

Profile of respondents

The survey was passed out at the market and online responses were captured through solicitation on social media, in market newsletters and via emails sent to members between October 13 and 26, 2019.

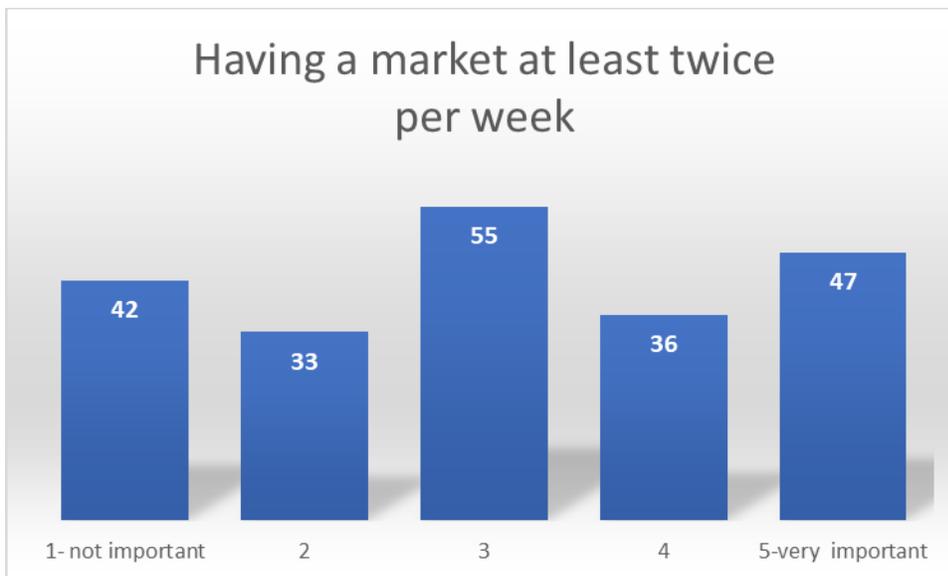
213 individuals responded to the survey. (48 on sheets passed out at the market. 165 online.)

Of these 17.8% identified as vendors (38 vendors)

85% indicated that they had been to the market at least once in the past year (181 respondents)

Scale Questions

Respondents were asked 5 questions, and asked to scale their responses from 1-5, 1 being not important at all to 5 being very important.



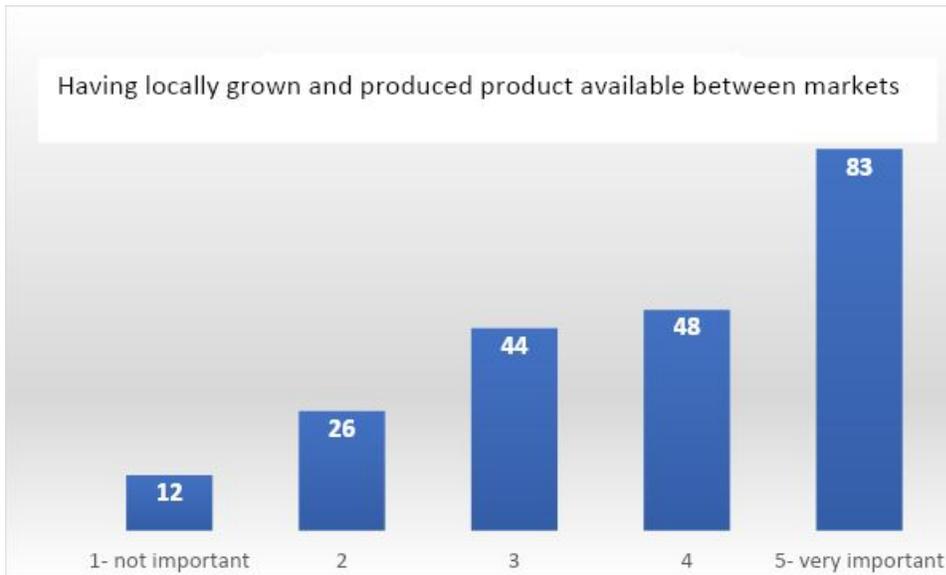
Having a market at least twice per week	
1- not important	42
2	33
3	55
4	36
5-very important	47

130 respondents indicated that this ranked between 1-3 (not important at all to neutral)

83 respondents (16 of these were vendors) indicated that this was important to very important.

Analysis:

There are several respondents who feel that greater access is an issue, however most respondents do indicate this is not a priority for them.



Having product available between markets	
1- not important	12
2	26
3	44
4	48
5- very important	83

131 people indicate that this is important, with 83 indicating that this is very important.

22 of these 131 were vendors.

Only 12 people indicated that this was not important at all, and another 26 indicated that this was not very important.

Analysis:

Most of our consumers would like to see options to access products in between markets.



vendors can leave equipment/product between markets	
1- not important	19
2	13
3	37
4	46
5-very important	91

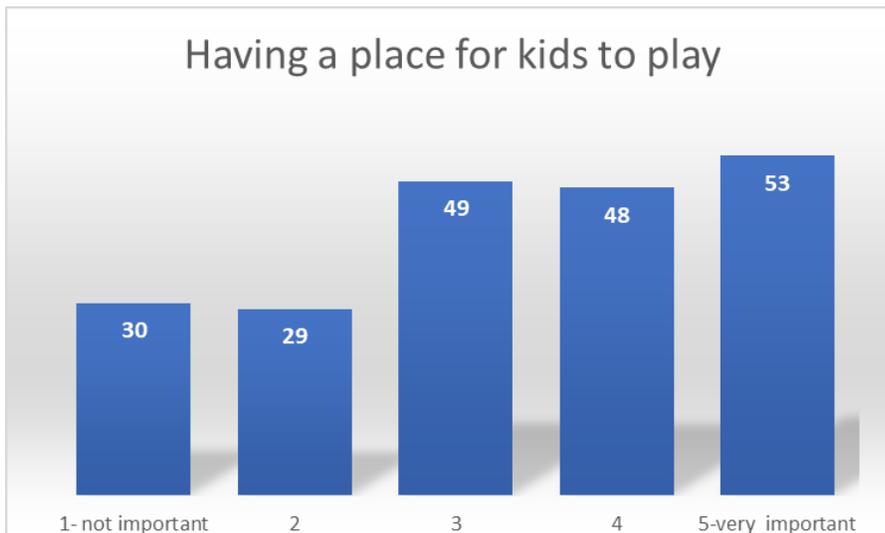
137 indicate that this is important or very important.

23 of the 137 were vendors.

32 people indicate that this has no importance to them.

Analysis;

Most of the respondents believe having a space with some permanence for the vendors to leave equipment and product in between markets is desirable.



Having a place for kids to play	
1- not important	30
2	29
3	49
4	48
5-very important	53

59 people indicated that having a space for children to play was not a priority for them.

101 people indicated that this was important.

of the 101, 20 of these were vendors.

Analysis

Almost half (48.4%) of respondents feel a community play area is important.



Having a place to socialise in all weather	
1- not important	10
2	17
3	38
4	67
5-very important	78

27 people indicated that this was not a priority for them

145 individuals indicated that this has importance, 32 of these were vendors.

Analysis

Most respondents have identified that the community and social aspect of market culture has value for them.

Overall Observations

210 people filled out the survey which is about 1/5 to 1/6 of the market consumers on a summer day, and about 1/3 – ¼ of our attendance at the Centennial Building. This is significant uptake in a community survey. The vast majority of respondents indicated that they have attended the market at least once in the past year. This response indicates that the stakeholders are engaged with IRMC and want to have input into decisions that impact the markets function and access.

Regarding increased access to local product the survey returned mixed results. Results indicate that a majority of respondents do not feel it is important to have a second market day, however, the majority of respondents indicated that they would like to have access to local food and goods outside of market hours.

Market culture is somewhat important to respondents, as demonstrated by the results on children's play areas and places to socialise and enjoy local music. Many respondents indicated that these were important features for them at our market.