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?

Answered: 734  Skipped: 5

- Yes: 716 (97.55%)
- No: 18 (2.45%)
Experience

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

Answered: 714  Skipped: 25

Local Goods
- 644 (90.2%)

Quality of Goods
- 517 (72.41%)

Freshness
- 630 (88.24%)

Convenience
- 165 (23.11%)
Experience

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

Answered: 61  Skipped: 678

- Too Expensive: 25 (40.98%)
- Not Convenient: 42 (68.85%)
- Not Interested: 3 (4.92%)
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

- Morning 442  60.8%
- Afternoon 431  59.28%
- Evening 370  50.89%
Shopping Habits and Preferences

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

Answered: 632  Skipped: 107

- **Crafts**: 379  59.97%
- **Kids’ Activities**: 282  44.62%
- **Live Music**: 481  76.11%
- **Health Programs**: 208  32.91%
How likely are you to shop at the Christiansburg Farmers’ Market if the selection and schedule closely match your preferences?

Answered: 720  Skipped: 19

- Very Likely: 621 (86.25%)
- Somewhat Likely: 94 (13.06%)
- Not Likely: 2 (0.28%)
- Never: 3 (0.42%)
What products would you like to see available for purchase at the Christiansburg Farmers’ Market? (select all that apply)

Answered: 734  Skipped: 5

- Fresh local Vegetables: 725
- Fresh Local Fruits: 693
- Honey: 500
- Eggs: 488
- Fresh Herbs: 477
- Jams and Jellies, etc.: 423
- Cheese: 414
- Baked Goods: 395
- Organic Produce: 393
- Bedding Plants: 390
- Meats: 388
- Fresh-cut Flowers: 295
- Ethnic Foods: 209
Prices

Cabbage (per pound)

Answered: 570  Skipped: 169

- $0.20-$0.50: 234
- $0.50-$0.75: 323
- $0.75-$1.00: 90
Prices

Corn (per dozen)

Answered: 615  Skipped: 124

- $4.00-$4.50: 335
- $4.50-$5.00: 263
- $5.00-$5.50: 109
Prices

Potatoes (per pound)

Answered: 605  Skipped: 134

- $0.50-$0.60: 260
- $0.60-$0.70: 310
- $0.70-$0.80: 123
Prices

Tomatoes (per pound)

Answered: 616  Skipped: 123

$1.00- $1.50: 337
$1.50- $2.00: 275
$2.00- $3.00: 80
Payment

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

Answered: 716  Skipped: 23

Cash  667
Credit/ Debit Card  602
Check  285
EBT Card  125
Meetings

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

Answered: 654  Skipped: 85

No
- 357
- 54.59%

Yes
- 297*
- 45.41%

* 234 respondents provided contact information
Volunteers

Would you be interested in volunteer opportunities with 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.