

The following answers represent 312 surveys received out of 550 surveys handed out at Oklahoma Farmers' Markets.

Farmers' Market CUSTOMER SURVEY (9/29/01)

1.) How did you first learn about this farmers' market?

6%	roadside sign	1%	radio
16%	driving by and saw the market	1%	internet
24%	newspaper article	30%	friend/word of mouth
9%	newspaper ad	1%	flyer/post card
2%	event / activity calendar	7%	don't remember
3%	television		other _____

2.) How often have you visited this farmers' market this year?

<u>Saturdays</u>	<u>Mid-week</u>
32.1% weekly	14.7% most every week
22.8% every other week	7.7% every other week
12.2% once a month	7.4% once a month
11.5% two or three times	12.8% two or three times
10.9% first visit this year	6.4% first visit this year

3.) How does the number of visits that you have made this year compare to last year?

<u>Saturdays</u>	<u>Mid-week</u>
33.0% Increased	16.7% Increased
10.3% Decreased	23.1% Decreased
42.9% About the same	24.0% About the same

4.) How many years have you been coming to this farmers' market?

1 – 20%	2-3 – 30%	4-5 – 26%	6-10 – 15%	over 10 – 9%
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5.) How many different farmers' markets have you visited this year?

1- 59%	2 – 25%	3 – 8%	4 or more – 8%
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6.) How far do you live from this farmers' market?

3%	less than 5 blocks	9%	11 to 15 miles
6%	5 blocks to 1/2 mile	9%	16 to 25 miles
34%	1/2 to 3 miles	2%	26 to 35 miles
33%	4 to 10 miles	4%	over 35 miles

7.) Are you the primary shopper of food in your household?

Yes – 95%

No – 5%

8.) Please identify the following places from which you normally obtain your fruits and vegetables during the farmers’ market season. Check one box next to each location to indicate what portion of your total fruit and vegetable consumption comes from that source.

	All	Most	Some	None
Own Garden	1.0%	8.0%	29.8%	30.1%
Friend’s Garden	1.3%	1.6%	35.9%	25.6%
Farmers’ Market	8.0%	23.7%	49.4%	3.5%
Roadside Stand	1.0%	3.5%	28.2%	28.2%
Grocery Store	5.8%	35.6%	41.3%	2.6%
Discount Super Store	0.6%	7.7%	22.7%	26.9%
Other _____	0.0%	0.3%	1.6%	4.8%

9.) When shopping for fresh produce, how important to you are the following items?

	Very Important	Somewhat Important	Not Important
convenience	33.3%	45.2%	9.3%
quality	89.1%	6.4%	0.0%
unusual varieties	28.2%	38.5%	16.7%
quantities from which to choose	35.9%	41.0%	9.0%
price	40.7%	42.3%	7.7%
in season	53.8%	30.4%	4.8%
chemical residues	45.8%	30.4%	9.9%
farming methods used	25.6%	33.0%	24.0%
grown by the vendor	44.2%	32.4%	10.6%
grown in Oklahoma	46.5%	31.4%	12.2%
free of genetic modification	38.5%	22.4%	26.0%

10.) Do you grow herbs at your home? **Information not available**

Yes

No

If yes, please indicate how you normally use your own herbs. Check all that apply.

44.6%	Fresh cut – culinary	7.4%	Medicinal
24.4%	Dried – culinary	12.2%	Ornamental plantings
6.7%	Dried – ornamental		other _____

11.) How often do you prepare meals at home?

9% 1-2 times a week
21% 3-4 times a week

26% 5-6 times a week
44% 7 or more times a week

12.) How many of the meals that you prepare at home include the following items?

	All	Most	Some	None
fresh vegetables	26.9%	11.9%	6.1%	9.6%
fresh fruit	51.9%	33.0%	15.1%	22.4%
fresh herb	19.6%	47.1%	49.0%	48.4%
dried herbs	0.3%	2.9%	19.6%	11.2%

13.) Please indicate how often you have purchased the following items from this farmers' market during this season. Check one box to the right of each item.

Likely Purchase	Never Purchased	Occasionally Purchased	Purchase Regularly
15.7% vegetables	5.1%	19.9%	69.9%
9.0% cut flowers	44.6%	31.7%	9.6%
14.1% fruit	8.7%	41.0%	41.0%
14.7% berries	22.1%	38.5%	25.0%
9.3% organic produce	26.3%	29.5%	20.2%
9.3% fresh herbs	41.3%	31.7%	9.6%
7.4% dried herbs	61.5%	13.5%	5.8%
7.4% herb plants	44.2%	33.7%	4.8%
7.4% vegetable transplants	53.8%	23.4%	4.2%
10.3% bedding plants	42.9%	34.3%	7.4%
9.0% potted plants, baskets	47.4%	33.0%	3.5%
10.3% hand-crafted items	53.8%	25.6%	3.2%
7.1% soaps	56.1%	21.2%	4.8%
14.4% bread	43.6%	32.7%	8.7%
10.3% muffins, cookies etc.	45.8%	32.4%	5.1%
11.2% jams, jellies	46.2%	32.7%	5.1%
11.5% honey	41.3%	3.2%	11.9%
15.7% nuts	53.8%	25.0%	5.1%
18.6% eggs	58.0%	15.4%	9.6%
18.3% cheese	67.9%	8.0%	3.8%
6.1% meat	64.7%	8.3%	4.8%
2.2% other _____	0.6%	3.2%	2.6%

14.) Please check the box to the left of any item in the previous question that you would likely purchase, if it were normally available at this market.

15.) Please list any specific items, such as types or varieties of vegetables, that you wish were more frequently available at this farmers' market. **Information too variable**

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

16.) How familiar are you with the concept of organically grown produce?

18% Not familiar 80% Somewhat familiar 2% Very familiar

17.) How important is it that there be organically grown produce available at this farmers' market?

18% Not important 51% Somewhat important 31% Very important

18.) How important is it that the organically grown produce at the farmers' market be certified organic?

31% Not important 45% Somewhat important 24% Very important

19.) How do you expect the produce at the farmers' market to compare to the produce you buy elsewhere, in terms of the following characteristics?

	Lower	Higher	Same
Quality	1.6%	84.3%	10.6%
Variety	19.6%	46.8%	24.7%
Price	20.2%	26.9%	43.9%

20.) On average, how much do you spend each time you visit the farmers' market?

8% - less than \$5 29% - \$5 to \$10 31% - \$10 to \$15 24% - \$15 to \$25 8% - over \$25

21.) How would you rate the following characteristics of this farmers' market?

	Poor	Good	Excellent
Hours of operation	5.1%	64.1%	27.2%
Location	1.0%	51.9%	42.6%
Availability of shade	11.9%	51.0%	30.4%
Parking facilities	9.3%	53.8%	32.7%
Cleanliness	0.3%	49.4%	47.1%
Level of courtesy	0.6%	34.3%	59.6%
Variety of products	4.2%	59.0%	30.8%
Quality of products	1.6%	45.2%	48.1%
Prices	3.8%	67.0%	22.4%
Packaging	1.3%	63.8%	24.7%
Other _____	0.0%	0.6%	0.0%

In your opinion, what can be done to improve this farmers' market? _____

22.) Please rank the following reasons why you shop at this farmers' market. (using a "1" to indicate the most important reason)

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7
Involvement with community	23.7%	6.1%	8.3%	14.7%	12.5%	6.7%	0.3%
Low prices	1.0%	10.3%	8.0%	8.7%	11.2%	13.1%	11.2%
Supporting local farmers/businesses	28.2%	30.4%	18.6%	3.5%	1.3%	1.0%	0.0%
Direct contact with food producer	4.8%	19.9%	21.2%	16.0%	6.4%	2.9%	1.9%
Festive atmosphere	2.6%	3.5%	6.4%	12.2%	14.7%	15.7%	9.9%
Product quality and freshness	30.4%	13.8%	16.3%	8.0%	6.7%	4.5%	1.6%
To help revitalize downtown area	1.6%	1.3%	1.6%	5.4%	7.7%	11.9%	27.6%

YOUR ANSWERS TO THE FOLLOWING QUESTIONS WILL HELP US INTERPRET THE RESULTS OF THIS SURVEY AND WILL BE KEPT STRICTLY CONFIDENTIAL

23.) Please check the box that includes your age

0%	less than 20	41%	51 – 65
7%	21 – 35	14%	66 – 75
28%	36 – 50	10%	over 75

24.) Please indicate your gender.

21%	Male	79%	Female
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25.) Regarding your household,

Number of adults		Number of children	
23%	1 Adult	21.7%	0 children
67%	2 Adults	8.9%	1 child
8%	3 Adults	6.7%	2 children
2%	4 Adults	3.5%	3 or more children

26.) Please name the county in which you currently live. *Information too varied to list*

27.) Are you a vegetarian or semi-vegetarian?

Yes – 22%	No – 78%
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28.) Which of the following best describes your neighborhood?

39% - Urban	43% - Suburban	18% - Rural
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29.) Please indicate the highest level of education you have completed.

2%	grade school	11%	some graduate school
16%	high school	16%	masters
30%	some college	5%	doctoral
20%	undergraduate		

30.) Please check the category that best describes your ethnicity.

3%	African American	88%	Caucasian
7%	American Indian	1%	Hispanic
0%	Asian / Pacific Islander		Other _____
1%	Middle Eastern		

31.) In what range does your annual household income fall?

13%	less than \$20,000	18%	\$60,000 - \$79,000
22%	\$20,000 - \$39,999	10%	\$80,000 - \$99,999
25%	\$40,000 - \$59,999	12%	\$100,000 or more