

# Meet Me At The Market Survey

Amber Pell and Meghan Geary  
Division of Agriculture  
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
- Tanana Valley Farmers Market
- 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

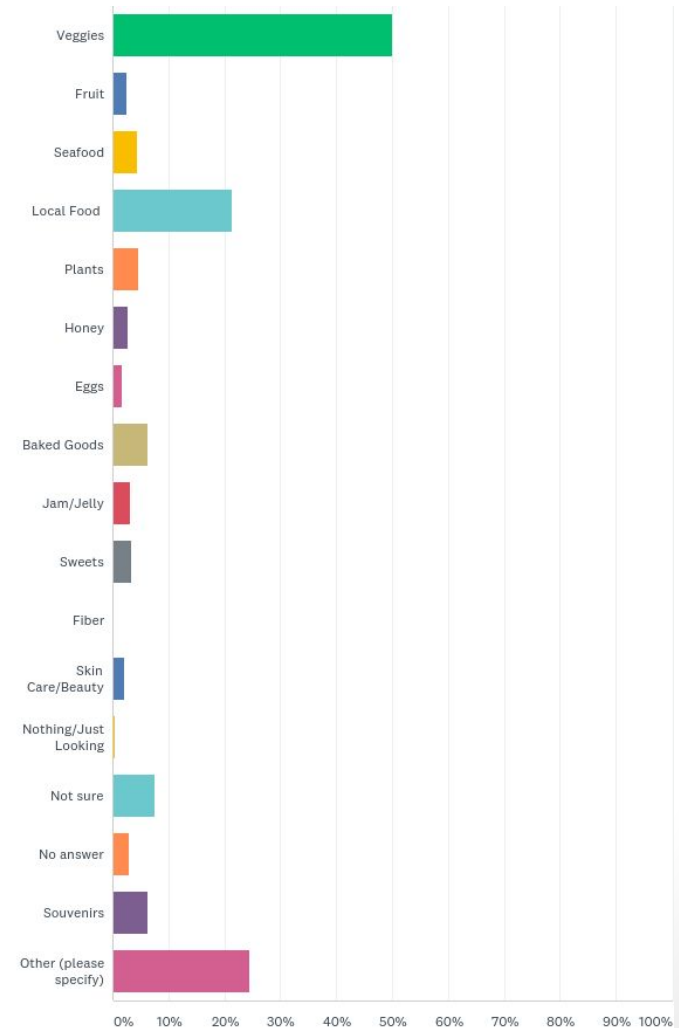


# Q1: What describes you best?

## Q2: What are you buying today?

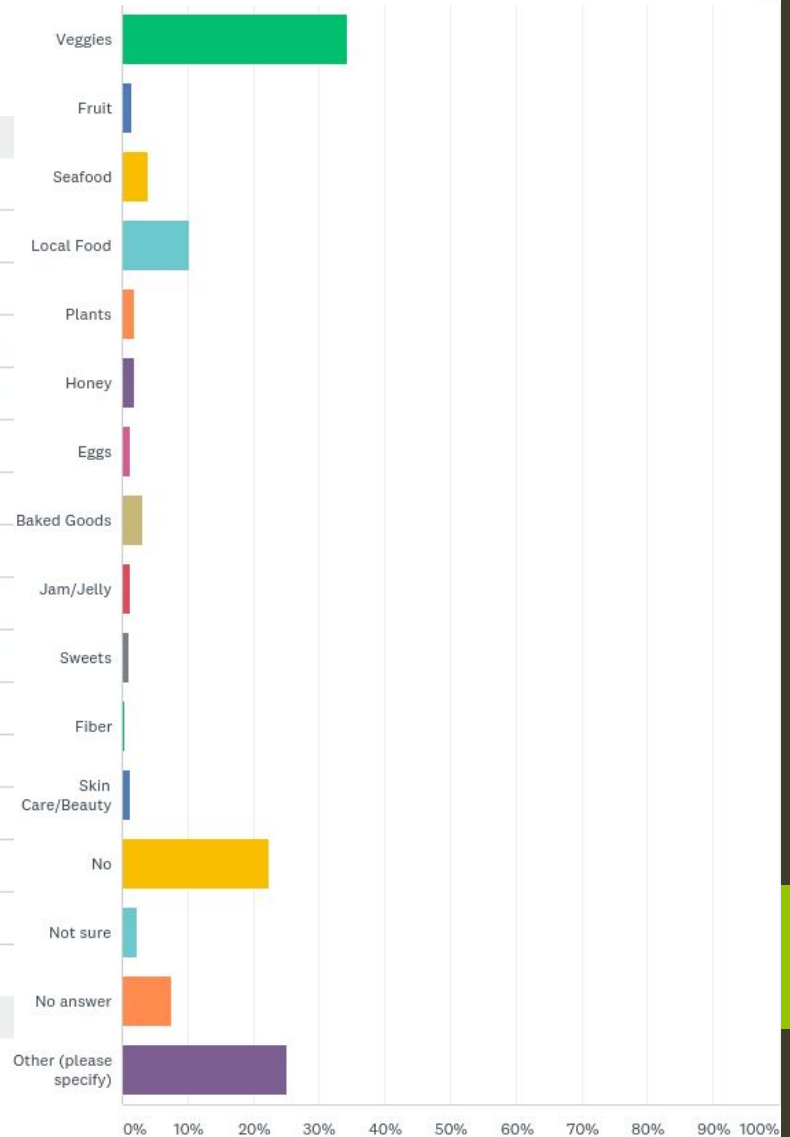
- We found that 80% of market goers are local, 20% are tourists

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		

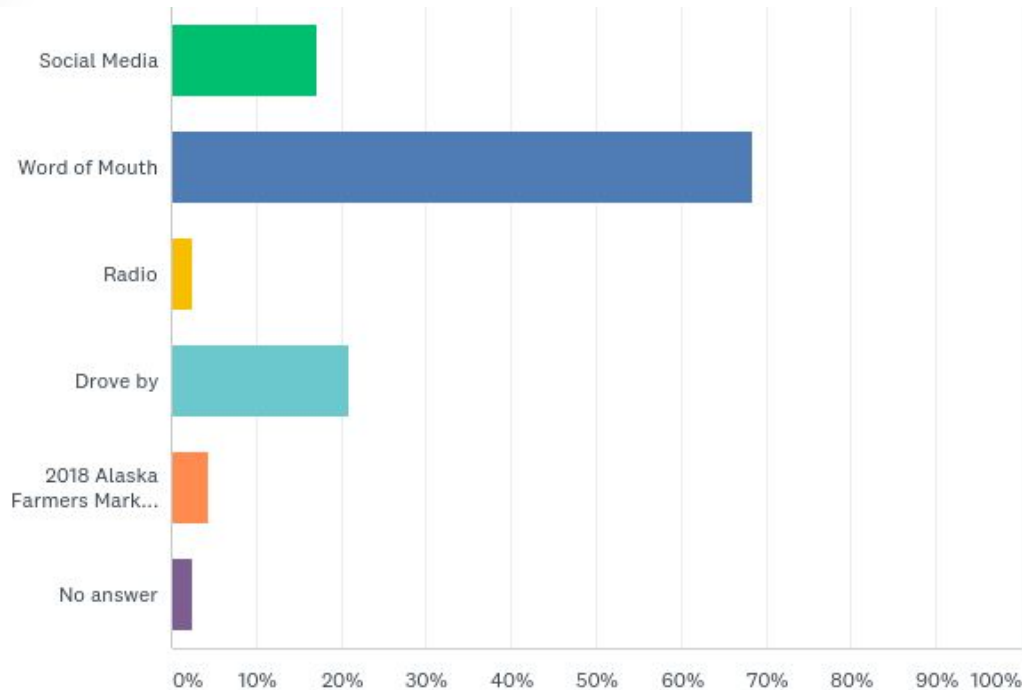


# Q3: Specific item you came for?

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		

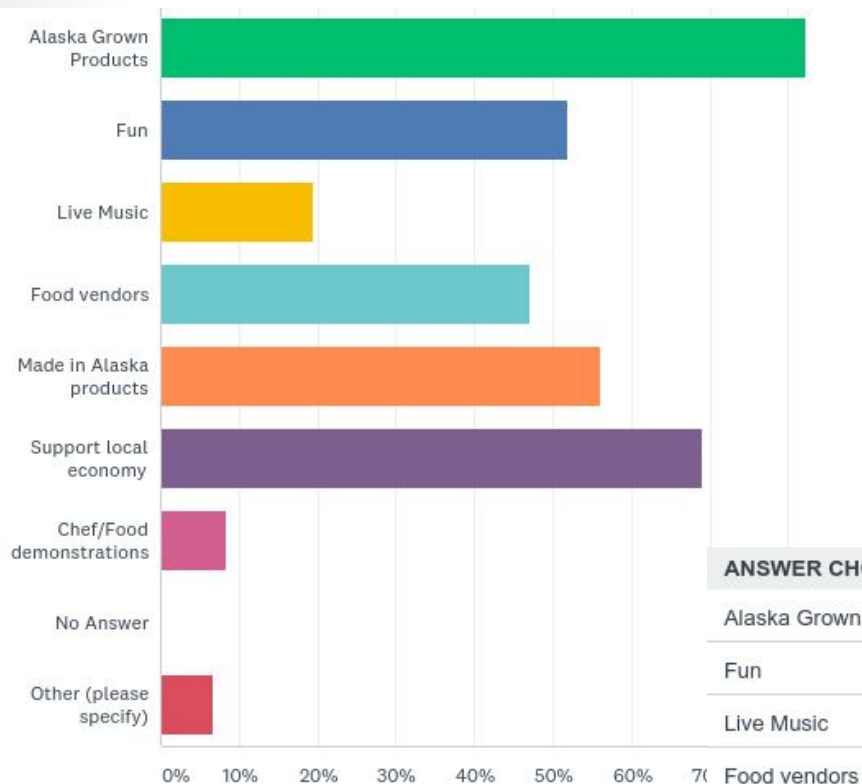


# Q4: How did you learn about the farmers market?



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		

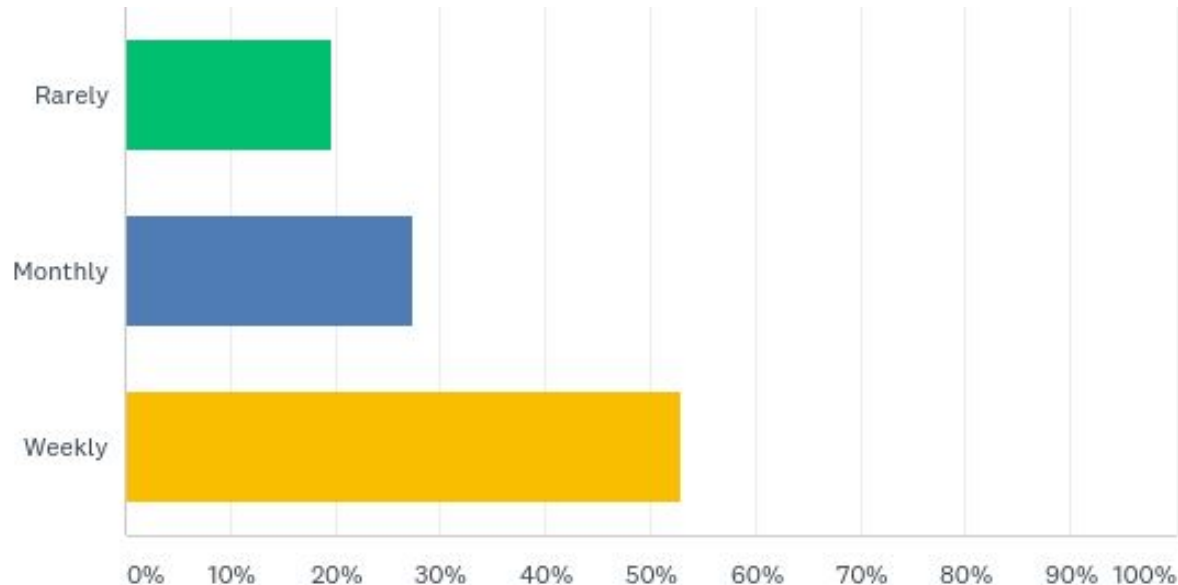
# Q5: Why do you come to the farmers market?



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		

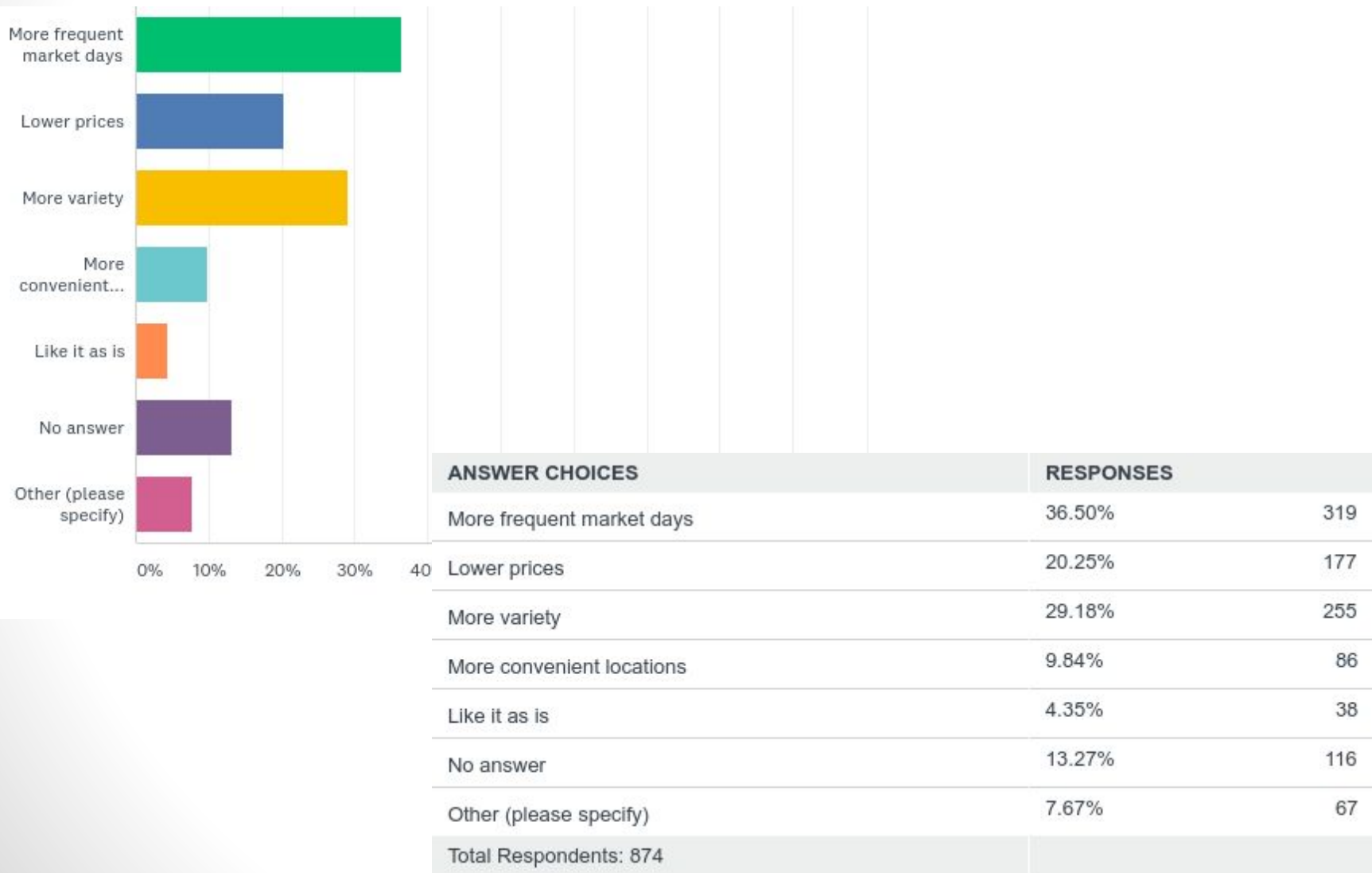


# Q6: How often do you shop at the farmers market?



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?



# 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?**

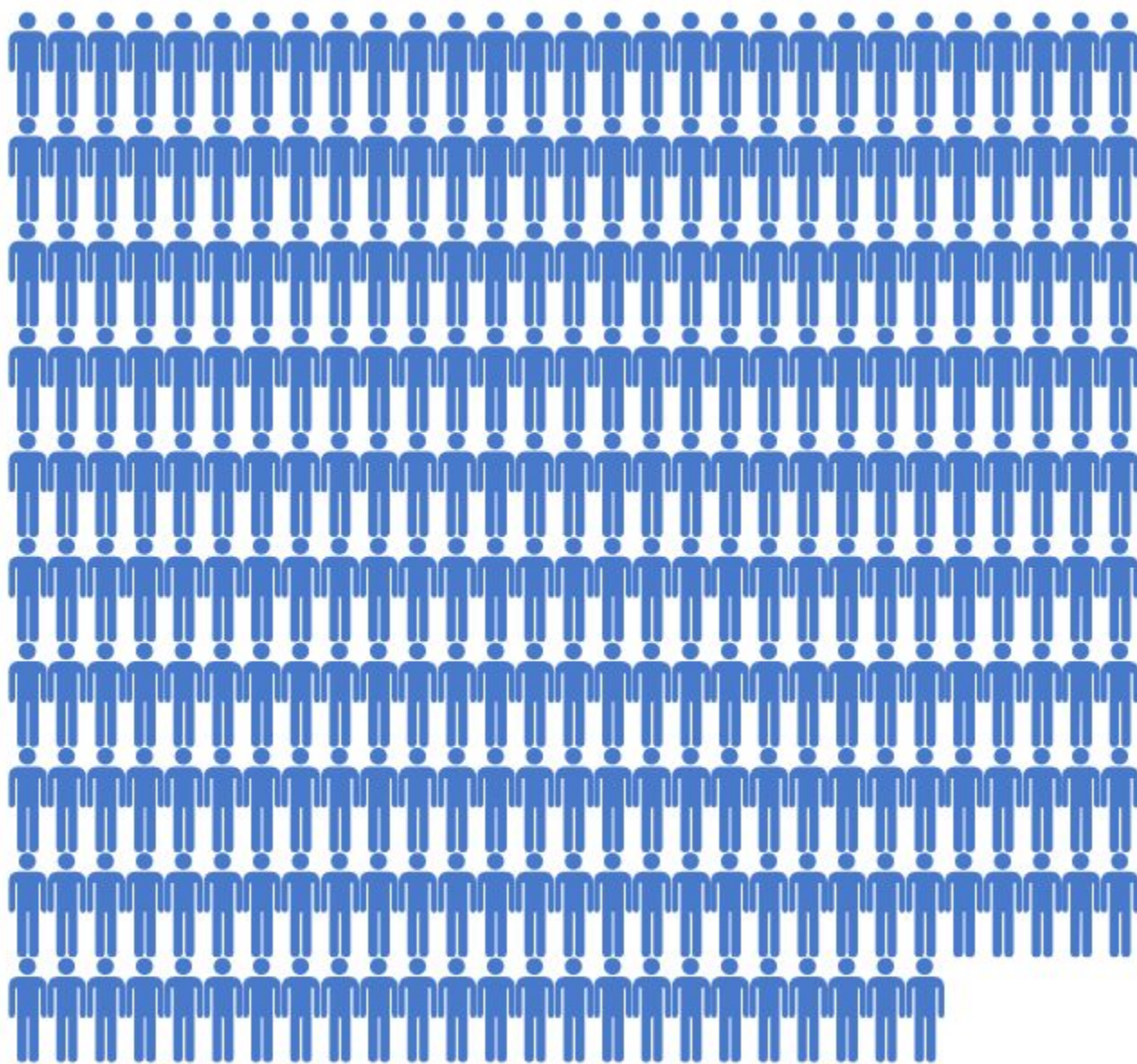
**Money**

**Time**

**Alaska GROWN**  
fresher by far

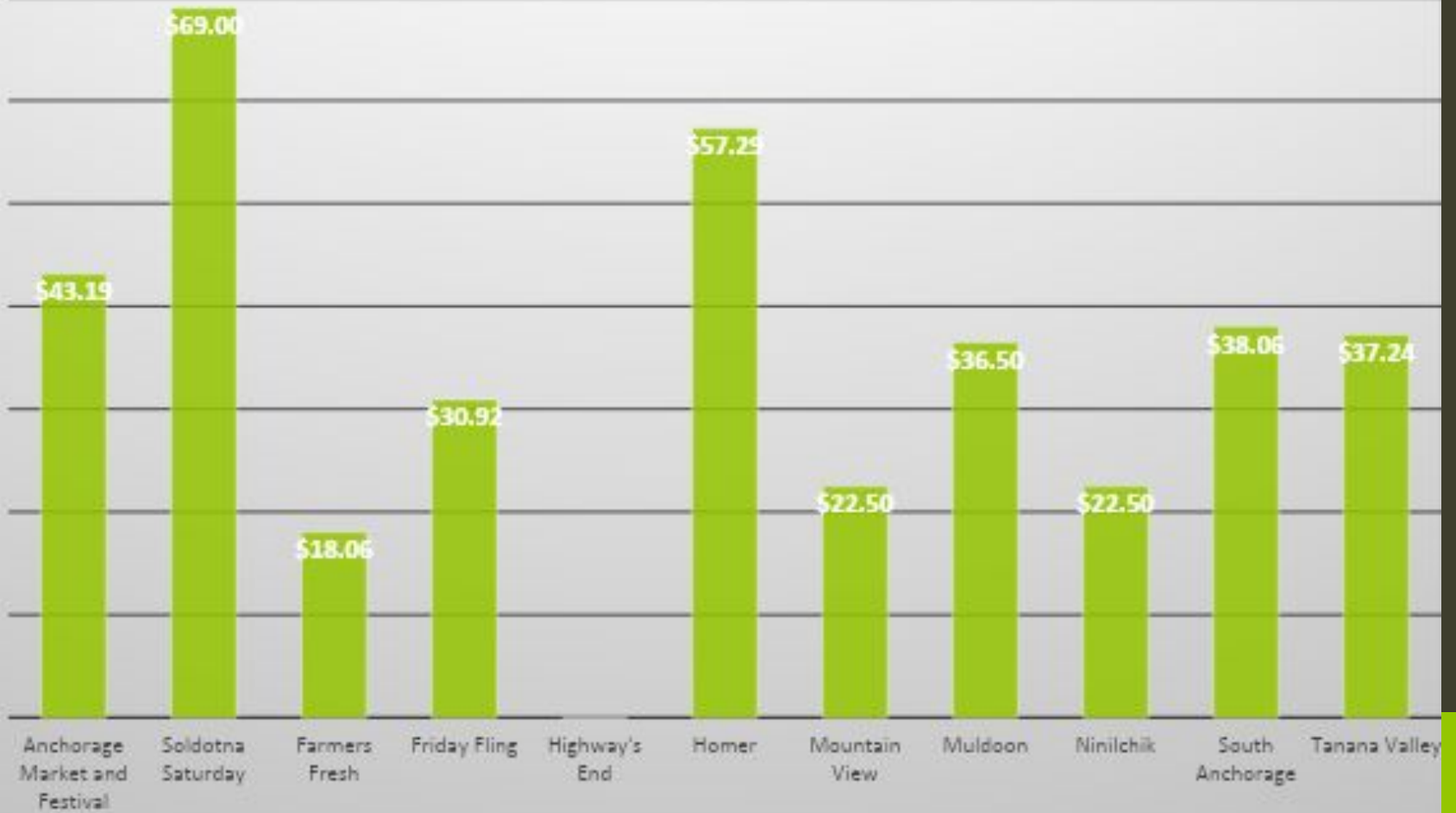
**PUT A CHECK AND TAKE OUR ONE MINUTE SURVEY!**

Money	Time
Under \$5	Less than 15 mins
\$6-10	30 minutes
\$11-15	1 hour
\$16-20	2 hours
\$21-25	3+ hours
\$26-30	
\$31-35	
\$36-40	
\$41-45	
\$46-50	
\$51-55	
\$56-60	
\$61-65	
\$66-70	
\$71-75	
\$75+	

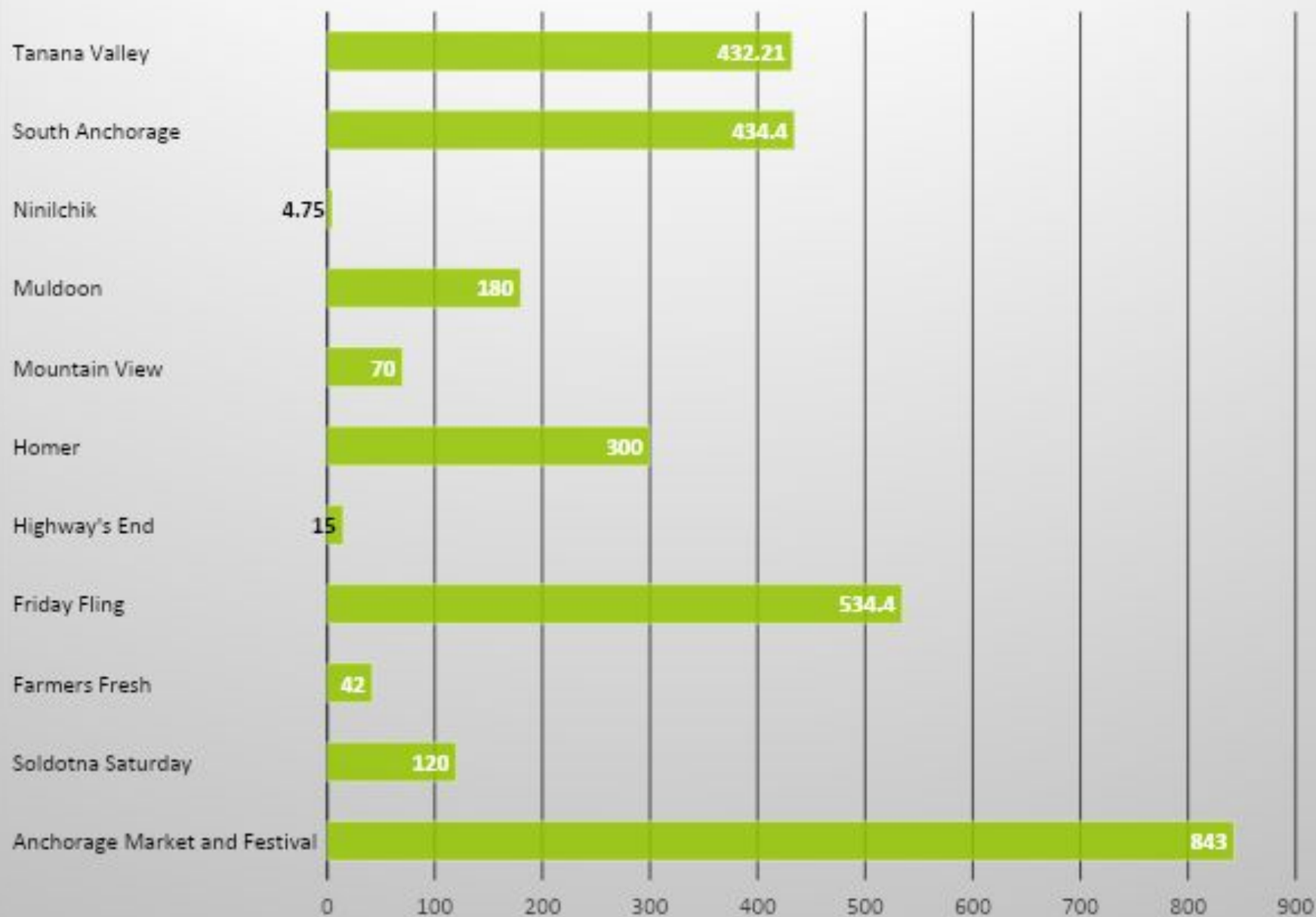


285

## 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

- Thank you to Johanna Herron, Erin Shepard, Lyssa Frohling, and Devynn Maclure at the Division of Agriculture for their help over the summer season!
- Thank you to Robbi Mixon and the Alaska Farmers Market Association for funding this project and providing support throughout.