Crawford County Farmers Market Survey

David Trechter
James Janke

Survey Research Center Report 2016/28
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Staff working for the Survey Research Center at UW-River Falls were instrumental in the completion of this study. We would like to thank Denise Parks, Shelly Hadley, Kaylin Spaeth, Katrina Barrett, David Jacobson, and Aaron Leiby, staff and student colleagues at the Survey Research Center, for their assistance and feedback. We would also like to thank Will Cronin, UW-Extension CNRED Educator in Crawford County for his assistance and feedback throughout the survey development phase of the project. Most especially, we would like to thank the residents of Crawford County for taking the time to complete their feedback survey.
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Executive Summary

During September, 2016, the Survey Research Center (SRC) at UW-River Falls in collaboration with the UW-Crawford County Extension office sent 1,815 randomly selected households in Crawford County a short survey to gather input about farmers’ markets. The SRC received a total of 507 completed surveys (28%), which is expected to provide estimates accurate to within plus/minus 4.2%. With the exception of the southeastern part of the County (Area 4), there was relatively good geographic representation in the sample (Map 1).

Respondents were predominantly female, somewhat older than average, and from households across the spectrum in terms of annual income (Table 1). About half reported having no children living in the home. The lack of representation of younger adults is a potential source of bias in the results.

By a substantial amount, the two most influential factors that Crawford County shoppers when buying food for their households are product freshness and price (Figure 1). Relatively large minorities of shoppers are influenced by taste, local provenance, family preferences and convenience. Farmers’ markets would seem to be well placed to promote themselves as sources of fresh, tasty, locally-produced food, which may resonate with consumers.

Crawford County shoppers seem fairly interested in food. Majorities agreed that they consume fresh fruits and vegetables on a daily basis, they like to try new recipes, frequently talk about food with friends and family, that eating meals are often a highlight of their day and they spend an hour or more preparing dinner (Figure 2). While fewer than one in five said they’d be interested in a CSA arranged through a farmers’ market, half said they were neutral on this idea, suggesting they would not rule out this option.

One-third of all respondents said they’d shopped at a farmers’ market at least three times in the past year (Figure 3).

The most frequently identified barrier to shopping more at a farmers’ market was “other” (Figure 4). Many respondents indicated that they have a garden from which they gather items that they might otherwise purchase at a farmers’ market. A number of respondents also said that their work schedule did not mesh with the days/times that their farmers’ market operated. Three items noted by one-third or more of respondents included the feeling that farmers’ market products are available elsewhere, they don’t know what hours their market operates, and they don’t know the day on which it is held. In short, lack of information/awareness appears to be a critical barrier to expanding patronage of farmers markets.

When asked about preferred days and times for farmers’ markets, Saturday was by far the most popular choice of days (42%) (Figure 5) and 8:00 a.m. – 2:00 p.m. the preferred time (53%) (Figure 6).
Survey Purpose and Process

Will Cronin, Community, Natural Resource and Economic Development Educator for Crawford County University of Wisconsin-Extension, requested the assistance of the Survey Research Center (SRC) at the University of Wisconsin–River Falls on a survey focused on farmer’s markets in the county. In response, Mr. Cronin and the SRC developed a short survey to try to identify barriers preventing County residents from using these markets.

During September 2016, the Survey Research Center at UW-River Falls sent a short, 2-page survey to 1,815, randomly selected households in Crawford County. A total of 507 completed surveys were received, a 28% response rate. The 2014 Census counted 6,607 occupied housing units in Crawford County. With 507 responses, estimates are expected to be accurate to within +/- 4.2% with 95% accuracy. This means that if the same survey was administered 20 times, only once would the values for a given item be expected to be more than 4.2% higher or lower than the amount we in this report.

The following map shows a rough distribution of the responses across the county. The County was divided into the four regions based on ZIP codes as shown in the map. Within those regions, markers are randomly inserted – the location of a dot does not mean a response was received from that specific location. The map shows that the largest number of responses (about half) came from the Prairie du Chien area, which is home to the largest portion of Crawford County residents, and that the remaining responses were distributed throughout the rest of the County, though Area 4 had a fairly sparse response.

Map 1. Farmers Market Survey Participants
Crawford County - 2016

1 Dot = 1 Respondent
Survey Respondent Demographics

The Crawford County farmers’ market survey collected a limited amount of demographic information about respondents. This was done with a view toward potential statistical analysis and to see how similar respondents were to the underlying adult population in Crawford County. As Table 1 indicates, there was a significantly higher proportion of women in the sample compared to the overall adult population in the County. The survey asked the person with primary responsibility for grocery shopping to complete the survey. In other work the SRC has done related to grocery shopping, it is consistently the case that the sample contains many more women than men. So, this gender imbalance is not unexpected and probably not a cause for concern.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Count</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>485</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>U.S. Census(^1)</td>
<td>12,966</td>
<td>52%</td>
<td>49%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>18 - 24</th>
<th>25 - 34</th>
<th>35 - 44</th>
<th>45 - 54</th>
<th>55 - 64</th>
<th>65</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>480</td>
<td>1%</td>
<td>6%</td>
<td>8%</td>
<td>16%</td>
<td>30%</td>
<td>38%</td>
</tr>
<tr>
<td>U.S. Census(^1)</td>
<td>12,966</td>
<td>9%</td>
<td>13%</td>
<td>13%</td>
<td>19%</td>
<td>20%</td>
<td>25%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Family</th>
<th>Count</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>294</td>
<td>54%</td>
<td>15%</td>
<td>22%</td>
<td>10%</td>
</tr>
<tr>
<td>Adults</td>
<td>467</td>
<td>3%</td>
<td>27%</td>
<td>63%</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>Count</th>
<th>Under $15K</th>
<th>$15-$24.9K</th>
<th>$25-$34.9K</th>
<th>$35-$49.9K</th>
<th>$50-$74.9K</th>
<th>$75-$99.9K</th>
<th>$100-$149.9K</th>
<th>$150+K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>437</td>
<td>12%</td>
<td>17%</td>
<td>14%</td>
<td>16%</td>
<td>21%</td>
<td>11%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Census(^1)</td>
<td>6,607</td>
<td>14%</td>
<td>15%</td>
<td>12%</td>
<td>15%</td>
<td>22%</td>
<td>11%</td>
<td>8%</td>
<td>3%</td>
</tr>
</tbody>
</table>

1. Data are from the 2010-2014 American Community Survey of the U.S. Census, http://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml

The age of sample respondents skewed older, compared to Census data. It is, unfortunately, very common for people under 35 to be under-represented in survey samples. This population is more mobile, moving fairly often, seems to be less pre-disposed to complete surveys, and may have less of an attachment to place than older residents. This lack of younger shoppers is potentially more concerning in terms of the potential for sample bias. For example, we noted that one-third of respondents said they’ve shopped at least 3 times over the past year at a farmers’ market. If younger respondents are less frequent shoppers at farmers’ markets, their lack of representation in the sample would mean that the one-third patron estimate is too high. Crawford County may want to do statistical tests to see the extent to which younger respondents have different attitudes about food and farmers’ markets.

Half the respondents reported having no children under 18 living in the home.

With respect to income, the distribution of income levels in the sample aligns very closely with the Census data.
Crawford County Residents’ Food Opinions

The survey asked respondents to identify the three most important factors they consider when buying food for their family. Their responses are summarized in Figure 1.

![Figure 1: Top Three Factors Considered When Shopping for Food, 2016](image)

By a wide margin, freshness and price are, according to the data in Figure 1, the two most important factors that Crawford County shoppers consider when choosing what foods to buy for their family. More than half of all respondents identified these two factors as among the three most important factors that influence their food selections. Another group of factors were identified by between about one-quarter and forty percent of respondents: taste, locally grown, specific family preferences, and convenience.

Of the factors that are most important to consumers, farmers’ markets have inherent advantages with respect to freshness and local production. Taste is often closely associated with freshness. Price competitiveness at farmers’ markets is likely to be variable, depending on the point in the growing season one shops there. Marketing efforts to expand awareness of farmers’ markets in Crawford County might also tout the freshness, quality, and local provenance of products on offer at these markets.

Respondents were also asked a series of questions about the importance of food and eating in their lives. Answer options to these questions included strongly disagree, disagree, no opinion, agree and strongly agree. Figure 2 shows the proportion of respondents who agreed or strongly
agreed with these statements in green (far right), were neutral in yellow (middle), and disagreed or strongly disagreed in red (far left).

Interestingly, more than half of all respondents agreed or strongly agreed with all the statements in Figure 2 except for their interest in participating in a CSA (community supported agriculture) program through a Crawford County farmers market. Nearly 80% say they eat fresh fruits and vegetables on a daily basis. Close to two-thirds agree or strongly agree that they like to try new recipes, frequently talk about food with friends and family, said that eating meals are often a highlight of their day, and that they often spend up to an hour preparing dinner.

Fewer than 20% disagreed or strongly disagreed with all but two of the statements in Figure 2. Nearly one-third disagreed that they often spend up to an hour preparing dinner (31%) or would participating in a CSA offered through a farmers’ market (32%).

Half the respondents said they were neutral or undecided about their interest/willingness to participate in a CSA offered through a Crawford County farmers’ market. The result that up to half the households in Crawford County are at least open to entertaining the idea of participating in a CSA seems fairly remarkable to the SRC.
Use of Farmers’ Markets in Crawford County

Respondents were asked if they had shopped at a farmers’ market at least three times during the previous 12 months. Figure 3 indicates that one-third of the respondents said they have patronized a farmers’ market at least three times in the past year. If this is expanded to the full Crawford County population, approximately 2,200 households would have purchased products through these markets.

Figure 3: Percent Respondents Who've Shopped at a Farmers' Market at Least Three Times in Past Year, 2016
Barriers to Shopping at Crawford County Farmers’ Markets

Respondents were given 17 potential factors that might prevent them from shopping at a Crawford County farmers’ market. There were also given the opportunity to add a barrier not included in the list. Answer options included “agree” (the factor was a barrier), “no opinion” and “disagree” (the factor was not a barrier).

As Figure 4 indicates, the availability of products offered in a farmers’ market from other sources was the most common barrier to greater utilization of the farmers’ market. In addition, more than 100 respondents said they were unaware of farmers’ market hours and days.

A frequent theme in the “Other” category was that respondents had difficulty getting to these markets because of work commitments.

Figure 4 suggests that lack of information is generally a bigger barrier than concerns about quality or product variety. A substantial number of respondents identified one or more informational barriers to greater utilization of farmers markets: not knowing hours, days, locations of these markets, not knowing if they can pay for goods by means other than cash, and
not knowing if products sold are local and/or organic. Lower proportions indicated concerns with quality: too few products, variable availability, poor quality products, etc.

Improving the flow of information about farmers’ markets in Crawford County appears to be a critical need.

**Preferred Days/Times for Farmers Markets**

Respondents were asked if there were a farmers’ market near their residence, which day of the week and what time of day would be most convenient for them. As Figure 5 indicates, Saturday is the clear favorite day for farmers’ markets.

![Figure 5: Preferred Days for Farmers Markets, Crawford County, 2016](image)
Three times during which a farmers’ market might take place were offered to Crawford County residents: 8:00 a.m. – 2:00 p.m., noon – 6 p.m., and 2:00 p.m. – 8:00 p.m. They were asked to select the time that would best meet their needs. Ninety percent of respondents offered an opinion and, of those, more than half preferred the 8:00 a.m. to 2 p.m. time-frame for a farmer’s market (Figure 6).

![Figure 6: Preferred Times for Farmers' Markets, Crawford County, 2016](image)

Conclusions

Farmers’ markets would seem to align well with many of the factors that most influence the food choices of residents of Crawford County (freshness, taste, locally produced). It also appears that Crawford County residents are generally quite interested in food. Most report consuming fresh fruits and vegetables on a daily basis, they like to try new recipes and often talk about food with friends and family, say that meals are often a highlight of their day and, bucking a national trend toward ever-more convenient foods, often spend up an hour or more fixing dinner.

While one-third of the respondents said they have shopped at a farmers’ market at least three times over the past year, increasing that proportion does face some stiff headwinds. Many respondents in Crawford County report satisfying their family’s needs for fresh produce from their own gardens. Further, a substantial proportion of Crawford County residents indicated there is much they don’t know about farmers’ markets (where they are, when they are held, what payment options are available to them, etc.). To expand patronage of farmers’ markets these information gaps will need to be addressed.

Based on these results, County residents have a strong preference for Saturday markets that start fairly early in the morning and end in the early afternoon.
Appendix A – Written Responses

Q2. I don’t shop at farmers’ markets more often because: other (please specify)

- 6 miles away
- 92 old farmer. Have no opinion.
- Buy sweet corn from farmers market in La Crosse
- Can’t get there after work on time
- Closes by noon sometimes
- Cost and lack of knowledge
- Day of the week
- Doesn’t fit my work schedule.
- Don’t get going soon. Enough found it there
- Don’t get to shop at farmers’ market. I am elderly.
- Don’t go to farmers market
- Don’t have any money
- Don’t like to make a trip to town on weekends.
- Enjoy
- Farm markets are just fine
- Grow my own. (4x)
- Grow my own
- Handicapped
- Have a garden (16x)
- Hours are too inconvenient with my work hours and the ones that will work for me are too far away
- Hours don’t agree with work schedule
- Hours don’t work for me
- I am 91 years old
- I am a gardener myself
- I am a handicap with an income of $400 a month. Do you honestly think I can afford fresh produce? No.
- I am at work. Cannot leave
- I am not comfortable cooking many of the foods sold at farmers’ markets.
- I can’t get there during their hours
- I can’t walk well enough to go to the markets. Is there a drive-thru option available?
- I do not drive or shop.
- I don’t grocery shop on Saturday mornings
- I get it cheaper from Amish
- I go to the Boscobel farmers
- I grow most of my own produce and don’t need to go to gays mills to get what I need. Except seasonally like asparagus!
- I grow my own.
- I have my own garden and don’t go to the farmers’ market
- I have my own garden and freeze and can. Do go once a year usually though
- I have never checked into it. We just go to the grocery store
- I just don’t shop
- I just don’t shop at farmers markets
- I just don’t take the time- a little out of my way
- I just moved here. Also I work on a farm so I get veggies there.
- I no longer live in Crawford county
- I raise my own
- I won’t pay high prices for "organic" food
Q2. I don't shop at farmers’ markets more often because: other (please specify)

- I work days held
- I work during the market time
- I work in Vernon County and buy produce at stands there.
- I work on Saturdays
- I'm a "weekender" so miss markets
- Inconvenient
- It’s very hard to get there with my work schedule. Kids schedule as a single parent
- I've not been to farmers markets so I’m not sure what is available
- Just don’t ????
- Just don't feel up to it this year.
- Just don't get there at the right time.
- Just too busy
- Keeping [forgeling]???
- Local farmers’ market is only on Saturday and we’re usually gone or busy on Saturday a.m. I would go during the week.
- Make people aware
- Most times I have other plans
- My breathing is a problem.
- My own garden
- Need more dates during week
- Never been to one
- No
- None
- Not important to me.
- Not in the area when farmers’ markets are needed!
- Not many in my area
- Not much able except for baked goods
- Not open anytime very restricted hours.
- One person household buy item sparingly
- Our age- we are over 96 and 93
- Out of town most weekends.
- Own garden
- Parking
- Parking is crowded. I mostly go to Amish on highway now
- Personal health issues.
- Raise and can our veggies, fruit, and meat
- See attached.
- See note on letter
- Some vendors disparage conventional/scientific/high yield farming.
- The Amish have a market close to where I shop and I buy there.
- The market closest to me is on a weekday and closes before I get out of work
- Time
- Too few vendors.
- Too specific with time
- Too wide spread as far as farms
- Two boys age 3 very wild
- Usually a time issue. Quicker and easier to get from the store
- Usually forget and get too busy on the day
- Usually I am working.
Q2. I don’t shop at farmers’ markets more often because: other (please specify)

- We are new to the area and would like to shop at farmers’ markets.
- We buy at grocery store
- We grow our own
- We grow our own
- We grow our own garden and put food up for the winter from that
- We have our own garden
- We have our own garden.
- We like local stands
- We work while the farmers market is open
- Where are they all located
- Work 2 jobs weekly. 3 jobs biweekly. Busy.
- Work conflicts
- Work schedule
- Work schedule
- Wouldn’t shop there then???

Q3. Which of the following are the three most important factors to you when deciding what foods to buy for your household? Other (Please specify)

- Availability
- Craving. Need.
- Don’t shop, my kids???
- Easy to prepare
- Grow my own
- Grow my own garden.
- Grown organically, locally, and within 100 miles
- Healthy choices!
- Home grown garden
- How to garden produce was picked
- I always grow my own garden, canned and frozen, my own that I use farmers market here.
- I can’t grow
- I don’t really think about it that much.
- I have my own garden
- I often purchase from the local Amish market since it’s open all week-once or twice per week.
- I will shop for the best price if I know where they are
- Keep money local.
- Know sellers
- No opinion/None (2X)
- Not grown in our garden
- Nutrition
- Price that compares to the store especially meat
- Produce/baked goods- unique to market
- Quality
- Support the locals-grew up on a farm.
- The comments???
- Too few vendors
- We grow our own milk, meat, and vegetables. We have no need for a farmers market
- We prefer smaller/local stores, such as Aldis and Piggly Wiggly rather than Wal-Mart
- What fruit and veggies are in season
- What I’m shopping for
Appendix B – Numeric Summary of Crawford CO Farmers’ Market Survey

Please have the person who is the primary grocery shopper for your household complete the survey by filling in the bubbles.

1. In the past 12 months, have you shopped at a farmers’ market in Crawford County 3 times or more?

<table>
<thead>
<tr>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>67% (go to question 2)</td>
<td>33% (go to question 3)</td>
</tr>
</tbody>
</table>

2. I don’t shop at farmers’ markets more often because:

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Agree</th>
<th>No Opinion</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don’t know where Crawford Co farmers’ markets are held</td>
<td>26%</td>
<td>15%</td>
<td>59%</td>
</tr>
<tr>
<td>I don’t know the days Crawford Co farmers’ markets are held</td>
<td>36%</td>
<td>15%</td>
<td>50%</td>
</tr>
<tr>
<td>I don’t know the hours of Crawford Co farmers’ markets</td>
<td>41%</td>
<td>14%</td>
<td>45%</td>
</tr>
<tr>
<td>Crawford Co farmers’ markets are too far from my home</td>
<td>12%</td>
<td>32%</td>
<td>56%</td>
</tr>
<tr>
<td>I don’t have transportation to Crawford Co farmers markets</td>
<td>3%</td>
<td>16%</td>
<td>81%</td>
</tr>
<tr>
<td>It takes too long to shop at farmers’ markets</td>
<td>6%</td>
<td>29%</td>
<td>65%</td>
</tr>
<tr>
<td>There are too few products available at farmers’ markets</td>
<td>22%</td>
<td>35%</td>
<td>43%</td>
</tr>
<tr>
<td>Product availability at farmers’ markets is too variable</td>
<td>17%</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>The quality of products at farmers’ markets is not good</td>
<td>2%</td>
<td>35%</td>
<td>63%</td>
</tr>
<tr>
<td>The price of products at farmers’ markets is too high</td>
<td>21%</td>
<td>42%</td>
<td>37%</td>
</tr>
<tr>
<td>I can’t use EBT, debit or credit cards at farmers’ markets</td>
<td>22%</td>
<td>46%</td>
<td>32%</td>
</tr>
<tr>
<td>Preparing food from farmers markets’ takes too long</td>
<td>3%</td>
<td>30%</td>
<td>67%</td>
</tr>
<tr>
<td>I can’t be sure food sold at farmers’ markets is grown locally</td>
<td>20%</td>
<td>35%</td>
<td>46%</td>
</tr>
<tr>
<td>I can’t be sure food sold at farmers’ markets are grown organically</td>
<td>25%</td>
<td>42%</td>
<td>33%</td>
</tr>
<tr>
<td>I can’t be sure food sold at farmers’ markets are safe</td>
<td>12%</td>
<td>36%</td>
<td>51%</td>
</tr>
<tr>
<td>I can get the same type of products elsewhere</td>
<td>44%</td>
<td>34%</td>
<td>22%</td>
</tr>
<tr>
<td>My family doesn’t like the foods available at farmers’ markets</td>
<td>2%</td>
<td>34%</td>
<td>65%</td>
</tr>
<tr>
<td>Other (please specify) (See Appendix A)</td>
<td>46%</td>
<td>46%</td>
<td>9%</td>
</tr>
</tbody>
</table>

3. Which of the following are the three most important factors to you when deciding what foods to buy for your household? (Select only 3)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>60% Price</td>
<td>11% Grown organically</td>
</tr>
<tr>
<td>39% Taste</td>
<td>23% Convenience</td>
</tr>
<tr>
<td>71% Freshness</td>
<td>11% Safety</td>
</tr>
<tr>
<td>31% Grown locally</td>
<td>3% Other (please specify) (See Appendix A)</td>
</tr>
</tbody>
</table>
4. Please indicate the degree you agree or disagree with the following statements:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>No Opinion</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Eating meals is often one of the highlights of my day</td>
<td>2%</td>
<td>13%</td>
<td>23%</td>
<td>47%</td>
<td>14%</td>
</tr>
<tr>
<td>b. I frequently talk with friends/family about food</td>
<td>3%</td>
<td>17%</td>
<td>17%</td>
<td>53%</td>
<td>11%</td>
</tr>
<tr>
<td>c. I often spend up to an hour preparing/cooking dinner</td>
<td>6%</td>
<td>25%</td>
<td>11%</td>
<td>43%</td>
<td>15%</td>
</tr>
<tr>
<td>d. I eat fresh fruits/vegetables most days</td>
<td>2%</td>
<td>13%</td>
<td>6%</td>
<td>56%</td>
<td>23%</td>
</tr>
<tr>
<td>e. I like to try new recipes</td>
<td>5%</td>
<td>13%</td>
<td>13%</td>
<td>46%</td>
<td>23%</td>
</tr>
<tr>
<td>f. I’d participate in a Community Supported Ag (CSA) offered through Crawford County farmers’ markets</td>
<td>9%</td>
<td>22%</td>
<td>51%</td>
<td>14%</td>
<td>4%</td>
</tr>
</tbody>
</table>

5. If there were a farmers’ market near you, which day of the week and time of day would be most convenient for you?

<table>
<thead>
<tr>
<th>Day</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thurs</th>
<th>Fri</th>
<th>Sat</th>
<th>Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best day</td>
<td>7%</td>
<td>4%</td>
<td>14%</td>
<td>7%</td>
<td>13%</td>
<td>42%</td>
<td>10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>8 a.m. – 2 p.m.</th>
<th>noon – 6 p.m.</th>
<th>2 p.m. – 8 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best time</td>
<td>47%</td>
<td>30%</td>
<td>13%</td>
</tr>
</tbody>
</table>

6. What is your gender?

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>38%</td>
<td>62%</td>
<td>0%</td>
</tr>
</tbody>
</table>

7. What is your zip code? (See Appendix A)

8. What is your age?

<table>
<thead>
<tr>
<th>Age Range</th>
<th>18 to 24</th>
<th>25 to 34</th>
<th>35 to 44</th>
<th>45 to 54</th>
<th>55 to 64</th>
<th>65 +</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>1%</td>
<td>6%</td>
<td>8%</td>
<td>16%</td>
<td>30%</td>
<td>38%</td>
</tr>
</tbody>
</table>

9. How many people, including yourself, who live in your household are:

<table>
<thead>
<tr>
<th>Number of People</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>54%</td>
<td>15%</td>
<td>22%</td>
<td>9%</td>
</tr>
<tr>
<td>Adults</td>
<td>3%</td>
<td>27%</td>
<td>63%</td>
<td>7%</td>
</tr>
</tbody>
</table>

10. What would you estimate your annual household income before taxes to be?

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $15,000</td>
<td>12%</td>
</tr>
<tr>
<td>$15,000 to $24,999</td>
<td>17%</td>
</tr>
<tr>
<td>$25,000 to $34,999</td>
<td>14%</td>
</tr>
<tr>
<td>$35,000 to $49,999</td>
<td>16%</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>21%</td>
</tr>
<tr>
<td>$75,000 to $99,999</td>
<td>11%</td>
</tr>
<tr>
<td>$100,000 to $149,999</td>
<td>6%</td>
</tr>
<tr>
<td>$150,000 or more</td>
<td>2%</td>
</tr>
</tbody>
</table>

Thanks for completing the survey!