

I. FREQUENCY OF VISITING CRESCENT CITY MARKETS

First Time Visiting

The respondents were asked, "Is this your first time visiting this market?" Overall, 84% of those interviewed during both phases of this survey indicated it was not their first time to visit this market. Sixteen percent said it was their first time. Fifteen percent of the first phase and 17% of the second phase visitors were first time visitors. Overall, 9% of the Saturday visitors, 18% of the Tuesday, and 35% of the Thursday visitors were first time visitors to the market they were attending when they were interviewed.

TABLE I

FIRST TIME VISITING THIS MARKET?

<u>REPLY</u>	<u>TL.</u>	<u>1stPh</u>	<u>2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
Yes	16	15	17	9	18	35
No	84	85	83	91	82	65

In the First Phase, 50% of the Thursday visitors were making their first visit compared to 35% of those in the second phase.

Frequency of Visiting This Market During This Time of Year

The respondents were asked “How often do you visit this market during this time of the year?” Forty-six responded weekly, as seen in Table II, while 28% answered a couple of times a month. Seventy-four percent of the visitors attended it weekly or a couple of times a month, while 11% responded monthly and 5% every other month. Ten percent said they rarely attended.

TABLE II

**FREQUENCY OF VISITING THIS MARKET
DURING THIS TIME OF YEAR**

<u>REPLY</u>	<u>TL.</u>	<u>1stPh</u>	<u>2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
Weekly	46	53	39	41	53	45
Couple times/mo.	28	24	33	29	28	28
Monthly	11	10	13	12	9	14
Every other mo.	5	5	5	6	4	5
Rarely	10	8	11	12	6	9

Seventy-seven percent of those interviewed in the first phase said they attended weekly or a couple of times a month compared to 72% of those in the second phase. Fifty-three percent of those who attended the Tuesday Market answered weekly while another 28% replied a couple of times a month for a total of 81%. This was the highest of the three markets.

Visited Any Other of The Crescent City Farmers’ Markets

Fifty-two percent of the Warehouse Market respondents replied they had visited other markets besides the one they were interviewed at, as seen in Table III on the following page. Fifty-six percent of those interviewed at the Warehouse

Market in the first phase replied yes they had visited another market compared to 47% of those responding in the affirmative in the second phase.

Of those interviewed in the survey who had gone to the Tuesday Uptown Square Market, 47% had also visited the Saturday Warehouse District Market. Sixty-two percent of the Thursday market visitors had also visited the Saturday market. Forty-four percent of those who had been interviewed at the Uptown Square Market had attended one of the other markets.

TABLE III

VISITED OTHER MARKETS

<u>REPLY</u>	<u>TL.</u>	<u>1stPh</u>	<u>2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
Warehouse-Yes	52	56	47	--	47	62
- No	48	42	52	--	53	37
Uptown Sq-Yes	44	42	45	43	--	47
- No	55	57	53	56	--	51
Mid-City - Yes	22	21	24	25	18	--
- No	78	80	76	75	82	--

Of those who attended the Saturday Market, 43% had also visited the Uptown Square Market. Forty-seven percent of those who attended the Thursday Market had also attended the Uptown Square Market.

Only 22% of the Mid-City American Can Company respondents had visited another market. One-fourth of the Saturday attendees had visited Mid-City but only 18% of the Uptown Square Tuesday respondents had been to the Thursday Mid-City Market.

Frequency of Visiting Other Markets

The respondents who indicated they visited other markets besides the one they were interviewed at were asked the frequency of their visits to these other markets. Overall, 11% of those interviewed at the Warehouse District's Saturday Market who visited another market did so on a weekly basis, as is seen in Table IV on the following page. Fourteen percent visited other markets a couple of times per month while 47% rarely visited another market.

Ten percent of those interviewed at the Tuesday Uptown Square Market weekly visited at least one other market, but 56% rarely visited another market. Thirteen percent of those interviewed at the Mid-City Market weekly attended at least one other market while 52% rarely attended any other market.

TABLE IV

FREQUENCY OF VISITING ANOTHER MARKET

SATURDAY WAREHOUSE DISTRICT MARKET

<u>FREQUENCY</u>	<u>TL.</u>	<u>1stPh</u>	<u>2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
Weekly	11	10	12	0	12	10
Couple times/mo	14	13	16	0	15	13
Monthly	20	18	21	0	18	23
Every other mo.	8	8	7	0	8	8
Rarely	47	51	43	0	48	47

TUESDAY UPTOWN SQUARE MARKET

<u>FREQUENCY</u>	<u>TL.</u>	<u>1stPh</u>	<u>2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
Weekly	10	7	12	7	0	19
Couple times/mo	13	12	13	12	0	15
Monthly	11	9	0	13	0	6
Every other mo.	10	13	8	8	0	17

Rarely	56	58	54	61	0	40
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THURSDAY MID-CITY AMERICAN CAN MARKET

<u>FREQUENCY</u>	<u>TL.</u>	<u>1stPh</u>	<u>2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
Weekly	13	7	18	10	20	0
Couple times/mo	14	11	16	12	17	0
Monthly	14	17	12	12	17	0
Every other mo.	7	7	6	9	2	0
Rarely	52	57	47	56	44	0

Seven percent of those interviewed at the Saturday Warehouse Market weekly visited the Uptown Square Market while 19% of those attending the Thursday market weekly attended the Uptown Square Market. Sixty-one percent of the Warehouse District Market visitors rarely attended the Uptown Square market compared to 40% of the American Can Company visitors. Most visitors were loyal to one market.

II. PURCHASES AT THE MARKET

First Phase

In the first phase of the market study, a total of \$7,092 was spent by those interviewed, as seen in Table I. Fifty-eight percent of the money was spent at the Saturday Market while 30% was spent at the Tuesday Market and 12% at the Thursday Market.

TABLE I

EXPENDITURES OF CUSTOMERS INTERVIEWED-FIRST PHASE

<u>CATEGORIES</u>	<u>TL.</u>	<u>Sat</u>	<u>Tues</u>	<u>Thurs</u>
Money spent	\$7,092	4,111	2,148	823
% per market		58%	30%	12%
Average spent	\$22.80	26.69	19.70	17.35

The average expenditure per person interviewed was \$22.80.. The average spent was \$26.69 per person at the Saturday Market. It was \$19.70 at the Tuesday Market and \$17.35 at the Thursday Market.

Adjusting the clicker count for the 20% of the visitors who were with their spouse, showed the market visitors spent \$57,403 in a week. The Saturday total was \$33,229, while the Tuesday amount was \$16,193, and the Thursday amount \$7,981.

Second Phase

In the second phase, \$6,554 was spent by the respondents, as seen in Table II. Sixty percent of the money was spent at the Saturday Market while 30% was spent at the Tuesday Market and 10% at the Thursday Market. The average expenditure per person interviewed was \$19.50. At the Saturday market, the average was \$23.78 while the Tuesday Market was \$16.48. In third place was the Thursday Market at \$12.82.

TABLE II

EXPENDITURES OF CUSTOMERS INTERVIEWED-SECOND PHASE

<u>CATEGORIES</u>	<u>TL.</u>	<u>Sat</u>	<u>Tues</u>	<u>Thurs</u>
Money spent	\$6,554	3,925	1,962	667
% per market		60%	30%	10%
Average spent	\$19.50	23.78	16.48	12.82

Combined Phase One and Phase Two

Those interviewed reported spending \$13,646 in the combined total of Phases One and Two, as seen in Table III. Eight Thousand and Thirty-Six Dollars was spent at the Saturday Warehouse Market while \$4,110 was spent at the Tuesday Market. The Thursday Mid-City Market respondents reported spending \$1,490.

TABLE III

EXPENDITURES OF CUSTOMERS INTERVIEWED- COMBINED

<u>CATEGORIES</u>	<u>TL.</u>	<u>Sat</u>	<u>Tues</u>	<u>Thurs</u>
Money spent	\$13,6646	8,036	4,110	1,490

% per market		59%	30%	11%
Average Spent	\$21.09	25.19	18.02	14.90

Fifty-nine percent of the money was spent at the Saturday Market, 30% at the Tuesday Market, and 11% at the Thursday Market. The average spent per person was \$21.09, which rose to \$25.19 at the Saturday Market. Figures were \$18.02 at the Tuesday Market and \$14.90 at the Thursday Market.

In the Second Phase, multiplying out the average spent showed the respondents spent \$41,480 per week. Saturday’s portion accounted for \$24,358 while the Uptown Square Tuesday Market visitors spent \$12,578 and the Thursday Market visitors spent \$4,544.

Combining Phase One and Phase Two showed the visitors spending a weekly total of \$46,190. The Warehouse District Saturday Market accounted for \$27,911 per week while the Tuesday Uptown Square Market visitors spent \$13,064. The customers of the Thursday Mid-City Market spent \$5,215.

These figures, although given in exact amounts, are all approximations.

Money Spent at Market

Twenty-two percent of all the respondents spent between \$16 and \$20 at their visit to the market. This was very consistent, being identical for both the first and second phases of the study. Eighteen percent spent between \$6 and \$10. Again, as seen in Table IV on the following page, there was not much difference by phase.

Thirteen percent of the visitors spent between \$11 and \$15 while 11% spent \$1 through \$5. Only 6% of the first phase were in that group, but 16% of the second phase spent between \$1 and \$5. Twenty-three percent of the first phase visitors spent \$10 or less compared to 36% of the second phase visitors.

Overall, 10% spent \$31 through \$40. Visitors were almost twice as likely to spend that amount of money in the first phase than in the second phase. However, in the over \$40 category, there was little difference by phase.

TABLE IV

MONEY SPENT AT MARKET

<u>MONEY SPENT</u>	<u>TL %</u>	<u>1stPh</u>	<u>2ndPh</u>
\$1 through \$5	11%	6%	16%
\$6 through \$10	18%	17%	20%
\$11 through \$15	13%	13%	14%
\$16 through \$20	22%	22%	22%
\$21 through \$25	9%	12%	7%
\$26 through \$30	9%	9%	8%
\$31 through \$40	10%	13%	7%
Over \$40	7%	8%	7%

III. EXPENDITURES IN THE AREA OF THE MARKET

Those interviewed were asked, “Before leaving this neighborhood area today, have you spent or do you plan on spending money at other businesses in the area?” Twenty percent of the respondents replied yes. Twenty-two percent of those in Phase 1 and 18% of those in Phase 2 responded in the affirmative. Twenty percent of those who visited the Saturday Warehouse Market, 15% of those who went to the Tuesday Uptown Square Market, and 30% of those who went to the Thursday Mid-City Market planned on spending or spent money in the area.

TABLE I

**INTEND TO SPEND MONEY TODAY
AT OTHER BUSINESSES IN THE AREA**

<u>INTEND</u>	<u>TL</u>	<u>T1stPh</u>	<u>T2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
Yes - intend to spend	20	22	19	20	15	30
No, don't intend to spend	78	77	79	78	81	70
Don't know/refused	2	2	3	2	4	0

Expenditures in The Surrounding Area

Those interviewed had spent or planned on spending an estimated \$4,463 in the surrounding area on the day they visited. Forty-five percent of the expenditures were to take place or took place at the Tuesday market while 36% were to be spent at the Saturday market and 19% at the Thursday market. Dividing the expenditures among all 647 people measured during the course of the survey showed an average

expenditure of \$6.89 per person. The average in the Tuesday Market approached \$9.00 and was approximately \$8.00, as seen in Table II, among Thursday Market visitors. These figures were considerable higher than the approximately \$5.00 found in the Saturday Warehouse District survey.

Among the people who spent or intended to spend money, the average expenditure was approximately \$35 per person, as seen in Table II. The figure rose to \$59 among Tuesday Market spenders, far higher than the approximately \$28 figure found among the Thursday visitors or \$25 figure with the Saturday spenders.

TABLE II

EXPENDITURES IN THE SURROUNDING AREA

<u>CATEGORIES</u>	<u>TL.</u>	<u>Sat</u>	<u>Tues</u>	<u>Thurs</u>
Money spent	\$4,463	1,627	2,008	827
% per market		36	45	19
Average spent (647)	6.89	5.10	8.80	8.27
Avg. of those spending	35.14	25.42	59.05	28.51

Multiplying the average spent by a visitor by the number of visitors showed surrounding area expenditures to be approximately \$15,000 per week. Around 40% each of that amount of money was spent in the area surrounding the Saturday and Tuesday Markets, while the remainder was spent around the Thursday Mid-City Market.

Percentage Categories for Intended Expenditures at Nearby Businesses

Twenty-six percent of those interviewed who spent money at neighborhood area businesses spent \$5 or less, while 17% spent \$6 through \$10. Twenty-six

percent spent \$11 through \$20 and 31% spent \$21 or more. Visitors tend to make only a very small purchase or they tend to spend real money.

TABLE III

**PERCENTAGE CATEGORIES FOR INTENDED
EXPENDITURES AT NEARBY BUSINESSES**

CATEGORIES	%
\$1 through \$5	26%
\$6 through \$10	17%
\$11 through \$20	26%
\$21 through \$50	17%
Over \$50	14%

IV. DESIRE TO PURCHASE PRODUCTS NOT AVAILABLE AT THE MARKETS

Like to Purchase Products Not Available

The respondents were asked, “Are there any in season products which you would like to have purchased here today but they were not available?” Forty percent of those interviewed wanted to purchase a product not available. Fifty-six percent of the Thursday Market visitors wanted to purchase something that was not available as did 39% of the Tuesday and 36% of the Saturday Market visitors.

Saturday has the greatest number of vendors followed by Tuesday and then Thursday. As the number of vendors declined, the dissatisfaction with available products increased.

TABLE I

LIKE TO PURCHASE PRODUCTS THAT WERE NOT AVAILABLE

<u>REPLY</u>	<u>TL</u>	<u>T1stPh</u>	<u>T2ndPh</u>	<u>TSat</u>	<u>TTues</u>	<u>TThurs</u>
Yes	40	41	39	36	39	56
No	58	58	59	62	61	43
Don't know/ref	2	1	1	3	-	1

Which Products Didn't You Find?

Those who wanted to purchase a product that was not available were asked to name the products they did not find at the market. As seen in Table II, Peaches and Tomatoes came out on top as the most wanted product that was not available, at 9% and 8%. These were followed by Corn at 7% and Peas and Butter/Lima Beans at 6% each. Greens and Mustard Greens were next at 5% followed at 4% each by

Blueberries, more fresh fruits, peppers, fresh vegetables, mushrooms, and flowers.

If it exists, somebody wants it.

TABLE II

**IF WANTED TO PURCHASE,
WHICH PRODUCTS DIDN'T YOU FIND?**

PRODUCT	TL %	1stPh	2ndPh
Peaches	9	6	11
Tomatoes (variety)	8	8	8
Corn	7	8	6
Peas	6	5	7
Butter/Lima Beans	6	7	5
Greens/Mustard Greens	5	5	5
Blueberries	4	4	4
More fresh fruit	4	4	4
Peppers	4	1	6
Fresh vegetables	4	4	4
Mushrooms	4	2	5
Flowers	4	6	2
Oranges	3	3	2
Onions	3	2	4
Lettuce	3	2	4
Fresh fish	3	4	2
Strawberries	2	4	1
More herbs	4	4	3
Watermelons	2	2	2
Blueberries	2	3	1
Bananas	2	3	2
Figs	2	4	1
Plums	2	2	1
Grapes	2	2	2
Apples	2	2	3
Garlic	2	4	0
Bean sprouts	2	1	2
Snap beans	2	2	2

Sweet potatoes	2	1	3
Crabs	2	2	3
Cheese	2	2	2
Organic products	2	1	2

V. RATING OF MARKETS

The respondents were asked, "Overall, how would you rate this market? Excellent, pretty good, only fair, or poor?" They only rated the market where the survey was being conducted at that time. Ninety-eight percent of the Saturday market visitors gave the market a positive rating, of which 73 points were excellent, as seen in Table I.

TABLE I

JOB RATINGS OF MARKETS

RATING	Sat	Tues	Thurs
Excellent	73	64	43
Pretty good	25	33	48
	98	97	91
Only fair	2	3	8
Poor	0	--	1
	2	3	9

Ninety-seven percent of the Tuesday Market visitors gave their market a positive rating as did 90% of the Thursday group. The Thursday group was much less likely to give their market an excellent than were the visitors to the Saturday and Tuesday markets.

VI. DEMOGRAPHICS

Fifty percent of the interviews were conducted at the Saturday Warehouse District Market while 35% took place at the Tuesday Uptown Square Market and 15% at the Thursday Mid-City Market.

Eighty-five percent of those interviewed were white and 13% black, while 1% was Hispanic and less than 1% was Asian.

Seventy-three percent of the sample was female and 27% was male. Eighty-five percent of the Tuesday Uptown Square Market was female compared to 73% of the Thursday Market and 65% of the Saturday Market.

All those interviewed were asked their zip code. The major zip code responses are listed in Table I. There was a tie for first place between 70115 and 70118, at 17% each. Next was 70130 at 9% and 70119 at 8%.

TABLE II

ZIP CODES

<u>CODE</u>	<u>%</u>
70115	17
70118	17
70130	9
70119	8
70124	5
70125	5
70005	4
70122	4
70123	3
70001	3
70116	3
70117	3
70131	3

All of the zip codes mentioned are contained in the computer data sheets in the Appendix to this report.