

# Guelph Farmers' Market: Refreshing our local tradition

## Key findings from our 2019 Market Shopper Profile survey

In November 2018, 389 Guelph Farmers' Market shoppers were surveyed to determine who they are, what they buy, why they come and what can be done to improve their shopping experience. Based on the sample size, the study results have a 95 per cent confidence interval.

### Who shops at the Guelph Farmers' Market?

- 46 per cent of shoppers come to the Market weekly
- 15 per cent were new to the Market in 2018 and 50 per cent have been shoppers for more than 10 years
- 63 per cent of shoppers drive, 26 per cent walk and 8 per cent take public transportation to the market
- 83 per cent of shoppers live less than 15 minutes, by car, on foot or by transit, from the Market
- 78 per cent of shoppers are residents, 13 per cent are students and 9 per cent are visitors
- Buying fresh food (23 per cent), supporting local farmers (21 per cent), and buying local food (15 per cent) are the top three reasons why shoppers come to the Market
- 93 per cent of shoppers said it was important (57 per cent very and 36 per cent somewhat) to buy fruit and vegetables directly from the farmer that grew them
- Shoppers spent an average of \$30.63 at the market

### How satisfied are patrons of the Guelph Farmers' Market?

- Shoppers are most satisfied with "friendliness of service" (86 per cent), "quality of products" (75 per cent) and "variety of products" (52 per cent)
- Shoppers are least satisfied with "convenience of parking" (33 per cent) and "market facilities" (20 per cent)
- One third of the shoppers identified the area needing the greatest improvement to be "improved layout for better circulation" and one in ten identified "more space"
- Nearly one in five shoppers identified "improved parking access" as their single most important suggestion for improvement – and those who came by vehicle are more likely to spend more at the market

## How we're using these findings

The findings will assist us and market vendors improve the shopping experience for existing customers and help determine how best to attract new customers. The findings will also inform our updated policy, Refreshing Our Local Tradition.

## For more information about Refreshing our Local Tradition

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