

Market Site Planning and Development in Southern Oregon

To increase volume and quality of direct farm sales in Southern Oregon by developing two permanent farmers market sites, consolidating the operations of several locations of the Rogue Valley Growers & Crafters Market. This consolidation will improve customer access to two permanent Jackson County farmers' market facilities by locating, designing and timing permanent farmers market locations based upon surveys of vendors and current, as well as future customers.

[Final Report](#)

Farmers Market Promotion Program (FMPP) Market Site Planning and Development in Southern Oregon Final Project Report

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Summary

The Rogue Valley Growers & Crafters Market conducted survey research to determine interest and preferences related to permanent site location in Jackson County Oregon. Our goal was to increase the volume and quality of direct farm sales in Southern Oregon by developing permanent farmers' market sites in two cities. We conducted three surveys and created a list of potential permanent sites with the advantages and disadvantages of each. Our original aim was to use FMPP funds to begin designing site improvements at two permanent sites. By the end of the grant period, we did not secure the permission of the property owner at our preferred sites.

While we were not able to begin permanent site development, the survey research resulted in the establishment of a new market in downtown Ashland on Saturday morning. This market offers 35 vendors access to an average of 1200 and offers individuals who work traditional 8-5 hours a convenient time to shop for local produce.

Background Statement

The Rogue Valley Growers & Crafters Market (RVGCM) celebrated its 20th season in 2007. The market operates two open-air markets weekly from mid-March through mid-November and boasts 79 agricultural vendors out of 126 total members, including agriculturally related crafters and value-added food vendors. The market operates Tuesday and Saturday morning markets in Ashland (2006 population 21,430) and a Thursday morning market in Medford (2006 population 73,960). A separate farmers' market organization operates on Wednesdays and Saturdays in Grants Pass, 30 miles north of Medford (pop 30,930) and most of the same vendors sell at this market.

Vendor reports consistently show that sales volume and numbers of vendors at the Ashland market vastly outpace those in Medford. An October 2006 survey of 57 Ashland vendors reported average sales to be \$25,375. In Medford, 45 vendors reported the average sales at \$12,805. This huge discrepancy, despite having a larger population base in Medford, is anecdotally attributed to a different customer demographic, but has never been researched. Some suspect that the higher percentage of dual income households in Medford means that holding market during business hours creates a barrier. Certain vendors report higher sales in Medford, but an analysis of potential purchasing trends has never been done.

Over the past 20 years, the market has operated in eight different locations in Medford and three different locations in Ashland. Perceived competition from adjacent vendors in a shopping mall caused the Medford market to be evicted from their most popular site in 2002. They currently operate on an unimproved dirt parking lot of the Oregon National Guard Armory in the south of the city away from any residential neighborhoods, but very accessible by car. The Ashland market is similarly located away from the downtown residential and business core at the National

Guard Armory and is too small for the number of vendors. Both sites are temporary since the Armories are not able to issue long-term leases or make site improvements due to the need to preserve the space for national defense. Neither location has easily accessible water, restrooms or electricity.

Method

In September of 2007, we surveyed current market customers in Medford and Ashland to determine preferred time and location for the market. In addition, we surveyed attitudes toward a debit/credit card token system for the markets. We received input from 470 households in Medford and 670 in Ashland. Respondents in both cities expressed strong support for the addition of a Saturday market, with some indicating that this would mean fewer visits to the existing market/time. Complete results are attached.

In January of 2008, we mailed surveys to 150 vendor/members of the Rogue Valley Growers & Crafters Market. We had 87 surveys returned, a response rate of 59 percent. Current vendors strongly supported the creation of an additional Saturday market in Ashland. They also prioritized a location that did not require off-loading of their vehicles. They like to park next to their booths. Complete results are attached.

In March and April of 2008, we conducted nine different survey events in four different cities with the aim of prioritizing a location and time for the market. We were able to contact over 700 households, 335 in Ashland and 439 in and around Medford. Most of these (76%) had shopped at least once at market last year. We were only able to reach 189 households that are not current market customers. This probably reflects a bias as to who would agree to take the survey. There was strong support for a market to be held not during business hours so working families could attend. There was strong support for a market in downtown Ashland, downtown Medford and South Medford. Complete results are attached.

Partners

Southern Oregon University students taking a community food security course with SOU Professor Jody Waters assisted with our survey research. Project staff trained the students in dot survey methodology pioneered by project consultant Oregon State University Professor Larry Lev. Dr. Lev provided valuable assistance in crafting our survey questions.

Concurrent and after the survey research, the site planning team evaluated five locations in Medford and eight locations in and around Ashland. In September 2008, we narrowed our selection to four preferred locations (two in each city). At that time, the project stalled. In Medford, our preferred location is part of a downtown development project funded, in part, by an auto dealership. That project is now on hold because of the economic downturn. In Ashland, our preferred location is part of a former elementary school owned by the school district. Because the school district is now going through serious budget cuts, they are not able to commit at this time to our future use of the property.

Benefits

By surveying current customers, vendors and potential customers, the Rogue Valley Growers & Crafters Market was able to make an educated decision about permanent market locations in both

Ashland and Medford. Survey results illustrated the potential for increased sales by shifting the market to a more convenient time or location.

As a direct result of this grant, RVGCM opened a smaller, additional market in downtown Ashland in June of 2008. It has been a very successful market for both farmers and customers and serves working families who are not able to attend market during the day on Tuesday.

Lessons Learned

One of the many things we learned from this research was the need for additional markets after normal business hours so working families can shop at the market. As a result of this, RVGCM opened a smaller, additional market in downtown Ashland in June of 2008.

One of the major barriers to finding a permanent location is the large size of the market – we have over 150 vendors and markets range from 50-100 booth spaces each week. This makes it extremely difficult to find a pleasant spot in a good location that will accommodate the market as well as vendor and customer parking. With the success of the new Ashland Saturday market and a burgeoning number of new farmers we see the viability of a multiple, smaller market concept that might better serve our growing population. To this end, see strong potential in the development of micro-markets in conjunction with our area hospitals or other larger employers. These smaller markets would be open after work hours, e.g. 4-7pm, and serve the Medford population which currently does not have a market available outside of the normal business hours.

The addition of a small Saturday market in Ashland not only expanded the sales opportunities for vendors, but also illustrated the potential to operate several smaller markets rather than trying to fit the entire membership into one location.

Future Recommendations

Interest on part of the community is still strong for additional community markets in Medford and adjacent communities. Several smaller markets have started up without the organizational support of the Rogue Valley Growers & Crafters organization and membership and have had limited success. With additional organizational support there is the potential to grow these markets and increase customer participation. We see strong potential in the development of a Medford Saturday market as well as micro-markets in conjunction with our area hospitals or other larger employers. These smaller markets would be open after work hours, e.g. 4-7pm, and serve the Medford population which currently does not have a market available outside of the normal business hours. But because of the limited number of farmers in the area, vendors will have to either be present simultaneously at two markets or give up an existing market. By servicing multiple markets, farmers have increased costs and logistical questions; nevertheless there is the potential to increase sales and profits.

Description

The Rogue Valley has strong roots in agricultural production, historically focused on tree fruit crops and more recently in wine grapes. We remain the largest producer of pears in the world. However in the last two decades, the numbers of farms marketing their produce direct to consumers has steadily increased from 253 in 1992 to 312 in 2002, according to the National Agricultural Statistics Service. This steady growth mirrors the growth of regional farmers markets and other direct marketing channels. At the same time, Southern Oregon is experiencing

the Baby Boom trend of retirees and a growing consciousness of the economic, health and food safety benefits of locally grown food as evidenced by increased numbers of community supported agriculture programs, a new cooperative food store emphasizing local goods and community requests for expanded farmers market times and locations.

The Rogue Valley Growers & Crafters Market (RVGCM) celebrated its 20th season in 2007. The market operates three open-air markets weekly from mid-March through mid-November and boasts 85 agricultural vendors out of 150 total members, including agriculturally related crafters and value-added food vendors. The market operates a Tuesday morning market in Ashland, Saturday morning market in Ashland (2006 population 21,430) and a Thursday morning market in Medford (2006 population 73,960). A separate farmers' market organization operates on Wednesdays and Saturdays in Grants Pass, 30 miles north of Medford (pop 30,930) and most of the same vendors sell at this market.

Our member farmers are small family businesses. In Jackson and Josephine counties, 70% of the farms are less than 50 acres with a majority of those farms having sales less than \$25,000. Our largest farmers' market farmer works 70 acres with 12 employees. The vast majority are smaller than two acres with one or both household members working off-farm. These smaller acreages are not well positioned to market through traditional wholesale markets, thus the need for farm direct sales.

**Rogue Valley Growers & Crafters Market
August 30, 2007 Dot Survey – Medford Market**

Customer Count

| Time | Customers |
|--------------|-------------|
| 8:50am | 324 |
| 9:50am | 360 |
| 10:50am | 390 |
| 11:50am | 300 |
| 12:50pm | 96 |
| Total | 1470 |

- 1) **Where do you live?**
 431 respondents
 Medford – 262 (61%)
 Other – 169 (39%)

| | Medford | Ash/Tal/Phnx | RR/GP | Jville/Applegate | CP/EP/WC/Other |
|--------------|------------|--------------|-----------|------------------|----------------|
| 8:30-10:30 | 155 | 30 | 2 | 34 | 26 |
| 10:30-1:30 | 107 | 25 | 18 | 4 | 30 |
| Total | 262 | 55 | 20 | 38 | 56 |

- 2) **How long have you been shopping at the Grower’s Market?**
 470 respondents
 This question confused customers. Many wanted to answer this twice, once for more than one year and again for how they heard about us.

| | More than 1 year | Less than 1 year | | |
|--------------|------------------|-----------------------------------|-----------|---------------|
| | | If so, how did you hear about us? | | |
| | | TV/Radio | Print | Friend/family |
| 8:30-10:30 | 226 | 1 | 6 | 53 |
| 10:30-1:30 | 145 | 0 | 8 | 31 |
| Total | 371 | 1 | 14 | 84 |

3) What impact, if any, would having an ATM/Debit machine make on your market purchases?

425 respondents
 No change – 264 (62%)
 Increase – 161 (38%)

| | No Change | Slight Increase | Moderate Increase | Big Increase |
|--------------|------------|-----------------|-------------------|--------------|
| 8:30-10:30 | 183 | 44 | 26 | 10 |
| 10:30-1:30 | 81 | 30 | 26 | 25 |
| Total | 264 | 74 | 52 | 35 |

4) Would you come to a Saturday Market in Medford and still attend a Thursday Medford Market?

429 respondents
 No – 108 (25%)
 Yes both – 265 (62%)
 Sat only – 47 (11%)

| | No (Thursday only) | Yes (Thur + Sat) | Yes (Sat only) | Don't know |
|--------------|--------------------|------------------|----------------|------------|
| 8:30-10:30 | 93 | 222 | 34 | 4 |
| 10:30-1:30 | 15 | 43 | 13 | 5 |
| Total | 108 | 265 | 47 | 9 |

5) How much are you spending today?

405 respondents
 Average of \$21.48 per household

| | \$10 | \$15 | \$20 | \$25 | \$30 | \$35 | \$40+ |
|--------------|------------|-----------|------------|----------|-----------|----------|-----------|
| 8:30-10:30 | 88 | 4 | 129 | 7 | 70 | 2 | 40 |
| 10:30-1:30 | 22 | 7 | 21 | 2 | 8 | 0 | 5 |
| Total | 110 | 11 | 150 | 9 | 78 | 2 | 45 |
| \$ | \$1100 | \$165 | \$3000 | \$225 | \$2340 | \$70 | \$1800 |

1470 total shoppers

If the average shopping group size is 1.5 individuals, then the number of shopping groups is 980. $980 * \$21.48 = \mathbf{\$21,050.40}$ total sales

If the average shopping group size is 1.8 individuals, then the number of shopping groups is 817. $817 * \$21.48 = \mathbf{\$17,549.16}$ total sales

**Rogue Valley Growers & Crafters Market
August 28, 2007 Dot Survey – Ashland Market**

Customer Count

| Time | Customers |
|--------------|-------------|
| 8:50am | 582 |
| 9:50am | 684 |
| 10:50am | 738 |
| 11:50am | 546 |
| 12:50pm | 210 |
| Total | 2760 |

- 1) **Where do you live?**
674 respondents
Medford – 559 (83%)
Other – 169 (17%)

| Time | Ashland | N. Calif. | Phnx/Tal | Other |
|--------------|------------|-----------|-----------|-----------|
| 8:30-9:15 | 151 | 0 | 9 | 11 |
| 9:15-10:00 | 142 | 2 | 8 | 15 |
| 10:00-11:15 | 110 | 5 | 12 | 9 |
| 11:15-12:30 | 156 | 3 | 14 | 17 |
| Total | 559 | 10 | 53 | 52 |

Other hometowns represented included:

Florida 2, Tucson AZ 3, Vancouver BC 1, Breckenridge, CO 1, Portland OR 1, Oakland CA 1, Grants Pass 1, Lakecreek 1, Applegate 1, Hyatt Lake 1, Jacksonville OR 2, Aloha OR 2, Los Angeles 1, Santa Cruz 1, Alexandria VA 1, Chicago 1, Arkansas 1, Alabama 1

- 2) **How long have you been shopping at the Grower’s Market?**

716 respondents
Over a year – 561 (78%)

This question confused customers. Many who answered “more than 1 year” wanted to also answer how they heard about us. Therefore, the number of respondents is probably incorrect.

| | More than 1 year | Less than 1 year | | |
|--------------|------------------|-----------------------------------|-----------|---------------|
| | | If so, how did you hear about us? | | |
| | | TV/Radio | Print | Friend/family |
| 8:30-9:30 | 210 | 1 | 5 | 59 |
| 9:30-11:15 | 157 | 0 | 0 | 29 |
| 11:15-12:30 | 194 | 0 | 12 | 49 |
| Total | 561 | 1 | 17 | 137 |

3) What impact, if any, would having an ATM/Debit machine make on your market purchases?

646 respondents
 No change – 436 (67%)
 Increase – 210 (33%)

| | No Change | Slight Increase | Moderate Increase | Big Increase |
|--------------|------------|-----------------|-------------------|--------------|
| 8:30-9:00 | 137 | 16 | 4 | 3 |
| 9:00-10:45 | 125 | 30 | 23 | 13 |
| 10:45-12:30 | 130 | 57 | 30 | 4 |
| 12:30-1:30 | 44 | 20 | 5 | 5 |
| Total | 436 | 123 | 62 | 25 |

4) Would you come to a Saturday Market in Ashland and still attend a Tuesday Ashland Market?

671 respondents
 No – 73 (11%)
 Yes both – 389(58%)
 Sat only – 209 (31%)

| | No (Tue only) | Yes (Tue + Sat) | Yes (Sat only) |
|--------------|---------------|-----------------|----------------|
| 8:30-10:30 | 45 | 149 | 91 |
| 10:30-12:15 | 22 | 168 | 97 |
| 12:15-1:30 | 6 | 72 | 21 |
| Total | 73 | 389 | 209 |

5) How much are you spending today?

650 respondents
 Average of \$24 per household

| | \$10 | \$15 | \$20 | \$25 | \$30 | \$35 | \$40+ |
|--------------|------------|-----------|------------|-----------|------------|----------|------------|
| 8:30-10:30 | 72 | 6 | 99 | 3 | 75 | 2 | 95 |
| 10:30-12:15 | 46 | 3 | 65 | 10 | 46 | 0 | 37 |
| 12:15-1:30 | 39 | 4 | 24 | 2 | 16 | 0 | 6 |
| Total | 157 | 13 | 188 | 15 | 137 | 2 | 138 |
| \$ | \$1570 | \$195 | \$3760 | \$375 | \$4110 | \$70 | \$5520 |

2760 total shoppers

If the average shopping group size is 1.5 individuals, then the number of shopping groups is 1840. 1840 * \$24 = **\$44,160 total sales**

If the average shopping group size is 1.8 individuals, then the number of shopping groups is 1533 * \$24 = **\$36,800 total sales**

RVGCM Site Survey Results Summary

Surveys were mailed out to 148 members of the Rogue Valley Growers & Crafters Market; 87 were returned, a return rate of almost 59 percent. One duplicate survey was returned and it was not counted.

| | <u>Total</u> | <u>Responses</u> | <u>Percentage</u> |
|-----------------|--------------|------------------|-------------------|
| Total # vendors | 148 | 87 | 59% |
| Growers | 91 | 56 | 62% |
| Crafters | 32 | 19 | 59% |
| Food Processors | 24 | 12 | 50% |

On the whole, interest in securing a permanent location is high among RVGCM members, with a permanent location in Medford slightly more important: 74% of respondents said it important or very important to secure a permanent location for the market in Ashland and 78% said the same of Medford. Results did not differ significantly between member types (growers, crafters or food processors).

The question of off-loading is more controversial with 40% of respondents opposed to the practice, 36% supportive, and 24% saying it depends on the situation. If you count those who answered “depends” as potential a potential yes vote, 60% would off-load if necessary for the right location.

Members were in agreement that restrooms, paving, electricity and water are the most important amenities for the market. Shaded customer seating was also listed as important. A smaller percentage (12%) said that a permanent shade structure is also important.

These results were echoed in the question about buying into a permanent shade structure such as a gazebo or pole barn. The majority (60%) were not interested except for crafters who as a group were equally divided on the question (47% interested, 47% opposed). Since a pole barn could not accommodate large numbers of vendors, the 28 members who expressed interest in the structure may be enough to move forward in the right location.

The majority of respondents (68%) would support a capital campaign to raise money for site improvements, with growers (71%) and food processors (75%) even more supportive. Crafters were supportive (53%) but in fewer numbers.

Members were generally supportive of the idea of the addition of a Saturday market in Ashland, with 51% of respondents, 57% of growers, and 50% of food processors supportive. Crafters were divided with 32% in favor, 37% opposed and 32% saying it depends. A high percentage of food processors (25%) also said it depends.

Saturday market in Medford brought mixed results, with 37% opposed, 36% in favor and 22% saying it depends. Crafters were most supportive, with 41% in favor. Growers were split and food processors were opposed.

The status quo plus some interest in a Saturday market was indicated in the question “If a new market was added, which markets would you attend?” 78% said they would sell in Ashland on Tuesday; 62% in Medford on Thursday; 45% in Ashland on Saturday; and 24% in Medford on Saturday.

Saturday market vendors would start selling in different months, depending on what they are selling. A larger percentage of growers would begin in May or June. Crafters are split between March and May. Most food processors would want to start in March. October is the most popular ending month, except for food processors and some growers who would end in November.

The majority of respondents were opposed to limiting participation to certain types of members, with 51% of respondents saying this is not acceptable. The next most popular configuration was limiting participation to growers and prepared food vendors, with 24% in favor. In addition, 36% of growers supported this limitation.

Members were similarly opposed to the idea of an afternoon or evening market with 49% saying no, 31% yes and 28 % saying it depends. Overwhelmingly, growers opposed the idea with 70%.

Rogue Valley Growers & Crafters Market Site Survey

1. Over the past 20 years, the market has operated in eight different locations in Medford and three different locations in Ashland. The current National Guard Armory sites are considered temporary since they are not able to issue long-term leases and we are not allowed to make site improvements due to the need to preserve the space for national defense. A permanent location would offer more security and the opportunity to make site improvements such as customer restrooms or electricity.

- a. On a scale of 1-5, how important do you feel is securing a permanent location for the market in Ashland? *(circle one)*
- | (not important) | 1 | 2 | 3 | 4 | 5 | (very) |
|-----------------|---|---|---|---|---|--------|
|-----------------|---|---|---|---|---|--------|

| | | | | | | <i>(average)</i> |
|-----------------|---|---|----|----|----|------------------|
| General Results | 9 | 3 | 11 | 23 | 41 | (3.97) |
| Growers | 7 | 2 | 5 | 16 | 26 | (3.93) |
| Crafters | 2 | 0 | 2 | 4 | 11 | (4.16) |
| Food Processors | 0 | 1 | 4 | 3 | 4 | (3.83) |

- b. On a scale of 1-5, how important do you feel is securing a permanent location for the market in Medford? *(circle one)*
- | (not important) | 1 | 2 | 3 | 4 | 5 | (very) |
|-----------------|---|---|---|---|---|--------|
|-----------------|---|---|---|---|---|--------|

| | | | | | | <i>(average)</i> |
|-----------------|---|---|---|----|----|------------------|
| General Results | 9 | 2 | 8 | 23 | 45 | (4.07) |
| Growers | 7 | 1 | 6 | 16 | 26 | (3.95) |
| Crafters | 2 | 0 | 1 | 4 | 12 | (4.26) |
| Food Processors | 0 | 1 | 1 | 3 | 7 | (4.33) |

2. The market now has almost 150 members, making it increasingly difficult to find a site that can accommodate both booths and vehicles. **If the market is able to secure a desirable permanent location that requires vendors to off-load and park elsewhere, would you support this move?**

| | Yes | No | Depends | <i>(circle one)</i> |
|-----------------|----------|----------|----------|-----------------------|
| General Results | 31 (36%) | 35 (40%) | 21 (24%) | (60% yes and depends) |
| Growers | 20 (36%) | 25 (45%) | 11 (20%) | (55% yes and depends) |
| Crafters | 7 (35%) | 7 (35%) | 5 (25%) | (65% yes and depends) |
| Food Processors | 4 (33%) | 3 (25%) | 5 (42%) | (75% yes and depends) |

Comments:

I feel a lot of vendors rely on their vehicle for their product. This would really damage the market and the selection of products at market.

If the new location is inside a building where booths can be secured, then off loading would not be a problem

Off loading creates the problem of need of much more parking, 1st for customers, but also for all the market vendor vehicles.

Preferably not. OK if no other choice. Don't have to park far away.

If flow doesn't back up others access to load and unload.

If I have enough room to put ice chests in my booth or if my truck is close enough to get to my extra produce

Perishable veggies

Many times I have to bring my dog. But, if it is necessary, he can lay on the ground.

It's really hard for "1 man show vendors with a lot of merchandise to unload ie: plants.

If its inconvenient it won't work and if we can keep vehicles with the booths it would be best

Extremely difficult, lots of heavy moving - things that need refrigeration. Lower quality and presentation.

We are a mobile unit. We have an airstream that is the "booth" for our situation. We can unhitch the truck, but we would not be able to off load the airstream.

If it was a site that was a better location with more foot traffic the trade off would outweigh the inconvenience.

Some vendors need vehicles & must be allowed and this would cause conflict. Grants Pass works well with the mix.

As long as there was adequate parking not too far away.

It should be either

That would add a LOT of time to the process.

If the location had desirable parking and traffic, I would support off loading.

I would support unloading if there was vendor parking close by and there was plenty of room to unload & get trucks in and out without a hassle!

Unless it is a covered location where boxes of fruits & veggies & crafts are sheltered it would be a nightmare on a wet day. The booth space isn't large enough to accommodate what is in the truck.

Depends on how far away it is.

We are supposed to be farmer friendly.

Waters creek was an excellent location just not large enough. Do not have a problem unloading & moving vehicle if is a good location.

Off loading is difficult, or near impossible for many vendors.

This would be expensive. The vendors can not afford additional cost.

Would need to be able to get in & out without undue delays. Parking area would have to be fairly close so we don't have to leave things unattended or in the rain for long. When we off load I would want to be able to set up canopy & leave product protected.

You must be kidding to off load all that bigger vendors have would seem ridiculous don't you think! I'm not just thinking of myself on this one.

If there was a good system for transporting goods to the stand I would be in favor.

Depends on distance and time allotted to off loading.

Feel I need to tie my booth to car due to wind.

If location was a premium spot, we would try to accommodate it.

Absolutely

We would go along but would not like it very much.

On how far is "elsewhere". If like in Medford commons, it's worth being further away to have a great location & setup parking.

but it is easier for me as a jeweler to on and off load. Difficult for many growers.

Depends on easy access before and after market,... parking close by, etc.

I can imagine the chaos during set up & tear down with cars/trucks moving so close to each other, people & the wares.

It may work well for some folks. It wouldn't work for me as my freezer is in my truck. It could be confusing with vendors off loading & cause conflict. It would also mean more set up time.

We have a hard time unloading all of our apples out of the truck but would be willing to compromise if a close parking location was available.

Not sure how many other vendors would find this a hardship - not ideal but would work for me.

I'd like to stress that having my vehicle at my space makes a huge difference for me, but the success of the market is most important. A good CENTRAL location would be good for business.

I have to have my product in my vehicle as I can't put it on the ground

Depends on how good the location is

IF, offloading can be done quickly without too many traffic problems at start and end of market.

Parking elsewhere raises security/ease issues for lone vendors or for vendors with children in attendance, also for vendors needing to replenish stock from vehicles, and needing to take breaks.

Too much congestion in set-up and breakdown. Too hard on farmers who sometimes work from their trucks.

I am disabled. Thus, it would be important to me to have disability parking for vendors. While I am capable of carrying light to mid-weight items, I cannot do this with barriers like stairs, loose or slick terrain & still have enough strength to get through the market day.

I feel the more vendors the more customers

3. Some characteristics of market locations are more crucial than others.

a. Please check whether the following amenities are important for both your business and the market as a whole:

| | Important | Not Important |
|---|-----------|---------------|
| • Paving | 62 (71%) | 25 (29%) |
| • Electricity | 50 (57%) | 37 (43%) |
| • Water | 57 (66%) | 30 (34%) |
| • Grey water disposal | 19 (22%) | 68 (78%) |
| • Market storage | 14 (16%) | 73 (84%) |
| • Convenient restrooms | 86 (99%) | 01 (01%) |
| • Shaded customer seating | 58 (67%) | 29 (33%) |
| • Open-air permanent structure | 24 (28%) | 62 (71%) |
| • Stage for entertainment | 19 (22%) | 68 (78%) |
| • Fountain and/or other landscaping amenities | 22 (25%) | 65 (75%) |

b. Which three amenities are the most important? Please revisit the prior list and circle the three amenities that are most important for your business and for the market as a whole.

| | <u>All</u> | <u>Growers</u> | <u>Crafters</u> | <u>FP</u> |
|--------------------------------|------------|----------------|-----------------|-----------|
| • Convenient restrooms | 68 (80%) | 41 | 16 | 11 |
| • Paving | 44 (52%) | 28 | 8 | 8 |
| • Water | 37 (44%) | 23 | 9 | 5 |
| • Electricity | 29 (34%) | 15 | 8 | 6 |
| • Open-air permanent structure | 12 (14%) | 9 | 3 | 0 |
| • Fountain or landscaping | 4 (5%) | 3 | 1 | 0 |
| • Stage for entertainment | 2 (2%) | 2 | 0 | 0 |
| • Market storage | 2 (2%) | 1 | 1 | 0 |
| • Grey water disposal | 0 | 0 | 0 | 0 |
| • Shaded customer seating | 0 | 0 | 0 | 0 |

4. Making permanent improvements to an unpaved site would cost a minimum of \$300,000. Raising funds to do this would come from a combination of public contributions, business donations and Market funds. **Would you approve of the capital campaign needed to raise money for this?**

| | <u>Yes</u> | <u>No</u> | (Circle one) |
|-----------------|------------|-----------|------------------|
| General Results | 59 (68%) | 26 (30%) | 2 need more info |
| Growers | 40 (71%) | 16 (29%) | |
| Crafters | 10 (53%) | 7 (37%) | 2 need more info |
| Food Processors | 9 (75%) | 3 (25%) | |

5. Some vendors are interested in building permanent arbors to shade & protect their booth.
Would you be interested in individually buying a share of a covered gazebo area that would guarantee you a permanent booth location throughout the season?

| | <u>Yes</u> | <u>No</u> | <u>Need more info</u> |
|-----------------|------------|-----------|-----------------------|
| General Results | 28 (33%) | 51 (60%) | 6 (7%) |
| Growers | 17 (13%) | 37 (66%) | 2 (4%) |
| Crafters | 8 (47%) | 8 (47%) | 1 (6%) |
| Food Processors | 3 (25%) | 6 (50%) | 3 (25%) |

6. Market customers in Ashland and Medford have expressed interest in a Saturday market.

a. Would you support the addition of a Saturday market?

| In Ashland | <u>Yes</u> | <u>No</u> | <u>Depends</u> |
|-------------------|------------|-----------|----------------|
| General Results | 43 (51%) | 27 (32%) | 14(16%) |
| Growers | 31 (57%) | 17 (31%) | 5 (9%) |
| Crafters | 6 (32%) | 7 (37%) | 6 (32%) |
| Food Processors | 6 (50%) | 3 (25%) | 3 (25%) |

| In Medford | <u>Yes</u> | <u>No</u> | <u>Depends</u> |
|-------------------|------------|-----------|----------------|
| General Results | 30 (36%) | 31 (37%) | 18 (22%) |
| Growers | 21 (42%) | 21 (42%) | 8 (16%) |
| Crafters | 7 (41%) | 5 (29%) | 5 (29%) |
| Food Processors | 2 (17%) | 5 (42%) | 5 (42%) |

Comments:

I think you get more people who look forward to Tuesday market. Two markets in 1 week would reduce sales. Most look forward to that 1 day in Ashland.

Don't know at this point. There are only so many Quality vendors & already most are deeply involved in Grants Pass Sat. Mkt. Only the largest vendors have the option of investing in equipment & personnel to do 2 markets on Sat., and to choose Ash, Med, of established G.P. Market is pure folly.

Getting lots of new vendors is not easy and also dilutes the high quality of existing market.

Ashland more critical - better customer base, but if no Ashland would support Medford

Would like to try it a few times first.

It depends on location & time of market

A Saturday market is a great way to bring customers to the market that are unable to come during business hours. I would whole heartedly support a Saturday market in either location.

I would support it but probably wouldn't attend

We need trees in Medford, Ashland, G.P.

Already in Grants Pass Saturday

priority would be Ashland

Needs a great location.

Depends on location.

One or the other.

"Saturday" market in Ashland on different day than Medford.

Depends on location & how many vendors will give up G. Pass to come & support. We tried once.

Depends on if it is busier than the Thurs. market.

It is the most important issue our market faces. Many people work during the week would welcome a Saturday market.

Doing Tuesday & Thursday is catering to the unemployed.

Site would have to be in populated area, not in downtown.

I probably would not attend either at this time however due to prior Sat. commitments.

This has been tried several times and did not work. Down Lawn is dead on Saturday. We would be better to look at out-lying areas by the mall or Southgate Plaza.

Hours -- length of season

On where and how it would operate. There already exists a Sat. mkt in Ashland, Lithia Artisans Market.

If you are to create a Sat. mkt in Ashland it would seem proper to talk with LAMA board. Medford on the other hand needs something.

Just Saturday Market would be enough

Saturday markets in Medford haven't done so well. I need to earn money for my time. What strategy would the market?

Depends on if I could get another truck pr a reliable employee with a truck to take on the responsibility.

It would be hard w/the Grants Pass market garnering the best produce vendors.

We'd like more information before committing a definite answer

It would be interesting to see first how much progress can be made toward obtaining workable permanent sites with easy maintenance & set-up provided, before developing a Saturday market.

Location is extremely important in Medford. If it is not located in highly visible or shopping frequented

'hub' location, the customers will take 3-4 years to find us. Most of us can't afford to wait!

Yes in Medford if it were a permanent site.

Expanding to 2 markets in the same community does not guarantee good sales at both. Often customers will just visit one or the other but not both. Also, many vendors are successfully working Grants Pass growers mkt. on Sat., Tues, in Ashland & Thursday in Medford. How many vendors will be available to grow a new Sat. market?

Depends on time of day. Morning to noon at the latest would be my preference due to heat & necessary extra farm work over the weekend.

Don't know if it would be successful.

b. If a new market was added, please check the markets at which you would sell:

| | <u>All</u> | <u>Growers</u> | <u>Crafters</u> | <u>FP</u> |
|---------------------|------------|----------------|-----------------|-----------|
| Tuesday in Ashland | 68 (78%) | 45 (80%) | 12 (63%) | 11 (92%) |
| Thursday in Medford | 54 (62%) | 33 (59%) | 11 (58%) | 10 (83%) |
| Saturday in Ashland | 39 (45%) | 26 (46%) | 7 (37%) | 6 (50%) |
| Saturday in Medford | 21 (24%) | 14 (25%) | 6 (32%) | 1 (8%) |

**c. If you would sell at a Saturday market, what month would you begin selling?
(circle starting month)**

| | <u>March</u> | <u>April</u> | <u>May</u> | <u>June</u> |
|-----------------|--------------|--------------|------------|-------------|
| General Results | 20 (29%) | 13 (19%) | 20 (29%) | 14 (20%) |
| Growers | 8 (19%) | 7 (16%) | 13 (30%) | 13 (30%) |
| Crafters | 6 (33%) | 4 (22%) | 6 (33%) | |
| Food Processors | 6 (60%) | 2 (20%) | 1 (10%) | 1 (10%) |

**d. If you would sell at a Saturday market what would be your last month to sell?
(circle ending month)**

| | <u>September</u> | <u>October</u> | <u>November</u> |
|-----------------|------------------|----------------|----------------------|
| General Results | 14 (20%) | 30 (43%) | 24 (35%) (1 in July) |
| Growers | 11 (26%) | 19 (44%) | 12 (28%) (1 in July) |
| Crafters | 1 (6%) | 10 (56%) | 5 (28%) |
| Food Processors | 2 (20%) | 1 (10%) | 7 (70%) |

7. If the market is able to secure a Saturday market site that would not accommodate all vendors, would you support limiting participation to:

| | <u>All</u> | <u>Growers</u> | <u>Crafters</u> | <u>FP</u> |
|------------------------------|------------|----------------|-----------------|-----------|
| Just growers | 7 (9%) | 7 (14%) | | |
| Growers & prepared food | 19 (24%) | 18 (36%) | | 1 (9%) |
| Growers and crafters | 11 (14%) | 4 (8%) | 6 (33%) | 1 (9%) |
| This is not acceptable to me | 40 (51%) | 21 (42%) | 10 (56%) | 9 (82%) |

8. If customers in Medford and/or Ashland ask for an afternoon/evening market during the week (e.g. 4-7pm) would you attend?

| | <u>Yes</u> | <u>No</u> | <u>Depends</u> |
|------------------------|------------|-----------|----------------|
| General Results | 25 (31%) | 38 (49%) | 22(28%) |
| Growers | 17 (13%) | 26 (70%) | 11 (20%) |
| Crafters | 5 (26%) | 7 (37%) | 7 (37%) |
| Food Processors | 3 (25%) | 5 (42%) | 4 (33%) |

Comments:

Depends on the day of the week & time.

Morning months work best especially in the summer.

In the past we have participated in evening markets and they never really caught on. People want to go home and relax in the evening. Their energy is winding down.

I would substitute one of the daytime Mkts

Too hot for vegies and customers in summer in afternoon. Not realistic.

Is this in addition to the day market? If this is instead of a Thurs. am mkt, I probably would.

Depends on where it is located. If the traffic is bad during those times I wouldn't go.

I would attend an afternoon-evening market in Medford only. The fuel I use getting my rig to Ashland is more than a three hour market would return

limited produce

It may be that having an afternoon/evening market would draw more after-work customers. So, we would most likely attend & see how the customer base reacts to that.

Our main priority is keeping Tues & Thurs markets the same then to add a Sat. market in Ashland. Our second would be to try a Sat. market in Medford and third to do an afternoon or evening market.

This depends on if there will be public interest where the location is and if you will have a Saturday market.

Would like to know a little more about this. Tried it in Roseburg people were eating dinner & getting off work picking up kids.

depends on the day.

Occasionally, depending on time, season or the day.

on what day it is.

Would not attend.

Probably only if the day markets were not going to be done.

One week? What?

Depends on other vendors attendance and how much customer traffic there was.

Like a Thursday evening. Yes or maybe... not emphatic.

If there was enough business I would consider it.

In Ashland

Depends on how large a show of people.

Produce vendors would not be available.

Depends on ease of maintenance of and access to market.

I would not attend as a vendor because of my family, but I would very likely attend as a customer.

Depends on available labor and other markets. If it made us enough money, we would go.

Other Comments:

Ref: #1, Leaving water street was a fatal mistake from which we've never fully recovered. Bigger is not better. #4, Who's determining this \$ amount? What's the definition according to your organization of capitol campaign? #5, depends on cash involm., #7, Bigger is not better. Many older customers object to huge markets and go only to a limited number of booths that they patronize.

Ref # 4: Would need more information on this.

I don't use electricity but having food vendors at a market is really important to our market as a whole.

Ref. #4: If the site was owned or being prchased by the mkt, then yes. Ref. #5: depends on where it was located w/in the mkt & the cost.

Ref. # 6d, last month to sell is July, sell cherries / 6 week season.

Ref. #3a, Need secure footing but not nec. Paving. Ref. #6b, about Sat. mkts., one or the other.

Ref. #3, Extra amenities suggestion - Near public transportation. Ref. # 6b, None. Ref. # 7, Regarding prepared food vendors; those that use only produce grown by the market growers. No donuts or Kettle corn!

Ref. #3b Ample parking for Customers is a top choice. Ref. #7, Customers are used to Thur in Medford, Tues. in Ashland & Saturday in Grants Pass. The permanent location & reliability of schedule is what will help stabilize the Medford & Ashland markets.

Ref. # 7 Could coop food area or craft booth to include more folks in less space.

Ref. # 3b, Convenient restrooms also a choice.

Ref. #3b Parking is in my top three important amenities.

Ref. #5, It would depend upon the cost of a share.

Ref. #1a, not unless we are losing our lease at the armory. Ref. #3b Customer parking is #1 choice.

Ref. #7, Limiting participation is discrimination.

Ref. #3b, Customer parking is #1 choice. General comment about the survey: All is well as is. Leave well enough alone. Use facilities that aren't used at the time. That is the right, green thing, to do.

Ref. #4, Yes is funds remain dedicated to a site fund.

Ref. #7, Our market is all or none!

Ref. 3a: Don't understand only 20 vendors!! Ref 5: If space truly offers shade in summer.

Ref. #3, The place should look nice. I like the idea of permanent spots with partial ownership. Ref. #7 I am undecided on this ?, but I think for Sat. mkt, just growers. We have Lithia.

Ref. #4, If I approve of the site.

Ref. #6b, Saturday only if I can produce enough.

Ref. #1a&b, Depends on location. We feel the Medford Armory is still a good location. Ref. #3, The MOST important thing is the location site itself!!

Ref. #7, This response should reflect the total market feeling. Not a majority of one group voting themselves in. I think seniority should. The ones with loyalty should be considered first.

ref. #5, We don't know if our trailer would fit. Ref. #7, We think the market works because there is a combination of growers, crafters and food vendors.

Ref: #3a, Paving not even desirable! See Dr. R. Kelley's Ashland parking area for better solution. Sustainable absorbent ground management preferable. Market storage IF vehicles separate from market. Open air structure would be valuable if it could replace umbrellas and cover all vendors and customers. About shaded customer seating; nice, but open air protection for all preferable. #4, Why would improvements cost a MINIMUM of \$300,000? What are included as "improvements"? #5, How does the gazebo area fit in with "pole barn" shaded seating for customers"? Who is designing this? How many ideas / inputs are to be considered? #7, Since Ashland already has a Saturday market, might there be a way of allying with it? How about a rotation through the lists of those desiring Saturday slots with attempt to have all types of vendors represented. Assign slots to those who sign up for individual Saturdays, with waiting list to be called if early signer has emergency and cannot come on days signed for.

Ref. # 7, This could depend on location. If location is near sources of prepared food; just growers & crafters. If site is not near other prepared food then best w/growers & prepared food vendors.

Potential Customer Results

| | | Total | Current shoppers | % | Not shoppers | % |
|--|--|--------------|-------------------------|----------|---------------------|----------|
|--|--|--------------|-------------------------|----------|---------------------|----------|

#1 Of all these potential market locations, which would be most convenient to you?

| | | | | | | |
|--------------------|-------|------------|------------|-------|------------|-------|
| North Medford | 3.9% | 30 | 24 | 4.1% | 6 | 3.2% |
| South Medford | 12.5% | 97 | 61 | 10.4% | 36 | 19.0% |
| Downtown Medford | 11.2% | 87 | 62 | 10.6% | 25 | 13.2% |
| West Medford | 3.5% | 27 | 18 | 3.1% | 9 | 4.8% |
| East Medford | 4.4% | 34 | 25 | 4.3% | 9 | 4.8% |
| Central Point | 7.2% | 56 | 36 | 6.2% | 20 | 10.6% |
| North Ashland | 6.2% | 48 | 40 | 6.8% | 8 | 4.2% |
| Downtown Ashland | 15.8% | 122 | 97 | 16.6% | 25 | 13.2% |
| South Ashland | 11.1% | 86 | 63 | 10.8% | 23 | 12.2% |
| Current Location | 19.3% | 149 | 134 | 22.9% | 15 | 7.9% |
| Anywhere w/parking | 4.9% | 38 | 25 | 4.3% | 13 | 6.9% |
| Total | | 774 | 585 | | 189 | |

#2 Which two issues are stopping you from shopping more at the growers market?

| | | | | | | |
|------------------------|-------|-------------|------------|-------|------------|-------|
| Nothing I shop | 20.6% | 243 | 232 | 25.6% | 11 | 4.0% |
| Location | 13.7% | 162 | 120 | 13.2% | 42 | 15.4% |
| Parking | 4.8% | 57 | 50 | 5.5% | 7 | 2.6% |
| Time of Day | 23.9% | 282 | 217 | 23.9% | 65 | 23.9% |
| Day of Week | 20.5% | 242 | 183 | 20.2% | 59 | 21.7% |
| Don't have what I want | 1.3% | 15 | 13 | 1.4% | 2 | 0.7% |
| Too Expensive | 4.2% | 49 | 43 | 4.7% | 6 | 2.2% |
| Too Busy | 5.3% | 63 | 37 | 4.1% | 26 | 9.6% |
| Not interested | 0.4% | 5 | 3 | 0.3% | 2 | 0.7% |
| Didn't Know | 5.2% | 61 | 9 | 1.0% | 52 | 19.1% |
| Total | | 1179 | 907 | | 272 | |

#3 If the Growers Market were to ADD an additional market on Saturday in Medford from 9am-1pm, would you attend:

| | | | | | | |
|--------------|-------|------------|------------|-------|------------|-------|
| Thursday | 3.8% | 26 | 23 | 4.3% | 3 | 1.9% |
| Saturday | 33.3% | 230 | 146 | 27.5% | 84 | 52.5% |
| Thurs & Sat | 23.8% | 164 | 136 | 25.7% | 28 | 17.5% |
| Neither | 39.1% | 270 | 225 | 42.5% | 45 | 28.1% |
| Total | | 690 | 530 | | 160 | |

#4 If the market hours were changed from the current 8:30am-1:30pm to the afternoon/evening (4-7pm), would it change how frequently you shop at the market?

| | | | | | | |
|-----------------|-------|------------|------------|-------|------------|-------|
| More Frequently | 57.3% | 407 | 297 | 54.3% | 110 | 67.5% |
| Less Frequently | 13.5% | 96 | 84 | 15.4% | 12 | 7.4% |
| Same Amount | 26.1% | 185 | 152 | 27.8% | 33 | 20.2% |
| Neither | 3.1% | 22 | 14 | 2.6% | 8 | 4.9% |
| Total | | 710 | 547 | | 163 | |

#5 If the Growers Market were to ADD an additional market on Saturday in Ashland from 9am-1pm, would you attend:

| | | | | | | |
|---------------|-------|------------|------------|-------|------------|-------|
| Just Tuesday | 4.5% | 31 | 26 | 4.9% | 5 | 3.2% |
| Just Saturday | 25.6% | 175 | 114 | 21.6% | 61 | 38.9% |
| Tues & Sat | 37.9% | 259 | 237 | 45.0% | 22 | 14.0% |
| Neither | 32.0% | 219 | 150 | 28.5% | 69 | 43.9% |
| Total | | 684 | 527 | | 157 | |

| Potential Customer Results | | | | | | |
|-----------------------------------|------------|------------|------------|-------|------------|-------|
| | Percentage | Total | Ashland | % | Medford+ | % |
| #1 | | | | | | |
| North Medford | 3.9% | 30 | 1 | 0.3% | 29 | 6.6% |
| South Medford | 12.5% | 97 | 10 | 3.0% | 87 | 19.8% |
| Downtown Medford | 11.2% | 87 | 6 | 1.8% | 81 | 18.5% |
| West Medford | 3.5% | 27 | 2 | 0.6% | 25 | 5.7% |
| East Medford | 4.4% | 34 | 6 | 1.8% | 28 | 6.4% |
| Central Point | 7.2% | 56 | 1 | 0.3% | 55 | 12.5% |
| North Ashland | 6.2% | 48 | 34 | 10.1% | 14 | 3.2% |
| Downtown Ashland | 15.8% | 122 | 105 | 31.3% | 17 | 3.9% |
| South Ashland | 11.1% | 86 | 53 | 15.8% | 33 | 7.5% |
| Current Location | 19.3% | 149 | 100 | 29.9% | 49 | 11.2% |
| Anywhere w/parking | 4.9% | 38 | 17 | 5.1% | 21 | 4.8% |
| Total | | 774 | 335 | | 439 | |

| | | | | | | |
|------------------------|-------|-------------|------------|-------|------------|-------|
| #2 | | | | | | |
| Nothing I shop | 20.6% | 243 | 143 | 27.3% | 100 | 15.2% |
| Location | 13.7% | 162 | 58 | 11.1% | 104 | 15.9% |
| Parking | 4.8% | 57 | 41 | 7.8% | 16 | 2.4% |
| Time of Day | 23.9% | 282 | 102 | 19.5% | 180 | 27.4% |
| Day of Week | 20.5% | 242 | 89 | 17.0% | 153 | 23.3% |
| Don't have what I want | 1.3% | 15 | 7 | 1.3% | 8 | 1.2% |
| Too Expensive | 4.2% | 49 | 29 | 5.5% | 20 | 3.0% |
| Too Busy | 5.3% | 63 | 28 | 5.4% | 35 | 5.3% |
| Not interested | 0.4% | 5 | 1 | 0.2% | 4 | 0.6% |
| Didn't Know | 5.2% | 61 | 25 | 4.8% | 36 | 5.5% |
| Total | | 1179 | 523 | | 656 | |

| | | | | | | |
|--------------|-------|------------|------------|-------|------------|-------|
| #3 | | | | | | |
| Thursday | 3.8% | 26 | 8 | 2.7% | 18 | 4.6% |
| Saturday | 33.3% | 230 | 50 | 16.9% | 180 | 45.6% |
| Thurs & Sat | 23.8% | 164 | 20 | 6.8% | 144 | 36.5% |
| Neither | 39.1% | 270 | 217 | 73.6% | 53 | 13.4% |
| Total | | 690 | 295 | | 395 | |

| | | | | | | |
|-----------------|-------|------------|------------|-------|------------|-------|
| #4 | | | | | | |
| More Frequently | 57.3% | 407 | 151 | 47.9% | 256 | 64.8% |
| Less Frequently | 13.5% | 96 | 51 | 16.2% | 45 | 11.4% |
| Same Amount | 26.1% | 185 | 106 | 33.7% | 79 | 20.0% |
| Neither | 3.1% | 22 | 7 | | 15 | 3.8% |
| Total | | 710 | 315 | | 395 | |

| | | | | | | |
|---------------|-------|------------|------------|-------|------------|-------|
| #5 | | | | | | |
| Just Tuesday | 4.5% | 31 | 17 | 5.3% | 14 | 3.9% |
| Just Saturday | 25.6% | 175 | 90 | 28.0% | 85 | 23.4% |
| Tues & Sat | 37.9% | 259 | 202 | 62.9% | 57 | 15.7% |
| Neither | 32.0% | 219 | 12 | 3.7% | 207 | 57.0% |
| Total | | 684 | 321 | | 363 | |

OSU 2/13/08

| | Total | Blue | Red |
|------------------------|--------------|-------------|------------|
| #1 | | | |
| North Medford | 7 | 6 | 1 |
| South Medford | 9 | 5 | 4 |
| Downtown Medford | 2 | 2 | |
| West Medford | 1 | 1 | |
| East Medford | 2 | 1 | 1 |
| Central Point | 12 | 8 | 4 |
| North Ashland | 3 | 2 | 1 |
| Downtown Ashland | 9 | 7 | 2 |
| South Ashland | 6 | 6 | |
| Current Location | 20 | 19 | 1 |
| Anywhere w Parking | 1 | 1 | |
| Total | 72 | 58 | 14 |
| #2 | | | |
| Nothing I shop | 42 | 36 | 6 |
| Location | 10 | 7 | 3 |
| Parking | 5 | 4 | 1 |
| Time of Day | 23 | 21 | 2 |
| Day of Week | 24 | 20 | 4 |
| Don't have what I want | 2 | 2 | 0 |
| Too Expensive | 11 | 10 | 1 |
| Too Busy | 8 | 4 | 4 |
| Not interested | 0 | 0 | 0 |
| Didn't Know | 5 | 0 | 5 |
| Total | 130 | 104 | 26 |
| #3 | | | |
| Thursday | 6 | 5 | 1 |
| Saturday | 18 | 11 | 7 |
| Thurs & Sat | 23 | 18 | 5 |
| Neither | 21 | 20 | 1 |
| Total | 68 | 54 | 14 |
| #4 | | | |
| More Frequently | 36 | 31 | 5 |
| Less Frequently | 14 | 11 | 3 |
| Same Amount | 20 | 15 | 5 |
| Neither | 3 | 2 | 1 |
| Total | 73 | 59 | 14 |
| #5 | | | |
| Just Tuesday | 4 | 4 | 0 |
| Just Saturday | 5 | 4 | 1 |
| Tues & Sat | 24 | 21 | 3 |
| Neither | 34 | 27 | 7 |
| Total | 67 | 56 | 11 |

Friday February 15 in Medford and Saturday in Jacksonville

| | Total | Blue | Red |
|-------------------------|--------------|-------------|------------|
| #1 | | | |
| Jacksonville (write-in) | 8 | 4 | 4 |
| North Medford | 7 | 6 | 1 |
| South Medford | 16 | 13 | 3 |
| Downtown Medford | 36 | 26 | 10 |
| West Medford | 11 | 7 | 4 |
| East Medford | 8 | 7 | 1 |
| Central Point | 17 | 13 | 4 |
| North Ashland | 9 | 8 | 1 |
| Downtown Ashland | 5 | 3 | 2 |
| South Ashland | 17 | 13 | 4 |
| Current Location | 16 | 16 | |
| Anywhere w/parking | 7 | 3 | 4 |
| Total | 149 | 119 | 38 |
| #2 | | | |
| Nothing I shop | 35 | 34 | 1 |
| Location | 46 | 34 | 12 |
| Parking | 5 | 4 | 1 |
| Time of Day | 58 | 44 | 14 |
| Day of Week | 54 | 49 | 5 |
| Don't have what I want | 1 | 1 | |
| Too Expensive | 4 | 3 | 1 |
| Too Busy | 17 | 13 | 4 |
| Not interested | 2 | 1 | 1 |
| Didn't Know | 14 | 3 | 11 |
| Total | 236 | 186 | 50 |
| #3 | | | |
| Thursday | 9 | 9 | |
| Saturday | 62 | 46 | 16 |
| Thurs & Sat | 48 | 41 | 7 |
| Neither | 17 | 13 | 4 |
| Total | 136 | 109 | 27 |
| #4 | | | |
| More Frequently | 83 | 64 | 19 |
| Less Frequently | 14 | 14 | |
| Same Amount | 30 | 22 | 8 |
| Neither | 8 | 7 | 1 |
| Total | 135 | 107 | 28 |
| #5 | | | |
| Just Tuesday | 9 | 9 | |
| Just Saturday | 33 | 21 | 12 |
| Tues & Sat | 17 | 16 | 1 |
| Neither | 72 | 56 | 16 |
| Total | 131 | 102 | 29 |

Ashland PO

Tuesday Feb 19 and Thursday Feb 27 @ Ashland Post Office (dow

| | Total | Blue | Red |
|------------------------|--------------|-------------|------------|
| #1 | | | |
| North Medford | 1 | 1 | |
| South Medford | 1 | 1 | |
| Downtown Medford | 1 | 1 | |
| West Medford | 0 | | |
| East Medford | 0 | | |
| Central Point | 0 | | |
| North Ashland | 10 | 9 | 1 |
| Downtown Ashland | 44 | 38 | 6 |
| South Ashland | 11 | 7 | 4 |
| Current Location | 37 | 33 | 4 |
| Anywhere w/parking | 8 | 8 | |
| Total | 113 | 98 | 15 |
| #2 | | | |
| Nothing I shop | 68 | 68 | |
| Location | 28 | 21 | 7 |
| Parking | 15 | 14 | 1 |
| Time of Day | 26 | 21 | 5 |
| Day of Week | 25 | 23 | 2 |
| Don't have what I want | 1 | 1 | |
| Too Expensive | 8 | 8 | |
| Too Busy | 14 | 8 | 6 |
| Not interested | 0 | | |
| Didn't Know | 12 | 5 | 7 |
| Total | 197 | 169 | 28 |
| #3 | | | |
| Thursday | 0 | | |
| Saturday | 12 | 11 | 1 |
| Thurs & Sat | 9 | 9 | |
| Neither | 71 | 61 | 10 |
| Total | 92 | 81 | 11 |
| #4 | | | |
| More Frequently | 38 | 30 | 8 |
| Less Frequently | 16 | 15 | 1 |
| Same Amount | 47 | 44 | 3 |
| Neither | 4 | 2 | 2 |
| Total | 105 | 91 | 14 |
| #5 | | | |
| Just Tuesday | 2 | 2 | |
| Just Saturday | 17 | 12 | 5 |
| Tues & Sat | 79 | 75 | 4 |
| Neither | 7 | 1 | 6 |
| Total | 105 | 90 | 15 |

| Shop N Kart Ashland 3/2/08 | | | |
|----------------------------|--------------|-------------|------------|
| | Total | Blue | Red |
| #1 | | | |
| North Medford | 0 | 0 | 0 |
| South Medford | 3 | 3 | 0 |
| Downtown Medford | 1 | 1 | 0 |
| West Medford | 1 | 0 | 1 |
| East Medford | 4 | 2 | 2 |
| Central Point | 1 | 0 | 1 |
| North Ashland | 6 | 6 | 0 |
| Downtown Ashland | 10 | 6 | 4 |
| South Ashland | 20 | 15 | 5 |
| Current Location | 27 | 22 | 5 |
| Anywhere w/parking | 5 | 5 | 0 |
| Total | 78 | 60 | 18 |
| #2 | | | |
| Nothing I shop | 30 | 30 | 0 |
| Location | 16 | 10 | 6 |
| Parking | 13 | 10 | 3 |
| Time of Day | 28 | 20 | 8 |
| Day of Week | 28 | 20 | 8 |
| Don't have what I want | 4 | 3 | 1 |
| Too Expensive | 9 | 8 | 1 |
| Too Busy | 6 | 2 | 4 |
| Not interested | 0 | 0 | 0 |
| Didn't Know | 3 | 0 | 3 |
| Total | 137 | 103 | 34 |
| #3 | | | |
| Thursday | 6 | 5 | 1 |
| Saturday | 19 | 10 | 9 |
| Thurs & Sat | 3 | 3 | 0 |
| Neither | 57 | 49 | 8 |
| Total | 85 | 67 | 18 |
| #4 | | | |
| More Frequently | 43 | 31 | 12 |
| Less Frequently | 10 | 8 | 2 |
| Same Amount | 24 | 21 | 3 |
| Neither | 2 | 1 | 1 |
| Total | 79 | 61 | 18 |
| #5 | | | |
| Just Tuesday | 6 | 4 | 2 |
| Just Saturday | 34 | 21 | 13 |
| Tues & Sat | 38 | 35 | 3 |
| Neither | 1 | 1 | 0 |
| Total | 79 | 61 | 18 |

| Ashland First Friday March 7 | | | |
|------------------------------|--------------|-------------|------------|
| | Total | Blue | Red |
| #1 | | | |
| North Medford | 0 | 0 | 0 |
| South Medford | 6 | 5 | 1 |
| Downtown Medford | 4 | 4 | 0 |
| West Medford | 1 | 1 | 0 |
| East Medford | 2 | 1 | 1 |
| Central Point | 0 | 0 | 0 |
| North Ashland | 18 | 14 | 4 |
| Downtown Ashland | 51 | 40 | 11 |
| South Ashland | 22 | 17 | 5 |
| Current Location | 36 | 34 | 2 |
| Anywhere w/parking | 4 | 3 | 1 |
| Total | 144 | 119 | 25 |
| #2 | | | |
| Nothing I shop | 45 | 41 | 4 |
| Location | 14 | 10 | 4 |
| Parking | 13 | 13 | 0 |
| Time of Day | 48 | 41 | 7 |
| Day of Week | 36 | 30 | 6 |
| Don't have what I want | 2 | 2 | 0 |
| Too Expensive | 12 | 12 | 0 |
| Too Busy | 8 | 4 | 4 |
| Not interested | 1 | 1 | 0 |
| Didn't Know | 10 | 0 | 10 |
| Total | 189 | 154 | 35 |
| #3 | | | |
| Thursday | 2 | 1 | 1 |
| Saturday | 19 | 15 | 4 |
| Thurs & Sat | 8 | 8 | 0 |
| Neither | 89 | 72 | 17 |
| Total | 118 | 96 | 22 |
| #4 | | | |
| More Frequently | 70 | 55 | 15 |
| Less Frequently | 25 | 22 | 3 |
| Same Amount | 35 | 30 | 5 |
| Neither | 1 | 1 | 0 |
| Total | 131 | 108 | 23 |
| #5 | | | |
| Just Tuesday | 9 | 7 | 2 |
| Just Saturday | 39 | 25 | 14 |
| Tues & Sat | 85 | 76 | 9 |
| Neither | 4 | 4 | 0 |
| Total | 137 | 112 | 25 |

Medford Library 3/8/08

| | Total | Blue | Red |
|--------------------|--------------|-------------|------------|
| #1 | | | |
| North Medford | 0 | 0 | 0 |
| South Medford | 12 | 5 | 7 |
| Downtown Medford | 27 | 19 | 8 |
| West Medford | 6 | 5 | 1 |
| East Medford | 4 | 4 | 0 |
| Central Point | 1 | 0 | 1 |
| North Ashland | 0 | 0 | 0 |
| Downtown Ashland | 0 | 0 | 0 |
| South Ashland | 0 | 0 | 0 |
| Current Location | 4 | 3 | 1 |
| Anywhere w/parking | 4 | 1 | 3 |
| Total | 58 | 37 | 21 |

| | | | |
|------------------------|-----------|-----------|-----------|
| #2 | | | |
| Nothing I shop | 9 | 9 | 0 |
| Location | 16 | 13 | 3 |
| Parking | 1 | 1 | 0 |
| Time of Day | 20 | 11 | 9 |
| Day of Week | 20 | 12 | 8 |
| Don't have what I want | 2 | 2 | 0 |
| Too Expensive | 3 | 2 | 1 |
| Too Busy | 4 | 3 | 1 |
| Not interested | 2 | 1 | 1 |
| Didn't Know | 6 | 0 | 6 |
| Total | 83 | 54 | 29 |

| | | | |
|--------------|-----------|-----------|-----------|
| #3 | | | |
| Thursday | 2 | 2 | 0 |
| Saturday | 30 | 17 | 13 |
| Thurs & Sat | 18 | 13 | 5 |
| Neither | 2 | 1 | 1 |
| Total | 52 | 33 | 19 |

| | | | |
|-----------------|-----------|-----------|-----------|
| #4 | | | |
| More Frequently | 28 | 13 | 15 |
| Less Frequently | 9 | 8 | 1 |
| Same Amount | 8 | 6 | 2 |
| Neither | 2 | 1 | 1 |
| Total | 47 | 28 | 19 |

| | | | |
|---------------|-----------|-----------|-----------|
| #5 | | | |
| Just Tuesday | 0 | 0 | 0 |
| Just Saturday | 10 | 5 | 5 |
| Tues & Sat | 1 | 1 | 0 |
| Neither | 34 | 21 | 13 |
| Total | 45 | 27 | 18 |

| Medford Pear Blossom 4/12/08 | | | |
|------------------------------|--------------|-------------|------------|
| | Total | Blue | Red |
| #1 | | | |
| North Medford | 15 | 11 | 4 |
| South Medford | 50 | 29 | 21 |
| Downtown Medford | 16 | 9 | 7 |
| West Medford | 7 | 4 | 3 |
| East Medford | 14 | 10 | 4 |
| Central Point | 25 | 15 | 10 |
| North Ashland | 2 | 1 | 1 |
| Downtown Ashland | 3 | 3 | 0 |
| South Ashland | 10 | 5 | 5 |
| Current Location | 9 | 7 | 2 |
| Anywhere w/parking | 9 | 4 | 5 |
| Total | 160 | 98 | 62 |
| #2 | | | |
| Nothing I shop | 14 | 14 | 0 |
| Location | 32 | 25 | 7 |
| Parking | 5 | 4 | 1 |
| Time of Day | 79 | 59 | 20 |
| Day of Week | 55 | 29 | 26 |
| Don't have what I want | 3 | 2 | 1 |
| Too Expensive | 2 | 0 | 2 |
| Too Busy | 6 | 3 | 3 |
| Not interested | 0 | 0 | 0 |
| Didn't Know | 11 | 1 | 10 |
| Total | 207 | 137 | 70 |
| #3 | | | |
| Thursday | 1 | 1 | 0 |
| Saturday | 70 | 36 | 34 |
| Thurs & Sat | 55 | 44 | 11 |
| Neither | 13 | 9 | 4 |
| Total | 139 | 90 | 49 |
| #4 | | | |
| More Frequently | 109 | 73 | 36 |
| Less Frequently | 8 | 6 | 2 |
| Same Amount | 21 | 14 | 7 |
| Neither | 2 | 0 | 2 |
| Total | 140 | 93 | 47 |
| #5 | | | |
| Just Tuesday | 1 | 0 | 1 |
| Just Saturday | 37 | 26 | 11 |
| Tues & Sat | 15 | 13 | 2 |
| Neither | 67 | 40 | 27 |
| Total | 120 | 79 | 41 |

like
market?

asked
the (if you?)

for information
to help you
in the future
if you're
looking for
a whole family
to create an
event.

IF the Consumer Market were to see
an additional impact on Saturday in
Ashland from 9am-10am, would you
attend:

Never •

Just Tuesday ••

Just Saturday •••••

Both Saturday & Sunday ••••••••••

IF the market
to the weekend
would you buy for:

More frequently •••••

Less frequently •••••

Same •••••



Welcome to Ashland's

55¢



What are your top 3 best
of the Farmers Market?

If the farmers market were to open
an additional market on Saturday in Ashland
from 9AM-1PM, would you attend?



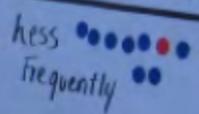
Just
Tuesday



Tuesday
&
Saturday

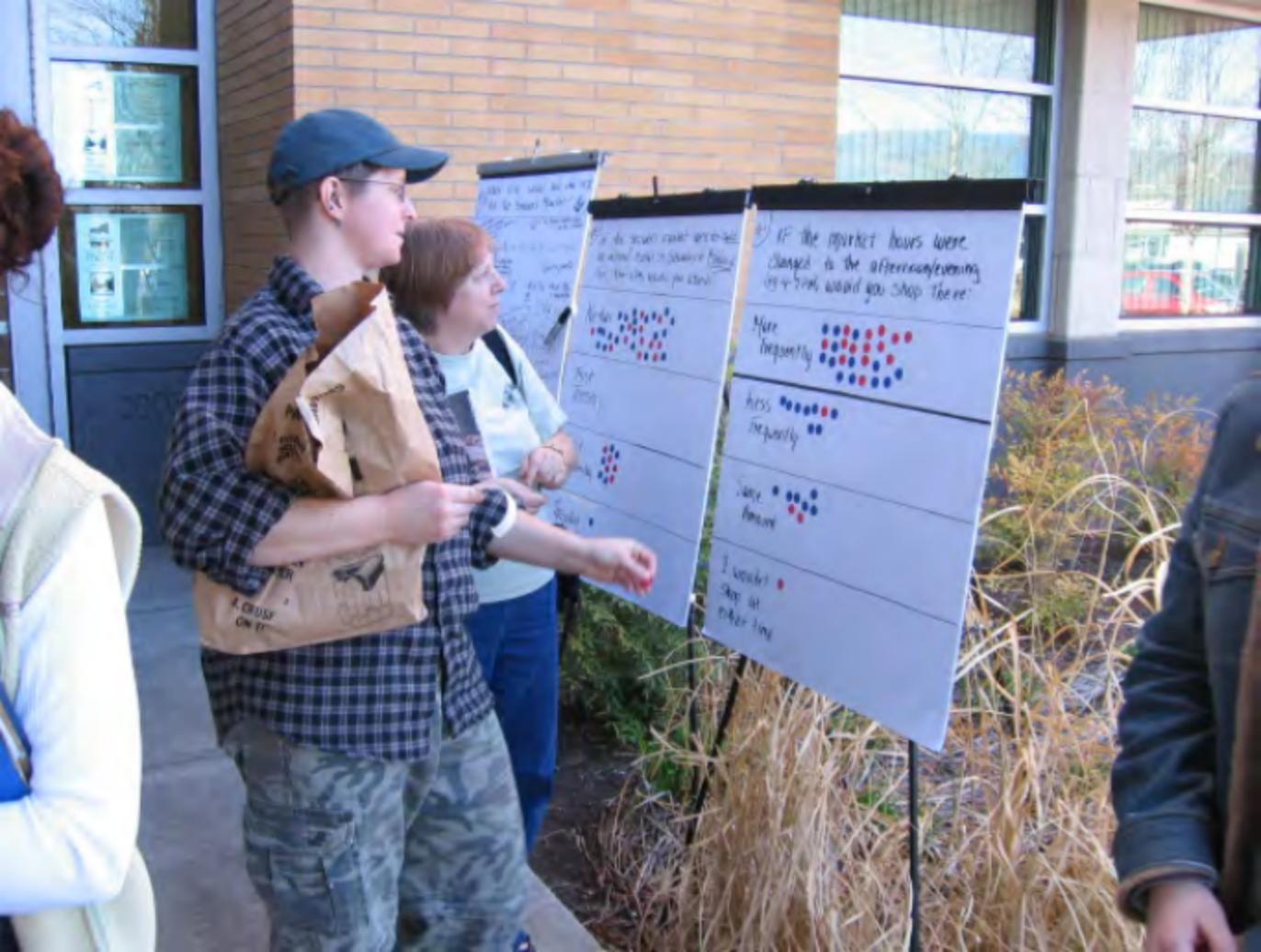
| | |
|-----------------|---|
| More frequently | 1 |
|-----------------|---|

IF the market hours were
changed to the afternoon/evening
(eg 4-7PM) would you shop there:



I wouldn't
shop at
either time

| | |
|-----------------|---|
| More frequently | 0 |
| Less frequently | 1 |



IF the market hours were changed to be afternoonevening (3-7PM) would you shop there?

IF the market hours were changed to be afternoonevening (3-7PM) would you shop there?

More frequently



less frequently



Same amount



I would not shop at either time



More frequently



less frequently



Same amount



I would not shop at either time





