

## Results of Customer Survey Conducted September, 2015

### Where do you live?

96 responses  
Smithers = 73.4%  
Telkwa = 13.8%  
Hazelton = 0%  
Houston = 0%  
Tourist = 5.3%  
Other = 7.4%

### How often do you attend the Outdoor Market?

93 responses  
Never = 2.2%  
1-4/yr = 19.6%  
Monthly = 14.1%  
Twice/month = 34.8%  
Weekly = 29.3%

### How much do you usually spend at the Market?

96 responses  
\$0 - \$5 = 2.2%  
\$5 - \$10 = 11.8%  
\$10 - \$20 = 34.4%  
\$20 - \$40 = 28%  
\$40 - \$60 = 17.2%  
\$60+ = 6.4%

### How satisfied are you with the new hours?

93 responses  
Very dissatisfied = 7.7%  
Dissatisfied = 7.7%  
Slightly dissatisfied = 8.8%  
Neutral = 13.2%  
Slightly satisfied = 2.2%  
Satisfied = 33%  
Very satisfied = 27.5%

### In the last year, your visits to the Outdoor Market have...

88 responses  
Decreased a lot = 4.6%  
Decreased = 2.3%  
Decreased a little = 18.4%  
No change = 50.6%  
Increased a little = 9.2%  
Increased = 14.9%  
Increased a lot = 0%

### Would you like to go back to the previous hours (8:00 - Noon)?

80 responses  
Yes = 33.8%  
No = 66.2%