



**CHURCH  
STREET  
MARKETPLACE**

**February 25, 2007**

**TO:** Marketplace Commissioners  
**FROM:** Shaina Fishman, Market Research Coordinator/  
Ron Redmond, 865-7254 or rredmond@verizon.net  
**RE: 2006 YEAR END MARKETPLACE SALES SURVEY**

The 2006 Year End Marketplace Sales Survey was conducted during the first half of January. Overall, 50 out of 86 businesses responded, which is up from 38 last year. Respondents were asked to report on the following:

1. 4<sup>th</sup> quarter and annual 2006 sales as compared to 2005 sales;
2. Top three sales days of 2006;
3. Comments and noticeable trends in consumer behavior.

The following is a summary of the results.

**FOURTH QUARTER SALES**

An overwhelming majority of the businesses on the Marketplace had an increase in fourth quarter sales over 2005. The following are highlights from the responses:

- **79 % of respondents reported that 2006 4th quarter sales were higher** than 2005
- **7 % were even with 2005**
- **14 % of respondents reported that 2006 4th quarter sales were down** compared to 2005

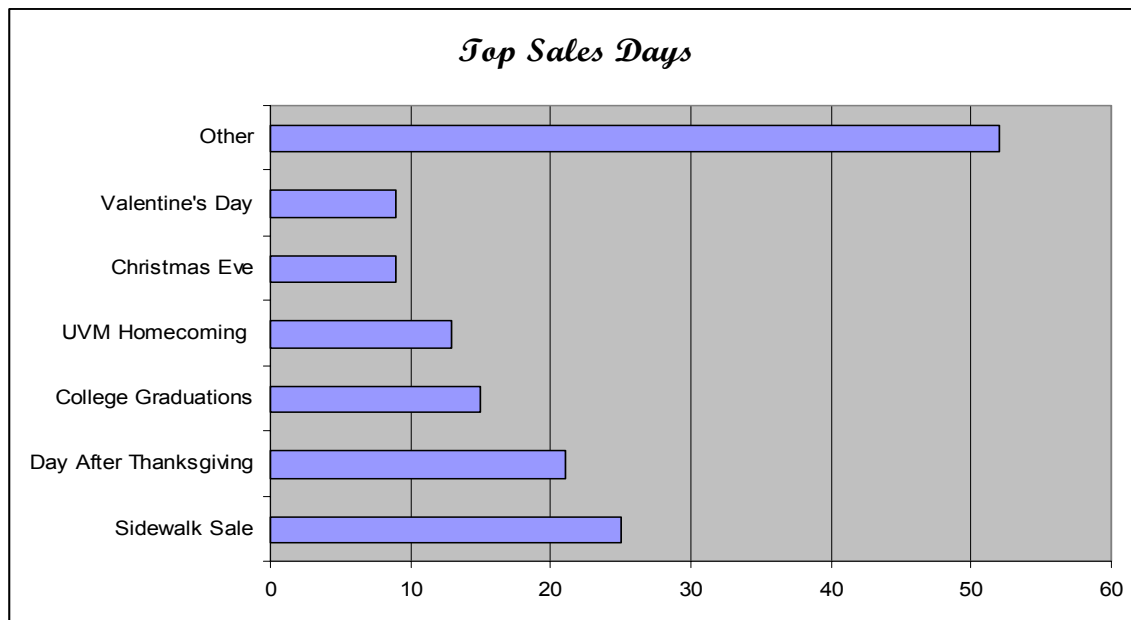
**ANNUAL SALES**

The annual sales results were similar to those of the fourth quarter: the majority of businesses on the Marketplace increased their annual sales over 2005, and few faced significant decreases. The following are highlights:

- **80% of respondents reported that 2006 sales were higher than 2005,**
- **5% were even with 2005.**
- **15 % of respondents reported that 2006 sales were lower than 2005.**

	<b>4<sup>th</sup> Qtr Sales 2006 v. 2005</b>	<b>Annual Sales 2006 v. 2005</b>
Down 20+	0	0%
Down 15 to 20	7%	0%
Down 10 to 15	2%	5%
Down 5 to 10	5%	5%
Down 0 to 5	0%	5%
Same	7%	5%
Up 0 to 5	21%	20%
Up 5 to 10	21%	23%
Up 10 to 15	16%	15%
Up 15 to 20	12%	15%
Up 20+	9%	7%
<b>Totals</b>	<b>100%</b>	<b>100%</b>

**BEST SALES DAYS** Respondents listed their top three sales days (or events) of 2006. The following chart indicates the six days most frequently reported.



\*The “other” category is made up of a variety of other responses including: Memorial Day weekend, December 23<sup>rd</sup>, Jazz Festival, (month of) December, Marketfest, December 26<sup>th</sup>, Back to School, Labor Day, Parent’s Weekend, Mardi Gras, New Year’s Eve St. Patrick’s Day, January Sale and Mother’s Day.

**COMMENTS**

The observations and comments received from our respondents were thorough and relatively consistent. The lack of parking in the downtown area continues to be an issue for customers, employees and business owners. For the second year in a row, a handful of respondents noted that there was less customer traffic overall, but that individual spending had again increased. Three business owners revealed that their customers seem to be watching their money and are more inclined to wait for sales than in previous years. Other comments included an increase in Canadian tourists, the success of later hours during the month of December and the need for more promotion of the top and City Hall blocks.