**CUSTOMER SURVEY 2014**

**How can we attract more customers to the Farmers' Market?**

61 answered

* advertising ...handouts available at market to give to friends fridge magnets
* market is bigger so more customers
* posters reaching a little further (Evelyn)
* more vendors, more food vendors, music, regular performers
* Breakfast cart with eggs, hash browns etc.
* ask the vendors when the hours should be
* more selection of breakfast food
* no suggestions on this, sometimes one can’t hear the entertainers
* 50/50 draw
* kids booth
* more music and special events
* longer hours
* more signs on the road and in business and on the street in Smithers, Telkwa, Houston, Burns Lake
* Extended hours for sure!
* permanent indoor market the same locations as outdoor
* more local entertainment, more seating
* espresso coffee, espresso coffee
* Weekly/monthly draws, I enjoyed my first visit, enjoyed the music.
* serve more breakfast items
* more customers will require more space
* Wider variety of offerings - not strictly food and produce etc. It's terrific!
* bring back chai tea
* Hwy signage, posters, hotels, attract tourists
* signs coming into town for tourists
* purchase another large canopy for centre when it rains, keep music lively
* I do think that a later start time and go for longer in the afternoon would bring more people to the market. Saturday can be a lazy morning for many that work Monday to Friday so I don't usually get to town until 11ish and usually don't bother to go to the market since it ends at noon
* change the hours
* More kid-friendly stuff
* I like the idea of the market starting at nine.
* It is already wonderful. But the music has gone downhill IMO. NICE TO ALWAYS KNOW THERE WILL BE WONDERFUL ENTERTAINMENT THERE
* more venders add better sound system for music
* Another baker so one more bread/bun choice. Change hours to start & end later.
* Additional food varieties, more local food for the winter markets (more produce vendors overwintering in cellars? heated greenhouses?) so people can continue to use the market more as a full grocery store. Spending by our family ranges from $2-40 dollars per market depending on what we aren't supplying ourselves. In winter when we run out of our carrots or summer when we've run out of our beef we spend far more.
* New vendors, more options for hot foods, more diversity in types of vendors, new location for indoor market (the curling club is terrible), later hours so going to the market doesn't mean not sleeping in on a Saturday, better music (some weeks it's just terrible ), more frequent changes to market altogether to keep it fresh and interesting ( right now it's stale and predictable not enticing)
* I guess it depends on who you are after - if tourists/passing through, then maybe posters and signs at gas stations? If you want more local people...not sure because everyone I know seems to know about the market... Out-of-towners (i.e., Hazelton/Houston/Telkwa): not sure, but I would think you wouldn’t want to take business away from their local markets either. I guess I'm not much help!
* Open until at least 1 pm would make a huge difference for me. It is the reason I responded to this survey.
* Why do we want more customers? Really - don't we have enough growers for people who want to grow/buy local? And like I said before, I really value local food but sometimes I feel like growers are price-gouging.
* Later hours
* Music at every market. More food and other vendors. Being open past noon.
* Good coffee! Promote at hotels.
* Changing the hours. The people I know that live in Telkwa tell me they would go if it was open later.
* I work at 9, convince businesses to give everyone sat morning off
* pave the surface, more attractive and inviting
* lower prices
* word of mouth, invitation to friends

**No Need to Change:**

* Keep it up!
* Keep up the great work - the music is a huge plus!
* Not sure. I know some people find it more expensive than grocery stores and are on strict budgets. But there is the social aspect to the market which thrives there.
* Not sure, everyone I know goes!
* Nothing! It’s great!
* doing a good job already
* coupon program is awesome for lower income families
* visitor can’t answer all, good market
* keep up the good work
* nothing its great
* You are doing a great job!
* I love the market.
* I think you are doing well

**No Idea =** 2