

Summary of Results, Rapid Market Assessment

Alberni-Clayoquot Regional District, August/September, 2015

Overview;

In the summer of 2015, Agricultural Support Workers Heather Shobe and Anna Lewis conducted Rapid Market Assessments at five public markets within the Alberni-Clayoquot Regional District in order to survey consumers and gather data about desirable characteristics and trends within the industry. The survey generally followed the guidelines in '[Tools of Rapid Market Assessment](#)', a report published by the Oregon State University in 2008. A series of 5 questions, with multiple choice answers, were posted on flip charts, and consumers were asked to stick a colored dot on the answer which was correct for them on that day. Consumer counts were also taken for regular intervals throughout the markets. This reports briefly summarizes the findings and shares the data as an overview of all markets as a whole, followed by an additional page for each individual market. It is important to note that the surveys and consumer counts were conducted in a friendly and casual way, rather than by following a purely scientific model.

The following markets were assessed;

Sunset Market - Wednesday, August 26, 6-8:30pm

Ucluelet Night Market - Friday, August 28, 3-7pm

Tofino Public Market - Saturday, August 29, 10am-2pm

Port Alberni Farmers' Market, Saturday, September 19, 9am-1pm

Spirit Square Farmers' Market, Saturday, September 26, 9am-noon

Questions asked;

1) *How much will you spend today?* (\$0-\$10, \$10-\$20, \$30-\$50, or >\$50)

2) *To increase your spending, the market should offer more....?* (Craft, Produce, Cheese, Meats, Prepared foods, or Cultural Foods) 'Cultural Foods' included items such as samosas, perogies, or traditional foods and 'Prepared Foods' included breads, baked goods, and preserves.

3) *What was your primary reason for coming to the market?* (Agricultural Products, Atmosphere, Prepared Foods, or Crafts)

4) *Which other regional market do you attend most frequently?* (Sunset, Ucluelet, Tofino, Port Alberni Farmers' Market, or Spirit Square) Many consumers reported going to the Errington Farmers' Market and Parksville Market but these responses were not included in the data

5) *How did you get here?* (Car, Walk, Bike, Transit, or Tourist)

Consumer Counts

About 300 people were surveyed in total. Tallies of consumers entering the markets were done hourly for about 20 minutes at a time, with a total count of 718 consumers entering the markets over a total time of 330 minutes.

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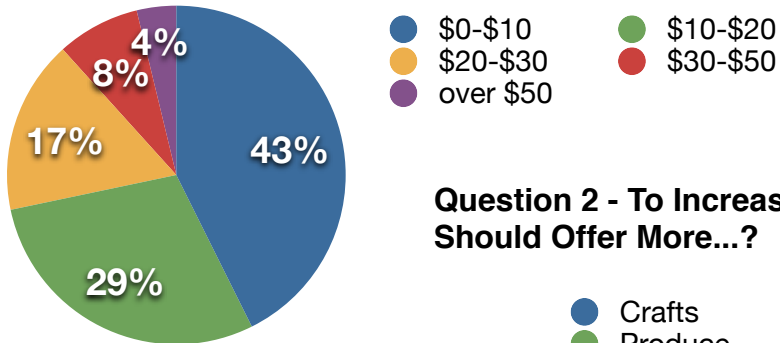
General Findings;

- 72% of consumers at the markets spend less than \$20. Spending was highest in Tofino, and the total amount spent by the people we surveyed was between \$2393 and \$5040, plus an additional 10 people spending an unknown amount that was greater than \$50.
- Overall, consumers reported that increased availability of produce would be most likely to increase their spending, followed by crafts and cultural foods. Each market had quite a different response to this particular question.
- Overall, it was the atmosphere that drew the most people to the regional markets (40%). However, at Port Alberni Farmers' Market and Spirit Square, a majority of almost 75% reported coming for the agricultural products.
- 55% of respondents did not attend any markets other than the one they were surveyed at. West Coast consumers reported almost no attendance at Alberni Valley markets and vice versa.
- Transportation to the markets was overwhelmingly via vehicle. Transit use was negligible. West Coast markets had higher tourist visitors than those in the Alberni Valley

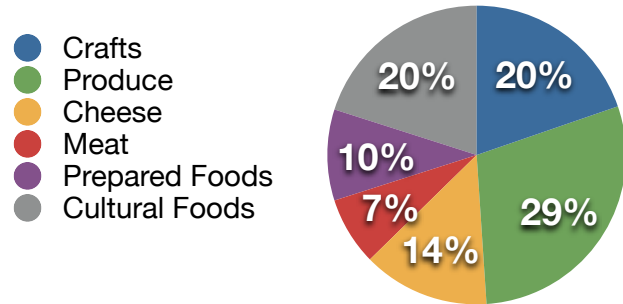


Regional Breakdown, All Markets Combined

Question 1; How Much Will You Spend Today? Total of 285 responses

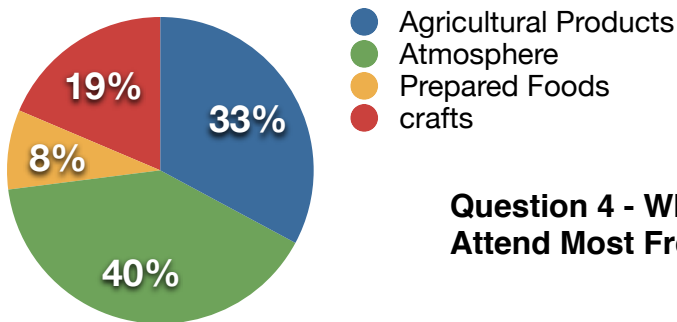


Question 2 - To Increase Your Spending, the Market Should Offer More...? Total of 282 responses

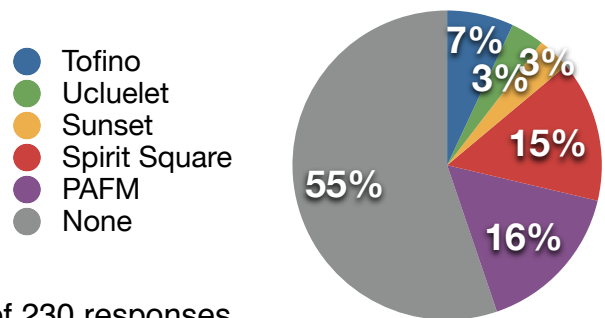


Question 3 - What Was Your Primary Reason For Coming to the Market?

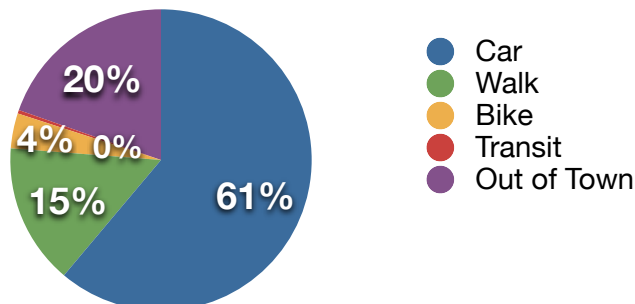
Total of 275 responses



Question 4 - Which Other Regional Market Do You Attend Most Frequently? Total of 237 responses



Question 5 - How Did You Get Here? Total of 230 responses



**Summary of Results of Rapid Market Assessment
Alberni-Clayoquot Regional District, Aug/Sept. 2015**

	Sunset	Ucluelet	Tofino	PAFM	Spirit Square	Total
Question #1	How Much Will You Spend Today?					
# of Responses	78	47	64	24	52	265
\$0-\$10	40	24	20	10	19	113
\$10-\$20	20	13	16	7	21	77
\$20-\$30	9	7	18	5	5	44
\$30-\$50	6	2	8	0	5	21
over \$50	3	1	2	2	2	10
Question #2	To Increase Your Spending, the Market Should Offer More.....?					
# of Responses	74	54	73	25	56	282
Crafts	17	2	33	2	2	56
Produce	23	10	17	12	21	83
Cheese	6	6	7	7	13	39
Meat	3	6	5	3	4	21
Prepared Foods	0	12	8	0	8	28
Cultural Foods	25	18	3	3	8	57
Question #3	What Was Your Primary Reason For Coming to the Market?					
# of Responses	79	50	65	25	56	275
Agricultural Products	2	17	13	18	40	90
Atmosphere	49	23	24	3	11	110
Prepared Foods	10	2	5	2	4	23
crafts	18	8	22	2	1	51
Question #4	Which Other Regional Market Do You Attend Most Frequently?					
# of Responses	65	45	50	28	49	237
Tofino	1	15		0	0	16
Ucluelet	0		8	0	0	8
Sunset	0	0	0	4	4	8
Spirit Square	19	0	0	15	0	34
Cherry Creek	19	1	0	0	17	37
None	19	29	42	9	28	127
Question #5	How Did You Get Here?					
# of Responses	77	50	51	26	26	230
Car	52	20	23	24	43	162
Walk	10	10	17	1	2	40
Bike	5	0	3	1	1	10
Transit	0	0	1	0	0	1
Out of Town	10	20	16	0	6	52

SUNSET MARKET

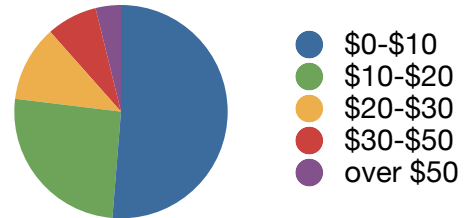
Survey was conducted on Wednesday, August 26th 6-8 :30. The day was quite windy. Jolleen Dick, the market manager felt it was a successful market and she thought there was a higher attendance than usual. (Possibly due to the large church band that was performing).

Background: The Sunset Market is a seasonal market that during the 2015 season ran from June 24th to September 2nd, with one week being cancelled due to rain, thus ran for a total of 10 weeks. It starts off running 6-9 but switches to 6-8:30 due to shorter days. At this point in time there are no produce vendors, mainly crafts and community organizations (ie. Hospice, church group)

As recommended by the University of Oregon a count of people was done for 20 minutes every hour. Total people counted from 6:20-6:40 was 86 7:20-7:40 was 150 8:20-8:30 was 31 for a grand total of 267.

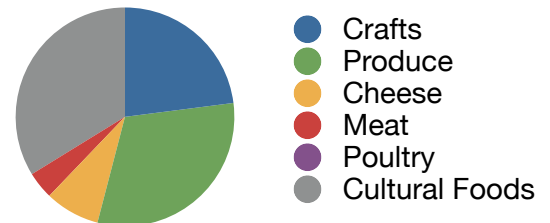
QUESTION#1: HOW MUCH WILL YOU SPEND TODAY? (78 respondents)	
\$0-\$10	40
\$10-\$20	20
\$20-\$30	9
\$30-\$50	6
Over \$50	3

Spending



QUESTION#2: TO INCREASE YOUR SPENDING THE MARKET SHOULD OFFER MORE _? (74 respondents)	
CRAFTS	17
PRODUCE	23
CHEESE	6
MEAT	3
POULTRY	
CULTURAL FOODS	25

Offer More....



QUESTION#3: WHAT WAS YOUR PRIMARY REASON FOR COMING TO THE MARKET? (79 respondents)	
Agricultural Products	2
Atmosphere	49
Prepared Foods	10
Crafts	18

Attraction



QUESTION#4: WHICH OTHER REGIONAL MARKET DO YOU ATTEND MOST FREQUENTLY? (65 respondents)	
Tofino	1
Ucluelet	0
Spirit Square	17 *(19)
Port Alberni FM	17 *(19)
None	26

Other Markets



QUESTION#5: HOW DID YOU GET HERE? (77 respondents)	
Car	52
Walk	10
Bike	5
Transit	0
Out of Town	10

Transportation



UCLUELET NIGHT MARKET

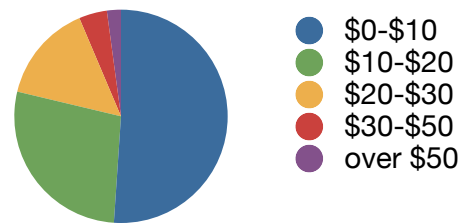
Survey was conducted on Friday, August 28, 3–7pm. Katherine, the market manager felt it was not a typical market as there were only four vendors, typically there is about ten. She attributed the low turnout to bad weather forecast and burnout of vendors due to the long season.

Background: The Ucluelet Market is a seasonal market that during the 2015 season ran from June 26 to September 18. One produce vendor with a large proportion of crafts and prepared food vendors.

As recommended by the University of Oregon a count of people was done for 20 minutes every hour. Total people counted from 3:20–3:40 was 30 4:20–4:40 was 40 5:20–5:40 was 38 6:20–6:40 was 42 for a grand total of 150.

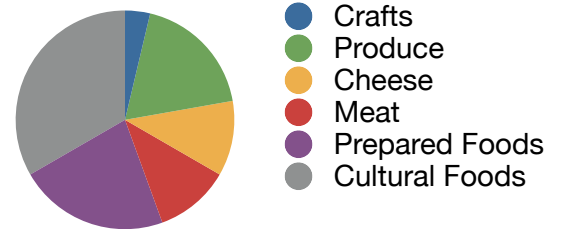
QUESTION#1: HOW MUCH WILL YOU SPEND TODAY? (47 respondents)	
\$0-\$10	24
\$10-\$20	13
\$20-\$30	7
\$30-\$50	2
Over \$50	1

Spending



QUESTION#2: TO INCREASE YOUR SPENDING THE MARKET SHOULD OFFER MORE _? (54 respondents)	
CRAFTS	2
PRODUCE	10
CHEESE	6
MEAT	6
PREPARED FOODS	12
CULTURAL FOODS	18

Offer More....



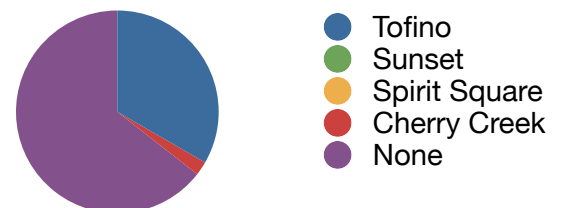
QUESTION#3: WHAT WAS YOUR PRIMARY REASON FOR COMING TO THE MARKET? (50 respondents)	
Agricultural Products	17
Atmosphere	23
Prepared Foods	2
Crafts	8

Attraction



QUESTION#4: WHICH OTHER REGIONAL MARKET DO YOU ATTEND MOST FREQUENTLY? (45 respondents)	
Tofino	15
Sunset	0
Spirit Square	0
Port Alberni FM	1
None	29

Other Markets



QUESTION#5: HOW DID YOU GET HERE? (50 respondents)	
Car	20
Walk	10
Bike	0
Transit	0
Out of Town	20

Transportation



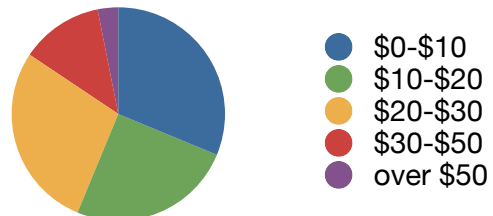
TOFINO PUBLIC MARKET

Survey was conducted on Saturday, August 29, 10am–2pm. Cindy Hutchison, the market manager said it was an unusual market with the torrential rain and wind. There were only four vendors present where typically it is about twenty. Background: The Tofino Public Market is a seasonal market that during the 2015 season ran from mid May until the end of September. A large proportion of vendors are crafts and prepared foods.

As recommended by the University of Oregon a count of people was done for 20 minutes every hour. Total people counted from 10:20–10:40 was 34 11:20–11:40 was 33 12:20–12:40 was 27 1:20–1:40 14 for a grand total of 108. We decided to try something slightly different when getting people to apply their dots. We gave yellow dots to tourist and blue dots to locals. A local included people that lived in Tofino seasonally during the summer months. In the answer the total number is noted and then in parenthesis the breakdown between T=tourist and L=local.

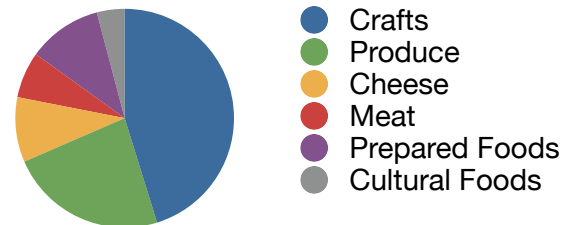
QUESTION#1: HOW MUCH WILL YOU SPEND TODAY? (64 respondents)	
\$0-\$10	20 (L2; T18)
\$10-\$20	16 (L4;T12)
\$20-\$30	18 (L2;T14)
\$30-\$50	8 (L2;T6)
Over \$50	2 (T2)

Spending



QUESTION#2: TO INCREASE YOUR SPENDING THE MARKET SHOULD OFFER MORE _? (73 respondents)	
CRAFTS	33 (L1;T32)
PRODUCE	17 (L6;T11)
CHEESE	7 (L1;T6)
MEAT	5 (L1;T4)
PREPARED FOODS	8 (L3;T5)
CULTURAL FOODS	3 (L1;T2)

Offer More....



QUESTION#3: WHAT WAS YOUR PRIMARY REASON FOR COMING TO THE MARKET? (65 respondents)	
Agricultural Products	13 (L4;T10)
Atmosphere	24 (L4;T20)
Prepared Foods	5 (L4;T1)
Crafts	22 (L2;T20)

Attraction



QUESTION#4: WHICH OTHER REGIONAL MARKET DO YOU ATTEND MOST FREQUENTLY? (50 respondents)	
Ucluelet	8 (L5;T3)
Sunset	0
Spirit Square	0
Port Alberni FM	0
None	42 (L7;T35)

Other Markets



QUESTION#5: HOW DID YOU GET HERE? (51 respondents)	
Car	23 (L4;T19)
Walk	17 (L6;T11)
Bike	3 (L2;T1)
Transit	1 (T1)
Out of Town	16 (T16)

Transportation



PORT ALBERNI FARMERS' MARKET (PAFM)

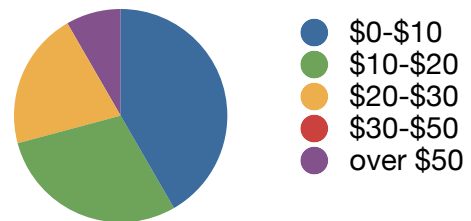
Survey was conducted on Saturday, Sept. 19, 9am–1pm. Violetta Roesner, the market manager said it was a slow market with some key vendors missing. It was a drizzly day which coincided with the annual Toy Run and the 4H auction in Coombs occurring simultaneously.

Background: The Alberni Valley Farmers' Market is a year round market that has run for over 20 years. It's current location is at the Baptist Church on Cherry Creek Road and there were 14 vendors in total.

As recommended by the University of Oregon a count of people was done for 20 minutes every hour. Total people counted from 9:20–9:40 was 17 10:20–10:40 was 19 11:20–11:40 was 27 12:20–12:40 was 2 for a grand total of 65.

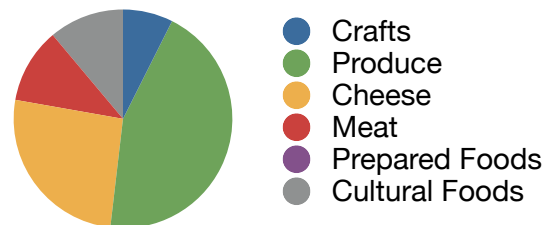
QUESTION#1: HOW MUCH WILL YOU SPEND TODAY? (24 respondents)	
\$0-\$10	10
\$10-\$20	7
\$20-\$30	5
\$30-\$50	0
Over \$50	2

Spending



QUESTION#2: TO INCREASE YOUR SPENDING THE MARKET SHOULD OFFER MORE _? (25 respondents)	
CRAFTS	2
PRODUCE	12
CHEESE	7
MEAT	3
PREPARED FOODS	0
CULTURAL FOODS	3

Offer More....



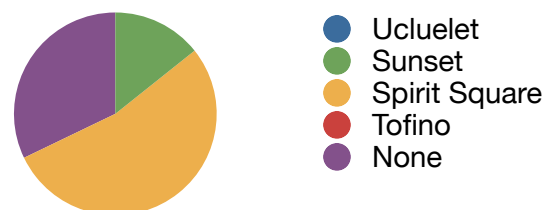
QUESTION#3: WHAT WAS YOUR PRIMARY REASON FOR COMING TO THE MARKET? (25 respondents)	
Agricultural Products	18
Atmosphere	3
Prepared Foods	2
Crafts	2

Attraction



QUESTION#4: WHICH OTHER REGIONAL MARKET DO YOU ATTEND MOST FREQUENTLY? (28 respondents)	
Ucluelet	0
Sunset	4
Spirit Square	15
Tofino	0
None	9

Other Markets



QUESTION#5: HOW DID YOU GET HERE? (26 respondents)	
Car	24
Walk	1
Bike	1
Transit	0
Out of Town	0

Transportation



SPIRIT SQUARE FARMERS' MARKET

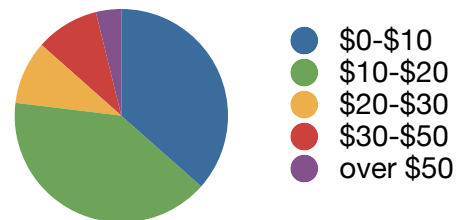
Survey was conducted on Saturday, Sept. 26, 9am–12pm. It was a beautiful day with several people out enjoying the sunshine.

Background: The Spirit Square Farmers' Market is a year round market that is located at the Harbour Quay in Port Alberni. It participates in the BC Farmers' Market Nutrition Coupon Program (FMNCP) which is a healthy eating initiative that supports farmers' markets and strengthens food security across British Columbia.

As recommended by the University of Oregon a count of people was done for 20 minutes every hour. Total people counted from 9:20–9:40 was 50 10:20–10:40 was 27 11:20–11:40 was 51 for a grand total of 128.

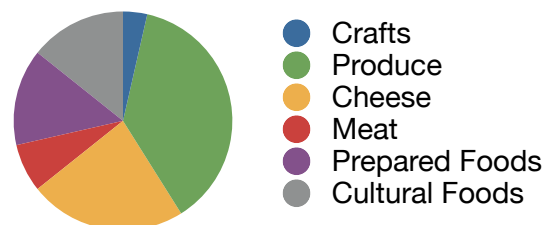
QUESTION#1: HOW MUCH WILL YOU SPEND TODAY? (52 respondents)	
\$0-\$10	19
\$10-\$20	21
\$20-\$30	5
\$30-\$50	5
Over \$50	2

Spending



QUESTION#2: TO INCREASE YOUR SPENDING THE MARKET SHOULD OFFER MORE _? (56 respondents)	
CRAFTS	2
PRODUCE	21
CHEESE	13
MEAT	4
PREPARED FOODS	8
CULTURAL FOODS	8

Offer More....



QUESTION#3: WHAT WAS YOUR PRIMARY REASON FOR COMING TO THE MARKET? (56 respondents)	
Agricultural Products	40
Atmosphere	11
Prepared Foods	4
Crafts	1

Attraction



QUESTION#4: WHICH OTHER REGIONAL MARKET DO YOU ATTEND MOST FREQUENTLY? (49 respondents)	
Ucluelet	0
Sunset	4
Cherry Creek	17
Tofino	0
None	28

Other Markets



QUESTION#5: HOW DID YOU GET HERE? (52 respondents)	
Car	43
Walk	2
Bike	1
Transit	0
Out of Town	6

Transportation

