

WHEN are respondents shopping?

Weekdays:

- Only 1/3 shopping during lunch time or noon hour break
- 44% shopping on their way home from work

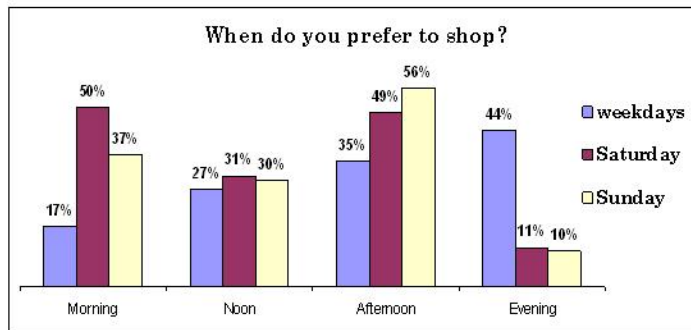
Saturday:

- About half of respondents shop during the morning or afternoon

Sunday:

- Morning (church traffic)
- Afternoon shoppers most popular time period
- Weekend evenings no shopping

*Do store hours
matching the
shopping habits
of customers?*



WHY respondents shop in Waterbury:

- *I like to support local business (66%)*
- *More convenient (77.4%)*
- They know me (28.5%)
- More enjoyable experience (26.8%)
- Gas too expensive to go far (24.2%)



Important message to customers include:

*“Buy local”
“Locally owned”
“Owner and neighbor”
“Locally made”*

WHY respondents ARE NOT shopping in Waterbury:

- *Broader selection (67.3%)*
- *No local option (55.8%)*
- Lower prices elsewhere (38.6%)
- Near other places I shop (30.9%)
- Store hours (22.5%)
- Easier parking (14.8%)

*“Drive to Burlington for an
item that you could purchase
in Waterbury, add \$7.00 to the
price.”*

(based on avg. mpg car in 2007
and \$3.00 per gal. gas)

HOW do we promote Waterbury businesses and Waterbury downtown as a destination?

- Remind customers that businesses are locally owned and operated.
- Highlight products and services that are made, grown and produced locally.
- Identify regular customers and capture email addresses for direct contact in the future
- Know the target audience. While this survey indicates shopping patterns of a segment of the population that live and work in Waterbury, additional target audiences should also be considered as potential markets. For example, residents who live in Waterbury Center may consider parking a barrier to shopping that village residents may not experience.
- Tourists provide additional marketing opportunities for downtown Waterbury businesses at the crossroads of visitor destinations. 36% of visitors will shop, 24% intend to purchase Vermont made products, 30% intend to purchase clothing (VT Tourism and Data Center, 2006)
- Evaluate product categories in demand, and the affordability, selection and quality of the line. Are customers aware of products available in Waterbury?
- Identify products and services that compliment your product lines. Are there Waterbury businesses that may offer opportunities for co-promotions?
- Consider participating in Revitalizing Waterbury to turn ideas to action!

Presented by:

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