

(2) SPECIFIC QUESTIONNAIRE FOR MARKETS WITH OVER 50 STANDS / ESTABLISHMENTS OF FOOD AND NON-FOOD PRODUCTS:

Pollster name: Relation with the city markets: Date:

Tipology and Dimensions:

1. Identification

Market name: Construction / constitution year:.....

Address (street, square, avenue...):

District / City:

Market dimensions (m²): Total area : Commercial area:.....

Number of floors: Commercial : Service:

Type of market: Covered Open air Mixed

Location: town centre suburbs

2. Characteristics of the stands / establishments

Total stands number : Food: Non food :

Number of stands/establishments by sector (commercial mix):

Sector	Number of stands
Fruits and vegetables	
Fresh fish and seafood	
Bakery	
Poultry, eggs and game	
Pork butcher, cold cuts and dairy	
Butcher	
Legumes and cereals	
Salted fish and preserved food	
Delicatessen	
Bars and restaurants	
Frozen products	
Herbalist, dietetics or spices	
Rotisserie	
Flowers and plants	
Non food	

Are organic products selled in this market? Yes No

3. Market's specialization level

Is there any predominantly sector or a most significant sector that can be recognized in the market? Yes No Wich one?.....

4. Market workers

Total number of workers in the market:

Number of stand titulars / owners: Number of employees:

5. Opening time

Day of the week	Morning	Afternoon / Evening
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

6. Access to the market and external services

Service	Yes	No
Subway		
Bus		
Train		
Bicycle parking and rental		
Parking		

Parking: Number of parking spaces

Does the market have its own parking area? Yes No Is it a free parking area? Yes No

7. Market's range of services (Mark with an X if affirmative)

Toilets	
Accessible toilets	
Information point / Customer service	
ATM	
Home delivery	
Internet connection	
Suggestions	
Claim papers	
Website	

Others (explain with examples) (If there's a website please write it):

.....

8. Supermarket

Is there a supermarket inside the market? Yes No

Supermarket chain name.....

(m²) Commercial area : Inauguration year:

Does it sell fresh products? Yes No Packaged: Yes No On retail: Yes No

There is another large operator / chain inside the market? Yes No

Specify which (in affirmative case) :.....

State of the infrastructures: Diagnose the state of the infrastructures and market's logistic in the studied areas, as well as gaps and remodeling needs.

9. State of the building:

Has it been restored? Yes No Year of restoration:

Does the market building have any historic and/or symbolic meaning for the city? Yes No

Small description of the historic and/or symbolic meaning of the market for the city (when affirmative):.....

.....

10. Access and safety of the market

Doors / entrances number:

Doors type :

Iron / metallic doors Plastic Automatic doors Manual No doors

Others :

Elevators number:

Are there disability adapted services? Yes No

If affirmative, which ones?.....

11. Market's equipments (mark with an X when affirmative. Multiple choice):

Warehouse Forklifts Stairs Escalators Cold storage rooms

12. Waste treatment:

Waste separation (recycling) (mark with an X if affirmative. Multiple choice):

Plastic Glass Cardboard Carbage Organic None

Management:

13. Level of hygiene and maintenance:

	Bad	Regular	Good	Very good
Market's shared spaces / areas				
Warehouses and cold storage rooms				
During waste treatment and recycling				
At the stands				

14. Market cleaning service:

Own Contracted Mixed

Frequency (explain what parts of the market are cleaned and how many times a day / week):

.....

Market management: Study the different management models: public, private, public-private and the role of dealers in the management of markets.

15. Management model :

Public Private Public-private

Main positions / roles of market's managers (director, manager, president, business associations, etc.).....

.....

Involvement and participation of dealers in the management of markets: High Low

Explain briefly the tasks carried out by dealers:

.....

Analysis of the Retail product and its origin: Classify the type of sold products and analyze their origin in terms of proximity

16. Supply hours / timetables:

(Define supply timetables by sector):

Sector	Timetable (please indicate if is morning or evening / night)
Fruits and vegetables	
Fresh fish and seafood	
Butcher / meat	

17. Supply (define the supply with percentage according to sectors differences):

Food sector	Mass retail	Small retail	Self production	Artisanship	Local
Fruits and vegetables	%	%	%	%	%
Fresh fish and seafood	%	%	%	%	%
Butcher / meat	%	%	%	%	%

18. Products origin (define percentage):

National:% Imported / stranger :.....%

19. Product transport (Define en percentage):

- Market’s own transport / :.....%
- Dealer’s own transport / :.....%
- Contracted transport service (external company) :%

20. Presence of seasonal products in the market (at the moment of data collection):

High Regular Low

21. Traceability and product quality (standards and practices) (attach legislation if possible):

Are there any identification card that works as product registration? Yes No

Do you have any legislation for quality standards? (Mark with an X if affirmative. Multiple choice) Local Regional Statal / National European

Legislation observance and fulfillment: High Regular Low

***Commercial activity:** Analysis of the market internal dynamics, its relationship with the dealers and consumers and the market’s relationship with its commercial environment.*

22. State of the stands

Number of active stands vacancy

23. Market turnover

Market annual turnover€

24. Access to trade:

Brief description of:

Type of procedure for the acquisition of a stand at the market:
.....

Stand renewal process:
.....

Are there any policies to facilitate the access / opening of a stand / establishment?
.....

Monthly rental of a stand: €

25. Workers of other nationalities in the market:

Stand Titulars / owners (Percentage):%

Emploiyees (Percentage):%

26. Sale performance (If there is any document or previous studies, please attach it to the questionnaire):

Visitants number (Please specify if its per day, week, month or year):

Daypart maximum volume of visitors: morning afternoon indicate the time:.....

Days with more visits: working days festive

Indicate day of the week:.....

27. Articulation degree between the market and its commercial environment:

What kind of commerce surrounds the market area? (Type of establishments): Are there supermarket near the market? Yes <input type="checkbox"/> No <input type="checkbox"/>
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28. Opinion of the pollster:

Strengths of the market
Weaknesses
Improvement suggestions.....