



## Rockford City Market Consumer Survey 2011

The Rockford City Market 2011 survey was conducted in July, August and September. All surveys were completed on-line. Please direct questions to Cathy McDermott at (815) 977-5124 or [cathy.mcdermott@rrdp.org](mailto:cathy.mcdermott@rrdp.org). Of the 151 respondents to the survey:

### Visitation and Spending Habits

- 42% spend \$25.00 or more each week and 46% spend \$10 to \$25.00 per visit
- 62% visited a restaurant or shop in downtown Rockford
- 66% listen to music at the Market
- 94% of patrons live outside the downtown area; the market is a destination

### Age, Income, Education

- 76% are between the ages of 30 and 60 and 51% between the ages of 30 and 50
- 15% live in households with incomes of \$50,000 to \$75,000 and 40% in households with >\$75,000 in annual income
- 63% of respondents have a bachelor's degree or better and 25% have post-graduate degrees

### Marketing Sources and General Feedback

- 40% heard of the market from a friend; 36% from the newspaper; and 38% on Facebook
- 96.7% "would recommend this market to friends and relatives"
- 91% "always enjoy coming downtown for events like the Market"
- 73% would like to see an indoor market

### Question #7 Highlights (Variety of Goods; Hours of Operations; Prices; Number of Vendors; Quality of Vendors; Parking and Overall Rating)

- Preference for hours was 4-8pm at 43% of respondents
- Hours of Operations (31% rated this fair or poor; still 69% rated it good or above)
- Number of Vendors (23% rated this fair or poor; still 77% rated it good or above)
- 97% rated the overall experience at the Rockford City Market good to excellent

Respondents would like to see more (the following were voted at twice the rate of any other categories.)

- Ethnic Prepared foods – 47%
- Fresh Produce – 46%

Question 10: "If you were the manager of the Rockford City Market, what would you do to improve the overall customer experience?" Here are the top cited examples for improvement.

- Expand the hours
- Provide more shaded seating
- Improve the bathrooms
- Add more vendors