



# Portland Saturday Market (for Parametrix)

**SUMMARY OF KEY FINDINGS | CUSTOMER INTERCEPT SURVEY**

*Wednesday, September 7<sup>th</sup> 2005*

## **Introduction**

Asterix Group is pleased to present the results of a survey conducted for Parametrix about the Portland Saturday Market. The overall purpose of the research was to learn how people who come to the Saturday Market feel about a possible relocation.

## **Methodology and Report**

This memo highlights key findings from an intercept survey administered by two interviewers over the weekend of August 20 and 21, 2005. The sample size equaled 169. Nearly all respondents were at least 18 years of age.

Readers can refer to the attached annotated questionnaire for exact wording of questions and the accompanying data tables for complete survey results.

## **Statement of Limitations**

Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population (here, attendees at the Saturday Market on August 20 or 21).

For a sample size of 169, if the respondents answered a particular question in the proportion of 90% one way and 10% the other, the margin of error would be +/- 4.52%. If they answered 50% each way, the margin would be +/- 7.54%. The reason for the difference lies in the fact that when response categories are relatively even in size, each is numerically smaller and thus slightly less able – on a statistical basis – to approximate the larger population.

These plus-minus error margins represent differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire target population.

The findings reported below include significant subgroup variations for gender, day of attendance, age, residence status (resident or visitor), visitor type (first or regular), and market location preference (stay at current location or move). This is a relatively small sample survey for investigating subgroup differences. While we discuss significant subgroup variations, remember that these differences are based on the small subgroups (e.g., n=18). Therefore, these findings should be considered suggestive only, and prior to making major planning or policy decisions, we strongly suggest that the findings be validated with either concurrent research being conducted or further quantitative research if deemed necessary.

## Results

### Features and Locations (Unaided)

#### ***More Bathrooms, Seating & Parking***

Respondents were asked what features or improvements they would recommend for a new, permanent location for Saturday Market (Q1). The top three recommendations were:

Feature/Improvement	% Mention
More and better bathrooms	21%
More seating (general mention and in food area)	14%
More and/or designated parking; free parking	11%

Next highest was next to or easy access to light rail or MAX (7%, n=11). More room overall was mentioned by nine respondents (5%) and wider aisles and more space between booths by four respondents (2%), which when combined totals over 7%. One in ten had no recommendations, and another 25% did not respond.

Other mentions by more than one respondent included safety-related issues, more live music, park-like setting, next to the water, more weather protection, and near an ATM/accept credit or debit cards. The 8% grouped into other reasons (n=13) included have a directory, group similar booths together, have more booths, no smoking, hand washing area, open more days, recycle, a produce section, bike racks, garbage cans, and better artists.

Bathrooms were more important to females (27% to 14%), regular shoppers (31% to 3%, n=1), and those who wanted the market to stay where it is (27% to 13%). More or designated parking appear to be more of an issue among Saturday visitors to the market (16%, n=14 to 5%, n=4).

If they mentioned more than one reason for Question 1 (Q1), respondents were asked to choose their most important one (Q2), with the interviewer circling the chosen option from the previous question. The results were similar to Q1 with more and better bathrooms chosen most often followed by more seating, more or designated parking, and next to light rail or MAX. Considering the small percentages, there was no real standout. The same three significant subgroup variations were evident for more and better bathrooms [i.e. females (20% to 10%), regular shoppers (24% to 3%, n=1), and those who wanted the market to stay where it is (21% to 9%)].

#### ***Don't Move It***

Respondents were asked what locations if any come to mind as good places in Portland for a permanent home for Saturday Market (Q3). Four in 10 chose the existing location only (41%),

followed by waterfront or riverfront (17%). Inner east side was next (7%, n=11), with respondents usually mentioning a park (Holladay, Laurelhurst) or under the Hawthorne Bridge.

Other mentions by more than one respondent included being near public transportation, in the north park blocks, downtown, Pearl District, Expo or Convention Center, and Eastside Esplanade. Other responses (5%) included “not a grassy area”, Salem Fairgrounds, Hillsboro, “less smelly place”, “near any park”, outer East, and Clackamas.

Considering only the people who offered a response (71% of total), over half (57%) said the existing location. The response may have been higher as it is possible that some of the respondents who mentioned other locations did not include the existing location in their decision set (this was an unaided question).

Respondents age 55 and over preferred the existing location more than younger respondents, as did residents and regular shoppers.

**Best Location**

***Keep PSM in Same Area of Town***

Respondents were handed a map (see Appendix B) showing areas where a permanent home for Saturday Market might be located and asked which is the best (Q4).

Area	% Best
Area 2 – Existing Area	41%
Area 1 – Downtown	13%
Area 3 – Northwest	7%
Area 4 – Southeast	7%
Area 5 – Central East	5%
Area 6 – Northeast	4%
No response	22%

Thirty-five of the 38 who did not respond were visitors. If we exclude these visitors, Area 2-existing area is favored by more than half (52%), followed by Area 1-Downton (16%), Area 3-Northwest and Area 4-Southeast (9% each), Area 5-Central East (6%), Area 6-Northeast (5%), and no response (2%).

Considering the full sample, residents chose the existing area more than visitors (49% to 28%), as did frequent compared to first time visitors (55% to 7%, n=2).

Half did not choose a second best location (Q5). However, 11% chose Downtown and 10% (n=17) each chose the existing location or Northwest. All three locations were chosen more by residents than visitors, but sample sizes were very small.

### ***Do Not Move to Eastside***

Respondents were then asked which areas were not acceptable (Q6), and results mostly fell counter to choice of best. Scoring highest in not acceptable were Northeast (22%) and Southeast (21%), followed closely by Central East (17%). Some chose Downtown (11%), and a few respondents chose Northwest (7%, n=12). Only one respondent said the existing location is not acceptable.

The three chosen as most unacceptable had the same subgroup interactions (i.e. residents, regular shoppers, and those wanting to keep the existing location) all by a 2:1 or 3:1 margin.

### ***Why Preferred Location Selected***

Respondents were asked why they chose their best area. We did not code this question due to the small subgroup samples, and many respondents did not offer a reason. However, a qualitative analysis revealed these focuses for each area.

**Existing Location** Less than half of the respondents choosing the existing location offered comments. The most common reason was related to transportation and convenience.

- “You are near all public transportation”
- “Extremely accessible”
- “Centrally located”

Less than a third as many comments mentioned being near the water

- “Open area, by the waterfront”
- “Near the water is nice”

A few comments focused on its central location.

- “It’s central, people come from all over”

Two comments mentioned familiarity

- “I know the area”

One comment mentioned natural beauty

- “Pretty trees”

**Downtown** The primary and related themes were convenience, centrally located, and very accessible

- “It’s along the MAX, easy access.”
- “It is by the courthouse”

- “It is closer to shopping”

Two respondents specifically commented on Pioneer Courthouse Square

- “Pioneer Courthouse area is a lot more prestigious”
- “Pioneer Square is a rough area and if the market moves to the area, it might get rid of an unsafe feeling”

**Northwest** The majority of comments focused on Northwest having more space

- “There are wide open spaces out there”
- “There is plenty of areas there to park”

But convenience and accessibility also were factors

- “It is within walking distance of restaurants”
- “Accessibility”

Two comments related Northwest to a sense of downtown

- “It still stays within the downtown feeling”
- “It has a lot of the elements of downtown and the old character”

**Southeast** Comments split into two groups. The more popular reasons considered the open spaces, ease of parking, and less traffic

- “There is a lot of property there”
- “Not as much traffic, easier to park”
- “Not a lot of other competing businesses there”

Some chimed in because of where they lived

- “It is close to my home”

**Central East** All comments except one mentioned accessibility and/or open space

- “Near the MAX and is more open there”
- “Easily accessed”

**Northeast** About half of the few comments focused on accessibility and being near existing venues

- “That’s where the Convention Center is, it’s easily accessible, and there are parking options”
- “Out by the Rose Garden, it’s still right on the MAX line”
- “It would go well with Lloyd Center”

## **Demographics**

Eight questions considered demographics and Saturday Market related behaviors.

**Age** Over half (52%) were between 30 and 54 years of age, and near equal numbers were 18-30 (22%) and 55+ (23%). Two people (1%) reported under age 18, and 1% did not respond (Q8). Those in the 30-54 age group tended to spend more at the market, as discussed under “Expenditures” below.

**Resident or visitor** Two-thirds (66%) reported in as residents, and 34% said they were visitors to the area (Q9). Residents were more likely to prefer leaving the market at the current location (79% to 49%), while visitors favored a move (51% to 21%).

**First timer** Only 17% said this is their first time at the Saturday Market, leaving 82% as repeat (but not necessarily regular) visitors (Q11). Repeat visitors strongly favored leaving the market where it is (96% stay to 66% move).

**Regular PSM shoppers** The 139 repeat visitors were asked if they consider themselves to be regular Saturday Market shoppers, and 51% said yes, while 49% chose no (Q12). Regular shoppers (n=71) were more likely to be residents (60% to 20%) and were somewhat more likely to favor the current location (57% to 41%).

**When they shop** The regular shoppers also were asked what time of year they shopped, and 42% said all year, 28% said summer only, 15% said summer and Christmas, and 8% mentioned summer and fall (Q13). Respondents under age 30 appeared to prefer summer only compared to older respondents, but samples were very small.

**Spending per visit** The repeat visitors were asked how much they typically spend, and amounts ranged from \$9 to \$250 (the midpoint was entered for people who offered a range), with primary clusters (n=13 and 10) at \$20 and \$25 and secondary clusters (n=7) at \$30 and \$100 (Q14). The median of \$30 is the best figure to use (since the mean expenditure spread was so large that the standard deviation was \$60). Ages 30-54 (median=\$58) said they typically spend more than younger or older (medians=\$25) respondents.

**Transportation** Respondents were asked how they got to the market that day, and half chose personal vehicle and parked, 29% said MAX, 10% walked, 4% (n=7) took the bus, 3% each used a bicycle or said personal vehicle and MAX (Q15). Personal vehicle and parked was chosen more often by females (60% to 39%), and MAX was used more by ages 55+ (46%) than younger respondents (25% and 22%).

## **Conclusion**

Results from this survey indicate that most people would prefer to keep the PSM in its current location, especially Portland-area residents and regular attendees. People are pleased with its central location, access to the MAX and availability of parking. If the PSM had to relocate, most would like to see it stay in the current section of SW Portland either on the waterfront or North Park Blocks and the Westside is significantly preferred over the Eastside.

**Appendix A:**

**Asterix Group  
Saturday Market Intercept Survey  
N=169, August 20-21, 2005**

**INTRODUCTION: Hello, I'm \_\_\_\_\_ with Saturday Market. I'm doing a quick survey about plans to find a permanent home for and POSSIBLY relocate Saturday Market. May I have a couple of minutes of your time. I promise, the survey will only take a couple of minutes. For your time, we'd like to offer you this souvenir kitchen magnet.**

1. In seeking a permanent home for Saturday Market, share any features or improvements you would recommend for the new location? (OPEN/RECORD RESPONSE)

- Bathrooms/more and better ----- 21%
- More seating/general mention ----- 11%
- None/can't think of any ----- 11%
- More and/or designated parking; free parking ----- 11%
- Next to light rail or MAX; easy access ----- 7%
- More room overall; better air circulation; open atmosphere ----- 5%
- All other responses ----- 4% or less
- [DON'T READ]** No response ----- 25%

2. (IF MORE THAN ONE FEATURE/IMPROVEMENT) Which of those considerations is most important to you? (CIRCLE PART OF RESPONSE TO Q1)

- Bathrooms/more and better ----- 15%
- None/can't think of any ----- 11%
- More seating/general mention ----- 8%
- More and/or designated parking; free parking ----- 8%
- Next to light rail or MAX; easy access ----- 5%
- All other responses ----- 4% or less
- [DON'T READ]** No response ----- 33%

3. What locations come to mind, if any, as good places in Portland for a permanent home for Saturday market? (OPEN/RECORD RESPONSE)

- Existing location only ----- 41%
- Waterfront/riverfront ----- 17%

Inner east side -----7%

All other responses -----4% or less

**[DON'T READ]** No response-----29%

4. (HAND RESPONDENT SHOWCARD) Here is a map showing some areas where a permanent home for Saturday Market might be located. Which area is the best? Just call out the number. (RECORD NUMBER BELOW)

#2 Existing location -----41%

#1 Downtown-----13%

#3 Northwest -----7%

#4 Southeast -----7%

#5 Central East -----5%

#6 Northeast-----4%

No response-----22%

5. Second best? (RECORD NUMBER BELOW)

#1 Downtown-----11%

#2 Existing location -----10%

#3 Northwest -----10%

#6 Northeast-----8%

#5 Central East -----7%

#4 Southeast -----4%

No response-----50%

6. Are any not acceptable? (RECORD NUMBER(S) BELOW)

#6 Northeast-----22%

#4 Southeast -----21%

#5 Central East -----17%

#1 Downtown-----11%

#2 Existing location -----1%

#3 Northwest -----7%

No response-----0%

7. Why do you consider area #\_\_\_ to be the best? (OPEN/RECORD RESPONSE)[see report for discussion of results – question not coded due to small subgroup samples]

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I have just a couple more questions for statistical purposes--to be sure we have a representative sampling of opinions about moving Saturday market. (CIRCLE/RECORD ANSWERS)

8. Is your age less than 18, 18-30, 30-54, 55+?

- Under 18 ----- 1%
- 18-30----- 22%
- 30-54----- 52%
- 55 + ----- 23%
- [DO NOT READ]** Refused----- 1%

9. Are you a Portland area resident or a visitor to the area?

- Resident----- 66%
- Visitor ----- 34%

10. (IF RESIDENT) What is your home zip code? \_\_\_\_\_

[See data tables for results]

11. Is this your first time to Saturday Market? *If Yes Skip To Q15*

- Yes ----- 17%
- No ----- 82%
- No response ----- 1%

12. (IF NO TO Q11) Do you consider yourself to be a regular Saturday Market shopper? (n=139)

- Yes ----- 51%
- No ----- 49%

13. (IF YES TO Q12) What time of year do you shop? (OPEN/RECORD RESPONSE) (n=71)

- All year ----- 42%
- Summer only----- 28%
- Summer and Christmas ----- 15%
- Summer/fall ----- 8%

Late summer/late fall -----1%  
Spring and Christmas -----1%  
No response or live outside area -----3%

14. (IF YES TO Q12) How much do you typically spend? (OPEN/RECORD RESPONSE) (n=71)

Median = \$30.00

15. How did you get to the market today: *personal vehicle and parked, MAX, bus, bicycle, or walked?*

Person vehicle and parked -----50%  
MAX -----29%  
Walked -----10%  
Bus -----4%  
Bicycle -----3%  
Personal vehicle and MAX -----3%  
No response -----1%

THANK YOU. (HAND RESPONDENT KITCHEN MAGNET.) THIS IS A TOKEN OF OUR APPRECIATION.  
AGAIN, THANK YOU.

Appendix B

