

Surrey Tree Lighting Festival 2018

Survey Results
December 5 2018

The results of this survey conducted between November 24 2018 and December 2 2018, are not weighted to the City of Surrey's population.

The results are based on 816 responses.

Background



PRESENTED BY



The Surrey Tree Lighting Festival took place on November 24 2018.

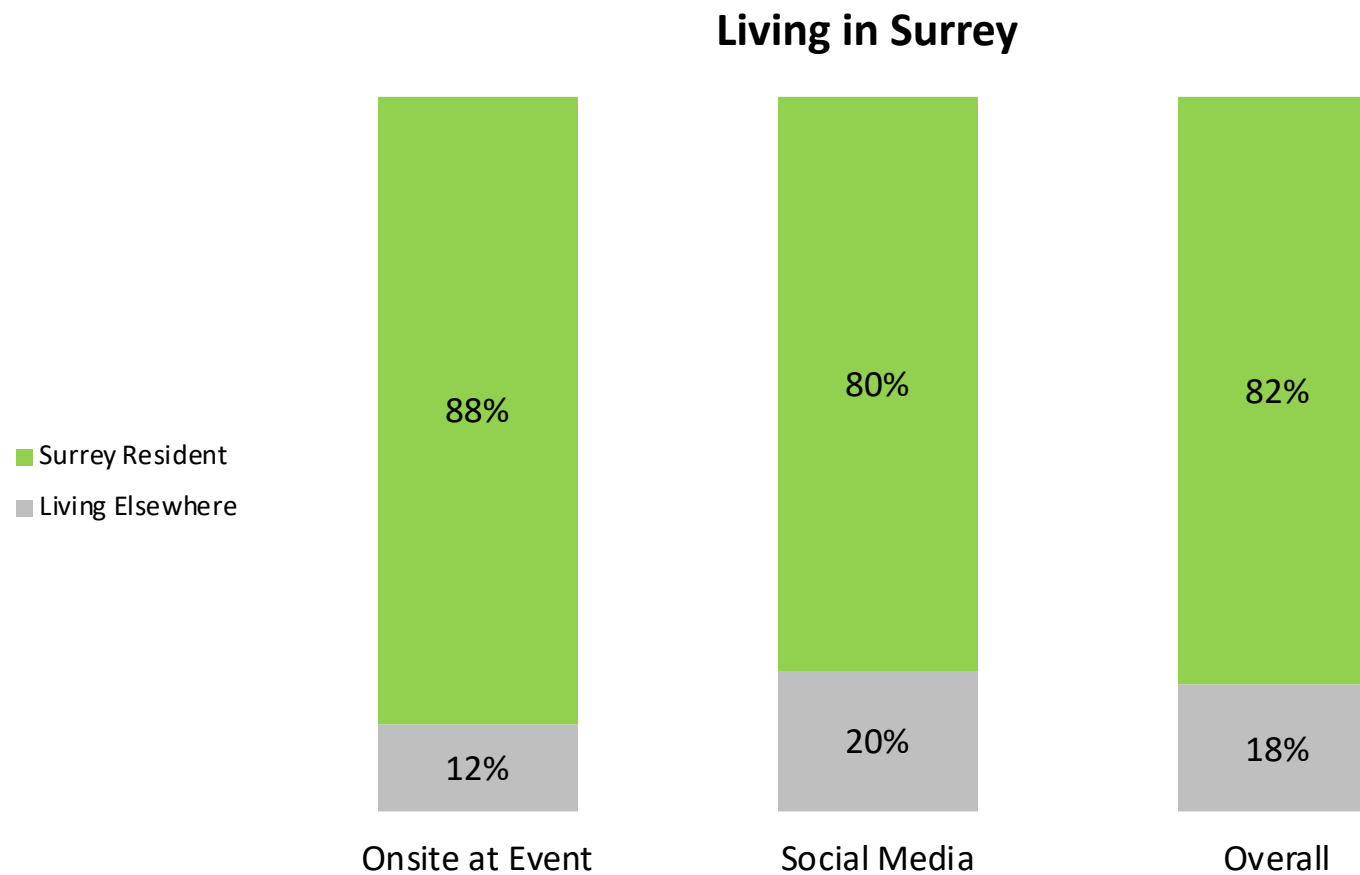
These results are based on feedback from 816 attendees collected through:

- An online survey administered onsite during the event: 92 responses
- An online survey administered via social media: 724 responses between November 24 – December 2 2018.

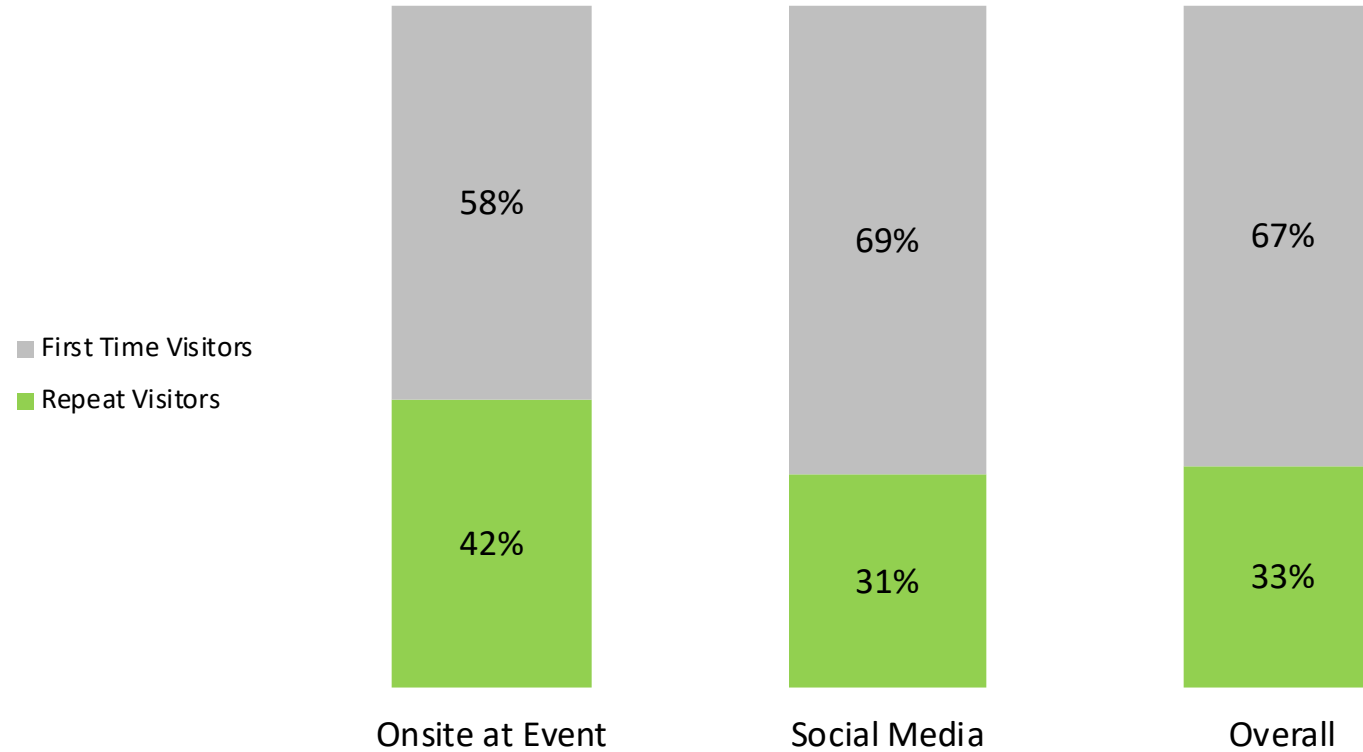
Results are presented by survey source.



Profile of Survey Participants

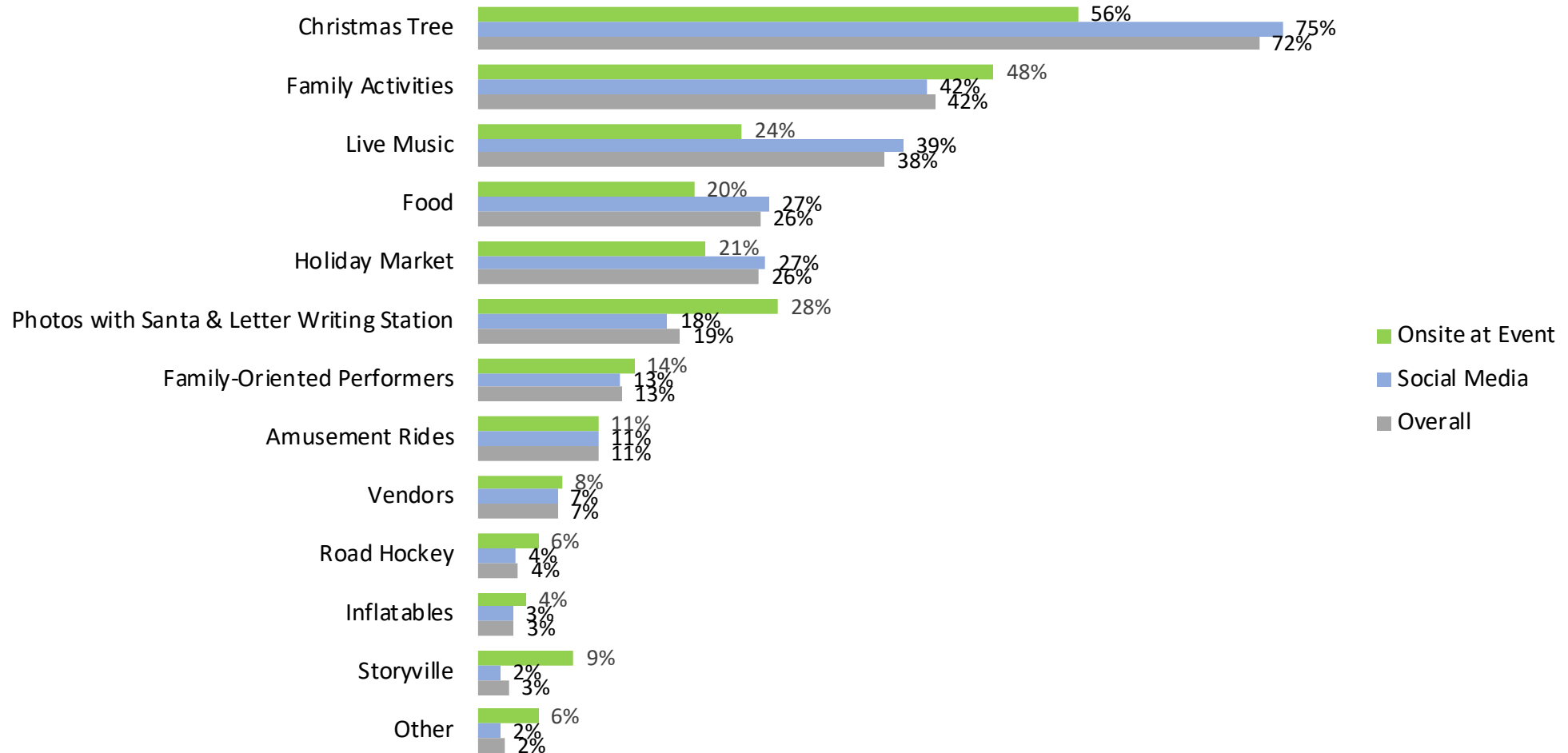


Attendance at the Event



Q: Is this your first time at the event?
Total participants: 816

Most Enjoyable Aspects at Event

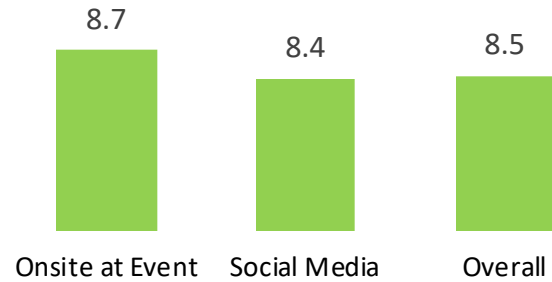


Q: What did you enjoy most about the event? Select your top 3 choices.
 Please refer to the Verbatims file to read all of the comments submitted for this question.

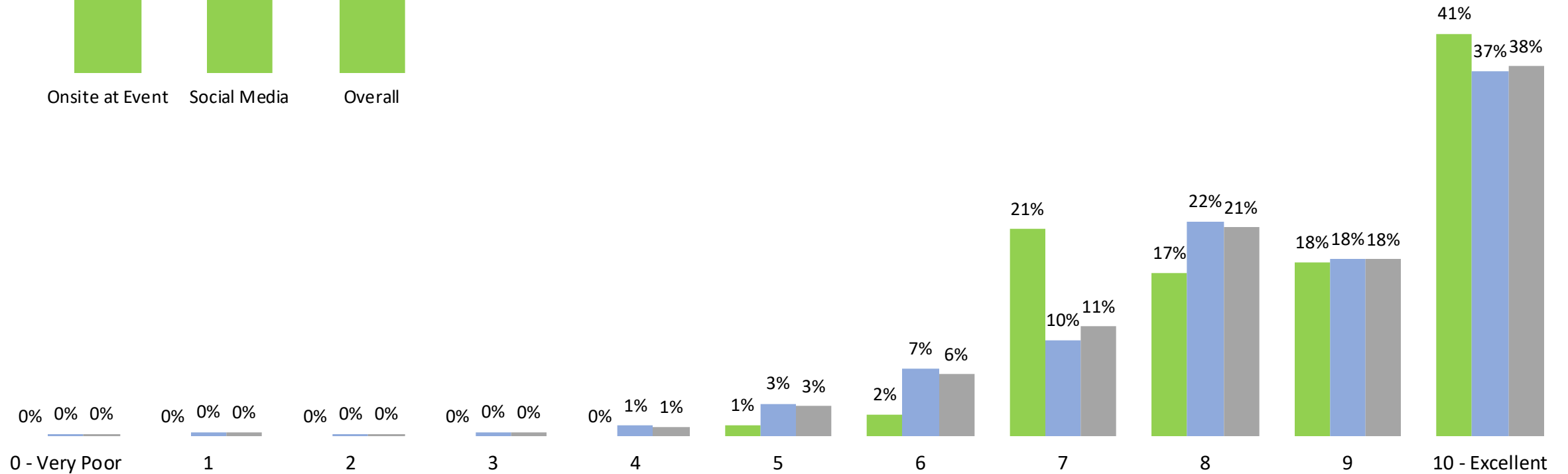
Total participants: 773

Overall Experience

Mean Experience Scores:



■ Onsite at Event ■ Social Media ■ Overall



Q: How would you rate your overall experience at the Surrey Tree Lighting Festival, where 10 is excellent?

Total participants: 742

Suggested Improvements

The most frequently mentioned improvements are:

- Organize more activities for people of all ages (e.g. rides, amusements, crafts etc.)
- Place more lights, decorations and Christmas trees throughout the area
- Arrange for more Christmas vendors to attend the event
- Arrange more food vendors and a greater variety of food options
- Provide more heaters, seating and washrooms
- Provide more parking
- Host the event in a larger area to cater to the large crowds
- Schedule the event and children's activities to run until later in the evening
- Organize better supervision at children's rides/amusements e.g. the inflatables, to ensure a safe and secure play area.

Q: We appreciate your feedback! Is there anything about Surrey Tree Lighting Festival that you feel could be improved?

Please refer to the Verbatims file to read all of the comments submitted for this question.

Total participants: 344

Kudos to the City of Surrey & Organizers

“The event is really good and I think it's a great way to celebrate the holidays. The only bad thing was the cold but I don't think anyone can really control that.”

“You guys are doing great! Keep it up!!”

“It was a great first time experience!”

“No, it was beautiful. Good work. I loved the candy cane walk way!”

“Great celebration and kick off to the holiday season. Keep up the good work and thank you!”

“No, thought it was great and well organized.”

“Overall, it was great, nothing to improve.”

Q: We appreciate your feedback! Is there anything about Surrey Tree Lighting Festival that you feel could be improved?

Please refer to the Verbatims file to read all of the comments submitted for this question.

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