

HAMILTON
FARMERS'
MARKET

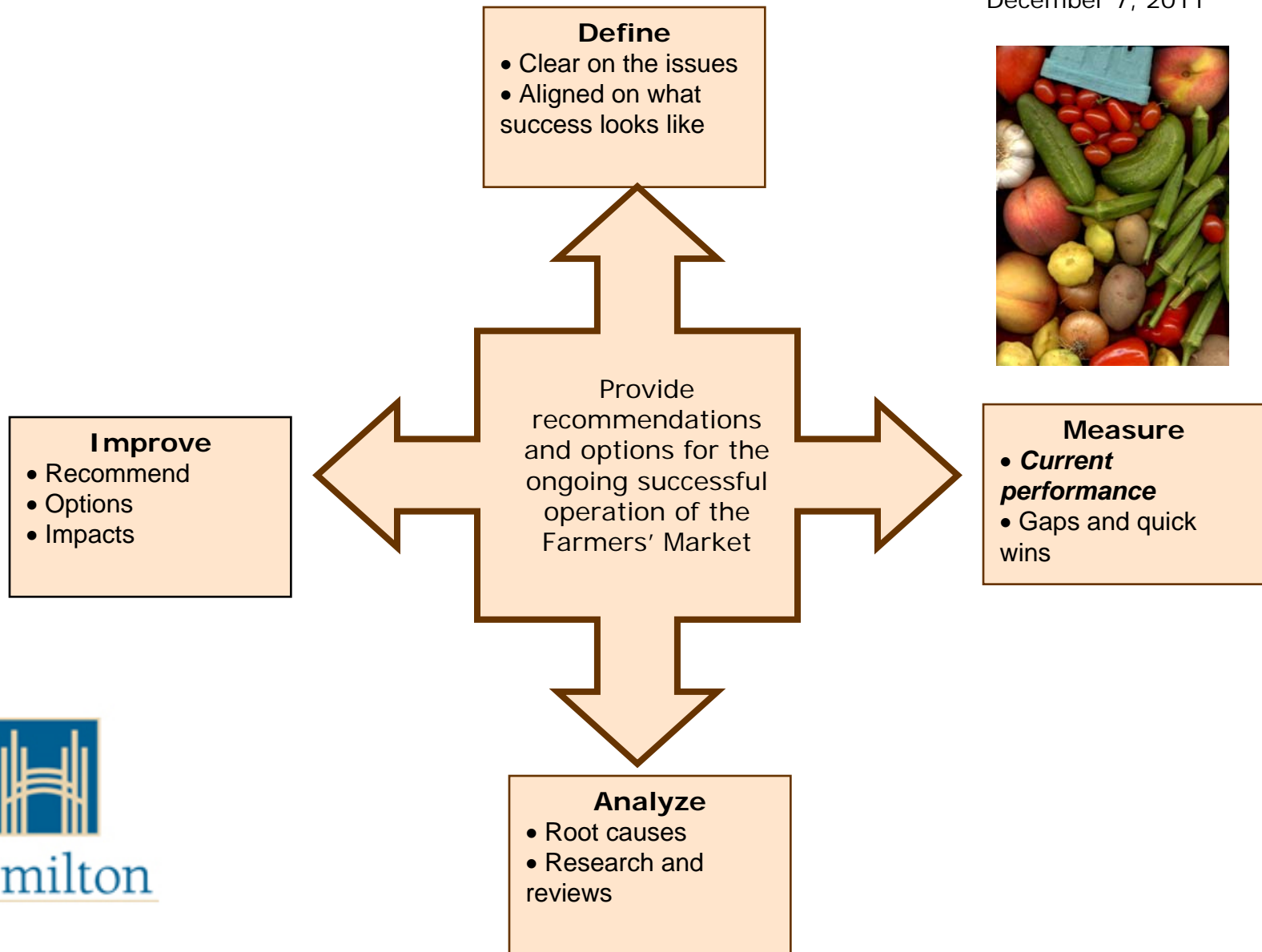
Grow it
Make it
Bake it

Hamilton Farmers' Market Shopper Survey October 2011



Road To Improvement

December 7, 2011



Why did we survey Shoppers?

December 7, 2011



To build a
shopper profile

To understand
shopper
volume

To understand what aspects of the
Market are important to shoppers and
where improvement can be made



Hamilton

Survey Highlights

December 7, 2011

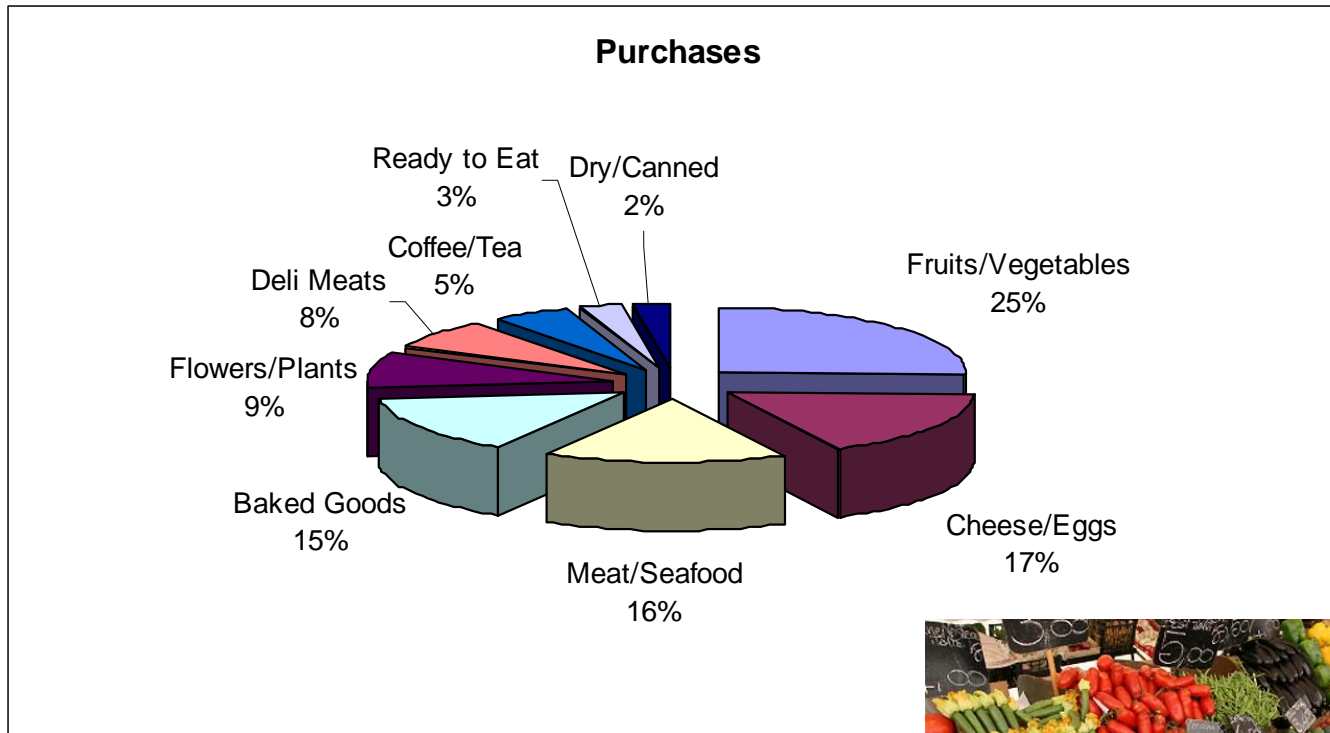
- Over 26,000 people visited the Market
- 75% of Shoppers visit regularly (at least once per week)
- 70% of Shoppers are aged 45+
- 70% of Shoppers have been coming for 5 years or more
- 95% of Shoppers would tell their friends to shop at the Market
- 89% of Shoppers find their experience satisfying



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What do Shoppers buy?

December 7, 2011



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What is important to Shoppers?

December 7, 2011

1. Quality and Freshness
2. Cleanliness
3. Selection
4. Helpful & Courteous Vendors
5. Convenient hours
6. Affordable prices
7. Ease



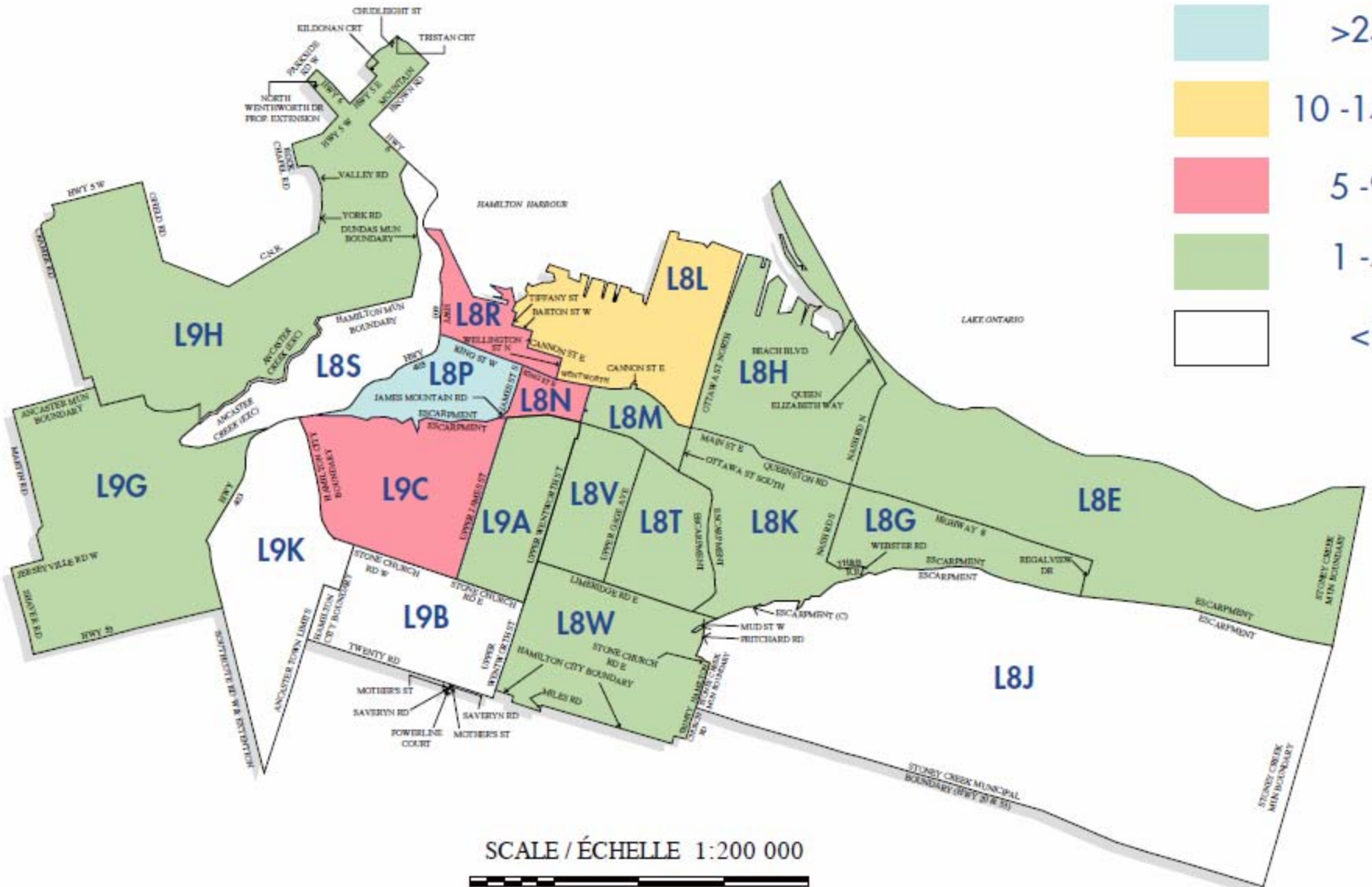
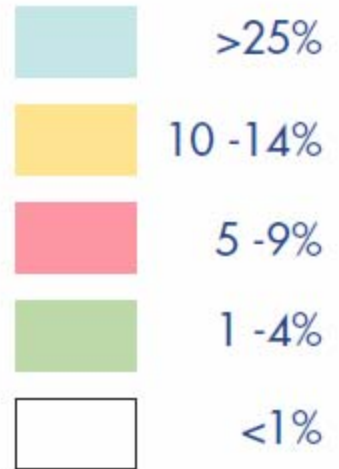
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The Shopper identified several opportunities for improvement...



Hamilton Farmers' Market Shoppers by Sorting Code

Legend



SCALE / ÉCHELLE 1:200 000