

West Side Market Customer Segmentation Report

Overview

Based on survey responses (n = 684), six distinct customer profiles emerged across demographic, behavioral, and psychographic dimensions.

Each persona represents a meaningful cluster of visitors or potential visitors to the West Side Market (WSM).

Ellen – The Neighborhood Loyalist

Profile

- Age: 41-59 or 60+
- Lives within 5 miles (Greater Cleveland or Near Market)
- 1-2 person households
- Treats WSM as part of weekly or monthly grocery routine

Behavior

- Visits weekly or monthly
- Spends \$20-100 per trip
- Drives or walks; knows specific vendors but still browses
- Mixes staples + specialty items

Motivations

- Support local businesses
- Tradition and trust in long-time vendors
- Fresh, high-quality products

Pain Points

- Parking difficulty
- Weekend crowds
- Hours not fitting schedule

Opportunities

- Local-loyalty perks (stamp cards, early hours)
 - Clear parking wayfinding
 - “Meet your vendor” or heritage storytelling events
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Karen – The Regional Occasion Shopper

Profile

- Lives in suburban Cleveland or out of town
- Middle-aged families or couples planning city day-trips

Behavior

- Visits a few times a year
- Spends \$50–100 + per trip
- Drives in; pairs visit with other Cleveland attractions

Motivations

- Unique atmosphere and experience
- Fresh/specialty items + variety
- Seasonal food festivals and cultural events

Pain Points

- Distance and limited hours
- Crowded/hectic weekends
- Unfamiliar with layout or vendor options

Opportunities

- Event-anchored marketing (“WSM Weekends”)
 - Bundle parking + tickets
 - “Plan Your Visit” itineraries and digital maps
 - Suburban-zip outreach campaigns
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Maria – The Value-Conscious Family Stock-Upper

Profile

- 3 + person households; many families

- Income < \$100 K
- Primary grocery stores: Aldi, Walmart, Other/None

Behavior

- Visits monthly or a few times a year
- Spends \$50–100 per trip
- Mission-driven shopping with kids in tow

Motivations

- Stretch grocery budget
- Value for money, freshness, variety

Pain Points

- Prices perceived as high
- Parking and crowds
- Limited seating and kid-friendly options

Opportunities

- Family-value promotions (weekly bundles)
 - Highlight EBT acceptance and off-peak hours
 - Cooking demos and events for families
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Sophia – The Food Adventurer & Specialty Seeker

Profile

- Ages 21–24 and 60+ food enthusiasts
- Mid-to-high income
- Curious and experience-oriented

Behavior

- Visits monthly or a few times a year
- Spends \$50+ per trip
- Explores new stalls and prepared foods

Motivations

- Discovery and unique products
- Live music, festivals, cultural celebrations
- Artisanal and specialty items

Pain Points

- Crowded seating areas
- Hard to find new vendors or pop-ups

Opportunities

- Curated “food trail” maps and passports
 - Social-media vendor spotlights
 - Ticketed tastings and after-hours events
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Alex – The Convenience-First Multichannel Shopper

Profile

- Mixed ages and incomes
- Regular users of grocery delivery services
- Time-scarce professionals or parents

Behavior

- Visits monthly or less
- Spends < \$50 per trip
- Treats WSM as supplemental stop to online orders

Motivations

- Convenience and speed
- Predictable hours and easy parking
- Loyalty rewards and quick meals

Pain Points

- Hours and parking limitations
- Perceived hassle vs supermarket delivery

Opportunities

- Click-and-collect or multi-vendor pickup
 - Real-time parking/crowd updates
 - Evening “Happy Hour” shopping events
 - Unified loyalty program
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Jayden – The Low-Awareness Youth & Newcomer

Profile

- Under-18 and 18–20 students or new residents
- Limited familiarity with WSM

Behavior

- Have not visited yet
- Discover local options via Instagram or TikTok

Motivations

- Curious about local culture and food
- Seek affordable and social experiences

Pain Points

- Lack of awareness or info on what's offered
- Location and transport uncertainty

Opportunities

- Digital awareness campaigns ("WSM 101")
- Campus tours and student nights
- Social media collabs and photo walks

Edge Personas & Outlier Profiles

Liam – The Content Creator / Influencer

Profile

- Young (18–29), tech-savvy, high social-media presence.
- Visits occasionally or for specific "Instagrammable" moments (murals, pastries, festivals).
- May not purchase much but heavily documents experiences online.

Behavior

- Brings friends or collaborators; visits during high-traffic hours for energy and visuals.

- Prioritizes aesthetics, lighting, and “authentic Cleveland vibe.”
- Often shares WSM content tagged on Instagram or TikTok.

Psychographics

- Motivated by *content value* rather than shopping utility.
- Enjoys discovery, cultural stories, and artisan aesthetics.
- Sees WSM as a brand canvas rather than a grocery destination.

Pain Points

- Poor lighting or crowd management affects filming.
- Limited digital engagement from WSM’s official account reduces retention.

Opportunities

- Offer “creator hours” or behind-the-scenes vendor tours.
 - Build a **social ambassador program** and feature top local creators.
 - Promote vendor storytelling content designed for sharing.
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Theresa – The Sentimental Purist

Profile

- 60+, long-time patron who remembers “the old days.”
- Extremely loyal but **highly critical** of modernization or aesthetic change.
- Views WSM as a historic, communal landmark.

Behavior

- Visits weekly; has personal relationships with vendors.
- Resists price increases or new vendor turnover.
- Tends to voice opinions on community forums or local papers.

Psychographics

- Values authenticity, stability, and heritage over novelty.
- Equates market identity with Cleveland’s moral character.

Pain Points

- Dislikes “commercialization” or perceived gentrification.
- Frustrated by construction or changes in stall ownership.

Opportunities

- Involve her cohort in **heritage preservation projects**.
 - Create a “WSM History Corner” or photo wall to honor past vendors.
 - Frame upgrades as acts of continuity, not disruption.
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Noah – The Infrequent Tourist

Profile

- Out-of-state or international visitor; discovered WSM via travel blog or friend.
- Visits **once** during a Cleveland trip, may never return.

Behavior

- Spends heavily (\$100–200) on souvenirs, snacks, or prepared foods.
- Photographs vendors, enjoys cultural mix, but rarely learns names or stories.
- Sees WSM as part of a broader itinerary (Rock Hall, Lakefront, etc.).

Psychographics

- Motivated by novelty and curiosity.
- Loves “authentic local experiences” but shallow engagement depth.

Pain Points

- Wayfinding confusion; uncertain where to park or eat.
- Overwhelmed by stalls without curation.

Opportunities

- **Visitor-friendly orientation map** or mobile app with vendor highlights.
 - Collaborate with **tour agencies and hotels** to include WSM stopovers.
 - Souvenir bundles or “Taste of WSM” kits for tourists.
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Aisha – The Disenchanted Local

Profile

- Late 20s to early 40s, lives in Greater Cleveland.
- Used to visit but has stopped due to frustration or unmet expectations.

Behavior

- Once a monthly visitor; now prefers supermarkets or suburban markets.

- Feels parking, crowding, and vendor prices outweigh benefits.
- Still cares about WSM's legacy but feels alienated.

Psychographics

- Feels WSM has "lost its charm" or "isn't worth the hassle."
- Speaks up on Reddit, Facebook, or Nextdoor threads.

Pain Points

- High prices, inconsistent vendor quality, parking stress.
- Limited modern conveniences (card payments, clear signage).

Opportunities

- Personalized win-back campaigns: "We've improved since your last visit."
 - Loyalty incentives to rebuild trust.
 - Publicize infrastructure upgrades to address past pain points.
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Maya – The Pop-Up Vendor Dreamer

Profile

- Aspiring or part-time entrepreneur in Cleveland food scene.
- Sees WSM as an aspirational launchpad but perceives barriers to entry.

Behavior

- Visits to scout vendor spaces and assess crowds.
- Active on local small-business forums or maker networks.

Psychographics

- Entrepreneurial, community-minded, creative.
- Feels inclusion and representation matter in who gets vendor space.

Pain Points

- Application and vendor costs perceived as high or opaque.
- Limited support for small pop-ups or rotating stalls.

Opportunities

- **Rotating incubator stalls** for local chefs or artisans.
- Transparent vendor application resources.
- Storytelling content featuring successful new vendors.

Summary: Outlier Themes

Persona	Polarity	Influence Type	Key Leverage
Liam (Content Creator)	Strong Positive	Social / Digital	Visibility, trendsetting
Theresa (Sentimental Purist)	Mixed	Word-of-mouth / local forums	Heritage framing
Noah (Infrequent Tourist)	Positive	Economic / transient	Visitor experience & souvenir sales
Aisha (Disenchanted Local)	Negative	Word-of-mouth	Reputation management & reactivation
Maya (Pop-Up Vendor Dreamer)	Positive latent	Community / Entrepreneurial	Vendor pipeline & diversity

Cross-Segment Insights

Theme	Insight
Age & Awareness	Younger respondents (under 24) have low awareness and low visit frequency, while older segments anchor the core visitor base.
Income & Motivation	Mid-to-high income groups drive local loyalty and specialty shopping; lower income groups face price and access barriers.
Satisfaction Drivers	Product variety and vendor interactions score highest (> 4.0/5); parking and accessibility score lowest (~ 3.4/5).
Channel Trends	Instagram and digital ads reach younger audiences; physical ads and newspapers remain effective for older locals.