



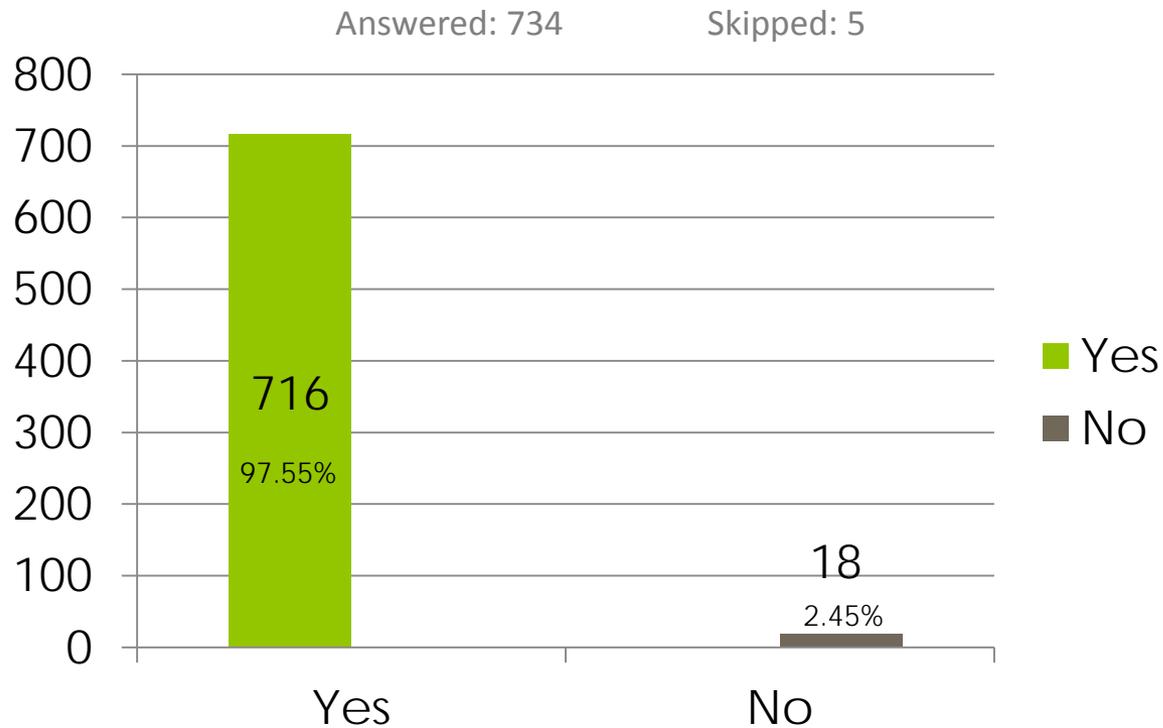
Christiansburg Farmers' Market Survey Results

Survey Reach

- Duration: 2 months
- Total Responses: 739 responses
 - Online: 573
 - In- print: 166

Experience

Have you ever shopped at a farmers' market?

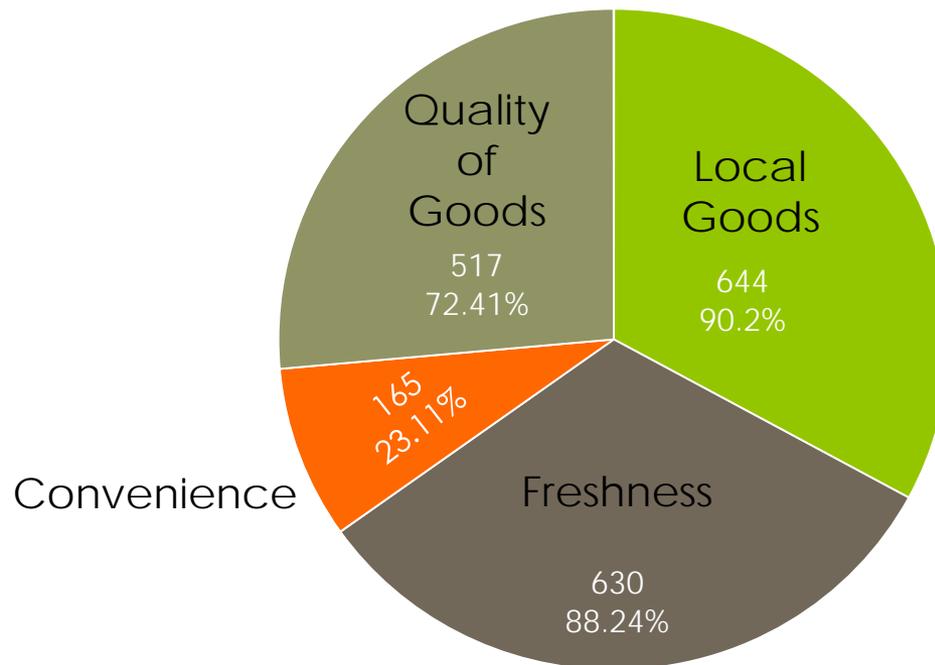


Experience

If YES, why do you shop at farmers' markets?

Answered: 714

Skipped: 25

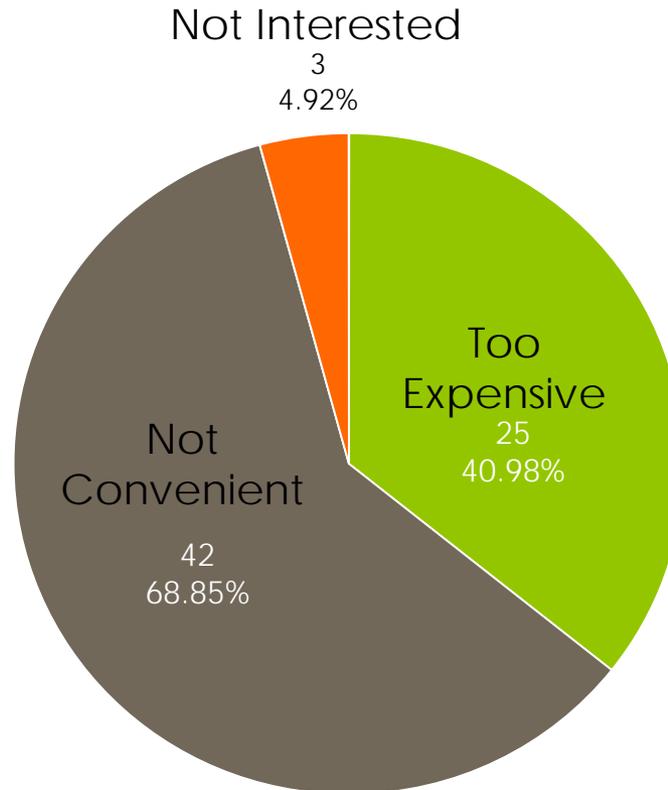


Experience

If NO, what are the reasons you do not shop at farmers' markets?

Answered: 61

Skipped: 678

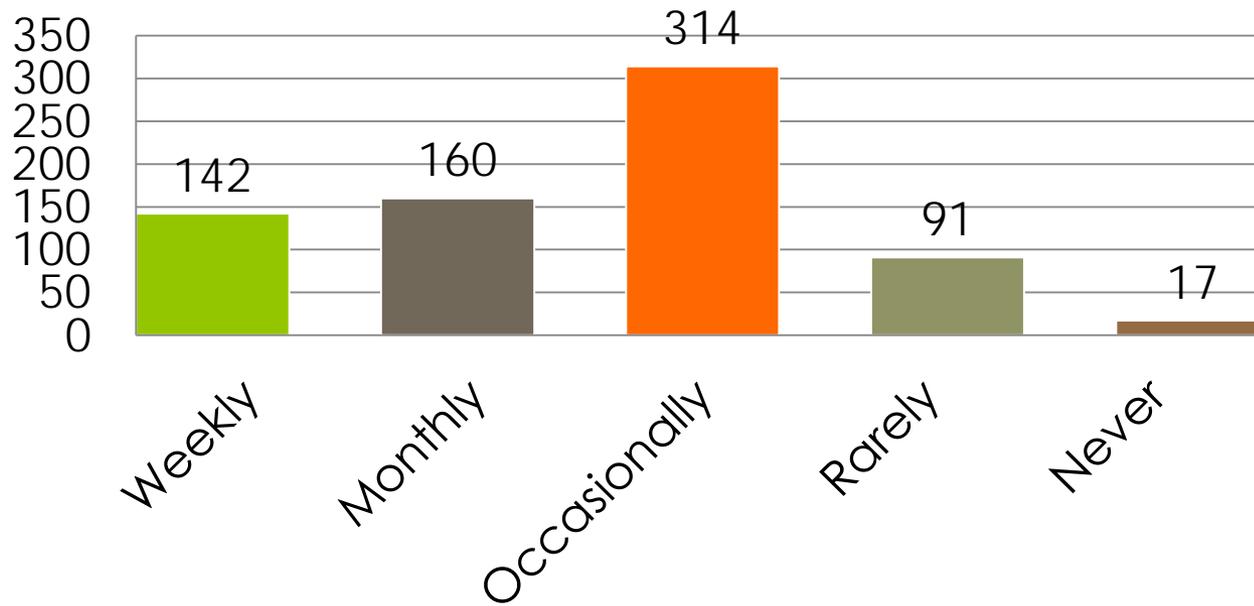


Experience

How often do you currently shop at farmers' markets?

Answered: 724

Skipped: 15

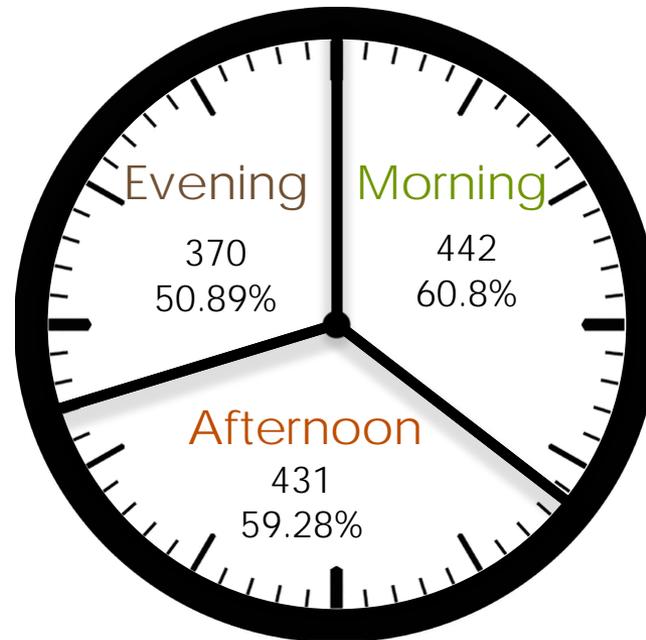


Shopping Habits and Preferences

What is the most convenient time for you to shop at the Christiansburg Farmers' Market? (select all that apply)

Answered: 727

Skipped: 12

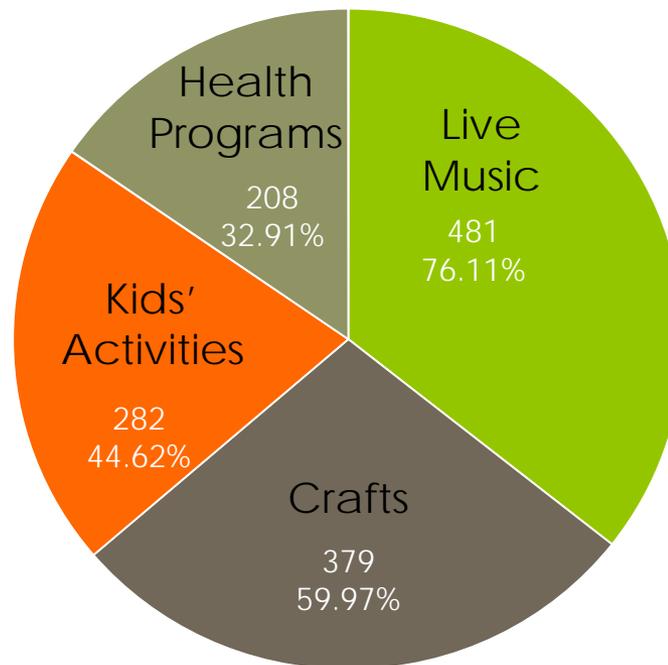


Shopping Habits and Preferences

What additional activities/ vendors would bring you to the Christiansburg Farmers' Market? (select all that apply)

Answered: 632

Skipped: 107

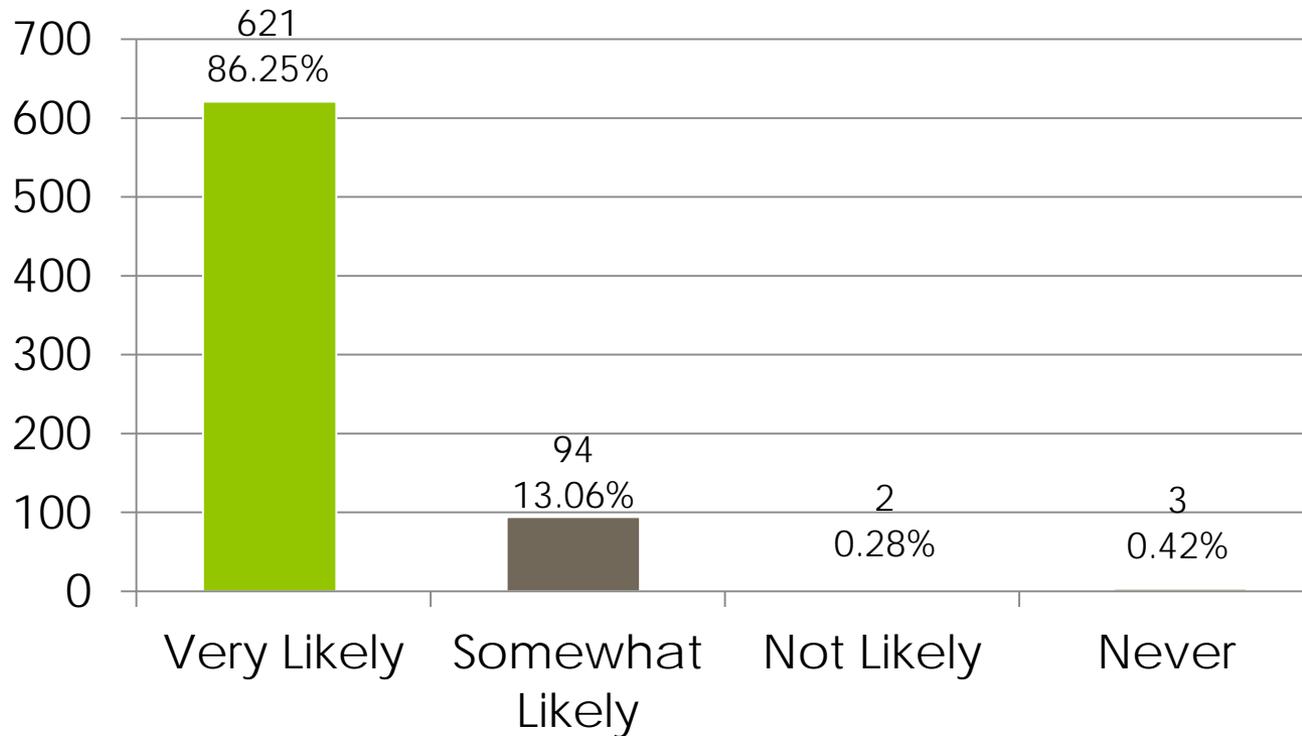


Shopping Habits and Preferences

How likely are you to shop at the Christiansburg Farmers' Market if the selection and schedule closely match your preferences?

Answered: 720

Skipped: 19

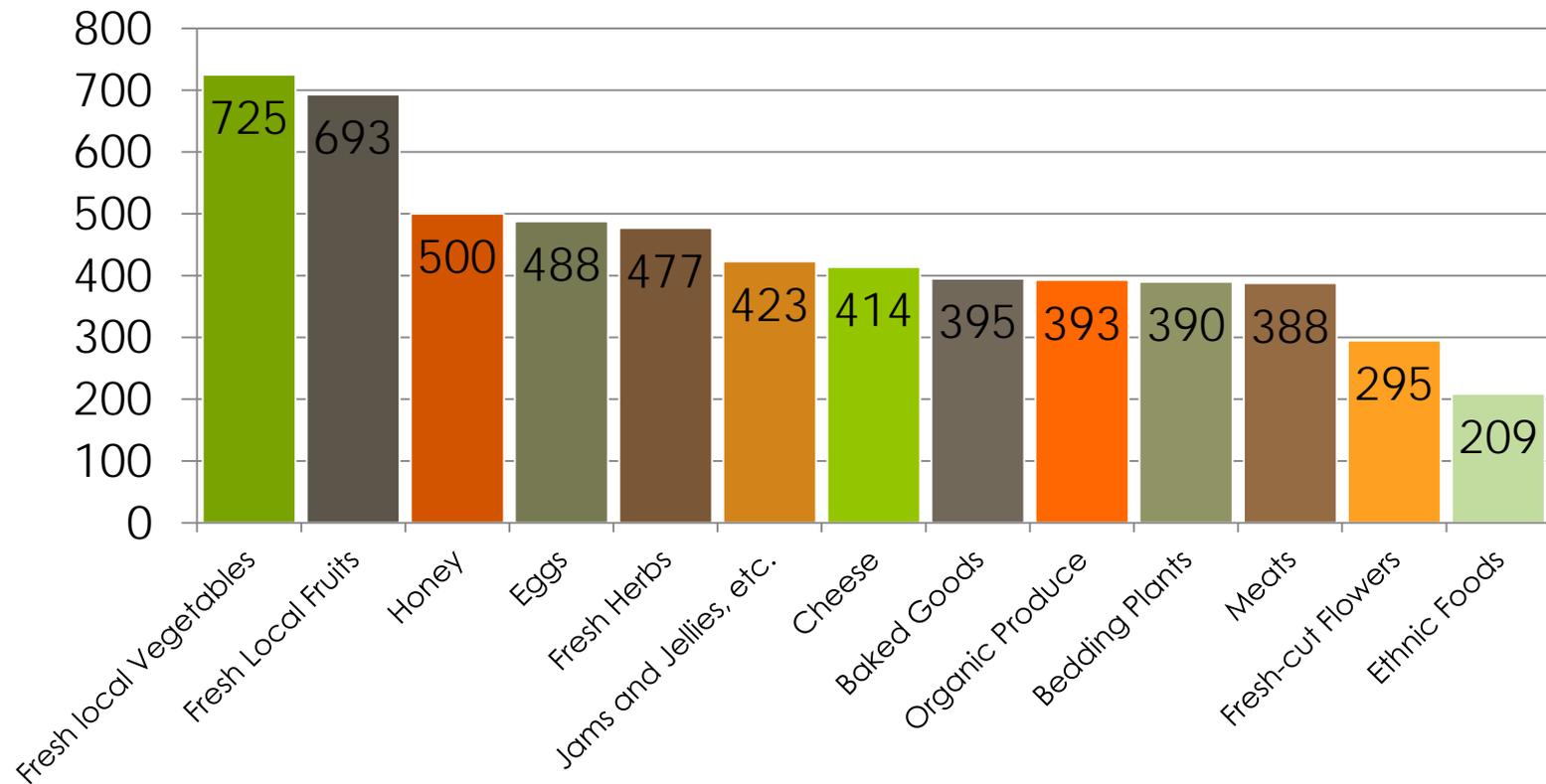


Products

What products would you like to see available for purchase at the Christiansburg Farmers' Market? (select all that apply)

Answered: 734

Skipped: 5



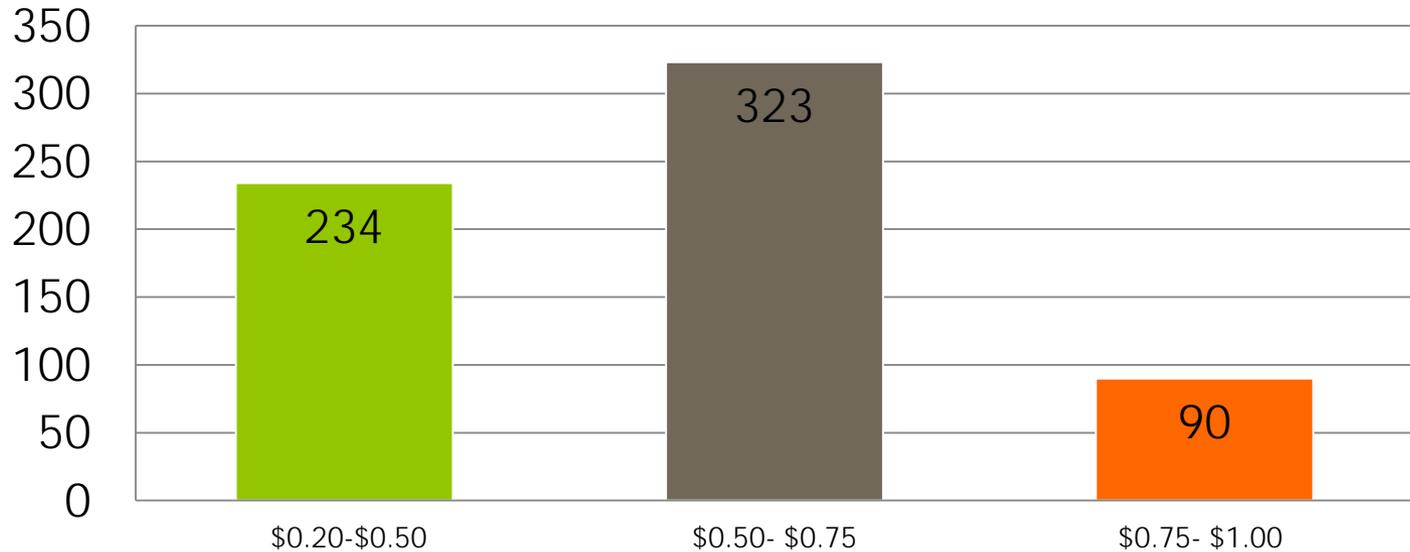
Prices



Cabbage (per pound)

Answered: 570

Skipped: 169



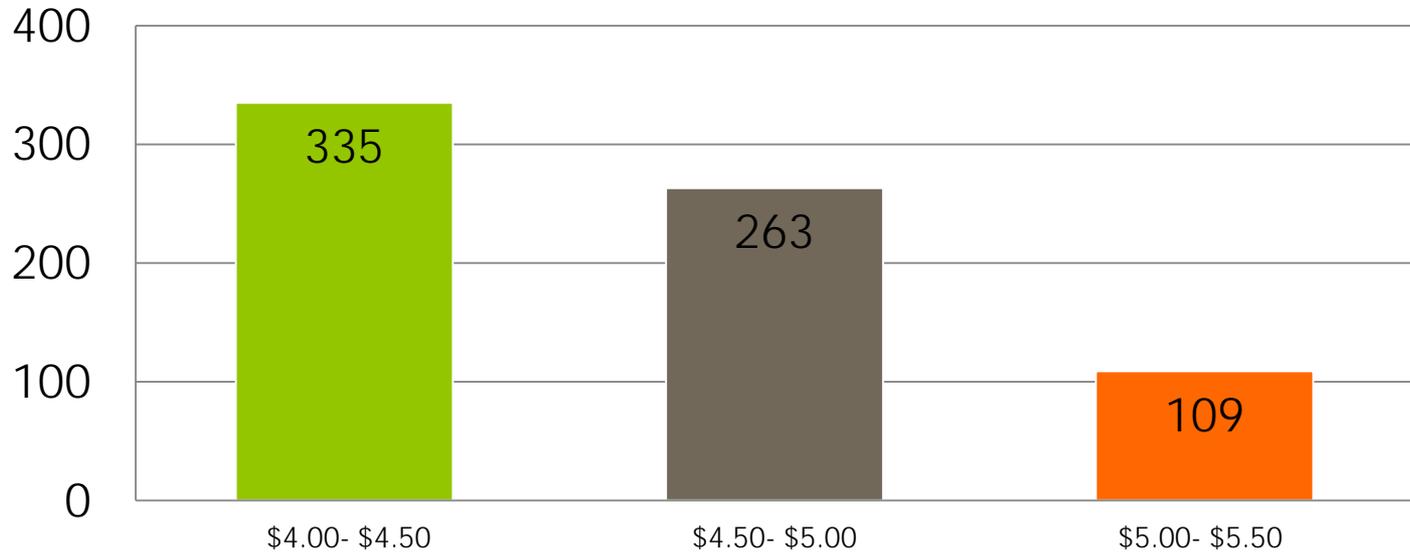
Prices



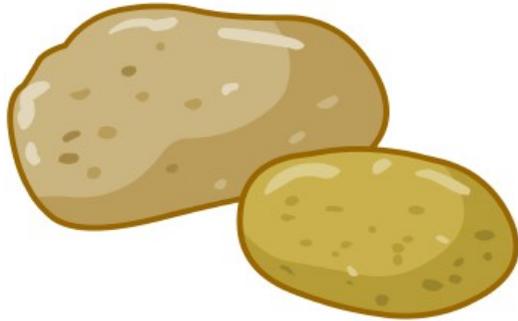
Corn (per dozen)

Answered: 615

Skipped: 124



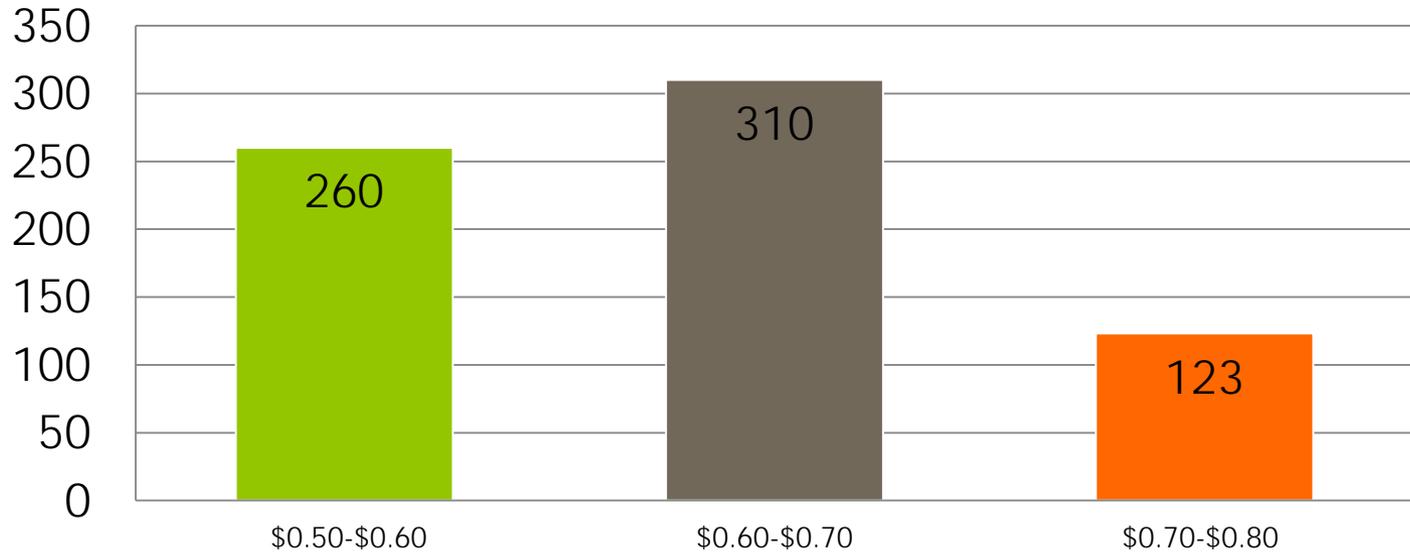
Prices



Potatoes (per pound)

Answered: 605

Skipped: 134



Prices



Tomatoes (per pound)

Answered: 616

Skipped: 123

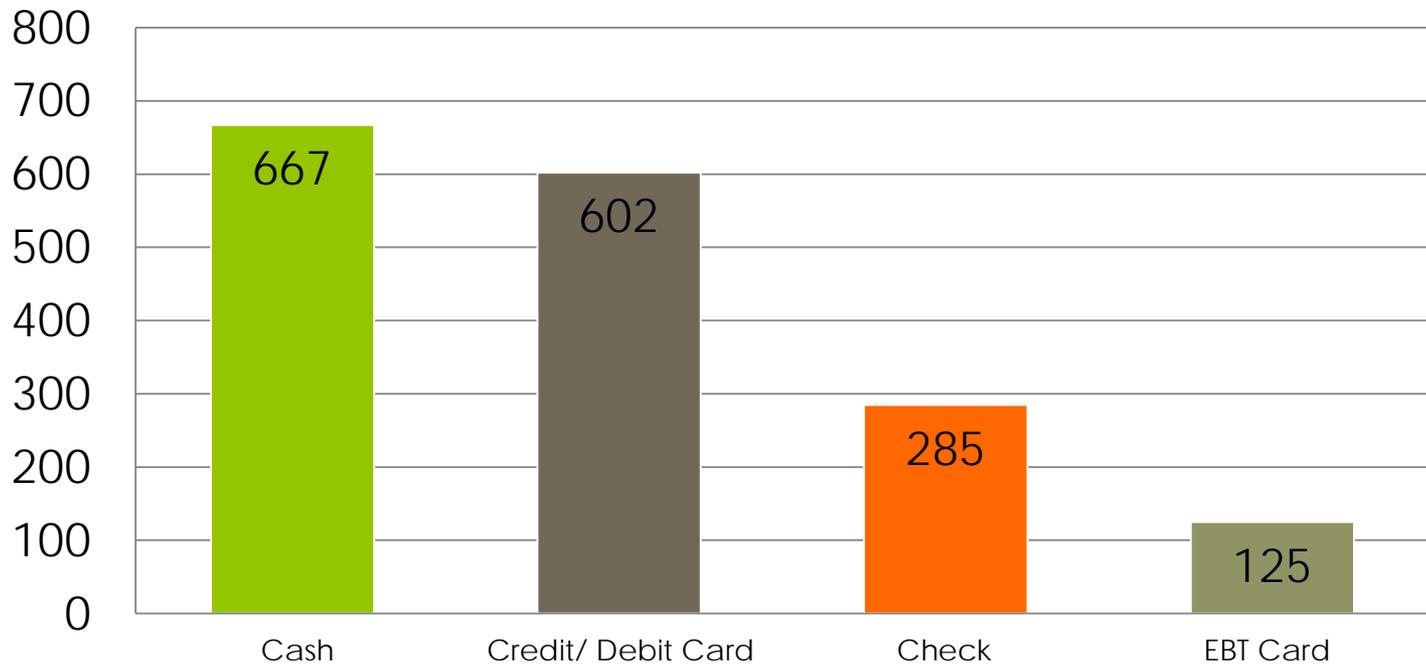


Payment

What types of payment would you like to be available at the Christiansburg Farmers' Market? (select all that apply)

Answered: 716

Skipped: 23

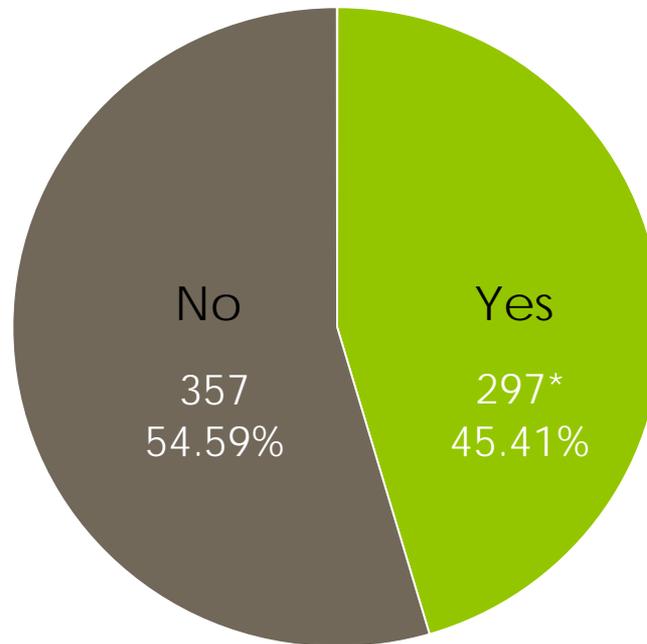


Meetings

Would you like to receive meeting information related to the Christiansburg Farmers' Market?

Answered: 654

Skipped: 85



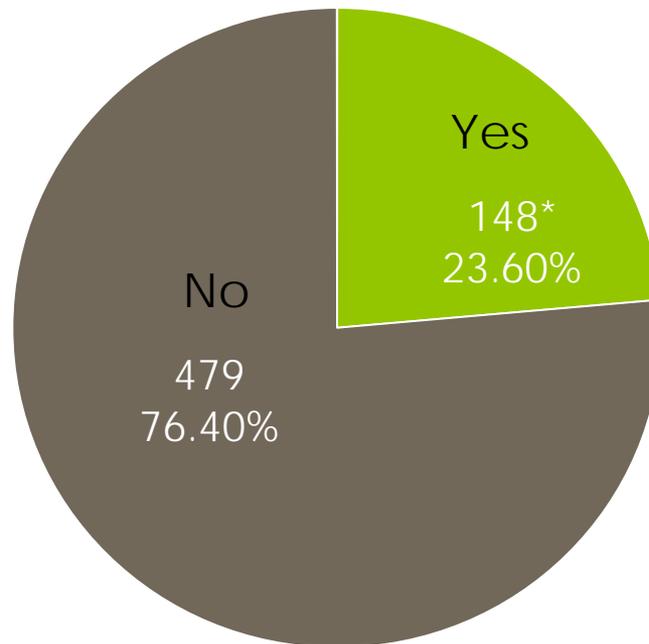
* 234 respondents provided contact information

Volunteers

Would you be interested in volunteer opportunities
wit the Christiansburg Farmers' Market?

Answered: 627

Skipped: 112



*143 respondents
provided contact
information

Comments

- Total: 198 Comments
 - Positive: 183
 - Negative: 10
 - Not Applicable: 5

Positive

- "Glad there's going to be one local! We were thinking about moving to Salem...but Christiansburg is a great place to live and probably will stay after all!"
- "If done well, I think this could be a great drawing card for the Town of Christiansburg. The inclusion of a good stage for music, and well designed vendor areas would bring people to downtown. There is a strong movement toward sustainable, organic foods, and the Christiansburg area currently does not have a whole foods store. Making the planning open for public comment would also be good!"

Positive

- "Would really like to see one similar to the one in Salem which provides shelter for the vendors and an area where you could offer live music or other various events that would appeal to families and become a gathering place for the community."

Negative

- "I dislike the location, the day and time that has been chosen. Also a farmer's market isn't a street fair for music and home baked goods. ...It should be local grown fruits and vegetables and seasonal items only (like pumpkins, christmas trees, vegetable plants, flowers). "

Negative

- It seems like a total waste of time, money and resources when there is an existing Farmers Market in Christiansburg. I have purchased from and supported this market since 2011. It would seem that our governing bodies do not know what is going on in their own town.. I will continue to support the existing market.