

Meet Me At The Market Survey

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Department of Natural Resources

Who, What, Where, Why?

- **Who:** Meghan Geary & Amber Pell, marketing interns with the Division of Agriculture
- **What:** Collecting data for the Farmers Market Association
- **Where:** All over the state of Alaska!
- **Why:** Collecting data to help us improve farmers market attendance in the state of Alaska.

Markets Visited

- Friday Fling, Palmer
- South Anchorage
- Ninilchik Farmers Market
- Farmers Fresh, Soldotna
- Highway's End Farmers Market, Delta Junction
- Tanana Valley Farmers Market, Fairbanks (x2)
- Homer Farmers Market (x2)
- Anchorage Market and Festival
- Mountain View
- Muldoon
- Soldotna Saturday Market



The survey

Which describes you best?

- Local Visitor

What are you buying today?

Is there a specific item you come to this market for?

How did you learn about this farmers market?

- Social media Word of mouth Radio Drove by 2018 Alaska Farmers Market Guide

Why do you come to the farmers market?

- Alaska Grown products Fun Live music Food vendors Made in Alaska products
 Support local economy Chef/Food Demonstrations Other: _____

How often do you shop at the farmers market?

- Rarely Monthly Weekly

What would encourage you to visit the farmers market more often?

- More frequent market days Lower prices More variety More convenient locations

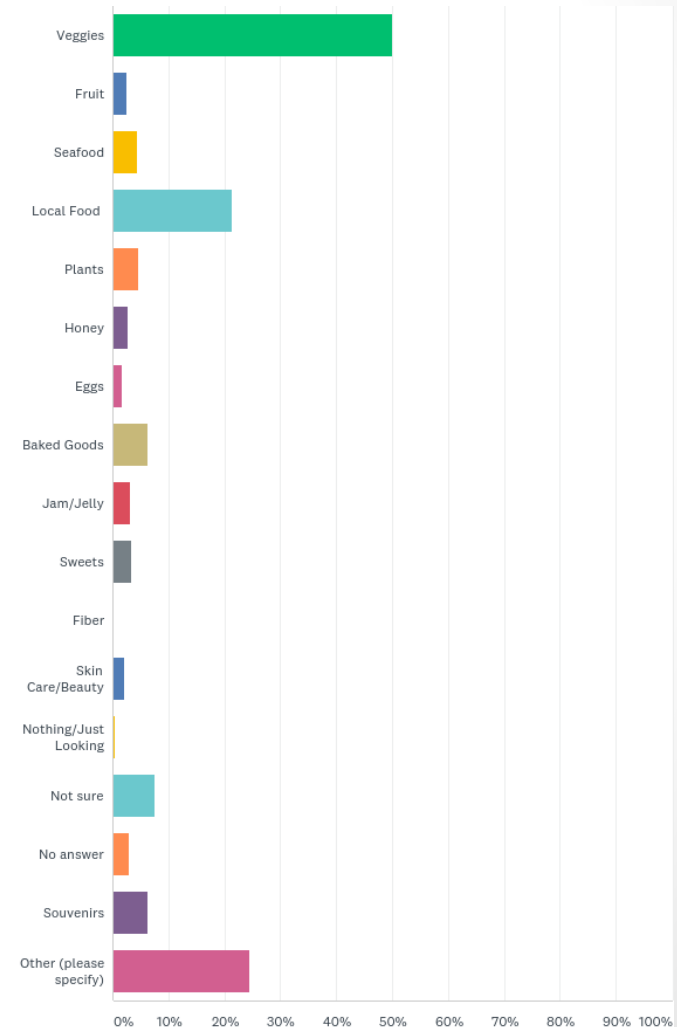


Q1: What describes you best?

Q2: What are you buying today?

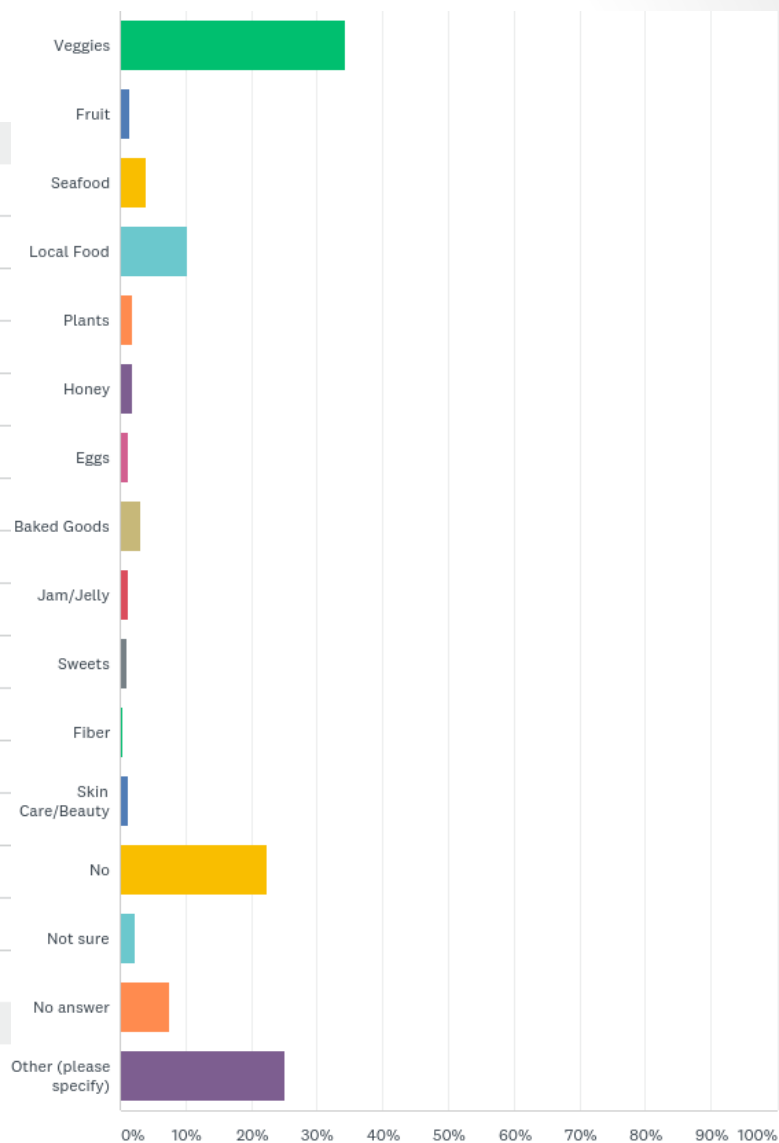
- We found that 80% of market goers are local, 20% are tourists

ANSWER CHOICES	RESPONSES	
Veggies	49.94%	436
Fruit	2.52%	22
Seafood	4.47%	39
Local Food	21.42%	187
Plants	4.70%	41
Honey	2.75%	24
Eggs	1.72%	15
Baked Goods	6.30%	55
Jam/Jelly	3.21%	28
Sweets	3.44%	30
Fiber	0.23%	2
Skin Care/Beauty	2.06%	18
Nothing/Just Looking	0.46%	4
Not sure	7.45%	65
No answer	2.86%	25
Souvenirs	6.19%	54
Other (please specify)	24.51%	214
Total Respondents: 873		

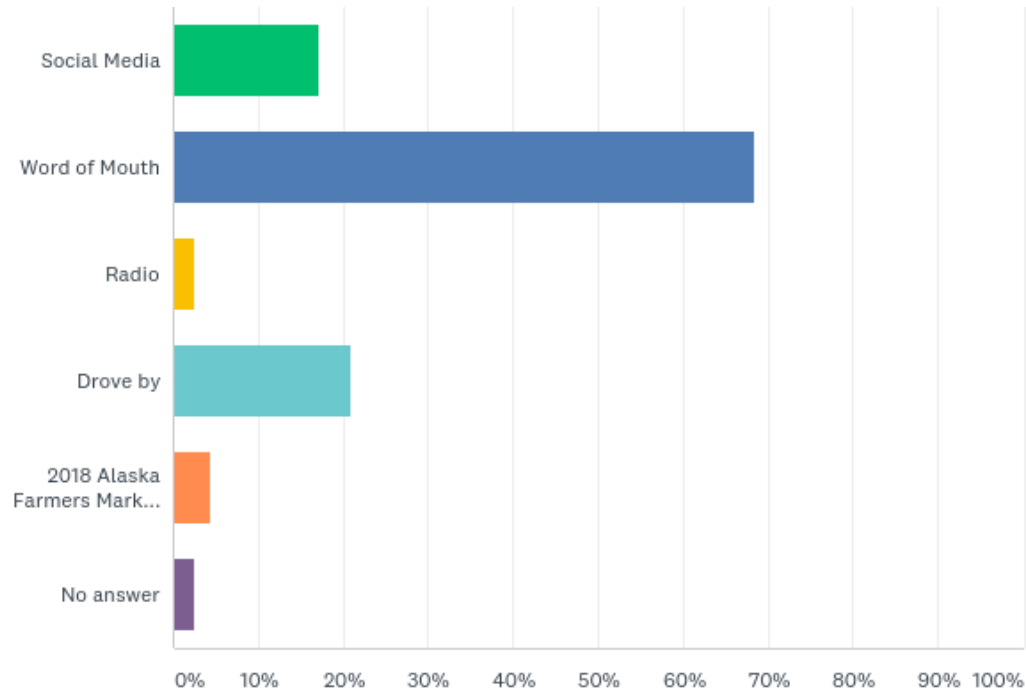


Q3: Specific item you came for?

ANSWER CHOICES	RESPONSES	
Veggies	34.21%	299
Fruit	1.37%	12
Seafood	3.89%	34
Local Food	10.30%	90
Plants	1.83%	16
Honey	1.95%	17
Eggs	1.26%	11
Baked Goods	3.20%	28
Jam/Jelly	1.26%	11
Sweets	1.14%	10
Fiber	0.34%	3
Skin Care/Beauty	1.26%	11
No	22.31%	195
Not sure	2.40%	21
No answer	7.55%	66
Other (please specify)	25.17%	220
Total Respondents: 874		

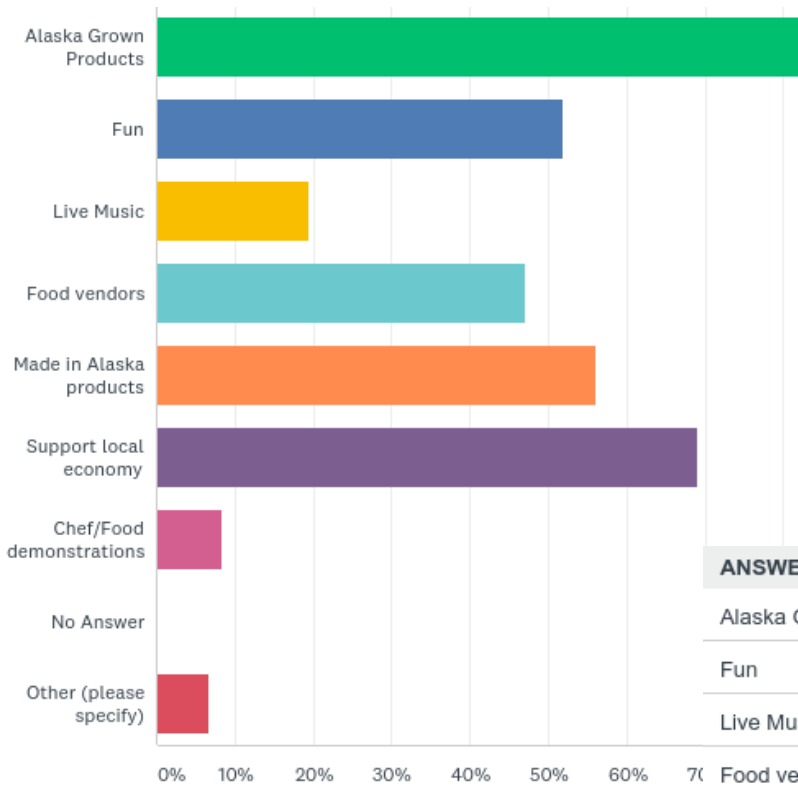


Q4: How did you learn about the farmers market?



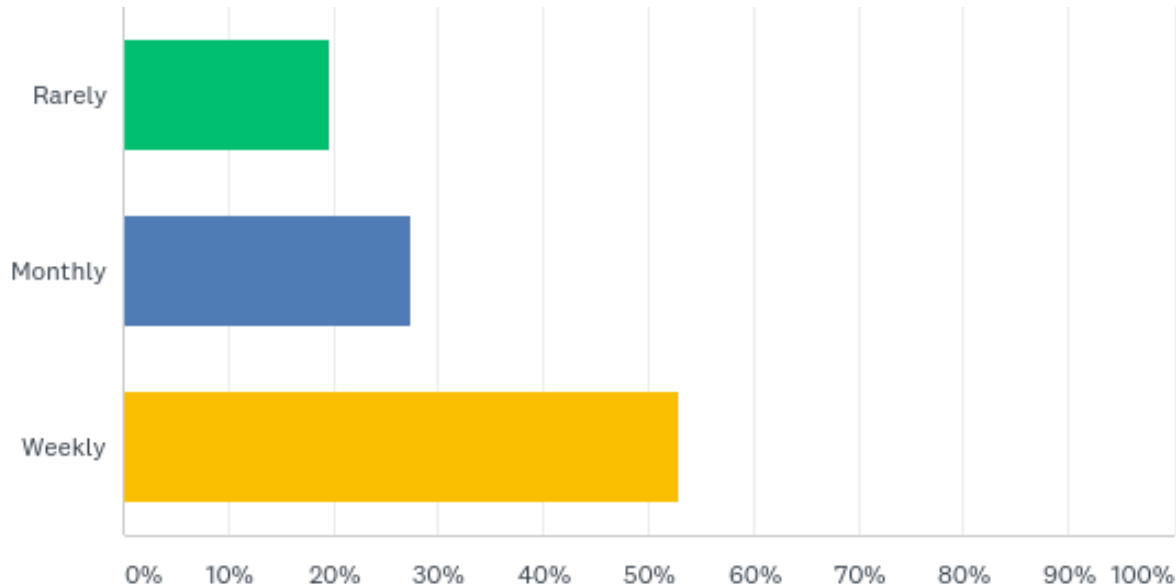
ANSWER CHOICES	RESPONSES	
Social Media	17.18%	150
Word of Mouth	68.50%	598
Radio	2.52%	22
Drove by	20.96%	183
2018 Alaska Farmers Market Guide	4.35%	38
No answer	2.52%	22
Total Respondents: 873		

Q5: Why do you come to the farmers market?



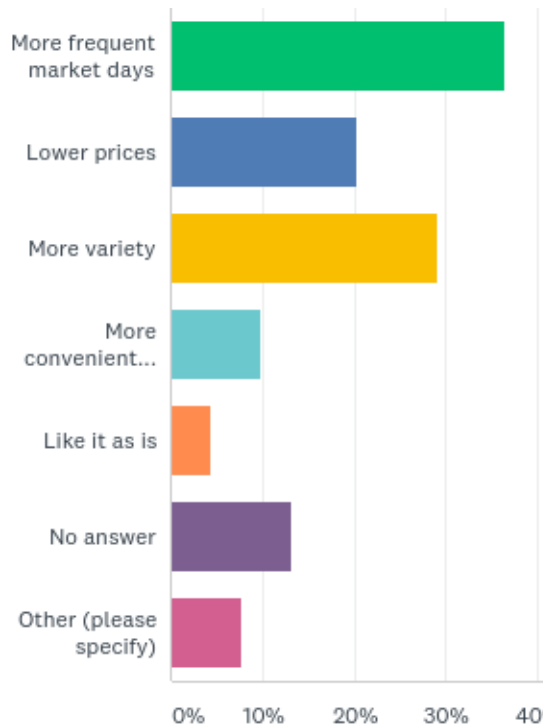
ANSWER CHOICES	RESPONSES	
Alaska Grown Products	82.15%	718
Fun	51.83%	453
Live Music	19.45%	170
Food vendors	47.14%	412
Made in Alaska products	56.06%	490
Support local economy	69.11%	604
Chef/Food demonstrations	8.47%	74
No Answer	0.23%	2
Other (please specify)	6.75%	59
Total Respondents: 874		

Q6: How often do you shop at the farmers market?



ANSWER CHOICES	RESPONSES	
Rarely	19.72%	172
Monthly	27.41%	239
Weekly	52.87%	461
TOTAL		872

Q7: What would encourage you to visit the farmers market more often?



ANSWER CHOICES	RESPONSES	
More frequent market days	36.50%	319
Lower prices	20.25%	177
More variety	29.18%	255
More convenient locations	9.84%	86
Like it as is	4.35%	38
No answer	13.27%	116
Other (please specify)	7.67%	67
Total Respondents: 874		

And then there's "other"

Q2 What are you buying today?

vendor Ice Cream salsa clothing Art birch syrup jewelry everything
looking made flowers pottery crafts AK anything
popcorn kombucha coffee meat pasta

Q3 Is there a specific item you come to this market for?

gifts good shirt art salsa locally everything crafts looking fresh
Carrots fun flowers music vendor made people
Alaska Grown jewelry Grown

Q7 What would encourage you to visit the farmers market more often?

Better meats markets personal parking visiting time Wednesday local
lived vendors Music

Photos



Time and money spent

- Average number of customers per hour- 284.5
- Average amount of money spent per person at each market- \$39.14

Do you  local?

How much are you spending today?

Money

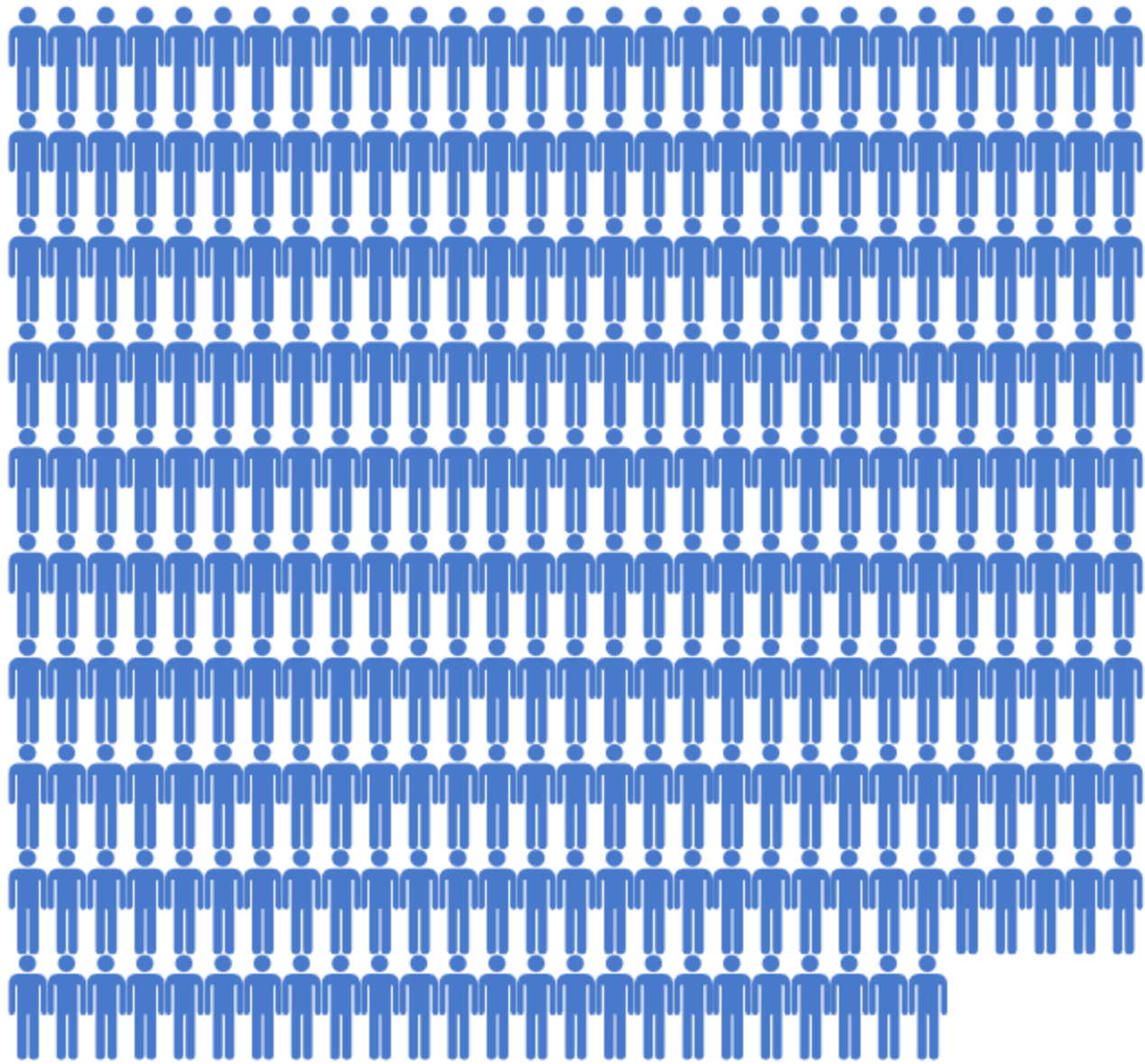
50
Under \$5
\$6-10
\$11-15
\$16-20
\$21-25
\$26-30
\$31-35
\$36-40
\$41-45
\$46-50
\$51-55
\$56-60
\$61-65
\$66-70
\$71-75
\$75+

Alaska GROWN
fresher by far

Time

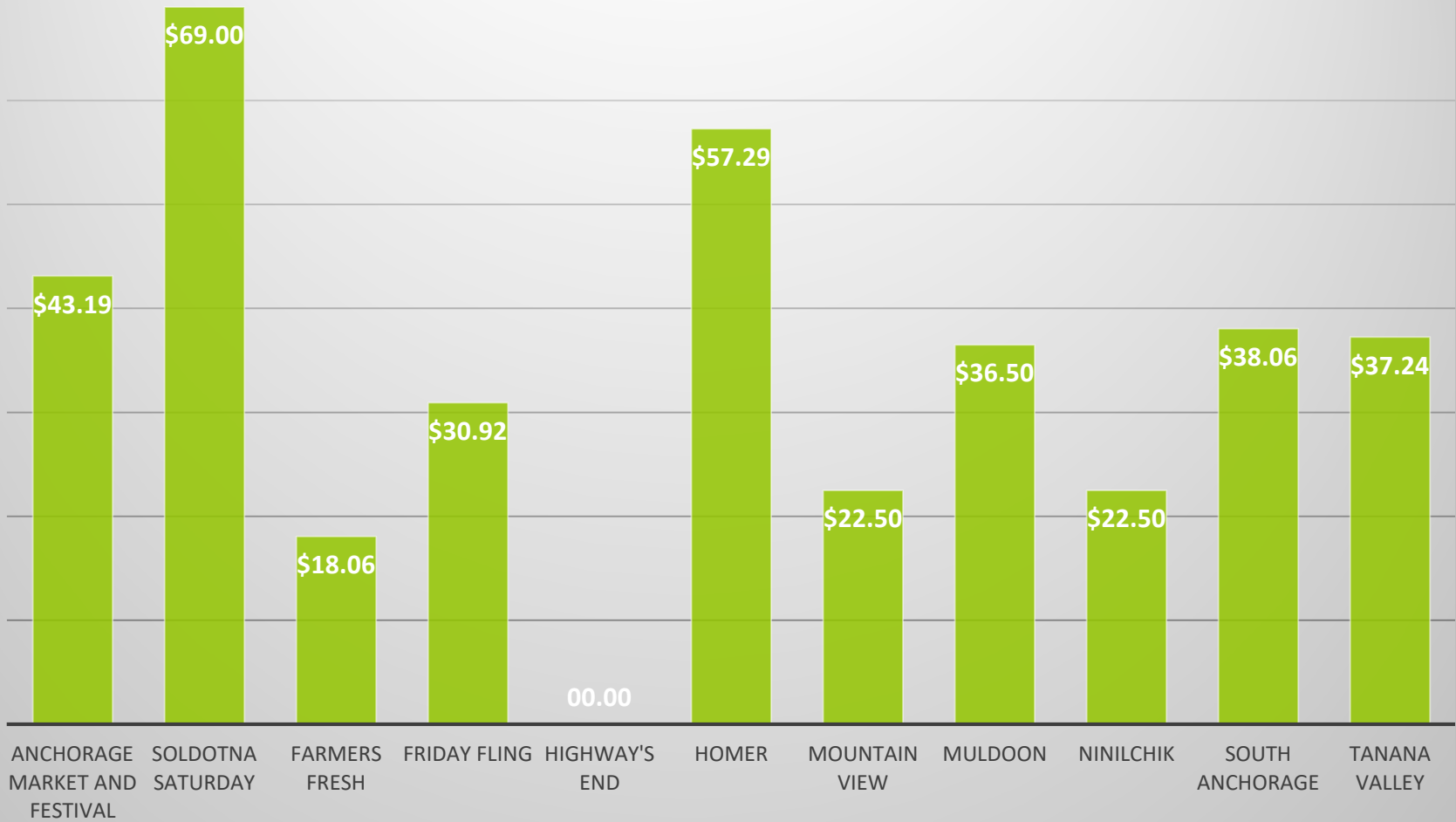
Less than 15 mins
30 minutes
1 hour
2 hours
3+ hours

PUT A CHECK AND TAKE OUR ONE MINUTE SURVEY!

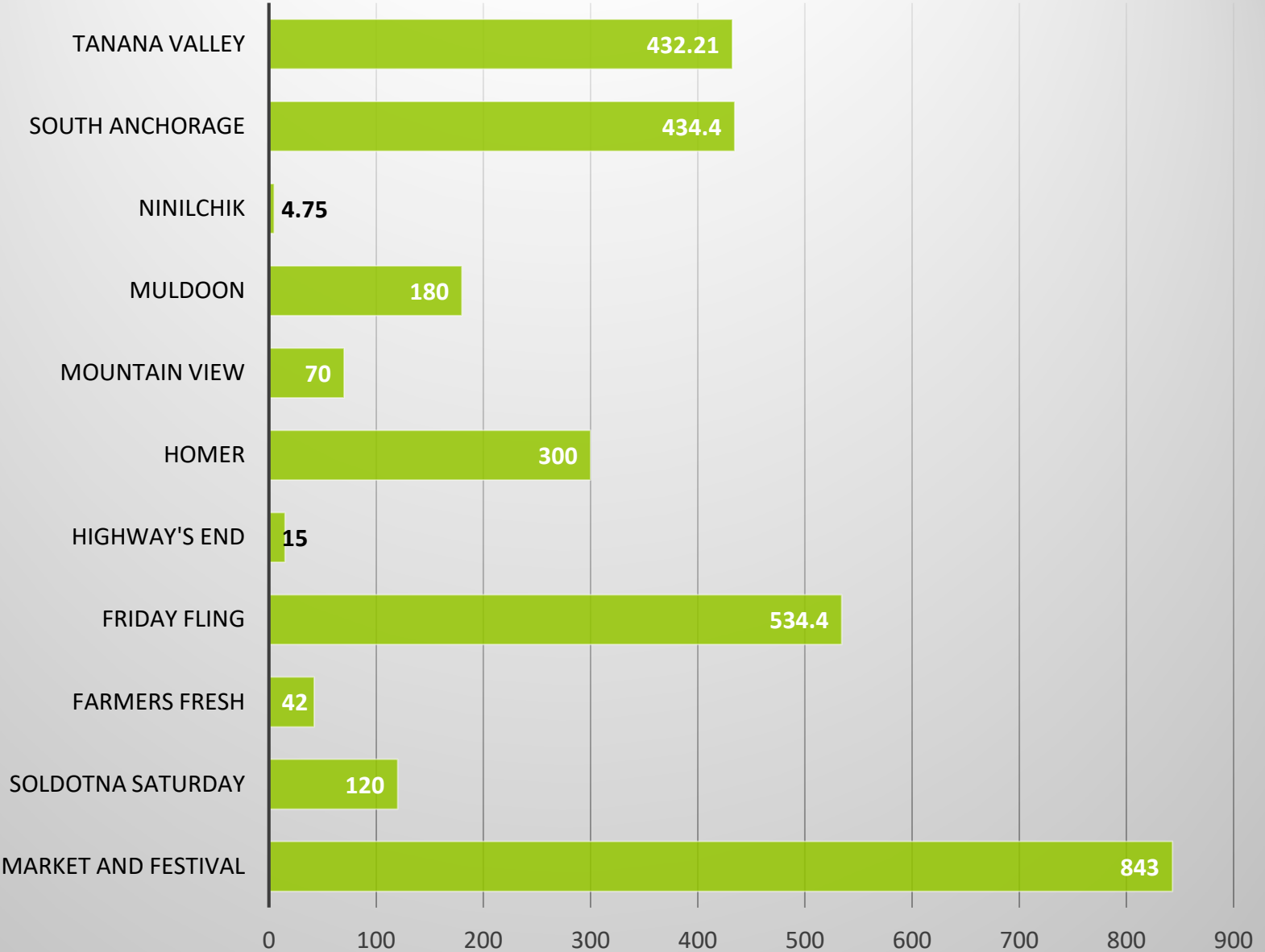


285

Average Amount Spent (per customer)



Customer Counts (per hour)



Where we're headed

- Currently scheduling markets for the 2019 season
- Revised customer survey, and new vendor survey
- Expansion to Southeast Alaska
- Goal to increase sales and continue being a resource for the Ag community!



Special Thanks

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