

Oregon Country Fair Barter Fair Survey 2011

By

Brian D. Bontempo, Ph.D.

Daniel John Wilson

Mountain Measurement, Inc.

October 31, 2011

A report submitted to the Oregon Country Fair

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Introduction

The goal of the 2011 OCF Barter Fair Survey was to collect information from individuals participating in the Barter Fair on the Monday after Fair. A survey was given to the vendors of the Barter Fair to determine what items they barter and if changes to the location and format of Barter Fair would reduce their interest in participating in the event.

Methodology

Survey Design

For the first time, an OCF Survey Steering Committee was formed prior to the 2011 Oregon Country Fair for the sake of managing the collection of data for the OCF Board of Directors. A separate group, called the survey design team, was also formed to develop the survey methodology, create the survey instrument, and write the questions. Following the development, the questions were reviewed and edited by separate teams of individuals including a survey collection team, the OCF Survey Steering Committee, and members of the OCF Board of Directors. The survey collection team organized a pilot test of the survey and feedback from the pilot was incorporated into the final survey. As a result, several hours of volunteer time were spent perfecting each question.

The survey was short, containing only eight questions. Due to the short length, there was only one section of the survey. The survey content is found in Appendix A.

Data Collection

The volunteers of the survey collection team were responsible for survey administration. During the set-up of the Barter Fair on Monday July 11, 2011, the survey collection team administered the survey to each vendor immediately following their registration for Barter Fair.

Data Entry

The survey results were entered on-site and following Fair by volunteers into the database available by contract to OCF at www.SurveyMonkey.com. Data validation procedures were not executed due to time and volunteer constraints. Nonetheless, the survey was short, and the usability of the Survey Monkey user interface was optimized for data entry. Therefore, conclusions derived from the results as tabulated in Survey Monkey should serve to validly represent the opinions expressed by the survey sample.

Results

A total of 134 surveys were collected from Barter Fair vendors on the Monday following the Fair. It is unclear what percentage of the vendors was surveyed. The Survey Collection Team felt that

the majority of the vendors were surveyed. Despite the fact that the sample was not selected in a truly random fashion, the Survey Collection Team and Survey Design Team feel that the sample was representative of the population of vendors vending at Barter Fair.

Bartered Items

Each participant was asked to indicate what types of items they were selling or trading at the Barter Fair. Figure 1 indicates the number of times each type of item was selected. Table 1 provides counts as well the percentage of vendors that selected each type of item. Since vendors sold more than one type of item, the sum of the percentages exceeds 100%.

Figure 1: Types of Items Sold or Bartered

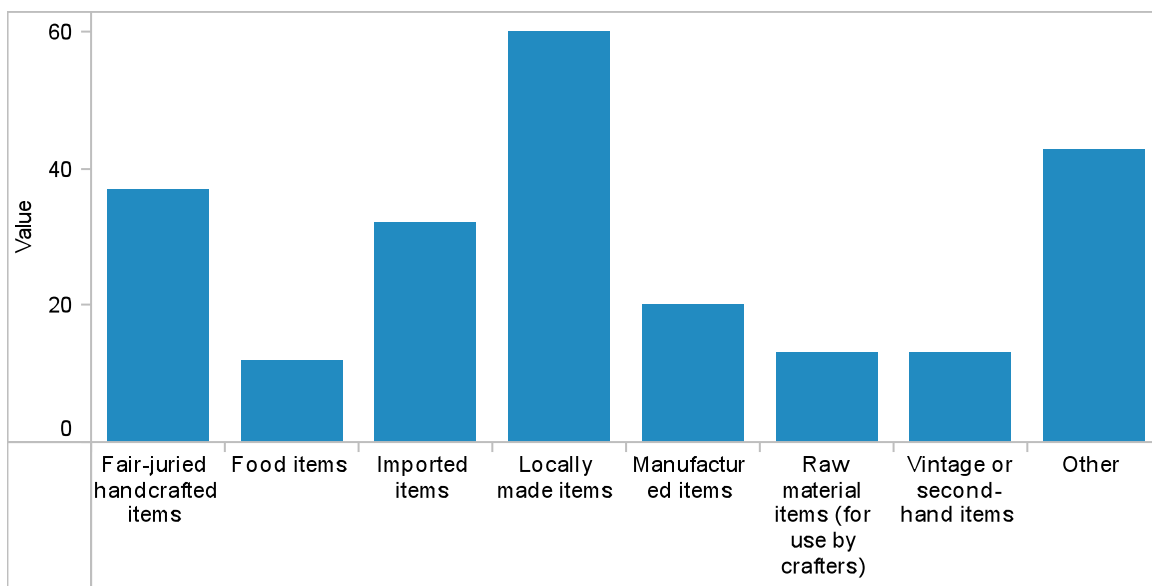


Table 1: Types of Items Sold or Bartered (N=134)

Bartered Item	Count of Vendors	Percent of Vendors
Fair-juried handcrafted items	37	27.6%
Food items	12	9.0%
Imported items	32	23.9%
Locally made items	60	44.8%
Manufactured items	20	14.9%
Raw material items (for use by crafters)	13	9.7%
Vintage or second-hand items	13	9.7%
Other	43	32.1%

Nearly half of the survey participants indicated they sold or bartered locally made items at Barter Fair. Fair-juried handcrafted items and imported items were indicated by about a fourth

of the participants. Surprisingly, about one-third of the sample indicated that a type of item that they bartered was different than the type of items listed. As a result, they selected the 'Other' option. Upon reviewing the 'Other' options, the only response that did not fit one of the provided categories was 'Gems'. This could fit into many of the categories provided.

The categories provided were difficult to interpret because they confounded several key aspects of the items. The first was whether or not the item was locally made or imported. The second was whether or not it was a raw material or manufactured good. The third was whether or not it was new or second hand/vintage. The fourth was, if the item is a locally made manufactured good, whether or not it was Fair-juried.

Vehicle-Free Barter Fair

Participants were asked to indicate whether or not they would continue participating in the Barter Fair if it was vehicle-free, meaning that no vehicles would be allowed in the area designated for Barter Fair. In total, 27 people (20%) indicated that they would not participate in future Barter Fairs if it was vehicle-free while 96 (80%) indicated that they would still participate in Barter Fair. Figure 2 shows how participants responded to whether or not they would participate in a vehicle-free Barter Fair based on the types of items they indicated that they sold or bartered.

Figure 2: Interest in Participating in a Vehicle-Free Barter Fair?

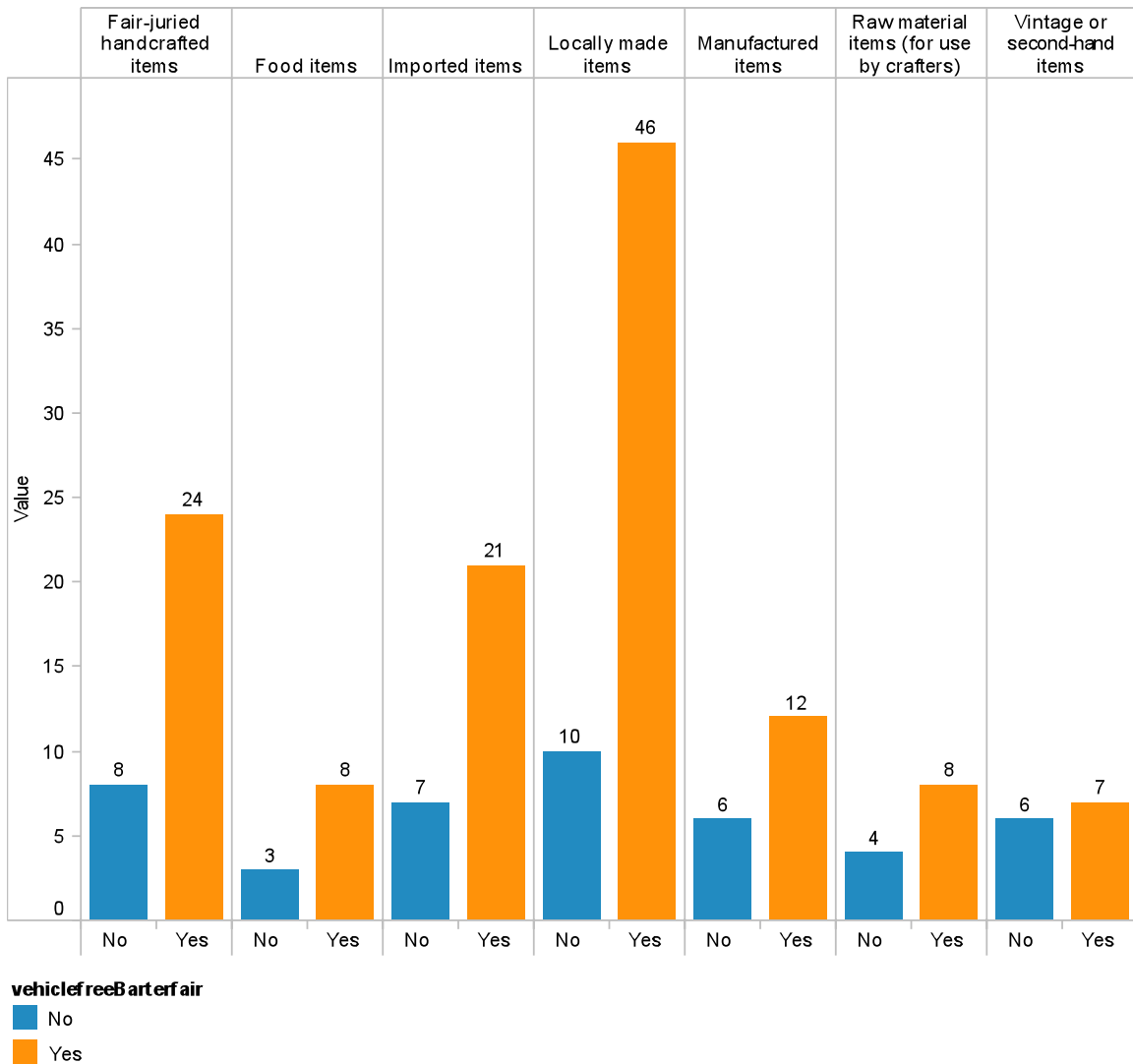


Table 2 shows the percentage of the sample indicating that they would or would not participate in a vehicle-free Barter Fair by the type of items sold. This table shows that vendors bartering locally made items were overwhelming in support of vehicle-free Barter Fair (82%), while those vendors bartering vintage or second-hand items were the least supportive (54%). Nonetheless, over half of this group was in support of a vehicle-free Barter Fair. Keep in mind, that the size of the sample by type was quite small for many types including the Vintage or second-hand item vendors (N=13). Therefore, caution should be exercised when interpreting these findings.

Table 2: Interest in Participating in a Vehicle-Free Barter Fair

Bartered Item	No		Yes		Grand Total
Fair-juried handcrafted items	8	25.0%	24	75.0%	32
Food items	3	27.3%	8	72.7%	11
Imported items	7	25.0%	21	75.0%	28
Locally made items	10	17.9%	46	82.1%	56
Manufactured items	6	33.3%	12	66.7%	18
Raw material items (for use by crafters)	4	33.3%	8	66.7%	12
Vintage or second-hand items	6	46.2%	7	53.8%	13

Off-Site Barter Fair

Participants were asked to indicate whether or not they would continue participating in the Barter Fair if it was not on the OCF site. In total, 64 (60%) vendors indicated that they would not participate in future Barter Fairs if it was off-site while 43 (40%) indicated that they would still participate in the Barter Fair. Figure 1 shows how participants responded to whether or not they would participate in an off-site Barter Fair based on the types of items they indicated that they sold or bartered.

Figure 3: Interest in Participating in an Off-Site Barter Fair

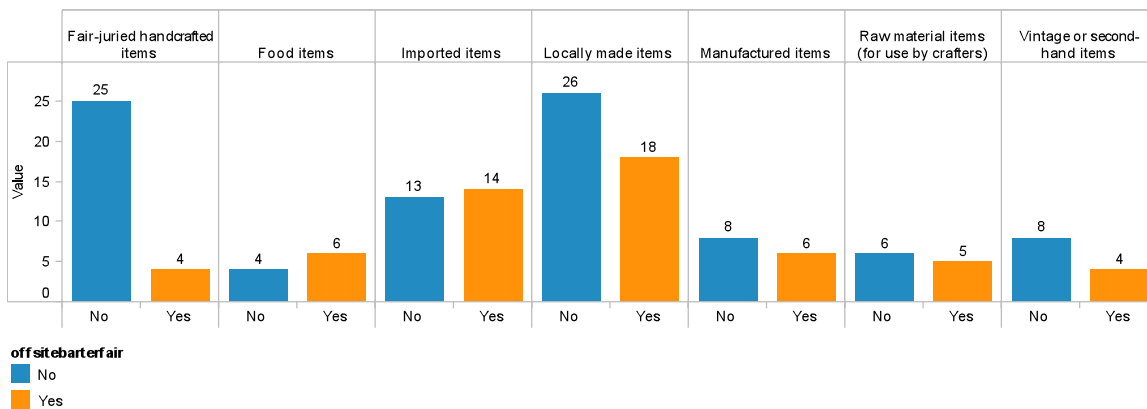


Table 3 displays the percentage of vendors indicating whether or not they would participate in an off-site Barter Fair by type of items bartered. This table shows that food vendors were more supportive of an off-site Barter Fair than other vendors (55%), while Fair-juried handcrafted item vendors were overwhelmingly against the idea (only 13% supported the idea). As with the prior section, the size of the sample by type was quite small for many types including the food vendors (N=10). Therefore, caution should be exercised when interpreting these findings.

Table 3: Interest in Participating in an Off-Site Barter Fair

Bartered Item	No		Yes		Grand Total
Fair-juried handcrafted items	25	78.1%	4	12.5%	32
Food items	4	36.4%	6	54.5%	11
Imported items	13	46.4%	14	50.0%	28
Locally made items	26	46.4%	18	32.1%	56
Manufactured items	8	44.4%	6	33.3%	18
Raw material items (for use by crafters)	6	50.0%	5	41.7%	12
Vintage or second-hand items	8	61.5%	4	30.8%	13

Percent of Bartering

Table 4 displays the count and percentage of respondents indicating the proportion of their Barter Fair business that they predicted would come from Bartering. The majority, 80 (60%), indicated that up to 1/3rd of their business would be from bartering. Another 22 (16%) participants indicated that 1/3rd to 2/3rd of their business would come from bartering. A small group of 11 (8%) participants indicated that over 2/3rd of their business would come from bartering. Only 8 (6%) participants indicated that they would not be bartering at all.

Table 4. Proportion of Business Predicted to be from Bartering

Proportion Bartered	Count	Percent
Null	13	10%
None	8	6%
Up to 1/3rd	80	60%
1/3rd to 2/3rds	22	16%
More than 2/3rds	11	8%
Total	134	100%

Figure 4 and Table 5 show the count and percentage of vendors indicating the proportion of their business that they predicted would come from bartering by the type of items that they

bartered. This table shows that food vendors and locally made item vendors varied a great deal in their bartering practices, and manufactured item and imported item vendors were the least likely to barter.

Figure 4. Proportion of Business Predicted to be from Bartering by Types of Item Bartered

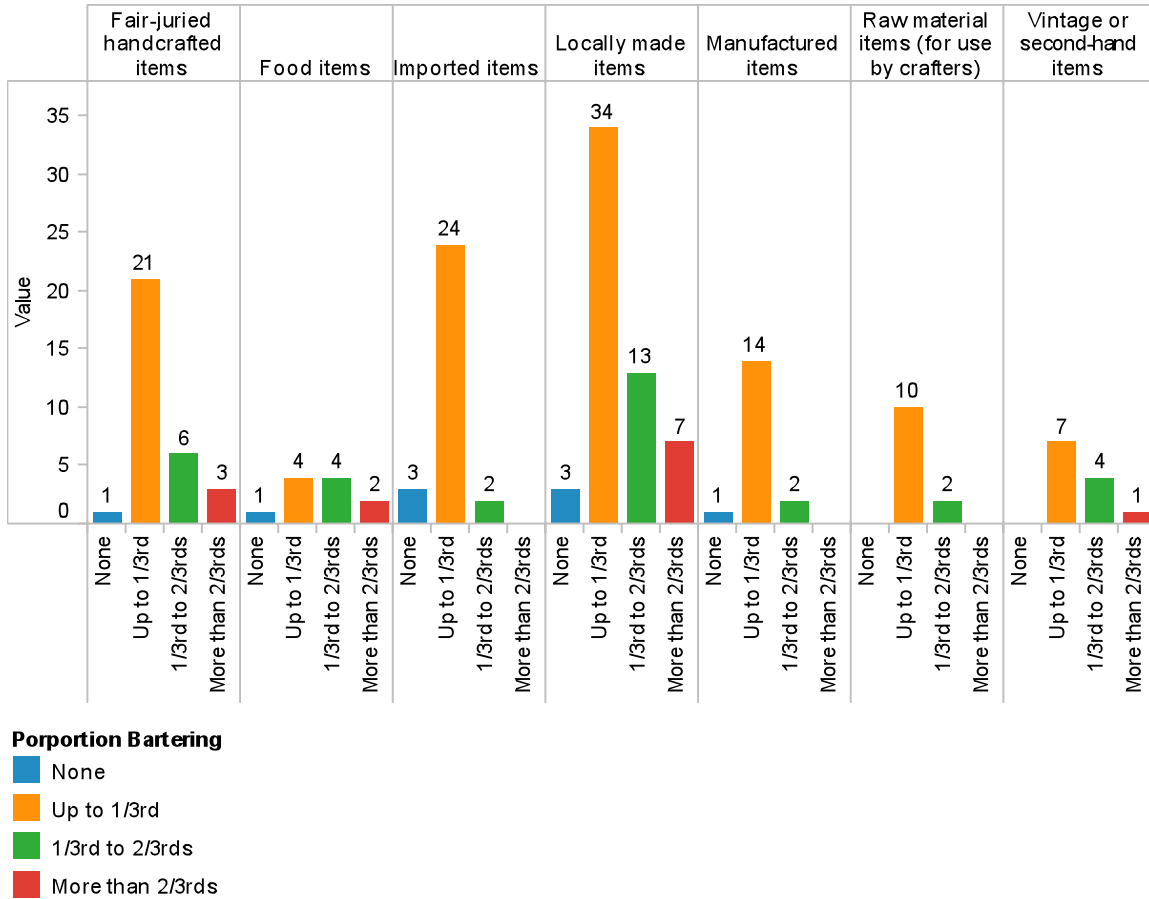


Table 5. Proportion of Business Predicted to be from Bartering by Types of Item Bartered

Bartered Item	None	Up to 1/3rd	1/3rd to 2/3rds	More than 2/3rds	Grand Total
Fair-juried handcrafted items	1 3%	21 68%	6 19%	3 10%	31
Food items	1 9%	4 36%	4 36%	2 18%	11
Imported items	3 10%	24 83%	2 7%		29
Locally made items	3 5%	34 60%	13 23%	7 12%	57
Manufactured items	1 6%	14 82%	2 12%		17
Raw material items (for use by crafters)		10 83%	2 17%		12
Vintage or second-hand items		7 58%	4 33%	1 8%	12

Vending Space Needed

Table 6 indicates how much space each vendor needed for Barter Fair. The vast majority of vendors (86%) needed only 100 square feet or less of space. Only 2% of the Barter Fair vendors needed more than 200 square feet.

Table 6. Vending Space Needed

Booth Size Needed	Count	Percent
Null	7	5%
Blanket Space	35	26%
10X10	74	55%
Up to 200 square feet	16	12%
Up to 400 square feet	2	1%
Grand Total	134	100%

Table 7 shows the count and percentage of vendors indicating the size booth required by the type of items that they barter. This table shows that there wasn't much difference between the types of vendors and the space that was needed. Regardless of what they are bartering, some vendors require a lot of space while others do not.

Table 7. Vending Space Needed by Type of Items Bartered

Barter Item Type	Null		10X10		Blanket Space		Up to 200 square feet		Up to 400 square feet		Grand Total
Fair-juried handcrafted items	3	8%	20	54%	8	22%	6	16%			37
Food items			6	50%	6	50%					12
Imported items	2	6%	19	59%	4	13%	5	16%	2	6%	32
Locally made items	3	5%	37	62%	14	23%	5	8%	1	2%	60
Manufactured items	1	5%	12	60%	4	20%	3	15%			20
Raw material items			7	54%	3	23%	2	15%	1	8%	13
Vintage or second-hand items	1	8%	4	31%	5	38%	2	15%	1	8%	13

Imported Item Sources

Table 8 indicates how vendors acquired their imported goods for the Barter Fair. There were many vendors (48%) that were not bartering imported goods. These vendors either marked the 'Null' or 'Other Import Source' response options. Of those vendors that were importing their bartered goods, about half (50%) traveled to import their goods. The other half of the responses were evenly distributed between 'Third Party' sources, 'Fair Trade' sources and 'Brought Imported Goods In'. Keep in mind that the difference between the responses 'Traveled to Import' and 'Brought Imported Goods In' was a nuance determined by whether or not the individual was originally from the country in which the goods were made.

The data for this question is difficult to interpret based on the confounding influence of several aspects of the question. The first aspect is whether or not the item was Fair Trade. The second is whether or not it was self-imported or imported by a third party. The third was whether or not self-importers were traveling to a foreign country to import or bringing the item from their home country.

Table 8. Import Sources

Import Type	Count	Percent
Null	37	28%
3rd Party	10	7%
Brought Imported Goods In	11	8%
Fair Trade Imports	14	10%
Other Import Sources	27	20%
Traveled to Import	35	26%
Grand Total	134	100%

Conclusion

The 2011 Barter Fair Survey was a simplistic survey that was the secondary focus of the 2011 OCF Survey Steering Committee. Despite the small amount of time that was spent developing and administering the survey, some useful data was obtained.

Results Summary

Of the 134 vendors that completed the survey, the majority were bartering locally made goods many of which were Fair-juried crafts.

The vast majority of the Barter Fair vendors, over 80%, supported a vehicle-free Barter Fair while only 40% supported an off-site Barter Fair. Despite the fact that the event is called the Barter Fair, about two-thirds of the vendors predicted that they would sell rather than barter at least two-thirds of their wares. Although this may seem like a small amount of bartering, this

represents a much larger percentage of bartering than is conducted during the Oregon Country Fair itself.

The space required by most Barter Fair vendors was much smaller than the space required of OCF vendors during the Friday, Saturday and Sunday of Fair. Only 15% of the vendors required more than 100 square feet and only 2% required more than 200 square feet.

Lastly, of the imported goods traded or sold at Barter Fair, most of these goods were acquired by individuals traveling to foreign countries.

Methodological Considerations

The survey sample was small and caution should be exercised when generalizing the results. This is particularly important when comparing the results by the type of items bartered or sold. The most salient example of this is the twelve vendors pushing food at the Barter Fair. This sample is too small to make any reasonable conclusions.

Despite the fact that many of the terms used in the survey are common terms such 'Fair Trade' or 'Vintage', there was a great deal of overlap in concepts that served to confound interpretation. If future data about vendors is to be collected the following may serve to better delineate their attributes:

- Raw materials vs. Manufactured goods
- Handmade vs. Machine made
- Locally made vs. Imported
- Fair-Juried vs. Not Fair-Juried
- Fair Trade vs. Not Fair Trade
- Self-made vs. Made by a third party (Direct Sales vs. Distributed Sales)

Despite these methodological considerations, the survey provided useful information that the OCF Board of Directors can use in planning for the future of the Barter Fair.

Appendix A: 2011 Oregon Country Fair Barter Fair Survey

OCF Barter Fair Survey

The Survey Team thanks you for spending some of your valuable OCF time completing this survey.

1. Which of the following type of items do you sell or trade at barter fair? (Check **ALL** options that apply)

<input type="checkbox"/> Fair-juried handcrafted items <input type="checkbox"/> Manufactured items <input type="checkbox"/> Locally made items <input type="checkbox"/> Food items <input type="checkbox"/> Raw material items (for use by crafters)	<input type="checkbox"/> Vintage or second-hand items <input type="checkbox"/> Imported items <input type="checkbox"/> Other: _____ _____
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2. If you sell imported items, which of the following statements describe how you acquired these items? (Check **ALL** options that apply)

<input type="checkbox"/> Travel to get to it directly <input type="checkbox"/> Get it through a 3 rd Party <input type="checkbox"/> Acquired through a fair trade import connection	<input type="checkbox"/> I brought it here from another country where I live. <input type="checkbox"/> Other: _____ _____
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3. Where are your crafted items made or the raw materials you sell/barter obtained?

4. How much do you expect bartering will be part of your overall trade at the Barter fair? (Check only **1** option)

<input type="checkbox"/> None <input type="checkbox"/> Up to 1/3 rd	<input type="checkbox"/> 1/3 rd to 2/3 ^{rds} <input type="checkbox"/> More than 2/3 ^{rds}
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5. Would you participate in the Barter Fair if it was located off-site?

<input type="checkbox"/> Yes <input type="checkbox"/> No	
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6. Would you participate in the Barter Fair if it was vehicle free except for load in/out?

<input type="checkbox"/> Yes <input type="checkbox"/> No	
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7. What booth size do you need for vending? (Check only **1** option)

<input type="checkbox"/> Blanket Space <input type="checkbox"/> 10X10 <input type="checkbox"/> Up to 200 square feet	<input type="checkbox"/> Up to 300 square feet <input type="checkbox"/> Up to 400 square feet
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8. Is there anything else you'd like us to know about your vending in Barter Fair?

