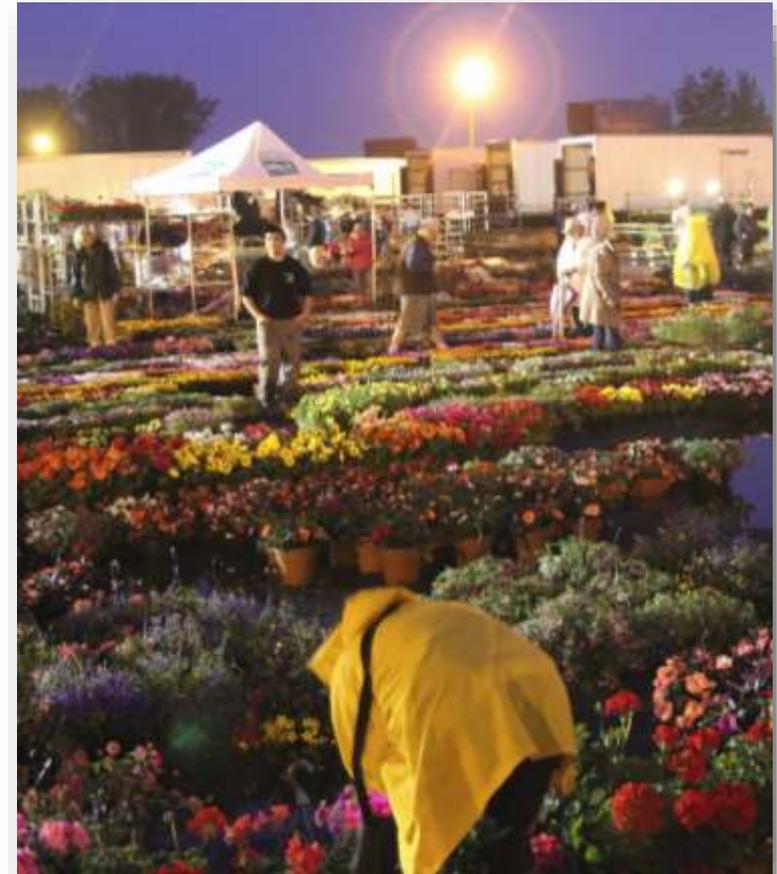
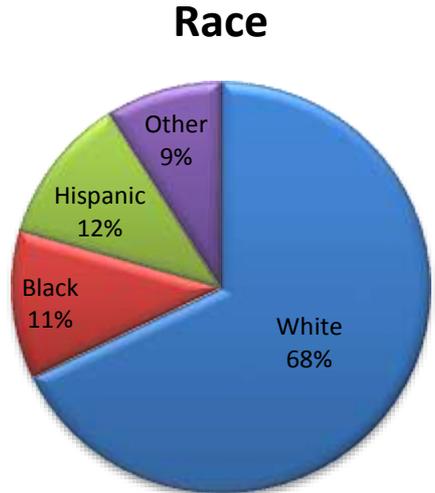
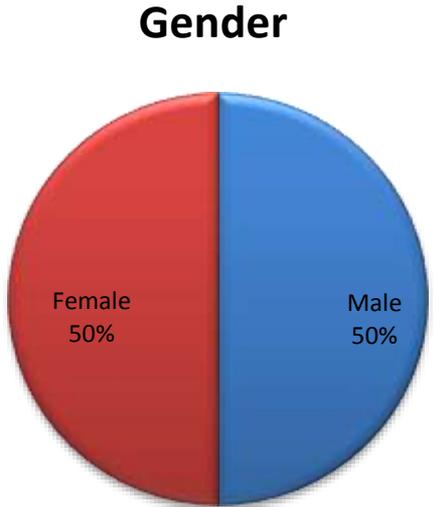
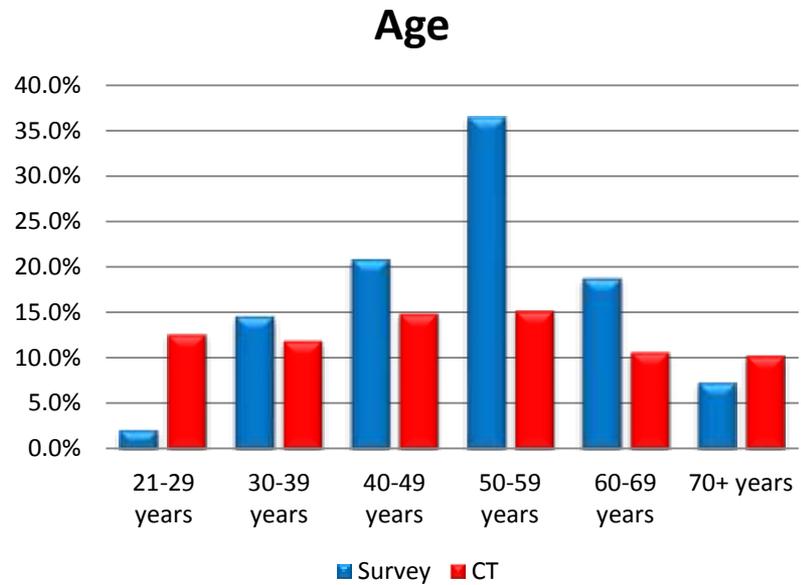
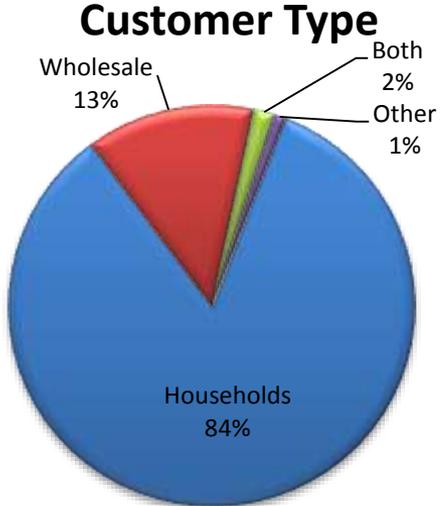


Customer Intercept Survey: Overview and Methods

- Goal: to better understand current HRM farmers' market customers and assess their shopping patterns, behaviors, and preferences
- Surveys conducted two Saturdays: Sept 28th & Oct 5nd from 5-9 am
- 119 surveys completed, a significant proportion of customers on each day so results are likely representative
- Not a random sampling procedure so randomness assumptions cannot be made for statistical analysis
- Only reflects customers in fall – not spring flower days customers
- Designed as an exit survey: asked customers what they did at the Market that day, not what they “typically” do
- Some language barriers but several surveyors conducted survey in Spanish



Customer Intercept Survey: Demographics



Key findings:

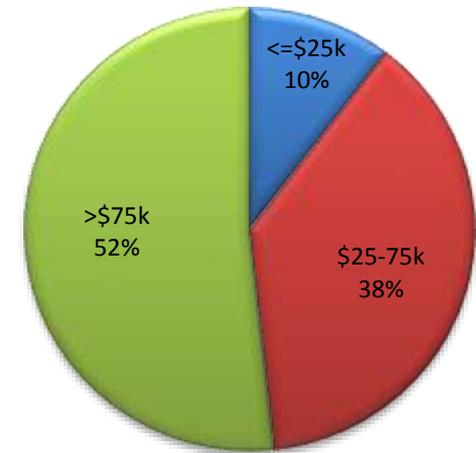
- Most customers interviewed are household shoppers
- The Market attracts very few young customers; a large majority are age 40-69
- Racial diversity mirrors Hartford County

Customer Intercept Survey

Household Income 2012



Household Income 2012



Key findings:

- Survey median income: \$75-100,000
- Connecticut median household income 2012 = \$69,243 (quickfacts.census.gov)
- Hartford median household income 2012 = \$29,107

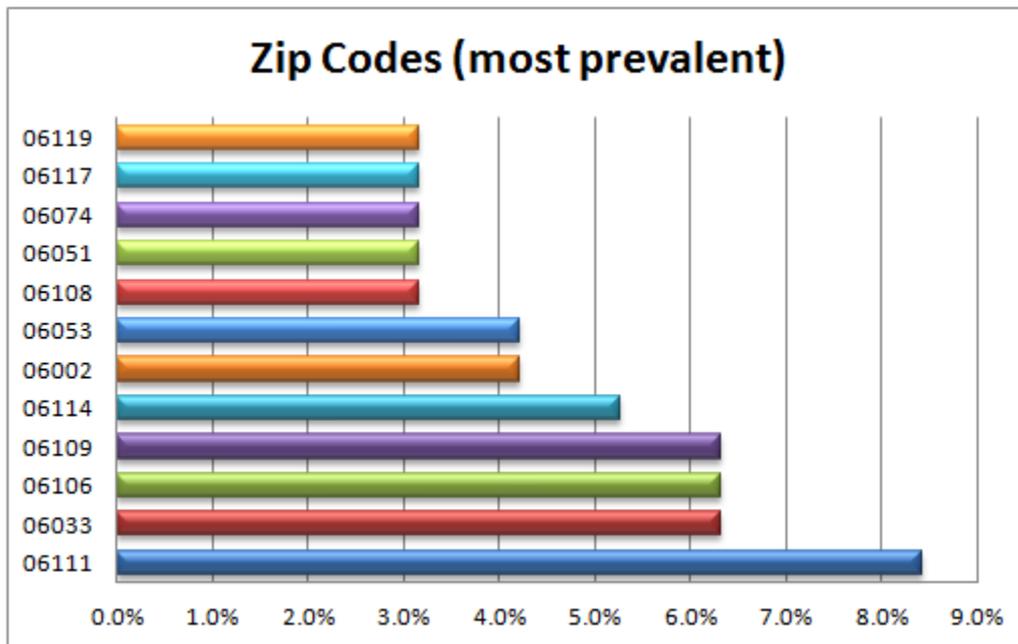
- Customer income skews higher than Hartford County, with largest group of customers reporting income from \$100-150,000
- The Market attracts very few very low income and few very high income shoppers

Q26. What range includes your total household income, before taxes, for 2012? (N=87)

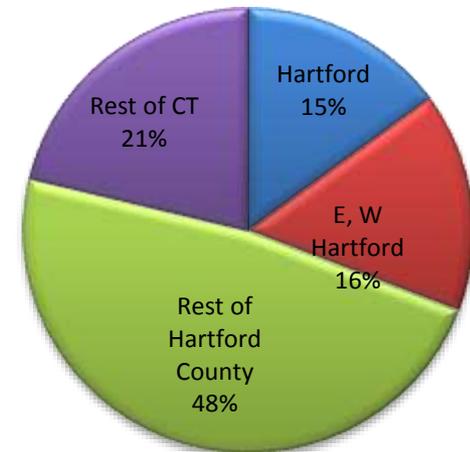
Customer Intercept Survey

Key findings

- Most customers come from throughout Hartford County
- Customers come from all 8 counties in Connecticut
- 43 different zip codes
- Only one out-of-state customer interviewed (Maine)



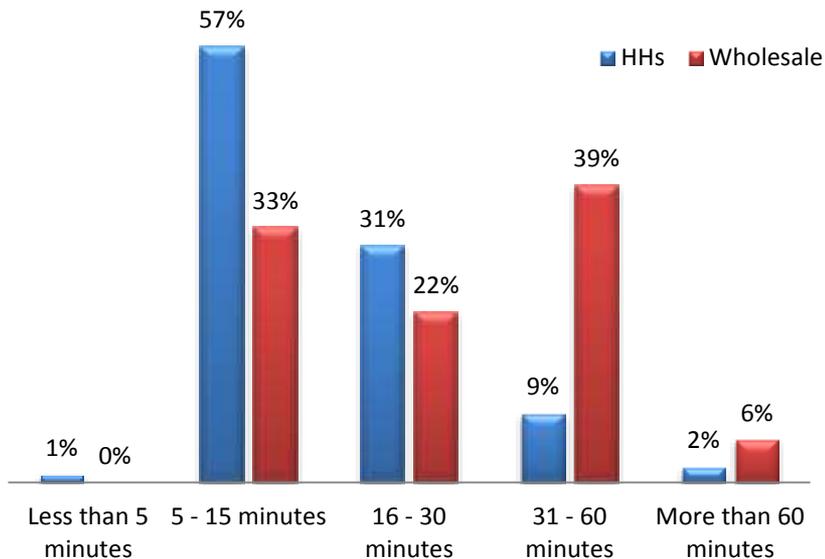
Residence of HH Customers



Q23. What is your home zip code? (Households N=95)

Customer Intercept Survey

Travel Time to Market



Question 3: Groupsize

Groupsize	HHs		Wholesale	
Average	2.2		1.67	
Min	1		1	
Max	9		3	
Mode	1	43%	*	44%
Mode	1 or 2	57%	1 or 2	89%
Sum	218		30	

Key findings:

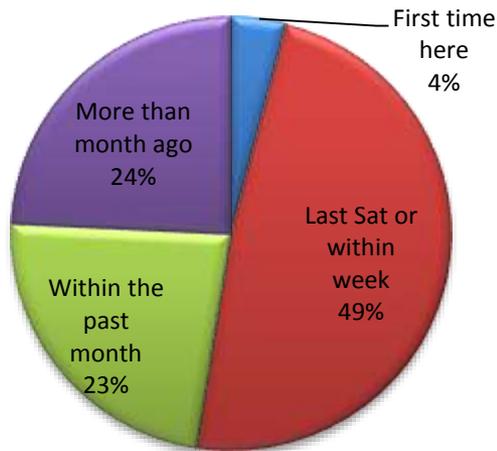
- Household customers generally travel 5-15 minutes to visit the Market, while wholesale buyers have longer trips, with nearly half traveling more than 30 minutes
- Coming to Market is a group activity: average group size among households was 2.2 people and ranged from one to nine

Q2. How long did you travel to get to the Market today? (N=118)

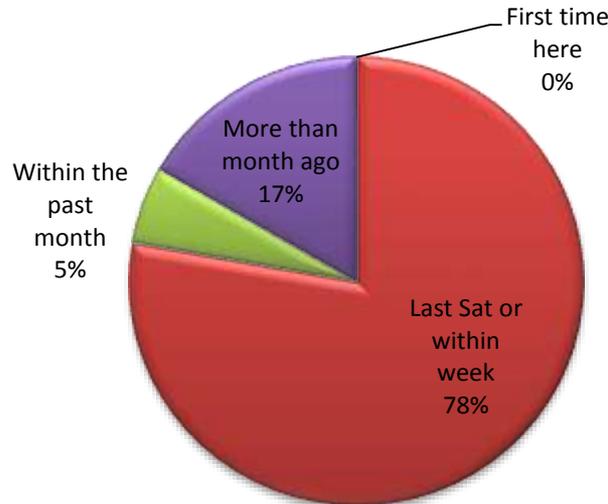
Q3. Are you here by yourself or did you come to the Market with other people? (N=117)

Customer Intercept Survey

Last Visit : Households



Last Visit: Wholesale



Key findings:

- Market customers are loyal, consistent, and longstanding
- Almost no new customers

First Visit to Market

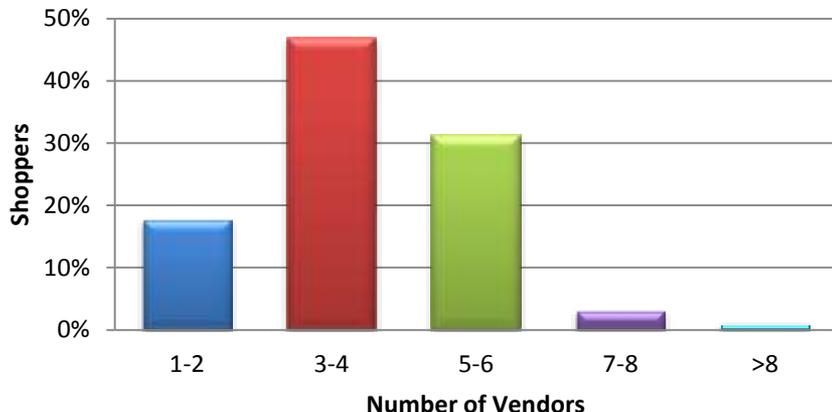


Q4. Before today, when was the last time you came to the Market?
(N=117)

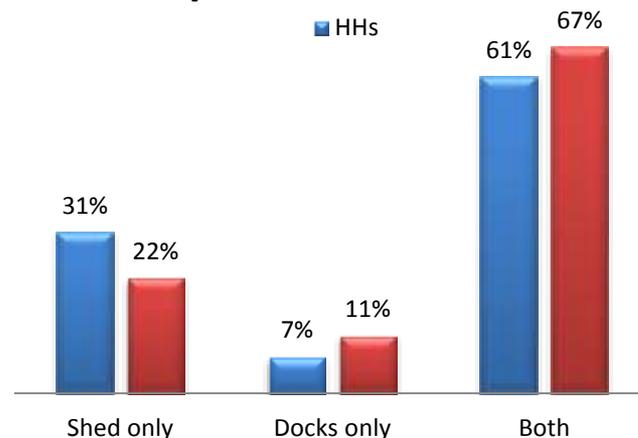
Q5. When did you **first** begin visiting the Hartford Regional Market?
(N=112)

Customer Intercept Survey

Number of Vendors HH Shoppers Bought From



Shop at Shed or Docks



Question 6: Number of vendors where purchases were made

Groupsize	HHs		Wholesale	
Average	3.88		4.17	
Min	1		1	
Max	10		12	
Mode	3	31%	*	
Sum	372		75	

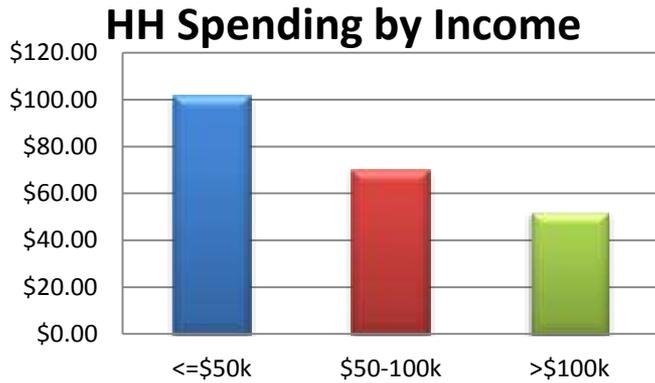
Q6. Counting everywhere you made a purchase today, **how many** different vendors did you buy from? (N=114)

Q7. Did you buy from vendors in and around the shed, from the businesses on the docks, or from both areas? (N=119)

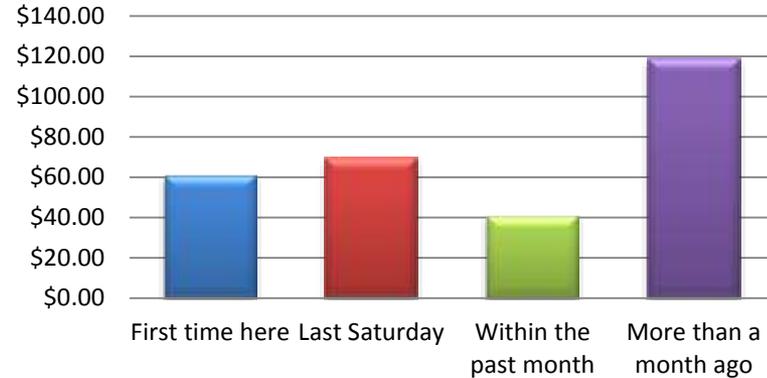
Key findings:

- Household customers buy from many different vendors, even though the number of vendors in September is fairly small
- Most households and wholesale buyers shop at both the sheds and the docks, reflecting the Market's interconnected nature

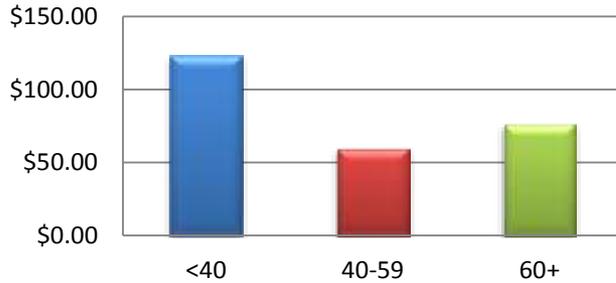
Household Spending



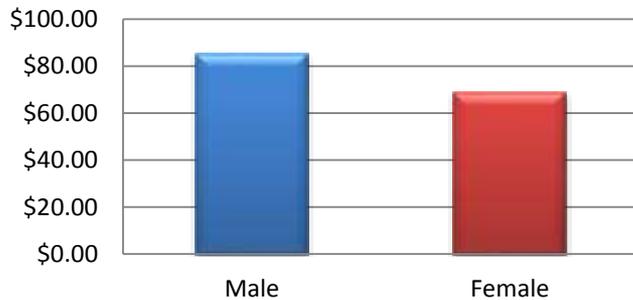
HH Spending by Last Visit



HH Spending by Age



HH Spending by Gender



Question 8: Spent	HHs	Wholesale
Min	\$ 9.00	\$ 8.00
Max	\$ 800.00	\$ 2,500.00
Average	\$ 74.44	\$ 700.28
Median	\$ 45.00	\$ 350.00
Std Deviation	\$ 116.94	\$ 783.34
Sum	\$ 7,146.00	\$ 12,605.00
Average sale/transaction	\$ 19.21	\$ 168.07

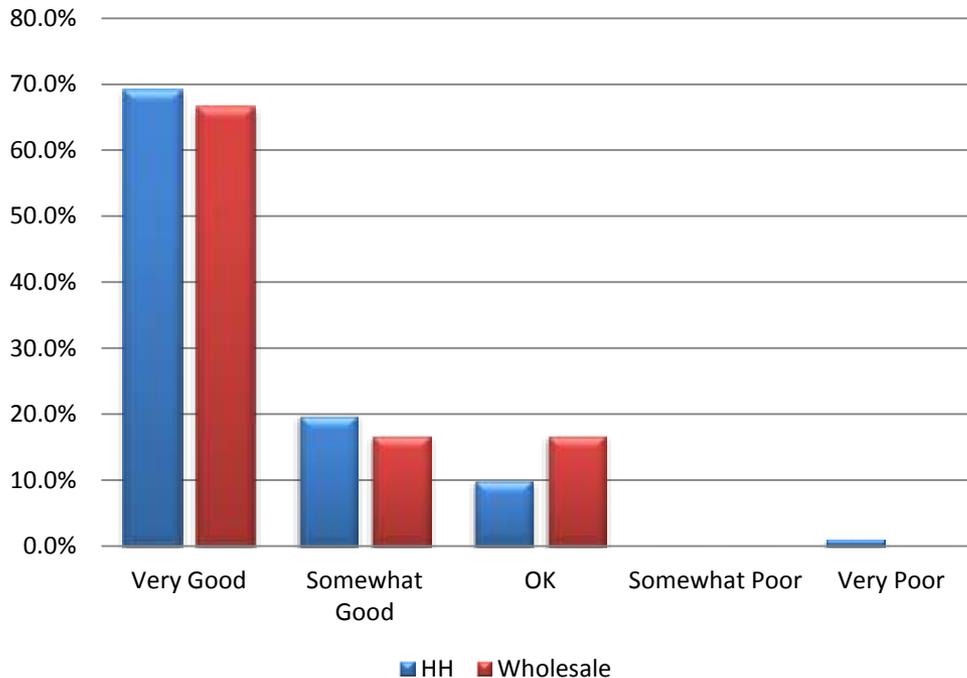
Key findings:

- Household buyers reported high expenditures, about triple the typical average at farmers' markets
- Lower income households reported spending less than high income, a rare inverse relationship

Q8. Counting everything that you bought, how much money did you spend at the Market today? (N=92)

Customer Intercept Survey

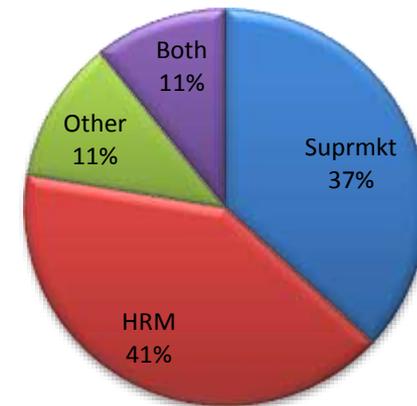
Comparable Rankings: Service



Q9. This time of year, where does your household buy most of its fresh food? (N=103)

Q. 17. How would you rate the service you receive from Market vendors? Would you describe it as very good, somewhat good, OK, somewhat poor, or very poor? (N= 91, 12)

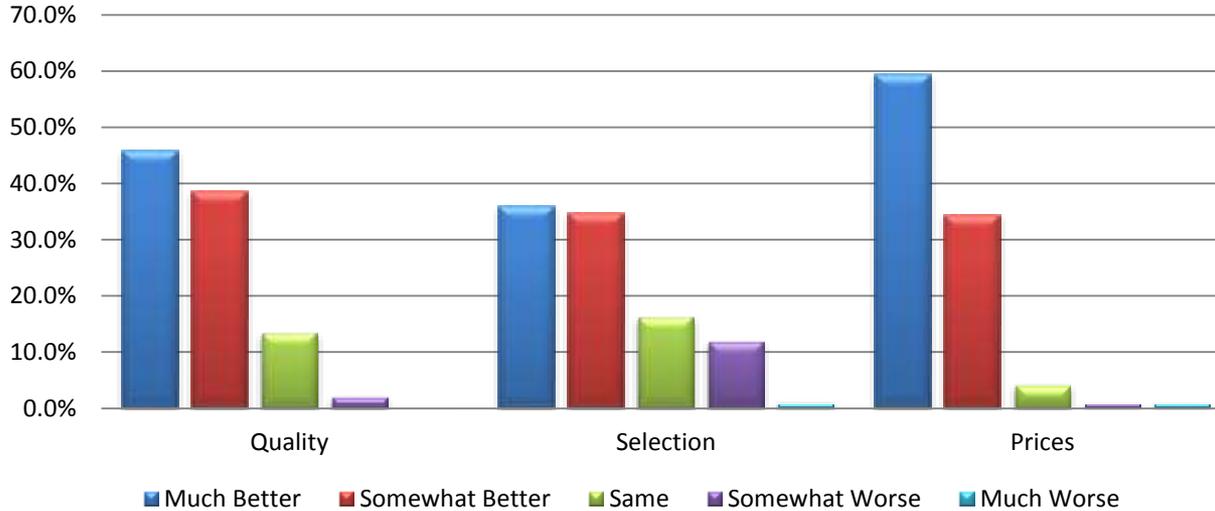
Where Buy Most Fresh Food



Key findings:

- Many customers said they buy most of their fresh food at HRM, suggesting the Market is a key source of fresh food in the region
- Both households and wholesale buyers rate the service they receive from Market vendors highly.

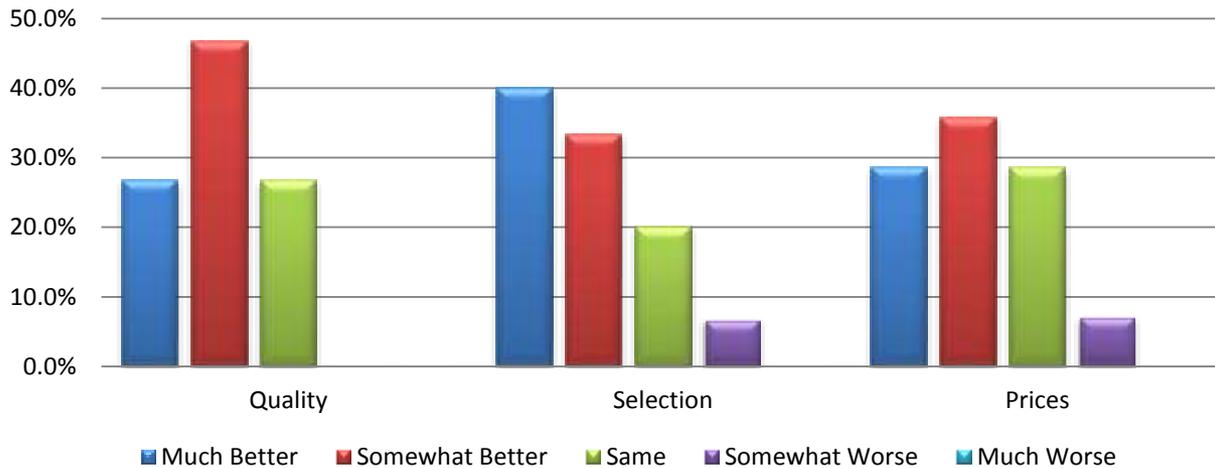
Comparable Rankings: HH



Key findings:

- Among household customers, prices at the Regional Market stand out as being much better than other places to buy similar products
- Wholesale buyers are more critical and seem to appreciate the blend of selection, quality and price offered at the Market

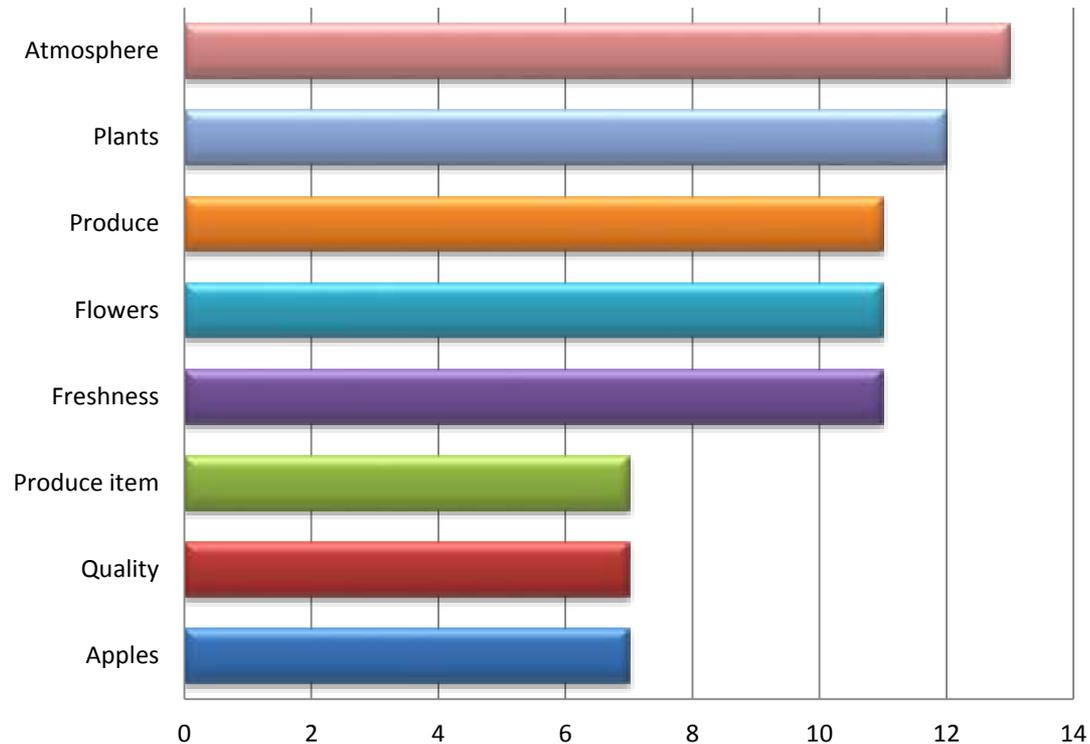
Comparable Rankings: Wholesale



Q. 10-12. Compared to other places that sell similar products, would you describe the **quality/selection/prices** of products at the Market as much better, somewhat better, about the same, somewhat worse, or much worse?

Customer Intercept Survey

What Like Best



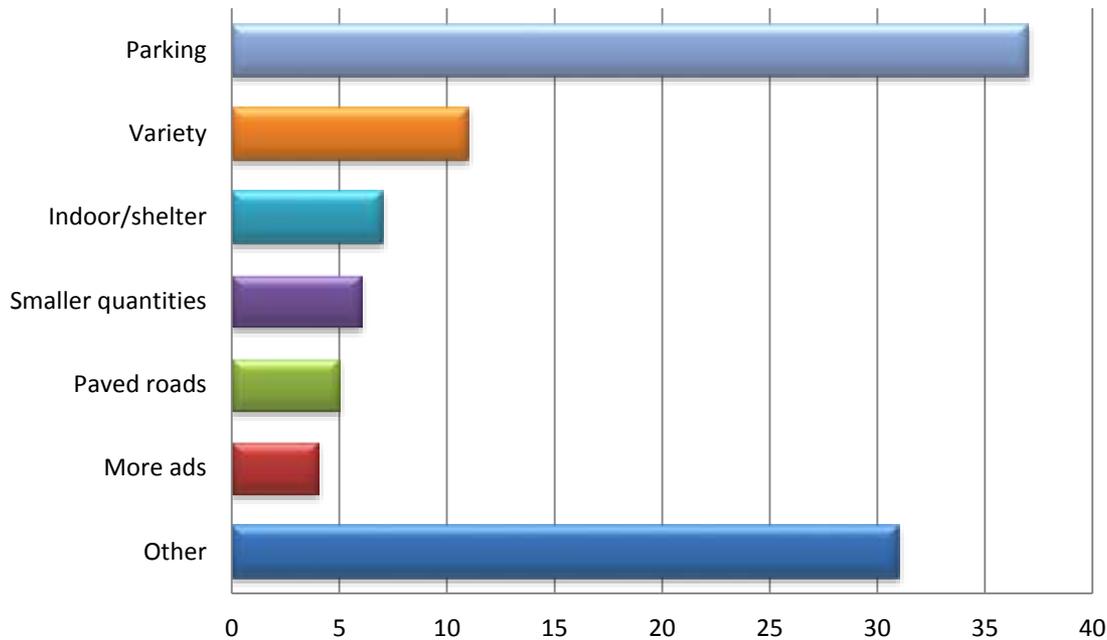
Key findings:

- The Market's atmosphere was mentioned most frequently as what they like, followed by particular products (mainly plants and produce)
- Freshness and quality also received numerous mentions

Q15. What things do you like best about the Regional Market? (N=112, up to three answers recorded)

Customer Intercept Survey

What Things to Change



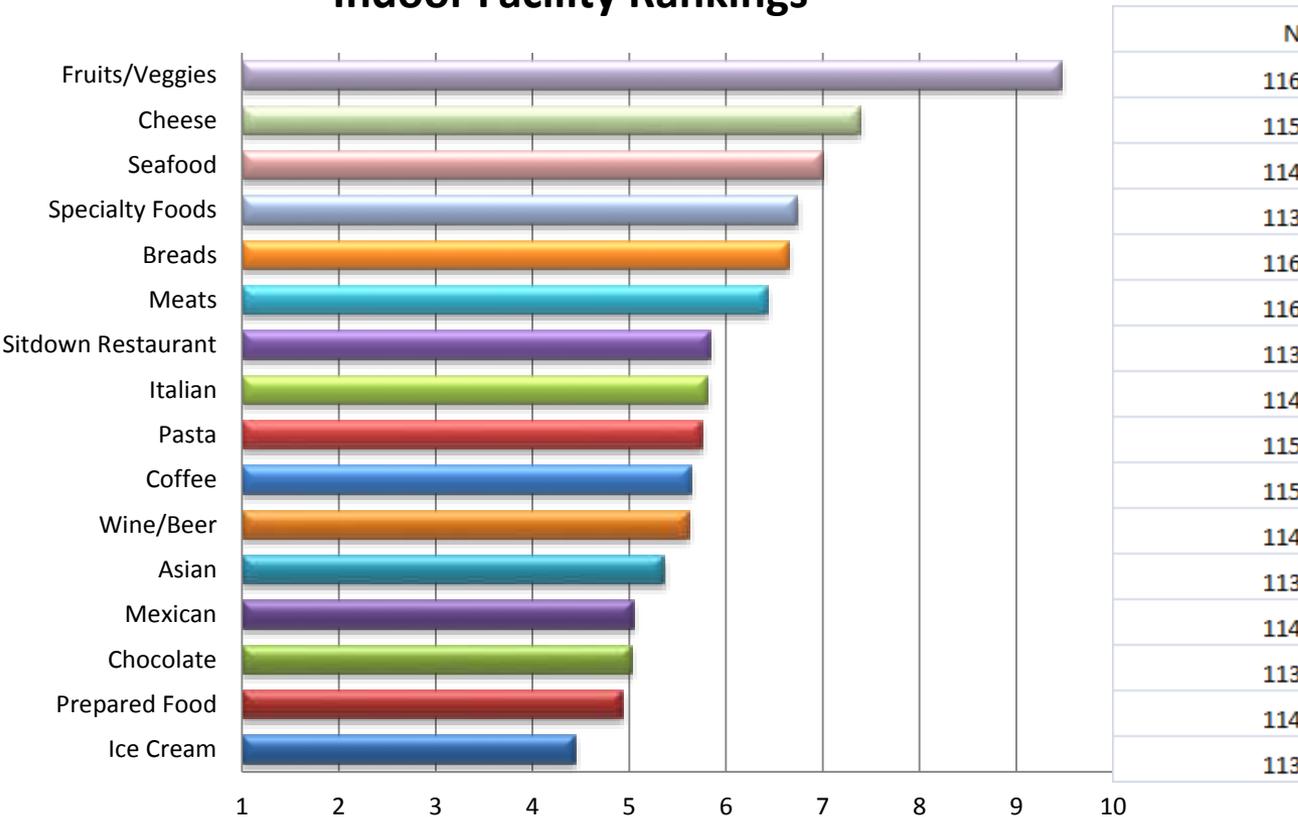
Key findings:

- Parking stands out as the biggest item that customers would change
- Customers would also like to see more variety

Q16. What things would you like to see changed at the Regional Market?
(N=80, up to three answers recorded)

Customer Intercept Survey

Indoor Facility Rankings



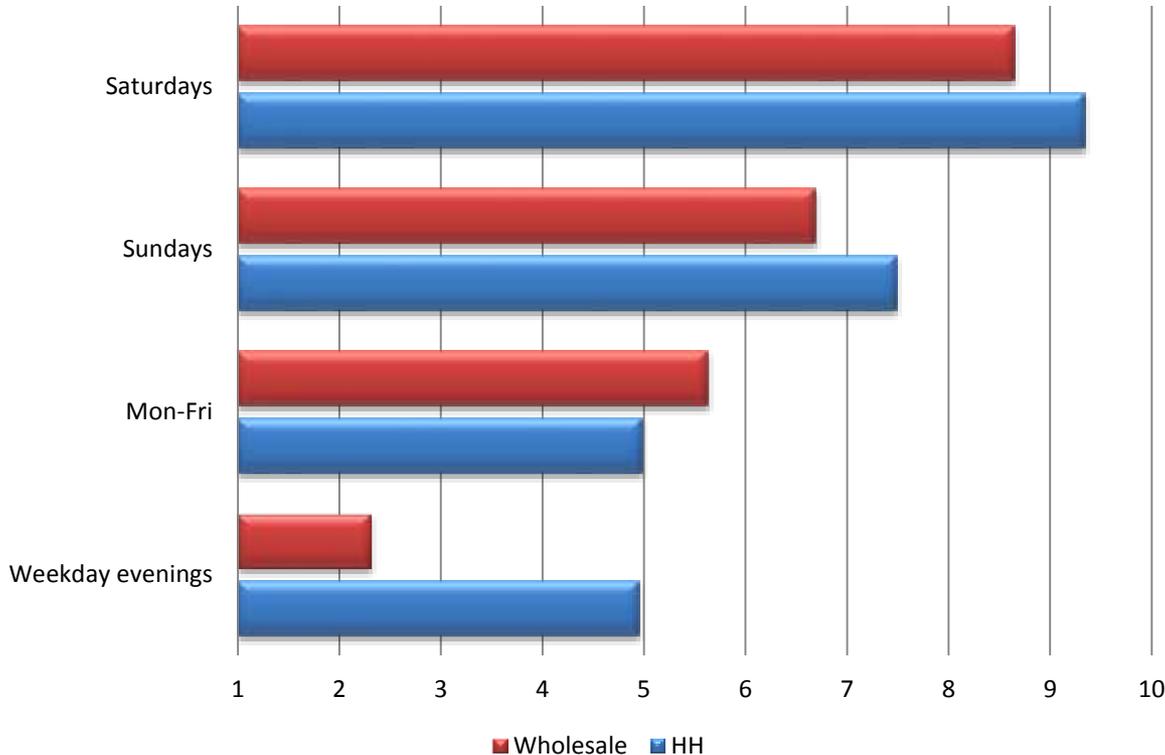
Key findings:

- Customers are looking for “more of the same” at an indoor market: mainly fresh fruits and vegetables, followed by basic foods, such as cheese and seafood

Q17. On a scale of one to ten, with one being “not interested at all” and ten being “extremely interested,” how interested are you in each of the following types of foods being offered in a new indoor market facility?

Customer Intercept Survey

Likelihood to Visit



Key findings:

- A new indoor market would most likely be visited on weekends, particularly for household customers
- Interest in shopping at an indoor market during the week was quite limited

Q18. Again on a scale of one to ten, with one being “extremely unlikely” and ten being “extremely likely,” how likely are you to visit a new indoor market at the Hartford Regional Market if it were open ...?