



Rapid Market Assessment Report



Boise, Idaho July 9, 2016

Prepared for Capital City Public Market by:
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Market Overview

Market Name: Capital City Public Market
Date of Assessment: July 9, 2016
Market Hours: Saturday, 9:30 a.m. to 1:30 p.m.
Location: 8th Street exclusively from Main Street to State St., Boise, ID

Market Staff:

- Melissa Nodzu: *Market Director*
- Rebecca Clifton-French: *Bookkeeper*
- Erica Bondy: *Programs and Volunteer Coordinator*
- Kim Ellsworth: *Market Assistant*
- Cheryl Williamson: *Administrative Assistant*
- Dylan Baucom: *Operations*
- Sean Baucom: *Operations*
- Grayson Ashby: *Operations*
- Nick Stevens: *Operations*
- Zane Dudney: *Operations*
- Abdi Mnongerwa: *Operations*

Fees: Agricultural Vendors - \$40 weekly Prepared Foods - \$40 weekly Artisans - \$40 weekly

Vendors: Approximately 120 approved regular vendors
Agricultural Vendors – 25 Prepared Foods – 45 Artisans – 50 artisans

Reported July 9, 2016 Sales: \$ _____

RMA Team: Debbie Weisel, Joy Weisel, Amy Slee, Amelie Slee, Faith Proctor, Genie Engels, Juan Medina, Monica Martinez, Kim Empey, Dani Stevens, Sean Baucom, Nick Stevens, Zane Dudney, Grayson Ashby, Abdi Mnongerwa, Briana Iglesias, Amira Sufi, Josie Martinez, Jerod Morehouse, Jean Kasson, Jeannette Ross, Kate Rodriguez, Kathy Haynes, Rochelle Eddy, Te Nodzu, Joshua Gauyan, Samantha Parrott, Keith Gregory, Melissa Nodzu, Erica Bondy, Gabrielle Franco, Ariel Agenbroad

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Erica Bondy, *Capital City Public Market*

Part I:

Introduction

Market Mission

Capital City Public Market (CCPM) envisions healthy communities nourished by sustainable food systems providing economically viable opportunities for agricultural vendors, food producers and artisans. We uphold the age-old tradition of allowing the consumer to meet the producer while encouraging the production and consumption of agricultural products in the Treasure Valley. Maintaining a diverse mix of products offered for sale at The Market will provide direct marketing opportunities for growers, specialty food vendors, and artisan vendors alike. The Market is more than just a place of business; it is a mutually beneficial and sustainable community activity.

We aim to:

- Be a marketplace for local growers and producers
- Provide access to local food
- Educate and inform the community on sustainable local food systems
- Support sustainable farm operations and thriving economies
- Enable world class farmers markets to grow, nourish and sustain communities

Why it benefits the community:

- Acts as an incubator for independent, seasonal micro businesses
- Acts as leasing agent for local area vendors
- Keeps fees affordable, supports business by offering technical help, free weekly advertising, merchandising training and marketing assistance
- Provides a beneficial marketplace for vendors, downtown merchants and shoppers

Rapid Market Assessment

Rapid Market Assessment (RMA) is an efficient method for researchers and markets to easily capture the opinions and habits of market-goers on a single market day. Information collected on attendance, consumer habits and preferences helps market managers, boards and vendors assess how well they are achieving their mission goals and may be useful in planning and future decision making.

The key components of an RMA are attendance counts and estimations, performed during each hour of market operation, and dot surveys that ask questions previously determined by the market staff and researchers. Volunteers are key to the process.

For the Capital City Public Market RMA on July 9, 2016, volunteers counted attendees for 10 minutes during two half hour and four hour time segments at 17 entrances to the Market. Additional staff and volunteers solicited information from market attendees through two dot surveys placed at either end of the market.

Temperature was recorded for each hour of the day during the RMA.

There were an estimated 15,252 market attendees on the day of the RMA. The busiest time frame was from between 11:30 am to 12:30 pm, which accounted for 36% of the day's attendance. The location at the NW corner of 8th and Bannock Streets was the busiest entrance of the Market.

Approximately 731 market-goers responded to the dot survey. The four questions asked in this year's survey were:

- How often have you shopped at the Market this year?
- How much will you spend at the Market today?
- What are the top three reasons you come to the Market?
- Where do you live?

Individuals who completed the dot survey were given the opportunity to enter a drawing for two \$25 market gift certificates. Not all customers wanted to stop and participate in the dot surveys, but those who took the time were engaged in the process and very supportive of the market.

The data collected through RMA is not without limitations and potential biases. Attendance counts are estimated as accurately as possible, based on the activity recorded during the first ten minutes of each hour. Biases may occur in the dot survey participation, since participation is voluntary. Most people attending market will not participate without a direct, personal invitation to do so and generally require guidance on the process. Active, friendly volunteers are key to attracting significant numbers of survey participants.

University of Idaho (UI) Extension was recruited to assist the Market director, staff and volunteers in conducting the 2016 RMA. Ariel Agenbroad, Area Extension Educator in Food Systems and Small Farms and student intern Gabriela Franco compiled the resultant data and prepared this report for the market.



Part II:

Methods

Estimating Attendance

- Attendance counts were performed at 17 locations for 10 minutes at the beginning of half hour or hour segments of time just prior to and during market hours of operation, using handheld clicker counters.
 - No children under 16 were counted.
 - A map of the count locations is included in the **Appendix** of this report.
- 17 volunteers conducted attendance counts at entrances to the Market, one per location. At least three volunteers were positioned at the dot survey stations. Volunteers worked in two shifts under supervision of market staff and UI Extension, and were solicited by market management, staff, UI and social media. Volunteers received two \$5 market tokens (provided by CCPM), as well as ice water and snacks (provided by UI Extension) as an incentive for their participation.
- Volunteers were instructed prior to their shifts by Erica Bondy, CCPM Programs and Volunteer Coordinator.
- Volunteers reported counts to Gaby Franco, UI Extension intern, located at the UI booth on 8th St. between Main and Idaho Streets and to Erica Bondy.

Consumer Dot Survey

- Two sets of four flip charts were placed in two locations at the Market on Saturday at 9:00 a.m. One set was located at the UI booth on 8th St. between Main and W. Idaho. The second was located at the Market info booth on 8th St. between W. Jefferson and W. State.
 - The flip charts were either tabletop or easel style. They were provided by the Market and UI Extension.
 - Each flip chart had four exact copies of a single question and the possible answers written on it. The time and location were noted on the upper right corner of each question sheet.
 - There were approximately three to four volunteers at each flip chart station at all times. They were responsible for soliciting respondents, handing out dots, answering questions about the survey, flipping chart pages each hour, and setting out additional pages if one became full before the hour was up.

- Survey Questions
 - Survey questions were similar to those asked in previous RMAs, but were tailored to the current information needs of the market. Questions were developed by market leadership and UI Extension.
 - The questions were chosen to generate the most useful information for future planning decisions and communication with stakeholders.
 - The question from 2014, “What is your primary reason for coming to the Market today?” was changed to “What are the top *three* reasons you come to the Market.”
 - The question “How often have you shopped at the Market this year” was edited to separate:
 - First time ever at the market (local)
 - First time ever at the market (tourist)
 - First time at the market this year (local)
 - The question “How far do you travel to Market” was slightly altered to become “Where do you live?” and participants used dots on a map to indicate their answer.
 - The question “When you’re done shopping today, how much of your total purchases will be agriculture?” was changed to “How much will you spend at the Market today?”
- Sticker Dots
 - 5000 $\frac{3}{4}$ ” round stickers were purchased.
 - The sheets were cut into strips, giving each survey participant enough dots to answer each of the four questions.
 - Stickers were color coded for males (blue) and females (yellow).
- Incentive
 - Survey participants were given the opportunity to add their name to a drawing for two \$25 CCPM gift certificates.

Volunteers

- CCPM, UI Extension and UI Boise Center provided volunteers for the RMA.
 - Volunteers were emailed information about the RMA process prior to the event and then briefed about the process at a training session the morning of the event facilitated by the CCPM Volunteer Coordinator
 - Volunteers wore Capital City Public Market volunteer buttons during the RMA.
 - All volunteers reported to volunteer stations at the UI and Market Information Booths, on Saturday at 8:30 am to receive survey materials and instructions
 - Materials included: clicker counters, count sheets, pens/pencils, volunteer buttons, and clipboards

Part III:

Rapid Market Survey Results

Attendance

Time of Count, Attendance Numbers and Temperature						
	2016 (percent)	° F	2014 (percent)	° F	2011 (percent)	° F
9:00 am (pre-count)	402 (3%)	70° F	730 (N/A)	71° F	267 (N/A)	70° F
9:30-10:30 am	1,950 (13%)	70° F	3,360 (22%)	73° F	2,760 (20%)	72° F
10:30-11:30 am	3,684 (24%)	72° F	4,758 (31%)	77° F	3,798 (38%)	74° F
11:30 am-12:30 pm	5,448 (36%)*	73° F	3,966 (26%)	79° F	4,026 (30%)	77° F
12:30-1:00 pm	2,088 (14%)*	75° F	3,312 (21%)	81° F	2,964 (22%)	77° F
1:00-1:30 pm	1,710 (11%)*	75° F				
Totals	15,252		16,126		13,815	

* In 2014 and 2011, 12:30 through 1:30 were combined. In 2016, this number would be 3,798 (25%)

Comments:

Attendance counts for 2016 were slightly lower than counts from 2014, but higher than 2011. Temperature was tracked during the Market in order to assess any potential impact. The past three times the RMA was conducted, temperatures remained below 80°F, sunny with a slight breeze.

In 2016, the busiest hour was between 11:30 am to 12:30 pm. The busiest hour in 2014 was 10:30 a.m. – 11:30 p.m. In 2011, the busiest hour was 11:30 – 12:30 a.m.

The next busiest time in 2016 was between 12:30 and 1:30, the last hour of market operation.

The location at the NW corner of 8th and Bannock Streets was the busiest entrance of the Market. This was a change from the prior two years, when the busiest location was south of the Market, at Main Street and 8th Street.

A larger, more detailed map of counting locations and the total reported attendees by hour and location can be found in the **Appendix** of this report.



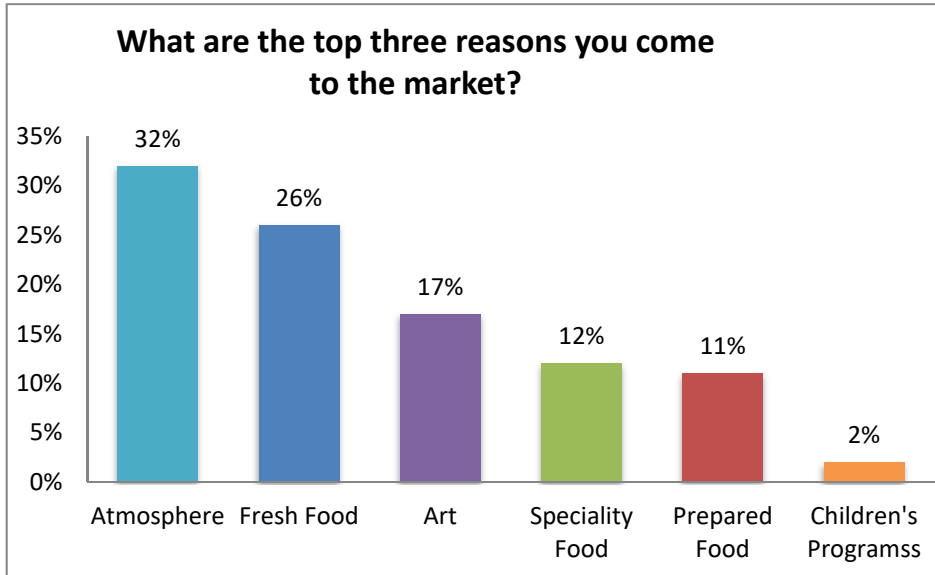
Dot Survey Results

Total respondents surveyed: **731**

Female respondents: **511**

Male respondents: **220**

Question 1: What brings customers to Capital City Public Market?



Comments:

We understand that there are often multiple motivations for people to come to the market. Asking respondents to identify their top three broaden our understanding of their preferences and priorities.

The majority of marketgoers indicated their primary reason for coming to the Market was for the atmosphere, followed by fresh produce and then art. The number of people coming to market primarily for produce alone declined somewhat, but combined with specialty food, remains the highest percentage.

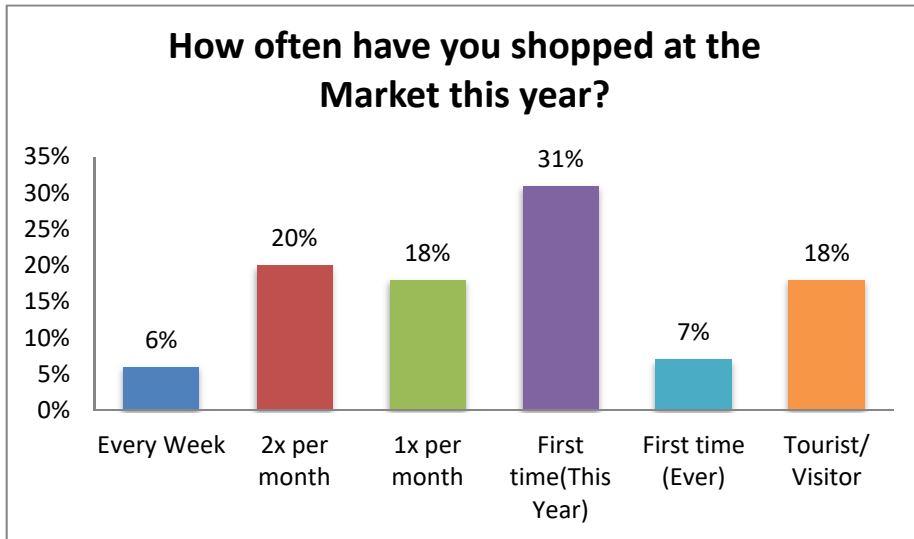
	2016	2014	2011	2009	2006
Atmosphere	32%	23%	39%	38%	40%
Agriculture/Specialty Foods	38%	56%	45%	45%	46%
Prepared Foods	11%	10%	8%	4%	4%
Arts	17%	7%	5%	8%	7%
Music	N/A	3%	2%	2%	2%
Children's Programs	2%	1%	1%	3%	1%

There were not significant differences between genders or time of day for most of the categories with two notable exceptions. Survey respondents whose primary reasons for visiting the market included fresh produce were more likely to attend between 9:30 and 11:30 am, and those who valued children’s programs were more likely to attend market after 10:30 am.

	Fresh Food	Prepared Food	Specialty Food	Art	Atmosphere	Children's Programs
9:30	136	54	66	64	150	5
10:30	134	53	52	99	154	6
11:30	96	46	56	71	134	11
12:30	71	26	34	53	96	6



Question 2: How often are customers visiting Capital City Public Market?



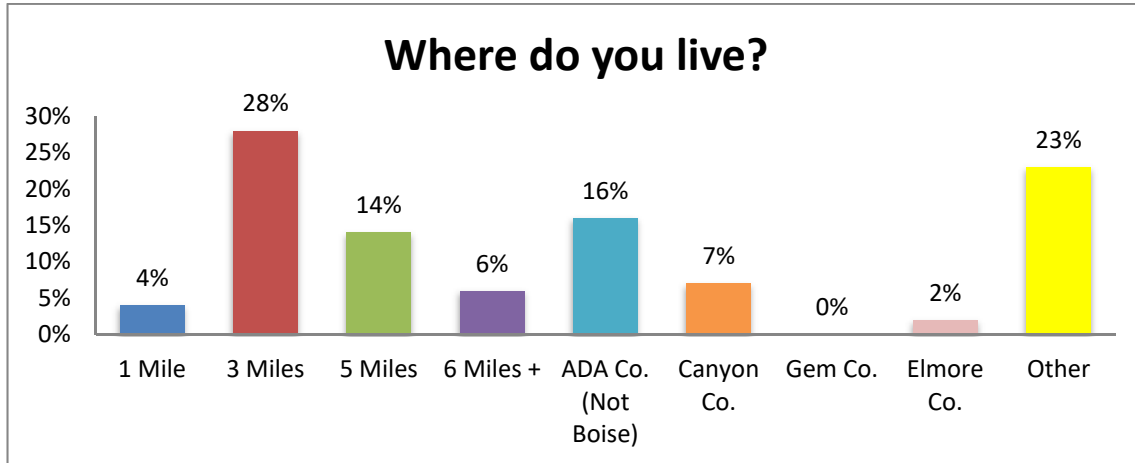
	2016	2014	2009	2006
Nearly every week	6%	10%	14%	14%
Two times a month	20%	12%	14%	16%
Once per month	18%	11%	11%	8%
A few times		26%	24%	27%
First time	56%*	43%	37%	35%
First time this year	31%			
First time ever	7%			
I'm a tourist/visitor	18%			

*First timer totals for 2016, number is broken down into three additional categories

Comments:

The majority of market goers continue to identify as first time customers at the Market. For 2016, we wanted to know a little more about this group. After making a distinction between those who had attended Market in previous years and those who had never attended, we found that 31% of visitors who identified as “first timers” were not new to the market, they just hadn’t visited yet during the season. Only 7% of local “first timers” had never attended the market before. For the second year in a row, 18% of visitors identified as tourists or out-of-town visitors.

Question 3: Where do Capital City Public Market customers live and how far do they travel?



Distance from Market	2016	2014
0-3 miles	4%	31%
3-10 miles	48%	33%
10-30 miles	23%	15%
30 + miles	2%	4%
Other/Out of state visitor	23%	18%

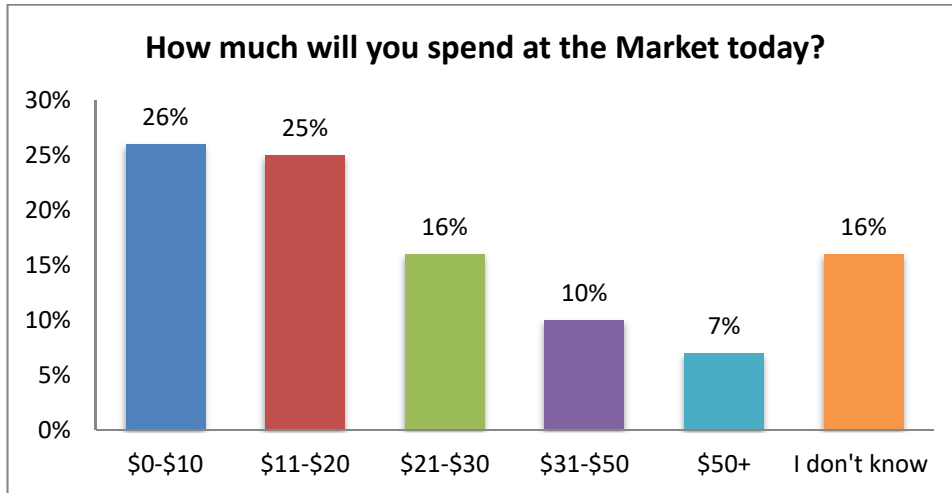
Comments:

For 2016, we used a map that allowed survey respondents to self-identify where they lived in proximity to the market. This allowed us not only to determine how far they travel to get to market, but also from which neighborhood or community they are coming. Almost half (46%) of marketgoers are traveling less than five miles to market, from a fairly even distribution of Boise neighborhoods (East End, Bench, North End, Southeast, etc.). Fewer are coming from West Boise. Quite a number (16%) of marketgoers are coming from Eagle, Meridian and Kuna.

The number of other/out of town visitors is slightly higher than the 18% identified in question 2. This may be due to the fact that most families participating in our survey each completed the other questions as individuals but used one dot to indicate where they lived.



Question 4: How much is the average customer spending per day at Capital City Public Market?



Comments:

For the 2016 survey, we were interested in how much people spent or anticipated spending at the market when they visited. The market collects overall sales data for each week, but we were interested to learn more about per capita spending this year. The majority of visitors (51%) are spending \$20 or less per visit. Interestingly, 16% of visitors do not yet have a spending plan when they come to market. The numbers were not significantly different between genders or time frames.

In 2011, the question about expenditures was designed to determine how many of the people who attend the Market are shopping primarily for produce. However, the way the question was asked in 2016 resulted in numbers that did not indicate just how much shoppers were spending on produce specialty products and other food items.

Percentage of Agricultural Expenditures		
	2014	2011
0-24%	55%	13%
25-49%	16%	11%
50-74%	13%	20%
75-100%	15%	56%

Appendix



Timeline for RMA Saturday, July 9th 2016

8:15-8:30 Set up booth and wait for volunteers

-Tent, tables, all four questions set up, stickers ready, tickets for after-survey raffle+pens

8:30 First shift volunteers arrive

-Give counter volunteers their supplies (counters, "volunteer" pins), instructions, and station location

-Make sure they count from 9:00-9:10; 9:30-9:40; and 10:30-10:40 and report their numbers to U of I booth between each count

-Record station numbers to record sheet as they come in

9:30 Make sure all questions are on the first page and begin surveys with customers

-Dot booth: flip pages as necessary to keep answers readable under stickers

10:30 Flip question pages to next hour

10:40-11:00 First shift volunteers checking out

-After their shift, give them two \$5 Market Cash Tokens and mark them down as done and compensated

11:00 Second shift volunteers arrive

-Give counter volunteers their supplies, instructions, and station location

-Make sure they count from 11:30-11:40; 12:30-12:40; and 1:00-1:10 and report their numbers between each count

-Record station numbers to record sheet as they come in

11:30 Flip question pages to next hour

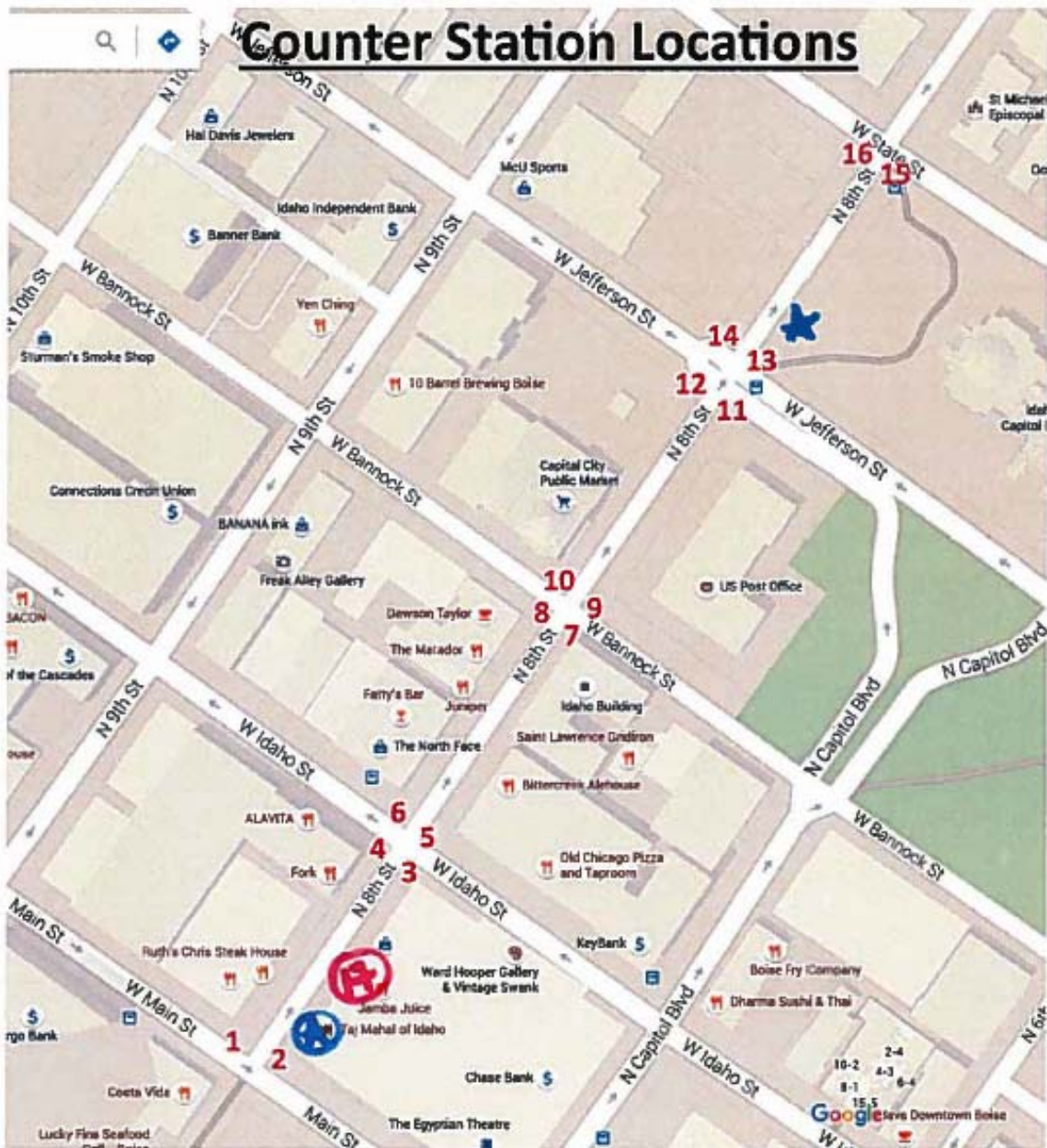
12:30 Flip question pages to next hour

1:10-1:30 Second shift volunteers checking out

- After their shift, give volunteers two \$5 Market Cash Tokens and mark them down as done and compensated

1:30 Market Ends

-Clean up, break down



- 1: NW corner of 8th and Main (Zion Bank)
- 2: NE corner of 8th and Main (The Piper Club)
- 3: SE corner of 8th and Idaho (Artisan Optics)
- 4: SW corner of 8th and Idaho (Fork)
- 5: NE corner of 8th and Idaho (Pollo Rey)
- 6: NW corner of 8th and Idaho (The Mode)
- 7: SE corner of 8th and Bannock (Thomas Hammer)
- 8: SW corner of 8th and Bannock (Mongolian Grill)

- 9: NE corner of 8th and Bannock (Post Office)
- 10: NW corner of 8th and Bannock (Hoff Building)
- 11: SE corner of 8th and Jefferson
- 12: SW corner of 8th and Jefferson
- 13: NE corner of 8th and Jefferson (Capitol corner)
- 14: NW corner of 8th and Jefferson
- 15: SE corner of 8th and State
- 16: SW corner of 8th and State

★ Dot Booths ★ UofI

17: In front of escalators @ Jamba Juice

Galaxy

2016 Capital City Public Market RMA Corner Counts

**RMA #1
BOOTH**

Station	Pre-Count (9:00-9:10)	9:30-9:40	10:30-10:40	11:30-11:40	12:30-12:40	1-1:10	Actual station total	Estimated attendees
1	32	71	97	133	60	40		
2	7	24	70	38	36	9		
3	13	21	44	67	35	15		
4	2	14	36	66	71	30		
5	11	15	38	29	10	24		
6	1	21 9	29	23	28	27		
7	5	17	20	36	37	19		
8	10	15	24	133	138	185		
9	4	15	19	35	5	25		
10	6	32	102	156	150	126		
11								
12								
13								
14								
15								
16								
17	3	7	12	15	22	15		
Total								
Total for hour								

TEMPERATURE
 9:00-70°
 9:30-70°
 10:30-72°
 11:30-73°
 12:30-75°
 1:00-75°
 1:30-70°

ERICA

2016 Capital City Public Market RMA Corner Counts

**RMA #2
BOOTH**

Station	Pre-Count (9:00-9:10)	9:30-9:40	10:30-10:40	11:30-11:40	12:30-12:40	1-1:10	Actual station total	Estimated attendees
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11	0	9	10	12	11	5		
12	9	21	31 31	17	26	2		
13	8	7	11	50	14 14	6		
14	10	13	10	5	20	15		
15	3	17	21	47	10	16		
16	9	13	40	46	23	11		
17								
Total								
Total for hour								

reason: service booth!

TEMPERATURE
 9:00-71°
 9:30-
 10:30-73°
 11:30-73°
 12:30-76°
 1:00-
 1:30-



University of Idaho Extension



For more information on this report, please contact:

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