



January 15, 2014

Understanding your Market Base: How Strategic Shopper Surveys Can Help You Grow the Number of Core Customers

Hosted by the Farmers Market Coalition, in partnership with the Pennsylvania Association for Sustainable Agriculture

Important Links & Additional resources

Greenbelt Farmers' Markets 2010 Shopper Study Report

The Greenbelt Farmers' Market Network (GBFMN) in Toronto, Ontario commissioned this study funded by the Friends of the Greenbelt Foundation. A total of 339 shoppers at ~30 farmers markets located in and around the Greenbelt participated in an online survey in October-November 2010. The report covers shopper demographics, motivations, and perceptions about farmers markets, identifying differences between higher-spending, longer-standing customers and those who purchased less frequently.

<http://farmersmarketcoalition.org/resource/2010-shopper-study-report/>

Healthy Habits: Farmers' Markets Impacts on Customers: Greenbelt Farmers' Market Network Research Survey 2012

A total of 386 farmers market shoppers from 58 different farmers markets took part in the Greenbelt Farmers' Market Network (GBFMN) online survey in January-February 2012, with a concentration in Central Ontario and Toronto. Prompted by insights gained in the 2010 study, the 2012 survey's primary focus was on measuring the health impacts of farmers markets.

<http://farmersmarketcoalition.org/resource/shopper-survey-report-2012/>

Marketing Research and Strategy for Growing Sales Opportunities at Puget Sound Farmers Markets

This detailed research effort seeks to identify attributes of target consumers for farmers markets, perceived challenges, opportunities and strategies to attract these consumers to expand and strengthen the customer base for the region's farmers markets, with specific recommendations for addressing issues unique to the four proxy markets. The report also addresses the perceptions and barriers of 2nd tier farmers market shoppers.

<http://farmersmarketcoalition.org/resource/puget-sound-customer-research/>

Increasing Customers & Sales at Farmers Markets: A Target Marketing Campaign

This presentation discusses the results of a 2009 collaboration between Pacific Coast Farmers Market Association (PCFMA) and USDA Agricultural Market Service to determine the effectiveness of target marketing as a viable promotional strategy to increase farmers market patronage. Using specific 'lifestyle segments' based on consumer behavior and demographics, the researchers implemented a coupon campaign to identify the consumer variables correlating with redemption/patronization at farmers markets.

<http://farmersmarketcoalition.org/resource/increasing-customers-and-sales-at-farmers-markets/>

Advertising Impacts Reveal Buying Habits of Farmers' Market Shoppers

This report details an innovative two year study conducted by the Pacific Coast Farmers' Market Association (PCFMA) that revealed details on customer buying habits and responses to advertising by farmers' markets. In addition to exploring the impact of advertising and marketing strategies, the study revealed attitudes and buying habits of shoppers, allowed for a demographic comparison of shoppers to community residents, and facilitated an estimate of the economic impact of farmers' markets on surrounding businesses.

<http://farmersmarketcoalition.org/resource/market-thymes-special-report/>

New Hampshire Farmers Market Customer Survey

A 2013 customer survey at 24 farmers markets conducted by the University of New Hampshire College of Life Sciences and Agriculture and UNH Cooperative Extension found that the majority of customers spend between \$26 and \$50 per visit, 77 percent travel fewer than 10 miles to their farmers market and 46 percent shop at their local farmers market once per week. <http://farmersmarketcoalition.org/resource/nh-manager-and-customer-surveys-2013/>

The Consumer & the Farmers Market: What the Research Shows Us

This PowerPoint presentation from the Penn State University College of Agricultural Sciences reviews Mid-Atlantic consumer attitudes and behaviors related to farmers markets. Includes distinguishing characteristics of farmers market shoppers in Philadelphia, Washington, DC, Baltimore, Richmond, and New York City, as well as perceptions about what products are purchased and perceptions about what kinds of locally grown crops are available.

<http://farmersmarketcoalition.org/resource/the-consumer-the-farmers-market-what-the-research-shows-us/>

General Consumer & Market Research Resources

'You Are Where You Live':. Enter a 5-digit ZIP Code to find the top lifestyle groups for that neighborhood. Clusters describe segments of the population by predominant demographic and lifestyle features. <http://www.claritas.com/MyBestSegments/Default.jsp>

Nielsen Segment Explorer

The Segment Explorer is an interactive tool that lets you examine segment groups based on demographics and behaviors. Once you have identified a segment group, you can click on each segment tile to view more details about the segment's traits. If you are a subscribed user, you will be able to download detailed information about each segment.

http://www.claritas.com/MyBestSegments/Default.jsp?ID=30&menuOption=segmentexplorer&id1=1027&prevSegID=2000&filterstate=&sortby=segment_code