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Iowa Farmers' Market Customer Survey

- The average customer expects to shop at a farmers' market 13 times during the season.

Days Expected to Shop at a Farmers' Market	Percent of Customers ¹
1-5 days	29
6-10 days	23
11-20 days	23
21-30 days	21
30+ days	4

- Nearly 86 percent of farmers' market customers purchased fruits or vegetables, 42 percent purchased baked goods, and 20 percent purchased prepared foods or ready-to-eat food.

Type of Purchase	Percent of Customers ¹
Fruit/Vegetables	86
Meat/Fish/Poultry	5
Eggs	5
Crafts/Art	6
Cut Flowers/Plants	14
Honey	2
Jam/Jelly	5
Baked Goods	42
Prepared Foods or Ready-to-Eat	20
Other	4

- The average money spent by customers during a visit to the farmers' market was \$11-20.

Money Spent by Customer	Percent of Customers ¹
\$0	<1
\$1-10	47
\$11-20	27
\$21-30	14
\$30+	12

- The average distance the farmers' market customer traveled to attend the market was 8 miles.
- The average age of the farmers' market customer is 51-65 years.

Age Range	Percent of Customers ¹
<20 years	1
21-35 years	14
36-50 years	25
51-65 years	32
>65 years	28

¹ Totals may not add due to rounding.

2004 FARMERS' MARKET CUSTOMER SUMMARY

Purpose of the Survey: The purpose of the 2004 Farmers' Market study was to obtain current information on the demographics of customers of farmers' markets. Data for this study was collected through the Farmers' Market Customer survey and was initiated by the Iowa Farmers Market Association.

Survey Methodology: The Bureau of Horticulture and Farmers' Markets for the Iowa Department of Agriculture and Land Stewardship (IDALS) provided the Iowa Agricultural Statistics Service a complete list of farmers' markets expected to be in operation during 2004. From this list, a sample of farmers' markets was selected to conduct customer interviews. The number of customer interviews conducted at each farmers' market was proportional to the size of the farmers' market.

To ensure adequate coverage across "seasons," customer data was collected during three time frames: early-season, mid-season, and late-season. Each farmers' market had a Customer Survey sample selected from at least one season. Customers were randomly selected as they left the premises of the market and asked to participate by answering a six question survey. The customer interview was conducted by trained enumerators.