

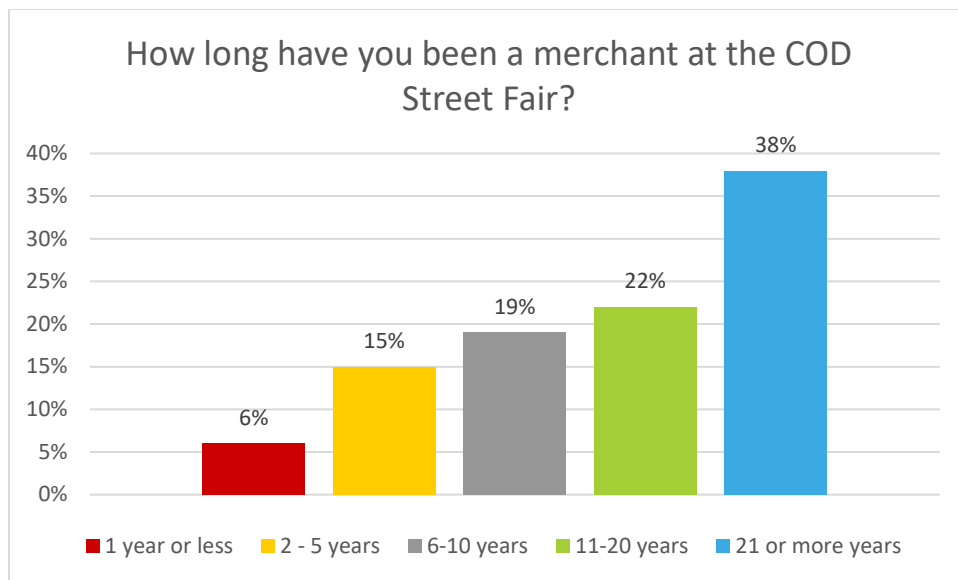
**COD Street Fair Merchant Survey, Spring 2018**

Daniel Martinez, PhD

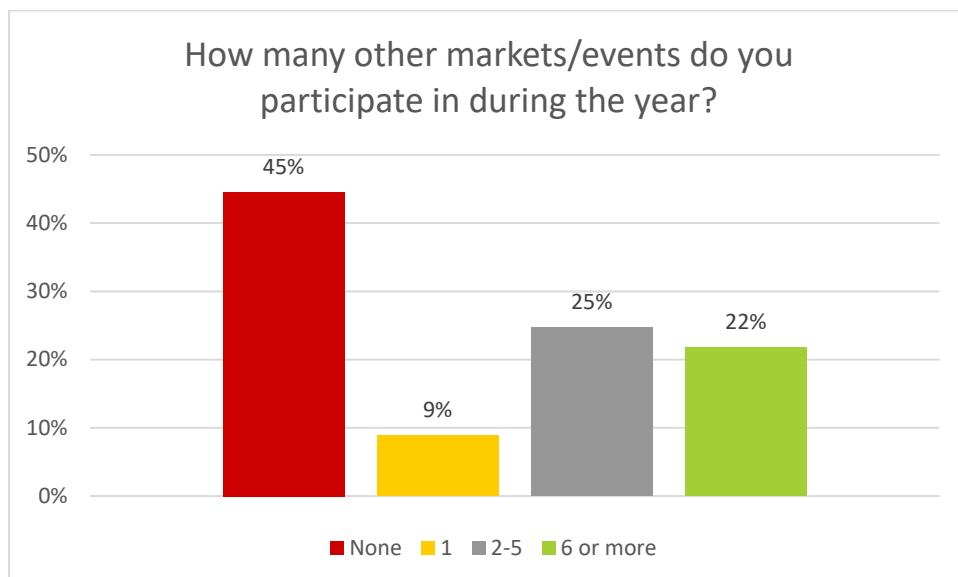
April 23, 2018

In spring 2018, merchants who participate in the Street Fair at COD were sent a survey regarding their participation and 102 vendors responded.

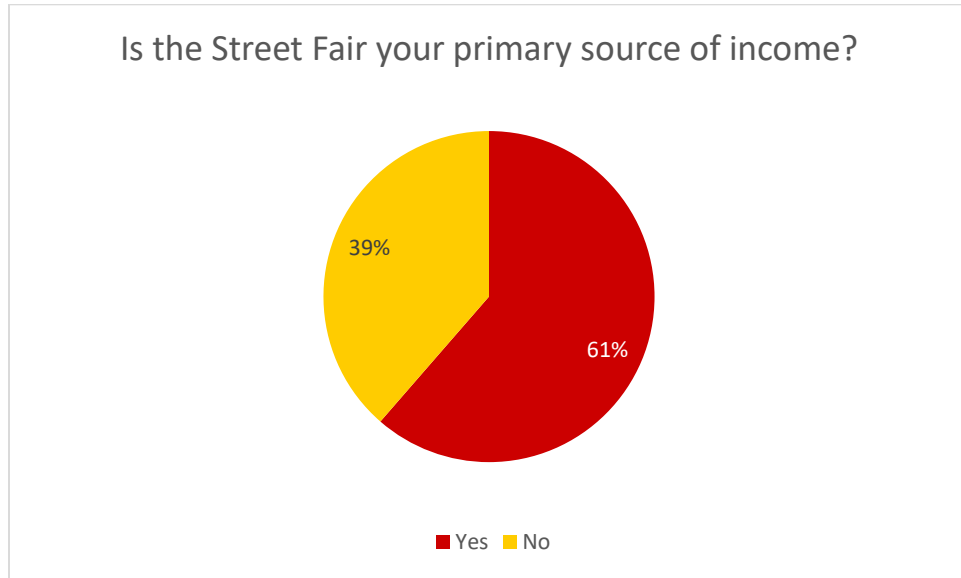
More than half (60%) of the respondents have participated for more than 11 years.



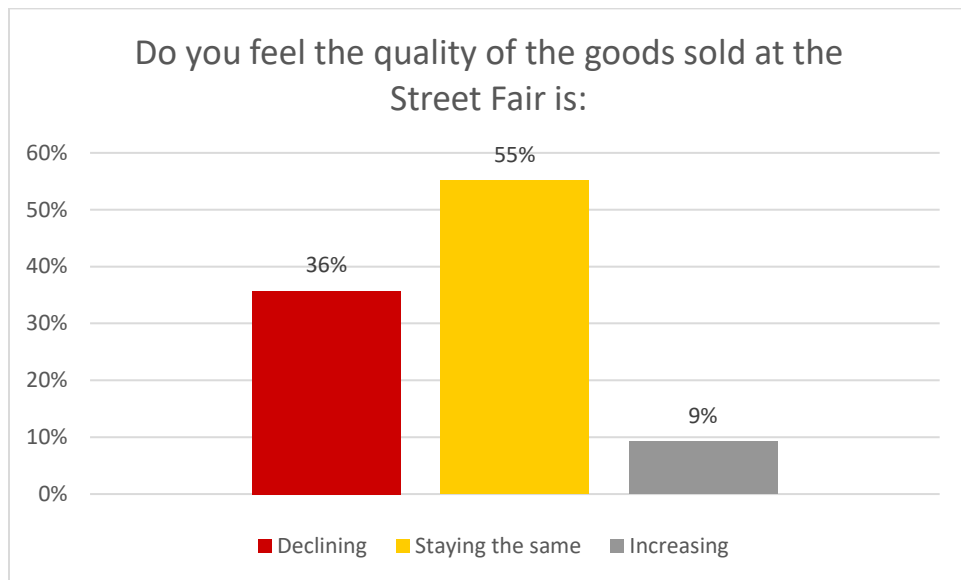
For almost half of those who responded (45%), the COD Street Fair is the only event at which they participate.



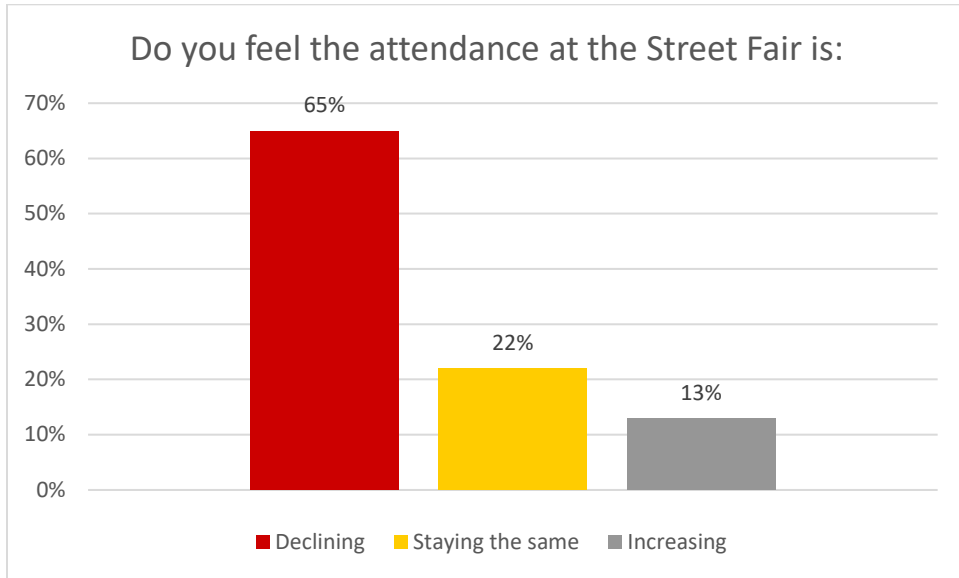
For more than half of the participants (61%), the COD Street Fair is their only source of income.



Regarding the quality of goods sold at the Street Fair, more than half (55%) indicated that the quality of goods was about the same. A third of the respondents (36%) indicated that the quality of goods was declining while only 9% thought that the quality was increasing.



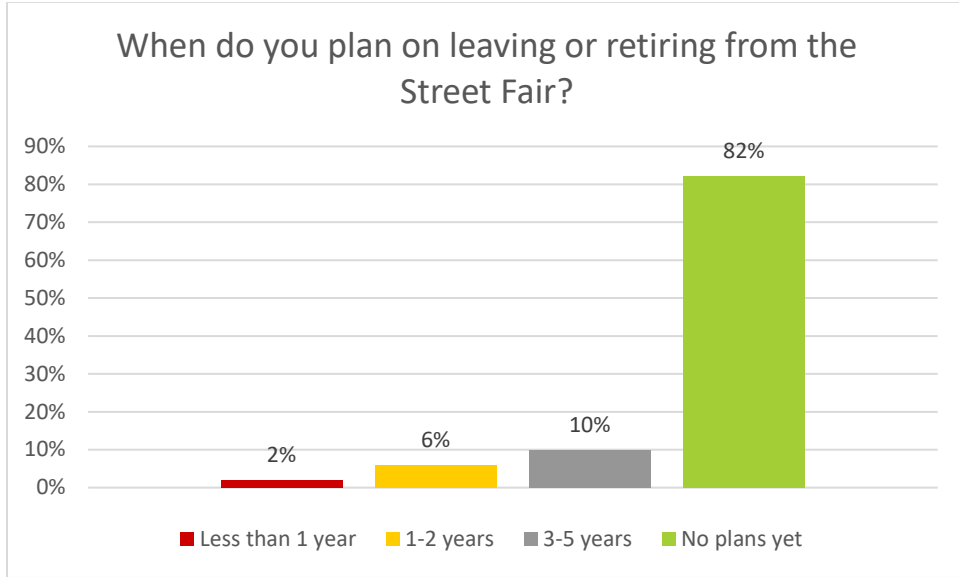
Almost two thirds of the respondents (65%) said that attendance at the Street Fair was declining.



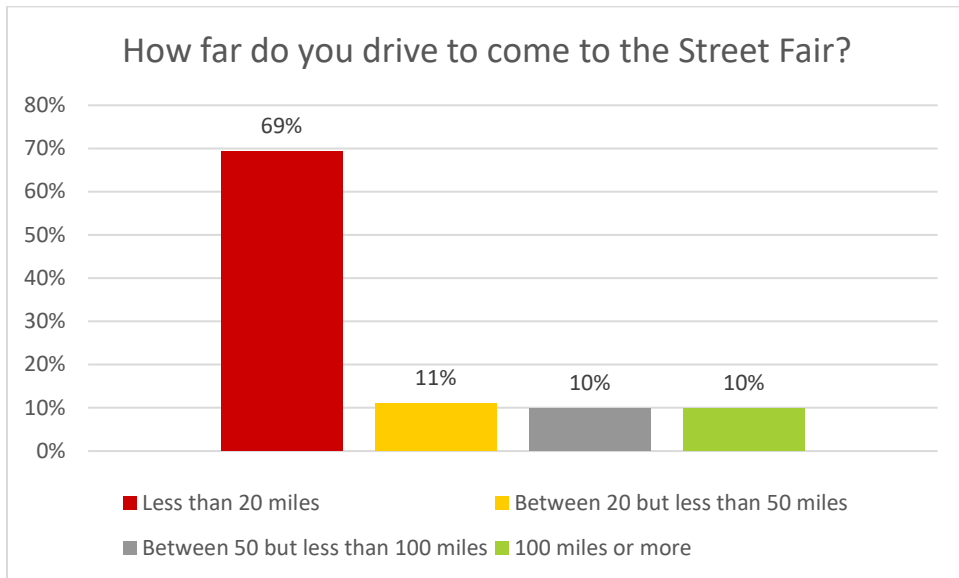
When asked whether steps were being taken to improve the Street Fair, a majority of respondents (64%) said yes.



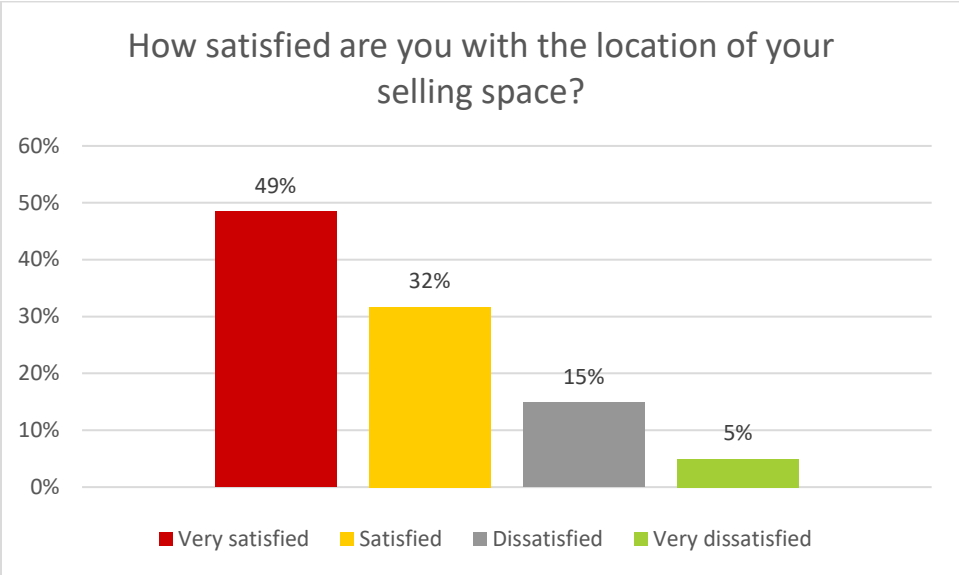
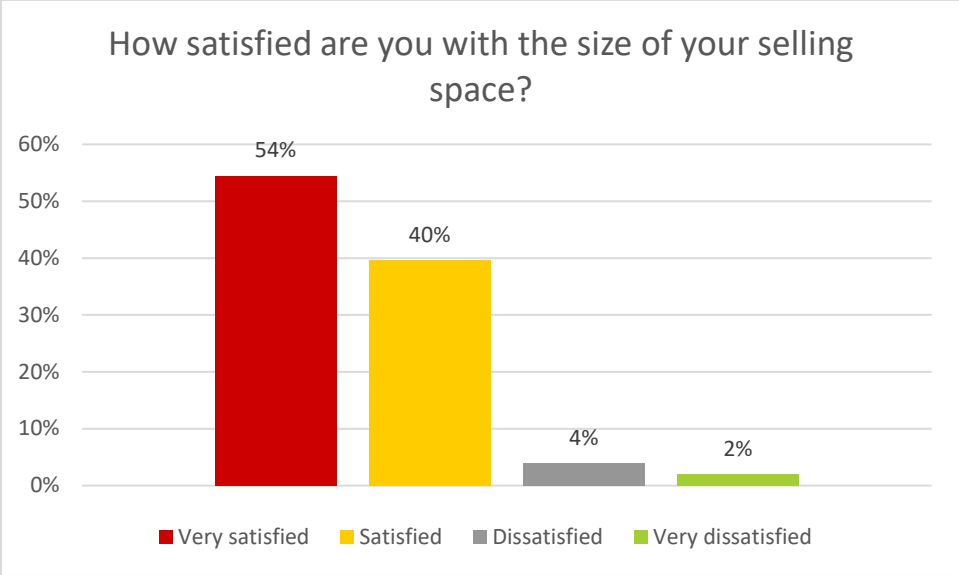
When asked when they might retire from participating in the Street Fair, a large majority (82%) said they had no plans to do so.



Two thirds of the respondents (69%) indicated that they drive less than 20 miles to participate in the COD Street Fair.



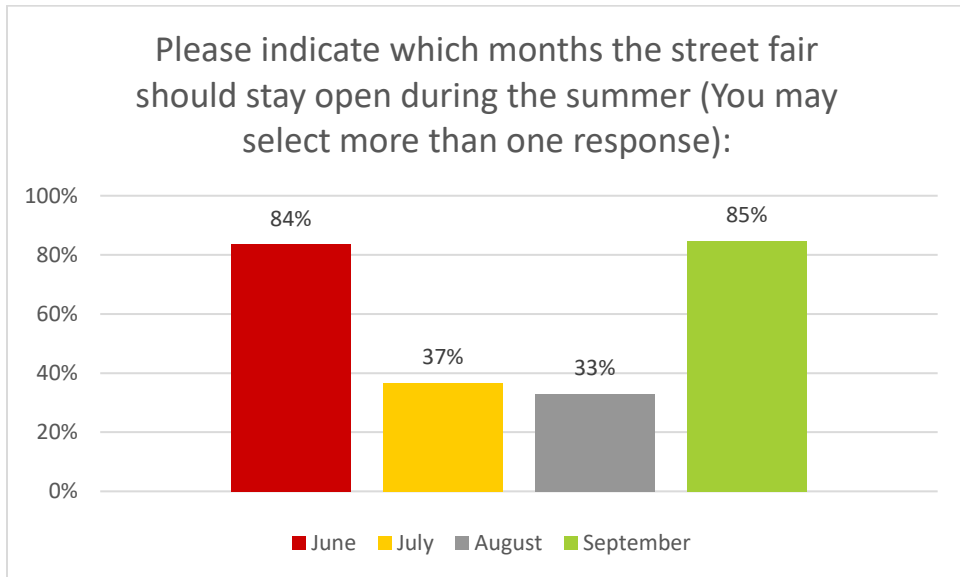
Almost all of the respondents (94%) said that they were satisfied or very satisfied with the size of their selling space and most (81%) were satisfied or very satisfied with the location of their selling space.



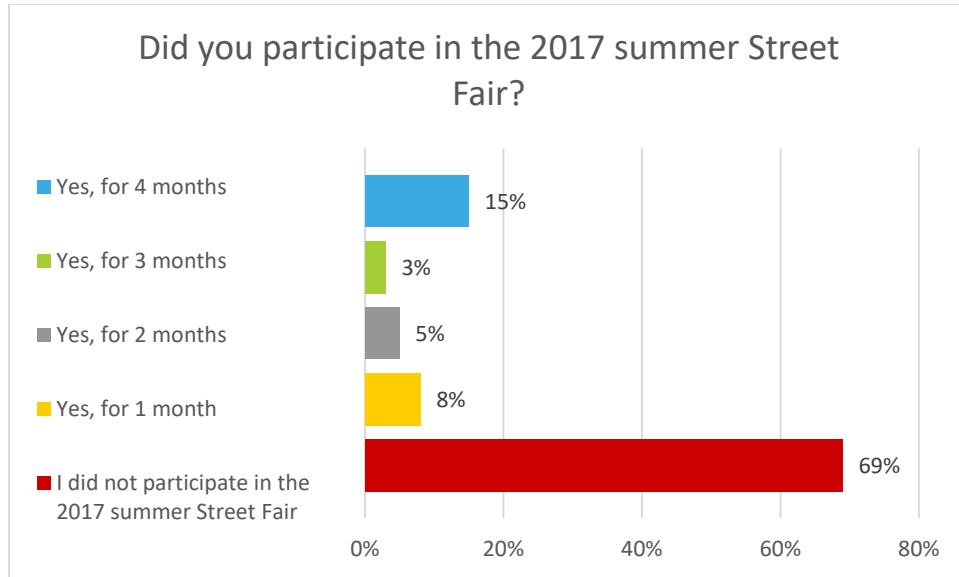
An overwhelming majority of the respondents agreed (87%) that they had a fair opportunity to sell their goods at the Street Fair.



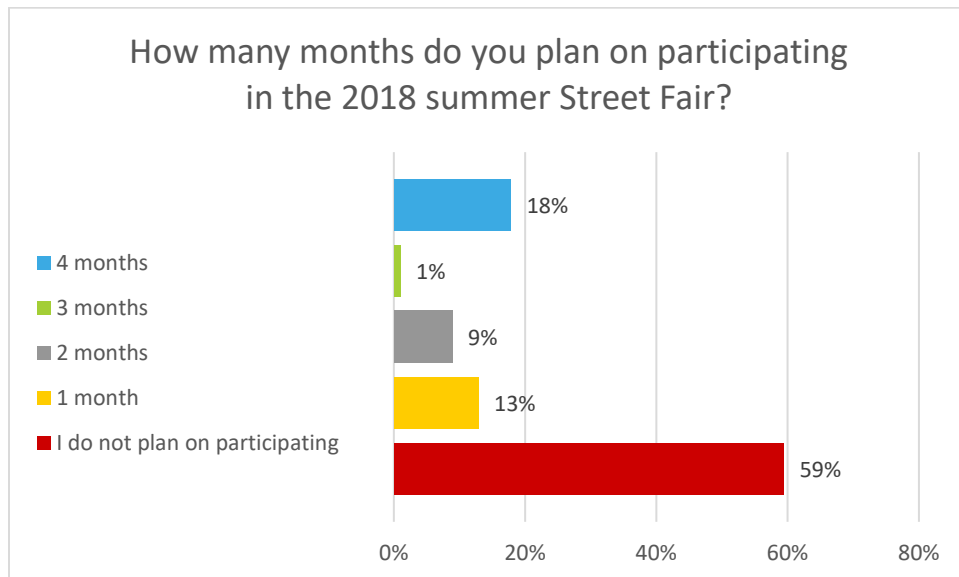
Vendors were asked to indicate which months during the summer the Street Fair should stay open. A large majority of respondents indicated that the Street Fair should stay open in June and September (84% and 85%, respectively), but only 37% indicated that the Street Fair should remain open in July and a third (33%) indicated that it should be open in August.



A majority of respondents (69%) indicated that they did not participate in the 2017 summer Street Fair. Of those that did participate, almost half (48%) participated for 4 months.

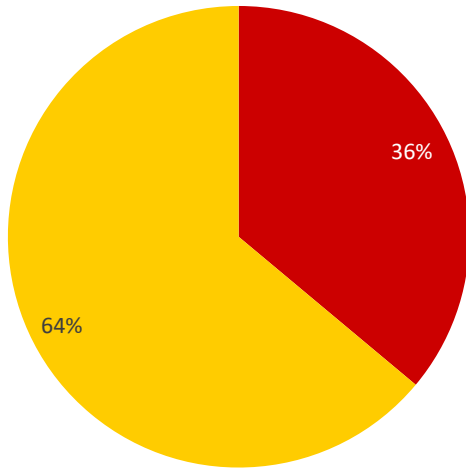


A majority of respondents (59%) also indicated that they were not planning on participating in the 2018 summer Street Fair. Of those who indicated that they would participate in the summer Street Fair in 2018, 44% said they would participate for 4 months and 32% said they would participate for only one month.



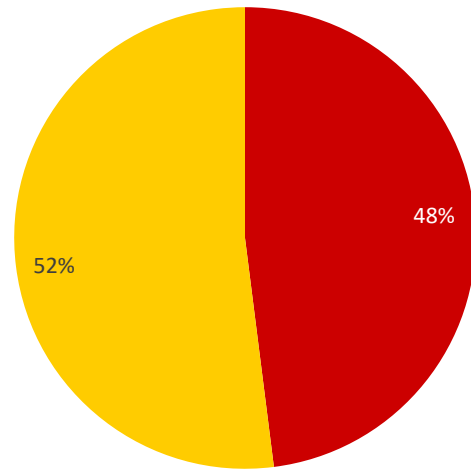
Vendors were asked to indicate whether May and October should continue as required spring and fall season months. Almost two thirds (64%) indicated that May should not be a required spring season month and just over half (52%) indicated that October should not be a required fall season month.

Should **May** continue as a required spring season month?



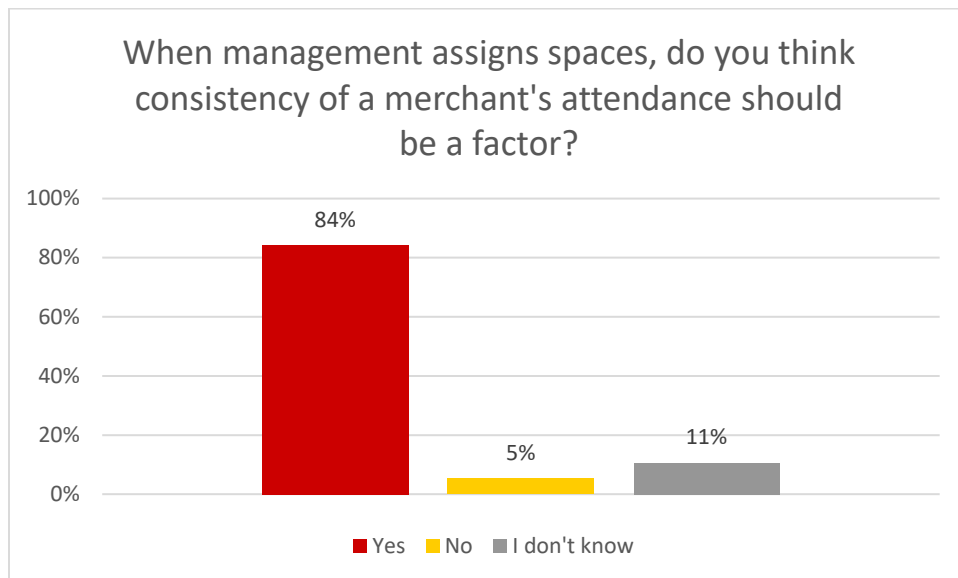
■ Yes ■ No

Should **October** continue as a required fall season month?



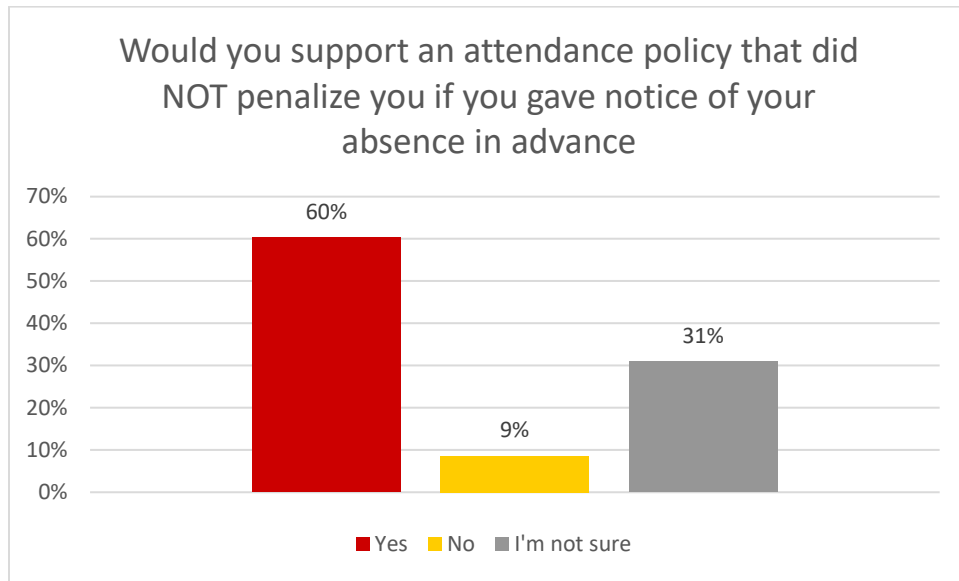
■ Yes ■ No

A large majority of respondents (84%) indicated that consistency in a merchant's attendance at the Street Fair should be a factor when spaces are assigned.

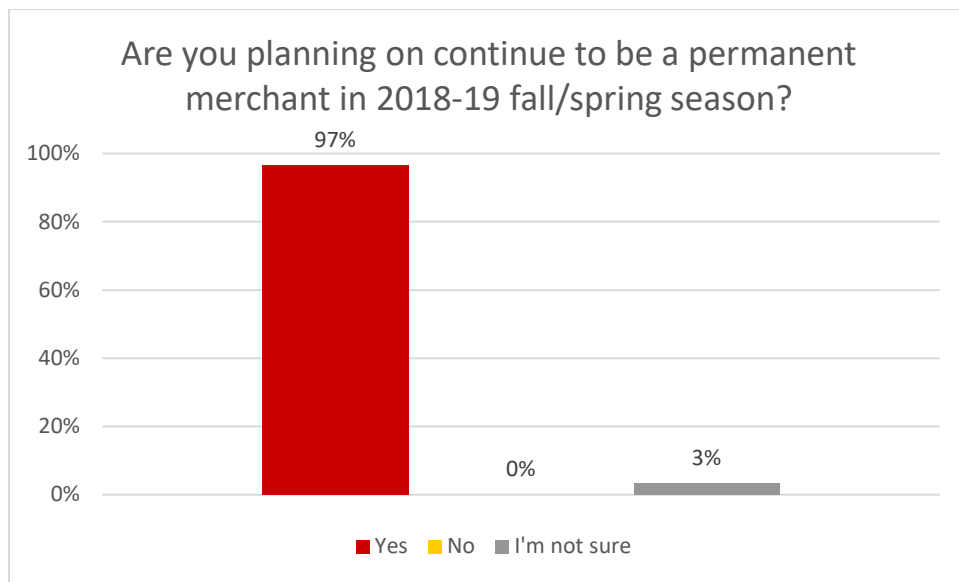




A majority of respondents (60%) said that they would support a policy that would not penalize a merchant if they gave notice of an absence in advance. Almost a third (31%) indicated that they weren't sure whether they would support such a policy.



Almost every respondent (97%) indicated that they were planning on participating in the Street Fair during the 2018-19 fall/spring season.



When asked whether the Street Fair would be better if it was located along Fred Waring, 40% of respondents said no while 29% said yes. Almost a third (31%) were not sure.

