




## 12 Days of Christmas market 2009 – Survey Results

1. Please rate following elements of the Christmas Market							 <a href="#">Create Chart</a>	 <a href="#">Download</a>
	poor		average		excellent	Rating Average	Response Count	
Location (end of Main Street)	0.0% (0)	0.0% (0)	11.1% (2)	5.6% (1)	<b>83.3% (15)</b>	4.72	18	
Venue (Old Fire Hall)	0.0% (0)	0.0% (0)	11.8% (2)	0.0% (0)	<b>88.2% (15)</b>	4.76	17	
Timing of market (12 days, Dec 11-22)	11.1% (2)	11.1% (2)	<b>38.9% (7)</b>	11.1% (2)	27.8% (5)	3.33	18	
Cost to vendors	0.0% (0)	18.8% (3)	<b>37.5% (6)</b>	31.3% (5)	12.5% (2)	3.38	16	
Services provided to vendors for price (staff, financial, promo, etc)	0.0% (0)	5.6% (1)	27.8% (5)	27.8% (5)	<b>38.9% (7)</b>	4.00	18	
Set up of market	5.6% (1)	5.6% (1)	11.1% (2)	27.8% (5)	<b>50.0% (9)</b>	4.11	18	
Layout of market	0.0% (0)	5.6% (1)	11.1% (2)	<b>44.4% (8)</b>	38.9% (7)	4.17	18	
Tear down of market	0.0% (0)	5.6% (1)	22.2% (4)	16.7% (3)	<b>55.6% (10)</b>	4.22	18	
Access to parking	0.0% (0)	11.1% (2)	27.8% (5)	27.8% (5)	<b>33.3% (6)</b>	3.83	18	
							 <a href="#">Show replies</a> Comments?	12
							<b>answered question</b>	<b>18</b>
							<b>skipped question</b>	<b>0</b>

## Comments from Page 1 ratings:

1. Setup was a problem for those that work full time. It must be in the evening - this is a planning issue. The market should be more than 12 days. Including the previous weekend would have helped customers sending gifts out of territory.
2. I noticed there were times when there were two cashiers on at one time, with neither of them busy. I think one at a time would be a more sensible use of our fees, with a vendor assisting with packaging. Too bad it took such a long time to arrange for a debit machine. Sales were lost because of that. I would have thought it would have been a priority considering how popular the Christmas store is.
3. Would prefer 12 days to begin earlier so purchases could be mailed prior to Post Office cut-off dates. Comments made by customers indicated they would have purchased more had products be available earlier.
4. I would like to try a one day show, perhaps the week before Spruce Bog, maybe at the Gold Rush or High Country or somewhere at much less cost to see if it works. This would be besides the 12 days if people want to keep that going.
5. This has never been an issue for me before but it would be nice if "sewers" were not next to each other or lumped together like they were this year. 3 of us were quite close together and the only 2 vendors doing baby clothes were right across from each other. 8ft space seemed a bit pricey but the 4ft space was fine. Promote 4ft spaces so more folks can participate. I liked that people were made to stick to the allotted space, it made the market look much neater and crisp. Thanks so much for all the hard work, the xmas market just keeps getting better and better. I am really pleased to be a part of it.
6. I would have liked the market to go until 2pm on the 24th.
7. Lots of comments on holding it earlier in Dec for mailing away. I'D like it to be done so the week before Christmas is free.
8. I think the organizers and staff did a terrific job, and the location really worked for vendors and especially for our customers. Great job having the press write it up, maybe we can lure them a bit earlier than the last day next year, though. I would love if the vendors could pause for a half hour once market closes, before we tear down and just breathe; have a glass of something nice, and a bit of a social moment as a community. Thank you all for another great job and a great market.
9. Great Sale! The only comments I have are that I wasn't really thrilled to find out that the debit/visa was not active for the first little while and customers had to wait to have their visa's called in no matter what the amount. I had an acquaintance go there to make a large purchase on debit and was told there wasn't one so they left without. The other comment is that I noticed another vendor came after set up with their belongings and set up on their own time. We are all pressed for time I'm sure but still manage to follow the rules so this person should have to also. Over all the people and sale itself was great, look forward to next year.
10. I think it was great-both venue and services. Thanks to all the volunteers.
11. I heard time and again, customers say things like" Oh it's so beautiful and shiney" I feel that the location did a lot to highlight our products as HIGH END. I would like to see the statistical findings...
12. Keep Yukon Made, Hand Made an emphasis. Perhaps we only need 4ft of space each? We had 8' and I would consider 4' next year?

1. Please rate following elements of the Christmas Market

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	strongly disagree	disagree	neutral	agree	strongly agree	Rating Average	Response Count
I received sufficient notice and information about the market in advance.	0.0% (0)	5.6% (1)	27.8% (5)	<b>44.4% (8)</b>	22.2% (4)	3.83	18
I think there was a good range of different vendors.	0.0% (0)	5.6% (1)	5.6% (1)	<b>61.1% (11)</b>	27.8% (5)	4.11	18
The vendors did a good job of displaying their products.	0.0% (0)	0.0% (0)	5.6% (1)	<b>66.7% (12)</b>	27.8% (5)	4.22	18
Vendors sold Yukon-made products.	0.0% (0)	11.1% (2)	16.7% (3)	33.3% (6)	<b>38.9% (7)</b>	4.00	18
The market was well organized overall.	0.0% (0)	5.6% (1)	11.1% (2)	33.3% (6)	<b>50.0% (9)</b>	4.28	18
The cashiers did a good job.	0.0% (0)	0.0% (0)	11.1% (2)	27.8% (5)	<b>61.1% (11)</b>	4.50	18
The market was well advertised.	5.6% (1)	11.1% (2)	11.1% (2)	<b>38.9% (7)</b>	33.3% (6)	3.83	18
There were enough vendors on the floor during market hours.	0.0% (0)	0.0% (0)	5.6% (1)	<b>50.0% (9)</b>	44.4% (8)	4.39	18
It was important to have credit card services offered to customers.	0.0% (0)	0.0% (0)	0.0% (0)	33.3% (6)	<b>66.7% (12)</b>	4.67	18
It was important to have debit services offered to customers.	0.0% (0)	0.0% (0)	5.6% (1)	27.8% (5)	<b>66.7% (12)</b>	4.61	18
<a href="#">Show replies</a> Comments?							5
<b>answered question</b>							<b>18</b>
<b>skipped question</b>							<b>0</b>

## Comments from Page 2 ratings:

1. Aside from the setup timing and the fact that the debit machine was not put into use until several days after the market started, it was well organized overall. There still seems to be problems with screening out of those products not made in the Yukon (socks/garmets made out of territory, China made products etc.).
2. I feel that the Christmas store takes a back seat to the other Market endeavours and is considered to be less important.
3. Some vendors sold imported/repackaged items making it difficult for Yukon Made products. Negative ads do not entice customers. Positive ads do.
4. I don't think there was a need to hire 2 cashiers to work the same shift....the vendors would wrap for free
5. Next year I'd like to see more advertising done. Maybe blitz the gov't and city buildings. I know I heard word of mouth is good BUT that doesn't help with the start of the market. Sunday's were pretty slow. Maybe Sundays needed more advertising.

**What was the greatest strength of this year's Christmas market?**

1. location, venue, products, cashiers
2. Location and hours
3. location
4. The location and layout!
5. The location was so close to government workers and people shopping down town.
6. The variety of Yukon Made products was well showcased this year.
7. Vendor happiness. Lovely venue.
8. location
9. the greatest strength was the Yukon made products and the quality of those products, and the location
10. The location, the layout,
11. location was great, brought in alot more downtown christmas shoppers
12. Location and selection of merchandise. I was pleased to see that the individual selling product clearly not made in Yukon was not permitted to stay.
13. location
14. Bright, cheerful venue-downtown location
15. Location and nicely laid out. Room to browse.
16. I think the location. People seemed to like it and could easily stop by on their lunch hour.

## What was the greatest weakness of this year's Christmas market?

1. Inadequate advertising and promotion.
2. no debit machine until later, small venue, additional charge for decent lighting
3. no idea
4. Parking was sometimes problematic. Also Sunday nights was open too late. Not many visitors after 6.
5. Advertisement. Overheard people say they came across the store by accident
6. The location was ideal but many customers were not aware of new location.
7. (some theft)
8. the greatest weakness was the lack of visa machine in the beginning....sales were lost and the fact that we weren't opened until the 24th
9. It would have been good to have a 4 ft spot with a table so seniors, mom's with babes could sit down. Not having the debit/cr card machine at the start was not a good thing. I saw lots of people put stuff back because the line was too long. Sometimes I thought there were way too many vendors 'on duty'. I think the tall booths needed to be in the centre at the back or against the wall, so the cashiers can see other booths easier.
10. poor mix of vendors with widely varying prices - example one vendor with knitted goods was way cheaper than another. this was not good - the organisers should be careful not to undercut their own vendors. the cheaper product was so low that there was no way the sale price could include a proper amount for labour or the materials. the vendor was ignorant or proper pricing and therefore an amateur. should not mix part timers and amateurs with professional full time producers who rely on direct sales shows to make a living
11. Lack of ability to pay with debit for the first while, and perhaps the over abundance of jewellers; many vendors sold jewellery as well as their regular product line. I believe someone said that over 50% of vendors had at least some jewellery in their stock. Just a thought.
12. Debit/visa not working
13. A couple of vendors didn't have much to display and were lax on price tags
14. It's success could trigger complaints from Main Street Businesses of unfair subsidized rental.
15. The last Saturday should have had more people on as volunteers and if it would be possible, another cash register going. I was there a lot that day and there was always a line-up of 3-8 people. They didn't seem to mind but I'm sure they would have appreciated moving through a bit faster. Week days can do with fewer volunteers but weekends seem critical.

## What did customers tell you about the market?

1. They never heard of it. Many just wandered in and were surprised that it existed. They suggested more/better advertising and promotion in future.
2. liked the layout and being able to walk to venue
3. nothing
4. Smelled great. Looked great. Wonderful to buy local products. They'll be back next year!
5. They loved the location.
6. Customers would prefer an earlier start date as parcels need to be sent early. Customers liked the central checkout for all vendors & the variety of products.
7. a few "lovely"s or such, but not too many comments
8. loved the selection and quality of locally made products.
9. the customers loved the location and the products....they wished the store was opened for more days.....and closer to xmas.
10. The majority really liked the location, venue, the parking was a bit of a challenge for some.
11. that they did not know about it and that there was too much jewellery
12. People were pleased with the location, generous hours of operation. People were a bit off put by long line ups on the busy days. Not sure if there is a way around that.
13. great selection & location, good hours, debit not working not so good
14. All I spoke to were totally impressed with the variety and quality of goods offered and many made several trips to the store.
15. Everyone we heard from said they liked the set-up and location - an improvement over the legion which they thought was too old-fashioned and felt like a gym...
16. I had lots of positive feedback.

**Please offer any additional comments to assist in future Christmas markets:**

1. Review hours of operation with cashiers to determine if we were open hours we should not have been. Goal is to cut costs to vendors. I support a sliding scale for vendor costs based on previous years sales - those that made less this year should pay less than those who make a lot. You know the numbers, so the vendors can't fudge them!
2. cost of space is a little high
3. Try to keep same location year after year if possible. Make sure there are a variety of vendors with little duplication if possible. Create smaller spaces for those who need it ie 2ft spots. Ensure the vendors who sign up have sufficient product for the 12 days.
4. If we are in the same location we could consider store hours near the end of the street so we are not open when no one is shopping at the end of Main Street. Was very pleased with overall floor plan as the flow of traffic moved well & variety encouraged customers to look at all vendors. A great job done by all.
5. None....but, a big heart felt thank you to all the organizers.
6. I think we the market members really need to look at the advertising and how to better help the vendors with the beginning of the Christmas sale.
7. I did hear a few musings that it would be good if we were open before the Canada Post deadline for Canadian shipping, but it's hard to please everybody. I was glad the issue of the lights was figured out, as that made a huge difference. I would like to suggest that vendors who display in the centre (not against the wall) are required to cover up the back of their display so the vendor backing them has a 'clean slate', or a clean visual.
8. Maybe suggest that new vendors have a sheet of suggestions like given out at Spruce Bog so that they have pricing and displays of the standard of experienced vendors. Mentor maybe?
9. Much thanks to the volunteer organisers without which we would not be able to do this.  
Perhaps detail the 5% for Visa as I have heard vendors discussing how that is applied to cash sales etc... I assume it's averaged out and might also cover some additional expenses...
10. I appreciate all of the work that goes into organizing it and it is very profitable for me so I think it's great.