2023 Customer Survey Results
Are you the primary shopper in your household?

320 responses

- **87.8%** Yes
- **12.2%** No
Where do you spend the majority of your monthly grocery budget? Select top 3.

254 responses

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crescent City Farmers Market</td>
<td>131</td>
<td>51.6%</td>
</tr>
<tr>
<td>Local grocery store (Canseco')</td>
<td>184</td>
<td>72.4%</td>
</tr>
<tr>
<td>Chain grocery store (Wlhn Dixi)</td>
<td>174</td>
<td>68.5%</td>
</tr>
<tr>
<td>Big box store (Walmart, Costco)</td>
<td>91</td>
<td>35.8%</td>
</tr>
<tr>
<td>Corner Store (Singleton’s Mini)</td>
<td>8</td>
<td>3.1%</td>
</tr>
<tr>
<td>Grocery home delivery (instacart)</td>
<td>13</td>
<td>5.1%</td>
</tr>
<tr>
<td>Meal kit delivery (blue apron, Hello fresh)</td>
<td>1</td>
<td>0.4%</td>
</tr>
<tr>
<td>Local CSA (Veggi Co-op, Growhappy)</td>
<td>6</td>
<td>2.4%</td>
</tr>
</tbody>
</table>
Have you ever shopped at CCFM?

320 responses

92.5% Yes

No

I used to but I don’t anymore
How long have you been shopping at CCFM markets?

296 responses

- 22.6% started shopping at the farmers market within the last year
- 18.2% have been shopping for 1-2 years
- 19.9% have been shopping for 3-4 years
- 15.5% have been shopping for 5-6 years
- 12.5% have been shopping for 7-10 years
- 11.1% have been shopping for more than 10 years
Which CCFM Farmers market do you primarily shop at?

296 responses

- Tuesday Uptown: 38.6%
- Thursday Mid-City: 30.5%
- Sunday City Park: 23.1%
- 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

- Tuesday Uptown: 51 (27.3%)
- Thursday Mid-City: 85 (45.5%)
- Sunday City Park: 74 (39.6%)
- CCFM home delivery box through Top Box Foods: 13 (7%)
- The other CCFM(s) I shopped at are no longer open: 29 (15.5%)
How often do you visit a CCFM market?

295 responses

- Multiple times a week: 14.6%
- Weekly: 21.4%
- 2-3 times per month: 34.9%
- Once per month: 24.7%
- A few times per year: small percentage
Why do you shop at the farmers market? Select all that apply.

296 responses

- Purchase fresh local groceries: 269 (90.9%)
- Purchase sustainably farmed foods: 221 (74.7%)
- Purchase ready to eat foods: 106 (35.8%)
- Support and connect directly with farmers and other vendors: 220 (74.3%)
- Connect with friends and other shoppers: 87 (29.4%)
- Shopping activity with children: 39 (13.2%)
- Market Match, more affordable produce: 50 (16.9%)
- Recycling/Compost Drop off: 44 (14.9%)
- Activity to bring my dog: 1 (0.3%)
- Volunteer for farmers/vendors: 1 (0.3%)
- Less chemicals/know its reception: 1 (0.3%)
- Seafood: 1 (0.3%)
- Support ccfm/market umbrella: 1 (0.3%)
- To socialize my foster dogs: 1 (0.3%)
- Used to shop at the one in B...: 1 (0.3%)
- Cut flowers: 1 (0.3%)
- Also fresh fish: 1 (0.3%)
- Love access to local fish, sh...: 1 (0.3%)
- Don't support overpriced, low...: 1 (0.3%)
What method of transportation do you use to get to the market? Select all that apply.

296 responses

- Drive myself: 244 (82.4%)
- Public transit: 8 (2.7%)
- Walk: 67 (22.6%)
- Bus: 7 (2.4%)
- Uber/Lyft: 4 (1.4%)
- Get a ride with a friend/carpool: 23 (7.8%)
- Bike: 46 (15.5%)
- Drive walk: 1 (0.3%)
- Run: 1 (0.3%)
- Walk/bike/drive: 1 (0.3%)
Which products do you purchase at CCFM markets? (select all that apply)

296 responses

- Fresh produce: 286 (96.6%)
- Meat: 115 (38.9%)
- Seafood: 131 (44.3%)
- Milk, Cheese, other dairy products: 136 (45.9%)
- Bread/ baked goods: 213 (72%)
- Prepared/ ready to eat foods: 140 (47.3%)
- Coffee beans/ tea leaves: 52 (17.6%)
- Value added goods, ie. jams: 153 (51.7%)
- Plant starts: 111 (37.5%)
- Cut flowers: 87 (29.4%)
- Eggs: 131 (44.3%)
- Honey: 3 (1%)
- Kettle popcorn-seafood salad: 1 (0.3%)
- Candles: 1 (0.3%)
- Tofu, pasta, pizza dough, sa…: 1 (0.3%)
- Mizell's plants: 1 (0.3%)
- Tofu: 1 (0.3%)
- T-shirt, tincture, plants, flow…: 1 (0.3%)
- Tea and honey: 1 (0.3%)
- Tamales!: 1 (0.3%)
- Pasta!!: 1 (0.3%)
- Knife guy, sustainable cleani…: 1 (0.3%)
- Spices: 1 (0.3%)
How much do you normally spend per CCFM market visit?
295 responses

- 49.2% spent Less than $10
- 31.5% spent $10 - $25
- 14.6% spent $26 - $50
- 2% spent $51 - $100
- 0.3% spent More than $100
How do you normally pay for your CCFM purchases? Select all that apply.

296 responses

- Cash with vendor: 209 (70.6%)
- Credit/debit with vendor: 141 (47.6%)
- FMNP with vendor: 7 (2.4%)
- Credit/debit for tokens: 66 (22.3%)
- EBT/SNAP for tokens: 41 (13.9%)
- Venmo/CashApp/other app-based tokens: 136 (45.9%)
- Tokens from volunteering with other organizations: 1 (0.3%)
- Recently started trying tokens through a tokens program: 1 (0.3%)
Are you familiar with any of the following programming? Select all that apply.

267 responses

<table>
<thead>
<tr>
<th>Program</th>
<th>Number of Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Match (dollar-for-dollar...)</td>
<td>158</td>
<td>59.2%</td>
</tr>
<tr>
<td>Market Mommas Club</td>
<td>55</td>
<td>20.6%</td>
</tr>
<tr>
<td>Farmers Market Nutrition Program</td>
<td>43</td>
<td>16.1%</td>
</tr>
<tr>
<td>FMNP Match</td>
<td>29</td>
<td>10.9%</td>
</tr>
<tr>
<td>Greaux the Good, statewide Sustainability Plan</td>
<td>35</td>
<td>13.1%</td>
</tr>
<tr>
<td>Nutrition education at market</td>
<td>55</td>
<td>20.6%</td>
</tr>
<tr>
<td>Not applicable</td>
<td>89</td>
<td>33.3%</td>
</tr>
</tbody>
</table>
Do you participate in any of the following programming? Select all that apply.

255 responses

- Market Match (dollar-for-dollar SNAP match at CCFM market): 37 (14.5%)
- Market Mommas Club: 11 (4.3%)
- Farmers Market Nutrition Program (FMNP): 6 (2.4%)
- FMNP Match: 7 (2.7%)
- Nutrition education at market: 16 (6.3%)
- Not applicable: 198 (77.6%)
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

- Yes: 69.8%
- No: 11.8%
- I'm not sure: 18.4%
Overall, how satisfied are you with CCFM markets?

296 responses

- 1 (0.3%)
- 2 (1.7%)
- 3 (14.2%)
- 4 (32.1%)
- 5 (51.7%)
Satisfaction of markets' locations (City Park, Uptown, Mid-City).

296 responses

- 7 (2.4%)
- 13 (4.4%)
- 36 (12.2%)
- 81 (27.4%)
- 159 (53.7%)
Satisfaction of markets' day of operation (Sunday, Tuesday, Thursday).

295 responses

- 6 (2%)
- 13 (4.4%)
- 43 (14.6%)
- 86 (29.2%)
- 147 (49.8%)
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

1
3 (1%)  
2
7 (2.4%)  
3
37 (12.5%)  
4
83 (28%)  
5
166 (56.1%)
Satisfaction of a variety of fresh fruits and vegetables.

295 responses
Satisfaction of availability of organic produce/naturally grown products.

292 responses

1: 4 (1.4%)
2: 14 (4.8%)
3: 47 (16.1%)
4: 94 (32.2%)
5: 133 (45.5%)
Satisfaction of cost of products.

295 responses
Satisfaction of customer service of market vendors.

295 responses

- 0 responses (0%)
- 3 responses (1%)
- 11 responses (3.7%)
- 56 responses (19%)
- 225 responses (76.3%)
Satisfaction of market staff customer service.

291 responses

- 1 (0.3%)
- 2 (0.0%)
- 3 (3.8%)
- 4 (19.6%)
- 5 (76.3%)
Satisfaction of community and music events at market.

291 responses

![Bar chart showing satisfaction levels with percentages and response counts.](image)
Satisfaction of lines and wait time at market.

295 responses

- 0 (0%)
- 2 (0.7%)
- 16 (5.4%)
- 68 (23.1%)
- 209 (70.8%)
How likely are you to recommend CCFM programs to a friend or co-worker?

296 responses

- 235 (79.4%)
- 39 (13.2%)
- 18 (6.1%)
- 4 (1.4%)
- 0 (0%)
What weekend day are you most likely to shop at the farmers market?

295 responses

- 43.4% Sunday
- 30.2% Saturday
- 26.4% No preference
Would you be interested in an online delivery option where you would order directly from the CCFM market?

293 responses

- Yes: 40.6%
- No: 23.5%
- Maybe: 35.8%
What do you think a reasonable delivery fee would be for home delivery service?

283 responses

- 64.7% $1 - $5
- 30.7% $6 - $10
- 4.6% $0
How important is knowing how your food was grown to you?

320 responses

- 1: 2 (0.6%)
- 2: 10 (3.1%)
- 3: 62 (19.4%)
- 4: 102 (31.9%)
- 5: 144 (45%)
Please select your top three priorities when purchasing local food?

320 responses

- Affordable: 234 (73.1%)
- Healthy: 214 (66.9%)
- Distance traveled: 99 (30.9%)
- Organic: 118 (36.9%)
- Specialty products not available at the grocery store: 111 (34.7%)
- Quality: 246 (76.9%)
What types of information are you interested in hearing about from your farmer’s market?

320 responses

- Stories about farmers and their journeys: 198 (61.9%)
- Stories and recipes about food: 143 (44.7%)
- Recipes using seasonal products: 71 (22.2%)
- Nutrition education and activities: 137 (42.8%)
- Food and nutrition information: 127 (39.7%)
- Information on food systems: 151 (47.2%)
- Other food and agriculture events: 172 (53.8%)
- Information about restaurants: 250 (78.1%)
- Agriculture practices and information: 1 (0.3%)
- Having what vendors are glut of: 1 (0.3%)
- I'm a nutrition professional that likes to learn: 1 (0.3%)
- Too complicated for most shoppers: 1 (0.3%)
- Information on sustainability: 1 (0.3%)
- Cultural events/activities at the market: 1 (0.3%)
- Opportunities to provide fresh produce: 1 (0.3%)
- The plant sellers are genius: 1 (0.3%)
- I'd be interested in info on food waste: 1 (0.3%)
- Exactly which items (especially rare): 1 (0.3%)
- Not really: 1 (0.3%)
Which CCFM priorities for vendor recruitment are important to you? Select top 3.

250 responses

- Vendor offers value-add products that support local agriculture: 151 (60.4%)
- Vendor offers for sale items that are culturally significant to New England: 128 (51.2%)
- Vendors offer for sale culturally significant products and/or ingredients: 95 (38%)
- Vendors offer for sale healthy and nourishing products: 152 (60.8%)
- Vendors offer for sale foods that are not already represented at the market: 105 (42%)
- Vendor is a business owner underrepresented in the business community: 106 (42.4%)
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

- Agriculture: 182 (63.2%)
- Food/ Beverage: 183 (63.5%)
- Hospitality/ service: 71 (24.7%)
- Health/ Medical: 103 (35.8%)
- News/ Media: 33 (11.5%)
- Technology: 36 (12.5%)
- Automotive/ Transportation: 16 (5.6%)
- Utilities (including solar power): 85 (29.5%)
- Legal: 27 (9.4%)
- Financial: 39 (13.5%)
- Arts, Entertainment, or recreation: 171 (59.4%)
- Retail: 38 (13.2%)
- Travel: 72 (25%)
Do you own, operate or make financial decisions for a business?
316 responses

- Yes: 75.9%
- No: 24.1%
Are you interested in sponsoring CCFM markets?

308 responses

- Yes: 16.6%
- No: 79.9%
- Need More Information: 0.0%
Would knowing that a business supports CCFM influence a purchasing decision?

307 responses

- Yes: 57%
- No: 43%
What social media platforms do you use? Select all that apply.

317 responses

- Facebook: 223 (70.3%)
- Instagram: 237 (74.8%)
- Youtube: 122 (38.5%)
- Twitter: 66 (20.8%)
- Nextdoor: 85 (26.8%)
- TikTok: 74 (23.3%)
- None of the above: 26 (8.2%)
- LinkedIn: 3 (0.9%)
- Spoutible: 2 (0.6%)
- Snapchat: 1 (0.3%)
- Commercial sponsorship of...: 1 (0.3%)
- reddit, threads: 1 (0.3%)
- I hate SM but have someone...: 1 (0.3%)
- Reddit: 1 (0.3%)
- Threads: 2 (0.6%)
- Discord: 1 (0.3%)
Please enter your zip code.

320 responses
What is your age?
317 responses

- 40.4% 18-24
- 20.2% 25-40
- 17.4% 40-50
- 14.2% 50-65
- 6% 65+
- Prefer not to answer
What is your gender identity? Select all that apply.

318 responses

- Woman: 254 (79.9%)
- Man: 46 (14.5%)
- Non-binary/Non-conforming: 12 (3.8%)
- Prefer not to answer: 9 (2.8%)
- Trans: 1 (0.3%)
Are you of Hispanic, Latino, or of Spanish Origin?

280 responses

- Yes: 87.9%
- No
- I don't know
- I prefer not to answer
What race or races do you identify as? Select all that apply.

318 responses

- American Indian or Alaskan Native: 6 (1.9%)
- Asian: 12 (3.8%)
- Black or African American: 37 (11.6%)
- Native Hawaiian or other Pacific Islander: 2 (0.6%)
- White: 242 (76.1%)
- Prefer not to answer: 22 (6.9%)
- Latino: 1 (0.3%)
- 2+: 1 (0.3%)
- Colombian: 1 (0.3%)
- Human: 1 (0.3%)
- White/Hispanic: 1 (0.3%)
- AMERICAN AFRICAN: 1 (0.3%)
- Jewish: 1 (0.3%)
How many people are in your household?

319 responses
What is your household income range?

303 responses

- Blue: $0-$23,999 (29%)
- Red: $24,000 - $34,999 (15.5%)
- Orange: $35,000 - $49,999 (10.6%)
- Green: $50,000 - $74,999 (12.5%)
- Purple: $75,000 - $99,999 (9.6%)
- Cyan: Over $100,000 (22.8%)

Legend: [Colors with corresponding income ranges]
Thank You for your participation!