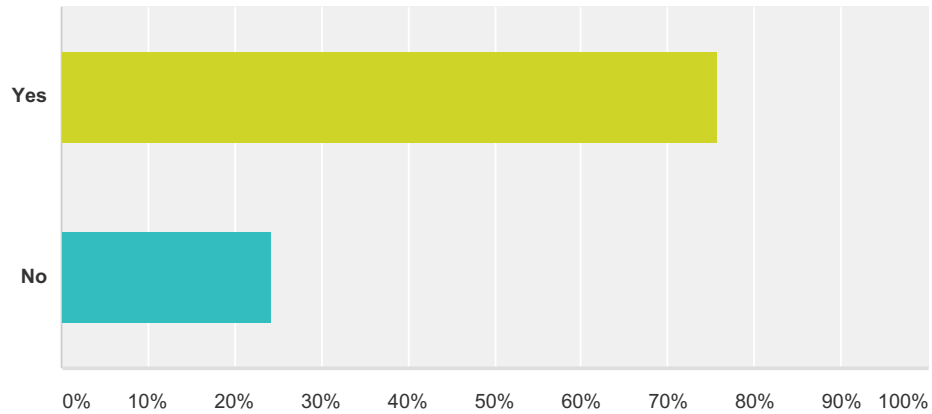


Q1 Do you think that the Winter Festival brought more people into the town centre?

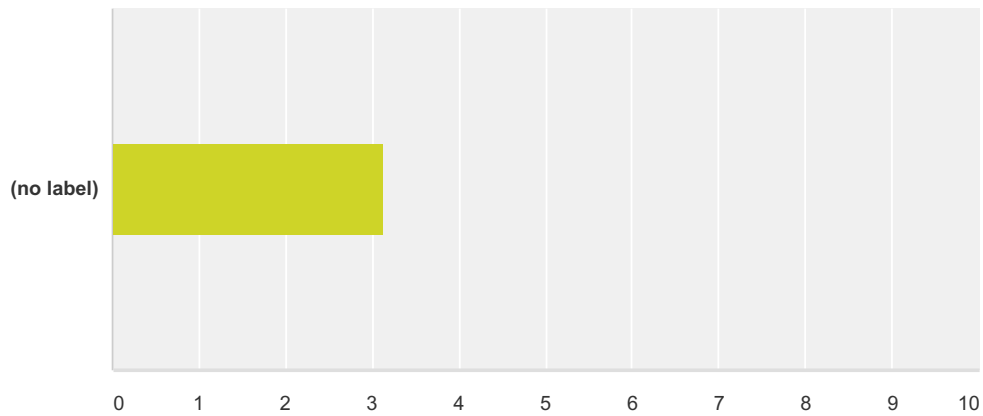
Answered: 33 Skipped: 0



| Answer Choices | Responses | Count |
|----------------|-----------|-----------|
| Yes | 75.76% | 25 |
| No | 24.24% | 8 |
| Total | | 33 |

Q2 Do you think the Winter Festival boosted trade?

Answered: 33 Skipped: 0

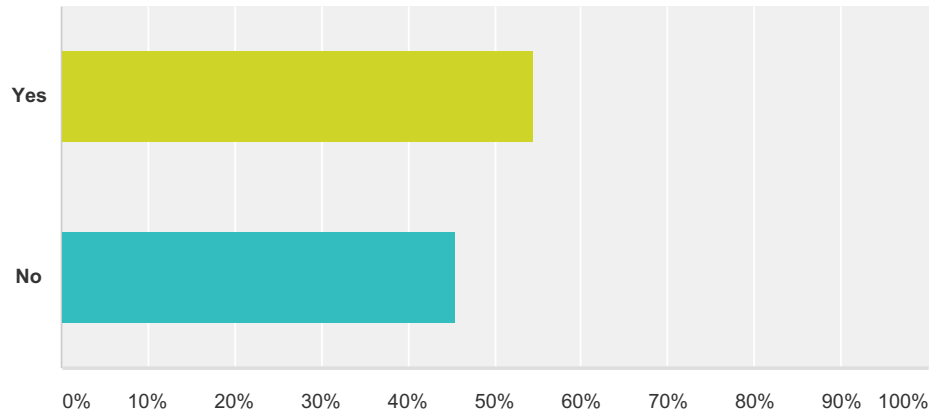


| | Yes, we saw a good increase in trade | Yes, we saw a modest boost in trade | Hard to determine if it had an effect or not | No, it did not help boost trade | No, it took trade away | N/A | Total | Weighted Average |
|------------|--------------------------------------|-------------------------------------|--|---------------------------------|------------------------|-------------|-------|------------------|
| (no label) | 0.00% 0 | 15.15% 5 | 42.42% 14 | 27.27% 9 | 0.00% 0 | 15.15% 5 | 33 | 3.14 |

Q3 Did you operate extended opening hours during the 2014 Winter Festival?

Answered: 33 Skipped: 0

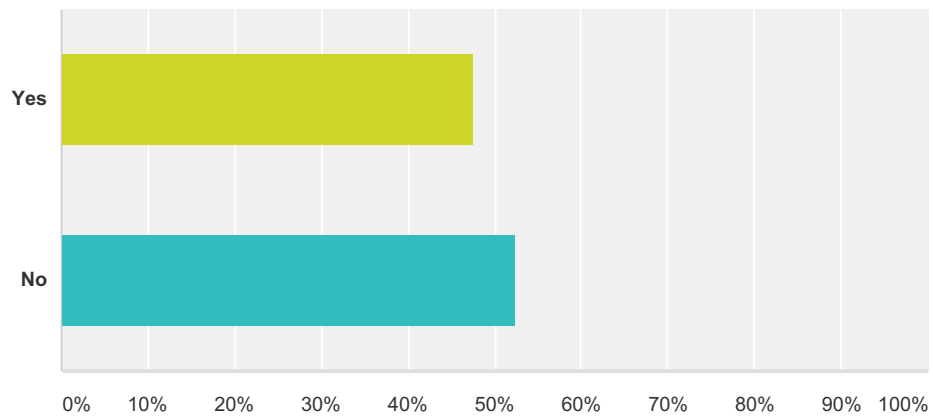
2014 Winter Festival Feedback Form



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| Yes | 54.55% | 18 |
| No | 45.45% | 15 |
| Total | | 33 |

Q4 If you operated extended opening hours, did you find it worthwhile?

Answered: 21 Skipped: 12

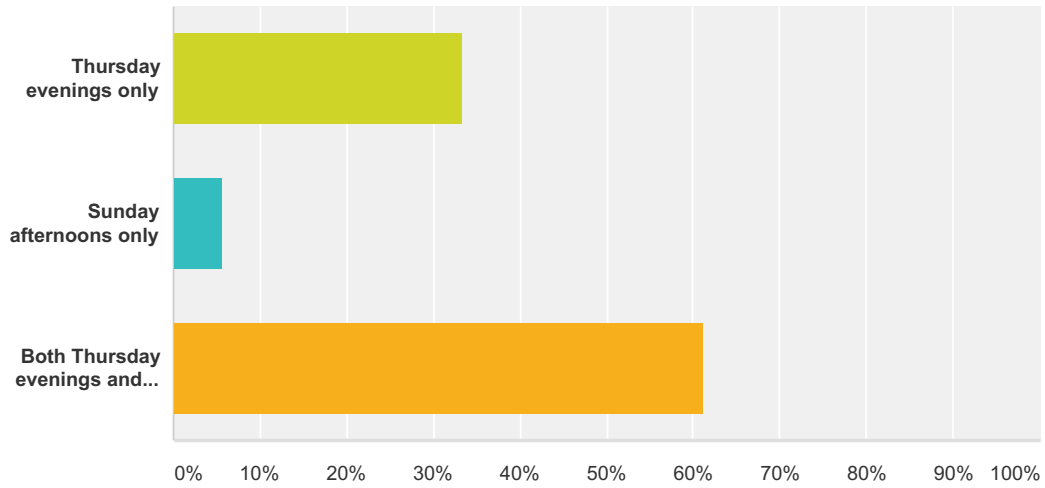


| Answer Choices | Responses | |
|----------------|-----------|-----------|
| Yes | 47.62% | 10 |
| No | 52.38% | 11 |
| Total | | 21 |

Q5 If Yes, did you open

Answered: 18 Skipped: 15

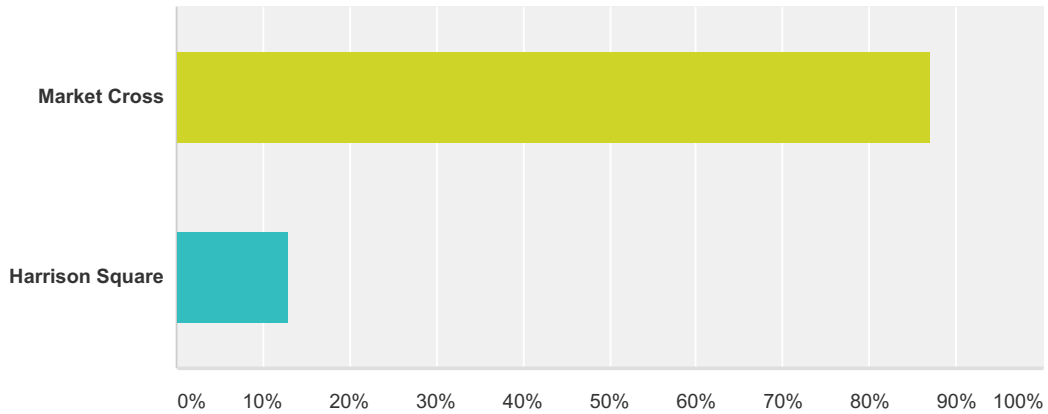
2014 Winter Festival Feedback Form



| Answer Choices | Responses |
|--|-----------|
| Thursday evenings only | 33.33% 6 |
| Sunday afternoons only | 5.56% 1 |
| Both Thursday evenings and Sunday afternoons | 61.11% 11 |
| Total | 18 |

Q6 In the future, where would you like the large Christmas tree to be situated?

Answered: 31 Skipped: 2

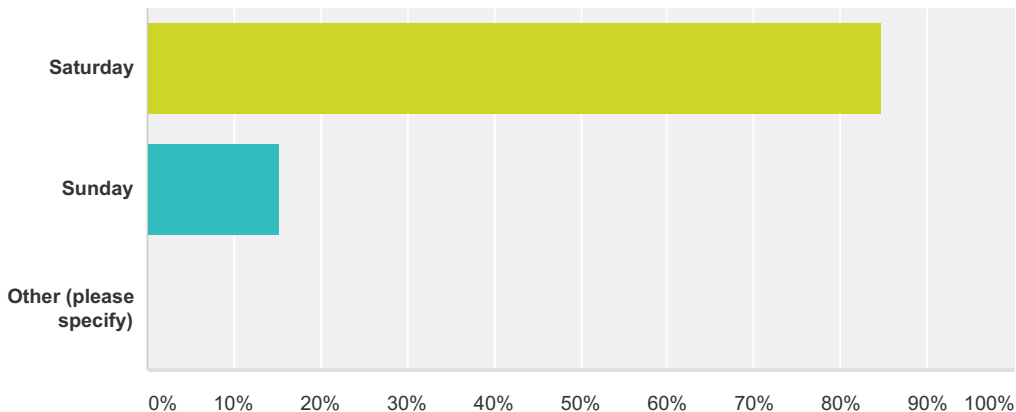


| Answer Choices | Responses |
|-----------------|-----------|
| Market Cross | 87.10% 27 |
| Harrison Square | 12.90% 4 |
| Total | 31 |

Q7 Which day do you think the parade and switching on of the Christmas lights should be held on?

Answered: 33 Skipped: 0

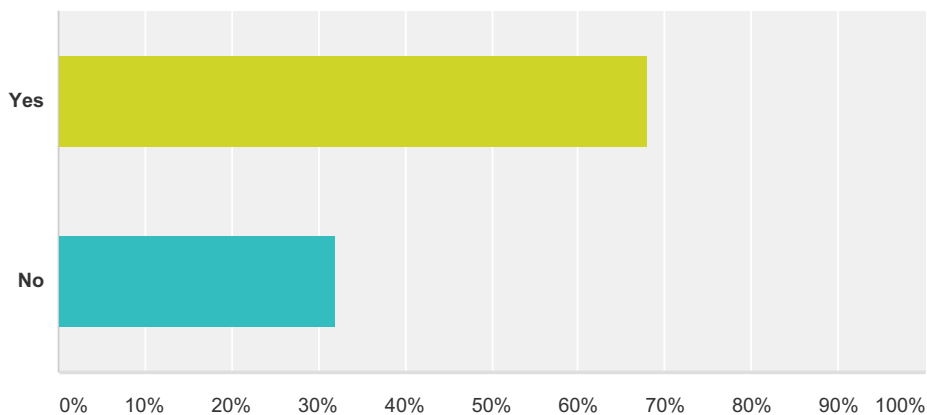
2014 Winter Festival Feedback Form



| Answer Choices | Responses |
|------------------------|-----------|
| Saturday | 84.85% 28 |
| Sunday | 15.15% 5 |
| Other (please specify) | 0.00% 0 |
| Total | 33 |

Q8 If Living Lerwick provided you with a small Christmas tree for outside your premises, did you think it was worthwhile?

Answered: 25 Skipped: 8

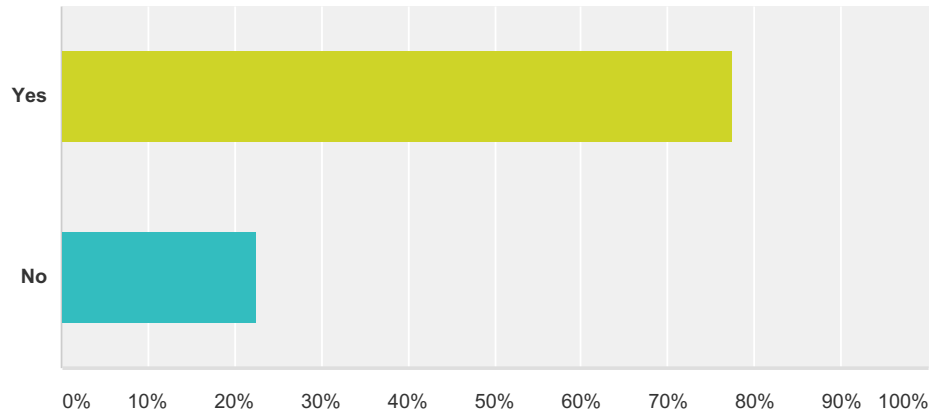


| Answer Choices | Responses |
|----------------|-----------|
| Yes | 68.00% 17 |
| No | 32.00% 8 |
| Total | 25 |

Q9 Do you think that music and entertainment should be provided for the 2015 Winter Festival?

Answered: 31 Skipped: 2

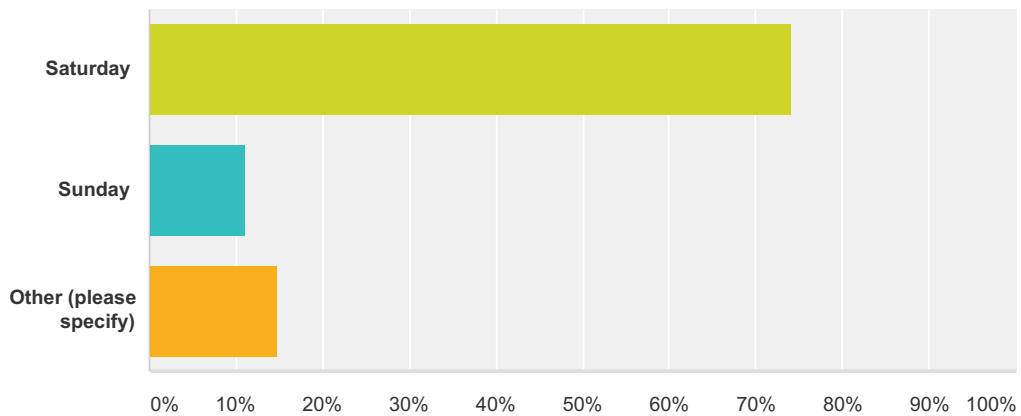
2014 Winter Festival Feedback Form



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| Yes | 77.42% | 24 |
| No | 22.58% | 7 |
| Total | | 31 |

Q10 If yes, would you prefer music to be performed on either

Answered: 27 Skipped: 6

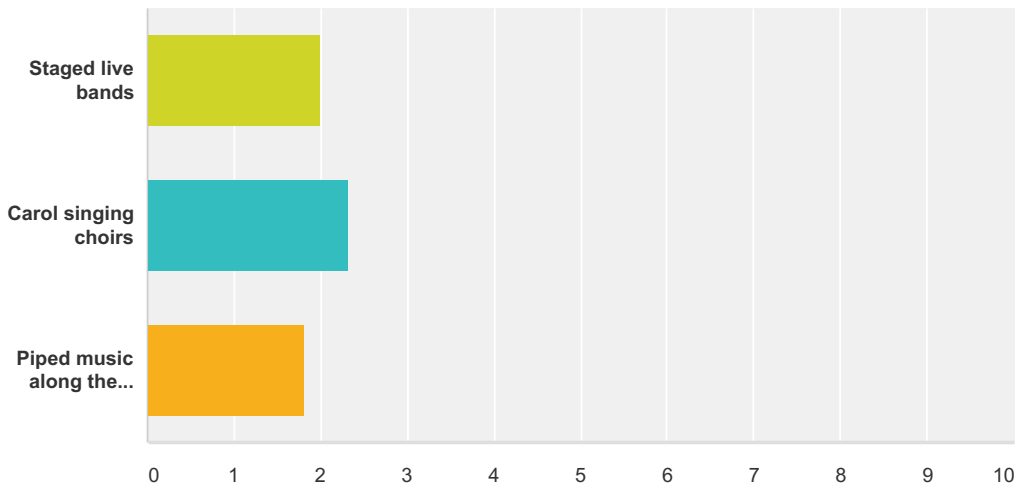


| Answer Choices | Responses | |
|------------------------|-----------|-----------|
| Saturday | 74.07% | 20 |
| Sunday | 11.11% | 3 |
| Other (please specify) | 14.81% | 4 |
| Total | | 27 |

Q11 If yes, please rate your preference for entertainment?

Answered: 28 Skipped: 5

2014 Winter Festival Feedback Form



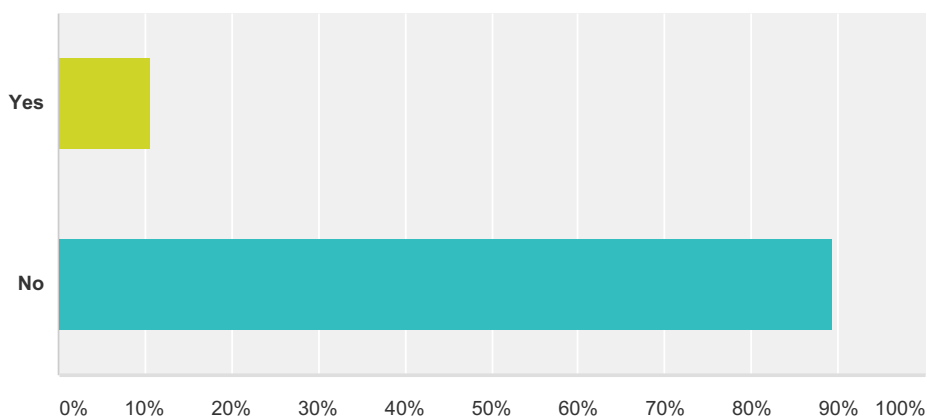
| | 1 | 2 | 3 | Total | Score |
|---|--------------|--------------|--------------|-------|-------|
| Staged live bands | 25.93% 7 | 48.15% 13 | 25.93% 7 | 27 | 2.00 |
| Carol singing choirs | 50.00% 13 | 30.77% 8 | 19.23% 5 | 26 | 2.31 |
| Piped music along the length of Commercial Street | 30.77% 8 | 19.23% 5 | 50.00% 13 | 26 | 1.81 |

Q12 Where would you like the entertainment to be provided?

Answered: 27 Skipped: 6

Q13 Do you feel the "Spot the Trow" competition drove custom to your shop?

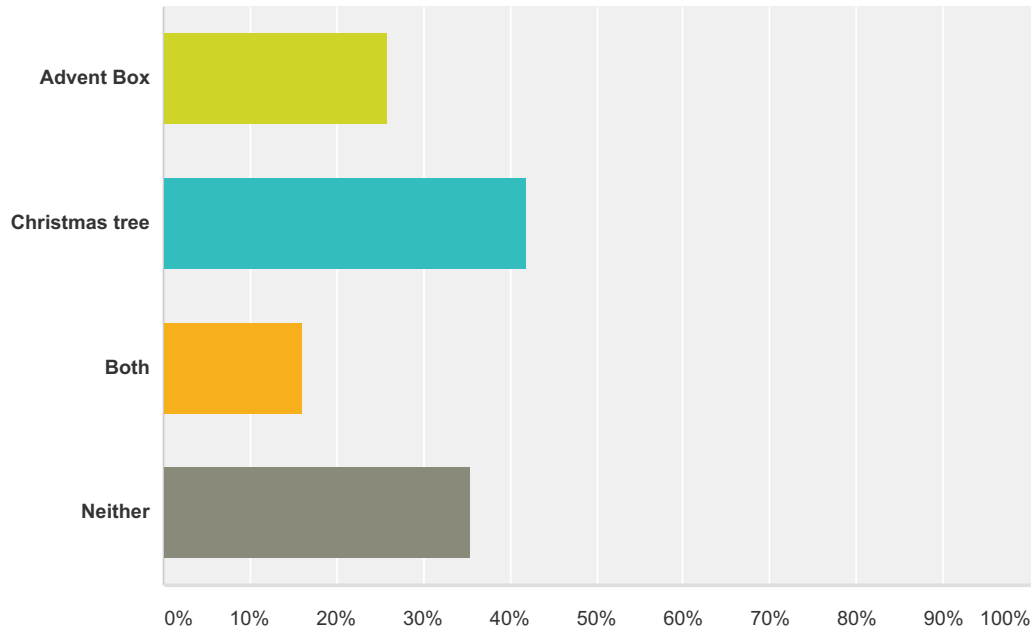
Answered: 28 Skipped: 5



| Answer Choices | Responses |
|----------------|-----------|
| Yes | 10.71% 3 |
| No | 89.29% 25 |
| Total | 28 |

Q14 Which of the following would you like us to provide for you in 2015?

Answered: 31 Skipped: 2



| Answer Choices | Responses | |
|------------------------------|-----------|----|
| Advent Box | 25.81% | 8 |
| Christmas tree | 41.94% | 13 |
| Both | 16.13% | 5 |
| Neither | 35.48% | 11 |
| Total Respondents: 31 | | |

Q15 What do you think worked well about the 2014 Winter Festival?

Answered: 23 Skipped: 10

Q16 What do you think didn't work so well about the 2014 Winter Festival?

Answered: 24 Skipped: 9

Q17 How do you think we can improve the Winter Festival?

Answered: 25 Skipped: 8

Q18 Address

Answered: 28 Skipped: 5

2014 Winter Festival Feedback Form

| Answer Choices | Responses | |
|-------------------|-----------|----|
| Name | 100.00% | 28 |
| Company | 96.43% | 27 |
| 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 | 89.29% | 25 |
| Phone | 89.29% | 25 |