



TO: Marketplace Businesses
FROM: Rachel Higbie, Market Research Coordinator
RE: Church Street Marketplace Customer Survey

The *Church Street Marketplace Customer Survey* was conducted by a team of Champlain College professors and students in the spring of 2004. Surveyors stood by the entrance to the Burlington Towne Centre and questioned randomly selected passers by on Church Street. Overall a sample of 346 respondents including 178 women and 168 men was collected.

The survey had two ultimate objectives. First we hoped to profile the customers that frequent the Church Street Marketplace. To accomplish this, the survey collected responses on customer origin, means of transportation to the Marketplace, primary attraction to Church Street, and the favorite event of the year. The second goal of the survey was to investigate customer opinions on the Marketplace. In order to examine this, the survey asked respondents to rate a variety of Marketplace aspects on a scale of 1-5 and solicited comments on visitors' greatest concern about the Marketplace. Finally, the survey asked customers to report which local shopping destination they visit most frequently. The following is a summary of survey findings and conclusions.

A Profile of the Church Street Marketplace Customer

Origin

In order to gather statistics on Marketplace visitor origin, survey respondents were asked to report the zip code associated with their home address. 330 of the 346 respondents provided this information. The breakdown of visitor origin is as follows:

Burlington, VT:	52%
Chittenden County (excluding Burlington):	25%
Vermont (outside of Chittenden Cty):	9%
New England (excluding VT):	3%
USA (excluding New England):	3%
Canada:	1%

Transportation

In order to determine how customers arrive at the Marketplace, survey respondents were asked to report what methods of transportation they use to travel to Church Street. As

might be expected, most customers travel by car or on foot. Overall, 64% of respondents listed driving as a mode of transportation to the marketplace followed by 49% listing walking, 15% listing the bus and 15% listing a bike. As evidenced by the results, most customers reported two or more primary modes of transportation to the Marketplace.

Primary Attraction

In addition to their place of origin and mode of transportation, the survey asked respondents to answer if they were primarily attracted to the marketplace for shopping, dining, events or services. Most customers responded that they were attracted to the marketplace by more than one of the four offerings. Shopping and dining were the most popular reasons for visiting the Marketplace: 79% of customers listed shopping as a primary attraction, and 62% named dining. Services and events came next with 37% of respondents citing services and 16% citing events as a primary attraction to Church Street.

Favorite Events

In order to learn about the popularity of Marketplace events, respondents were asked to write in their favorite events of the year. Mardi Gras was the most popular with 23% of respondents listing it. 10% of respondents listed Jazzfest, 4% listed Christmas and 4% listed First Night. A small number of respondents wrote in the Pride Parade, Sidewalk Sales and Marketfest.

Church Street Marketplace Customer Preferences

Marketplace Ratings

Customers were asked to rate the Marketplace on the variety of offerings, cleanliness, security, parking availability and the extent to which they found the Marketplace and its establishments to be family friendly and courteous. Customers rated the Marketplace on its performance with a scale of 1-5 with 1 being poor and 5 being excellent performance. The ratings are as follows:

Restaurant Variety:	4.03
Shop Variety:	3.60
Services Variety:	3.11
Family Friendly:	3.50
Parking:	2.86
Cleanliness:	3.61
Safety/Security:	3.55
Courteous Service:	3.75

Greatest Concern

In order to determine what customers disliked about the Marketplace, the survey asked respondents to write in their greatest concern regarding Church Street. The majority of concerns reported fell into the following categories: safety, loss of local business,

increasing prices, parking availability and maintenance. 21% of customers reported something safety related as their greatest concern, 7% listed loss of local business, 4% listed increasing prices, 4% named parking availability and 3% listed maintenance as their greatest concern.

Primary Shopping Location

Customers were asked to mark whether they primarily shopped at the University Mall, the Burlington Towne Center or the Church Street Marketplace. Many respondents listed more than one location as a favorite place to shop. The majority, 58%, of respondents listed the Church Street Marketplace as a primary place to shop. The University Mall and Burlington Towne Center were tied for the second choice with about 18% of respondents listing each as a primary shopping location. It is worth noting that a number of respondents indicated that they considered the Marketplace and Towne Center to be the same entity. It is therefore likely many of those listing the Marketplace as their primary shopping location considered the Towne Center to be a part of it.