**HSTF – Introduction to resource**

**Title:** Market user survey template

**Author:** Markets4People Research Team, University of Leeds

**Link to resource:** https://trmcommunityvalue.leeds.ac.uk/surveytemplate/

**Short summary:**

This resource from the Markets4People Research Team - a project which focused on the community value of traditional markets - provides a survey template that others could adopt to investigate customers’ views and experiences of their local market. Specifically, the survey aims to find out about the following: Who uses the market? Shopping and eating habits in and around the market. And, the social and cultural life of the market.

**Categories:** markets; experience; repositioning

**Keywords:** markets, experience, community, research, tool, survey, methods

**Abstract:**

This survey template has been created and tested by the Markets4People Research Team - a project which sought to investigate the community value of traditional markets. In 2019, the researchers conducted a large-scale survey with 500 users of three UK markets - Bury Market, Grainger Market, and Queen’s Market - to survey their experiences. This was further enriched with focus groups with regular market customers.

The survey template can be adopted by others to investigate customers’ views and experiences of their local market. Specifically, the survey aims to find out about the following: Who uses the market? Shopping and eating habits in and around the market. And, the social and cultural life of the market. It takes around 10-15 minutes to complete, and covers topics such as:

* How often and long the market is visited for.
* Travel to the market.
* Who the market is visited with.
* Top reasons for visiting the market.
* Linked trips within the area.
* Shopping and eating at the market.
* How visitors feel when at the market.
* Social interactions at the market.
* Events and activities at the market.
* Perceptions of current market and changes wanted.
* Demographic questions of participant.

Through the project, the research team have also produced three market case studies, which have also been published and summarised in our resource library:

**Bury Market** [link to resource]

**Grainger Market** [link to resource]

**Queen’s Market** [link to resource]

**For more information about the Markets4People research, please see** [**here**](https://trmcommunityvalue.leeds.ac.uk/resources/our-findings/) **[link to external site]**