



FARMERS MARKET INCOME Saturday Comparisons, 2018 to 2019 (YEARLY)

	Sat 2018	Sat 2019	% Change
Total	108,270	108,786.45	+ 0.48
Farmers	52,518	50,425	- 3.99
Vendors	35,850	38,446	+ 7.24
Gardeners	20,298	19,915.45	- 1.88
Coupons	34,556	30,903	- 10.57
Cash	74,034	71,550.45	- 3.35
EBT	2,669*	6,321	+ 136.83

*Did not accept EBT for 1 month.

FARMERS MARKET INCOME Wednesday Comparisons, 2018 to 2019 (YEARLY)

	Wed 2018	Wed 2019	% Change
Total	7,841	9,843	+ 25.53
Farmers	2,678	7,152	+ 167.06
Gardeners	5,163	2,691	- 47.88
Coupons	2,503	3,016	+ 20.50
Cash	5,126	5,500	+ 7.30
EBT	212	632	+ 198.11



SUMMARY

Saturday Market

- ☐ 63.3% of the respondents in 2019 come every week. 7.1% are first-time visitors.
- ☐ 45.4% of customers walk to the market. 24.8% rely on public transportation. 21.6% drove.
- ☐ 40% hear about the market based on word of mouth and 35% know about the market by walking by.
- ☐ 48 - 53% of individuals attend the market because of the product quality and buying of organic produce.
- ☐ 21.9 - 11.5% of customers spend \$10 - 30 per market.
- ☐ Due to the market, 39.6 - 76 % of individuals are able to eat more fruits and vegetables, try new foods, and save on groceries.
- ☐ 61.2% of people are very satisfied with the market.
- ☐ 71.8 % of individuals participated in the live cooking demonstrations, 24.4% participated in composting at the market, and 21.8% participated in workshops.
- ☐ 49.5% of individuals attend the market for 1- 2 hours.
- ☐ 72.8% of those whom attend the market identify as African American/Black.
- ☐ 23.7% of the customers are between the ages of 36-45 and 20.4% are 46-55; 15.1-17.2% are 56-66+.
- ☐ 77.8% of those who attend the market identifies as female.

Wednesday Market

- ☐ 23.1% of the respondents in 2019 come every week, several times per month, or it was their 1st time at the market.
- ☐ 62.5% of customers walk to the market and 41.7% drive.
- ☐ 38.5% hear about the market based on word of mouth and 42.8% learn about the market from walking by.
- ☐ 63% of individuals attend the market because of the product quality or organic produce.
- ☐ 77.8% of people are very satisfied with the market.
- ☐ 84% of customers want to extend market hours, of that 61.1 % would like the market hours to be extended to 11:00 AM - 6:30 PM.