

Stillwater Farmers' Market Rapid Market Assessment

September 15th, 2007

What one change would most encourage you to shop at this market more?	
<i>(235 Respondents)</i>	
<u>Response</u>	<u>Percentage of Responses</u>
More produce	37%
Cheese	35%
Arts/crafts	15%
Special events/music	10%
More meat/eggs	4%
Total	100%

Note: Additional independent responses included "more organics," "more greens," "antiques," "exclude dogs," and "would not change anything."

How far did you travel to the market today?	
<i>(239 Respondents)</i>	
<u>Response</u>	<u>Percentage of Responses</u>
Less than 1 mile	33%
1-3 miles	32%
3-5 miles	12%
5-10 miles	14%
More than 10 miles	10%
Total	100%

How did you find out about the Stillwater Farmers Market?	
<i>(243 Responses)</i>	
<u>Response</u>	<u>Percentage of Responses</u>
Word of mouth	72%
Signs	15%
Gazette/other newspaper	11%
Minnesota Grown Directory	1%
Total	100%

Note: Many couldn't recall how they initially found out; they'd simply been "coming for ages!"



Estimated Attendance	
<u>Time of Day</u>	<u>Number of Adults Entering</u>
8:00 - 9:00	96
9:00 - 10:00	258
10:00 - 11:00	108
11:00 - 12:00	78
Total	540

Note: Entering adults were counted for the last twenty minutes of every hour, and the number was multiplied by three to get the total for the hour.

This is the 15th Stillwater Farmers Market in the 2007 season. Counting today, how many times have you visited the market this year?	
<i>(251 Respondents)</i>	
<u>Response</u>	<u>Percentage of Responses</u>
Once	20%
2-5 times	35%
6-10 times	31%
11-15 times	14%
Total	100%

Additional Observations

- The market's customer base seemed to be primarily composed of loyal customers who had been coming every week for years; new customers seemed few and far between.
- Most market customers (65%) live within three miles of the market, and many of these local customers simply stumbled upon the market signs while driving by.
- The vendors and customers at the Stillwater Farmers Market have created a close-knit community spirit that is obvious and instantly appealing to newcomers.
- A large number of customers were disappointed because the responses to the question "What one change..." did not allow them to respond that the market was doing everything right!