

Saturday Market Vendor Survey

Last Modified: 02/29/2016

1. Please indicate your level of interest in having vending space in a permanent facility, staffed by YOU (e.g., your business).

#	Answer		Response	%
1	No Interest		14	8%
2	Low Interest		25	14%
3	Moderate Interest		36	20%
4	High Interest		52	29%
6	Very High Interest		53	29%
	Total		180	100%

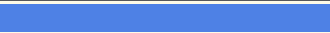


2. Please indicate your level of interest in having your products sold on consignment at the permanent facility by A THIRD PARTY.

#	Answer		Response	%
1	No Interest		61	34%
2	Low Interest		39	22%
3	Moderate Interest		39	22%
4	High Interest		26	14%
6	Very High Interest		16	9%
	Total		181	100%

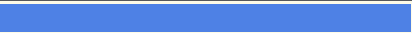

4. How do you think the Saturday Market in downtown Eugene will change over the next 10 years?

#	Answer		Response	%
1	Will have more vendors and require more space		81	45%
2	Will have more vendors and require the same amount of space		17	9%
3	Will have about the same number of vendors		82	46%
	Total		180	100%

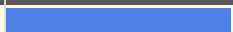



6. At your current level of operations, would you be able to provide products for sale year-round?

#	Answer		Response	%
1	Yes		127	70%
2	No		24	13%
3	Don't Know		31	17%
	Total		182	100%

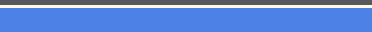
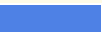
7. Is there currently year-round demand for your product?

#	Answer		Response	%
1	Yes		153	86%
2	No		24	14%
	Total		177	100%

8. Would you be interested in expanding your operations to create products year-round assuming there was demand for them?

#	Answer		Response	%
1	Yes		85	47%
2	No		15	8%
3	Don't Know		19	11%
4	N/A: the creation of my product is not seasonally limited		61	34%
	Total		180	100%

9. Are you interested in expanding your operations to sell products year-round in a location in downtown Eugene?

#	Answer		Response	%
1	Yes		96	79%
2	No		26	21%
	Total		122	100%

10. During which seasons would you be interested in selling products at the public market facility? Select all that apply.

#	Answer	Response	%
1	Spring (March, April, May)	138	84%
2	Summer (June, July, August)	143	87%
3	Fall (September, October, November)	146	89%
4	Winter (December, January, February)	121	74%

11. Which season do you consider to be your peak season(s)? Select all that apply.

#	Answer	Response	%
1	Spring (March, April, May)	38	22%
2	Summer (June, July, August)	112	65%
3	Fall (September, October, November)	72	42%
4	Winter (December, January, February)	104	61%

12. At your current level of operation, how many days per week would you be interested in selling products in your own vending space during your peak season?

#	Answer	Response	%
1	1	39	23%
2	2	47	27%
3	3	29	17%
4	4	14	8%
5	5	15	9%
6	6	16	9%
7	N/A: I am not interested in selling products in my own vending space during my peak season.	13	8%
	Total	173	100%

13. At your current level of operation, how many days per week would you be interested in selling products in your own vending space during your off-season?

#	Answer		Response	%
1	1		47	27%
2	2		34	20%
3	3		17	10%
4	4		8	5%
5	5		10	6%
6	6		4	2%
7	7		4	2%
8	N/A: I am not interested in selling products in my own vending space during my off-season.		49	28%
	Total		173	100%

14. Would you be interested in expanding your operations so you can sell products more days per week in your own vending space?

#	Answer		Response	%
1	Yes		56	32%
2	No		56	32%
3	Don't Know		61	35%
	Total		173	100%

15. At your current level of operation, would you be interested in having your products sold on consignment at the public market space during your peak season?

#	Answer		Response	%
1	Yes		59	34%
2	No		75	43%
3	Don't Know		40	23%
	Total		174	100%

16. At your current level of operation, would you be interested in having your products sold on consignment at the public market space during your off-season?

#	Answer		Response	%
1	Yes		70	40%
2	No		64	37%
3	Don't Know		40	23%
	Total		174	100%

18. If you had to pick one of the following styles of vending space, which would you prefer? Please select only one.

#	Answer	Response	%
1	Indoor vending space	28	16%
2	Outdoor vending space	5	3%
3	Space that can be indoor (sheltered) during bad weather and outdoor during nice weather	105	61%
4	Other (please explain)	12	7%
5	I don't have a preference	4	2%
6	N/A: I am not interested in using a permanent facility	17	10%
	Total	171	100%

20. Which of the following vending arrangements would you prefer? Please select only one.

#	Answer	Response	%
1	To sell your own products in a permanent vending space staffed by your business	75	44%
2	To sell your products on consignment in a vending space staffed by a different business	13	8%
3	Some combination of the two based on your seasonal capacity (please explain)	43	25%
4	Other (please explain)	14	8%
5	N/A: I am not interested in using a permanent facility	24	14%
	Total	169	100%

21. Please indicate your level of interest in using the following facility amenities related to vending space:

#	Question	No Interest	Low Interest	Moderate Interest	High Interest	Total Responses	Mean
1	Indoor/outdoor vending space that has both indoor and outdoor places to display goods and interact with customers	15	7	41	98	161	4.24
2	Movable display tables	47	19	42	45	153	3.12
3	Permanent display tables	68	28	37	16	149	2.36
4	Permanent refrigerated display cases	122	5	6	10	143	1.44

22. Please indicate your level of interest in using the following facility amenities related to storage (in a central location removed from your vending space):

#	Question	No Interest	Low Interest	Moderate Interest	High Interest	Total Responses	Mean
1	Dry storage	56	21	38	46	161	2.98
2	Cold storage (40 – 55 degrees)	128	3	5	2	138	1.19
3	Cold storage (35 – 40 degrees)	127	3	3	4	137	1.20
4	Cold storage (32 degrees or colder)	129	3	2	2	136	1.13

23. Please indicate your level of interest in using the following facility amenities:

#	Question	No Interest	Low Interest	Moderate Interest	High Interest	Total Responses	Mean
1	Loading dock	79	23	28	22	152	2.28
2	Commercial kitchen	111	11	11	10	143	1.59
3	Food demo and educational space	111	13	7	13	144	1.60
4	Bathrooms	13	4	19	127	163	4.49
5	Other (Please Specify)	16	0	2	18	36	3.17

Other (Please Specify)
Good lighting/windows
Performance stage
flush toilets!!!!!!
Electricity
Hand washing area for vendors
large load in AREA
Good natural lighting
secure vending space
performance areas
Permanent subterranean anchors to secure temporary booth structures
Lots of parking
Easy access to booth spaces
meeting space
dollies and carts
Rotating food vendors
electricity available
entertainment
Ample parking
electric and lighting
clean & sad bathrooms
lockers

25. If the public market does not operate year-round, how do you think the permanent facility could be best used during times when there is no market? Please check all that apply.

#	Answer	Response	%
1	Local grocery store (on consignment)	25	17%
2	Events space	105	70%
3	Food cart space	86	57%
4	Anchor business such as coffee shop, bakery etc.	58	38%
5	Other (Please specify)	19	13%

26. The type of organization that manages the business operations of the public market space may impact the success of the operation and may affect the overhead cost required to be added to vendor's products. Please indicate

your level of support for having the following organizations manage the operations of the permanent market space:

#	Question	Very Supportive	Supportive	Neither Supportive Nor Unsupportive	Unsupportive	Very Unsupportive	Total Responses	Mean
1	Lane County Farmers Market	49	39	36	9	18	151	4.03
2	A different non-profit organization	16	18	59	20	29	142	3.55
3	A for-profit organization	4	7	34	26	66	137	4.31
4	A local government entity	4	3	35	26	69	137	4.34
5	Saturday Market	108	32	8	5	7	160	4.63
9	Some combination of the above options. Please specify:	17	8	23	5	26	79	4.23

27. Please indicate the types of products you currently offer. Please check all that apply.

#	Answer	Response	%
1	Crafts or Art	157	92%
2	Food (prepared and served onsite)	8	5%
3	Pre-packaged or value-added foods	10	6%
14	Other, please specify	12	7%

28. Do you sell products at other retail outlets? A retail outlet is a permanent retail facility (such as a grocery store) that you do not staff yourself. Please check all that apply.

#	Answer	Response	%
1	No	97	58%
2	Yes, in Eugene and Springfield.	37	22%
3	Yes, in Lane County outside of Eugene and Springfield.	14	8%
4	Yes, in Linn, Benton, Lincoln, Marion, Polk, or Douglas counties (the Six County Local Region).	19	11%
5	Yes, in the Portland Metro Area (within Multnomah, Clackamas or Washington Counties).	20	12%
6	Yes, outside of the Portland area, Lane County, and the Six County Local Region, but in Oregon.	16	10%
7	Yes, outside of Oregon.	36	22%
8	Don't Know	0	0%

29. Do you sell your products online?

#	Answer	Response	%
1	Yes	102	61%
2	No	65	39%
	Total	167	100%

30. Do you sell products at Saturday Market on the Park Blocks?

#	Answer	Response	%
1	Yes	162	95%
2	No	8	5%
	Total	170	100%

31. Do you sell your products at the Holiday Market at the Lane Events Center?

#	Answer	Response	%
1	Yes	157	91%
2	No	15	9%
	Total	172	100%






32. Please indicate the size of space you normally occupy at Saturday Market. Check multiple options if you use different space sizes on different days.

#	Answer	Response	%
1	8' x 8'	152	96%
2	4' x 4'	15	9%
3	Strolling	1	1%








38. Currently vendors at Saturday Market pay a fee of \$10 (when selling in an 8' x 8' space) plus 10% of sales in addition to a \$50 annual membership fee. There are several pay structures through which vendors could pay for space and associate amenities (electricity, water, etc) at a permanent market facility. Please indicate your level of support for the following pay structures. *Note that the percentage of sales charged would be established based on the nature of the facility.

#	Question	Supportive	Neither Supportive Nor Unsupportive	Unsupportive	N/A: I am not willing to pay this fee	Total Responses	Mean
1	Only a flat fee	54	38	34	17	143	2.10
2	Only a percentage of sales	52	43	30	15	140	2.06
3	A combination of a flat fee and percentage of sales	95	21	17	18	151	1.72
4	Fee that varies according to the size of market booth space	112	20	6	12	150	1.45

40. If a permanent facility were built, how much would you be willing to pay per month to rent a 10x10 vending space? This payment could be based on any of the payment structures referred to in the previous question and is only asking how much, overall, you would be willing to pay.

#	Answer		Response	%
1	\$80 or less per month		58	37%
2	Between \$80 and \$150 per month		51	32%
3	\$150 or more per month		13	8%
4	I would not be willing to pay to rent a space		8	5%
5	N/A: I would not be interested in renting a space.		28	18%
	Total		158	100%

41. If a permanent facility were built, how much would you be willing to pay as an annual fee to have your products sold on consignment by a third party?

#	Answer		Response	%
1	\$50 or less per year		22	14%
2	Between \$50 and \$99 per year		27	17%
3	Between \$100 and \$149 per year		14	9%
4	\$150 or more per year		13	8%
5	I would not be willing to pay, but I would be interested in volunteering my time to staff a consignment area in exchange for including my products in the consignment area.		15	9%
6	I would not be willing to pay and would not be interested in volunteering my time.		9	6%
7	N/A: I would not be interested in having my products sold on consignment.		60	38%
	Total		160	100%