



CAPITAL CITY PUBLIC MARKET

2014

**Rapid Market Assessment
Boise, Idaho**

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Market Overview

<i>Market Name:</i>	Capital City Public Market
<i>Date of Assessment:</i>	July 19, 2014
<i>Market Hours:</i>	Saturday, 9:30 a.m. to 1:30 p.m.
<i>Location:</i>	8 th Street exclusively from Main Street to State Street, Boise, ID
<i>Executive Director:</i>	Lisa Duplessie
<i>Market Staff:</i>	Melissa Nodzu: <i>Market Manager</i>
	Cecelia Faux: <i>Bookkeeper</i>
	Sal Salinas: <i>Operations Director</i>
	Cheryl Williamson: <i>Administrative Assistant</i>
	Dylan Wooding: <i>Operations</i>
	Kyle Lutche: <i>Operations</i>
	Gabe Machado: <i>Operations</i>
<i>Fees:</i>	Agricultural Vendors - \$40 weekly Prepared Foods - \$40 weekly Artisans - \$40 weekly
<i>Vendors:</i>	Approximately 140 approved regular vendors Agricultural Vendors – 40 Prepared Foods – 49 Artisans – 52
<i>Reported July 19, 2014 Sales:</i>	\$56,339
<i>RMA Team:</i>	Nick Propp, Nina Khampha, Melissa Khampha, Madi Crooke, Hannah Marconi, Jamie Nguyen, Jenny Foote, Mckaela Hadjes, Dave Smith, Zoe Robinson, Roumena Kratchunova, Dustin Fuller, Laura Petersen, Stephanie Defranco, Mary Defranco, Molly Bullock, Katie Neal, Busayo Apampa, Erin Halberstadt, Michelle Doane, Jeff Nodzu, Alison Berriochoa.
<i>Report Author:</i>	Lisa Duplessie, Executive Director, CCPM

Part I: Summary

The Capital City Public Market is an integral part of downtown Boise, and a vibrant part of the Treasure Valley. The Market is a place where agricultural producers, artisans, and vendors of prepared foods can gather to market and sell their products to several thousand people each week.

A rapid market assessment (RMA) is a survey tool that was developed to easily capture the opinions and habits of market-goers. When performed on a consistent basis, this method of surveying can provide useful information for planning and decision-making processes.

Volunteers counted attendees for 10 minutes each hour for four hours at 16 entrances to the Market. Additional volunteers gathered information from market-goers in the form of two dot surveys, one placed at each end of the Market.

There were approximately 15,396 market attendees on the day of the RMA. Market attendance has steadily increased since 2006; excluding 2009 data which we believe is artificially inflated due to possible differences in counting techniques. The busiest hour was 10:30 a.m. to 11:30 p.m., which accounted for 31% of the day's attendance. The location at Main Street and 8th was the busiest entrance of the Market.

Approximately 1,061 market-goers responded to the dot survey. The four questions asked in this year's survey were:

- What is your primary reason for coming to the Market today?
- How often have you shopped at the Market this year?
- How far do you travel to Market?
- When you're done shopping at the Market today, how much of your total purchases will be agriculture?

Customer responses and volunteer observations were recorded during the RMA, and are summarized in this report. Overall, most of the responses were very positive. Many people also commented that they were enjoying the layout of the Market.

The data collected is not without its limitations. Although we believe our sample is representative when it comes to spending patterns and opinion, we do expect to see some sampling error. The nature of this survey also lends itself to largely self-selected respondents, reducing the randomness of the survey.

Part II: *Rapid Market Assessment Planning*

Attendance

- Approach
 - The people entering the market were counted at 17 locations for 10 minutes once an hour for four hours.
 - No children under 16 were counted.
 - 17 volunteers were needed for attendance counting at the entrances to the Market, one per location. The Executive Director and other members of the Market as well social media identified them.
 - Volunteers reported counts to Lisa Duplessie, who was located at the corner of 8th Street and Jefferson Street.

Survey

- Approach
 - Two sets of four flip charts were placed in two locations at the Market on Saturday at 9:15 a.m. The first set of flip charts was placed in the middle of the 8th Street between Idaho and Bannock. The second set of flip charts was placed on the Northern most spot on 8th Street at State. A map of the flip chart locations can be found in the **Appendix** of this report.
 - There were approximately four volunteers to run each flip chart station. They were responsible for soliciting respondents, handing out dots, answering questions about the survey, flipping chart pages each hour, and hanging additional pages if one became full before the hour was up.
 - Eight easels were used to hold the flip charts. They were provided by the Market.
 - 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.

- Survey Questions
 - The survey questions were based on history and targeted information the Market was looking to obtain. These were finalized with the Board of Directors during the planning process.
 - The questions were chosen to generate the most useful information for future planning decisions.
 - Two survey questions were the same as previous years":
 - “What is your primary reason for coming to the Market today?”
 - “When you’re done shopping today, how much of your total purchases will be agriculture (food in 2011)?”
 - Two survey questions were generated from previous years questions. The purpose of these questions was to help the market learn about our customers. The questions were:
 - “How often have you shopped at Market this year?”
 - “How far do you travel to Market?”
- Sticker Dots
 - 10,000 ¾” round stickers were ordered.
 - The sheets were cut into strips of four, giving each survey participant one dot for each of the four questions.
 - Stickers were color coded for males (blue) and females (yellow).
- Stickers for Completion
 - Survey participants were given a Capital City Public Market sticker to wear on their shirts after completing the survey.
 - This allowed volunteers to avoid asking the same people to participate twice.

Volunteers

- Approach
 - CCPM provided volunteers for the RMA.
 - Volunteers were briefed about the process at a training session facilitated by the Executive Director the morning before the RMA.
 - Volunteers wore Capital City Public Market volunteer buttons during the RMA.
 - All volunteers reported to a volunteer station, set up near the Market Information Booth, on Saturday at 8:30 a.m. in order to confirm their locations and roles and to pick up survey materials. Materials included:

- Clickers, dots, count sheets, constructive criticism and observation forms, pens/pencils, volunteer buttons, clipboards, and participant stickers.

Limitations of Data

Although we believe that our sample is representative when it comes to spending patterns and opinion, we cannot make the claim that there is no sampling error. Rapid Market Assessments are conducted in such a manner that they encourage respondents to volunteer. Self-selected respondents may skew certain opinions and spending patterns, but we feel that the volunteers did their best to randomly solicit additional responses.

**Part III:
Consumer Information**

Attendance

Table 1. Estimated Total Attendance: 15,396						
	2014 (number)	Percent	Temperature 2011	2011 (number)	Percent	Temperature 2009
9:30 a.m. (pre count)	730	N/A	71°F	267	N/A	70°F
9:30 – 10:30 a.m.	3,360	22%	73°F	2,760	20%	72°F
10:30 – 11:30 a.m.	4,758	31%	77°F	3,798	28%	74°F
11:30 a.m. – 12:30 p.m.	3,966	26%	79°F	4,026	30%	77°F
12:30 – 1:30 p.m.	3,312	21%	81°F	2,964	22%	77°F

Comments

Temperature was once again tracked during the Market in order to assess impact. On July 19th the temperature reached a high of approximately 81°F during the RMA. An increase of ten degrees throughout the day probably didn't influence anyone's decision to attend the Market on the day of the RMA. It was a sunny day overall, with a very slight breeze.

The busiest hour was 10:30 a.m. – 11:30 p.m. This was a change from 2011, when the busiest hour was 11:30 – 12:30 a.m.

The busiest location was once again from the south of the Market, this year at Main Street and 8th Street. Attendance increased 11% from 2011's counts.

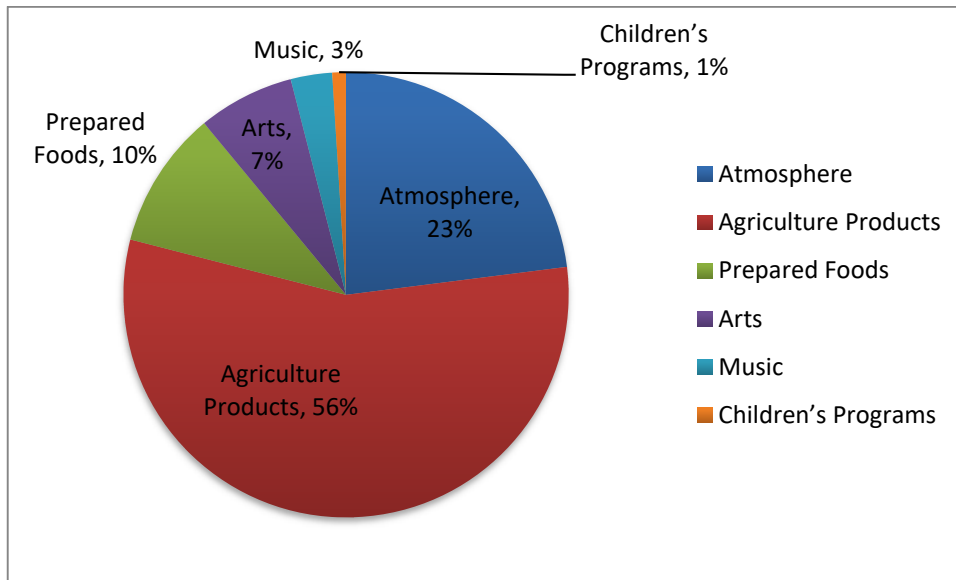
A map of counting locations and the total reported attendees by hour and location can be found in the **Appendix** of this report.

Survey

Total respondents surveyed: 1,061
 Female respondents: 732
 Male respondents: 329

Question 1: What is your primary reason for coming to the Market today?

	2014	2011	2009	2006
Atmosphere	23%	39%	38%	40%
Agriculture Products	56%	45%	45%	46%
Prepared Foods	10%	8%	4%	4%
Arts	7%	5%	8%	7%
Music	3%	2%	2%	2%
Children's Programs	1%	1%	3%	1%



Comments:

Total respondents surveyed: 1,061

Female respondents: 732

Male respondents: 329

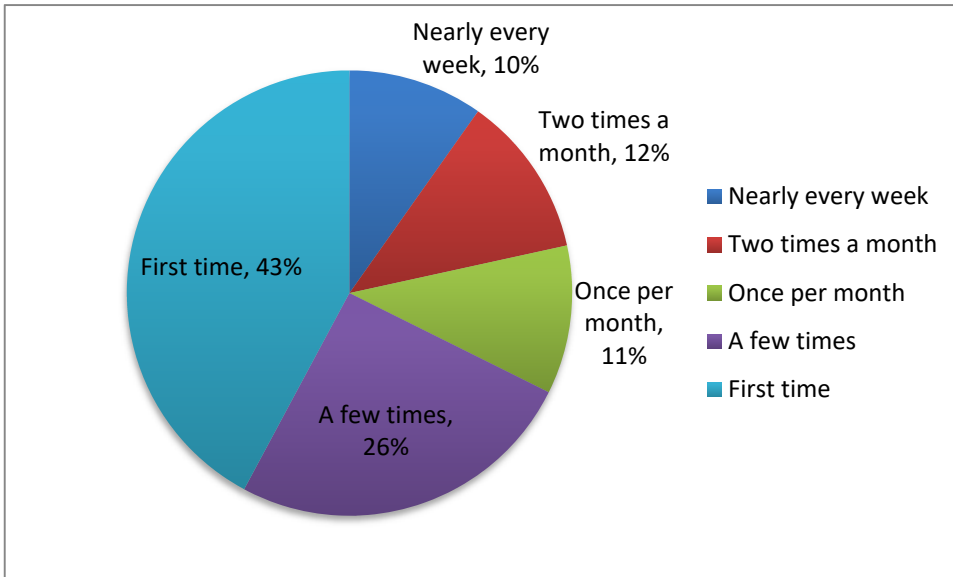
The majority of market goers stated their primary reason for coming to the Market was for the atmosphere. Atmosphere has always been the primary reason for customers coming to Market (2006, 2009, 2011, 2014).

The number of respondents who were coming to the Market for agriculture decreased 16% from 2011, while the number of respondents coming to the Market for the atmosphere increased from 11%.

The number of respondents coming to the Market for specialty food and art increased 2% in each category.

Question 2: How often have you shopped at Market this year?

	2014	2009	2006
Nearly every week	10%	14%	14%
Two times a month	12%	14%	16%
Once per month	11%	11%	8%
A few times	26%	24%	27%
First time	43%	37%	35%



Comments:

Total respondents surveyed: 978

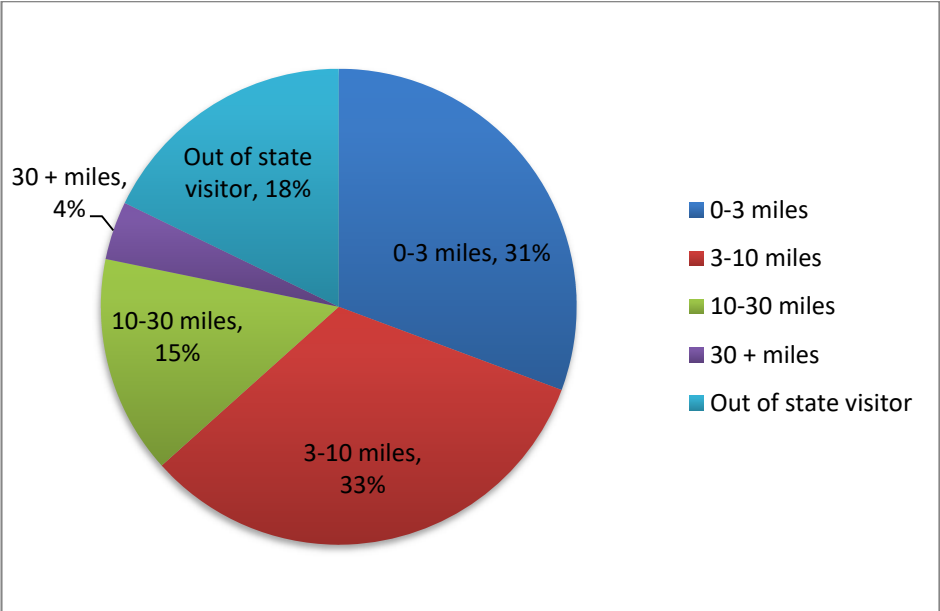
Female respondents: 684

Male respondents: 294

The majority of market goers are first time customers at the Market. This includes tourists as well as locals. Tourist customers make up 18% of the total customer count so there are still many locals we are visiting the Market for the first time.

Question 3: How far do you travel to Market?

	2014
0-3 miles	31%
3-10 miles	33%
10-30 miles	15%
30 + miles	4%
Out of state visitor	18%



Comments:

Total respondents surveyed: 996

Female respondents: 682

Male respondents: 314

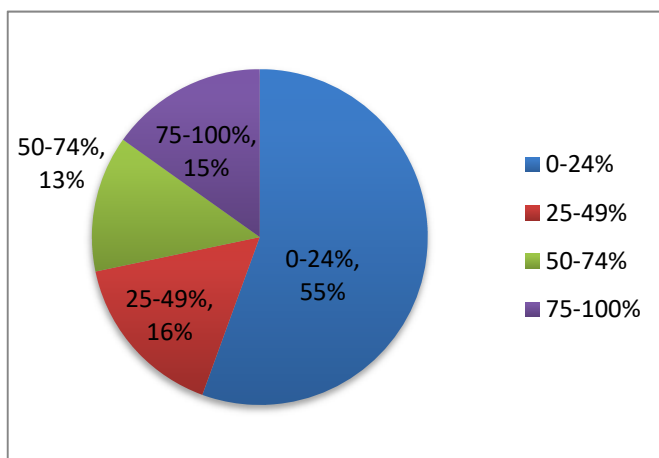
The majority of market goers come from less than 10 miles away from the Market.

The number of market goers who come from out of state makes up 18% of the customers.

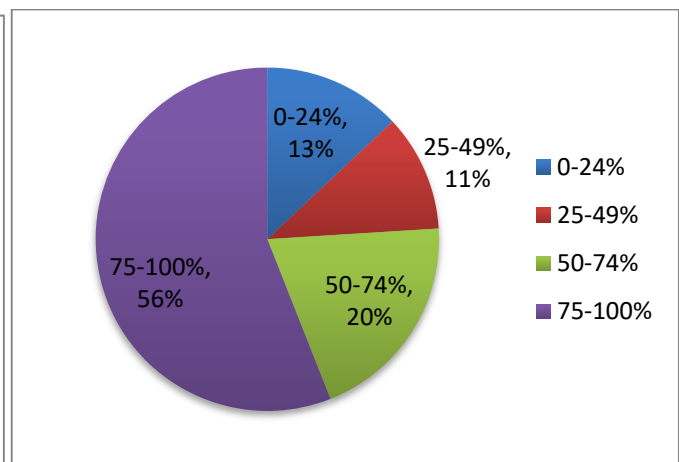
Question 4: When you're done shopping at the Market today, how much of your total purchases will be agriculture?

	2014	2014
0-24%	55%	13%
25-49%	16%	11%
50-74%	13%	20%
75-100%	15%	56%

2014



2011



Comments:

Total respondents surveyed: 1,144

Female responses: 802

Male responses: 342

This question was originally designed in 2011 to determine how many of the people who attend the Market are shopping primarily for food.

What we realized is that we were more curious this year how many shoppers were there for produce not necessarily "food." The percentages are very different, but theoretically have something to do with the way the questions were asked. The question needed to be corrected this year to have comparative data moving forward.

Appendix

Station	Pre-Count	9:30-9:40	10:30-10:40	11:30-11:40	12:30-12:40	Actual Station Total	Estimated Attendees
1	53	30	64	48	22	217	
2						0	
3	26	16	36	54	39	171	
4	16	15	26	18	5	80	
5	60	5	30	38	6	139	
6	23	11	20	20	7	81	
7	11	22	23	21	29	106	
8	113	68	35	17	32	265	
9	127	15	48	33	14	237	
10	125	19	42	36	24	246	
11	6	29	51	28	38	152	
12	30	28	19	25	30	132	
13	17	22	57	39	36	171	
14	45	20	51	31	35	182	
15		31	18	25	43	117	
16	36	118	147	131	115	547	
17	42	111	126	97	77	453	
Total	730	560	793	661	552	3296	
Total for Hour	730	3,360	4,758	3,966	3,312		15,396

Map coming soon....