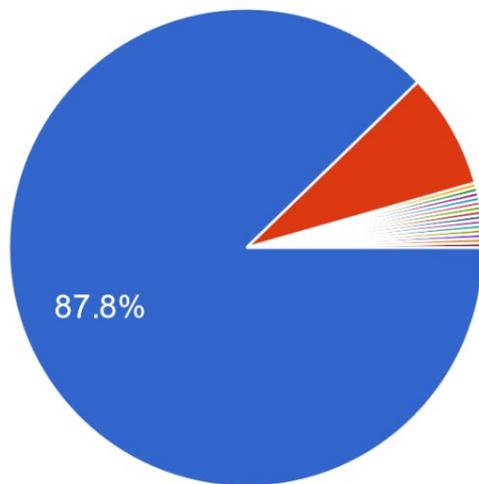


2023 Customer Survey Results



Are you the primary shopper in your household?

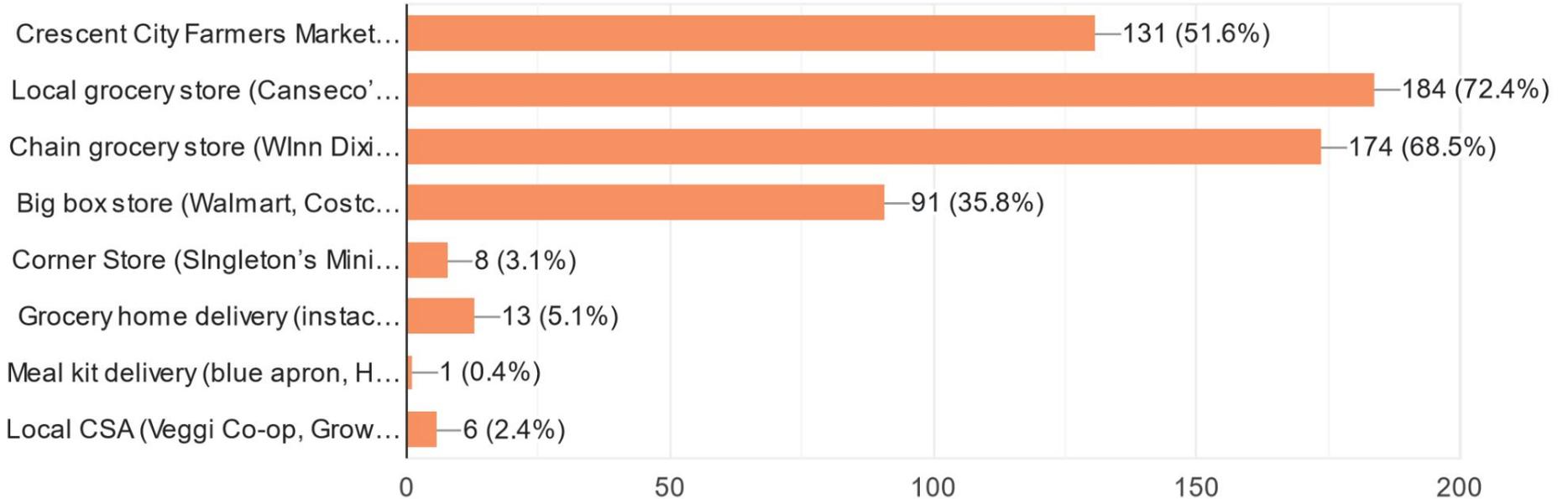
320 responses



- Yes
 - No
 - Both of us do the shopping, alternating
 - We share equally
 - Split with partner
 - My partner and I both do the shopping
 - We all do our own shopping
 - Shared responsibility with partner
- ▲ 1/2 ▼

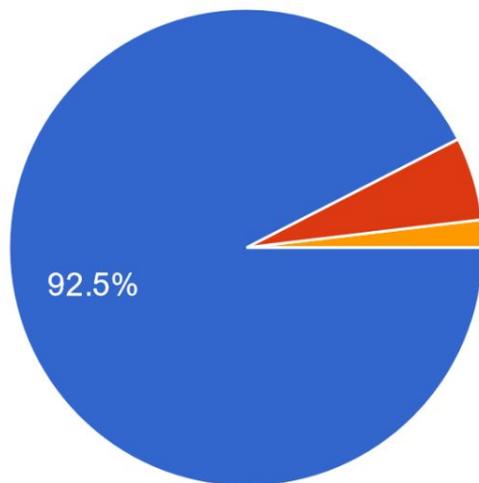
Where do you spend the majority of your monthly grocery budget? Select top 3.

254 responses



Have you ever shopped at CCFM?

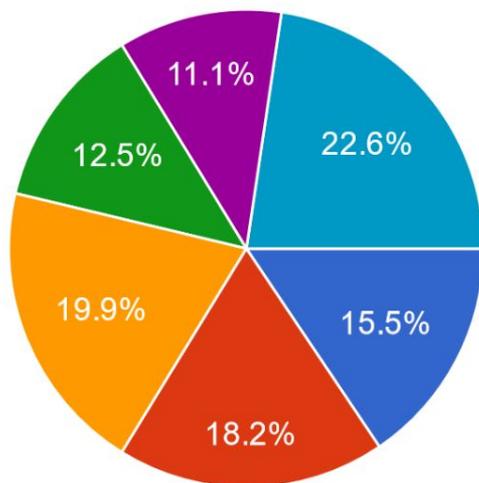
320 responses



- Yes
- No
- I used to but I don't anymore

How long have you been shopping at CCFM markets?

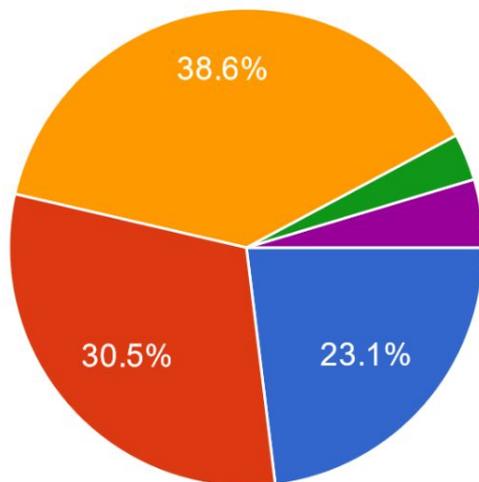
296 responses



- I started shopping at the farmers market within the last year
- 1-2 years
- 3-4 years
- 5-6 years
- 7-10 years
- More than 10 years

Which CCFM Farmers market do you primarily shop at?

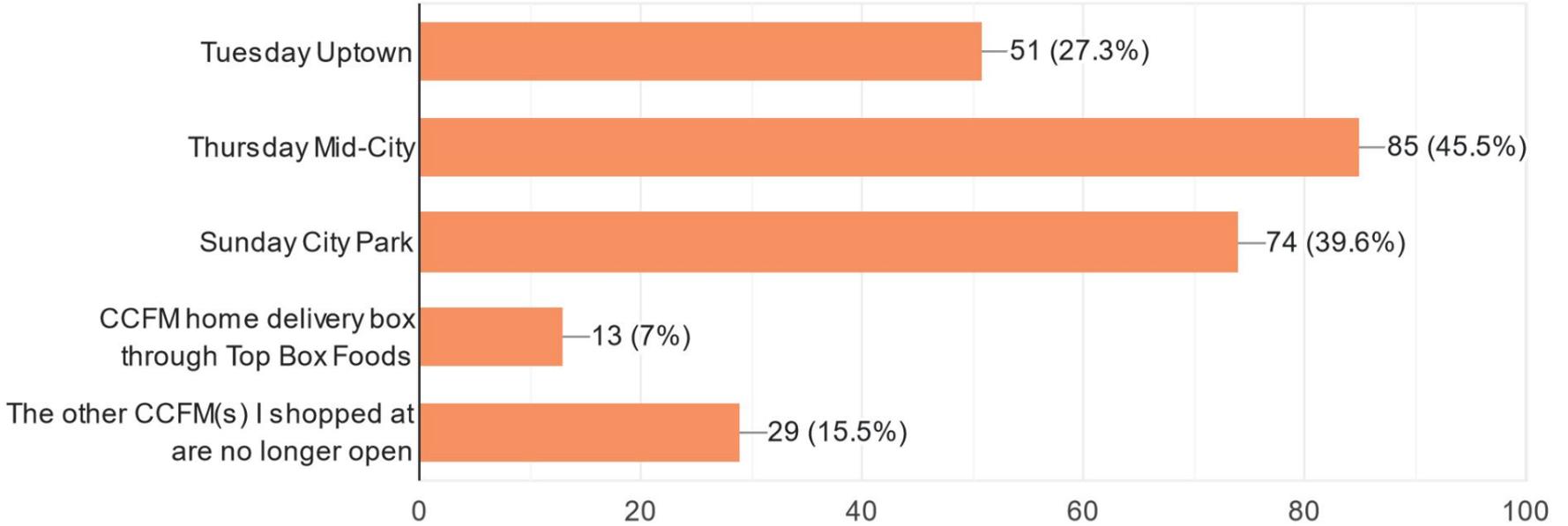
296 responses



- Tuesday Uptown
- Thursday Mid-City
- Sunday City Park
- CCFM home delivery box through Top Box Foods
- The CCFM(s) I shopped at are no longer open

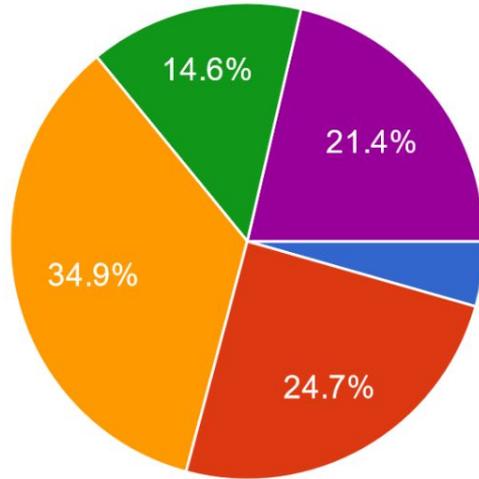
Do you shop at any other CCFMs?

187 responses



How often do you visit a CCFM market?

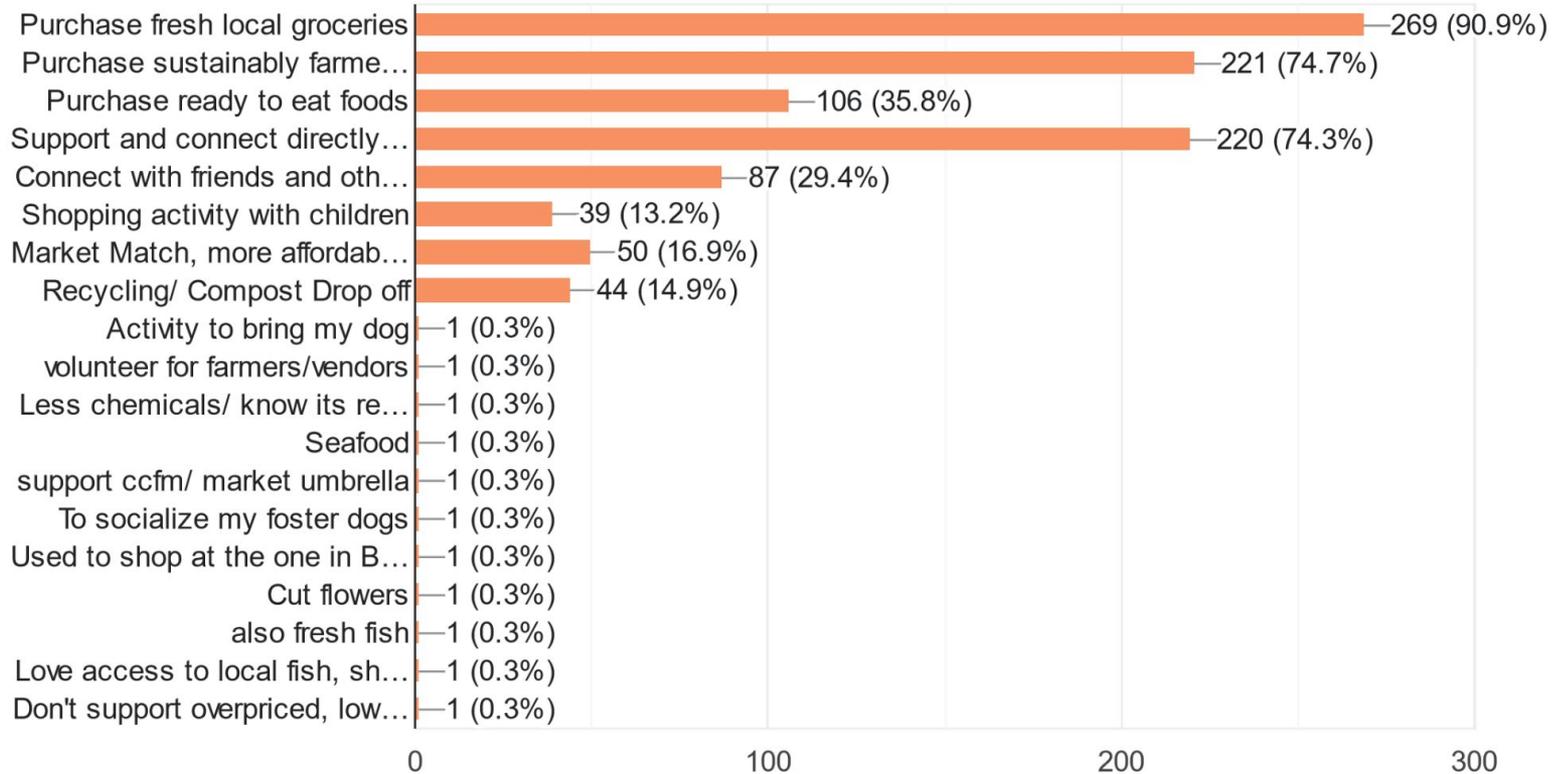
295 responses



- Multiple times a week
- Weekly
- 2-3 times per month
- Once per month
- A few times per year

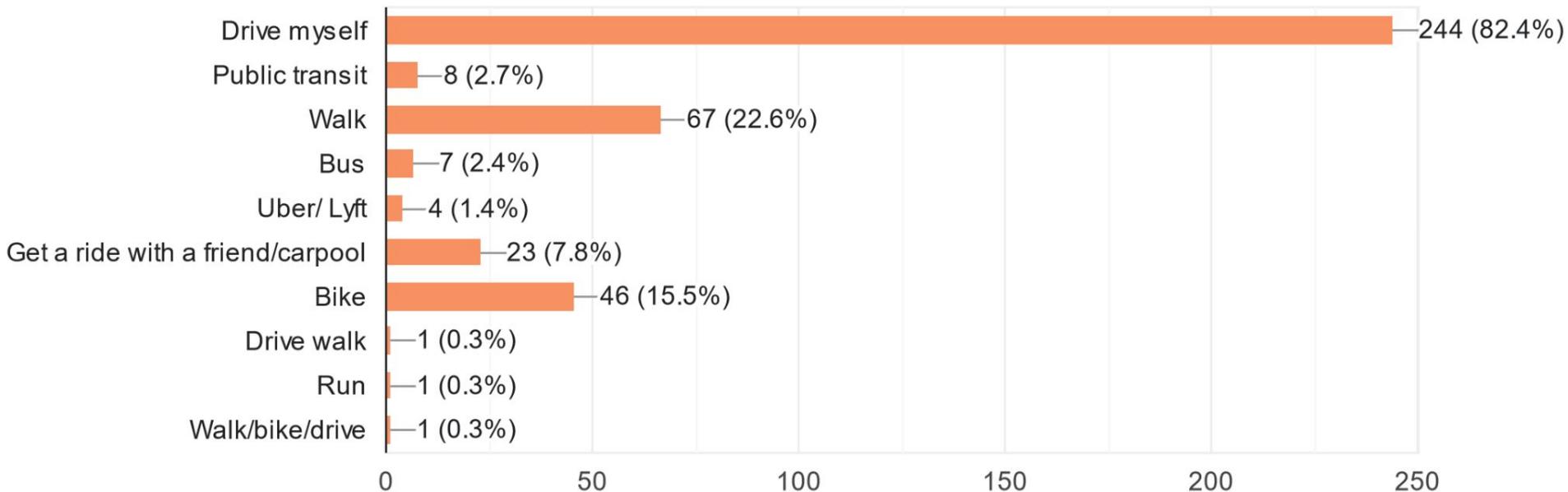
Why do you shop at the farmers market? Select all that apply.

296 responses



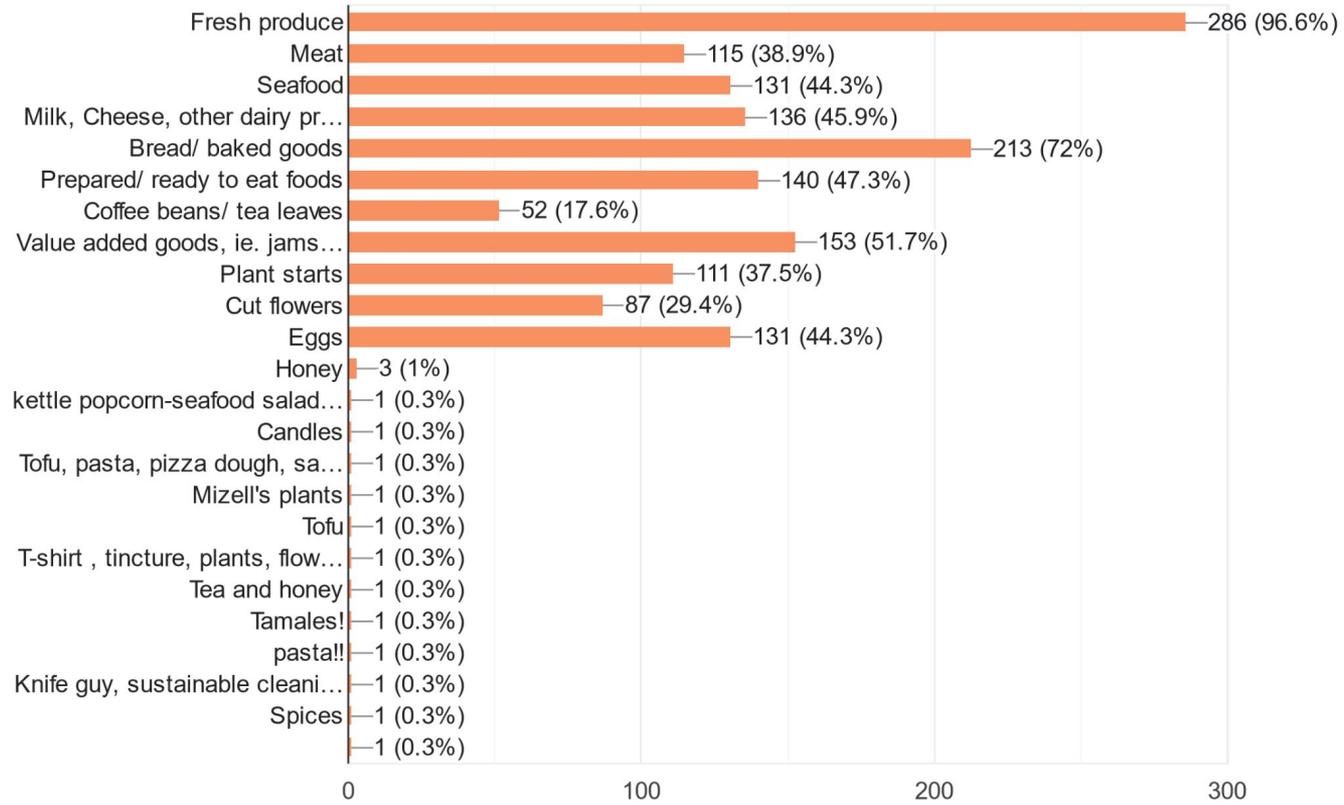
What method of transportation do you use to get to the market? Select all that apply.

296 responses



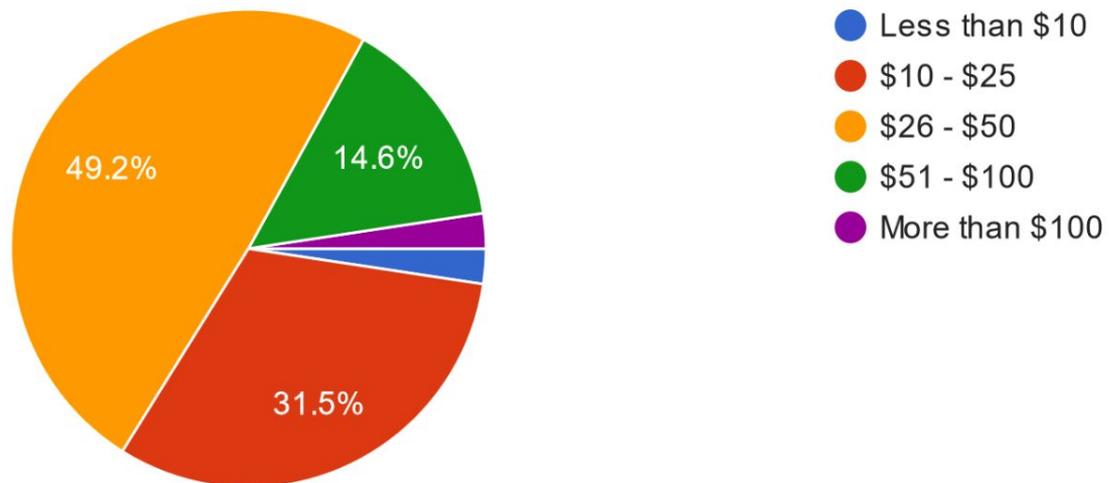
Which products do you purchase at CCFM markets? (select all that apply)

296 responses



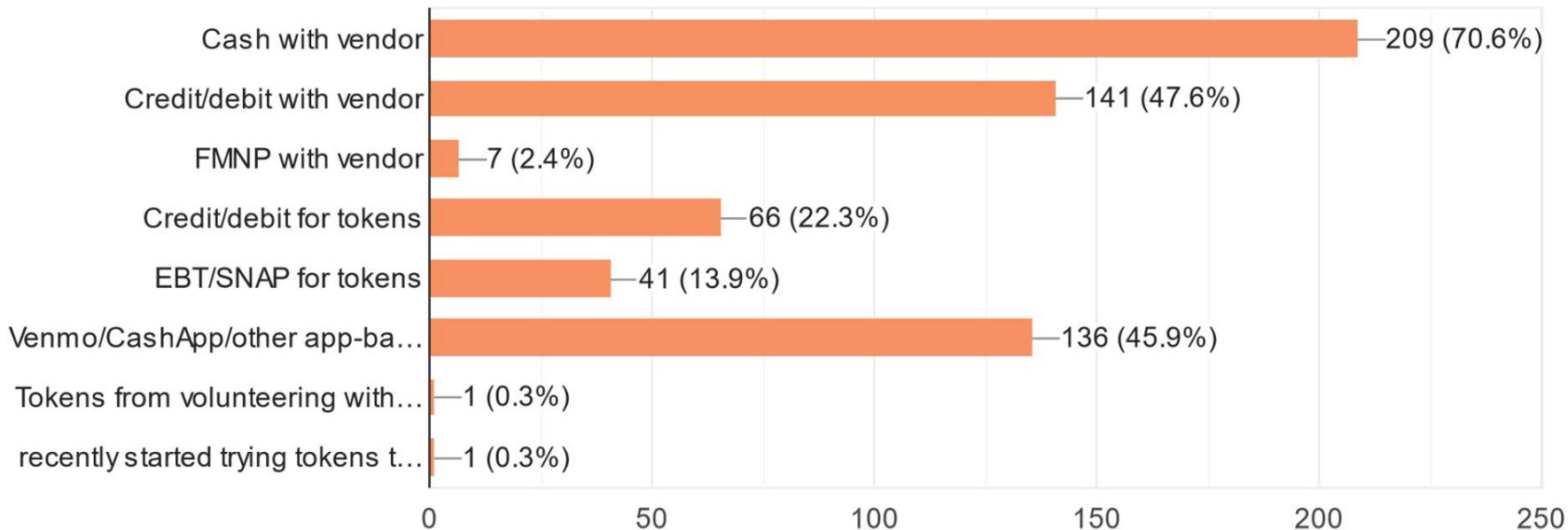
How much do you normally spend per CCFM market visit?

295 responses



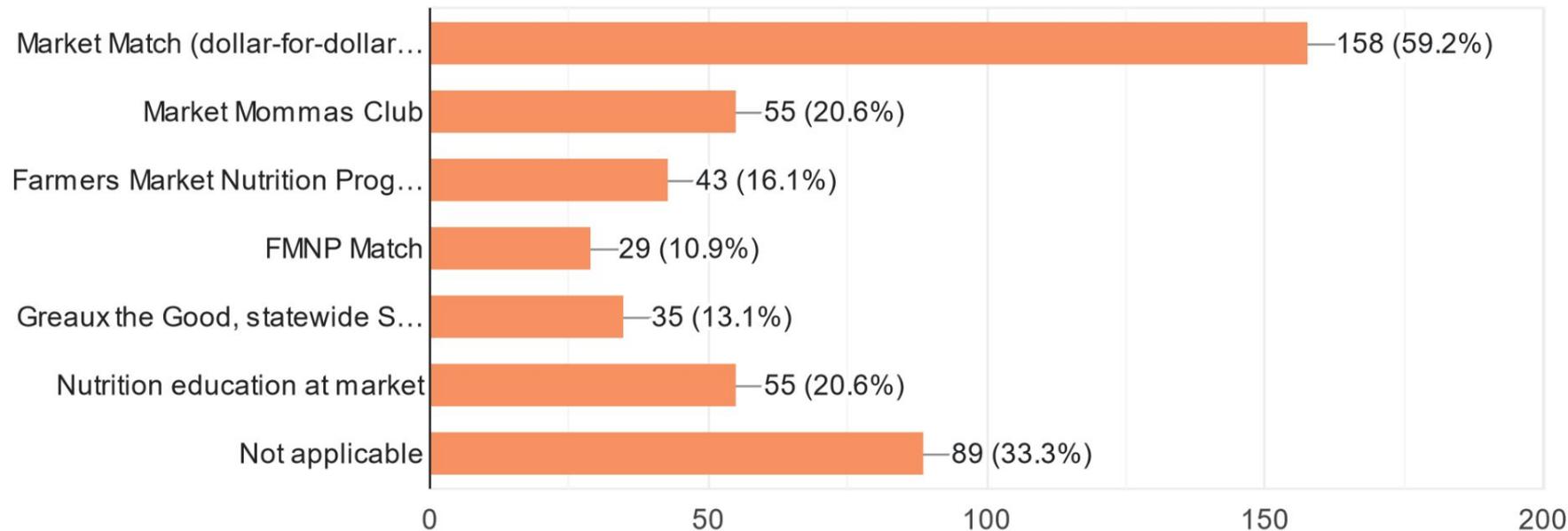
How do you normally pay for your CCFM purchases? Select all that apply.

296 responses



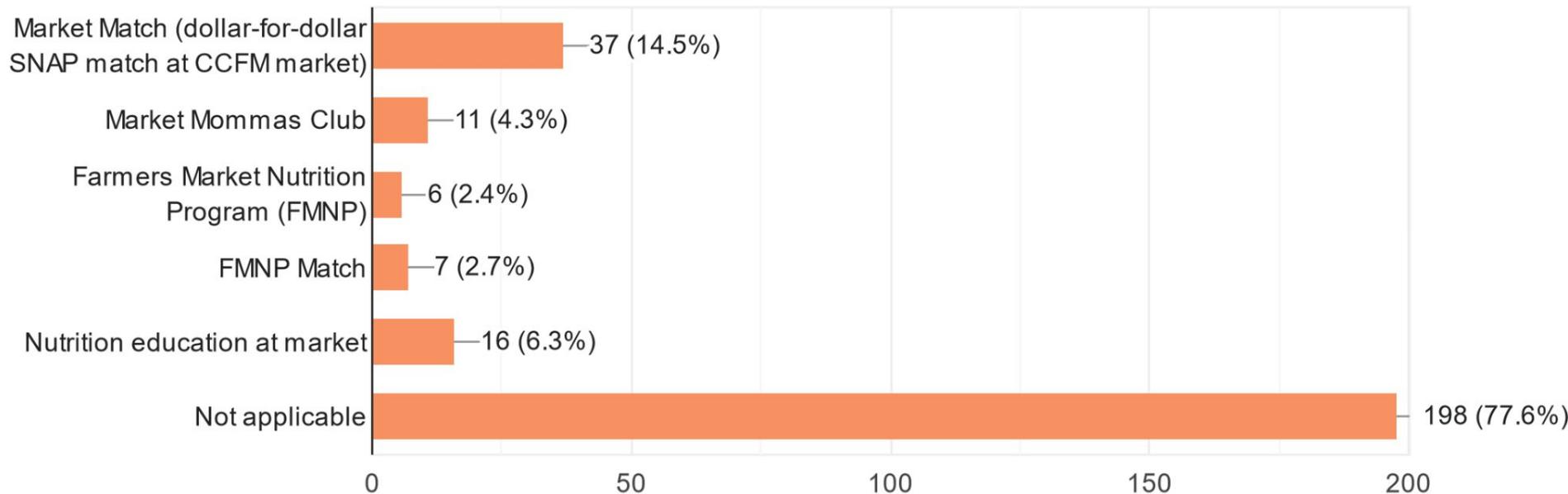
Are you familiar with any of the following programming? Select all that apply.

267 responses



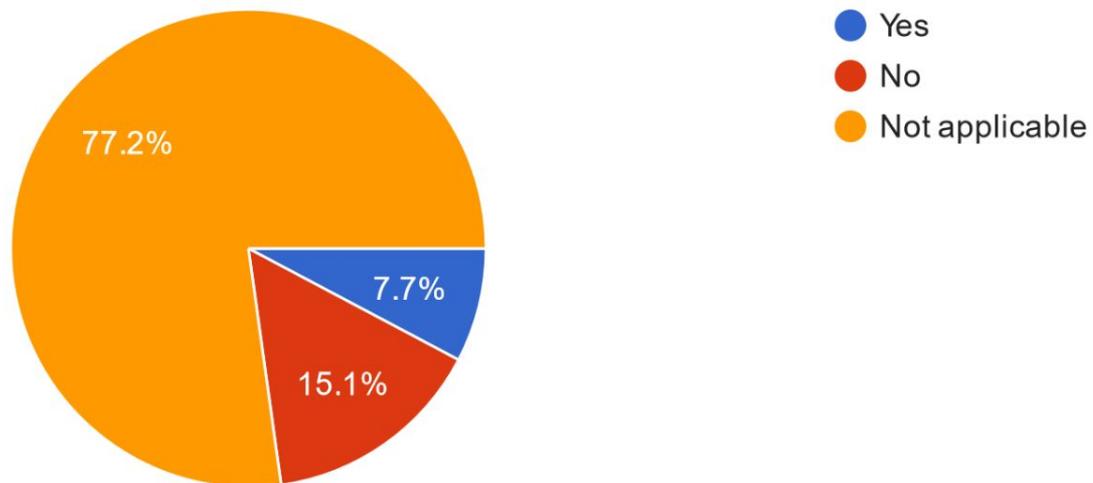
Do you participate in any of the following programming? Select all that apply.

255 responses



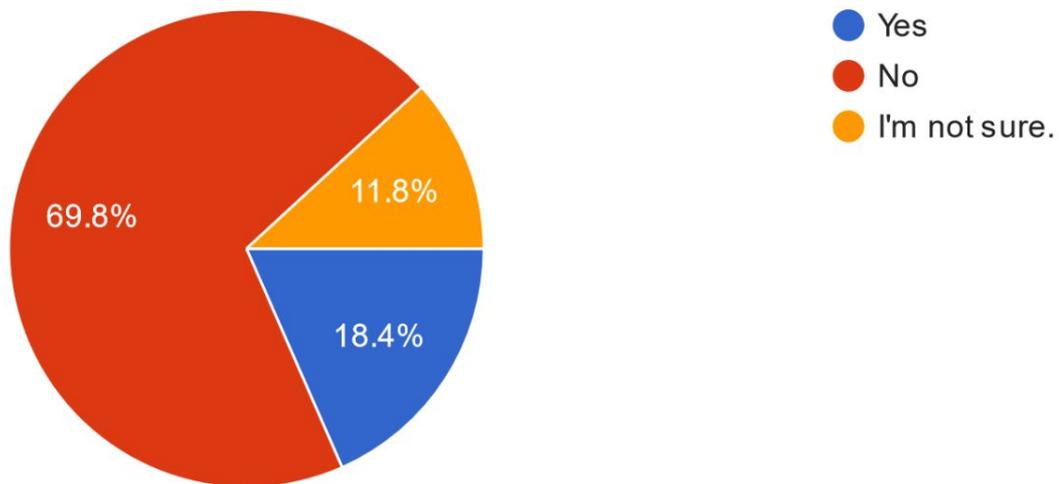
If you participate in the Market Match program, do you access Market Match through our partners Top Box Foods, Grow Dat Youth Farm, NOLA Food Co-Op, or River Queen Greens?

272 responses



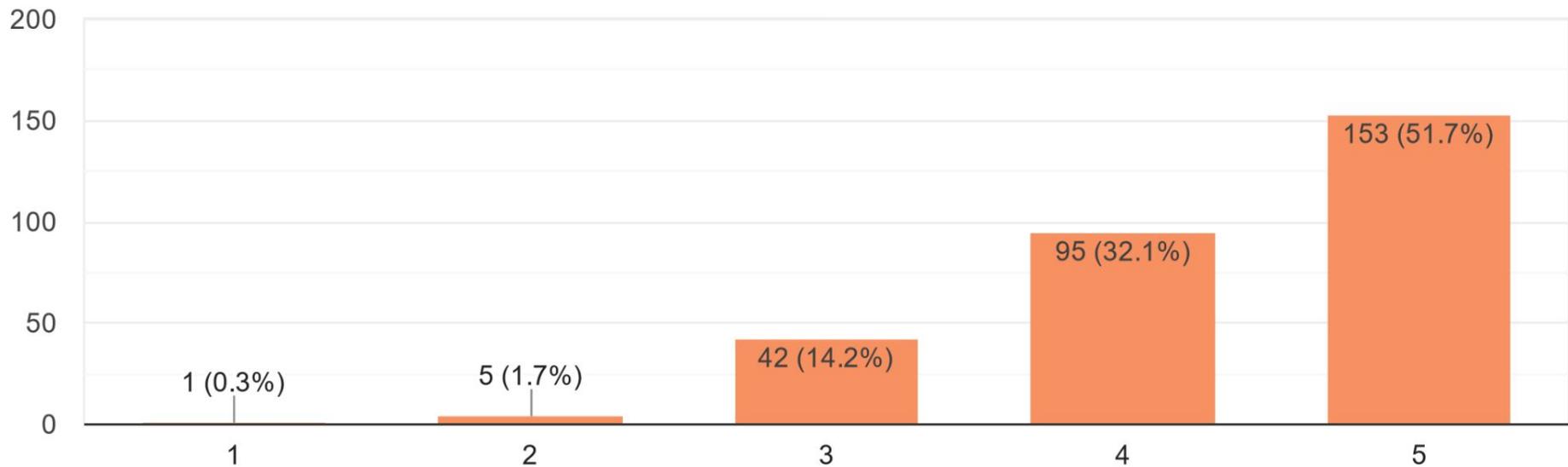
Have you heard of Greaux the Good, Louisiana's statewide nutrition incentive program

212 responses



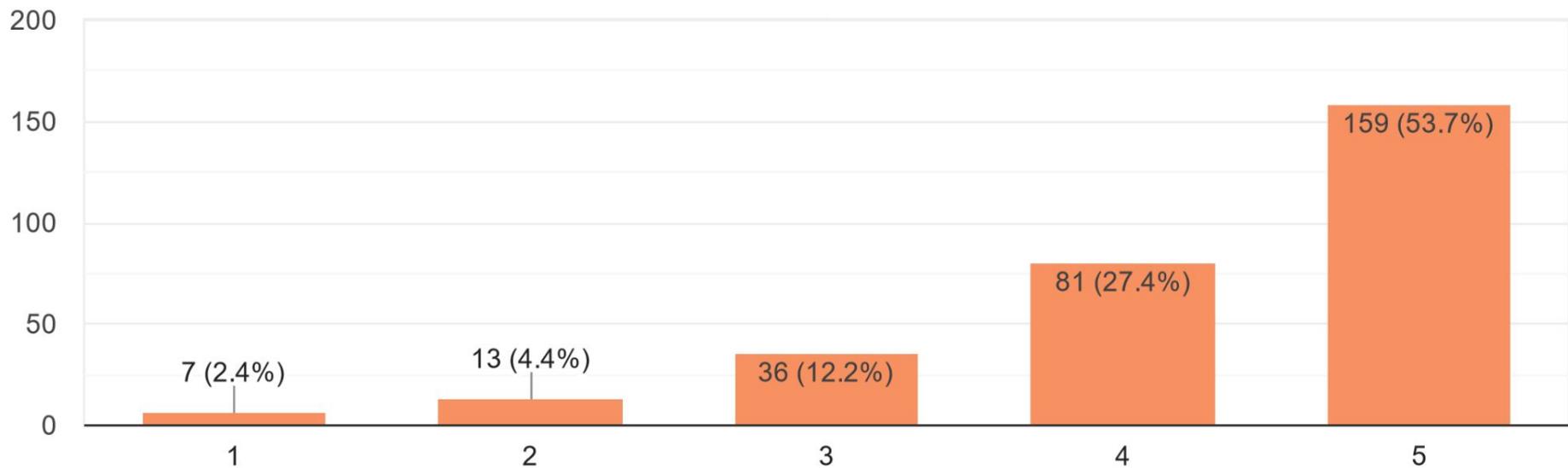
Overall, how satisfied are you with CCFM markets?

296 responses



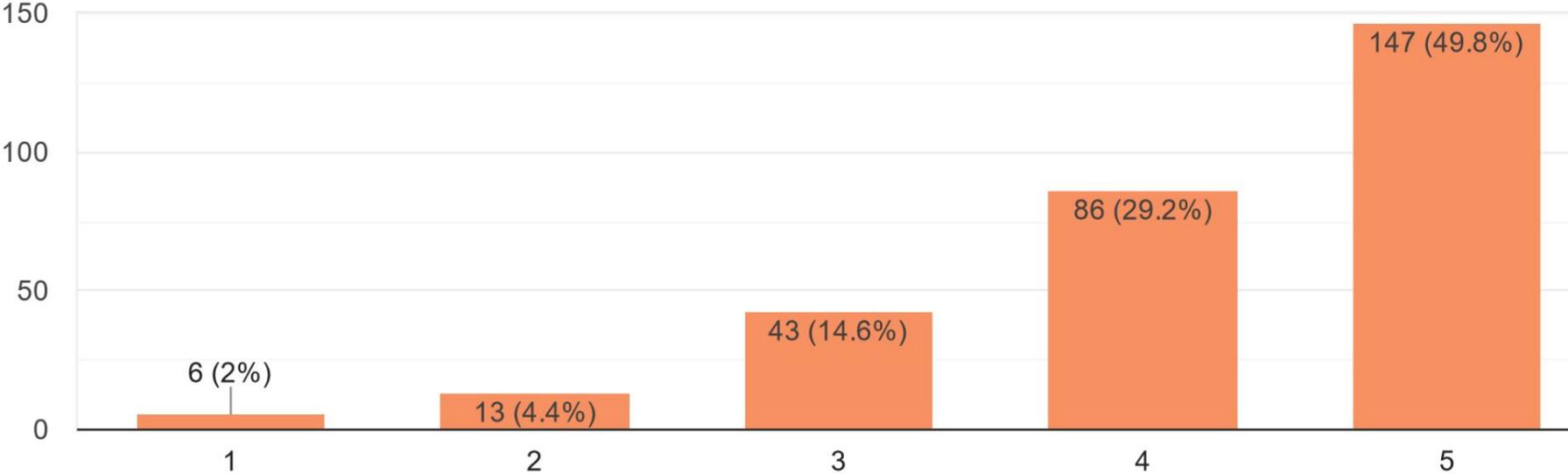
Satisfaction of markets' locations (City Park, Uptown, Mid-City).

296 responses



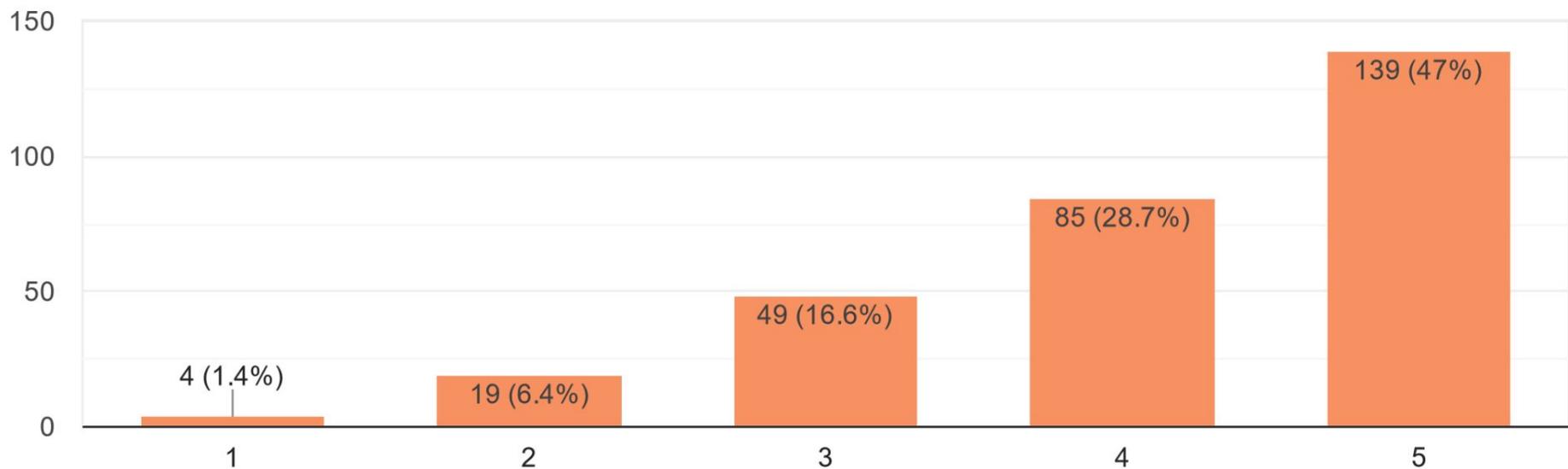
Satisfaction of markets' day of operation (Sunday, Tuesday, Thursday).

295 responses



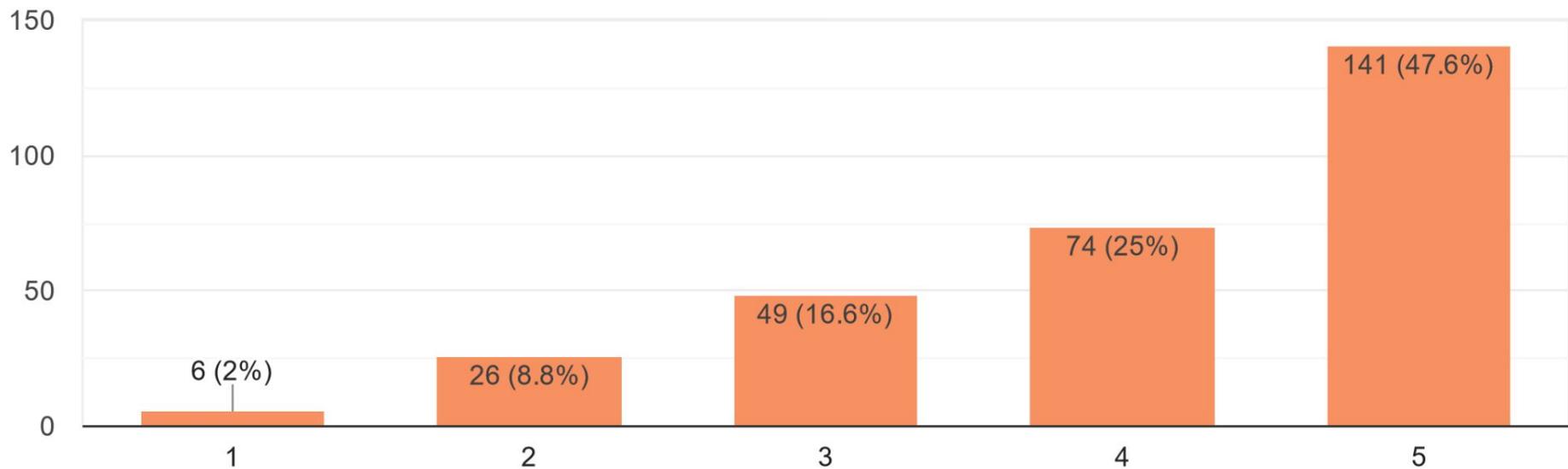
Satisfaction of markets' hours of operation (Sunday & Tuesday 8 am - 12 pm, Thursday 3 pm - 7 pm).

296 responses



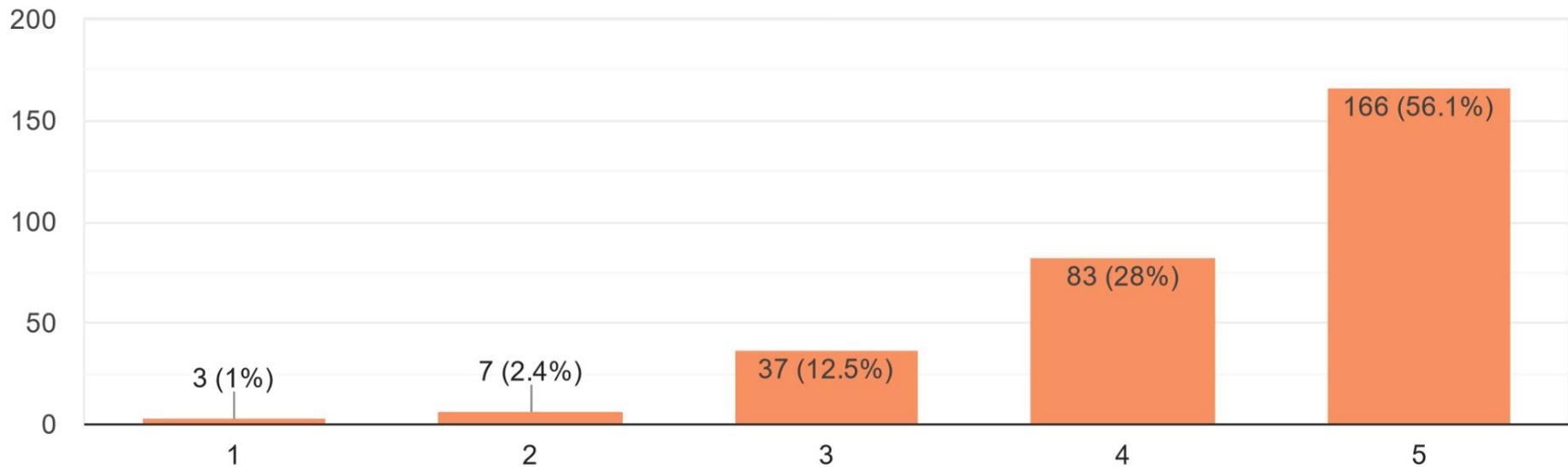
Satisfaction of location accessibility (ie. parking, public transportation, walkability).

296 responses



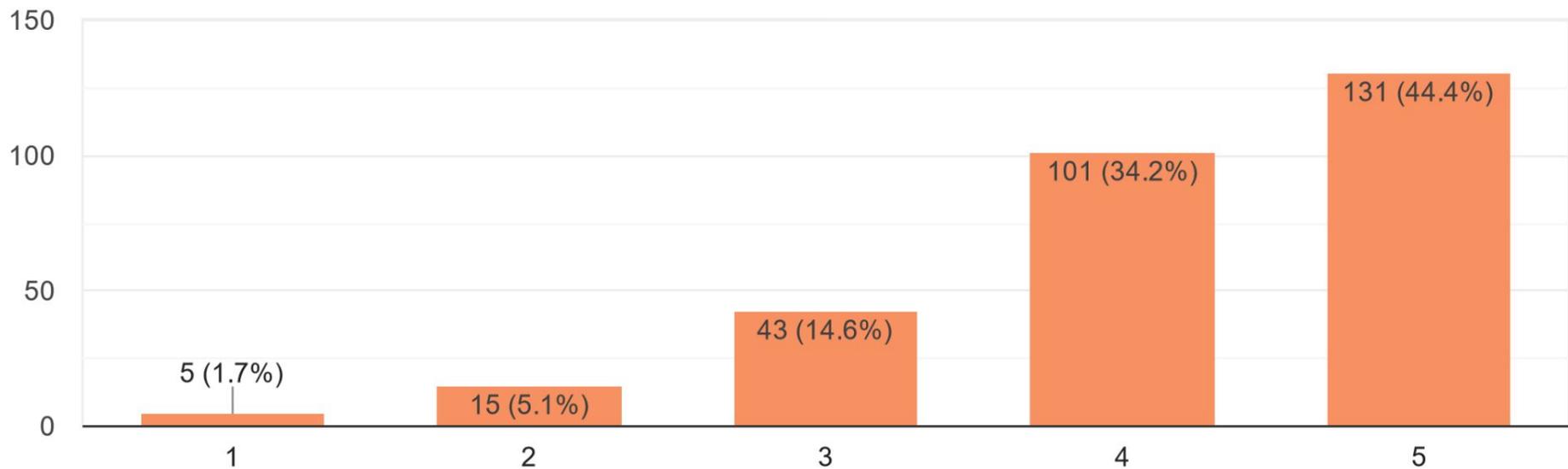
Satisfaction of market space accessibility (ie. layout, seating, terrain, drainage, curbs).

296 responses



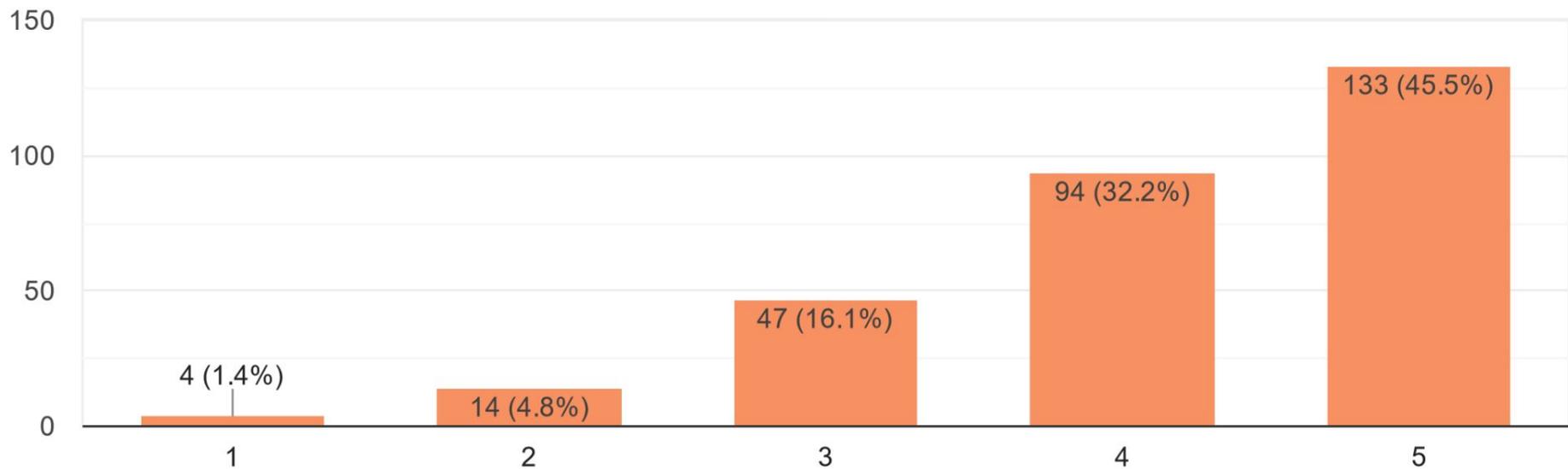
Satisfaction of a variety of fresh fruits and vegetables.

295 responses



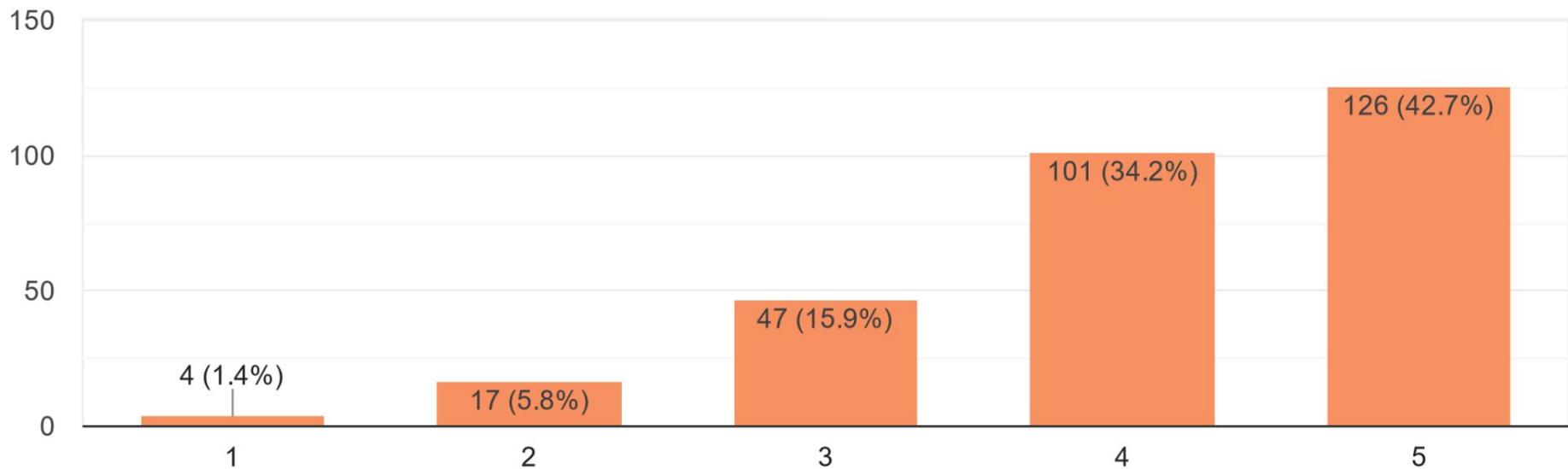
Satisfaction of availability of organic produce/ naturally grown products.

292 responses



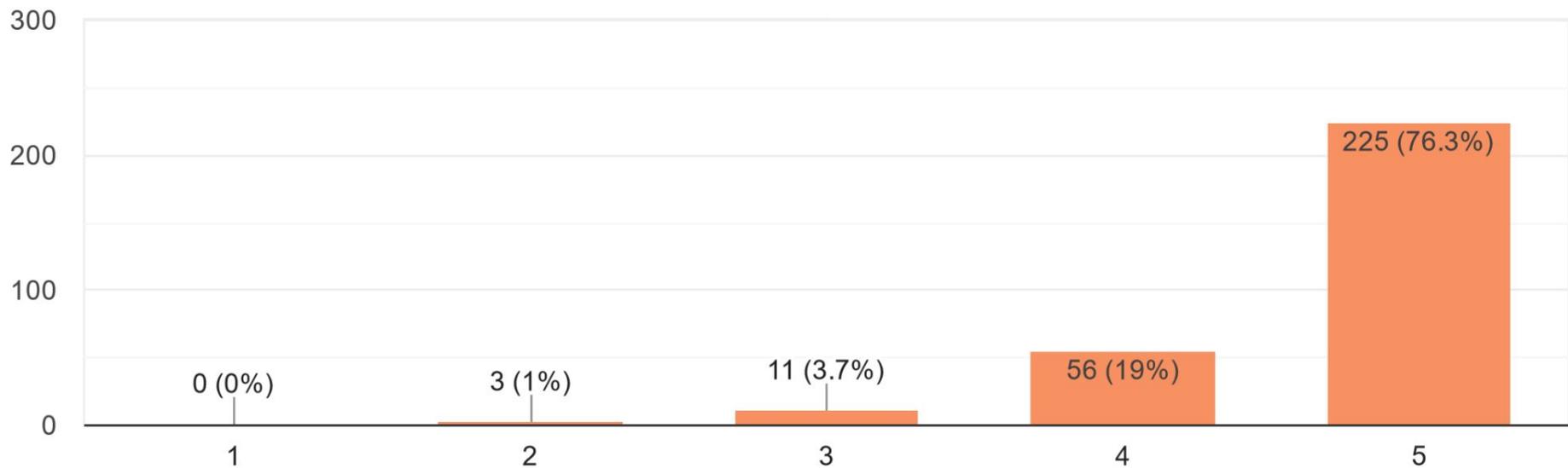
Satisfaction of cost of products.

295 responses



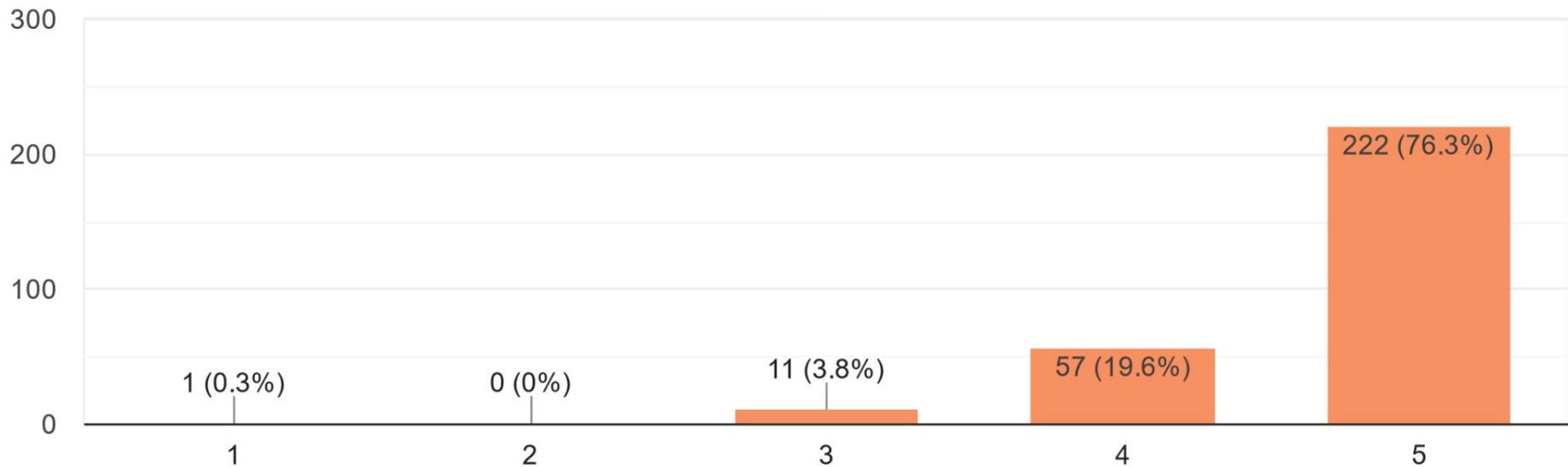
Satisfaction of customer service of market vendors.

295 responses



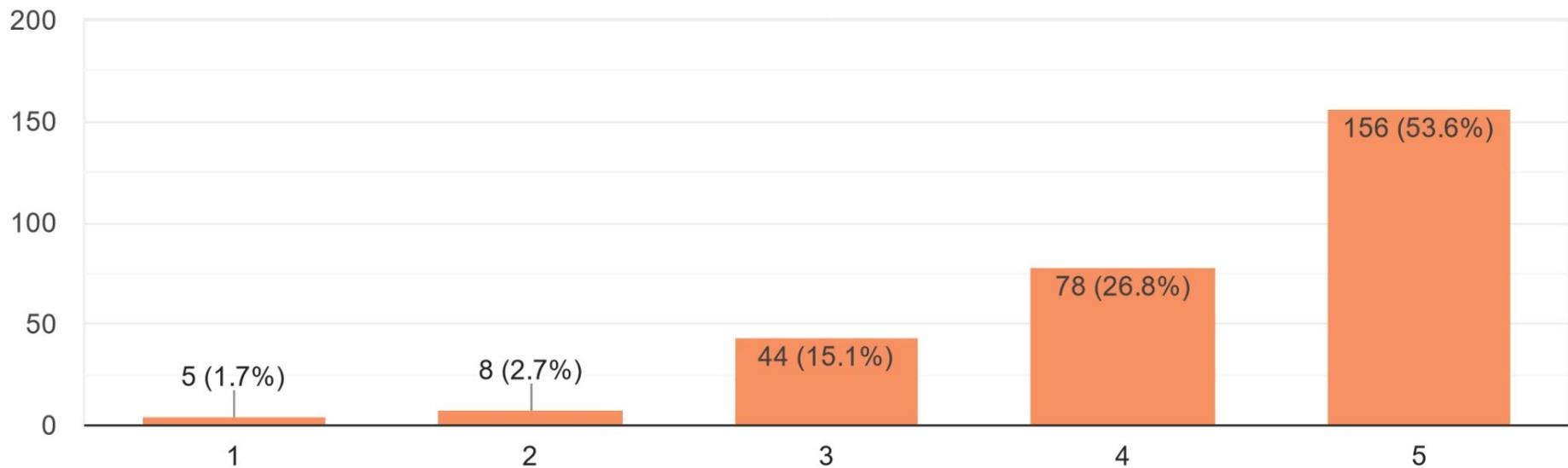
Satisfaction of market staff customer service.

291 responses



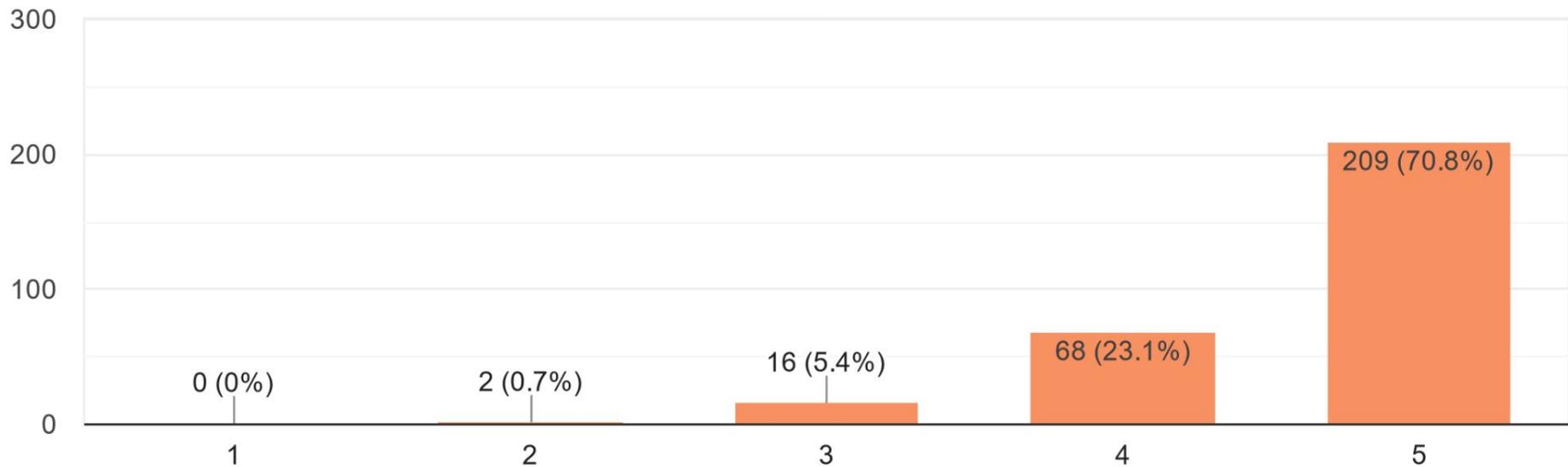
Satisfaction of community and music events at market.

291 responses



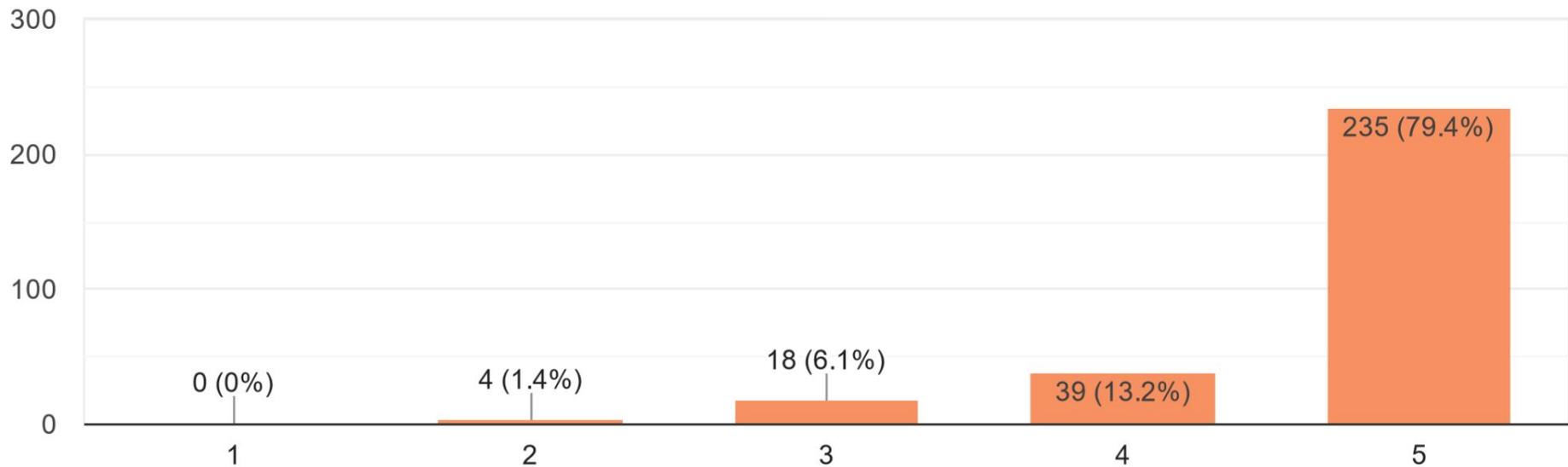
Satisfaction of lines and wait time at market.

295 responses



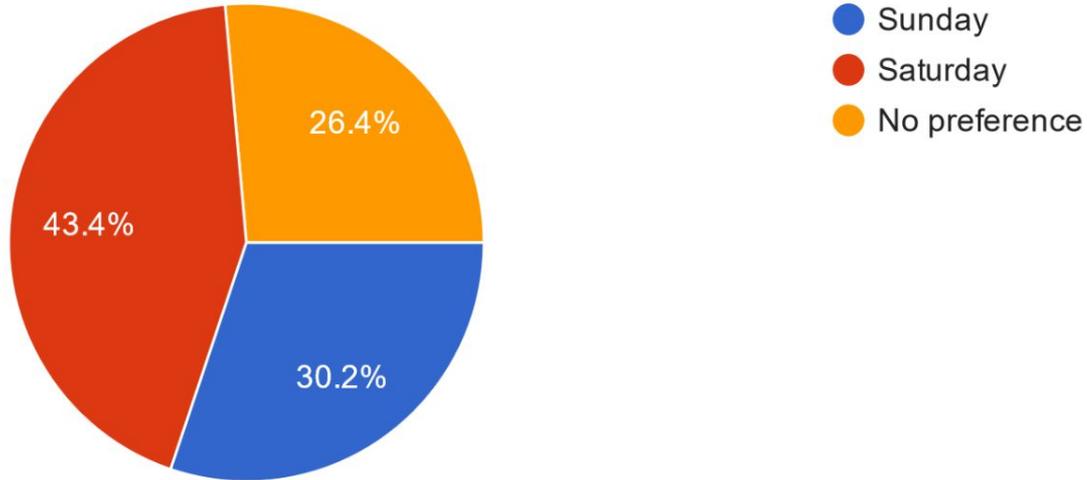
How likely are you to recommend CCFM programs to a friend or co-worker?

296 responses



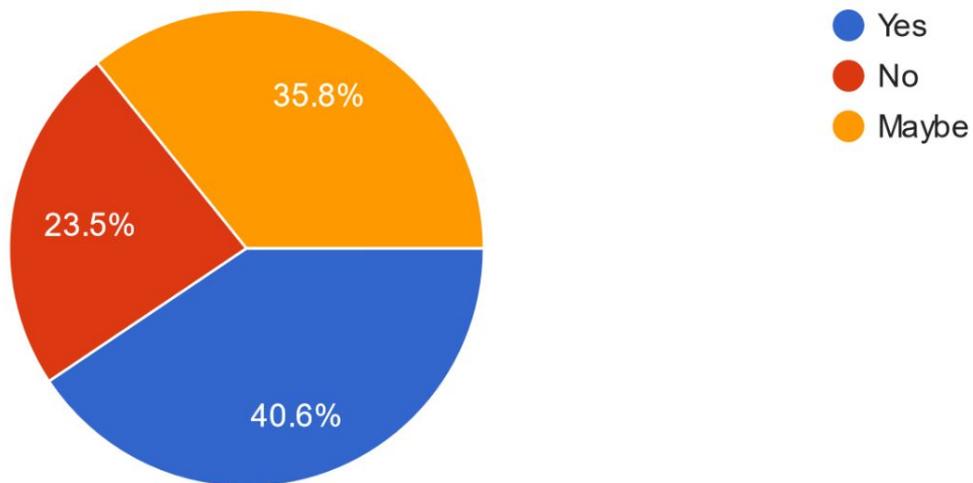
What weekend day are you most likely to shop at the farmers market?

295 responses



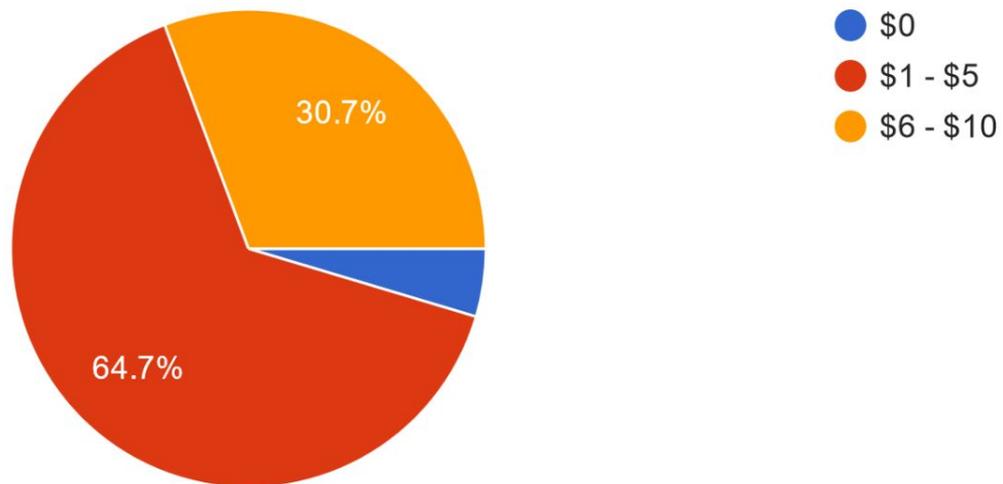
Would you be interested in an online delivery option where you would order directly from the CCFM market ?

293 responses



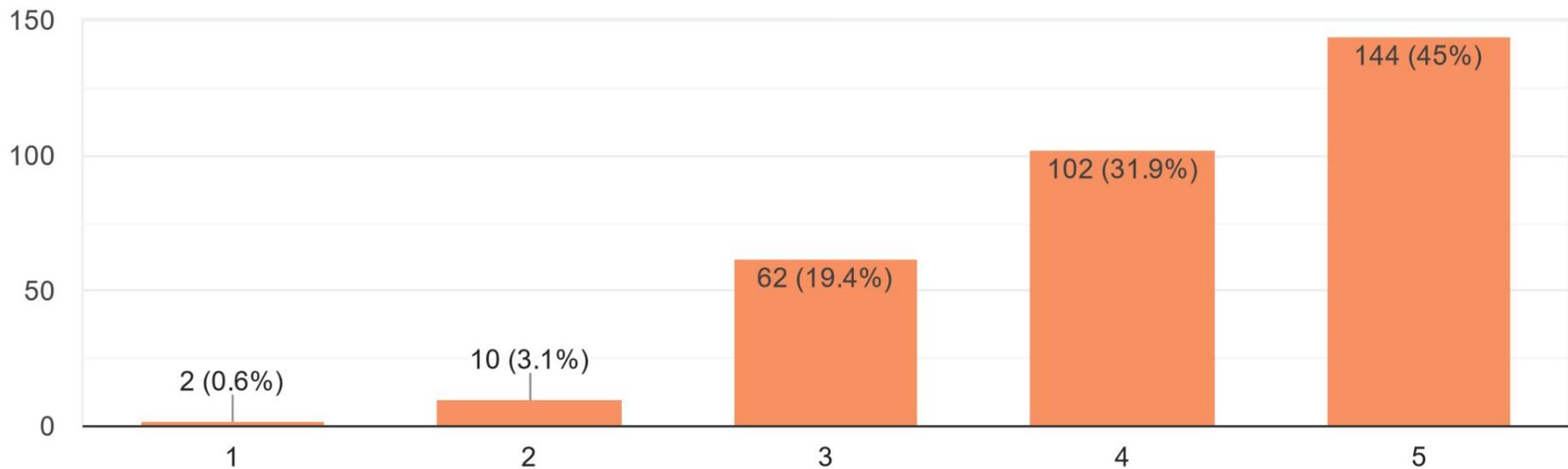
What do you think a reasonable delivery fee would be for home delivery service?

283 responses



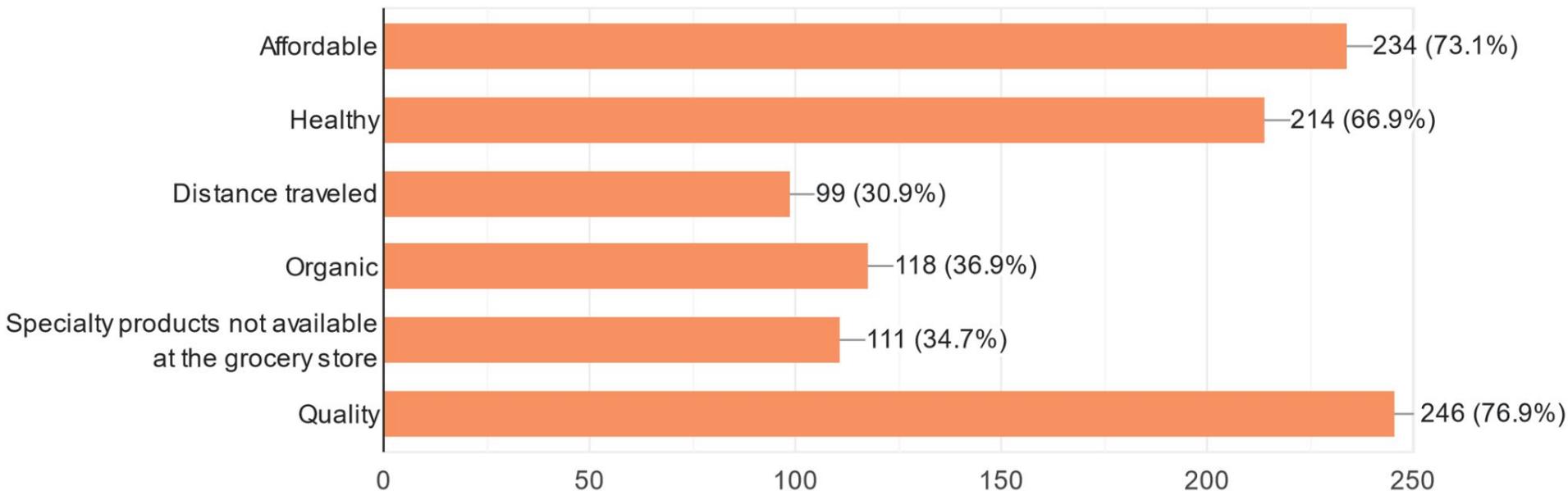
How important is knowing how your food was grown to you?

320 responses



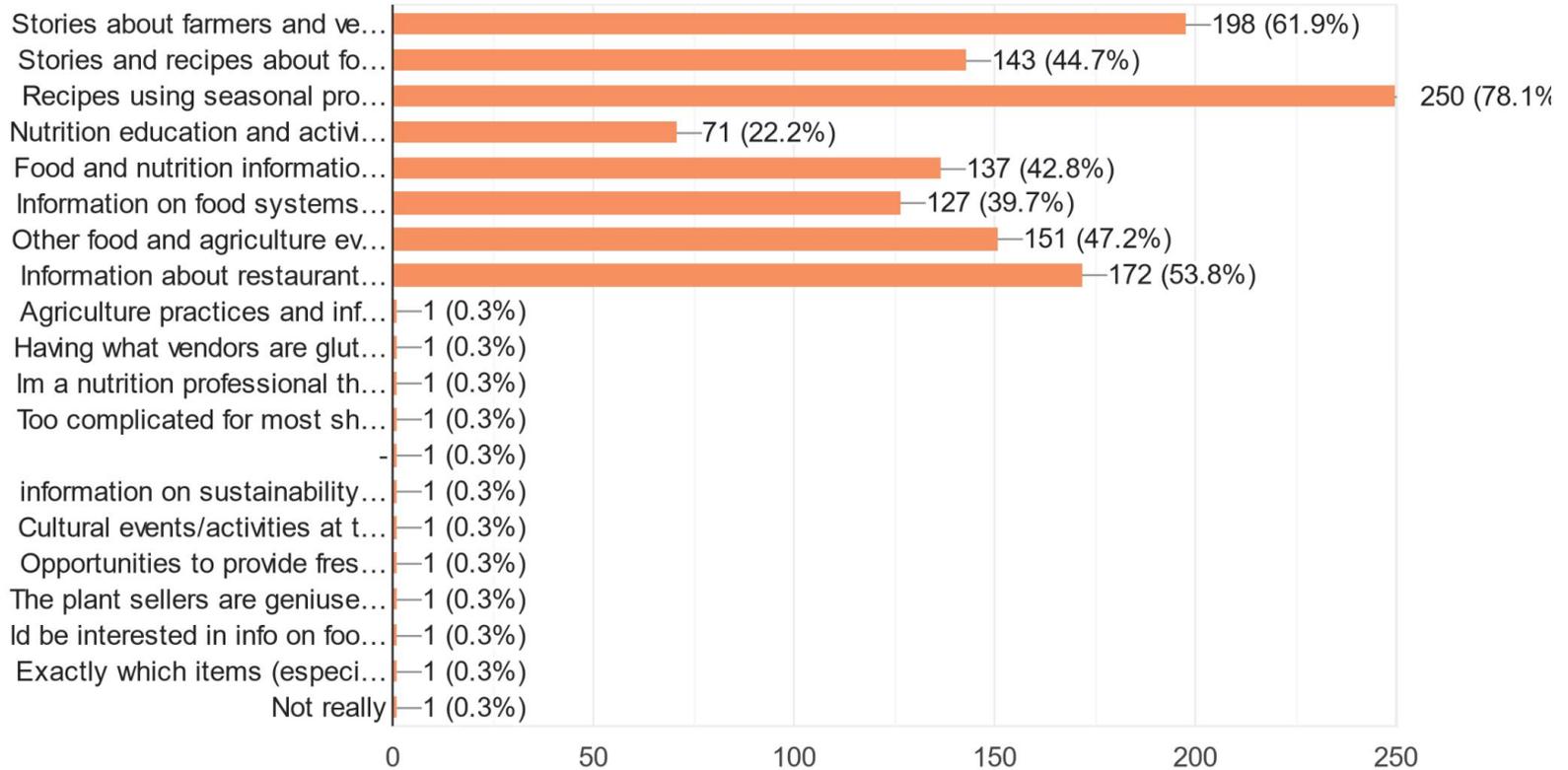
Please select your top three priorities when purchasing local food?

320 responses



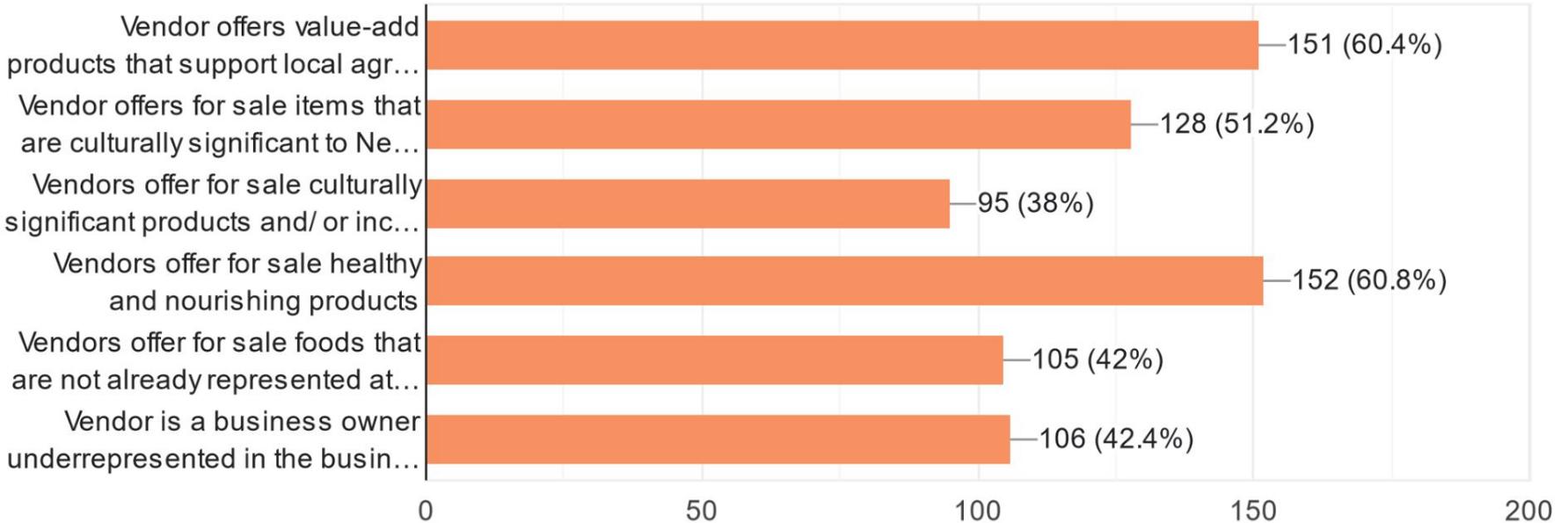
What types of information are you interested in hearing about from your farmer's market?

320 responses



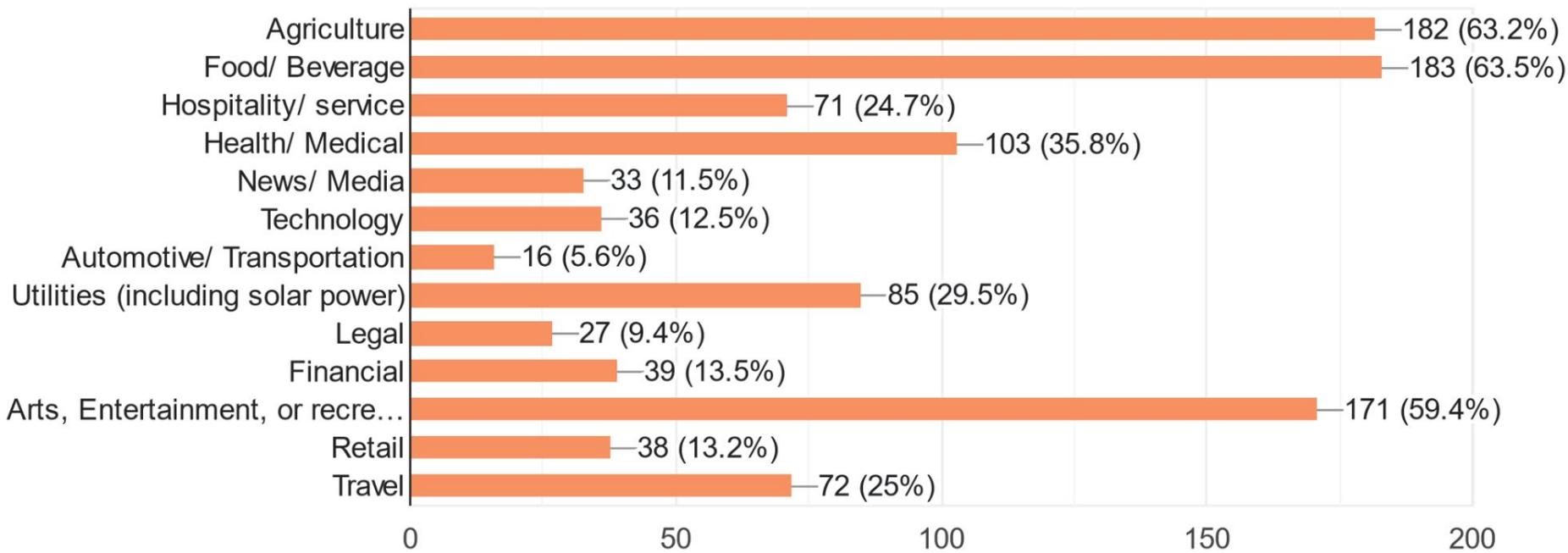
Which CCFM priorities for vendor recruitment are important to you? Select top 3.

250 responses



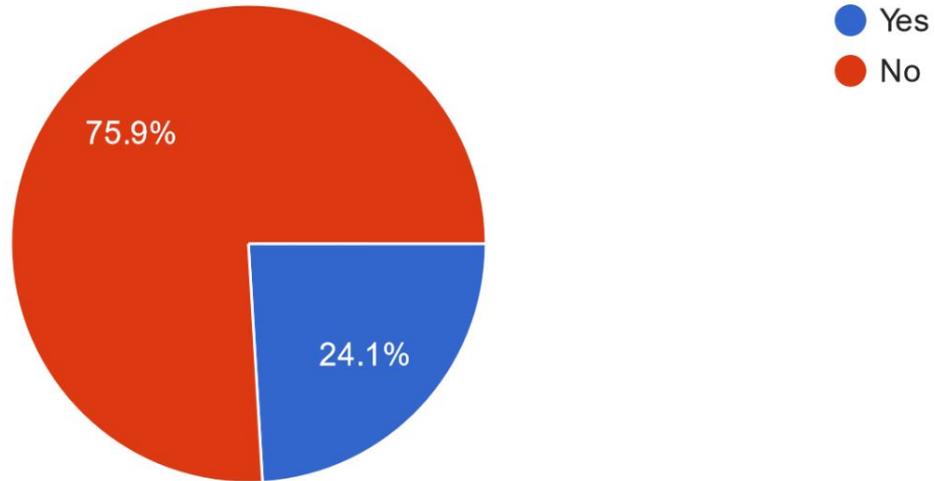
CCFM is considering sponsorship opportunities. Which of the following types of businesses would you be interested in learning more about at the farmers market? Select all that apply.

288 responses



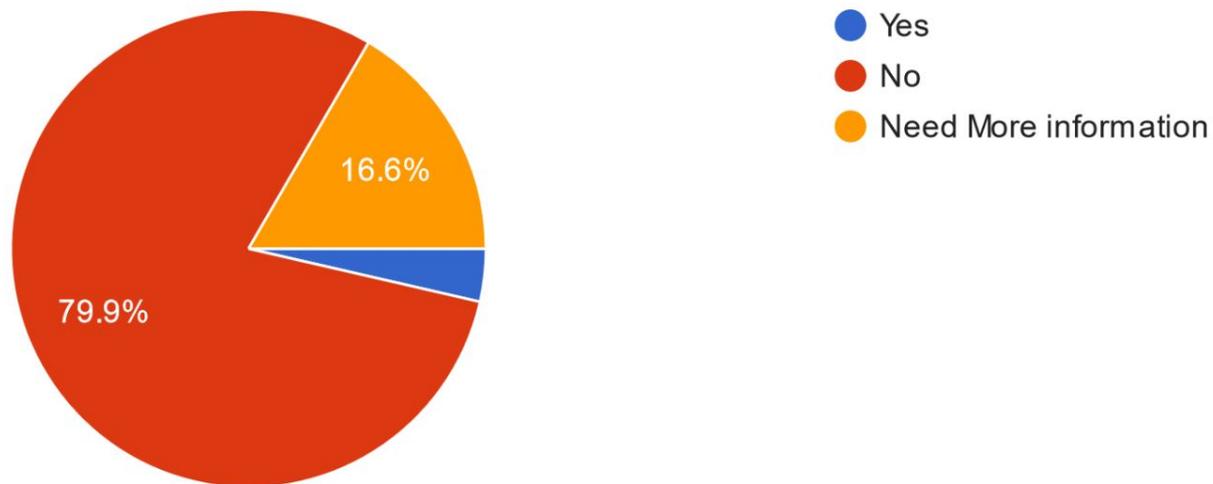
Do you own, operate or make financial decisions for a business?

316 responses



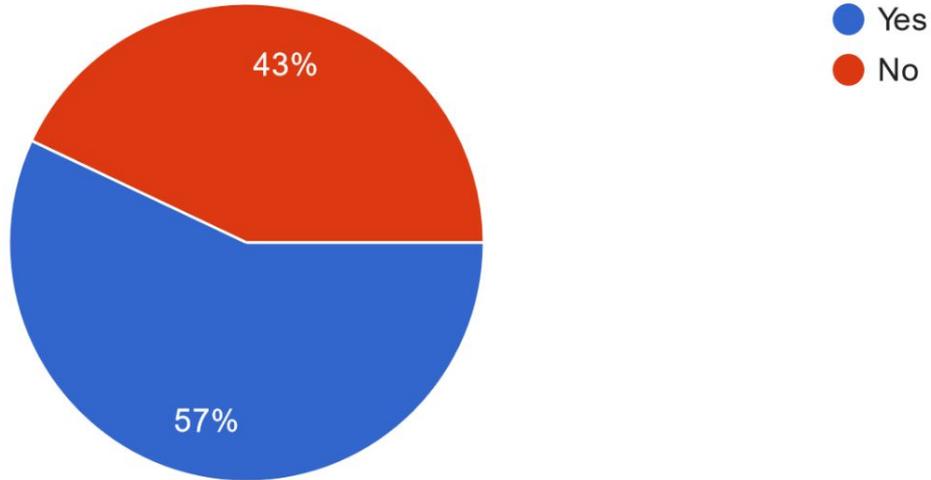
Are you interested in sponsoring CCFM markets?

308 responses



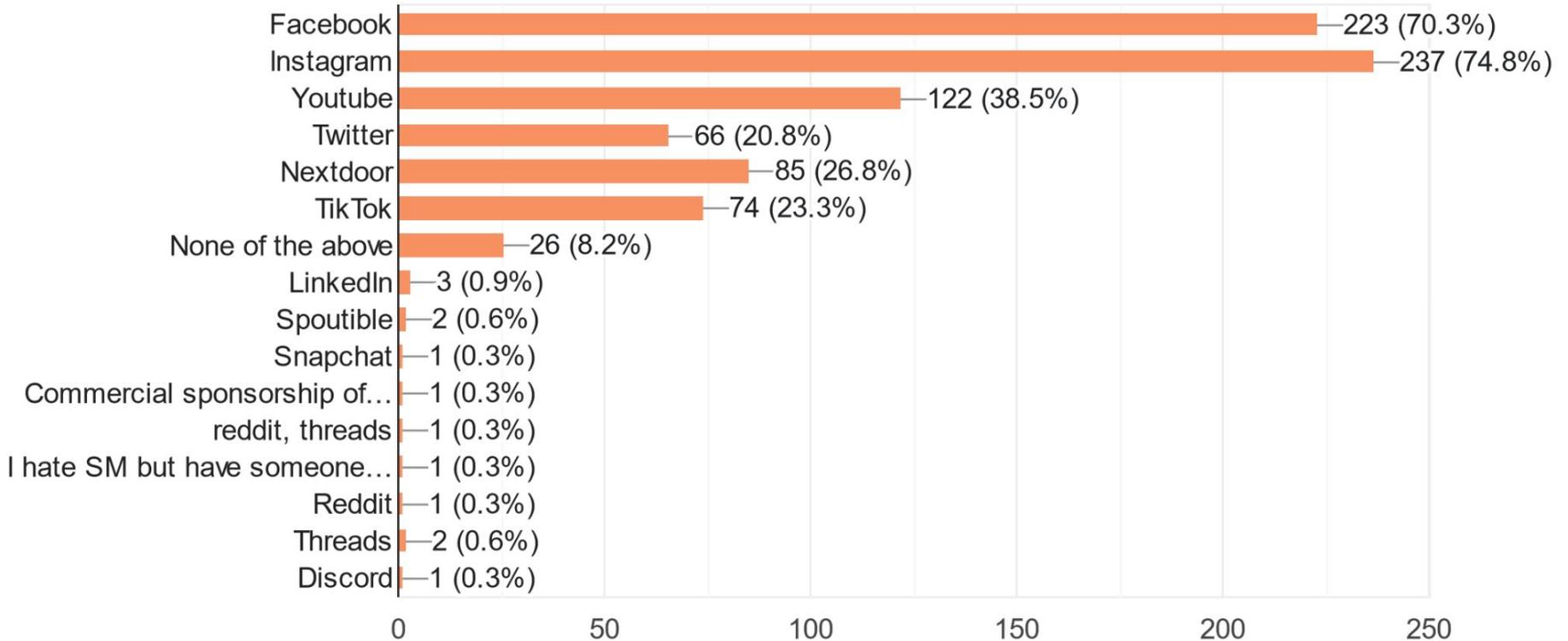
Would knowing that a business supports CCFM influence a purchasing decision?

307 responses



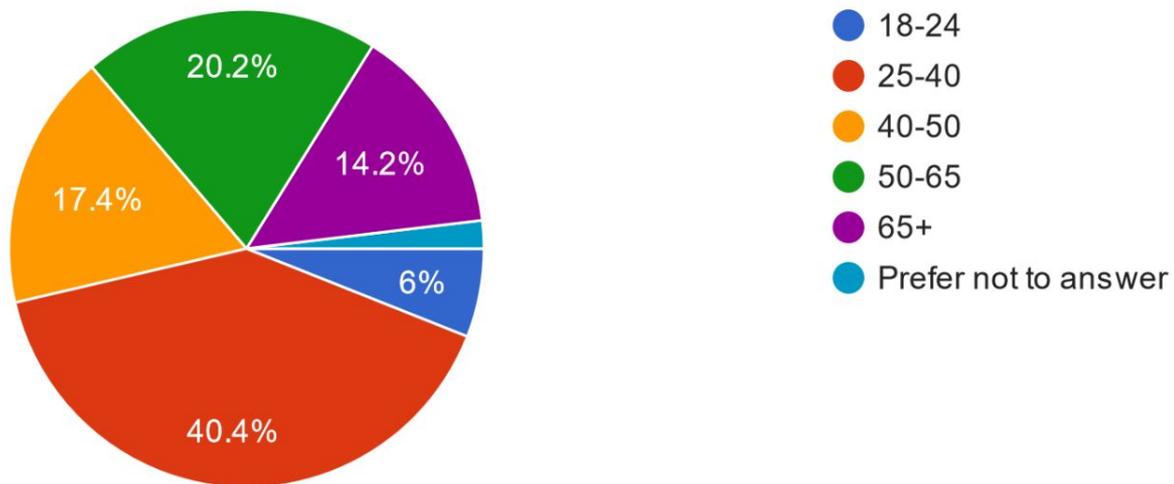
What social media platforms do you use? Select all that apply.

317 responses



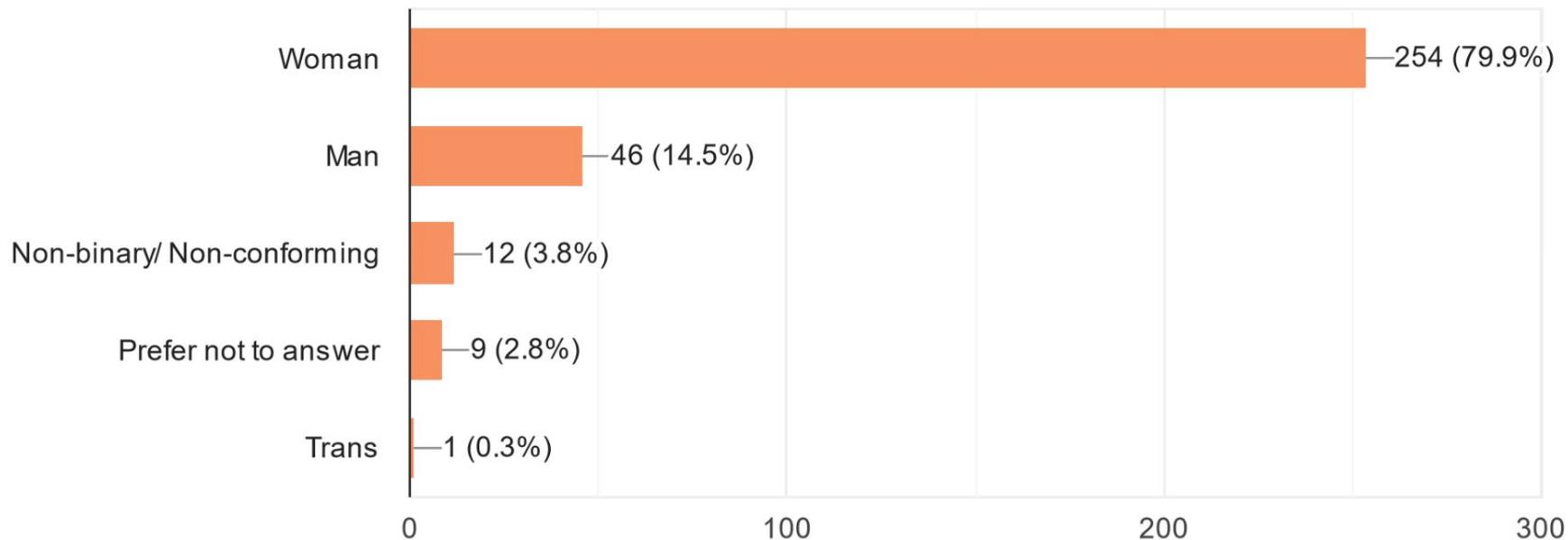
What is your age?

317 responses



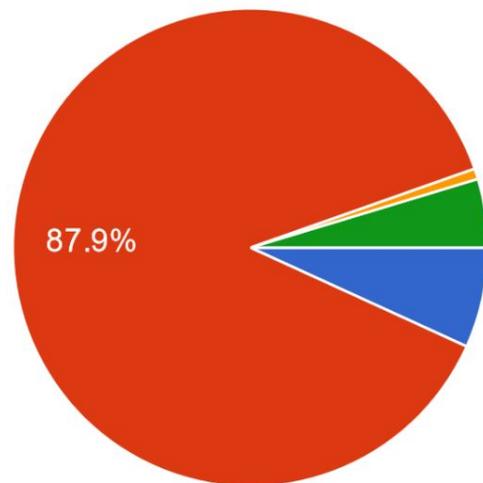
What is your gender identity? Select all that apply.

318 responses



Are you of Hispanic, Latino, or of Spanish Origin?

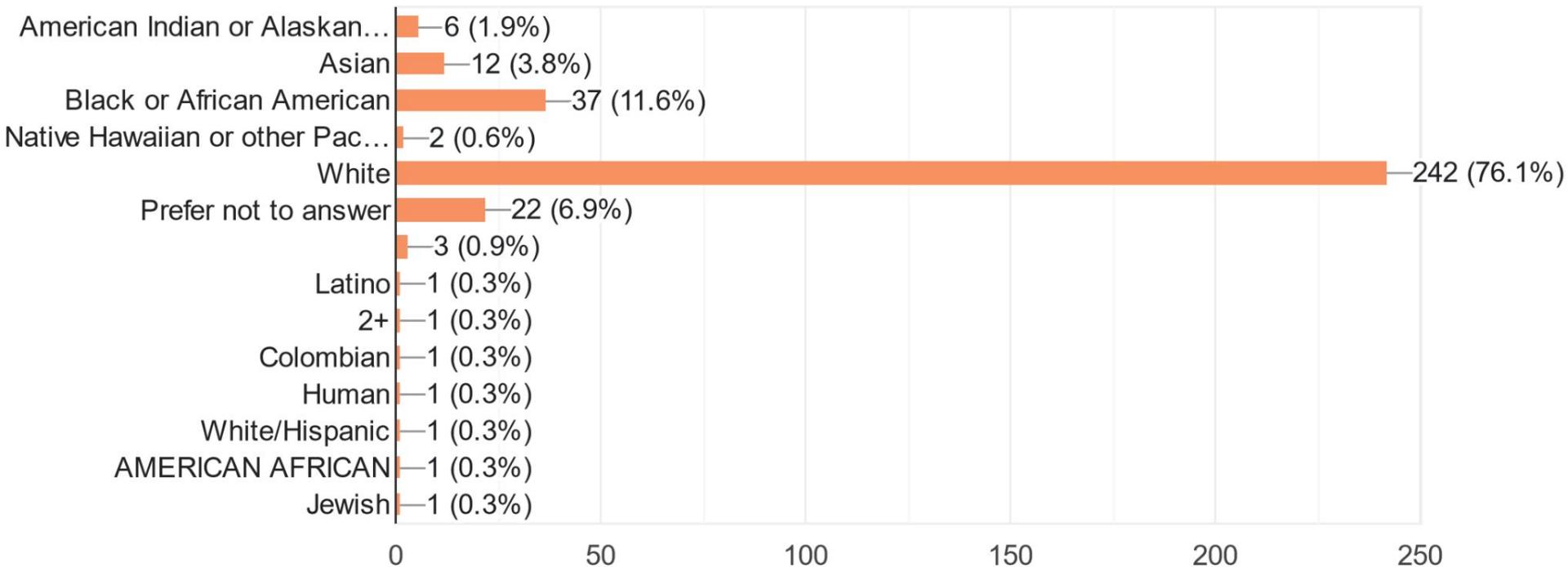
280 responses



- Yes
- No
- I don't know
- I prefer not to answer

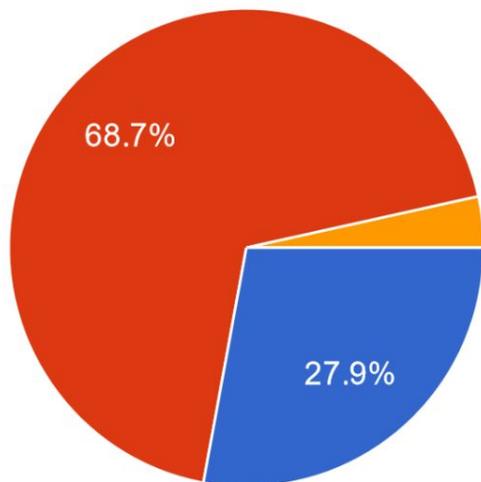
What race or races do you identify as? Select all that apply.

318 responses



How many people are in your household?

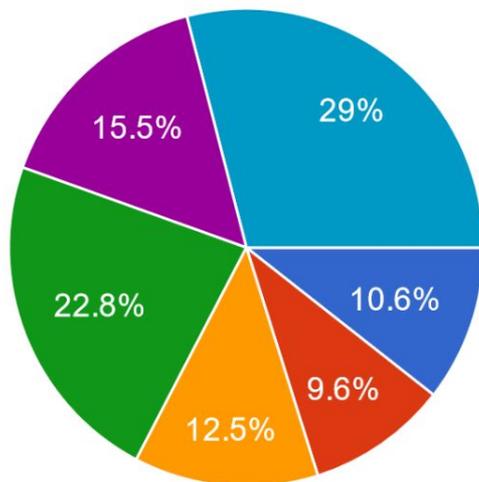
319 responses



- 1
- 2-4
- 5-9
- 10+

What is your household income range?

303 responses



Thank You for your participation!

