



Cville Market Research Team

Part II

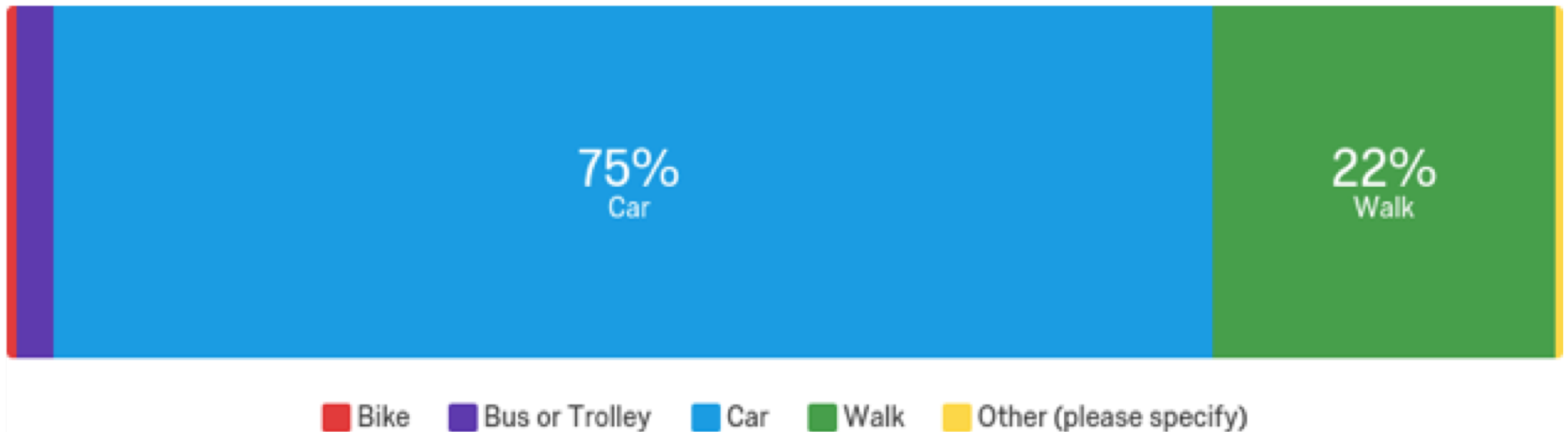
Melanie Arthur
Virginia Harris
Sydney Mathis
Sade Storthz

Prof. Paul Freedman

Questions On Environment & Perceptions of the Market

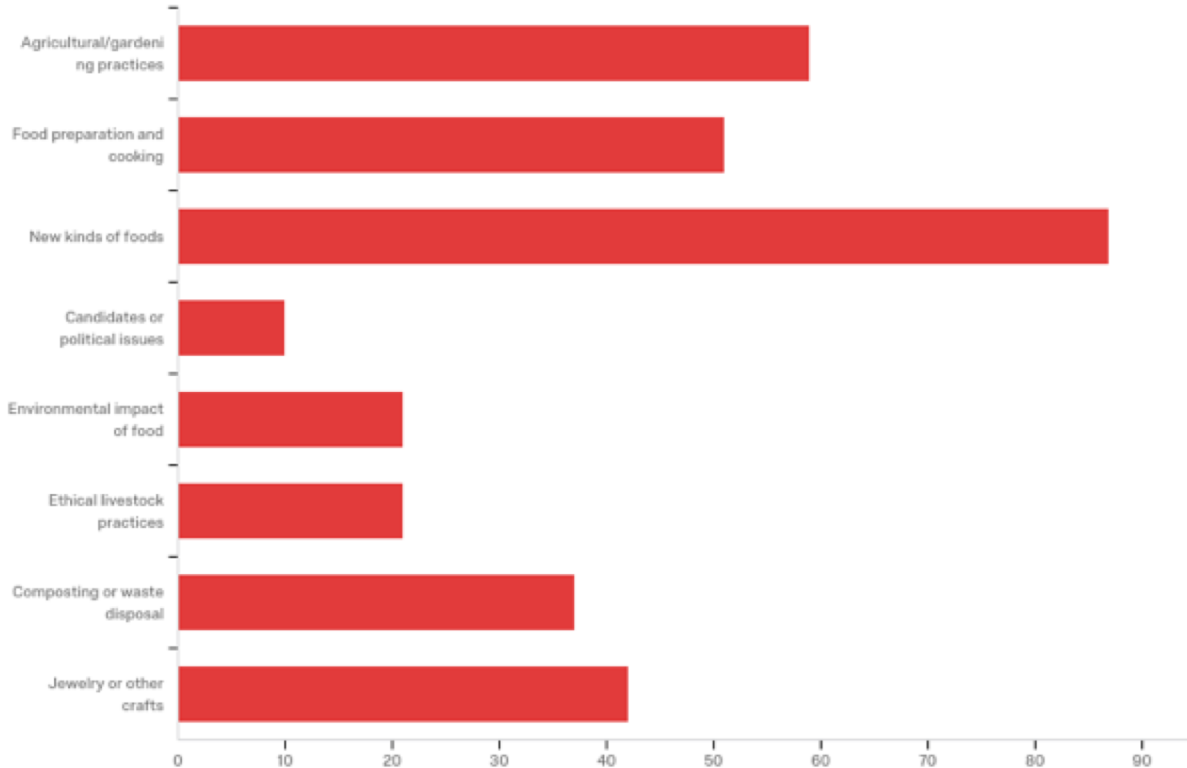
75% of surveyed customers drive a car to the market

Q9 - What mode of transportation did you use to travel to the Charlottesville City Market today?



The number of people driving a car to the market increased from 68% since March 2018

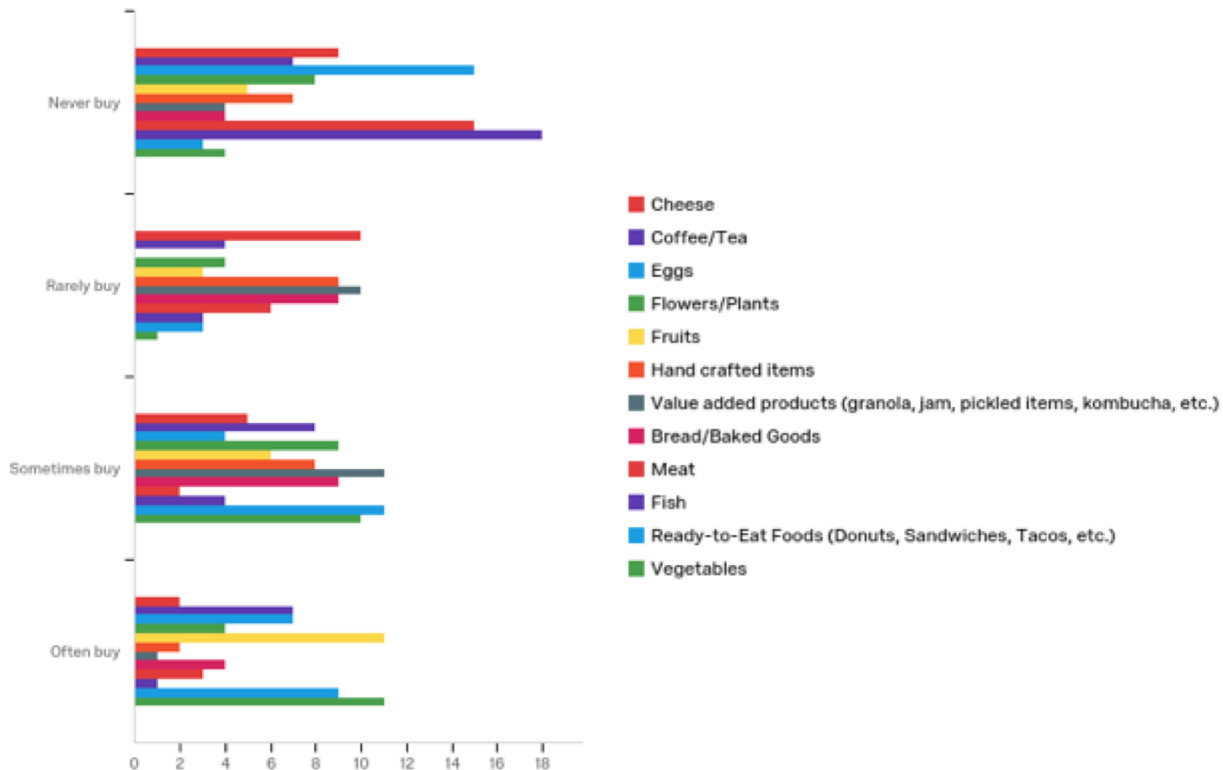
26.52% of customers have learned about new kinds of foods at the market



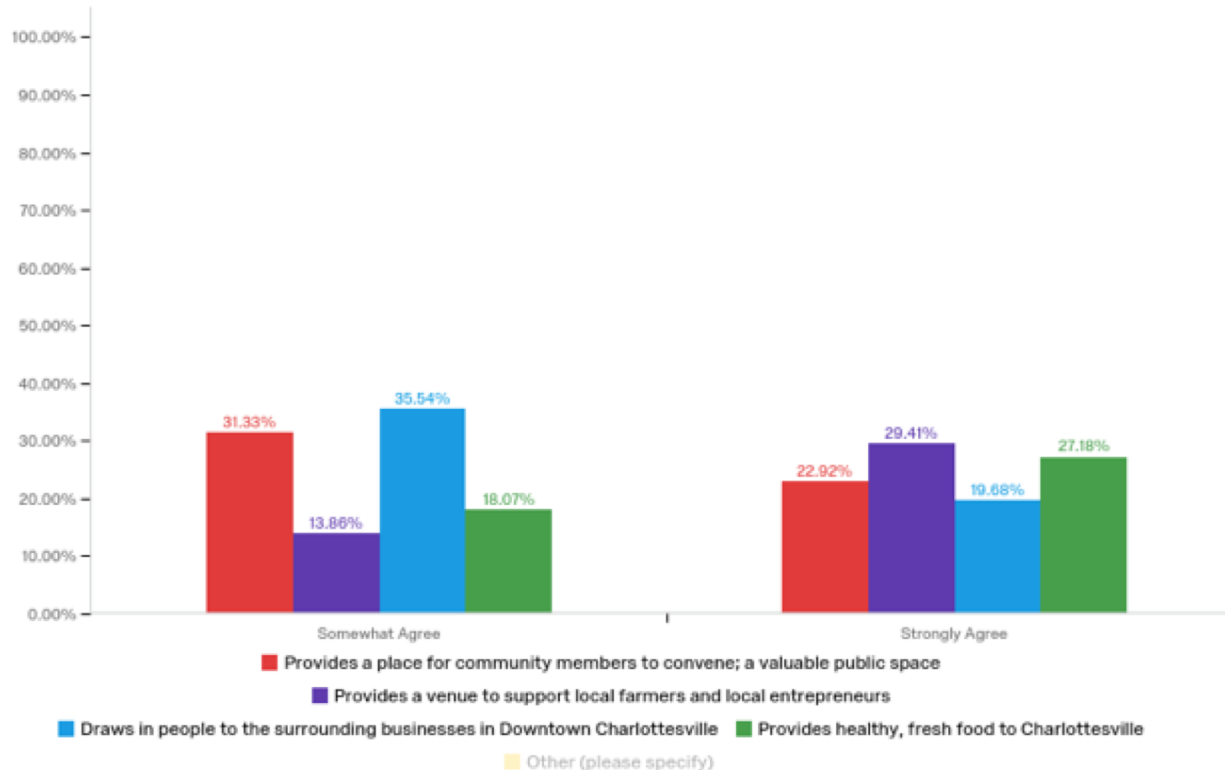
The most important reason for customers to attend the market is to purchase fresh food



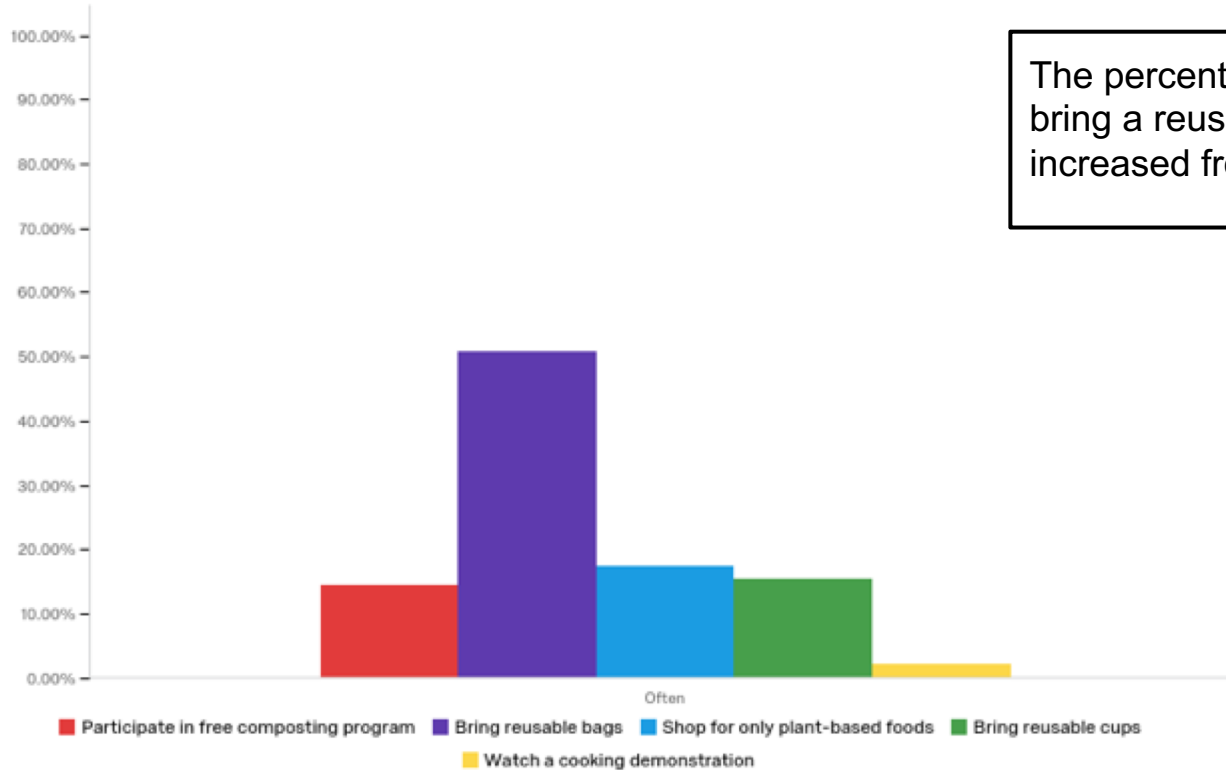
Vegetables (67.61%) and Fruits (50.58%) are the most often purchased items at the market



81.46% of customers think that the market best provides a venue to support local farmers and entrepreneurs

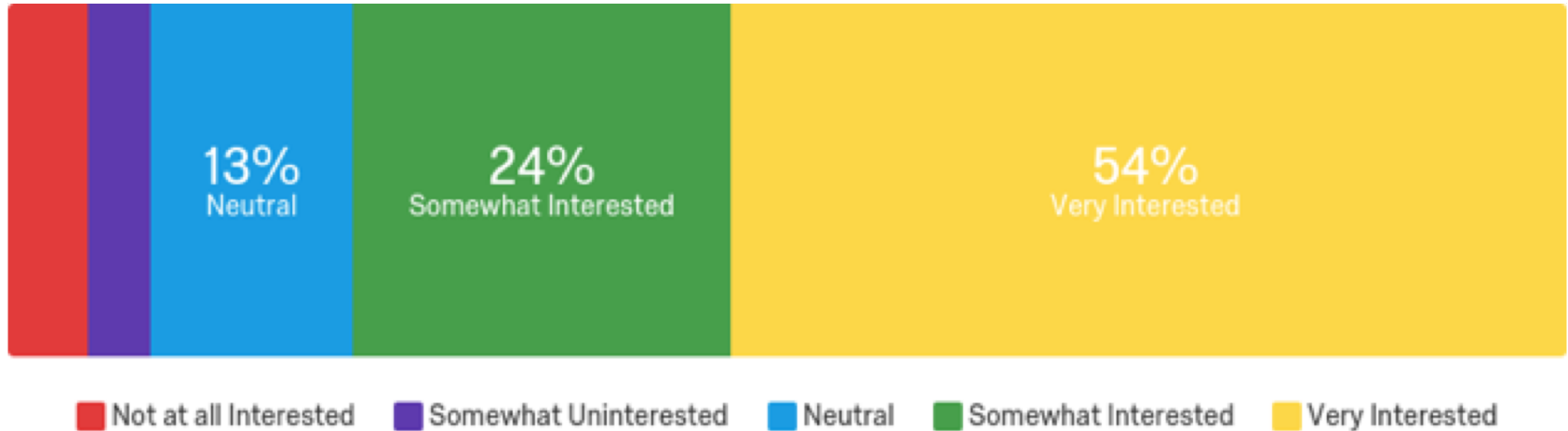


56.57% of customers often bring a reusable bag



The percentage of people who bring a reusable bag has increased from ~45%

53.67% of customers are very interested in implementing a Zero Foam policy

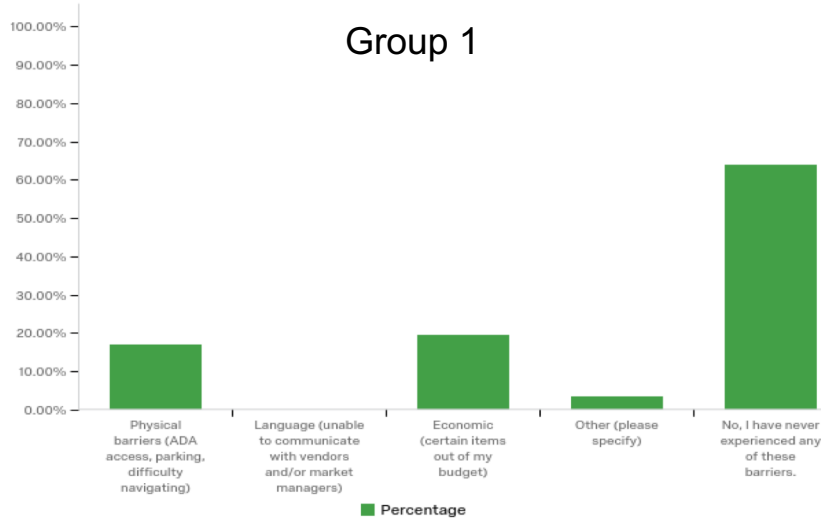


The number of people somewhat interested increased from 22% to 24% and the number of people very interested decreased from 56% to 54% since March 2018

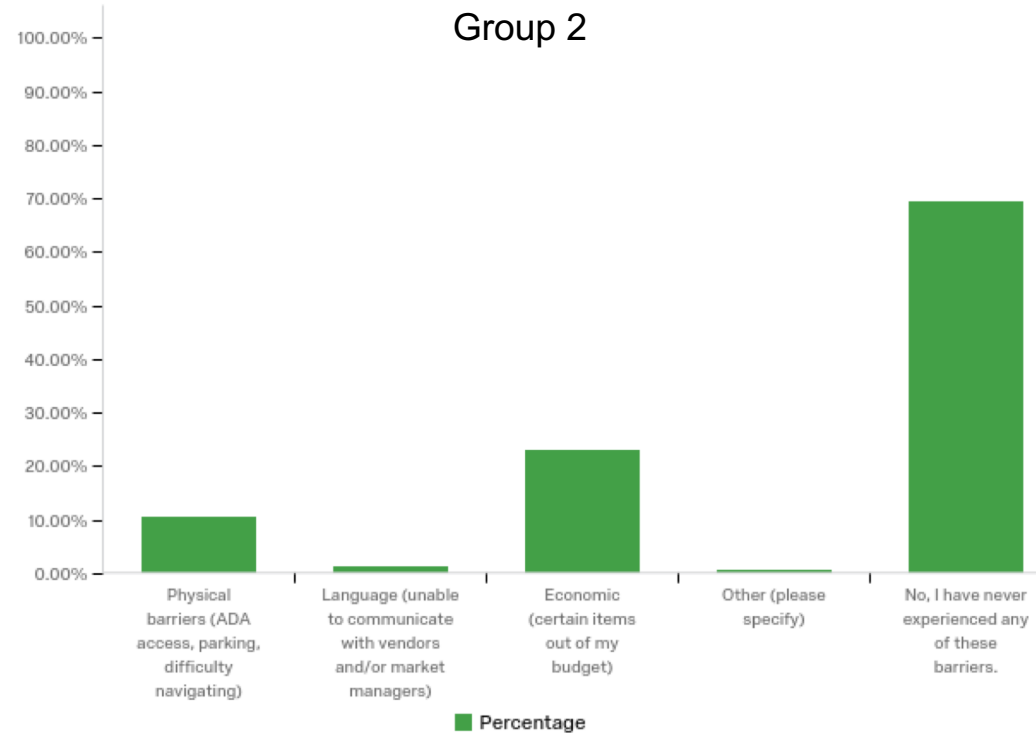
Questions on Equity, Purchases, and Use of SNAP/EBT at the Market

Barriers

Group 1



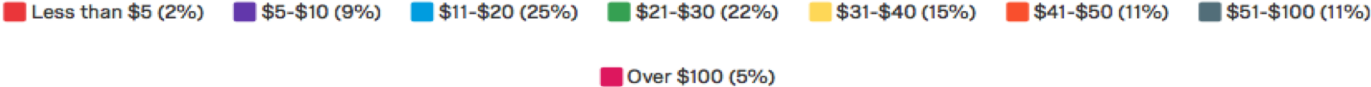
Group 2



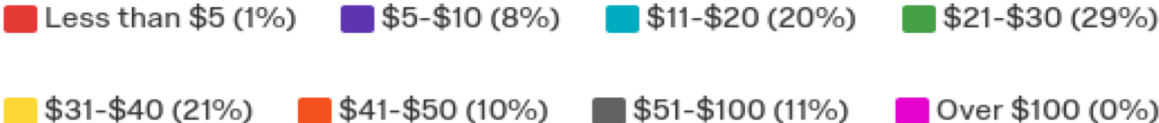
Reported physical barriers decreased: almost 20% down to ~10%.
1.18% report a Language barrier - Group 2.
Around ~23% reported Economic barriers, between both Groups 1 and 2.

Money Spent at the Market

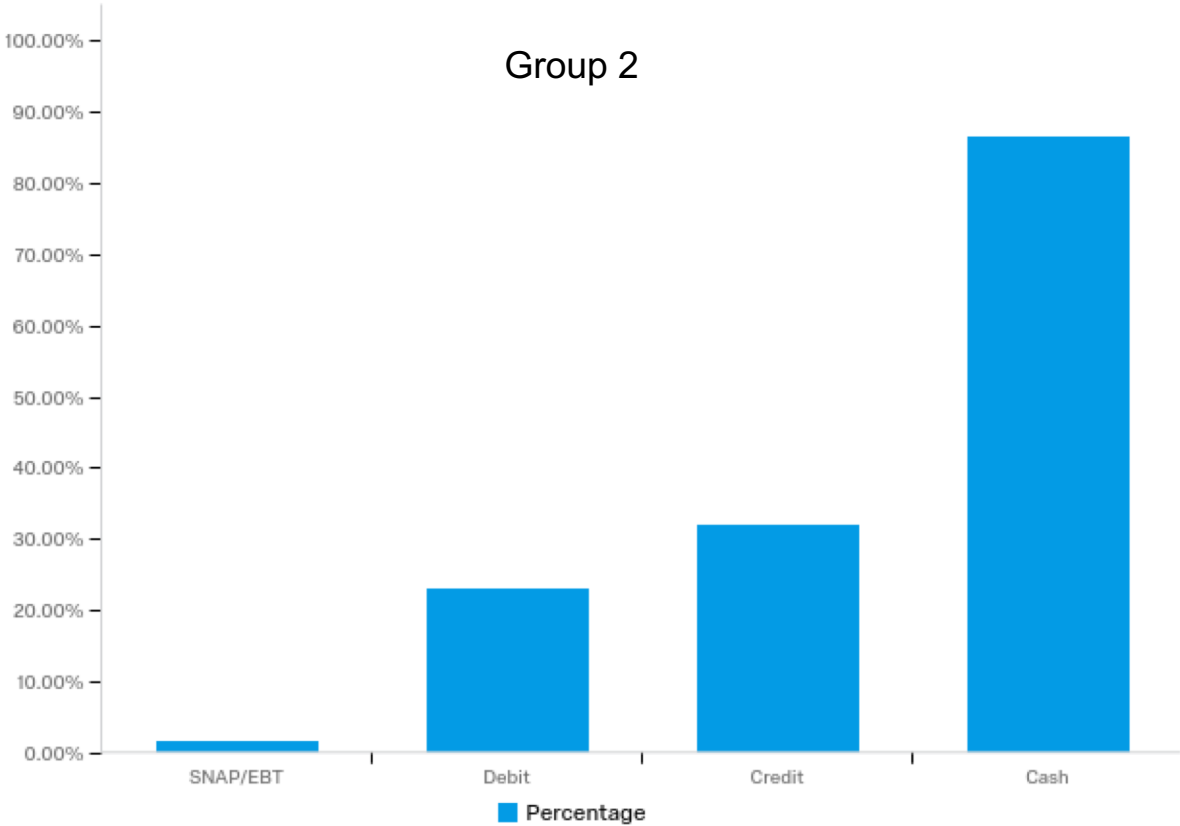
Group 1



Group 2



Methods of Payment



Use of credit cards dropped from ~42% to ~32%.

Reported uses of Cash, Debit, and SNAP/EBT were similar between Group 1 and Group 2.

About what portion of your purchases at the Charlottesville City Market do you usually buy with SNAP/EBT?

Group 2

#	AWA.FIELD	SIMPLETABLEWIDGET.CHOICE_COUNT
1	100%	33.33% 1
2	75%	33.33% 1
3	50%	0.00% 0
4	25% or less	33.33% 1

3

Three people responded to this question, each of them using SNAP to varying degrees. This is indicative of the variation at which SNAP recipients may use their benefits for items at the market.

Have you ever received “double up” coupons when using SNAP/EBT at the Market?

Group 2

#	AWA.FIELD	SIMPLETABLEWIDGET.CHOICE_COUNT
1	Yes	66.67% 2
2	No	33.33% 1
3	Don't Know	0.00% 0
		3

SIMPLETABLEWIDGET.SHOWING_ROWS_OF

Of the three respondents, one of them has not received “double up” coupons. The respondent that answered “No” to this question is also the respondent who used SNAP/EBT on 25% or less of their purchases.

I would not shop at the Market if I could not use SNAP/EBT benefits.

Group 2



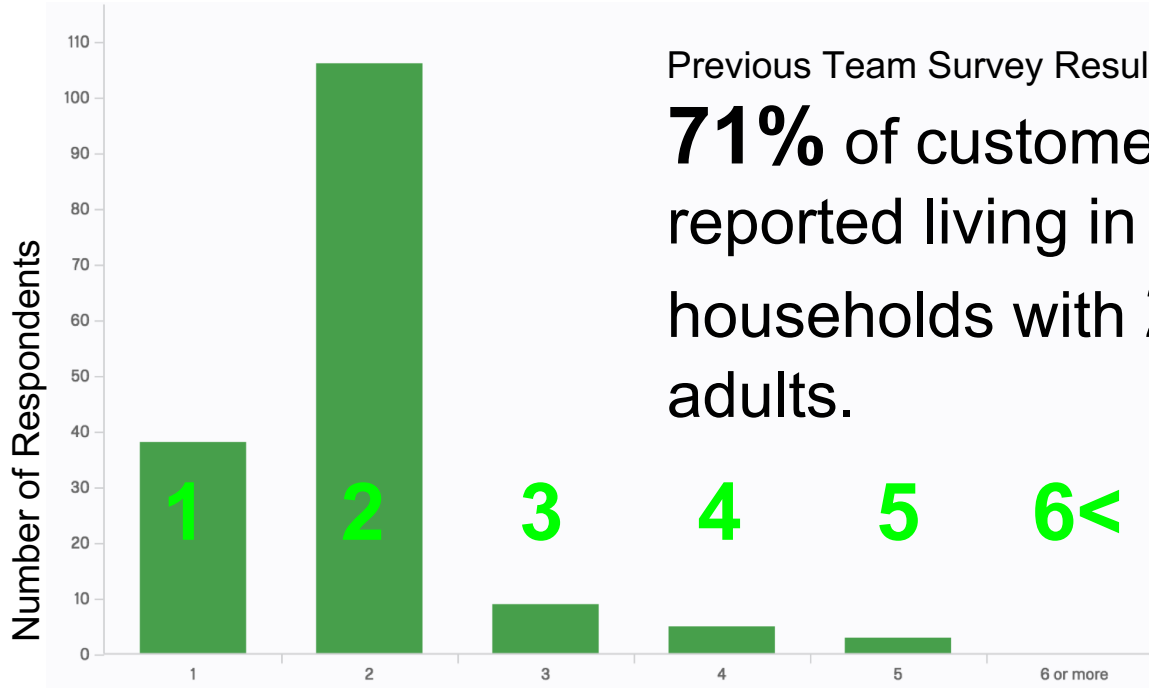
One of the three SNAP respondents did not answer this question.

■ Strongly disagree ■ Somewhat disagree ■ Neither agree nor disagree ■ Strongly agree

Questions On Customer Demographics

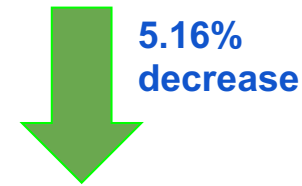
Number of Adults in Household

for those not living at UVA



Previous Team Survey Results:
71% of customers reported living in households with **2** adults.

This Year's Results:
65.84% reported living in 2-adult households.



Number of Adults in Household

Age

When asked their age, 171 of the 180 survey participants responded.

Mean: 42.8

Median: 42

Oldest: 79

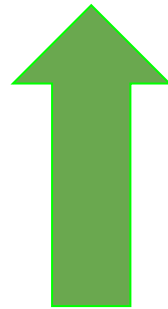
Youngest: 18

Mode: 24 (counted 8 times)

Outlier: "old."

Previous Team Survey Results:

Median Age: 37



**Median
Age
increased
by 5
years**

What does this mean for the market?

Are we surveying older people? Or are the younger customers losing interest while older customers gain it?

Gender

When asked their gender, 177 of the 180 survey participants responded.

73 said they were Male

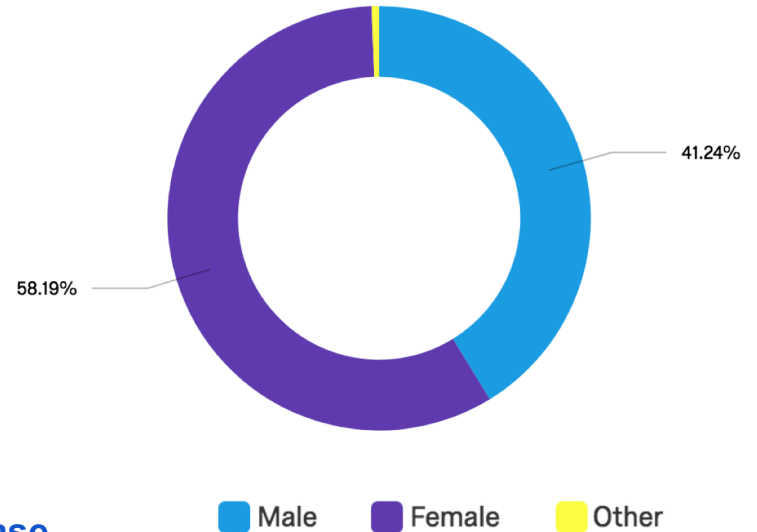
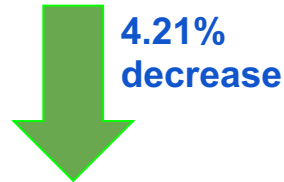
103 said they were Female

1 responded "other," but did not specify

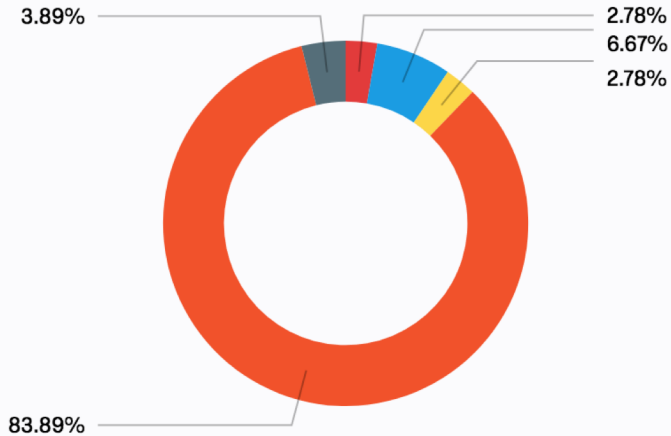
58.19% Female

Previous Team Survey Results:

62.4% Female



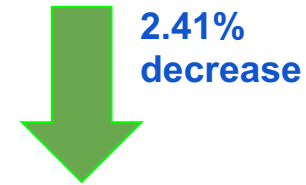
Race and Ethnicity



■ Black or African-American ■ American Indian or Alaskan Native ■ Asian
■ Native Hawaiian or other Pacific Islander ■ Spanish, Hispanic, or Latino ■ White ■ Other (please specify):

Previous Team Survey Results:
86.3% White

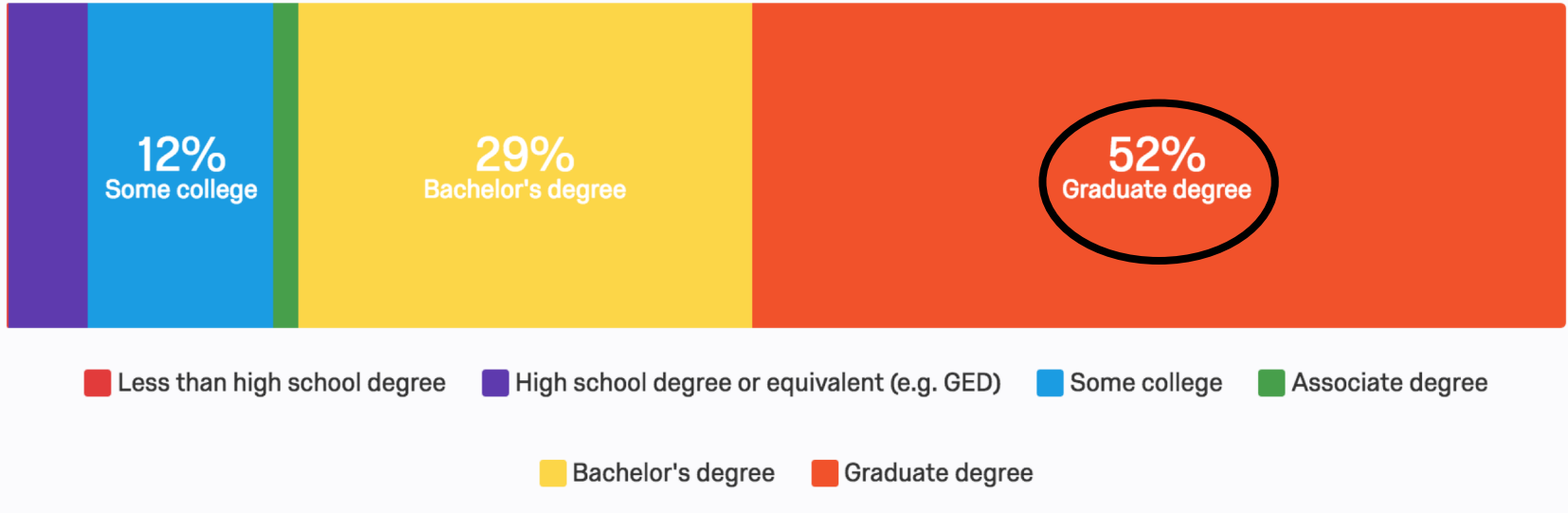
This year: 83.89% White



Is the market becoming more racially diverse?

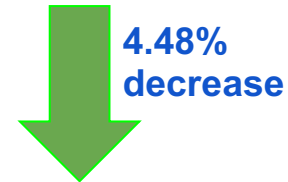
Level of Completed Education

Everyone had completed at least a High School level of education.



Previous Team Survey Results:

47.52% have a graduate degree



Income



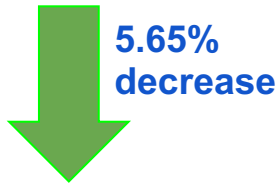
16 surveyors responded that they did not know their annual income.

Previous Team Survey Results:

42.5% had an income of \$100,000 or more

This Year:

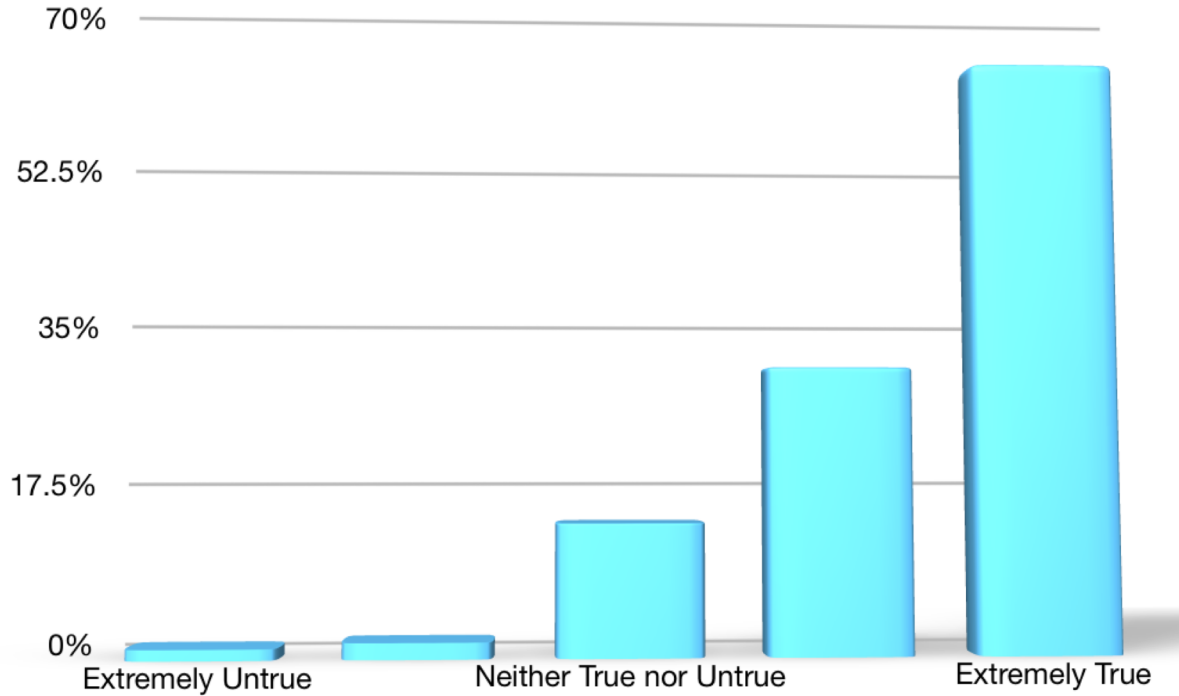
36.85%



Is the market becoming more socioeconomically diverse?

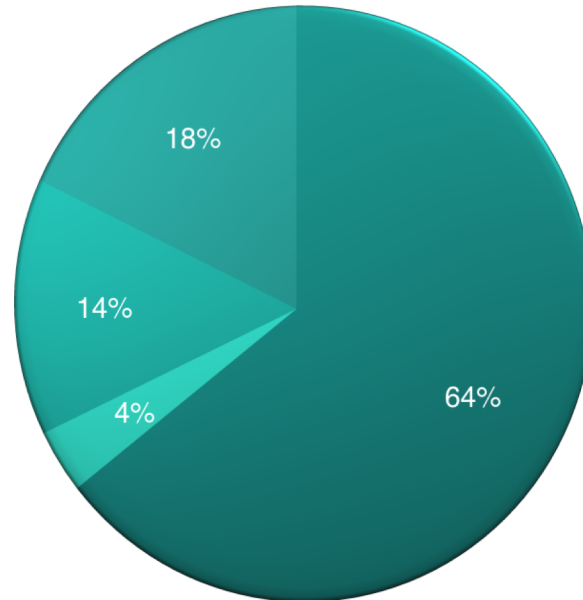
**Questions On
Customer Relationship
with the Market**

“I belong at the Charlottesville City Market”

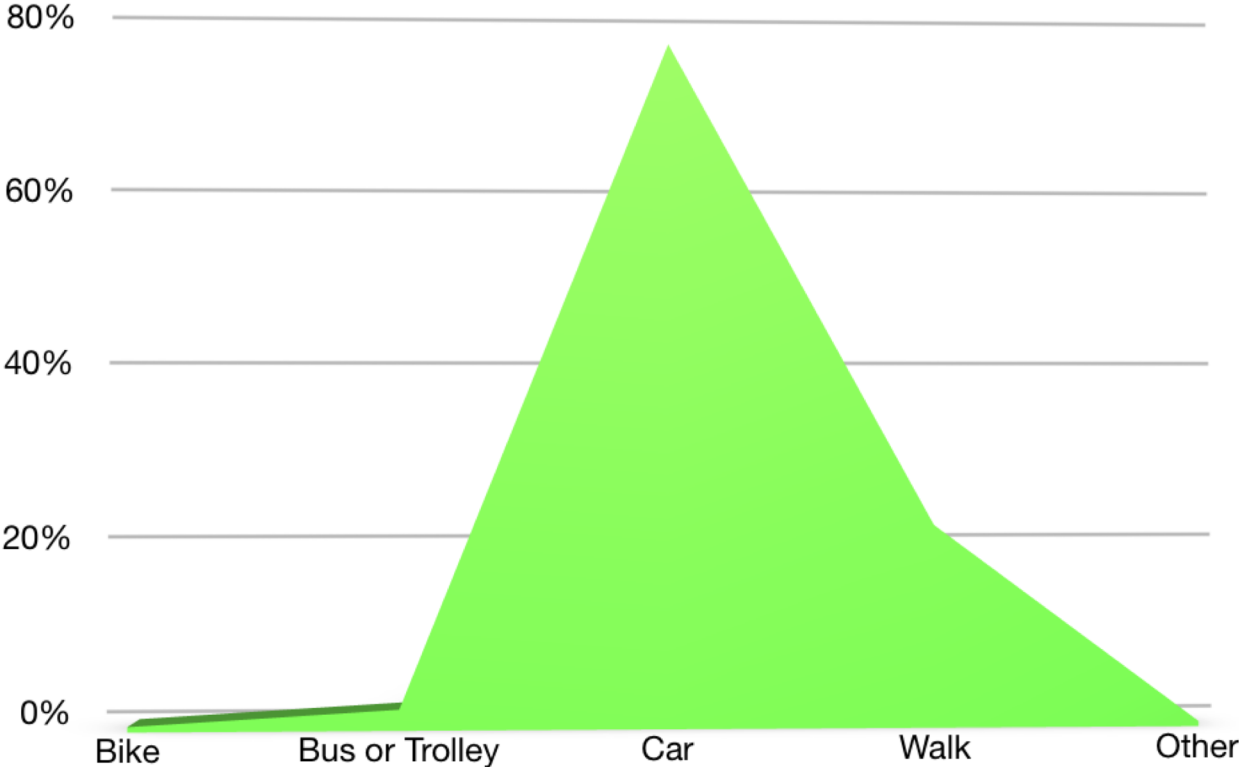


How did you hear about the city market?

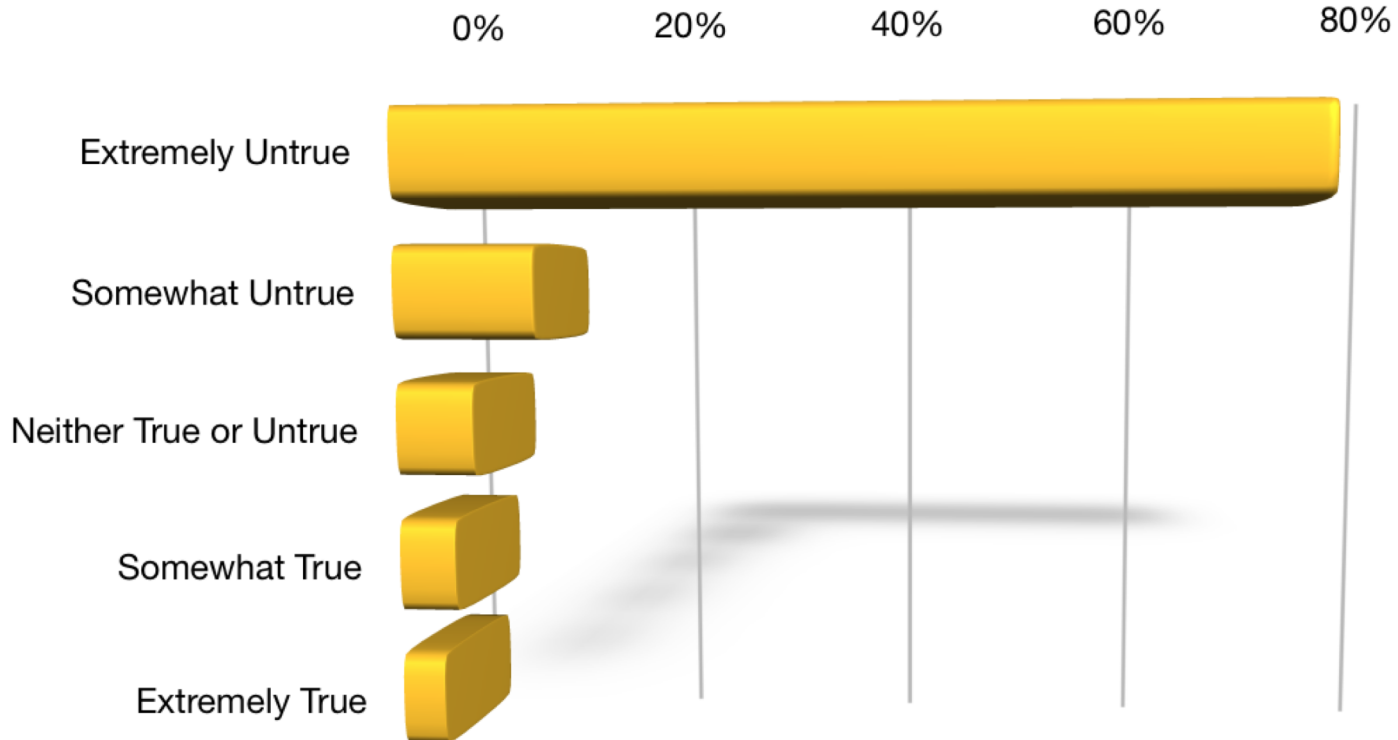
Flyer Friend Website Newspaper Radio Sign
Social Media Other



How do you get to the Charlottesville City Market?



"I feel "out of place" at the Charlottesville City Market?"



What would you change about the market?



Additional Customer Comments

This was an optional Question with 10 responses recorded below:

“Thank you and best of luck on the study!”

“Good”

“Have been enjoying the market for more than 30 years”

“Where will I find survey results and what will they be used for?”

“None”

“Love the market...how bout free parking...”

“ :) “

“Yay, finally enforcing the no dog policy so I can safely shop with my service dog. I had quit coming to the market because this was a problem in the past.”

“The market is lovely. Our growing season is too short to experience products like these.”

The majority of comments were positive and praising the market. One stood out, asking about the basics of what our research is for.

How can we share our results with the community?

Crowd Count Results 2018

Total Attendance Estimate		The Details
1	3,066	<ul style="list-style-type: none">• 4/7/18• 40 degrees, drizzle
2	7,041	<ul style="list-style-type: none">• 4/14/18• Sunny and hot, around Tom Tom Festival
3	4,542	<ul style="list-style-type: none">• 5/5/18• Unexpectedly sunny, only two hours counted for
4	5,855	<ul style="list-style-type: none">• 5/5/18• Unexpectedly sunny, only two hours counted for
5	4,925	<ul style="list-style-type: none">• 5/12/18• First day of summer for UVA, 85-95 degrees, only two entrances covered
6	5,601	<ul style="list-style-type: none">• 5/26/18• Hot, lots of volunteers!!
7	4,053	<ul style="list-style-type: none">• 6/2/18• Hot and muggy, originally supposed to close early but remained open for the full time
8	4,509	<ul style="list-style-type: none">• 6/9/18• No count for the first time slot

Crowd Count Results 2018, cont.

9 5268

- 7/7/18
- Cool in morning, warmed up later in the day

10 4578

- 9/22/18
- Overcast, no rain. Very busy considering there was a home football game starting at noon.

1

1 3653

- 11/17/18

Average Number of Estimated
Customers for a given market day in
2018:

4,886

Average Number for 2017:

4,826

**Average number
decreased by 60
people**



Despite the slight decrease, the average number of customers remained relatively the same between both seasons of crowd counts. This is interesting especially taking into account that the fluctuating weather and local events differed between the years.

Thank you for a
fantastic semester!

