

**Carbondale Farmers Market
Consumer Survey Results
August 2007**

What features about the Carbondale Farmer's Market produce is <i>most</i> important to you? (pick one)			
Price	2	Personal health	1
Product Taste	4	Ecologically/ Organically Grown	5
Knowing my grower	1	Other	1
		Product Freshness 17	
		Supporting local growers/economy 18	
(Other = selection, 1)			
Which is most important to you when shopping for produce at a grocery store? (pick one)			
Price	15	Locally grown	20
Other	4	Ecologically/ organically grown 10	
(Other = Freshness, 2; Quality, 2)			
Would you like to see more organically or ecologically grown produce at this farmer's market?			
Yes	45	No	2
How often do you visit the Farmer's Market?			
Every week	27	1-2 times/mo.	16
<5 times/yr.	4	First time	1
How far do you travel to get to the Farmer's Market?			
< 1 mile	8	1-5 miles	15
6-10 miles	15	11-20 miles	6
> 20 miles	5	Which town? Chester, 1; Lick Creek, 1; Goreville, 1; Bush, 1; Carterville, 1.	
Do you find you eat more vegetables and fruit when you shop at the Farmer's Market?			
Yes, a lot	31	Yes, a bit	12
Not at all	4	I don't know	2
Approximately how much do you spend each week at the Farmer's Market?			
Less than \$5	2	\$5-10	13
\$11-15	13	\$16-20	7
More than \$20	11		
Besides produce, for what other reasons do you attend the Farmer's Market? Check all that apply.			
Artisan Goods	14	House/bedding plants	23
Music	8	See people I know	28
Pet the animals (dogs, cats)	7	Get outside/exercise	11
Walk dog	2	other	5
(other includes: jewelry, baked goods)			

Demographic Information

What is your favorite local radio station?							
Z100	1	WSIU	11	WDBX	18	WCIL	2
WDDD	4	95.1	1	99.9	2		
Gender of Respondents							
Female			27	Male		18	
Annual Household Income							
<\$10,000	4	\$10-20,000	6	\$21-30,000	6		
\$31-40,000	5	\$41-50,000	7	\$51-60,000	5		
\$61-70,000	0	\$71-80,000	2	\$81-90,000	1		
<\$90,000	7						
Age of Respondents							
<20 years	1	21-30	4	31-40	3	41-50	7
51-60	19	61-70	10	71-80	2	>80	2

On Saturday, August 4th, 2007, forty-seven Carbondale Farmers Market (CFM) shoppers participated in a consumer survey conducted by representatives of the Southern Illinois Center for a Sustainable Future (SICSF).

Product

Thirty-eight percent of those surveyed indicated that supporting local growers and the local economy was the most important reason for shopping at the farmers market. Thirty-six percent indicated that product freshness was a key factor. Price was not a factor for the majority of consumers when shopping at the CFM.

Price, however, was a significant factor when questioned about grocery store shopping (32 percent indicated price as most important). However, 43 percent said that seeing more locally grown food in grocery stores was more important than price.

The vast majority of respondents (91 percent) indicated that they would like to see more ecologically/organically grown food at the market, though its difficult to know for certain if consumers fully understand what that means.

Money

Seventy percent of shoppers spend between \$5 and \$20 at the market with 20 percent spending more than \$20.

Other Factors

The survey indicated that a the CFM is a social destination with 60 percent of respondents saying they come to the market to see people they know. Forty-nine percent liked the varieties of plants available with 30 percent indicating they liked to shop for artisan crafts and goods.

Age and Income

The vast majority of those surveyed (77 percent) were between the ages of 41 and 70, with 40 percent between the ages of 51 and 60.

Income distribution was fairly even, with one rather large exception: 15 percent reported an income of more than \$90,000. Thirty-four percent were in the \$0 to \$30,000 range with 36 percent in the \$31,000 to \$60,000 range.

Final Question

The final question in the survey asked consumers if they could think of any way to improve the current farmers' market. Several suggestions were interesting (more shade, more leafy vegetables in the summer, more baked goods, and a year-round market), but the vast majority of those surveyed liked the market "just the way it is."