

## **Business Planning for and Marketing for Expansion of Santa Fe Farmers Market into a Permanent Site**

**Santa Fe Farmers Market** of Santa Fe, NM received \$49,097 to develop a business plan for expansion of the Santa Fe Farmers Market, and launch a marketing and advertising campaign to build customers and increase income for farmers. Funds were used to develop the business plan, and promote the market by purchase of ads in local newspapers, flyers, and other marketing materials.

### **Final Report**



Santa Fe Farmer's Market

Business Planning and Marketing for the Santa Fe Farmer's Market

G-12-25-0736

Santa Fe, New Mexico

### **Project Summary**

The purpose of this project was to increase WIC and EBT usage at the Santa Fe Farmers Market (SFFM), as well as to carry out a customer survey in order to better understand the demographic we serve and to broaden this demographic. This project was proposed specifically in order to increase the accessibility of fresh, locally grown foods to lower income groups in northern New Mexico and to encourage an increased consumption of farmer's market goods by a more diverse segment of the community. In order to achieve this, we took an extensive survey of our current customer base, which revealed it self to be not extremely diverse. We increased our EBT services by creating a dedicated EBT booth at each market. SFFM also increased promotions for EBT and WIC services via radio and newspaper advertising, as well as by increasing signage in and around the market. We have had WIC checks distributed at the market several times throughout the summer. The SFFM has put a great deal of time and energy into promoting and growing our Southside market, which has consistently had a very high rate of WIC usage.

Final FMPP payment request shows all monies that where allocated was used except for \$5,258 that was not used in the contractual part of the grant. Personnel \$15,000 was used for Executive Director Salary. Travel \$420 and the contract with Southwest Planning & Marketing was \$5,342. Survey staff was \$500. Advertising and signage, print, radio advertising cost \$19,820. Supplies and indirect cost were \$2,756.

Total of \$43,838 was used and \$5,258 was not used.

Benefits that have been accrued as a result of this grant include:

- Increased WIC and EBT usage at the SFFM
- The continued success of our Southside market
- A better understanding on the part of the organization of our customer base, as well as of the steps we can take to widen it.

### **Project Approach**

The goals of this project were to increase the usage of WIC and EBT at our markets, as well as to get a better understanding of our customer base to that we might work to diversify it. Our objectives were to complete a detailed customer survey, as well as to make EBT and WIC services more accessible at the market. Ultimately, we hoped to make the fresh, healthy, local food sold at our markets more easily available to people of all economic backgrounds. As an organization, our central goal is to bring direct benefits to our farmers and vendors, which in turn strengthens rural livelihoods and the local economy of northern half of the state. Increasing WIC and EBT spending at the market directly benefits our farmers through increased sales.

In order to achieve these goals, we contracted with Southwest Planning and Marketing to design and analyze a customer survey. This survey was administered by more than twenty SFFM volunteers. Southwest Planning and Marketing's final report included a forty page document detailing results, analysis, and recommendations. This information has helped to guide our marketing efforts.

We have also created a dedicated space for our EBT equipment at each market.

Throughout the summer months, our markets host staff from our local WIC offices, who distribute WIC checks on-site. WIC distribution days always result in increased sales for farmers. We also increased promotion of WIC and EBT services available at the market.

Activities undertaken in support of these goals include: increased advertising of WIC and EBT services through various venues (radio, newspapers, our website); the creation of a dedicated space for EBT equipment at each market; staff training to use the EBT machine;

coordination with farmers and local WIC staff to ensure that all eligible farmers are participating in the WIC program; distributing WIC checks directly to customers at many of our summer markets; and the completion of a thorough customer survey.

### **Goals and Outcomes Achieved**

An important outcome of this project is the presence of an EBT terminal at each of our markets. As a result of this, we have seen EBT spending increase at the market over the past several years: in September of 2007, SFFM sold 198 EBT tokens, compared to 557 tokens sold in September 2009. WIC usage at the market has also increased—SFFM consistently boasts one of the highest rates of WIC check redemption of all the farmers markets in New Mexico.

Due in large part to the increased usage of EBT and WIC at the market, farmer revenue has increased considerably over the past several years. In 2010, our vendors made over \$2.1 million (gross) at the Santa Fe Farmers Market, up from \$1.9 million in 2009.

We have been able to continue and increase our promotion of EBT and WIC services with the help of this grant. This was done through radio advertising, as well as through print ads in a variety of local publications.

We have continued to grow our Southside market, which reaches out to a very different customer base than does our downtown market. This market in and of itself has an extremely high rate of WIC check redemption. The Southside market has been one of the most important means of bringing farmers market products to a wider and more diverse segment of the community.

We were also able to complete a thorough survey of our customer base. With the help of our market volunteers, we conducted more than 700 customer surveys at three of our markets. The survey was professionally designed and analyzed; the information gathered therein has already done a great deal to guide our business and outreach planning, and we feel confident that it will continue to do so into the future. For example, through this survey we found that 84 percent of respondents were White, while only 9 percent were

Hispanic. Likewise, customers at the SFFM tend to live on the north side of Santa Fe. This suggests an opportunity and a need to broaden and diversify our customer base.

### **Beneficiaries**

Low-income residents of northern New Mexico have significantly benefited from this grant. Because we were able to increase the availability of EBT and WIC at our markets, this demographic can now more easily access fresh, healthy, local foods. The amount of EBT tokens sold at the market has increased, as have the number of WIC checks used. EBT tokens used in 2009 was \$10,366 (1\$ tokens), for 2010 \$28,237 (1\$ tokens).

Redemption by market in 2009 SFFM in the Railyard was 2,345 WIC checks redeemed. Southside market 1,349 WIC checks redeemed. In 2010 SFFM in the Railyard was 2,767 WIC checks redeemed. Southside market 2,005 checks redeemed. The numbers show a great increase in both programs. By doing the advertising and by having a dedicated space to have the EBT machine at all markets, also by having WIC hand out checks at markets in the summer.

Our vendors have also benefited from the increased promotion of and participation in EBT and WIC programs. As stated, gross vendor income has been increasing steadily over the past several years.

As our survey revealed, many SFFM customers make other purchases at nearby businesses. Increasing the number of visitors to the market, as well diversifying the customer base, will thus have an additional benefit on the local economy.

### **Lessons Learned**

Overall, this project has been very successful. We have learned some important things in the process, however. First of all, it proved to be difficult to administer our survey to as many customers as we had hoped. People are reticent to take time out of their day to complete a survey. This was the case even with some our most loyal customers. As such, we did not get as many responses to our survey as we had hoped. It seems people are often unwilling to fill out surveys if there is no obvious incentive to do so.

Though we have been able to continue and expand our promotion of WIC and EBT services at the market, we have discovered that the demographic we hope to reach might not actually be the largest consumer of the media channels through which we have been advertising. We have been advertising mainly through Santa Fe's public radio station, as well as through several weekly publications. We might do well to advertise in Spanish-language publications or radio stations as well.

Another challenge has been to promote WIC and EBT use at our new Thursday afternoon market. This market, now in its second year, is very small, sometimes with fewer than half a dozen vendors. It has been difficult to convince the local WIC staff to distribute WIC checks at this market, because there are so few vendors. Starting a new market, and making it successful for both vendors and consumers of all income levels has been very challenging. We hope that as we move forward with this market, advertising will bring more customers in. The more popular the market, the more willing farmers will be to attend. This, in turn, will make the market a place where WIC and EBT can be more widely used.

### **Additional Information**

See attached Survey and advertisements with WIC and EBT accepted are now on all print ads, final FMPP payment request.

### **Contact Person**

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# ***Santa Fe Farmers Market Survey***

***Prepared for:***

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***September 2009***

During August 2009, volunteers conducted 752 surveys with customers at the Santa Fe Farmers Market. There were 509 surveys conducted on Saturday August 15<sup>th</sup>, 185 on Tuesday August 18<sup>th</sup>, and 58 at the Southside Market on Thursday the 13<sup>th</sup>. (It rained on the 13<sup>th</sup>, leading to a smaller attendance than usual and a lower sample than had been expected. A crowd estimate was conducted on a more normal Thursday the following week.)

Southwest Planning & Marketing staff had trained the volunteers in how to conduct the surveys and had also provided a methodology for estimating the size of the crowd. Respondents filled out surveys on their own and returned them to the volunteers. First-time visitors to the market were asked to not fill out the survey until they had finished shopping.

The purpose of the survey was to determine shopping habits, awareness, and satisfaction and to obtain shopper demographics. In addition, the survey was intended to provide a measure of the economic impact of the market.

The overall data for the entire sample is accurate to plus or minus 3% at the 95% confidence level. In other words, 95% of the time, the data for the entire population of shoppers would not vary by more than 3% from the results obtained from the sample in this survey. Confidence intervals increase for the smaller sub-groups.

In the following pages, we summarize the major findings, including the results of cross tabulations by the three markets, gender, age, income, and local (northern New Mexico) vs. visitor. We have also included estimates of the economic impact of the market. We present major conclusions and recommendations at the end of the narrative. This summary is followed by tables which illustrate the findings.

We have also included a copy of the Railyard Market survey instrument in an appendix at the end. The Southside Market survey instrument was identical, except that 1) it did not include the last two parts of Question 5 and 2) the wording of Question 17 referred to Santa Fe Place rather than the Railyard area.

### **Past Visits**

- 93% of locals and 47% of visitors had previously visited the farmers market.
- There were more first-time visitors among men, those under age 40, and those at the Thursday market.
- 56% of all shoppers visited the Saturday market 3-4 times per month, while 38% visited 1-2 times per month.
- 14% of shoppers visited the Tuesday market 3-4 times per month, while 46% visited 1-2 times per month.
- 4% of shoppers visited the Thursday market 3-4 times per month, while 12% visited 1-2 times per month.
- Shoppers with higher incomes visited the markets somewhat more frequently.
- About 45% of respondents went to the market about the same number of times as they did last summer, 35% went more often, and 16% went less often.
- The greatest gains were in the under 40 age group, where 44% went more often this summer.

## **Transportation**

- 79% of respondents drove to the market.
- 13% walked, 6% biked, 2% took the Rail Runner, and 1% took the bus.
- Visitors were more likely than locals to have walked or taken the Rail Runner.
- Shoppers were more likely to walk or bicycle to the Tuesday market (25%) than to the Saturday market (19%) or Thursday market (2%).
- Younger persons and those with lower incomes were more likely to have walked or biked.

## **Spending**

- The most common category of purchase was fresh fruit and vegetables at 79%.
- This was followed by baked goods and processed food at 21%, and meat and poultry at 19%.
- Average total spending was \$30.84.
- Those with incomes over \$90,000 spent an average of \$40.20.
- Spending was somewhat lower on Thursday (average of \$19.41).
- Average spending on fresh fruit and vegetables was \$16.70, accounting for over half of all spending.
- On average, locals spent slightly more than visitors (\$31.31 vs. \$29.95).
- Compared to locals, visitors spent more on dairy products, baked goods and processed foods, ready to eat food from the café, personal care products, and crafts.
- Among those who made purchases in that category, average spending was \$21.44 for meat and poultry and \$23.55 for crafts, higher than the \$21.15 for fruits and vegetables.
- 58% of visitors and 31% of New Mexicans from outside of Santa Fe County made purchases elsewhere within the Railyard area (or, in the case of the Southside Market, at Santa Fe Place).
- 13% of respondents purchased over 75% of their summer produce at the market, 23% purchased 51-75%, 28% purchased 25-50% of their produce there, and 35% purchased less than 25% of their produce at the market.
- In general, women, those over 60, and those shopping at the Railyard market, purchased a larger percent of their purchases at the farmers market.

## **Importance of Features**

- On a scale of 1 to 5, the most important feature of the market was the quality and freshness, at 4.7.
- This was followed by taste and locally grown and produced, each at 4.6.
- Also important were sustainable and environmentally friendly (4.4), free of pesticides (4.4), and organically grown (4.2).
- Somewhat less important were reasonable prices (3.8), unusual varieties (3.7), and convenience (3.5).
- Women found sustainable and environmentally friendly, free of pesticides, and organically grown to be relatively more important than did men.
- Visitors gave unusual varieties more importance than did locals.
- Those at the Thursday Southside market were relatively more concerned with prices and convenience and less concerned with organically grown.

## **Satisfaction**

- On a scale of 1 to 5, satisfaction was greatest with the quality of merchandise, at 4.6.
- This was followed by variety of products and general atmosphere, each at 4.4.
- Value for the dollar rated a 3.8, followed by the ready to eat food at the café at 3.5.
- Lowest scores went to parking availability and convenience (3.3) and price of parking (3.0).
- The price of parking received lower satisfaction scores from younger people and those with lower incomes.
- Those at the Southside market were relatively more satisfied with value for the dollar and parking availability and convenience.
- Visitors were more satisfied with every factor than were locals.

## **Sources of Information**

- The most common source of information was word of mouth, at 54%.
- This was followed by *Pasatiempo* (38%) and *Santa Fe Reporter* (30%).
- Also important were *Local Flavor* (20%), *Edible Santa Fe* (17%), KSFR (17%), and community events calendars (16%).
- 11% of visitors heard about the market at their hotel, motel, or RV park.
- 26% of respondents (and 29% of locals) had been to the Farmers Market website.
- Website visitation was higher for women, those under 40, and those with higher incomes.

## **Winter Market and Sunday Community Fair**

- 81% of respondents knew that the market was held indoors on Saturdays during the winter months.
- This figure was lower for those at the Southside market (71%).
- Women, older respondents and locals were more likely to know about the winter market.
- 51% of respondents knew about the Sunday Community Fair.
- Women, those with lower incomes, and locals were more likely to know about the Community Fair.
- 16% of respondents had attended the Sunday Community Fair.
- Women, younger respondents, those with lower incomes, and locals were more likely to have attended the Community Fair.

## **Residence**

- 80% of respondents were local residents.
- This figure was higher on Thursday at 88% vs. 82% on Saturday and 71% on Tuesday.
- Of the local residents, 46% lived within the City and north of St. Michael's drive, 19% lived within the City and south of St. Michael's Drive, 19% lived within Santa Fe County to the south, and 10% lived in the County to the north.
- Among the Thursday attendees, 43% lived within the City and south of St. Michael's Drive, and 35% lived within Santa Fe County to the south.
- Outside of Santa Fe County, attendance was highest from Bernalillo County at 3%.

## **Lodging**

- 34% of visitors lodged downtown, 12% lodged on Cerrillos Road, and 20% lodged outside of Santa Fe.
- Another 35% lodged elsewhere within Santa Fe, most likely with friends or relatives.
- Tuesday visitors were relatively more likely to lodge in the downtown, while Saturday visitors were relatively more likely to lodge outside of Santa Fe, perhaps in Albuquerque.

## **Demographics**

- Average party size was 2.0 and did not vary significantly by day of the week.
- Those under 40 had larger parties (average of 2.5), as did visitors (2.8).
- Two-thirds of respondents were women.
- Those with lower incomes and those at the Southside market were relatively more likely to be women.
- Visitors were somewhat more likely to be men (only 57% women).
- Average age was 54.5.
- Those with lower incomes were younger than those with higher incomes.
- 84% of respondents identify as white/Anglo and 9% as Hispanic.
- 33% of those at the Southside market were Hispanic, vs. 7% of those at the Railyard markets.
- 8% of those at the Southside market were American Indian, vs. 1% of those at the Railyard markets. (Note: this sample size is quite small.)
- Hispanics were more likely to be young and to have lower incomes.
- Median income of locals was \$64,918 and of visitors was \$95,294.
- Incomes were higher among Tuesday attendees, among men, and among older respondents.

## **ECONOMIC IMPACTS**

Utilizing the crowd estimates and spending data, we have estimated the total economic impact of the market. Because the crowd counts seemed higher than expected, we have reduced the estimates for the Saturday and Tuesday markets to only half of the estimates provided by those doing counts; we have also applied a seasonal adjustment factor of 80% to the estimates, to take into account the fact that the markets are not as large in the spring and fall as they are during August when the survey was conducted. This resulted in the following estimates for the summer season:

- Saturday (24 weeks) 185,587
- Tuesday (24 weeks) 87,552
- Thursday (12 weeks) 3,936
- TOTAL 277,075

Based on the average spending figures by day from the survey, we estimate total spending for the season as follow:

- Saturday (24 weeks) \$6,039,007
- Tuesday (24 weeks) 2,603,796
- Thursday (12 weeks) 76,398
- TOTAL \$8,719,201

In order to determine how much of that spending comes from outside of the local economy, we have used the survey data to estimate the proportion of the total spending that is derived from visitors as \$1,451,974.

We also learned from the survey that 58% of visitors and 31% of residents coming from outside of Santa Fe County make other purchases in the Railyard or at Santa Fe Place on the days they are at the farmers market. This provides an additional benefit to the local economy.

## **CONCLUSIONS AND RECOMMENDATIONS**

- Customers tend to live on the north side of Santa Fe, providing an opportunity to gain more customers from the south side.
- There is a low percentage of Hispanic customers, providing an opportunity to increase penetration within this group.
- The customers skew somewhat old, providing an opportunity to gain more customers in the under 40 age group.
- There is a preponderance of purchasing fresh fruits and vegetables, providing an opportunity for gaining sales in other product areas.
- Visitors purchase different types of products than locals and therefore can be marketed in a different manner, with more emphasis on purchasing gifts to take home.
- For marketing purposes, the most important attributes of the market are the quality and freshness, followed by the taste and locally grown and produced.
- A number of marketing channels seem to be working.
- Only 11% of visitors learn about the market at their places of lodging, a percentage that could be increased by working directly with the hotels to increase awareness.
- Only a relatively small percentage of customers have been to the website; this percentage could probably be increased through additional promotion of the website.
- Only about half of respondents knew about the Sunday Community Fair and only 16% had been to it, percentages that could be increased through more promotion.
- Satisfaction with the market is relatively high.

1. Is this your first visit to the Santa Fe Farmers Market?

FIRST VISIT TO THE FARMERS MARKET?	OVERALL		GENDER		AGE		
			Male N=226	Female N=451	Under 40 N=103	40-59 N=283	60+ N=271
	COUNT N=729	%	%	%	%	%	%
<b>Yes</b>	113	15.5%	19.0%	12.9%	23.3%	16.6%	10.7%
<b>No</b>	616	84.5%	81.0%	87.1%	76.7%	83.4%	89.3%

FIRST VISIT TO THE FARMERS MARKET?	OVERALL	INCOME			RAILYARD		SOUTHSIDE	Local N=567	Visitor N=150
		Under \$40,000 N=172	\$40,000- \$89,999 N=207	\$90,000+ N=225	Saturday N=492	Tuesday N=180	Thursday N=57		
	%	%	%	%	%	%	%	%	
<b>Yes</b>	15.5%	18.0%	13.0%	16.0%	12.2%	20.6%	28.1%	7.2%	47.3%
<b>No</b>	84.5%	82.0%	87.0%	84.0%	87.8%	79.4%	71.9%	92.8%	52.7%

2. How did you get to the Farmers Market today? (check one)

HOW DID YOU GET TO THE FARMERS MARKET TODAY?	OVERALL		GENDER		AGE		
			Male N=233	Female N=455	Under 40 N=102	40-59 N=289	60+ N=279
	COUNT N=743	%	%	%	%	%	%
Private car/truck	587	79.0%	75.5%	80.4%	66.7%	77.5%	83.5%
Walk	94	12.7%	12.9%	12.3%	21.6%	13.1%	9.0%
Bicycle	44	5.9%	8.6%	5.1%	8.8%	6.6%	5.4%
Rail Runner	14	1.9%	2.1%	1.8%	2.9%	2.4%	1.4%
Bus	4	0.5%	0.9%	0.4%	0.0%	0.3%	0.7%

HOW DID YOU GET TO THE FARMERS MARKET TODAY?	OVERALL	INCOME			RAILYARD		SOUTHSIDE	Local N=580	Visitor N=152
		Under \$40,000 N=179	\$40,000-\$89,999 N=214	Thursday N=	Saturday N=504	Tuesday N=181	Thursday N=58		
	%	%	%	%	%	%	%	%	
Private car/truck	79.0%	67.0%	82.7%	82.7%	79.8%	71.8%	94.8%	79.7%	76.3%
Walk	12.7%	16.8%	12.1%	11.1%	11.7%	19.3%	0.0%	11.7%	15.8%
Bicycle	5.9%	11.2%	4.7%	4.9%	6.3%	6.1%	1.7%	7.6%	0.0%
Rail Runner	1.9%	4.5%	0.5%	1.3%	2.0%	2.2%	0.0%	0.9%	5.9%
Bus	0.5%	0.6%	0.0%	0.0%	0.2%	0.6%	3.4%	0.2%	2.0%

3. How much do you estimate that you have spent or will spend today in each of these categories:

HOW MUCH DO YOU ESTIMATE THAT YOU HAVE SPENT OR WILL SPEND TODAY?	OVERALL									
	Fresh Fruits & Vegetables N=752	Meat and Poultry N=752	Baked Goods and Processed Foods N=752	Plants and Cut Flowers N=752	Dairy Products N=752	Ready to Eat Food from the Café N=752	Crafts N=752	Personal Care Products N=752	Honey N=752	Eggs N=752
	%	%	%	%	%	%	%	%	%	%
<b>\$0</b>	21.1%	81.1%	79.0%	85.4%	85.0%	83.1%	95.6%	94.1%	91.5%	86.2%
<b>\$1 - \$9</b>	12.4%	2.3%	10.8%	6.1%	6.5%	9.3%	0.5%	1.9%	4.3%	12.9%
<b>\$10 - \$19</b>	26.6%	5.3%	7.8%	6.3%	6.5%	5.9%	1.7%	2.3%	3.7%	0.8%
<b>\$20 - \$29</b>	21.8%	6.5%	1.7%	1.6%	1.7%	1.6%	1.3%	1.1%	0.5%	0.1%
<b>\$30- \$49</b>	11.8%	3.6%	0.4%	0.4%	0.1%	0.1%	0.3%	0.3%	0.0%	0.0%
<b>\$50 - \$74</b>	4.9%	0.9%	0.1%	0.1%	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%
<b>\$75 or more</b>	1.3%	0.3%	0.1%	0.1%	0.1%	0.0%	0.3%	0.1%	0.0%	0.0%
<b>Average</b>	<b>\$16.70</b>	<b>\$4.06</b>	<b>\$2.05</b>	<b>\$1.66</b>	<b>\$1.53</b>	<b>\$1.48</b>	<b>\$1.04</b>	<b>\$0.90</b>	<b>\$0.75</b>	<b>\$0.68</b>
<b>Average (for those who did spend)</b>	<b>\$21.15</b>	<b>\$21.44</b>	<b>\$9.75</b>	<b>\$11.36</b>	<b>\$10.16</b>	<b>\$8.72</b>	<b>\$23.55</b>	<b>\$15.41</b>	<b>\$8.75</b>	<b>\$4.92</b>

3. How much do you estimate that you have spent or will spend today in each of these categories:  
(continued)

HOW MUCH DO YOU ESTIMATE THAT YOU HAVE SPENT OR WILL SPEND TODAY?	OVERALL	GENDER		AGE		
		Male N=235	Female N=462	Under 40 N=104	40-59 N=292	60+ N=282
	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE
Fresh fruits and vegetables	\$16.70	\$16.35	\$17.08	\$10.51	\$17.36	\$17.82
Meat and poultry	\$4.06	\$4.09	\$4.21	\$4.25	\$4.16	\$3.34
Baked goods and processed foods	\$2.05	\$1.97	\$1.97	\$1.78	\$2.03	\$2.12
Plants and cut flowers	\$1.66	\$1.59	\$1.68	\$2.00	\$0.91	\$2.28
Dairy products	\$1.53	\$1.60	\$1.54	\$1.44	\$1.57	\$1.29
Ready to eat food from the café	\$1.48	\$1.88	\$1.32	\$1.82	\$1.45	\$1.51
Crafts	\$1.04	\$0.92	\$1.16	\$0.39	\$1.76	\$0.61
Personal care products	\$0.90	\$0.48	\$1.12	\$0.61	\$1.03	\$0.75
Honey	\$0.75	\$0.97	\$0.64	\$1.14	\$0.89	\$0.45
Eggs	\$0.68	\$0.46	\$0.71	\$0.46	\$0.75	\$0.63
<b>TOTAL SPENDING</b>	<b>\$30.84</b>	<b>\$30.30</b>	<b>\$31.43</b>	<b>\$24.39</b>	<b>\$31.91</b>	<b>\$30.80</b>

HOW MUCH DO YOU ESTIMATE THAT YOU HAVE SPENT OR WILL SPEND TODAY?	OVERALL	INCOME			RAILYARD		SOUTHSIDE	Local N=588	Visitor N=151
		Under \$40,000 N=179	\$40,000- \$89,999 N=219	\$90,000+ N=229	Saturday N=509	Tuesday N=185	Thursday N=58		
	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE
Fresh fruits and vegetables	\$16.70	\$13.62	\$15.73	\$19.92	\$16.75	\$16.21	\$17.79	\$17.78	\$13.16
Meat and poultry	\$4.06	\$2.15	\$4.01	\$6.03	\$4.35	\$4.48	\$0.10	\$4.47	\$2.56
Baked goods and processed foods	\$2.05	\$1.10	\$1.76	\$3.28	\$2.55	\$1.16	\$0.52	\$1.87	\$2.73
Plants and cut flowers	\$1.66	\$1.64	\$1.20	\$2.32	\$2.09	\$0.99	\$0.09	\$1.76	\$1.30
Dairy products	\$1.53	\$1.34	\$1.34	\$2.13	\$1.54	\$1.88	\$0.35	\$1.49	\$1.74
Ready to eat food from the café	\$1.48	\$1.14	\$1.37	\$2.08	\$1.74	\$1.15	\$0.17	\$1.38	\$1.95
Crafts	\$1.04	\$0.39	\$0.76	\$1.92	\$1.11	\$1.15	\$0.00	\$0.51	\$3.17
Personal care products	\$0.90	\$0.80	\$0.45	\$1.18	\$1.00	\$0.92	\$0.03	\$0.54	\$2.26
Honey	\$0.75	\$0.86	\$0.92	\$0.58	\$0.64	\$1.19	\$0.24	\$0.71	\$0.87
Eggs	\$0.68	\$0.76	\$0.48	\$0.77	\$0.77	\$0.62	\$0.12	\$0.80	\$0.22
<b>TOTAL SPENDING</b>	<b>\$30.84</b>	<b>\$23.80</b>	<b>\$28.01</b>	<b>\$40.20</b>	<b>\$32.54</b>	<b>\$29.74</b>	<b>\$19.41</b>	<b>\$31.31</b>	<b>\$29.95</b>

3. How much do you estimate that you have spent or will spend today in each of these categories:  
(continued)

HOW MUCH DO YOU ESTIMATE THAT YOU HAVE SPENT OR WILL SPEND TODAY?	For Those Who Did Spend					
	OVERALL	GENDER		AGE		
		Male	Female	Under 40	40-59	60+
AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	
Fresh fruits and vegetables (N=593)	\$21.15	\$21.00	\$21.28	\$13.84	\$20.96	\$22.63
Meat and poultry (N=142)	\$21.44	\$25.26	\$20.41	\$20.09	\$21.21	\$20.50
Baked goods and processed foods (N=158)	\$9.75	\$8.92	\$9.99	\$8.81	\$9.23	\$10.70
Plants and cut flowers (N=110)	\$11.36	\$12.90	\$10.74	\$12.24	\$9.43	\$11.89
Dairy products (N=113)	\$10.16	\$11.39	\$9.62	\$8.82	\$10.65	\$8.67
Ready to eat food from the café (N=127)	\$8.72	\$9.19	\$8.70	\$8.59	\$8.79	\$9.04
Crafts (N=33)	\$23.55	\$19.55	\$25.48	\$13.33	\$34.13	\$13.31
Personal care products (N=44)	\$15.41	\$16.14	\$15.70	\$15.75	\$18.81	\$13.13
Honey (N=64)	\$8.75	\$8.73	\$9.16	\$7.44	\$9.59	\$9.77
Eggs (N=104)	\$4.92	\$4.86	\$4.63	\$4.32	\$4.87	\$4.68

HOW MUCH DO YOU ESTIMATE THAT YOU HAVE SPENT OR WILL SPEND TODAY?	For Those Who Did Spend								
	OVERALL	INCOME			RAILYARD		SOUTHSIDE	Local	Visitor
		Under \$40,000	\$40,000-\$89,999	\$90,000+	Saturday	Tuesday	Thursday		
AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	
Fresh fruits and vegetables (N=593)	\$21.15	\$16.59	\$20.66	\$23.88	\$20.96	\$20.83	\$24.00	\$21.83	\$18.40
Meat and poultry (N=142)	\$21.44	\$14.81	\$19.84	\$25.56	\$20.66	\$25.09	\$3.00	\$21.55	\$21.44
Baked goods and processed foods (N=158)	\$9.75	\$6.79	\$9.58	\$12.11	\$10.70	\$6.94	\$5.00	\$9.74	\$9.81
Plants and cut flowers (N=110)	\$11.36	\$11.76	\$10.88	\$12.09	\$12.06	\$8.71	\$5.00	\$11.23	\$11.53
Dairy products (N=113)	\$10.16	\$7.97	\$10.78	\$12.18	\$9.41	\$11.97	\$20.00	\$9.62	\$13.15
Ready to eat food from the café (N=127)	\$8.72	\$7.29	\$8.54	\$10.13	\$9.23	\$7.31	\$5.00	\$8.21	\$10.54
Crafts (N=33)	\$23.55	\$11.67	\$20.63	\$31.43	\$22.56	\$26.63	N/A	\$23.00	\$23.90
Personal care products (N=44)	\$15.41	\$11.92	\$16.33	\$16.94	\$16.32	\$14.17	\$2.00	\$11.74	\$21.31
Honey (N=64)	\$8.75	\$9.56	\$9.14	\$8.25	\$8.58	\$9.57	\$4.67	\$8.92	\$8.19
Eggs (N=104)	\$4.92	\$4.55	\$4.38	\$4.92	\$4.94	\$4.96	\$3.50	\$4.96	\$4.71

4. On a scale of 1 to 5, where 5 is very important and 1 is not at all important, how important is each of the following in attracting you to the Farmers Market?

HOW IMPORTANT IS EACH OF THE FOLLOWING:	AVERAGE	OVERALL				
		Very-----Not at All Important Important				
		5	4	3	2	1
Quality and freshness (N=682)	4.7	88.6%	4.4%	1.2%	1.2%	4.7%
Taste (N=648)	4.6	81.4%	10.0%	3.9%	1.7%	3.1%
Locally grown and produced (N=675)	4.6	79.1%	10.8%	4.7%	1.5%	3.8%
Sustainable and environmentally friendly (N=630)	4.4	68.3%	16.6%	9.0%	2.7%	3.3%
Free of pesticides (N=632)	4.4	67.6%	17.2%	7.0%	4.7%	3.5%
Organically grown (N=653)	4.2	56.4%	20.5%	12.8%	5.0%	5.2%
Reasonable prices (N=617)	3.8	40.0%	23.0%	22.3%	8.6%	6.1%
Unusual varieties (N=602)	3.7	35.8%	23.9%	23.4%	9.5%	7.5%
Convenience (N=597)	3.5	35.3%	17.9%	24.1%	10.0%	12.7%

4. On a scale of 1 to 5, where 5 is very important and 1 is not at all important, how important is each of the following in attracting you to the Farmers Market? *(continued)*

HOW IMPORTANT IS EACH OF THE FOLLOWING:	OVERALL	GENDER		AGE		
		Male	Female	Under 40	40-59	60+
	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE
Quality and freshness	4.7	4.7	4.7	4.8	4.7	4.7
Taste	4.6	4.6	4.7	4.6	4.7	4.7
Locally grown and produced	4.6	4.5	4.6	4.5	4.6	4.6
Sustainable and environmentally friendly	4.4	4.1	4.6	4.5	4.5	4.4
Free of pesticides	4.4	4.1	4.5	4.5	4.4	4.4
Organically grown	4.2	3.9	4.3	4.1	4.2	4.2
Reasonable prices	3.8	3.6	3.9	4.0	3.8	3.7
Unusual varieties	3.7	3.6	3.7	3.5	3.8	3.7
Convenience	3.5	3.5	3.5	3.6	3.5	3.5

HOW IMPORTANT IS EACH OF THE FOLLOWING:	OVERALL	INCOME			RAILYARD		SOUTHSIDE	Local	Visitor
		Under \$40,000	\$40,000-\$89,999	\$90,000+	Saturday	Tuesday	Thursday		
	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE
Quality and freshness	4.7	4.7	4.7	4.8	4.7	4.8	4.8	4.7	4.8
Taste	4.6	4.7	4.6	4.7	4.6	4.7	4.8	4.6	4.7
Locally grown and produced	4.6	4.7	4.5	4.6	4.6	4.7	4.5	4.6	4.7
Sustainable and environmentally friendly	4.4	4.6	4.5	4.3	4.4	4.5	4.3	4.5	4.3
Free of pesticides	4.4	4.5	4.5	4.2	4.4	4.5	4.3	4.4	4.2
Organically grown	4.2	4.3	4.2	4.0	4.2	4.3	3.8	4.2	4.0
Reasonable prices	3.8	3.9	3.9	3.7	3.8	3.8	4.5	3.8	4.0
Unusual varieties	3.7	3.8	3.6	3.8	3.7	3.7	3.6	3.6	4.0
Convenience	3.5	3.7	3.5	3.5	3.4	3.5	4.3	3.5	3.7

5. On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, please rate your satisfaction with the Farmers Market with regard to each of the following:

PLEASE RATE YOUR SATISFACTION WITH THE FARMERS MARKET WITH REGARD TO EACH OF THE FOLLOWING:	AVERAGE	OVERALL				
		Very-----Not at All Important Important				
		5	4	3	2	1
Quality of merchandise (N=692)	4.6	78.5%	15.0%	2.5%	0.6%	3.5%
Variety of products (N=673)	4.4	64.4%	20.8%	10.7%	1.8%	2.4%
General atmosphere (N=670)	4.4	65.9%	19.5%	8.8%	2.7%	3.1%
Value for your dollar (N=666)	3.8	31.2%	30.7%	26.4%	7.8%	3.9%
The ready to eat food at the cafe (N=429)	3.5	29.1%	22.6%	24.9%	11.6%	11.9%
Parking availability and convenience (N=616)	3.3	30.3%	15.7%	24.3%	14.4%	15.2%
The price of parking (N=530)	3.0	29.4%	11.5%	18.3%	13.2%	27.5%

5. On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, please rate your satisfaction with the Farmers Market with regard to each of the following: *(continued)*

PLEASE RATE YOUR SATISFACTION WITH THE FARMERS MARKET WITH REGARD TO EACH OF THE FOLLOWING:	OVERALL	GENDER		AGE		
		Male	Female	Under 40	40-59	60+
	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE
Quality of merchandise	4.6	4.6	4.7	4.6	4.6	4.7
Variety of products	4.4	4.3	4.5	4.4	4.4	4.5
General atmosphere	4.4	4.3	4.5	4.3	4.3	4.5
Value for your dollar	3.8	3.6	3.9	3.8	3.7	3.8
The ready to eat food at the cafe	3.5	3.3	3.5	3.5	3.5	3.4
Parking availability and convenience	3.3	3.2	3.4	3.3	3.4	3.3
The price of parking	3.0	2.9	3.1	3.3	3.1	2.8

PLEASE RATE YOUR SATISFACTION WITH THE FARMERS MARKET WITH REGARD TO EACH OF THE FOLLOWING:	OVERALL	INCOME			RAILYARD		SOUTHSIDE	Local	Visitor
		Under \$40,000	\$40,000-\$89,999	\$90,000+	Saturday	Tuesday	Thursday		
	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE	AVERAGE
Quality of merchandise	4.6	4.7	4.6	4.7	4.7	4.7	4.5	4.6	4.8
Variety of products	4.4	4.5	4.4	4.6	4.5	4.4	4.2	4.4	4.6
General atmosphere	4.4	4.5	4.4	4.4	4.4	4.5	4.3	4.4	4.6
Value for your dollar	3.8	3.8	3.7	3.9	3.7	3.8	4.4	3.7	4.1
The ready to eat food at the cafe	3.5	3.5	3.4	3.5	3.5	3.4	N/A	3.4	3.7
Parking availability and convenience	3.3	3.3	3.5	3.3	3.2	3.3	4.6	3.2	3.7
The price of parking	3.0	2.8	3.2	3.1	3.0	3.0	N/A	2.9	3.5

6. Where have you seen or heard information about the Farmers Market? (check all that apply)

WHERE HAVE YOU SEEN OR HEARD INFORMATION ABOUT THE FARMERS MARKET?	OVERALL		GENDER		AGE		
			Male N=235	Female N=462	Under 40 N=104	40-59 N=292	60+ N=282
	COUNT N=752	%	%	%	%	%	%
Word of mouth from friends/relatives	406	54.0%	57.4%	53.5%	62.5%	59.2%	48.6%
Pasatiempo	287	38.2%	34.5%	41.8%	26.9%	39.4%	44.7%
Santa Fe Reporter	223	29.7%	32.3%	29.7%	31.7%	32.5%	28.7%
Local Flavor	154	20.5%	17.0%	23.4%	12.5%	21.9%	23.8%
Other	131	17.4%	14.5%	17.7%	18.3%	16.1%	17.0%
Edible Santa Fe	128	17.0%	11.9%	20.1%	15.4%	16.8%	18.4%
KSFR Radio	127	16.9%	17.9%	17.3%	16.3%	20.5%	14.9%
Community events calendars	122	16.2%	17.0%	16.5%	14.4%	18.2%	16.0%
Email announcements	54	7.2%	6.0%	8.0%	3.8%	6.8%	8.9%
At my hotel or motel or RV park	25	3.3%	3.8%	2.8%	2.9%	3.1%	3.5%
KSWV (Que Suave) Radio	20	2.7%	4.3%	2.2%	2.9%	2.4%	3.2%

WHERE HAVE YOU SEEN OR HEARD INFORMATION ABOUT THE FARMERS MARKET?	OVERALL	INCOME			RAILYARD		SOUTHSIDE	Local N=588	Visitor N=151
		Under \$40,000 N=179	\$40,000- \$89,999 N=219	\$90,000+ N=229	Saturday N=509	Tuesday N=185	Thursday N=58		
	%	%	%	%	%	%	%	%	%
Word of mouth from friends/relatives	54.0%	55.3%	57.5%	55.0%	52.8%	59.5%	46.6%	53.9%	55.6%
Pasatiempo	38.2%	33.5%	41.6%	41.5%	40.3%	34.6%	31.0%	44.9%	14.6%
Santa Fe Reporter	29.7%	33.0%	34.7%	25.3%	30.5%	27.6%	29.3%	33.5%	16.6%
Local Flavor	20.5%	21.8%	18.7%	23.6%	22.8%	15.1%	17.2%	24.0%	8.6%
Other	17.4%	22.3%	10.5%	17.9%	17.9%	14.6%	22.4%	17.2%	19.9%
Edible Santa Fe	17.0%	15.6%	16.0%	20.1%	19.6%	11.4%	12.1%	19.4%	7.9%
KSFR Radio	16.9%	20.1%	21.0%	12.2%	17.5%	16.8%	12.1%	21.3%	0.7%
Community events calendars	16.2%	17.3%	15.1%	16.2%	17.5%	11.4%	20.7%	18.2%	9.3%
Email announcements	7.2%	5.6%	5.5%	10.9%	6.7%	8.6%	6.9%	8.5%	2.0%
At my hotel or motel or RV park	3.3%	0.6%	3.2%	6.1%	2.4%	6.5%	1.7%	1.4%	11.3%
KSWV (Que Suave) Radio	2.7%	2.2%	4.6%	0.9%	2.8%	2.2%	3.4%	3.4%	0.0%

**6. Where have you seen or heard information about the Farmers Market? (*continued*)**

**LOCAL**

- Local/been coming for years/just knew about it (58)
- Driving by (5)
- Website (5)
- Signs (4)
- Hostess at Max's Restaurant (2)
- Sell here (2)
- Walk past it (2)
- Albuquerque Journal
- Architecture Department of UNM
- By chance
- Came by to see
- Chef Jayes
- Ext. office
- Helped start it
- La Montanita
- Member
- My own research
- Restaurant
- Work with Railyard

**VISITOR**

- Been coming for years (6)
- Website (6)
- Bed & Breakfast (2)
- Driving by (2)
- Travel books and other food books (2)
- Albuquerque Journal
- Brochure
- By chance
- Came in to town
- New York Times
- Previous "incarnations" of this market
- Restaurant
- Santa Fe tourist info
- Top 10 Santa Fe
- TV

**NOT DISTINGUISHED**

- Came and saw

**7. Have you ever been to the Santa Fe Farmers Market website?**

EVER BEEN TO THE SANTA FE FARMERS MARKET WEBSITE?	OVERALL		GENDER		AGE		
			Male N=234	Female N=455	Under 40 N=103	40-59 N=287	60+ N=281
	COUNT N=740	%	%	%	%	%	%
<b>Yes</b>	189	25.5%	21.4%	27.3%	35.0%	25.1%	22.1%
<b>No</b>	551	74.5%	78.6%	72.7%	65.0%	74.9%	77.9%

EVER BEEN TO THE SANTA FE FARMERS MARKET WEBSITE?	OVERALL	INCOME			RAILYARD		SOUTHSIDE	Local N=582	Visitor N=149
		Under \$40,000 N=177	\$40,000-\$89,999 N=216	\$90,000+ N=228	Saturday N=503	Tuesday N=182	Thursday N=55		
	%	%	%	%	%	%	%	%	
<b>Yes</b>	25.5%	22.6%	21.8%	30.3%	24.1%	29.1%	27.3%	28.7%	14.1%
<b>No</b>	74.5%	77.4%	78.2%	69.7%	75.9%	70.9%	72.7%	71.3%	85.9%

8. Did you know that the Santa Fe Farmers Market is held indoors on Saturdays during the winter months?

KNOW THAT THE FARMERS MARKET IS HELD INDOORS ON SATURDAYS?	OVERALL		GENDER		AGE		
			Male N=235	Female N=456	Under 40 N=104	40-59 N=287	60+ N=281
	COUNT N=741	%	%	%	%	%	%
<b>Yes</b>	600	81.0%	74.5%	84.0%	72.1%	80.1%	85.8%
<b>No</b>	141	19.0%	25.5%	16.0%	27.9%	19.9%	14.2%

KNOW THAT THE FARMERS MARKET IS HELD INDOORS ON SATURDAYS?	OVERALL	INCOME			RAILYARD		SOUTHSIDE	Local N=586	Visitor N=147
		Under \$40,000 N=178	\$40,000-\$89,999 N=215	\$90,000+ N=228	Saturday N=504	Tuesday N=182	Thursday N=55		
	%	%	%	%	%	%	%	%	
<b>Yes</b>	81.0%	82.0%	78.6%	80.3%	84.1%	75.3%	70.9%	89.8%	46.3%
<b>No</b>	19.0%	18.0%	21.4%	19.7%	15.9%	24.7%	29.1%	10.2%	53.7%

9. Are you aware of the Sunday Community Fair held at the Farmers Market (from 10:30 to 4:00)?

AWARE OF THE SUNDAY COMMUNITY FAIR?	OVERALL		GENDER		AGE		
			Male N=235	Female N=457	Under 40 N=104	40-59 N=290	60+ N=280
	COUNT N=742	%	%	%	%	%	%
<b>Yes</b>	377	50.8%	41.3%	56.2%	48.1%	51.7%	52.5%
<b>No</b>	365	49.2%	58.7%	43.8%	51.9%	48.3%	47.5%

AWARE OF THE SUNDAY COMMUNITY FAIR?	OVERALL	INCOME			RAILYARD		SOUTHSIDE	Local N=583	Visitor N=149
		Under \$40,000 N=178	\$40,000-\$89,999 N=217	\$90,000+ N=228	Saturday N=502	Tuesday N=183	Thursday N=57		
	%	%	%	%	%	%	%	%	
<b>Yes</b>	50.8%	59.0%	55.3%	40.4%	53.2%	45.4%	47.4%	58.8%	19.5%
<b>No</b>	49.2%	41.0%	44.7%	59.6%	46.8%	54.6%	52.6%	41.2%	80.5%

10. Have you attended the Sunday Community Fair held at the Farmers Market?

ATTENDED THE SUNDAY COMMUNITY FAIR?	OVERALL		GENDER		AGE		
			Male N=235	Female N=457	Under 40 N=104	40-59 N=289	60+ N=280
	COUNT N=740	%	%	%	%	%	%
<b>Yes</b>	120	16.2%	12.8%	18.6%	20.2%	18.7%	13.6%
<b>No</b>	620	83.8%	87.2%	81.4%	79.8%	81.3%	86.4%

ATTENDED THE SUNDAY COMMUNITY FAIR?	OVERALL	INCOME			RAILYARD		SOUTHSIDE	Local N=585	Visitor N=148
		Under \$40,000 N=178	\$40,000-\$89,999 N=216	\$90,000+ N=228	Saturday N=500	Tuesday N=184	Thursday N=56		
	%	%	%	%	%	%	%	%	
<b>Yes</b>	16.2%	19.1%	20.8%	11.4%	16.6%	14.7%	17.9%	18.3%	8.1%
<b>No</b>	83.8%	80.9%	79.2%	88.6%	83.4%	85.3%	82.1%	81.7%	91.9%

11. Are you a resident of northern New Mexico?

RESIDENT OF NORTHERN NEW MEXICO?	OVERALL		GENDER		AGE		
			Male N=235	Female N=456	Under 40 N=104	40-59 N=289	60+ N=280
	COUNT N=739	%	%	%	%	%	%
<b>Yes</b>	588	79.6%	74.9%	82.7%	81.7%	77.5%	82.1%
<b>No</b>	151	20.4%	25.1%	17.3%	18.3%	22.5%	17.9%

RESIDENT OF NORTHERN NEW MEXICO?	OVERALL	INCOME			RAILYARD		SOUTHSIDE
		Under \$40,000 N=178	\$40,000- \$89,999 N=215	\$90,000+ N=228	Saturday N=499	Tuesday N=184	Thursday N=56
	%	%	%	%	%	%	%
<b>Yes</b>	79.6%	89.9%	79.5%	70.6%	82.0%	70.7%	87.5%
<b>No</b>	20.4%	10.1%	20.5%	29.4%	18.0%	29.3%	12.5%

12. (For northern New Mexicans only) During a typical summer month, how often do you, on average, shop at each of the Santa Fe Farmers Markets?

HOW OFTEN DO YOU SHOP AT EACH OF THE SANTA FE FARMERS MARKETS?	SATURDAY MORNING MARKET:						
	OVERALL		GENDER		AGE		
			Male N=166	Female N=344	Under 40 N=77	40-59 N=207	60+ N=213
	COUNT N=543	%	%	%	%	%	%
3-4 times per month	306	56.4%	59.0%	54.7%	36.4%	51.2%	67.6%
1-2 times per month	209	38.5%	36.1%	40.4%	51.9%	44.4%	29.1%
Never	28	5.2%	4.8%	4.9%	11.7%	4.3%	3.3%

HOW OFTEN DO YOU SHOP AT EACH OF THE SANTA FE FARMERS MARKETS?	SATURDAY MORNING MARKET:						
	OVERALL	INCOME			RAILYARD		SOUTHSIDE
		Under \$40,000 N=145	\$40,000-\$89,999 N=159	\$90,000+ N=154	Saturday N=384	Tuesday N=121	Thursday N=38
	%	%	%	%	%	%	%
3-4 times per month	56.4%	49.0%	54.1%	64.3%	61.2%	48.8%	31.6%
1-2 times per month	38.5%	44.1%	41.5%	31.8%	36.5%	42.1%	47.4%
Never	5.2%	6.9%	4.4%	3.9%	2.3%	9.1%	21.1%

12. (For northern New Mexicans only) During a typical summer month, how often do you, on average, shop at each of the Santa Fe Farmers Markets? (*continued*)

HOW OFTEN DO YOU SHOP AT EACH OF THE SANTA FE FARMERS MARKETS?	TUESDAY MORNING MARKET:						
	OVERALL		GENDER		AGE		
			Male N=152	Female N=299	Under 40 N=75	40-59 N=182	60+ N=184
	COUNT N=478	%	%	%	%	%	%
3-4 times per month	69	14.4%	13.8%	15.1%	13.3%	13.2%	16.3%
1-2 times per month	222	46.4%	40.1%	49.8%	44.0%	45.6%	51.1%
Never	187	39.1%	46.1%	35.1%	42.7%	41.2%	32.6%

HOW OFTEN DO YOU SHOP AT EACH OF THE SANTA FE FARMERS MARKETS?	TUESDAY MORNING MARKET:						
	OVERALL	INCOME			RAILYARD		SOUTHSIDE
		Under \$40,000 N=129	\$40,000-\$89,999 N=138	\$90,000+ N=140	Saturday N=331	Tuesday N=120	Thursday N=27
	%	%	%	%	%	%	%
3-4 times per month	14.4%	16.3%	10.9%	12.1%	8.8%	31.7%	7.4%
1-2 times per month	46.4%	44.2%	50.7%	47.9%	41.4%	61.7%	40.7%
Never	39.1%	39.5%	38.4%	40.0%	49.8%	6.7%	51.9%

12. (For northern New Mexicans only) During a typical summer month, how often do you, on average, shop at each of the Santa Fe Farmers Markets? (*continued*)

HOW OFTEN DO YOU SHOP AT EACH OF THE SANTA FE FARMERS MARKETS?	THURSDAY AFTERNOON (SOUTHSIDE) MARKET:						
	OVERALL		GENDER		AGE		
			Male N=142	Female N=273	Under 40 N=69	40-59 N=168	60+ N=166
	COUNT N=436	%	%	%	%	%	%
3-4 times per month	18	4.1%	2.1%	5.1%	0.0%	3.0%	4.2%
1-2 times per month	52	11.9%	8.5%	14.3%	11.6%	16.1%	9.6%
Never	366	83.9%	89.4%	80.6%	88.4%	81.0%	86.1%

HOW OFTEN DO YOU SHOP AT EACH OF THE SANTA FE FARMERS MARKETS?	THURSDAY AFTERNOON (SOUTHSIDE) MARKET:						
	OVERALL	INCOME			RAILYARD		SOUTHSIDE
		Under \$40,000 N=112	\$40,000-\$89,999 N=131	\$90,000+ N=128	Saturday N=296	Tuesday N=96	Thursday N=44
	%	%	%	%	%	%	%
3-4 times per month	4.1%	4.5%	4.6%	0.8%	0.3%	1.0%	36.4%
1-2 times per month	11.9%	9.8%	16.0%	8.6%	6.4%	11.5%	50.0%
Never	83.9%	85.7%	79.4%	90.6%	93.2%	87.5%	13.6%

13. (For northern New Mexicans only) Compared to last summer, have you gone to the market this summer?

COMPARED TO LAST SUMMER, HAVE YOU GONE TO THE MARKET THIS SUMMER:	OVERALL		GENDER		AGE		
			Male N=171	Female N=367	Under 40 N=84	40-59 N=218	60+ N=233
	COUNT N=570	%	%	%	%	%	%
About the same	259	45.4%	44.4%	46.3%	33.3%	46.3%	52.0%
More often	198	34.7%	38.0%	33.2%	44.0%	33.5%	32.7%
Less often	89	15.6%	11.7%	16.9%	11.9%	16.1%	13.0%
I did not live in the area last summer	24	4.2%	5.8%	3.5%	10.7%	4.1%	2.2%

COMPARED TO LAST SUMMER, HAVE YOU GONE TO THE MARKET THIS SUMMER:	OVERALL	INCOME			RAILYARD		SOUTHSIDE
		Under \$40,000 N=158	\$40,000-\$89,999 N=168	\$90,000+ N=158	Saturday N=398	Tuesday N=126	Thursday N=46
	%	%	%	%	%	%	%
About the same	45.4%	41.8%	45.2%	52.5%	47.2%	40.5%	43.5%
More often	34.7%	35.4%	35.7%	33.5%	34.4%	37.3%	30.4%
Less often	15.6%	14.6%	14.9%	12.0%	15.6%	16.7%	13.0%
I did not live in the area last summer	4.2%	8.2%	4.2%	1.9%	2.8%	5.6%	13.0%

14. (For northern New Mexicans only) About what percent of your produce does your household buy at the market during the summer?

ABOUT WHAT PERCENT OF YOUR PRODUCE DOES YOUR HOUSEHOLD BUY AT THE MARKET?	OVERALL		GENDER		AGE		
			Male N=172	Female N=365	Under 40 N=83	40-59 N=217	60+ N=224
	COUNT N=569	%	%	%	%	%	%
Under 25%	201	35.3%	47.7%	28.8%	39.8%	35.9%	33.5%
25 to 50%	160	28.1%	27.9%	28.8%	33.7%	26.3%	26.8%
51 to 75%	133	23.4%	18.6%	25.8%	18.1%	24.9%	24.1%
Over 75%	75	13.2%	5.8%	16.7%	8.4%	12.9%	15.6%

ABOUT WHAT PERCENT OF YOUR PRODUCE DOES YOUR HOUSEHOLD BUY AT THE MARKET?	OVERALL	INCOME			RAILYARD		SOUTHSIDE
		Under \$40,000 N=155	\$40,000-\$89,999 N=169	\$90,000+ N=158	Saturday N=396	Tuesday N=126	Thursday N=47
	%	%	%	%	%	%	%
Under 25%	35.3%	39.4%	37.3%	28.5%	35.9%	32.5%	38.3%
25 to 50%	28.1%	26.5%	28.4%	32.9%	27.8%	24.6%	40.4%
51 to 75%	23.4%	19.4%	21.9%	23.4%	22.5%	28.6%	17.0%
Over 75%	13.2%	14.8%	12.4%	15.2%	13.9%	14.3%	4.3%

15. (For northern New Mexicans only) Where do you live:

WHERE DO YOU LIVE:	OVERALL		GENDER		AGE		
			Male N=174	Female N=369	Under 40 N=83	40-59 N=220	60+ N=227
	COUNT N=577	%	%	%	%	%	%
Within the City north of St. Michael's Drive	263	45.6%	46.0%	44.2%	41.0%	43.2%	49.8%
Within the City south of St. Michael's Drive	109	18.9%	19.0%	19.2%	21.7%	17.7%	17.2%
Within Santa Fe County south of the City	111	19.2%	16.7%	20.1%	18.1%	23.2%	16.3%
Within Santa Fe County north of the City	55	9.5%	8.6%	10.6%	8.4%	8.6%	11.0%
Bernalillo County	16	2.8%	3.4%	2.7%	6.0%	2.3%	2.6%
Rio Arriba County	8	1.4%	2.3%	1.1%	1.2%	1.8%	1.3%
Taos County	5	0.9%	1.1%	0.8%	1.2%	0.9%	0.9%
Los Alamos County	2	0.3%	0.6%	0.3%	1.2%	0.5%	0.0%
Sandoval County	1	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%
Other County	7	1.2%	1.7%	1.1%	1.2%	1.8%	0.9%

WHERE DO YOU LIVE:	OVERALL	INCOME			RAILYARD		SOUTHSIDE
		Under \$40,000 N=155	\$40,000- \$89,999 N=171	\$90,000+ N=159	Saturday N=400	Tuesday N=128	Thursday N=49
	%	%	%	%	%	%	
Within the City north of St. Michael's Drive	45.6%	49.7%	39.8%	46.5%	48.0%	51.6%	10.2%
Within the City south of St. Michael's Drive	18.9%	18.7%	25.1%	13.2%	17.0%	15.6%	42.9%
Within Santa Fe County south of the City	19.2%	14.2%	22.2%	20.8%	16.3%	22.7%	34.7%
Within Santa Fe County north of the City	9.5%	7.1%	7.0%	13.8%	11.3%	4.7%	8.2%
Bernalillo County	2.8%	3.2%	2.3%	3.8%	3.3%	1.6%	2.0%
Rio Arriba County	1.4%	3.9%	1.2%	0.0%	0.8%	3.1%	2.0%
Taos County	0.9%	1.9%	0.0%	0.6%	1.3%	0.0%	0.0%
Los Alamos County	0.3%	0.0%	1.2%	0.0%	0.5%	0.0%	0.0%
Sandoval County	0.2%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Other County	1.2%	1.3%	1.2%	1.3%	1.5%	0.8%	0.0%

16. (For visitors only) Where are you lodging?

ABOUT WHAT PERCENT OF YOUR PRODUCE DOES YOUR HOUSEHOLD BUY AT THE MARKET?	OVERALL		GENDER		AGE		
			Male N=53	Female N=70	Under 40 N=15	40-59 N=54	60+ N=49
	COUNT N=133	%	%	%	%	%	%
<b>Downtown Santa Fe</b>	45	33.8%	39.6%	32.9%	20.0%	37.0%	38.8%
<b>Cerrillos Road</b>	16	12.0%	9.4%	14.3%	20.0%	13.0%	8.2%
<b>Outside of Santa Fe</b>	26	19.5%	18.9%	18.6%	13.3%	25.9%	14.3%
<b>Elsewhere within Santa Fe</b>	46	34.6%	32.1%	34.3%	46.7%	24.1%	38.8%

ABOUT WHAT PERCENT OF YOUR PRODUCE DOES YOUR HOUSEHOLD BUY AT THE MARKET?	OVERALL	INCOME			RAILYARD	
		Under \$40,000 N=14	\$40,000-\$89,999 N=42	\$90,000+ N=60	Saturday N=78	Tuesday N=51
	%	%	%	%	%	%
<b>Downtown Santa Fe</b>	33.8%	21.4%	19.0%	46.7%	21.8%	54.9%
<b>Cerrillos Road</b>	12.0%	7.1%	14.3%	11.7%	14.1%	7.8%
<b>Outside of Santa Fe</b>	19.5%	50.0%	21.4%	8.3%	25.6%	5.9%
<b>Elsewhere within Santa Fe</b>	34.6%	21.4%	45.2%	33.3%	38.5%	31.4%

17. (For visitors and those who are not from Santa Fe County, but from northern New Mexico) During your visit to the Farmers Market today, have you already made or do you expect to make purchases elsewhere within the Railyard area [for those at the Railyard Market] or elsewhere at Santa Fe Place [for those at the Southside Market]?

HAVE YOU ALREADY MADE OR DO YOU EXPECT TO MAKE PURCHASES ELSEWHERE?	OVERALL		GENDER		AGE		
			Male N=68	Female N=88	Under 40 N=22	40-59 N=68	60+ N=58
	COUNT N=166	%	%	%	%	%	%
<b>Yes</b>	90	54.2%	57.4%	50.0%	54.5%	57.4%	46.6%
<b>No</b>	76	45.8%	42.6%	50.0%	45.5%	42.6%	53.4%

HAVE YOU ALREADY MADE OR DO YOU EXPECT TO MAKE PURCHASES ELSEWHERE?	OVERALL	INCOME			RAILYARD		Local N=26	Visitor N=139
		Under \$40,000 N=29	\$40,000-\$89,999 N=47	\$90,000+ N=68	Saturday N=101	Tuesday N=57		
	%	%	%	%	%	%	%	%
<b>Yes</b>	54.2%	51.7%	53.2%	55.9%	53.5%	50.9%	30.8%	58.3%
<b>No</b>	45.8%	48.3%	46.8%	44.1%	46.5%	49.1%	69.2%	41.7%

18. How many persons are in your immediate party today?

HOW MANY PERSONS ARE IN YOUR IMMEDIATE PARTY TODAY?	OVERALL		GENDER		AGE		
			Male N=232	Female N=455	Under 40 N=104	40-59 N=288	60+ N=278
	COUNT N=726	%	%	%	%	%	%
1	281	38.7%	38.4%	42.0%	26.9%	44.1%	39.9%
2	304	41.9%	37.9%	40.4%	35.6%	38.2%	44.2%
3	61	8.4%	11.2%	7.0%	12.5%	8.7%	7.6%
4	42	5.8%	6.5%	5.7%	14.4%	4.9%	3.2%
5 or more	38	5.2%	6.0%	4.8%	10.6%	4.2%	5.0%
<b>Average</b>	<b>2.0</b>		<b>2.1</b>	<b>2.0</b>	<b>2.5</b>	<b>1.9</b>	<b>1.9</b>

HOW MANY PERSONS ARE IN YOUR IMMEDIATE PARTY TODAY?	OVERALL	INCOME			RAILYARD		SOUTHSIDE	Local N=571	Visitor N=151
		Under \$40,000 N=174	\$40,000-\$89,999 N=217	\$90,000+ N=228	Saturday N=491	Tuesday N=180	Thursday N=55		
	%	%	%	%	%	%	%	%	%
1	38.7%	50.0%	41.5%	25.4%	35.6%	46.1%	41.8%	44.8%	15.2%
2	41.9%	33.3%	36.9%	54.4%	44.2%	37.2%	36.4%	39.4%	51.7%
3	8.4%	5.7%	9.7%	10.1%	9.6%	5.0%	9.1%	7.9%	10.6%
4	5.8%	6.3%	6.9%	4.8%	5.3%	6.1%	9.1%	4.9%	9.3%
5 or more	5.2%	4.6%	5.1%	5.3%	5.3%	5.6%	3.6%	3.0%	13.2%
<b>Average</b>	<b>2.0</b>	<b>1.9</b>	<b>2.0</b>	<b>2.1</b>	<b>2.0</b>	<b>1.9</b>	<b>2.0</b>	<b>1.8</b>	<b>2.8</b>

19. What is your gender identity?

GENDER IDENTITY	OVERALL		AGE		
			Under 40 N=102	40-59 N=281	60+ N=270
	COUNT N=697	%	%	%	%
<b>Female</b>	462	66.3%	64.7%	64.1%	66.7%
<b>Male</b>	235	33.7%	35.3%	35.9%	33.3%

GENDER IDENTITY	OVERALL	INCOME			RAILYARD		SOUTHSIDE	Local N=551	Visitor N=141
		Under \$40,000 N=170	\$40,000- \$89,999 N=210	\$90,000+ N=217	Saturday N=470	Tuesday N=173	Thursday N=54		
	%	%	%	%	%	%	%	%	
<b>Female</b>	66.3%	73.5%	63.8%	57.1%	64.9%	67.6%	74.1%	68.2%	57.4%
<b>Male</b>	33.7%	26.5%	36.2%	42.9%	35.1%	32.4%	25.9%	31.8%	42.6%

20. What is your age?

AGE	OVERALL		GENDER	
			Male N=227	Female N=426
	COUNT N=678	%	%	%
<b>Under 30</b>	41	6.0%	6.2%	5.9%
<b>30 – 39</b>	63	9.3%	9.7%	9.6%
<b>40 – 49</b>	94	13.9%	15.4%	12.7%
<b>50 – 59</b>	198	29.2%	29.1%	29.6%
<b>60 – 69</b>	224	33.0%	29.5%	35.4%
<b>70 and older</b>	58	8.6%	10.1%	6.8%
<b>Average</b>	<b>54.5</b>		<b>54.2</b>	<b>54.4</b>

AGE	OVERALL	INCOME			RAILYARD		SOUTHSIDE	Local N=537	Visitor N=137
		Under \$40,000 N=172	\$40,000- \$89,999 N=210	\$90,000+ N=212	Saturday N=456	Tuesday N=172	Thursday N=50		
	%	%	%	%	%	%	%	%	
<b>Under 30</b>	6.0%	15.1%	3.8%	1.4%	5.9%	6.4%	6.0%	6.3%	5.1%
<b>30 – 39</b>	9.3%	12.8%	12.4%	5.2%	7.9%	11.0%	16.0%	9.5%	8.8%
<b>40 – 49</b>	13.9%	12.8%	16.7%	13.7%	12.3%	17.4%	16.0%	12.3%	20.4%
<b>50 – 59</b>	29.2%	25.0%	30.0%	31.1%	31.4%	23.3%	30.0%	29.2%	28.5%
<b>60 – 69</b>	33.0%	26.7%	29.0%	39.6%	34.6%	32.6%	20.0%	34.3%	27.7%
<b>70 and older</b>	8.6%	7.6%	8.1%	9.0%	7.9%	9.3%	12.0%	8.4%	9.5%
<b>Average</b>	<b>54.5</b>	<b>50.3</b>	<b>53.8</b>	<b>57.5</b>	<b>54.9</b>	<b>54.1</b>	<b>54.5</b>	<b>54.6</b>	<b>54.0</b>

21. Which ethnic group do you most closely identify with? (check only one)

ETHNICITY	OVERALL		GENDER		AGE		
			Male N=227	Female N=438	Under 40 N=100	40-59 N=276	60+ N=274
	COUNT N=698	%	%	%	%	%	%
White/Anglo, non-Hispanic	583	83.5%	78.4%	86.1%	73.0%	80.1%	90.5%
Hispanic	60	8.6%	11.9%	7.1%	17.0%	10.5%	4.4%
Asian American/Pacific Islander	15	2.1%	3.5%	1.4%	1.0%	3.6%	1.1%
American Indian	9	1.3%	1.3%	1.1%	1.0%	0.7%	1.5%
Black or African American	3	0.4%	0.9%	0.2%	2.0%	0.4%	0.0%
Other or Mixed	28	4.0%	4.0%	4.1%	6.0%	4.7%	2.6%

ETHNICITY	OVERALL	INCOME			RAILYARD		SOUTHSIDE	Local N=545	Visitor N=148
		Under \$40,000 N=167	\$40,000-\$89,999 N=215	\$90,000+ N=226	Saturday N=471	Tuesday N=175	Thursday N=52		
	%	%	%	%	%	%	%	%	
White/Anglo, non-Hispanic	83.5%	77.2%	84.2%	88.9%	84.3%	89.1%	57.7%	83.5%	83.8%
Hispanic	8.6%	12.0%	8.8%	4.9%	7.4%	4.6%	32.7%	8.8%	7.4%
Asian American/Pacific Islander	2.1%	1.2%	3.3%	2.2%	2.5%	1.7%	0.0%	1.8%	3.4%
American Indian	1.3%	1.2%	1.4%	1.3%	0.6%	1.1%	7.7%	1.1%	2.0%
Black or African American	0.4%	0.6%	0.9%	0.0%	0.4%	0.6%	0.0%	0.6%	0.0%
Other or Mixed	4.0%	7.8%	1.4%	2.7%	4.7%	2.9%	1.9%	4.2%	3.4%

**22. What is your household income:**

HOUSEHOLD INCOME	OVERALL		GENDER		AGE		
			Male N=214	Female N=383	Under 40 N=96	40-59 N=258	60+ N=40
	COUNT N=627	%	%	%	%	%	%
<b>Less than \$20,000</b>	52	8.3%	5.6%	9.9%	18.8%	8.1%	5.0%
<b>\$20,000 to \$29,999</b>	43	6.9%	5.1%	7.6%	9.4%	6.6%	6.3%
<b>\$30,000 to \$44,999</b>	84	13.4%	10.3%	15.1%	21.9%	10.5%	13.3%
<b>\$45,000 to \$59,999</b>	85	13.6%	13.1%	14.1%	15.6%	16.7%	10.0%
<b>\$60,000 to \$74,999</b>	77	12.3%	10.7%	13.3%	12.5%	13.6%	10.8%
<b>\$75,000 to \$89,999</b>	57	9.1%	11.7%	7.6%	7.3%	7.8%	11.7%
<b>\$90,000 to \$119,999</b>	75	12.0%	11.7%	12.0%	8.3%	12.8%	12.5%
<b>\$120,000 or greater</b>	154	24.6%	31.8%	20.4%	6.3%	24.0%	30.4%
<b>Median Income</b>	<b>\$69,740</b>		<b>\$81,900</b>	<b>\$63,824</b>	<b>\$45,500</b>	<b>\$69,214</b>	<b>\$81,161</b>

HOUSEHOLD INCOME	OVERALL	RAILYARD		SOUTHSIDE	Local N=491	Visitor N=131
		Saturday N=423	Tuesday N=159	Thursday N=45		
	%	%	%	%	%	%
<b>Less than \$20,000</b>	8.3%	8.3%	7.5%	11.1%	9.4%	4.6%
<b>\$20,000 to \$29,999</b>	6.9%	6.6%	7.5%	6.7%	7.3%	4.6%
<b>\$30,000 to \$44,999</b>	13.4%	13.7%	11.3%	17.8%	15.7%	5.3%
<b>\$45,000 to \$59,999</b>	13.6%	13.2%	13.2%	17.8%	13.6%	13.7%
<b>\$60,000 to \$74,999</b>	12.3%	12.5%	9.4%	20.0%	12.4%	9.9%
<b>\$75,000 to \$89,999</b>	9.1%	9.2%	10.1%	4.4%	9.0%	9.9%
<b>\$90,000 to \$119,999</b>	12.0%	12.8%	8.2%	17.8%	11.8%	13.0%
<b>\$120,000 or greater</b>	24.6%	23.6%	32.7%	4.4%	20.8%	38.9%
<b>Median Income</b>	<b>\$69,740</b>	<b>\$69,906</b>	<b>\$76,875</b>	<b>\$58,125</b>	<b>\$64,918</b>	<b>\$95,294</b>

## **Appendix A: Survey Instrument**

# Santa Fe Farmers Market Customer Survey

## Railyard Market

1. Is this your first visit to the Santa Fe Farmers Market?
  - Yes *(If yes, ask them to complete the survey on their way out.)*
  - No *(If no, proceed with Q2)*
  
2. How did you get to the Farmers Market today? **(check one)**
  - Private car/truck     Bicycle
  - Walk                     Bus
  - Rail Runner
  
3. How much do you estimate that you have spent or will spend today in each of these categories:
  - \_\_\_\_\_ Fresh fruits and vegetables
  - \_\_\_\_\_ Meat and poultry
  - \_\_\_\_\_ Dairy products
  - \_\_\_\_\_ Eggs
  - \_\_\_\_\_ Honey
  - \_\_\_\_\_ Plants and cut flowers
  - \_\_\_\_\_ Ready to eat food from the café
  - \_\_\_\_\_ Baked goods and processed foods
  - \_\_\_\_\_ Personal care products
  - \_\_\_\_\_ Crafts
  
4. On a scale of 1 to 5, where 5 is very important and 1 is not at all important, how important is each of the following in attracting you to the Farmers Market?
  - \_\_\_\_\_ Convenience
  - \_\_\_\_\_ Quality and freshness
  - \_\_\_\_\_ Taste
  - \_\_\_\_\_ Unusual varieties
  - \_\_\_\_\_ Reasonable prices
  - \_\_\_\_\_ Locally grown and produced
  - \_\_\_\_\_ Sustainable and environmentally friendly
  - \_\_\_\_\_ Organically grown
  - \_\_\_\_\_ Free of pesticides
  
5. On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, please rate your satisfaction with the Farmers Market with regard to each of the following:
  - \_\_\_\_\_ Quality of merchandise
  - \_\_\_\_\_ Variety of products
  - \_\_\_\_\_ Value for your dollar
  - \_\_\_\_\_ General atmosphere
  - \_\_\_\_\_ Parking availability and convenience
  - \_\_\_\_\_ The price of parking
  - \_\_\_\_\_ The ready to eat food at the cafe
  
6. Where have you seen or heard information about the Farmers Market? **(check all that apply)**
  - Pasatiempo             Santa Fe Reporter
  - Local Flavor            Edible Santa Fe
  - KSFR Radio             KSWV (Que Suave) Radio
  - Word of mouth from friends/relatives
  - Community events calendars
  - At my hotel or motel or RV park
  - Email announcements
  - Other \_\_\_\_\_

If you do not currently receive email from the Farmers Market, please fill out the following to be added to our list:  
 Name: \_\_\_\_\_  
 Email: \_\_\_\_\_

7. Have you ever been to the Santa Fe Farmers Market website? Yes No
8. Did you know that the Santa Fe Farmers Market is held indoors on Saturdays during the winter months?  
Yes No
9. Are you aware of the Sunday Community Fair held at the Farmers Market (from 10:30 to 4:00)? Yes No
10. Have you attended the Sunday Community Fair held at the Farmers Market? Yes No
11. Are you a resident of northern New Mexico?  
Yes **(If Yes, proceed to Question 12)**  
No **(If No, skip to Question 16)**

**For northern New Mexicans only:**

12. During a typical summer month, how often do you, on average, shop at each of the Santa Fe Farmers Markets?

Saturday Morning Market:

- 3-4 times per month  
1-2 times per month  
Never

Tuesday Morning Market

- 3-4 times per month  
1-2 times per month  
Never

Thursday Afternoon (Southside) Market

- 3-4 times per month  
1-2 times per month  
Never

13. Compared to last summer, have you gone to the market this summer?

- More often Less often  
About the same I did not live in the area last summer

14. About what percent of your produce does your household buy at the market during the summer?

- Under 25% 51 to 75%  
25 to 50% Over 75%

15. Where do you live:

- Within the City north of St. Michael's Drive **(go to Q18)**  
Within the City south of St. Michael's Drive **(go to Q18)**  
Within Santa Fe County south of the City **(go to Q18)**  
Within Santa Fe County north of the City **(go to Q18)**  
Rio Arriba County **(go to Q17)**  
Los Alamos County **(go to Q17)**  
Bernalillo County **(go to Q17)**  
Sandoval County **(go to Q17)**  
Taos County **(go to Q17)**  
Other County **(go to Q17)**

**For visitors only:**

16. Where are you lodging?

- Downtown Santa Fe Elsewhere within Santa Fe  
Cerrillos Road Outside of Santa Fe

17. During your visit to the Farmers Market today, have you already made or do you expect to make purchases elsewhere within the Railyard area? Yes No

**Demographics:**

18. How many persons are in your immediate party today? \_\_\_\_\_

19. What is your gender identity? Female Male

20. What is your age? \_\_\_\_\_ years

21. Which ethnic group do you most closely identify with? **(check only one)**

Hispanic  Black or African American

White/Anglo, non-Hispanic  Asian American/Pacific

American Indian Islander

Other or Mixed

22. What is your household income:

Less than \$20,000 \$60,000 to \$74,999

\$20,000 to 29,999 \$75,000 to \$89,999

\$30,000 to \$44,999 \$90,000 to \$119,999

\$45,000 to \$59,999 \$120,000 or greater

**Thank you for completing this survey!**

# Two NEW markets now open!

## SANTA FE FARMERS MARKET

**New!**  
**Thursdays**  
3–7 pm  
at the  
Railyard

**Southside!**  
**Tuesdays**  
3–6:30 pm  
near Regal  
Theatres

**Saturdays**  
7 am–noon  
at the  
Railyard

**Tuesdays**  
7 am–noon  
at the  
Railyard

**New Mexico  
Artisans Market**  
Sundays 10–4  
at the Railyard

**TRULY LOCAL!**

[www.santafefarmersmarket.com](http://www.santafefarmersmarket.com)

In the Railyard • 1607 Paseo de Peralta

(505) 983-4098

**WIC and EBT accepted**

Photo of Gary & Natasya  
Gundersen © Douglas Mirriam

