

BRIXHAM MARKET 2005 CONSUMER SURVEY
Report produced by Torbay Development Agency 22.9.05

Consumer Survey

Two Torbay Development Agency staff (Deirdre Makepeace and Katherine Brown) conducted 48 customer interviews around the harbourside on Sunday 21st August.

Results of this survey can be summarised as follows:

- Breakdown was 67% holiday makers and 33% residents
- 67% were in family groups (with children)
- Opinions of the market were 3% excellent, 50% good, 33% average and 4% poor (0% very poor)
- 46% were aware of the market before they came into the town. This figure rises to 68% when looking at holiday makers only. Whats On Torbay, Tourist Information Centres and word of mouth were the top 3 sources of information.
- 25% had come specifically because of the market
- 52% had bought something in the market (33% under £10, 19% over £10)
- Planned length of stay in the town/harbour 21% under 2 hours, 21% 2-3 hours, 54% 3 hours +)
- 60% planned to visit shops, 60% cafes and restaurants, 17% beaches and 50% walk around the harbour.

Additional comments given:

Positive:

- added attraction
- brilliant idea, keeps people in the town
- friendly
- live music excellent – holiday spirit
- people will talk about it and come back
- something extra to bring people in
- very quaint
- lovely jewellery
- pleasant to walk around
- been before – it's getting better
- wish we had one at home
- good attraction – some of the shops leave a bit to be desired

Negative

- too much jewellery
- expected more farmers market stalls / local produce
- could be bigger / more variety
- not enough stalls / smaller than expected
- didn't live up the ad. (Whats On)
- ad said antiques – not much here
- too expensive
- confusion over dates and French Market
- too much the same – not enough variety
- not enough for youngsters
- town looks prettier than the market
- music inappropriate

Research Summary:

It is always difficult to please everyone and the survey revealed some completely opposing views on for example jewellery and music. The results are broadly

favourable suggesting that the market has brought a welcome feature which adds to the ambience of the town rather than detracting from it. However, the results do clearly suggest that, if the market is to happen again, there is an opportunity (indeed a need) to improve and expand what's on offer and ensure that it is advertised appropriately and therefore meets or exceeds customer expectations.