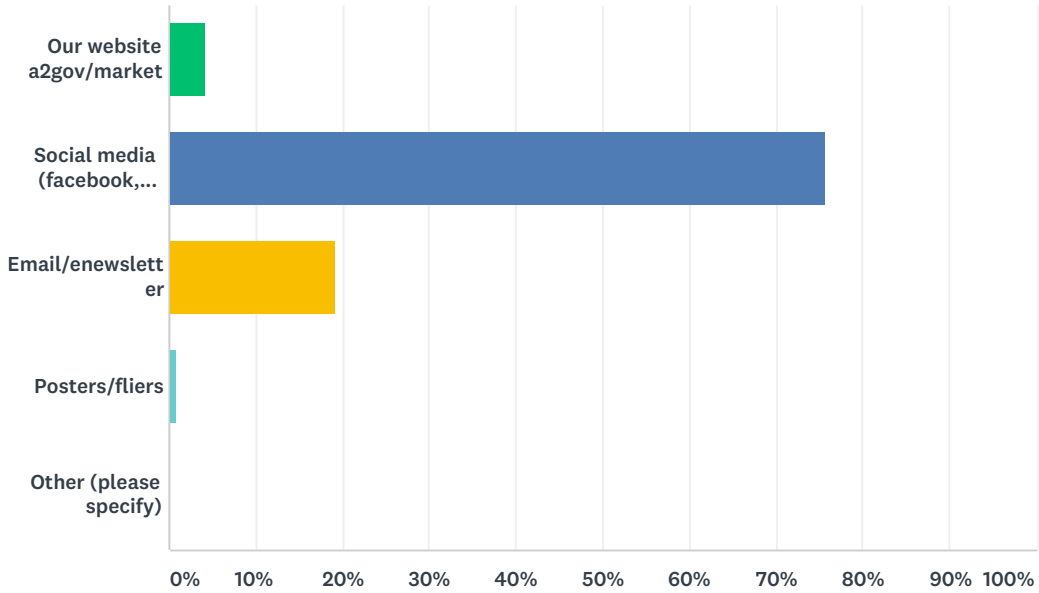


## Q1 What is the best way to share market news with you?

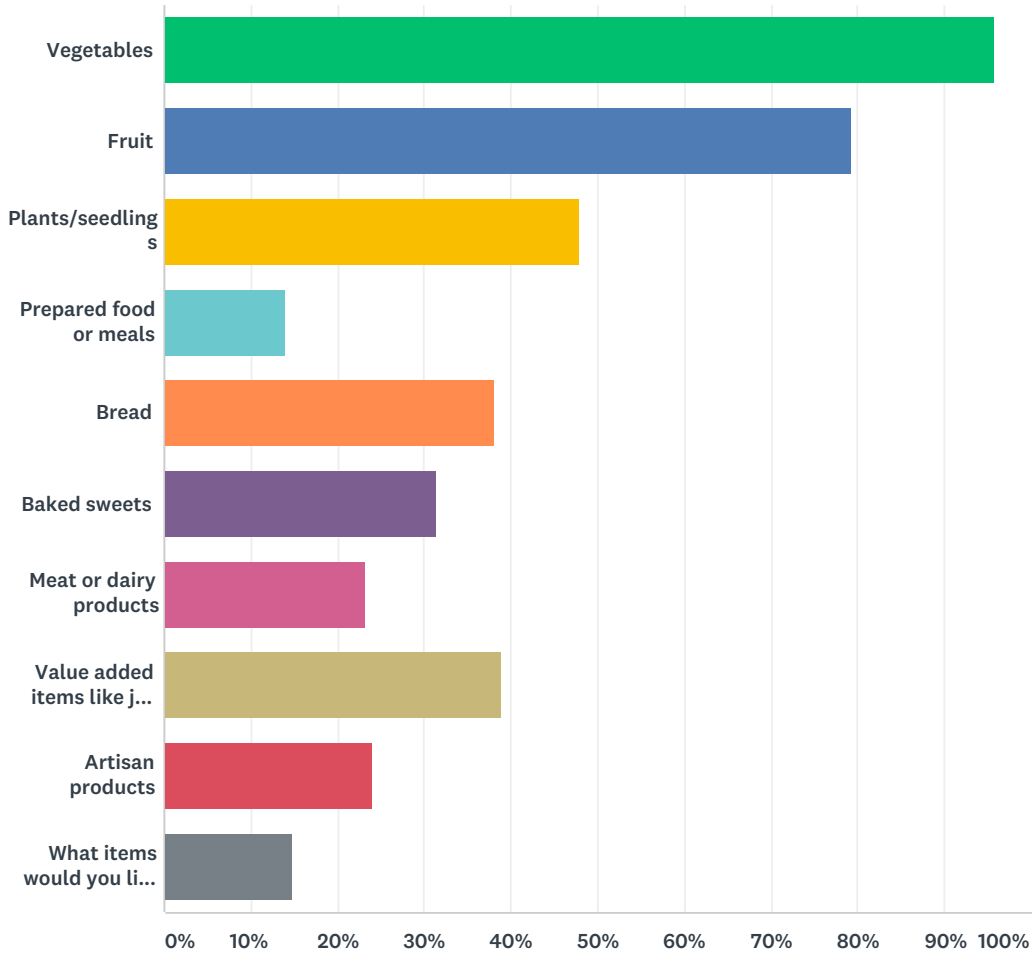
Answered: 120 Skipped: 1



ANSWER CHOICES	RESPONSES	
Our website a2gov/market	4.17%	5
Social media (facebook, instagram, twitter)	75.83%	91
Email/newsletter	19.17%	23
Posters/fliers	0.83%	1
Other (please specify)	0.00%	0
<b>TOTAL</b>		<b>120</b>

## Q2 What items do you most commonly purchase at market? (select all that apply)

Answered: 121 Skipped: 0



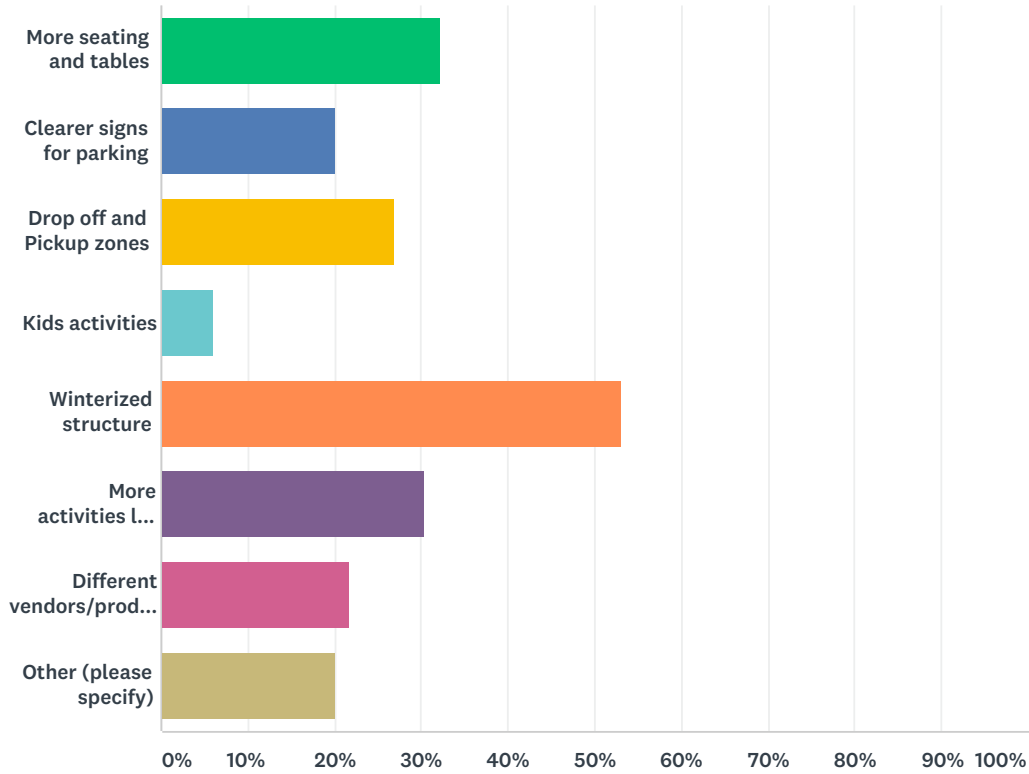
ANSWER CHOICES	RESPONSES	
Vegetables	95.87%	116
Fruit	79.34%	96
Plants/seedlings	47.93%	58
Prepared food or meals	14.05%	17
Bread	38.02%	46
Baked sweets	31.40%	38
Meat or dairy products	23.14%	28
Value added items like jam, pickles, honey, maple syrup	38.84%	47
Artisan products	23.97%	29
What items would you like to see more of?	14.88%	18

# Ann Arbor Farmers Market Customer Survey

Total Respondents: 121

### Q3 What changes would improve your experience at the market?

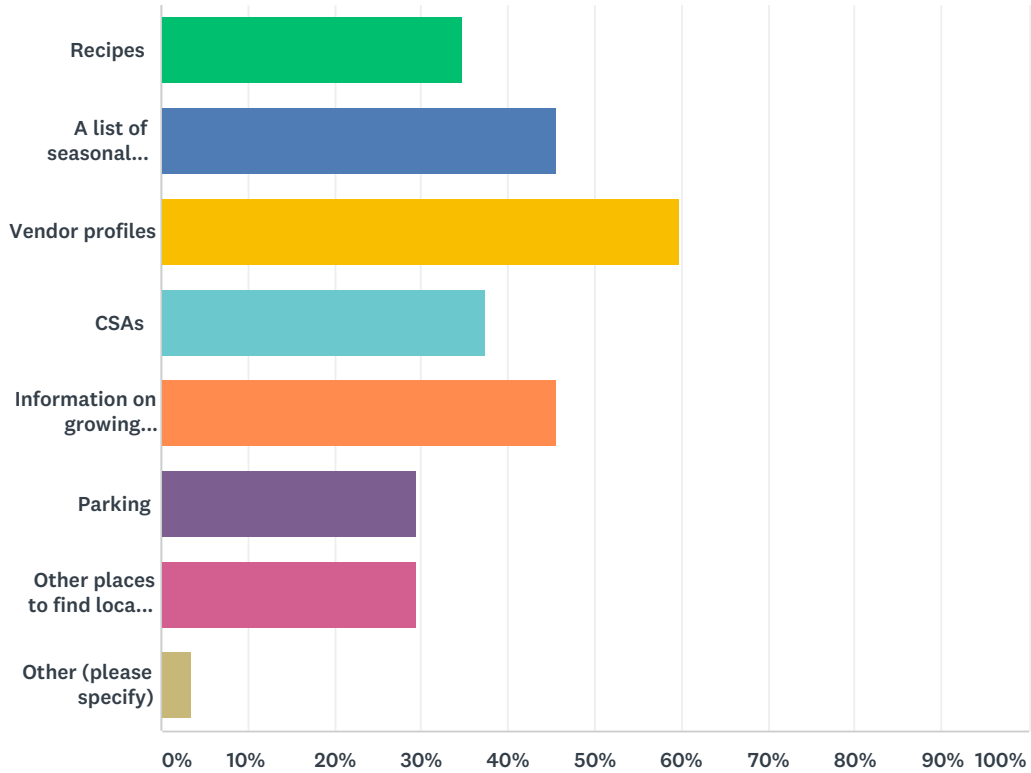
Answered: 115 Skipped: 6



ANSWER CHOICES	RESPONSES	
More seating and tables	32.17%	37
Clearer signs for parking	20.00%	23
Drop off and Pickup zones	26.96%	31
Kids activities	6.09%	7
Winterized structure	53.04%	61
More activities like cooking demonstrations and music	30.43%	35
Different vendors/product mix	21.74%	25
Other (please specify)	20.00%	23
Total Respondents: 115		

## Q4 Are you interested in more information about the following (select all that apply)

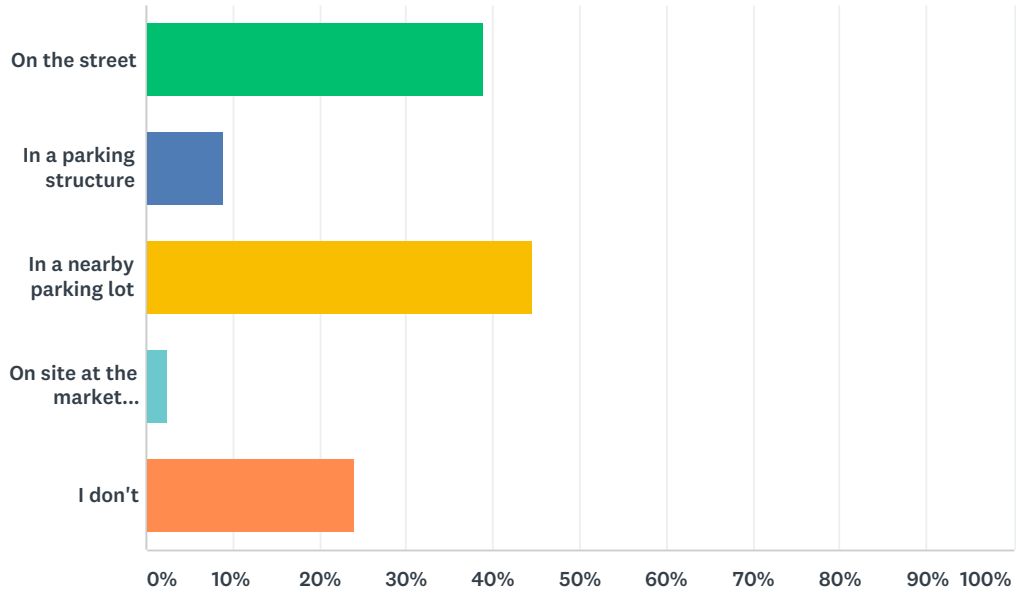
Answered: 112 Skipped: 9



ANSWER CHOICES	RESPONSES	
Recipes	34.82%	39
A list of seasonal ingredients	45.54%	51
Vendor profiles	59.82%	67
CSAs	37.50%	42
Information on growing practices (organic, free range, all natural, conventional, etc)	45.54%	51
Parking	29.46%	33
Other places to find local food in Ann Arbor	29.46%	33
Other (please specify)	3.57%	4
Total Respondents: 112		

### Q5 Where do you usually park?

Answered: 121 Skipped: 0



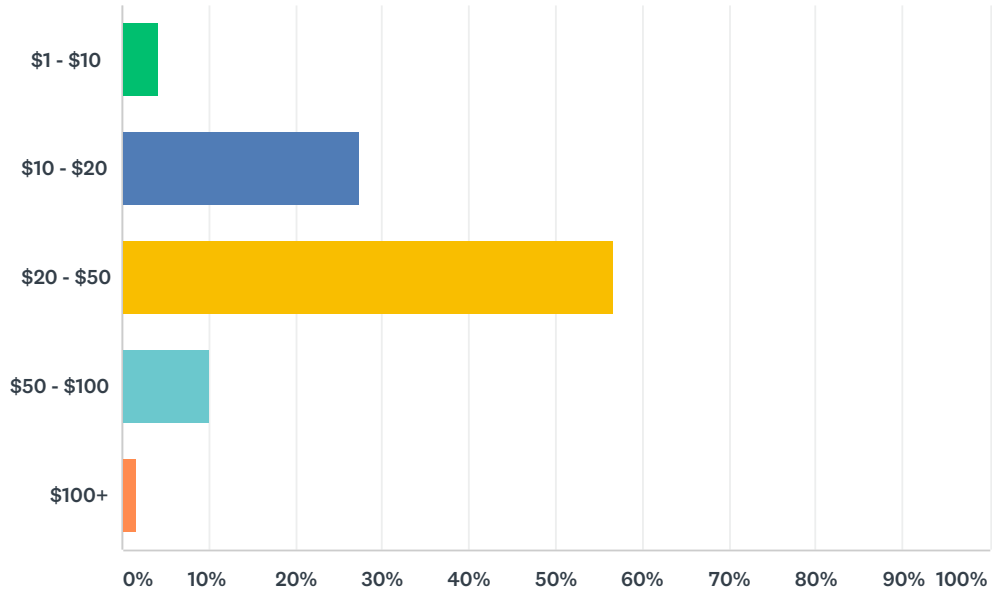
ANSWER CHOICES	RESPONSES	
On the street	38.84%	47
In a parking structure	9.09%	11
In a nearby parking lot	44.63%	54
On site at the market (Wednesdays)	2.48%	3
I don't	23.97%	29
Total Respondents: 121		

## Q6 What is your zipcode?

Answered: 120 Skipped: 1

## Q7 How much do you typically spend at the market?

Answered: 120 Skipped: 1

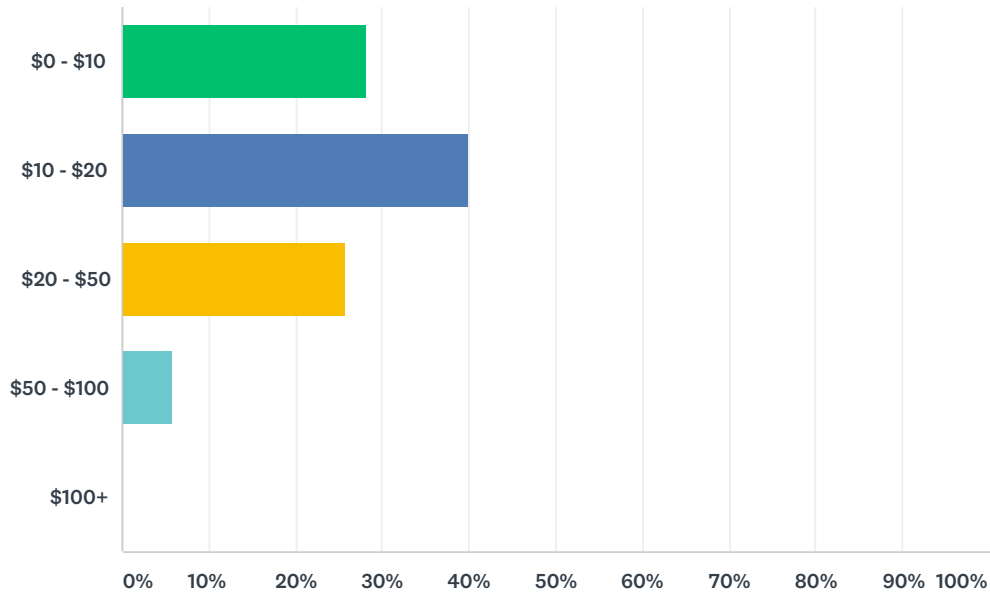


ANSWER CHOICES	RESPONSES	
\$1 - \$10	4.17%	5
\$10 - \$20	27.50%	33
\$20 - \$50	56.67%	68
\$50 - \$100	10.00%	12
\$100+	1.67%	2
TOTAL		120



### Q8 On average how much money do you spend at other downtown businesses/restaurants on days you visit the market?

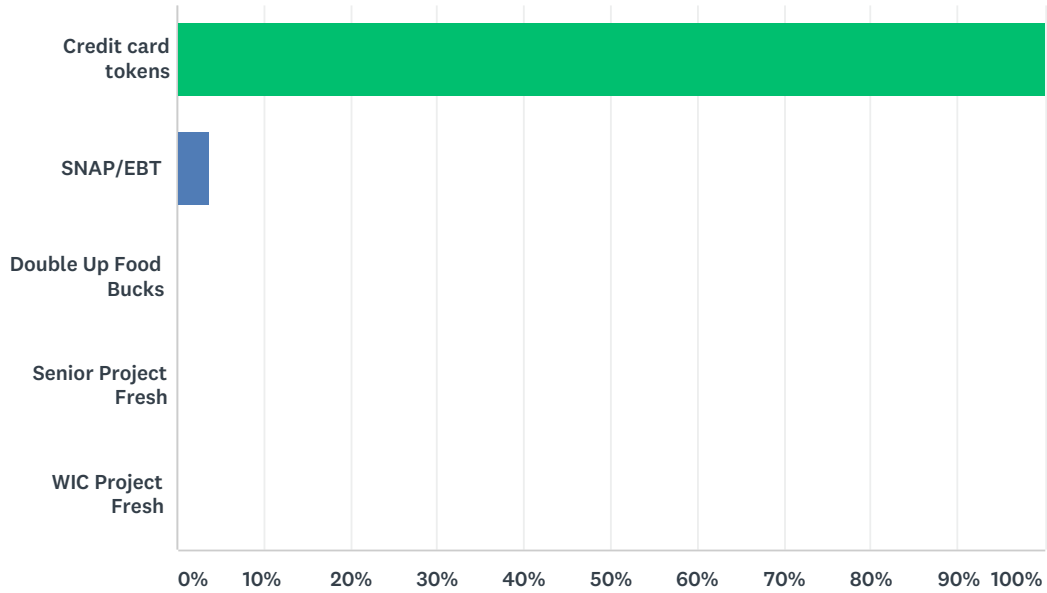
Answered: 120 Skipped: 1



ANSWER CHOICES	RESPONSES	
\$0 - \$10	28.33%	34
\$10 - \$20	40.00%	48
\$20 - \$50	25.83%	31
\$50 - \$100	5.83%	7
\$100+	0.00%	0
TOTAL		120

### Q9 Do you use market tokens or food assistance (select all that apply)?

Answered: 26 Skipped: 95



ANSWER CHOICES	RESPONSES	
Credit card tokens	100.00%	26
SNAP/EBT	3.85%	1
Double Up Food Bucks	0.00%	0
Senior Project Fresh	0.00%	0
WIC Project Fresh	0.00%	0
Total Respondents: 26		

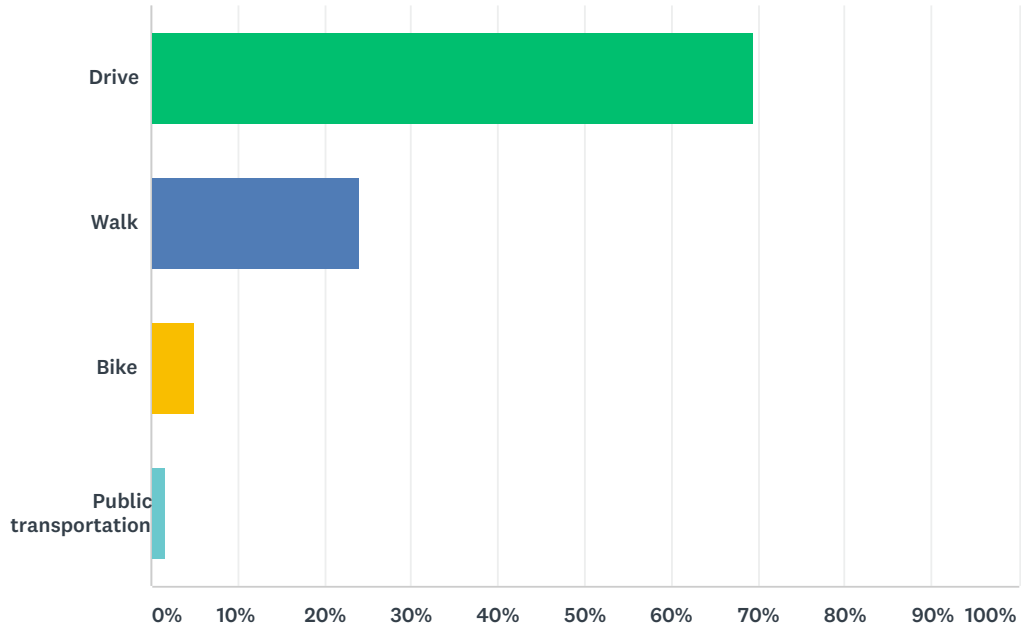
## Q10 If you use market tokens or food assistance programs:

Answered: 16 Skipped: 105

ANSWER CHOICES	RESPONSES	
Can the market do more to clarify what each program entails and its requirements? How?	68.75%	11
What are the benefits of the food assistance programs to you?	37.50%	6
Is it clear which vendors accept each program?	81.25%	13
How can we better communicate to the community that we offer these programs?	56.25%	9

## Q11 How do you normally get to market?

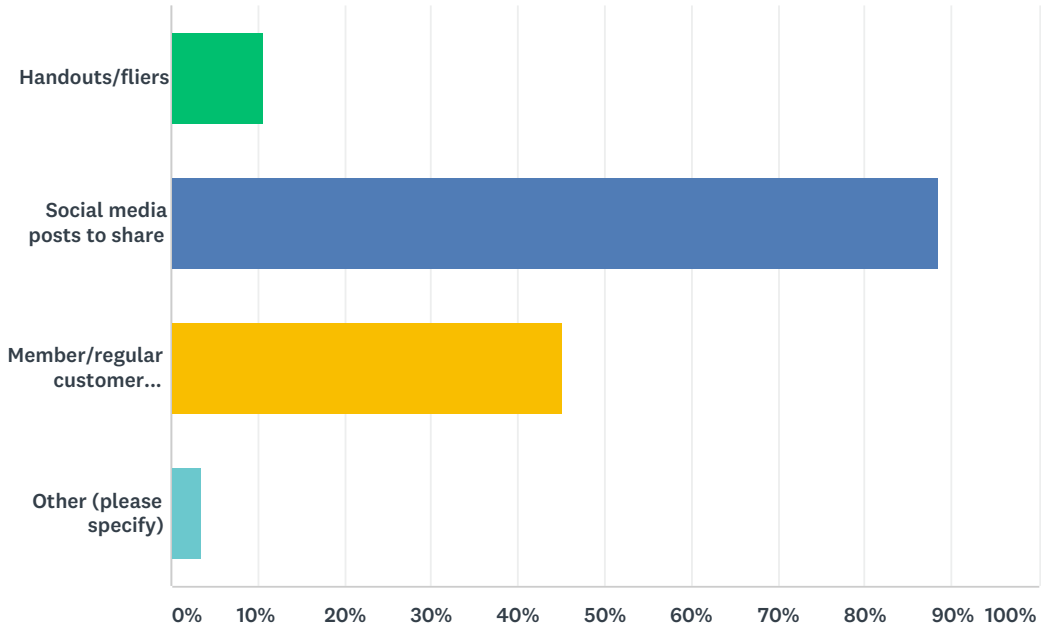
Answered: 121 Skipped: 0



ANSWER CHOICES	RESPONSES
Drive	69.42% 84
Walk	23.97% 29
Bike	4.96% 6
Public transportation	1.65% 2
TOTAL	121

## Q12 How can we help you spread the word about the market?

Answered: 113 Skipped: 8



ANSWER CHOICES	RESPONSES	
Handouts/fliers	10.62%	12
Social media posts to share	88.50%	100
Member/regular customer incentives	45.13%	51
Other (please specify)	3.54%	4
Total Respondents: 113		

## Q13 How can we increase customer attendance?

Answered: 63 Skipped: 58

## Q14 What is your favorite thing about the farmers market?

Answered: 91 Skipped: 30

## Q15 What can we do to improve your experience?

Answered: 62 Skipped: 59



## Q16 Other comments

Answered: 23 Skipped: 98