer Choices	Responses	
Yes	54.55%	6
No	45.45%	5
<b>Total</b>		<b>11</b>