

# CONTENTS

# 4

## INTRODUCTION TO THE RESEARCH TEMPLATE

### FINANCIAL PERFORMANCE OF MARKETS

Market Shoppers Survey

Market Traders Depth Interviews

Topics Guide

Market Managers

Interview and Information Request

## PERFORMANCE OF MARKETS VIA FOOTFALL COUNTING - RECOMMENDED APPROACH FOR MANUAL COUNTING

## ESTIMATING SPENDING CUSTOMERS - CONVERTING FROM GROSS FOOTFALL COUNT

## MARKETS AND TOWN CENTRES - REVENUE PER STALL TYPE

## USING STALL TYPES TO PLOT MARKET REVENUE



Department for  
Communities and  
Local Government

**nabma**  
the voice of markets



**ROI Team** is a leading company in research-based understanding of consumer behaviour. We use findings from original and secondary research to assist clients to address business issues and develop winning strategies.

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# MARKETS AND TOWN CENTRES - REVENUE PER STALL TYPE

The diagram below highlights the projected per day customer spend by stall type averaged across the 6 markets surveyed by ROI Team during Spring 2015. Figures were derived from the testimony of traders provided during Depth Interviews and using the calculation:












No of customers served x average transaction value = typical per day spend

To arrive at these average figures we excluded per day figures for stalls which appear not to be run as a commercial proposition (usually turnover below £100 per day). We also excluded a small number of reports which appeared to be improbably high in relation to the rest of the market. Managers of markets and prospective managers of markets may use these

figures to make estimates of expected turnover from any combination of stalls.









Managers following ROI Team's research approach set out in this template may be able to arrive at per stall turnover figures for their own market. We recommend turnover figures are based on a minimum of 3 stalls in any stall type.

Revenue generated per day varies substantially between stall types. Traditional stalls, such as Fruit & Veg and Wet Fish, still seem to be the backbone of a market. All markets surveyed by us would improve their economic performance by simply reconfiguring their mix of stalls. For analysis purposes ROI Team allocated all stalls under 5 'Groups' and 19 'Types'.

	Name of stall type	% of stalls	Stall type average
	Speciality	13%	£564
	Household Goods & Textiles	13%	£1,322
	Fashionwear	10%	£351
	Cafe/Take Away	9%	£512
	Entertainment and Communications	6%	£500
	Fruit and Veg	6%	£1,481
	Groceries	6%	£1,034
	Jewellery and Watches	6%	£741
	Bags and Accessories	5%	£770
	Second Hand/Bric a Brac/Vintage	5%	£525
	Bakery	4%	£510

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	Name of stall type	% of stalls	Stall type average
	Children's goods and products	4%	£182
	Books Magazines & Stationary	4%	£812
	Butcher/Wet Fish	3%	£1,651
	Arts, Crafts and Gifts	2%	£627
	Lingerie/Nightwear/Hosiery	2%	£281
	Electrical Goods	1%	£272
	Footwear	1%	£310
	Health and Beauty	1%	£348



# USING **STALL TYPES** TO PLOT MARKET REVENUE

We are developing a system to enable existing market managers to understand the contribution of their markets, and to

explore the impact of reconfiguration. The system will also help new market entrepreneurs to plan profitable markets.

Foods	Personal Goods		Household Goods	Others
 Bakery £510	 Fashionwear £351	 Books, Magazines and Stationery £812	 Household Goods and Textiles £1,506	 Childrens Goods and Products £182
 Cafe/Takeaway £512	 Entertainment/ Communications £500	 Footwear £310	 Second Hand/ Bric a Brac/Vintage £1,506	 Specialty £564
 Fruit and Vegetables £1,481	 Jewellery and Watches £741	 Health & Beauty £348	 Arts, Crafts and Gifts £627	
 Butcher/ Wet Fish £1,651	 Bags & Accessories £770		 Electrical Goods £272	
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