

# RESEARCH METHODOLOGY

During the summer of 2014, the Sackville Farmers' Market hired a student to conduct an Economic Impact Study. The questions and methods were adapted from the Farmers Market Association of Nova Scotia as well as the document 'Farmers' Market Impact Toolkit User's Guide' published by the British Columbia Farmers' Market Association.

Counts were done on the hour for the duration of the market (9, 10, and 11am) for a 10 minute period. June through September is the height of traffic at the SFM; this occurs when the market moves to an open-air format on Bridge Street.

This is called a **Rapid Market Assessment**; a method developed by Oregon State University and is used significantly to get a rough estimate of the number of visitors to markets.

## PAPER-BASED SURVEY

May 31 and June 28 were days in which paper-based surveys were distributed. The first survey focused on monetary values of those that were visiting the market – it explored things such as spending and shopping trends, as well as general demographic data. The second paper-based survey observed social trends such as the reason for coming to the Sackville Farmers Market, food-based observations, as well as demographic data.

## PARTICIPATION-BASED SURVEYS

On July 26<sup>th</sup> a participation based survey was completed – this entailed participants to answer 4 questions by placing stickers into the category in which the individual identified with. The questions were 4 of the larger ones that had been asked in the previous two surveys – how much money was being spent and where, how often individuals visited the market, and why they came to the market.

## VENDOR SURVEYS

The vendors of the Sackville Farmers' Market were asked a series of anonymous questions online and the response rate was nearly 50%. The questions asked about the benefits of this specific market to the sellers, how long they have been involved and also asked a series of comment-based questions where stories of sales and past experiences could be elaborated upon.



Photo credits: *Stellaria Herbs* (2014)



Demographic data was combined so that there was a sample size of 53. Questions that were asked throughout the surveys (i.e. How much will you spend at neighbouring businesses, duration of your stay, etc.) were also combined together.

Counts based on observation times:

**MAY 31: 558**  
**JUNE 28: 816**  
**JULY 26: 834**  
**AVERAGE: 726**

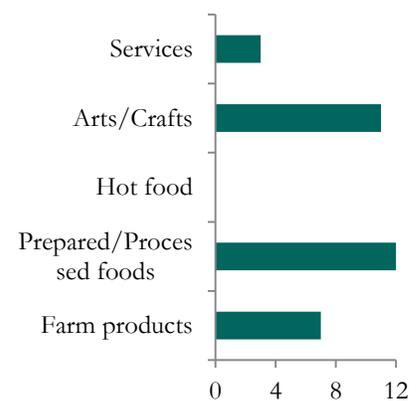
**MAY (N=29)**  
**JUNE (N=24)**

**TIME TO COMPLETE:**  
**5-15 MINUTES**

**JULY (N=78)**

**TIME TO COMPLETE:**  
**2 MINUTES**

## PARTICIPATION RATE (N=28)



**48% MALES // 52% FEMALES**  
**AVERAGE AGE: 21-35**  
**AVERAGE HOUSEHOLD INCOME: <\$25,000**

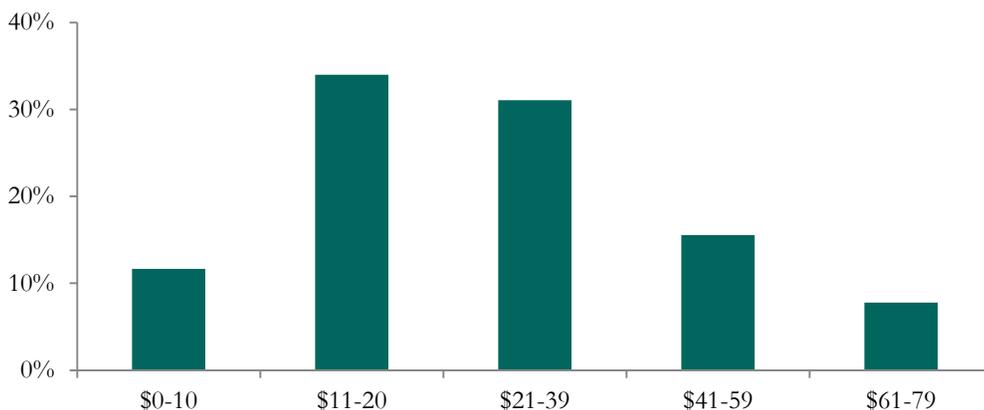
**THE DEMOGRAPHIC THAT UTILIZES THE MARKET IS POSITIVE FOR FUTURE FARMERS' MARKET SUPPORT; AS INDIVIDUALS GET OLDER THEY WILL CONTINUE TO SUPPORT THE LOCAL SECTOR.**



*Photo credit: Les jardins anicha (2014)*

## **MONETARY VALUE OF THE SACKVILLE FARMERS' MARKET**

How much money will you spend at the Sackville Farmers' Market today?

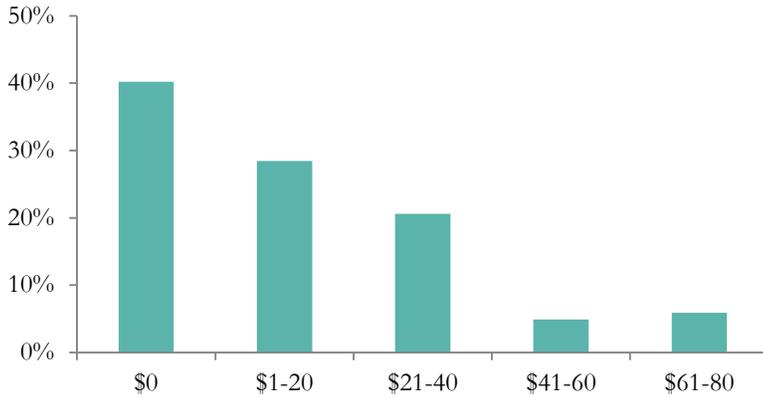


**59% OF THOSE THAT COME TO THE MARKET WILL SPEND BETWEEN \$11-40 EACH WEEK.**

**THAT EQUATES TO AN AVERAGE GROSS SPENDING OF \$11,073.12 DURING PEAK MONTHS.**

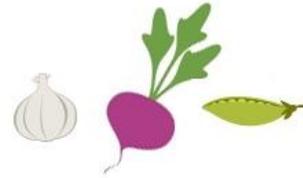
## NEIGHBOURING BUSINESSES

How much will you spend at neighbouring businesses today?

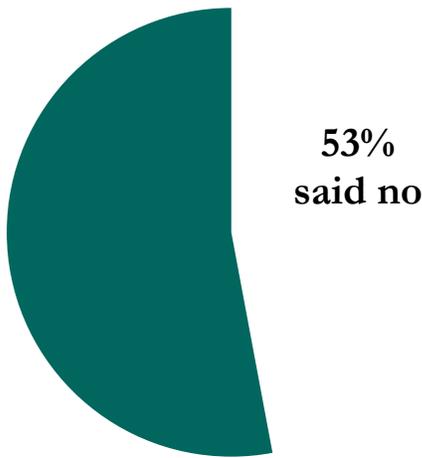


**49% OF INDIVIDUALS WILL SPEND BETWEEN \$1-40 AT DOWNTOWN BUSINESSES.**

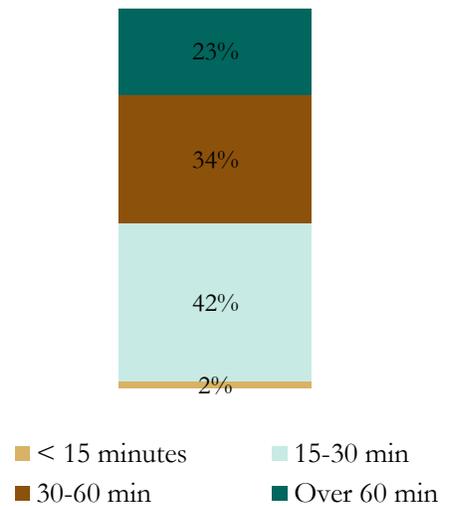
**ON AVERAGE, UPWARDS OF \$7,326.32 IS BEING SPENT AT NEIGHBOURING BUSINESSES DURING PEAK SEASON.**



Would you have visited these businesses if it had not been for the market?



How much time do you spend at the market?



*The Sackville Farmers' Market brings people to the downtown core on Saturday mornings.*



Photo credit: Raised from the Bed Farm's (2014)

**57% OF INDIVIDUALS  
SPEND MORE THAN 30  
MINUTES AT THE  
MARKET EACH WEEK.**

**THE MORE TIME THAT AN INDIVIDUAL SPENDS AT THE MARKET ADDS TO THE SOCIAL  
ATMOSPHERE AS WELL AS INCREASING INCENTIVES TO PURCHASE GOODS FROM THE MARKET.**

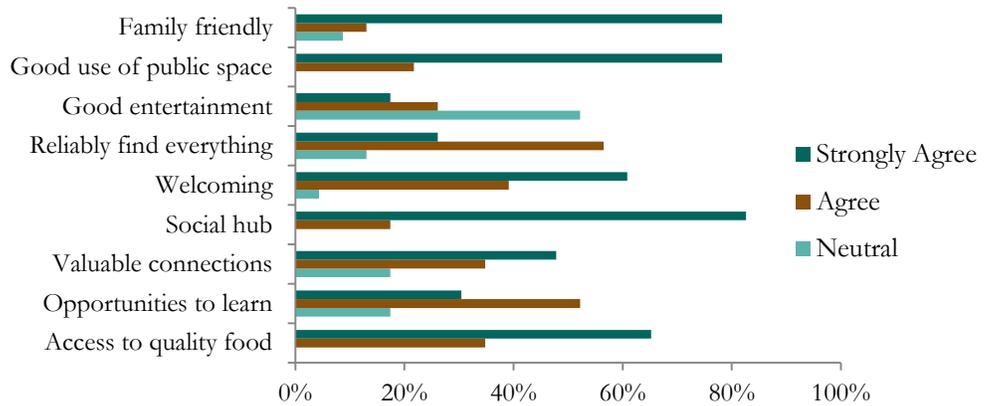
## **SOCIAL CONTRIBUTIONS**



**RESPONDENTS VALUE THE FOOD QUALITY, SOCIALIZATION AND SUPPORTING LOCAL  
BUSINESSES THE MOST AT THE MARKET.**

**62%**  
**OF THOSE**  
**POLLED COME**  
**TO THE MARKET**  
**ON A WEEKLY**  
**BASIS**

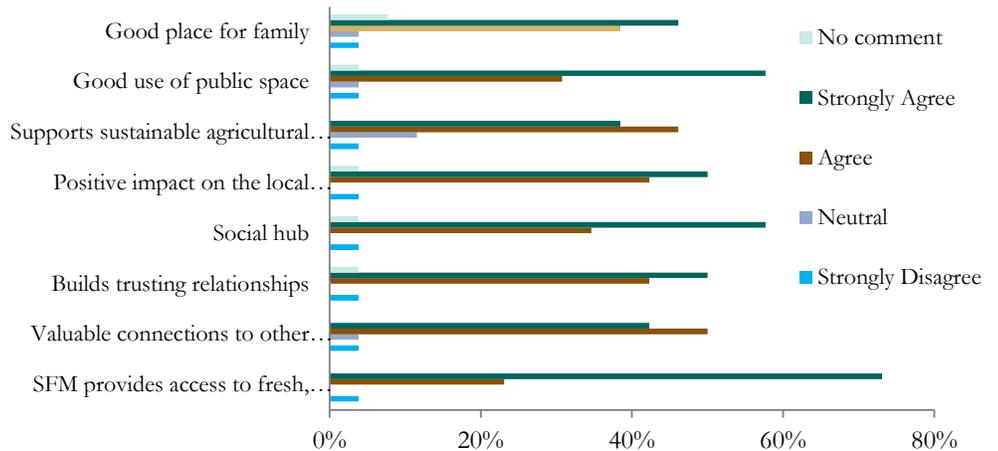
Market goers were asked to rate how much they agreed with the following statements...



## 57% OF INDIVIDUALS COME TO THE MARKET ALL YEAR

When asked to rate how they felt about the market, vendors strongly agreed that the market provides access to fresh and quality food, is a social hub, and a good use of public space. When customers of the market were asked the same question they rated the market as being a social hub, a good use of public space, and being family friendly as the highest.

The vendors of the market were asked the same questions and their responses were as follows...



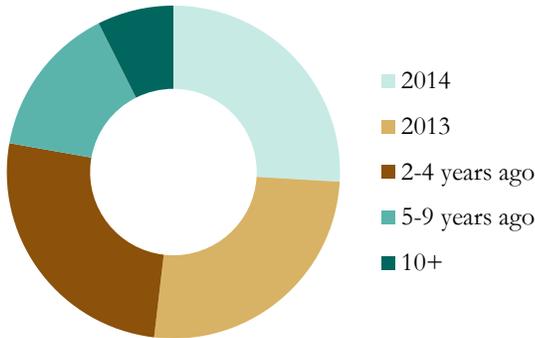
## 46% OF THOSE INTERVIEWED BEGAN SHOPPING AT THE MARKET 2-4 YEARS AGO



Photo credits: Sackville Farmers' Market (2014)

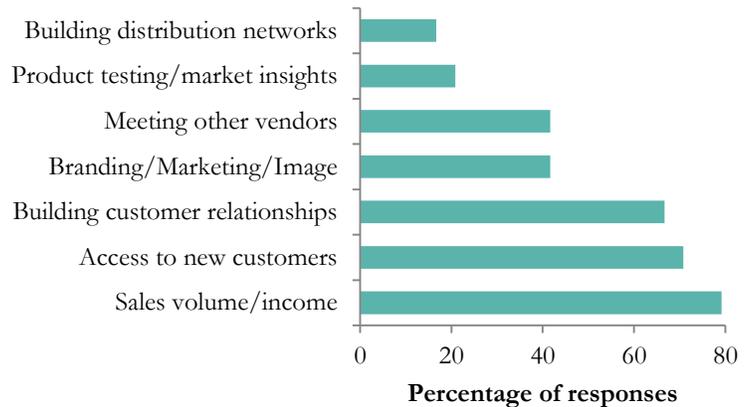
## VENDOR INSIGHTS

When did the majority of vendors begin selling at the Sackville Farmers' Market?

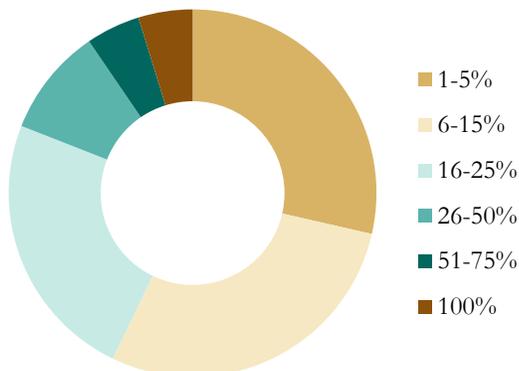


**50%**  
**OF THE VENDORS ARE NEW TO THE MARKET IN THE LAST 2 YEARS.**

**THE SACKVILLE FARMERS' MARKET BRINGS VENDORS TO THE MARKET BASED ON THE HIGH AMOUNT OF SALES, ACCESS TO NEW CUSTOMERS AND BUILDING RELATIONSHIPS WITH CUSTOMERS.**



Household income generated by vendors at the Sackville market.



Although household revenue isn't very high as a result of the Sackville Farmers' Market, vendors enjoy coming to this venue to increase their customer base which will benefit them in the future.

