

Worthington Farmers' Market: Customer Survey Results

Date: through 5/15/07, Surveys = 300 taken at Plant Fest (opening of 2007 summer farmers' market)
 This survey supported by volunteers from Sustainable Worthington.

1. Approximately how often do you patronize the Worthington farmer's market in the summer?

121=Every week 83=Twice/month 33=Once/month 19=Less than once/month 33=First-time 11= blank

2. How much do you typically spend per trip?

29 = Less than \$10 172 = \$10 - \$24 76 = \$25 or more 23 = blank

3. What is important to you about the farmer's market?

	Very Important			Not Important		
	1	2	3	4	5	blank
Quality.....	235	51	4	2	6	2
Local Food.....	197	57	28	3	5	10
Selection.....	179	83	14	5	4	15
Organic.....	118	89	50	11	12	20
Price.....	88	105	80	9	6	12
Fun Event.....	98	81	57	22	18	24

4. Do you patronize local retail businesses (excluding restaurants)?

151 = On Saturday 171 = During the week 45 = blank

5. How do you typically get to the market? 105 = Walk 13 = Bike 218 = Car 2 = COTA Bus 2 = blank

6. How old are you?

1 = < (20) 28 = (20-29) 64 = (30-39) 56 = (40-49) 81 = (50-59) 50 = (60-69) 20 = ≥ (70) 0 = blank

7. Which sex are you? 77 = Male 218 = Female 5 = blank

We are planning a WINTER Worthington Farmer's Market to be held indoors at the Griswold Senior Center (777 High Street), twice a month on Saturdays from 10-2 (specific dates have not yet been set).

8. What products would you purchase at a winter market?

238	Greens (such as spinach or lettuce)	108	Jams & Jellies
230	Fruit	106	Hydroponic vegetables
218	Cheese	103	Maple Syrup
213	Root vegetables (such as turnips, carrots, potatoes)	100	Pasta
203	Baked goods	83	Dried produce (such as dried tomatoes)
158	Eggs	72	Crafts & yarn
143	Meat	70	Canned goods
116	Honey	66	Confections
110	Dried fruit		

9. How often would you patronize a winter market as described above?

177 = Frequently 112 = Occasionally 3 = Never 8 = blank

Zip Code Distribution:

43085	144	Worthington	40385	1	Waco, KY
43214	24	Columbus (Beechwold)	43012	1	Invalid Zip (according to usps.com)
43235	23	Columbus (West Worthington)	43021	1	Galena
0	12	No zip given	43062	1	Pataskala
43081	9	Westerville	43074	1	Sunbury
43202	9	Columbus (Clintonville)	43082	1	Westerville
43229	7	Columbus (161 & Morse)	43201	1	Columbus (OSU)
43204	6	Columbus (West side near 70 & 270)	43207	1	Obetz
43230	6	Gahanna	43209	1	Columbus (Bexley)
43016	5	Dublin	43215	1	Columbus (downtown)
43035	5	Lewis Center	43218	1	Columbus (East side near 670 & 270)
43221	5	Upper Arlington	43231	1	Columbus (near 161 & Cleveland)
43015	4	Delaware	43240	1	Columbus (Polaris)
43065	4	Powell	43302	1	Marion
43017	3	Dublin	43512	1	Defiance
43220	3	Upper Arlington	43614	1	Toledo
43040	2	Marysville	44106	1	Cleveland
43054	2	New Albany	44120	1	Cleveland
43064	2	Plain City	44224	1	Cleveland (Cuyahoga Falls)
43110	2	Canal Winchester			
43224	2	Columbus (East of 71, south of Morse)			
43228	2	New Rome			

Comments:

- **15 comments = Great idea!** (or something very similar like “This is great!”)
- **4 comments = Good idea!**
- **4 comments = Thanks!**
- I go more frequently to the Clintonville farmer's market which is nearer home. Would patronize a Worthington winter market more often to support a new venture & because I don't have a more local alternative. YES Winter Farmer's market!
- I don't go very often but I really like the idea of the farmer's market.
- I would like to see increased visitation from outside the Worthington community. There may need to be a combination of public outreach/communication plus increased variety in the offering to attract different faces.
- Excited at the prospect!
- Great work :-)
- I sell baked goods at the Main St. Delaware Farmer's Market and the times overlap. I would be interested in selling baked goods at such a winter market.
- Really am interested in local food that is organic.
- I love the idea! Thank you for organizing the year round market!
- Yeah! Good idea!
- Please work on expanding summer hours past noon.
- Longer hours would be helpful for the summer farmers market. Some days it's harder to get here by 12 in the summer.

- Please consider! Any chance of renting Jubilee across from DQ - tax write-off for Jubilee?
- Yes!!! Love this!!!
- No Dogs
- (Note on meat -- if organic) Excited to see sustainable projects in Worthington.
- Summer market is getting too crowded
- Hardware store gets my business. Would come frequently if the selection suits me. Made a number of suggestions for Worthington in general -- see sheet.
- ? by eggs
- I really miss this in the winter. Winter would be really good.
- I just moved here.
- Sometimes car. Couple. Plug for Jose Madrid cheese.
- An excellent idea!
- Thank you! (Larger than Canal Winchester)
- Xmas trees from Raven Rocks, please
- I love the farmers' market experience and would really like seeing it expanded all the months of the year. Also it is so convenient as I'm only 3 blocks away. It saves me gas and parking and costs and I like the freshness, also rich taste of the products - it's also fun talking to all of the many vendors. Let's build a better market - great idea!
- Please make it happen
- It's always lovely - always sorry when fall comes!
- Do it! Great!
- When in town.
- Please do this - we need it. Thank you
- good & timely idea
- We love the market! Thank you!
- NO canned goods
- Good idea we miss the outing when it closes
- Wonderful idea!
- I would like to see more produce and less plants, jewelry, wind chimes and rocks have nothing to do with agriculture. I do LOVE the location shade trees and grass.
- Love the market days.
- A winter farmers market would help other local businesses' business as well...
- PLEASE DO THIS!!! Under #8, selection Greens, customer adds YES YES YES
- YEAH!
- All for it!
- I hope you succeed in the winter Farmers Market!!!
- Good effort on your part. Good luck!
- couple, both male & female
- Occasional local retail shopper
- and wife. Have it year around! :)
- X was between car and line for Cota bus
- Winter Mkt should have a dog area!
- Do this! Thanks.
- GREAT IDEA! CAN'T WAIT FOR WINTER TO START!
- Couple, both male and female checked
- This is my 1st time, but we will come regularly now! Under question #8, customer put a star and exclamation points next to crafts & yarn

- Great job. More vegetables!! Under #5, customer marked car, and wrote a note: but when we get a house in Worthington we will walk or bike.
- We love the summer market -- and would definitely support a winter market. Under #2, customer also marked \$10-24.
- GREAT Idea -- Especially for those of us in the neighborhood
- I travel frequently or I'd be here every Sat.
- A winter market would be wonderful -- it would significantly add to our quality of life in Worthington. Customer added two exclamation points after local food (#3) and after greens (#8).
- Under #1, wrote just moved here. Under #8 cheese, wrote LOTS & LOTS.
- We LOVE the Farmer's Market!
- I usually stay down in Clintonville, but would come up for a winter market.
- Good going! You're on the right way! Thanks -- GOOD LUCK!
- GREAT IDEA -MIGHT CONSIDER 1/2% SALES TAX INCREASE DURING EVENT.
- PLEASE
- Prefer eggs be organic. I like fresh market because products are very fresh and excellent!
- Veggies
- I love farmers market!
- Under #8, she wrote the word ANYTHING.
- Love the idea of a Winter Farmer's Market!
- Customer also mentions potential products--squash and onions
- Local + organic!
- I could get a ride! Under #4, customer circled the word restaurants and wrote often
- Couple, both male and female.
- YES
- Love the kids (babies & toddlers) & dogs

Analysis from Jeff Sharp (Associate Professor of Rural Sociology, Ohio State University, Social Responsibility Initiative (<http://sri.osu.edu>))

Tabled information, comparison of individuals self-reporting they would frequently patronize a winter market versus those who indicate they would occasionally. The few instances of individuals indicating they would never patronize such a market are dropped from this analysis.

Question 1: Is there any way to validate that persons indicating they would frequently attend a winters farmer market.

Answer: By examining the self reports of attending the summer farmers market, we might expect that persons frequently attending such a market are more likely to indicate they might attend a winter farmers market. It does appear that frequent summer farmers market attendees are quite likely to report they would frequently attend a summer farmers market.

How often visit (summer)	Frequently (n=177)	Occasionally (N=112)
	--percent--	
Every week (n=118)	85	15
Twice a month (n=81)	56	44
Once a month (n=31)	35	65
< once a month (n=19)	37	63
First-time (n=30)	30	70

Question 2: Will winter market shoppers be likely to spend much?

Answer: By looking at summer spending patterns, it would appear that those interested in frequently attending a winter market will spend modestly more, on average, than the occasionally shoppers based on previous habits. It is not possible to assess what the likely spending amounts will be with this data.

	Frequently (n=177)	Occasionally (N=112)
Amount Spent (summer)	--row percents--	
LT \$10 (N=27)	44	56
\$10 TO \$24 (n=168)	62	38
\$25 or GT (N=73)	69	32
Amount spent (summer)	--column percent--	
LT \$10	7	15
\$10 TO \$24	63	63
\$25 or GT	30	23

Question 3: What are important factors for attending the summer's farmer market for persons self-reporting they would frequently attend a winter farmers market?

Answer: Quality is the leading factor (which is generally always the case). Local is an important attribute, particularly for those suggesting they would attend frequently. Interestingly, organic is a much more important factor for potential frequent attendees versus the occasional.

	Frequently (n=177)	Occasionally (N=112)
Important Factors	--mean responses--	
Quality	1.23	1.41
Local	1.34	1.74*
Selection	1.43	1.63
Organic	1.68	2.40*
Price	2.07	2.14
Fun event	2.17	2.23

*t-test, comparison of means, statistically significant at .05 level

Question 4: Are there any particular products in particular that stand out as being of interest to potential winter market attendees.

Answer: Yes, and there are some quite distinct differences between the frequent and occasional self reports. Interesting the root vegetables stands out, folks appear to appreciate seasonality. Fruit is interesting, but I suspect thoughts were of apples and the like.

Interest in particular products	Frequently (n=177)	Occasionally (N=112)
Greens	89	67
Root vegetables	86	51
Fruit	85	66

Cheese	75	71
Eggs	64	38
Baked Goods	63	75
Meat	53	41
Honey	44	32
Dried Fruit	41	32
Hydroponic vegetables	40	28
Jams & Jellies	37	34
Maple syrup	37	29
Pasta	37	26
Dried produce	33	20
Canned Goods	27	17
Confections	24	21
Crafts & Yarn	23	25

Question 5: What are some of the demographic characteristics of potential winter market participants?

Answer: A larger proportion of 43085 residents appear interested in frequently attending this market (although a fair number outside that zip do as well). It looks like this type of market might most appeal to those in the 50s and 60s.

Note: An issue we see in some of our other work is this bias of older folks toward these foods. Time is always listed as a consideration for the younger folks, but another issue might be simply the knowledge and wherewithal to cook from raw or whole foods. An issue you might want to explore in future surveying might pertain to interest or need to learn about cooking.

Note: The interest in the 43805 zip code is a good thing, as word of mouth referrals will probably help and it should also allow for more focused marketing of the market.

	Frequently (n=177)	Occasionally (N=112)
Worthington Resident		
43805 zip (n=149)	69	31
Else (n=140)	54	46
Age		
20s (n=27)	48	52
30s (n=63)	59	41
40s (n=51)	59	41
50s (n=79)	65	35
60s (N=48)	73	27
70s+ (N=20)	55	45
Sex		
Male (n=74)	58	42
Female (N=211)	63	37