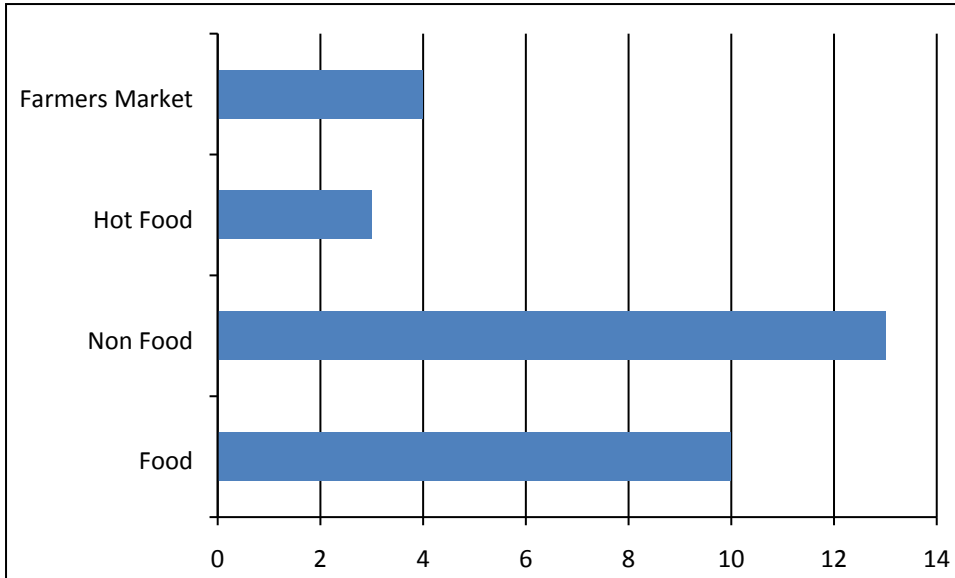


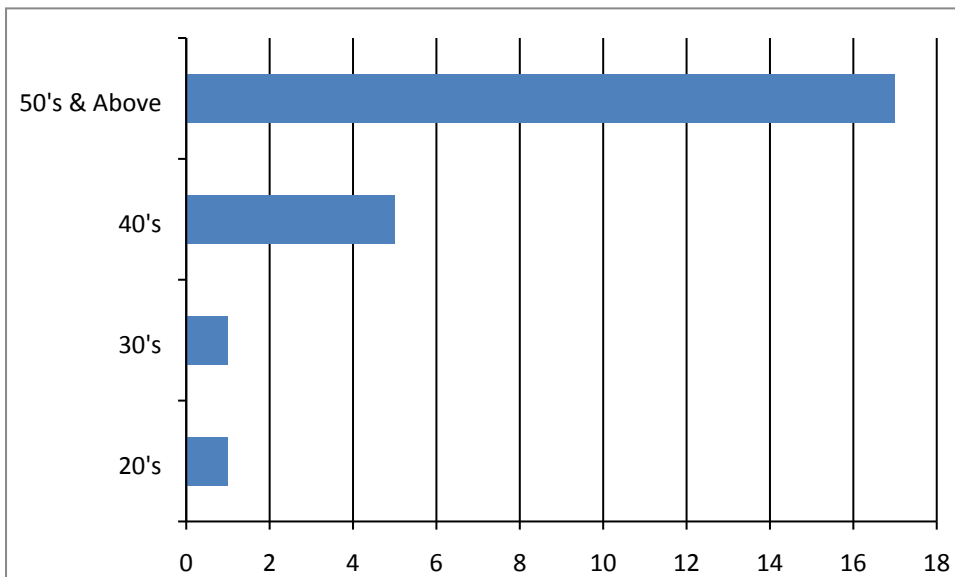
NEWCASTLE UNDER LYME – TRADER SURVEY (15th and 16th February 2019)

1. What do you sell (choose all that apply)?



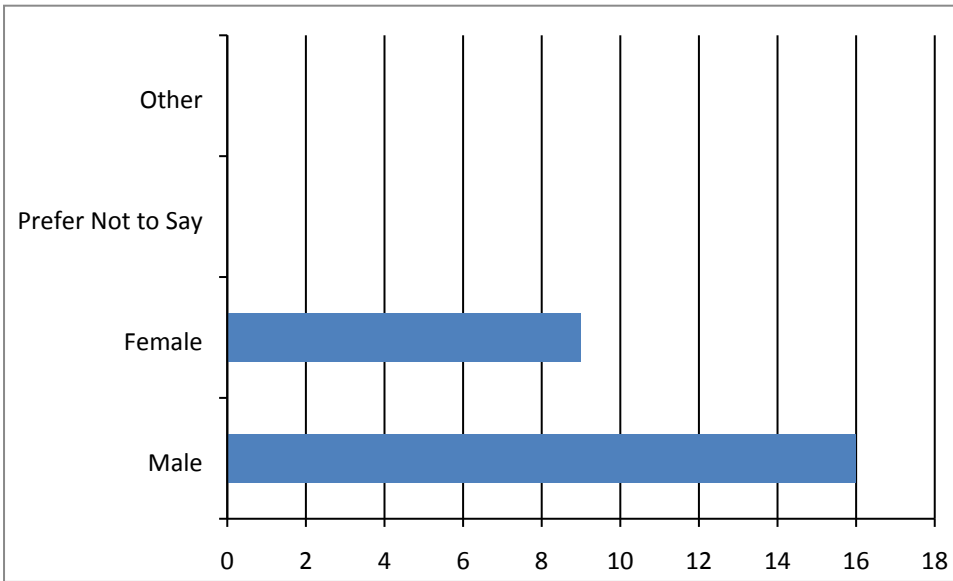
Food	10
Non Food	13
Hot Food	3
Farmers Market	4

Q2. What is your age range?



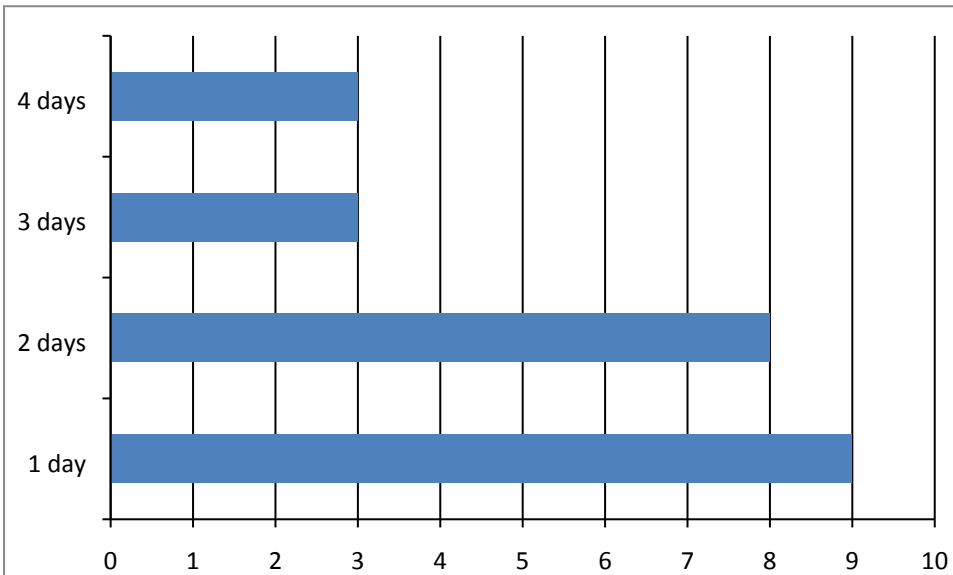
20's	1
30's	1
40's	5

Q3. What gender do you consider yourself to be?



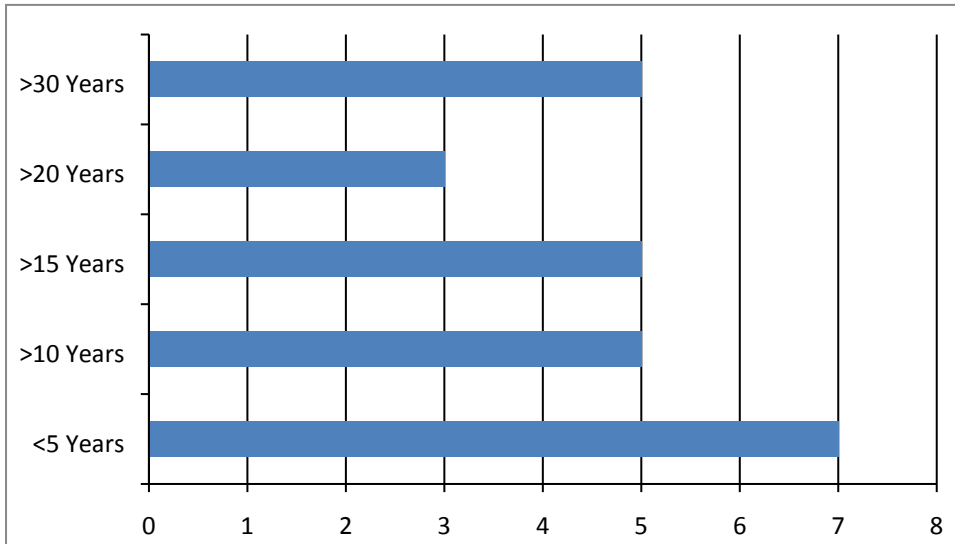
Male	16
Female	9
Prefer Not to Say	0
Other	0

Q4. How many days do you trade on this market?



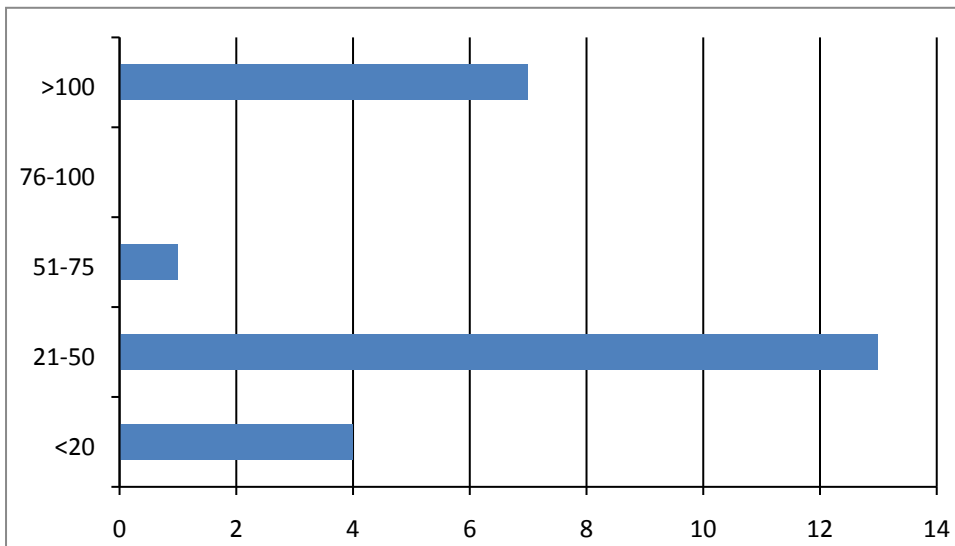
1 day	9
2 days	8
3 days	3
4 days	3

Q5. How many years have you traded on this market?



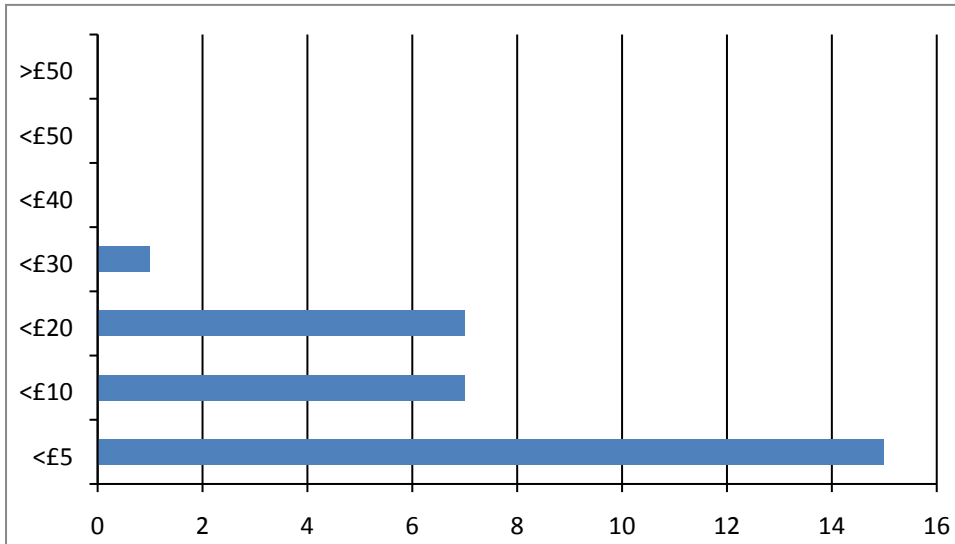
<5 Years	7
>10 Years	5
>15 Years	5
>20 Years	3
>30 Years	5

Q6. On average, how many customers do you serve each day?



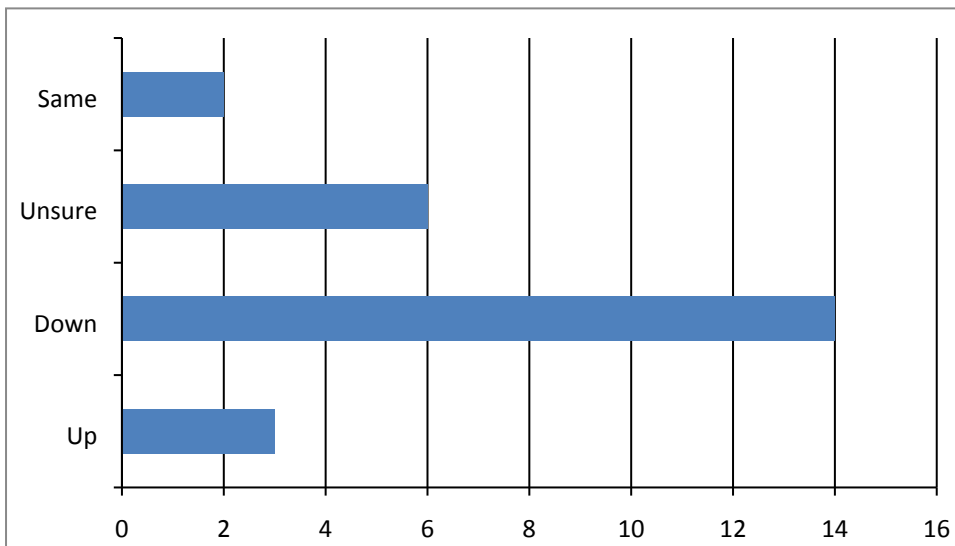
<20	4
21-50	13
51-75	1
76-100	0
>100	7

Q7. What is your average transaction value?



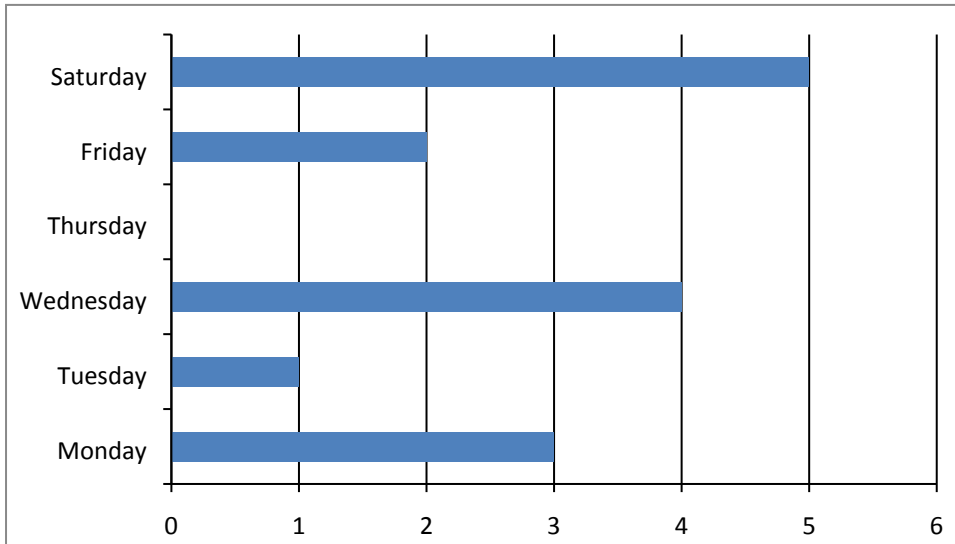
<£5	15
<£10	7
<£20	7
<£30	1
<£40	0
<£50	0
>£50	0

Q8. Has your average transaction value gone up or down in the last 5 years?



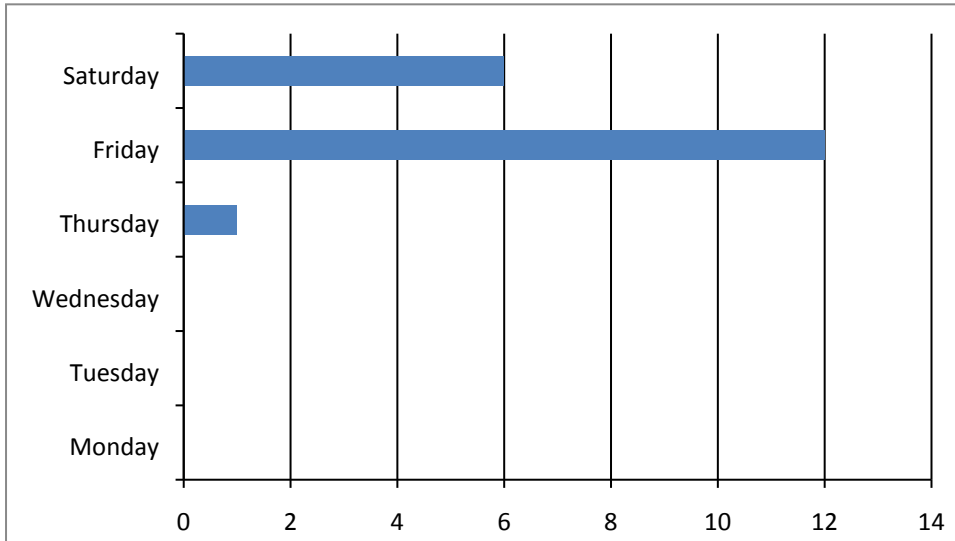
Up	3
Down	14
Unsure	6
Same	2

Q9. What is your LEAST profitable day?



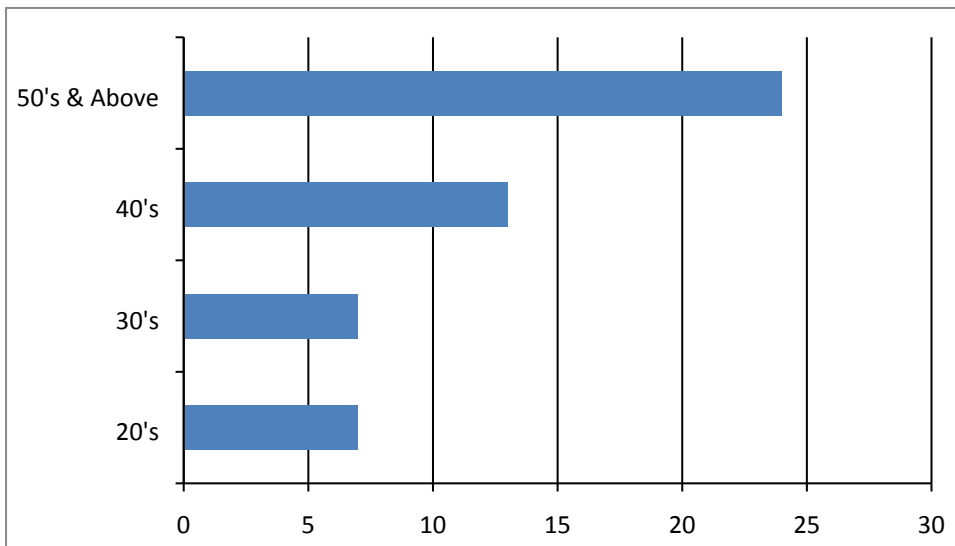
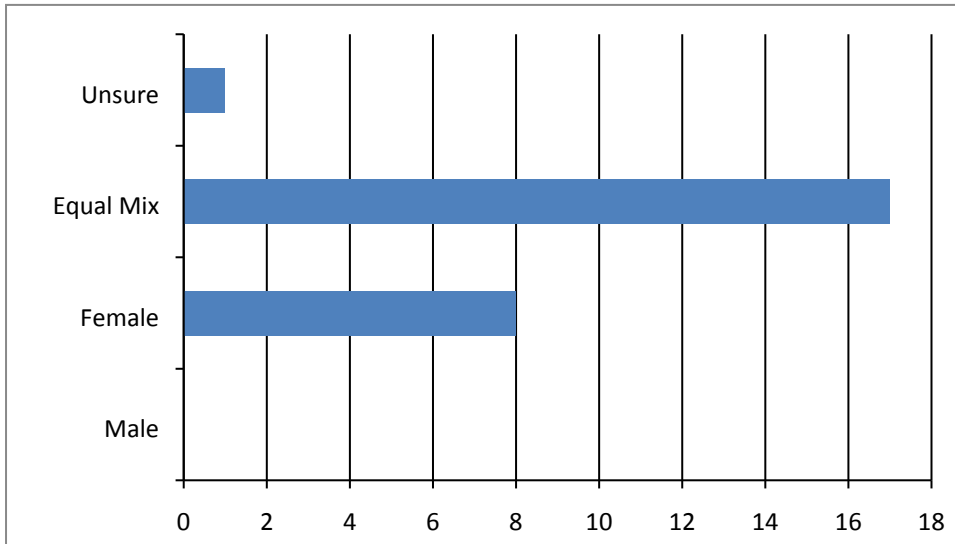
Monday	3
Tuesday	1
Wednesday	4
Thursday	0
Friday	2
Saturday	5

Q10. What is your MOST profitable day?



Monday	0
Tuesday	0
Wednesday	0
Thursday	1
Friday	12
Saturday	6

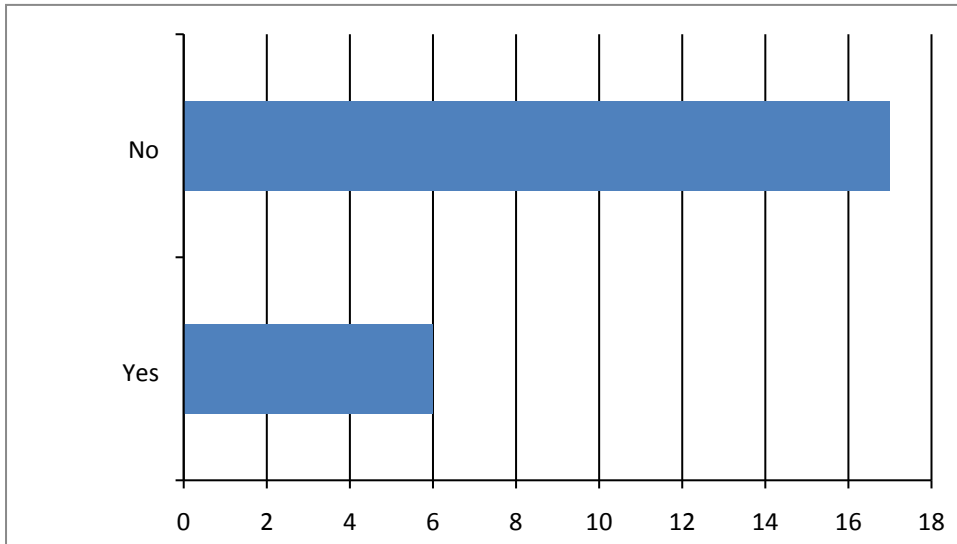
Q11. What gender would you say the majority of your customers are?



Male	0
Female	8
Equal	
Mix	17
Unsure	1

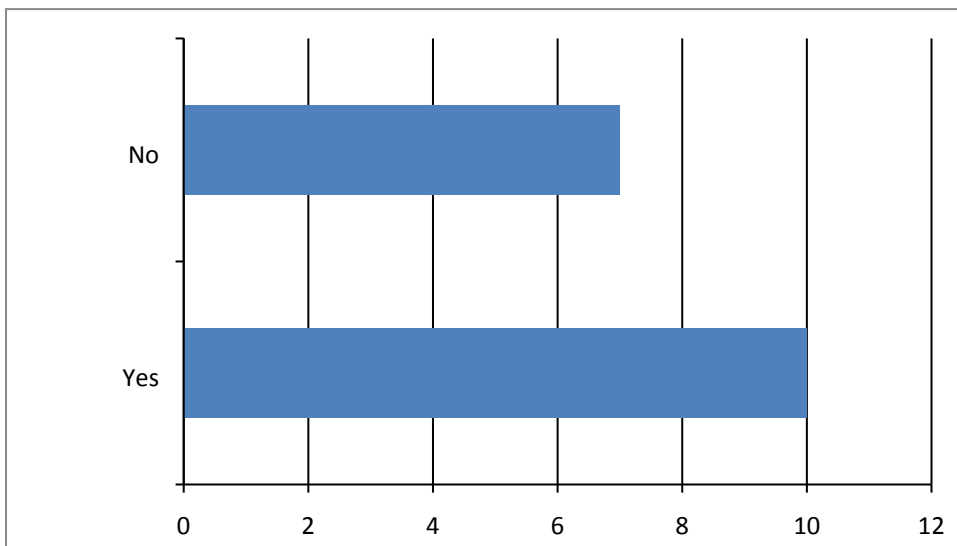
20's	7
30's	7
40's	13
50's &	
Above	24

Q12. Do you accept card payments?



Yes	6
No	17

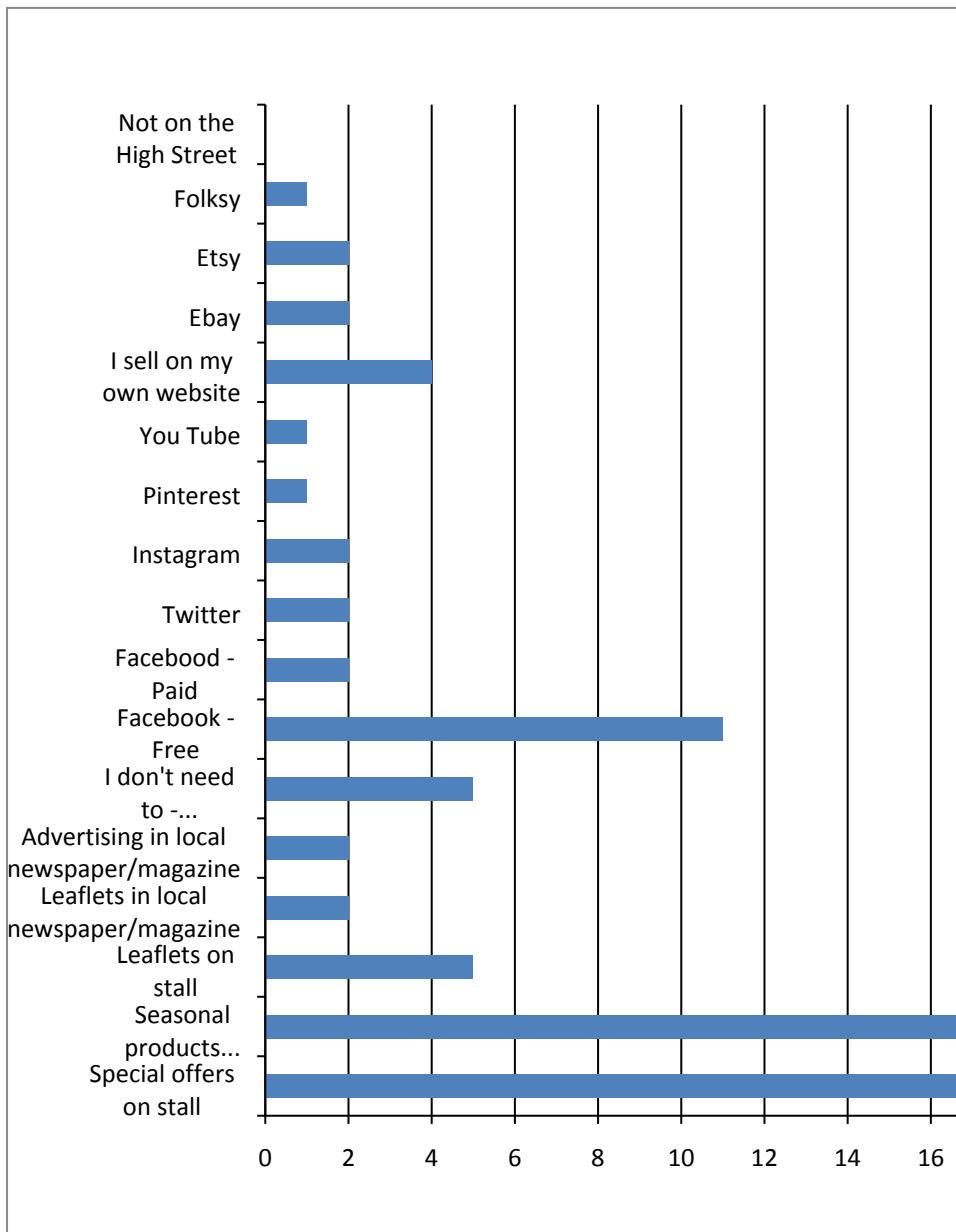
Q13. Would you be willing to accept card payments?



Yes	10
No	7

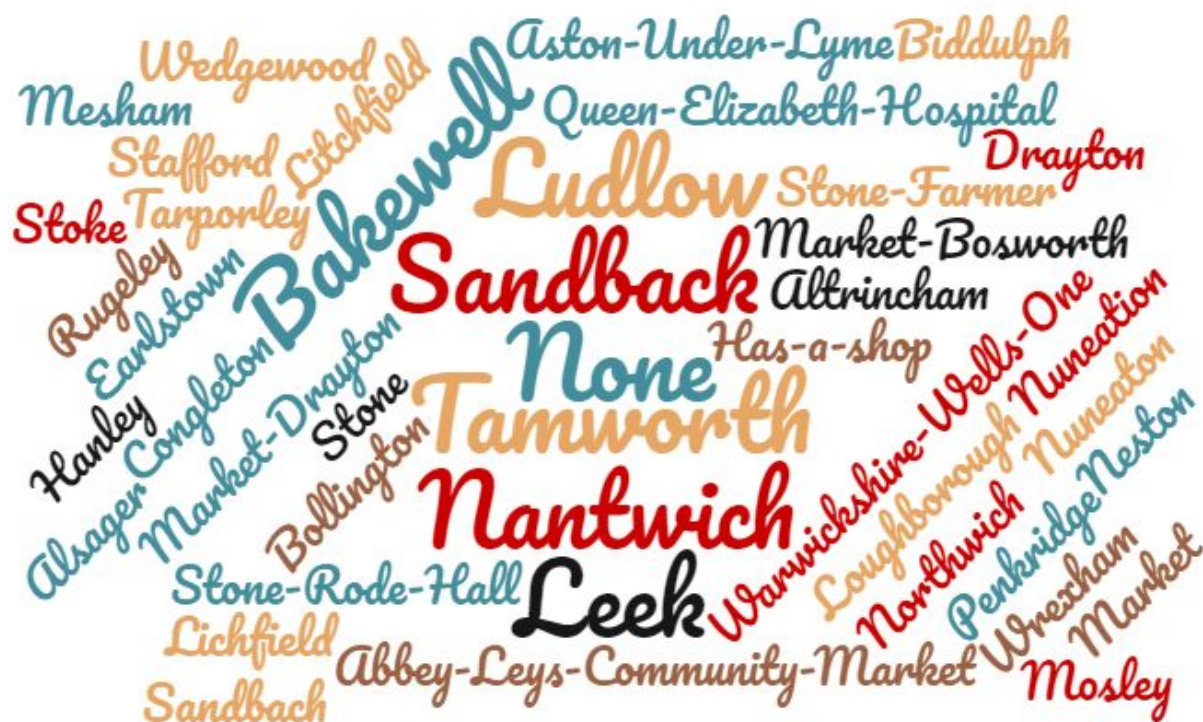
Comments: Needs to be easy and cheap or not worth it. Customers don't want it – ATM opposite.

Q14. Which of the following apply to your business?



Special offers on stall	17
Seasonal products and services	17
Leaflets on stall	5
Leaflets in local newspaper/magazine	2
Advertising in local newspaper/magazine	2
I don't need to - customers recommend me by word of mouth	5
Facebook - Free	11
Facebook - Paid	2
Twitter	2
Instagram	2
Pinterest	1
You Tube	1
I sell on my own website	4
EBay	2
Etsy	2
Folksy	1
Not on the High Street	0

Q15. Which other markets do you trade on?



Q16. Are there any comments you would like noting?

A number of comments were made themed around the following issues:

- Appreciation for market customers.
- The need to attract new traders.
- The stalls:
 - Some appreciation for the size of the stalls;
 - The position of the stalls in the High Street;
 - A suggestion that some stalls at the bottom of the market should be removed.
- The need to promote the market on social media and to have some form of animation on the market;
- Stall fees.