



2011 Indoor Holiday Market Vendor Survey

Please review this survey, and answer to the best of your ability. Your answers will aid the UBA in planning future events. Completed surveys can be dropped off at the *UBA booth* located in the center of the mall or mailed to our office at *111 West Main Street, Urbana, IL*. Feel free to contact us at 217-344-3827 if you have any questions while filling out the survey. Thank you for your time and Happy Market!

1. Is this your first year with the Holiday Market?

- Yes No

2. How did you hear about the Holiday Market?

- radio Television
 poster Vendors
 Market @ the Square Internet
 Other: _____

3. How well did you understand instructions about the Holiday Market?

- a. Extremely well
b. Very well
c. Moderately well
d. Slightly well
e. Not at all well

4. Were you aware of any marketing for the Holiday Market?

- Yes No

5. How satisfied were you with your vendor location?

- a. Extremely satisfied
b. Very satisfied
c. Moderately satisfied
d. Slightly satisfied
e. Not at all satisfied

6. Have your sales increased from a previous Holiday Market year?

- a. Much higher sales
b. Slightly higher sales
c. About the same sales
d. Slightly less sales
e. Much less sales
f. Does not Apply

7. Please comment on the traffic pattern through the market layout, and note if you have any suggestions for layout or set-up.

8. Has the Holiday Market been beneficial to your business outside of the market? If so, please explain.

Yes No

How so: _____

9. How well do you think the UBA understands what you need to be successful?

- a. Extremely well
- b. Very well
- c. Moderately well
- d. Slightly well
- e. Not at all well

10. How likely are you to participate in the Holiday Market again?

- a. Extremely likely
- b. Very likely
- c. Moderately likely
- d. Slightly likely
- e. Not at all likely

11. What would make you more likely to participate in the Holiday Market?

12. If you are not likely to participate in the Holiday Market again, why not?

- a. Do not need a market like this anymore
- b. Do not want a market like this anymore
- c. Satisfied with other markets currently available
- d. Cannot pay for a market like this
- e. Not willing to pay for a service like this

13. What do you like most about the Holiday Market?

14. How does the Holiday Market compare to other markets based on quality?

- a. Much better
- b. Somewhat better
- c. Slightly better
- d. About the same
- e. Slightly worse
- f. Somewhat worse
- g. Much Worse

15. How does the Holiday Market pricing compare to other markets?

- a. Much more reasonable
- b. Somewhat more reasonable
- c. Slightly more reasonable
- d. About as reasonable
- e. Slightly less reasonable
- f. Somewhat less reasonable
- g. Much less reasonable
- h. Other (please specify):

16. What changes would most improve the Holiday Market?

17. What are your ideas to increase visitors/shoppers to the market?

18. Any other comments, concerns or questions about the market?

We sincerely appreciate your feedback, and strive to make each Holiday Market season the best it can be for both the Vendors, and the Community! For more information please contact:

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