

Research Report: Salem Saturday Market

Background

The Salem Saturday Market (the market) is a not-for-profit, outdoor farmers market. For the past 15 years the market has provided a gathering place for local growers, food vendors, artisans and crafters (members) to sell their wares in downtown Salem.¹ The market's mission is to enhance quality of life and encourage community support for the local economy.

Currently the market has approximately 225 members and an estimated 2,000 to 3,000 customers per weekend. The market is held every Saturday between 9 am and 3 pm from April through October. The city recently offered the market's Board of Directors (the board) an indoor location for use during winter months. The board must make a decision regarding this offer.

Research Objectives

1. To explore consumer interest in an indoor winter market.
2. To measure the ability of members to participate in an indoor winter market.

We will leverage exploratory data from consumers and quantitative data from members to form a conclusion and make a recommendation regarding the viability of the indoor winter market venture. The board will then decide whether or not to pursue the venture opportunity.

Methodology

Our exploratory research objective was to explore consumer interest in participating in an indoor winter market. We conducted a dot survey as a rapid market assessment to roughly identify consumer attendance frequencies, purchase preferences and interest in a winter market. We conducted the dot survey with the following three questions during the market on 9/14.

Our survey consisted of three questions:

- 1) Would you be interested in an indoor winter market?
 - Yes, No
- 2) How frequently would you come to an indoor winter market?
 - Less, Same, More (than I attend the summer market)
- 3) What would you be most likely to buy at an indoor winter market?
 - Agricultural Products, Prepared Food, Arts and Crafts

Our descriptive quantitative research measured member ability to participate in a winter market. We created a survey to send out to the member list. We partnered with Richard to preface our email and encourage participation. Our outgo was to 100 percent of members and

¹ <http://www.salemsaturdaymarket.com>

Salem Saturday Market

our goal was to get a 50 percent response rate. These responses were used to determine member ability and desire to participate in a winter market. Our survey consisted of 23 questions for the vendors currently participating in the market. By combining our exploratory and quantitative data we can determine whether consumer and member interest support the indoor winter market venture.

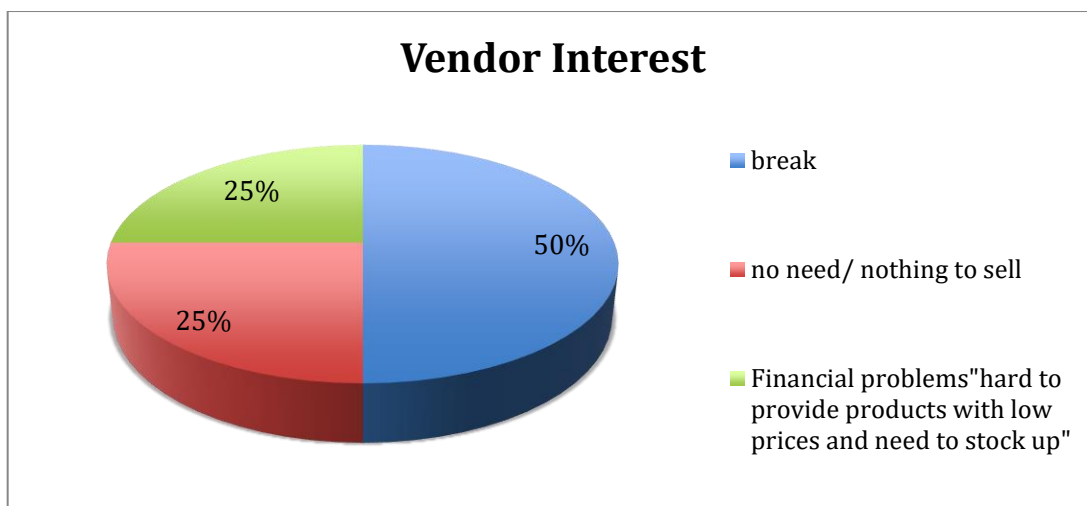
Conclusions

- The majority of vendors (58%) are interested in the idea of a winter market, but they are unsure (23%) or unlikely (36%) to participate
- Vendors prefer to take a break from selling during the winter months
- Nearly half of those surveyed find the location of a winter market to be the biggest concern they are faced with
- 96.2% of customers surveyed in our dot survey would attend an indoor market, and 63% would go for agricultural products. Only 15% of respondents would attend less frequently than in the summer market
- There is a divide between vendors and customers. Many vendors will not participate/participate less in the indoor market during the winter months, yet find the idea Excellent
- Overall, are there going to be enough vendors to support the customer demand for an indoor market?

Key Findings

1. **Why are you not interested in being a vendor at a winter market? Please share any concerns here:**

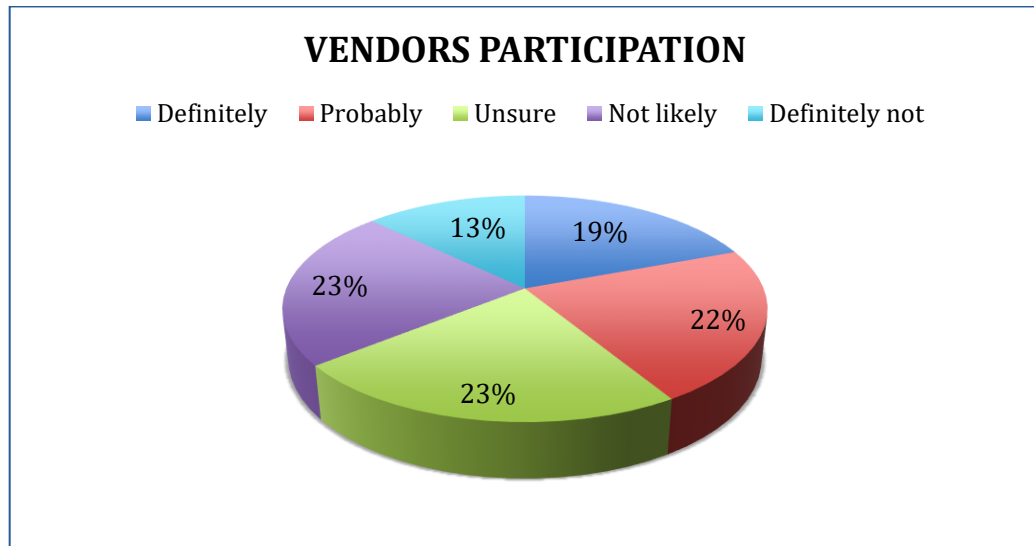
The largest percent of respondents not interested, at 43%, were not interested in being a vendor in a winter market because they would like to take a break. While 21% have nothing to sell and 21% fear financial problems due to the increase of products prices during winter and the need to stock up for summer.



Salem Saturday Market

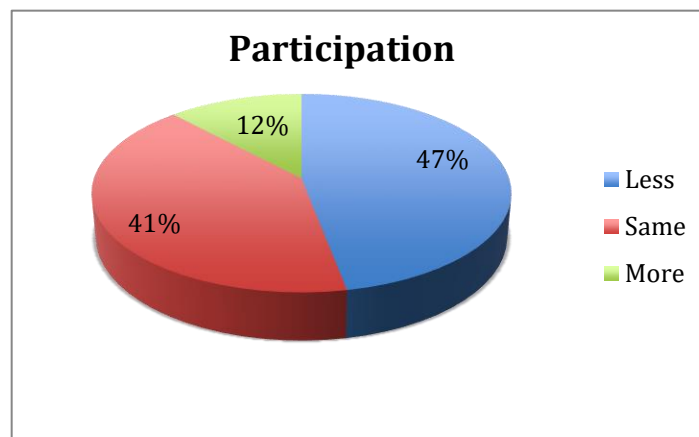
2. How likely would you be to participate as a vendor in an indoor market during the wintertime?

The majority is unsure or unlikely to participate in the market. Because only 41% is positive about participation in the market, this could translate to less in actuality.



3. What would be your participation in an indoor winter market compared to the current summer market?

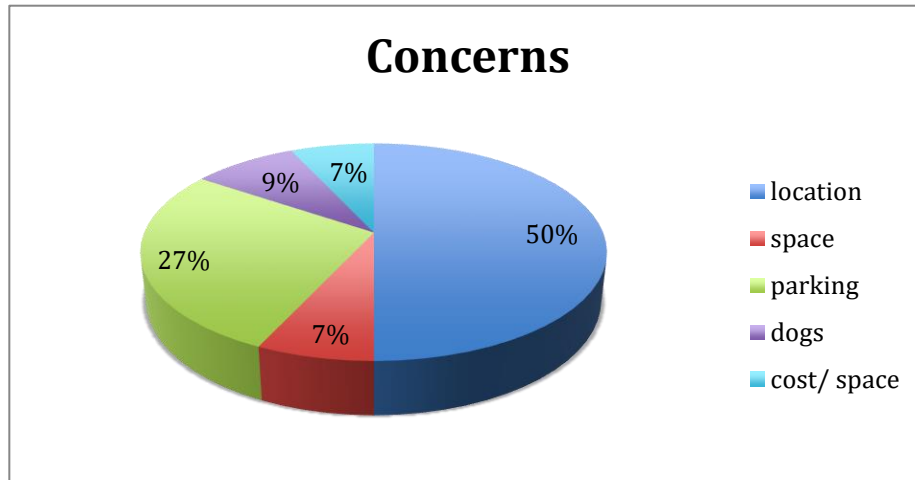
53% of those who will participate in the winter market said that they would participate in an indoor winter market more or the same as their current participation. The other half of respondents said that they would participate less than their current participation.



4. What are your concerns about any location? (ex: accessibility, dogs, traffic, amenities)

Salem Saturday Market

As we can see the biggest concern hear is location. While a big group of people likes the current location and think that it is not a good idea to have a different location for winter, others wants the new location to be at downtown. There are other points regarding location for example (neighborhood, security, traffic and attract people). The second concern is to have parking for both customers and vendors. Then, no dogs, low cost/ space and big space for vendors.



5. Overall, what do you think of the idea of an indoor market during the wintertime?

The Mean of the responses indicates the majority of the answers lean towards the positive side of "excellent/good." And that is clearly illustrated in the bar graph with 58% think that this idea is either good or excellent.

