

## **2018 Farmer's Market Dot Surveys**

**10/13/18**

**Did you come here to purchase from one particular vendor?**

YES: 24 (39%)

NO: 34 (56%)

"On the fence": 3 (5%)

Results: 61 responses

**10/6/18**

**How often do you visit the Market?**

EVERY WEEK: 19 (45%)

3X PER MONTH: 8 (19%)

2X PER MONTH: 3 (7%)

1X PER MONTH: 2 (5%)

INFREQUENTLY: 4 (10%)

FIRST TIME: 6 (14%)

Results: 42 responses

**9/19/18**

**What is the most important factor you use when choosing among competing products at the Market?**

PRICE: 12 (40%)

VISUALLY APPEALING: 5 (17%)

ORGANIC: 4 (13%)

VENDOR RELATIONSHIP: 9 (30%)

Results: 30 responses

**9/22/18**

**Kohlrabi?**

YES: 85 (65%)

NO: 45 (35%)

Results: 130 responses

**9/15/18**

**How many vendors did you purchase from today?**

1 – 3: 27 (43%)

4 – 6: 26 (41%)

6 – 10: 10 (16%)

>10: 0

Results: 63 responses

**9/8/18**

**Has your weekly consumption of fruits & vegetables increased due to shopping at the Market?**

AGREE: 14 (70%)

DISAGREE: 0

ABOUT THE SAME: 6 (30%)

Results: 20 responses

**9/1/18**

**How did you find out about the Market?**

FACEBOOK: 4 (8%)

POSTERS: 1 (2%)

WORD OF MOUTH: 45 (88%)

PRINT: 1 (2%)

Results: 51 responses

**8/25/18**

**Do you always purchase from the same vendors? Or choose from many different ones?**

THE SAME: 17 (53%)

DIFFERENT: 15 (47%)

Results: 32 responses

**8/18/18**

**How long have you been shopping here?**

<1 YEAR: 4 (9%)

1 – 5 YEARS: 15 (34%)

5-10 YEARS: 6 (14%)

>10 YEARS: 19 (43%)

Results: 44 responses

**8/11/18**

**When you have a choice between organic and non-organic produce, which do you choose?**

ORGANIC: 27 (61%)

NON-ORGANIC: 4 (9%)

BOTH EQUALLY: 13 (30%)

Results: 44

**8/4/18**

**What influenced you to attend the Market this morning?**

FACEBOOK: 1 (2%)

PRINT: 0 (0%)

WORD OF MOUTH: 6 (16%)

TRADITION: 32 (82%)

Results: 39

**7/28/18**

**How far did you travel to visit today?**

<1 MILE: 9 (12%)

1 – 10 MILES: 27 (36%)

11 – 25 MILES: 13 (18%)

>25 MILES: 25 (34%)

Results: 74

**7/21/18**

**What stopped you from buying more this morning?**

NOTHING ELSE WANTED: 5 (33%)

COULDN'T CARRY MORE: 4 (28%)

OUT OF MONEY: 5 (33%)

OUT OF TIME: 1 (6%)

Results: 15 responses

**7/14/18**

**Has attending this Market caused you to shop at other downtown businesses & restaurants more?**

YES: 28 (90%)

NO: 3 (10%)

Results: 31 responses

**7/7/18**

**Cilantro?**

YES: 95 (70%)

NO: 34 (25%)

"On the fence": 7 (5%)

Results: 136 responses

**6/30/18**

**How much have you (or will you) spend at the Market today?**

<\$10: 4 (15%)

\$11 - \$15: 5 (19%)

\$16 - \$20: 5 (19%)

\$21 - \$25: 3 (10%)

>\$25: 10 (37%)

Results: 27 responses

**6/23/18**

**This summer, what will be your primary source for locally produced food?**

FARMERS MARKETS: 24 (66%)

GROCERY: 4

I GROW MY OWN: 8

FARM VISITS: 0 (0%)

Results: 36 responses

**6/16/18**

**How did you travel to the Market?**

WALK: 19 (19%)

BIKE: 11 (11%)

DRIVE: 70 (70%)

Results: 100 responses

**6/9/18**

**Will you be doing any additional shopping or eating downtown today?**

YES: 37 (62%)

NO: 23 (38%)

Results: 60 responses

**6/2/18**

**Was the market your primary reason for coming downtown this morning?**

YES: 106 (89%)

NO: 4 (3%)

PARTIALLY: 9 (8%)

Results: 119 responses

**5/26/18**

**What did you buy today?**

PRODUCE: 19 (25%)

BAKERY: 18 (23%)

PROTIEN (meat): 5 (6%)

PREPARED FOODS: 9 (12%)

OTHER (soap, plants, etc.) 26 (34%)

Results: 77 responses

**5/19/18**

**What is your zip code?**

53095 (West Bend): 38 (45%)

53090 (West Bend): 21 (23%)

53040 (Kewaskum): 5 (6%)

53002 (Allenton): 1 (1%)

53086 (Slinger): 4 (5%)

53060 (Newburg): 0 (0%)

53037 (Jackson): 2 (2%)

OTHER: 17 (20%)

Results: 87 responses