



2015 Rockford City Market Patron Survey

The Rockford City Market 2015 survey was conducted in September and October of 2014. The majority of surveys were completed on-line. Please direct questions to Cathy McDermott at (815) 977-5124 or rockfordcitymarket@rrdp.org. Of the 403 respondents to the survey:

Visitation and Spending Habits

- 91% said their primary reason for coming downtown on the day they visited was the market
- 59% spent \$20-50.00 and 16% spent over \$50 per visit; 21% spent between \$10-20.00
- 60% of patrons visited restaurants or downtown retail locations during/after the market
- 50% found a new downtown business thanks to the market
 - ✓ Top 10 listed in order: Woodfire, Vintage @ 501, Rockford Art Deli, Rockford Brewing Co, Olive Oil Experience, Salvaged by Sonya, Bamboo, Bee's Knees Gen Store, Minglewood, and Yolo's.
 - ✓ 60% returned on a non-market night after discovering the business
- 6% attended Friday Night Flix at Davis Park

Income, Education, Gender

- 68% had zero children under 18 living in their homes, 32% had children under 18 in their home
- 18% live in households with income of \$50,000-75,000; 15% in households with \$75,000-100,000 annual income; 28% over \$100,000; 26% live in households earning less than \$50,000
- 50% have a bachelor's degree or better and 17% have a post-grad degree
- 73% of surveyed patrons were female

Marketing Sources and General Feedback

- 43% heard about the market through a friend; 29% through Facebook; 22% through TV; 18% RR Star; 10% from a vendor
- **92% would "recommend this market to friends and relatives"**

Highlights (2014 %ages)

- Variety of Goods: 85% rated good to excellent **(85%)**
- Quality of Vendors: 96% rated good to excellent; 0% rated poor **(95%)**
- Parking: 62% rated good to excellent; 25% rated fair
- Cleanliness: 97% rated good to excellent **(95%)**
- Overall Experience: 95% rated good to excellent **(95%)**
- Prices: 85% rated good to excellent

Respondents would like to see more:

- 39% - Produce
- 36% - Artists
- 29% Baked Goods
- 25% - Beverages
- 21% Desserts
- 20% - High Quality Craft Items
- 19% flowers
- 16% - Ethnic prepared foods-Mexican, Chinese, Jamaican, Greek, Italian, Asian, Mediterranean, Indian, Puerto Rican, Soul, Vegan
- 14% - Seafood

Top Comments and Suggestions

Increase Seating/Tables	50
Parking	33
Expand Area	23
Extend Hours	17
Permanent Restrooms	16
too crowded	13
More produce	13
Move the band	9
More vendors	9
More Kids Activities	8
Vendors too expensive	8
Year Round Indoor Market	7
More days open	7
Better Variety of Vendors	7
Music should be louder	7
More Variety of Food	4
Vendors selling out too early	4
Add Street Performers	4
More Rotating Vendors	3
Move music to Revers Stage	3
Increase Security	2
Too Loud	2
More Ethnic Food Variety	2
allow dogs	2
Have a pickup area	2

Q23 What is the zip code of your primary residence?

Answered: 362 Skipped: 41



