

Framers' Market Dot Survey Results

5/18/19

What did you come to the Farmers' Market to purchase?

- Fresh Produce | 16
- Bakery | 20
- Protein | 8
- Prepared Foods | 4
- Other | 4
- I didn't have anything in mind | 7

5/25/19

How long have you been shopping at the market?

- Less than a year | 2
- 1-5 years | 17
- 5-10 years | 12
- More than 10 years | 30

6/1/19

What is your favorite month to attend the Farmers Market?

- June | 8
- July | 6
- August | 9
- September | 9
- October | 6

6/8/19

Has attending the market caused you to visit downtown besides on Saturday mornings?

- Yes | 46
- No | 17

6/15/19

How many vendors did you purchase from today?

- 1-3 | 35
- 4-6 | 27
- 6-10 | 7
- More than 10 | 0

6/22/19

Besides the Farmers' Market what other DWBA events do you attend?

- ArtWalk | 14
- Kayak 5k | 2
- Music on Main | 15
- Bike Race | 9
- Music on Maxwell | 7
- Wheels on Main | 10
- Fall Fest | 5
- Winter on Main | 5

6/29/19

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

- The same | 11
- Different | 38

7/6/19

What county do you live in?

- Washington | 115
- Ozaukee | 22
- Dodge | 7
- Fond du Lac | 6
- Sheboygan | 11
- Other | 51

7/13/19

Do you like watermelon

- Yes | 202
- No | 33

7/20/19

- Has coming to the market increased your weekly consumption of fruits and vegetables?
- Yes | 25
- No | 4

7/27/19

How far did you travel today?

- Less than a mile | 33
- 1-10 | 162
- 11-24 | 42
- 25-50 | 27
- 51-99 | 16
- More than 100 | 45

ArtChalk Fest

How often do you visit Downtown West Bend?

- All the time | 67
- Infrequently | 58
- First Time | 24

8/3/19

Do you like jalapenos?

- Yes | 161
- No | 121

8/10/19

How often do you visit the Market?

- Every week | 49
- 3 time per month | 32
- 2 times per month | 40
- Once a month | 23
- Infrequently | 38
- First time | 22

8/17/19

What is your favorite part of the Farmers' Market?

- Live music | 9
- Fresh Produce | 22
- Prepared foods | 5
- Seeing everyone I know | 5
- Being Downtown | 5
- All the above | 44

8/24/19

Will you be doing any additional shopping or eating downtown?

- Yes | 47
- No | 22

8/31/19

What did you buy today?

- Bakery | 45
- Protein | 15
- Prepared Foods | 16
- Other | 124

9/7/19

Was the market the primary reason for you coming downtown this morning?

- Yes | 132
- No | 8

9/14/16

Why do you enjoy shopping at the Farmers' Market?

- Organic Produce | 30
- Product Selection | 38
- Fun Experience | 74
- Freshness/Quality Product | 59
- Support Local agriculture/business | 59

9/21/19

Do you like Brussel Sprouts?

- Yes | 224
- No | 97

9/28/19

Has attending the market caused you to shop or dine in downtown more?

- Yes | 71
- No | 45

10/5/19

How did you hear about the Farmers Market?

- Print | 4
- Word of Mouth | 119
- Posters | 1
- Facebook/Online | 13

10/12/19

How do your shopping trips to the Farmers' Market in 2019 compare to 2018?

- More | 49
- Less | 9
- About the Same | 31

10/19/19

What is the most important factor when choosing among competing products on the Market?

- Vendor Relationship | 33
- Visually Appealing | 23
- Price | 22
- Organic | 10

10/26/19

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

- Less than \$10 | 8
- \$11-15 | 17
- \$16-20 | 17
- \$21-25 | 20
- More than \$25 | 51