

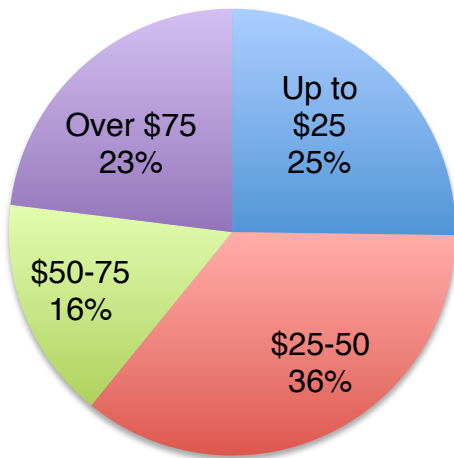
Nat Bailey Farmers Market Profile

Saturdays, 10am-2pm | November - April | Est. 2010

Economic Profile

Total Season Sales
\$1,922,288

How much \$ shoppers anticipate spending per market:



Shoppers spend on average \$33.66 per week at this market & 53% of shoppers will spend money elsewhere in the area

Total Per Market
Avg: \$83,577

All Vendors:
Avg: \$1,269

Organic Farm
Avg: \$2,166

Farm:
Avg: \$848

Meat/Seafood:
Avg: \$1,814

Prepared Food:
Avg: \$860

Craft:
Avg: \$607

Alcohol
Avg: \$874

Food Trucks
Avg: \$739

Food Trucks
Avg: \$531

*Summary of market sales are generated through the collection of vendor reports. They are averages only – individual vendor sales vary greatly.

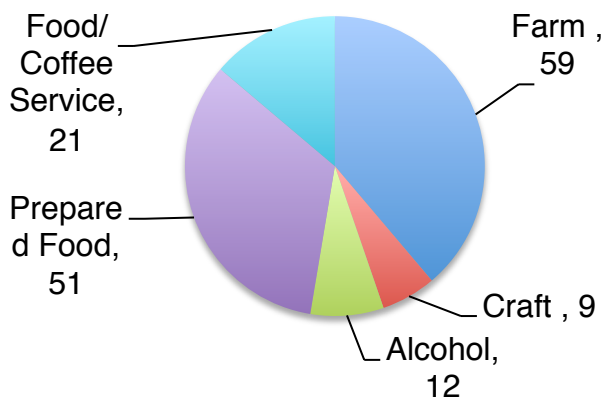
Vendor Profile

Weekly Profile

Avg # vendors/wk: 72

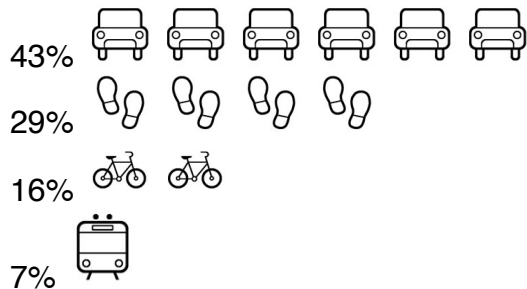
- # farm vendors/day: 35
- # prep food vendors/day: 22
- # craft vendors/day: 2
- # alcohol vendors/day: 3
- # food service/day: 8

Total Approved Vendors: 158 Approved Vendors by Category



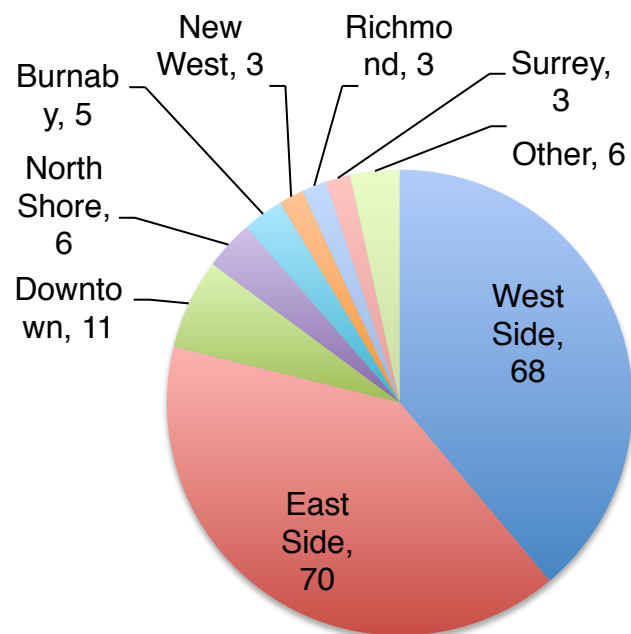
Shopper Profile

How do they get to the market?



*4% shoppers use a car share to get to the market

Where do they come from?



of shoppers per season

57,379

avg # of shoppers per week

2,495

42% of shoppers shop every week!

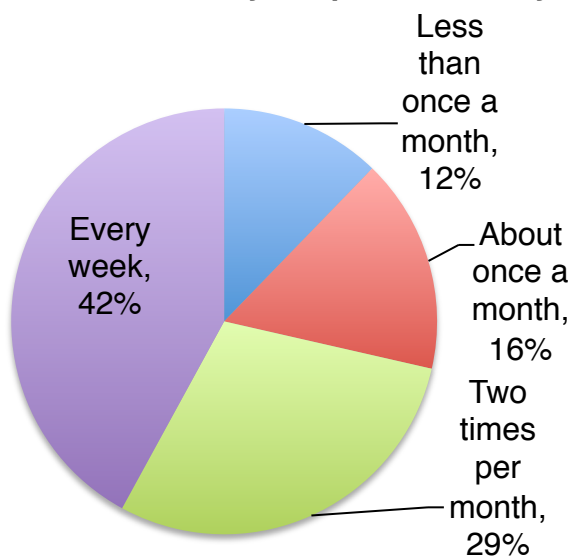
Top 3 things shoppers would like to see more of at the farmers markets

- 25% More Seating
- 22% Sampling
- 22% Discounts & Rewards Programs

How do they find out about Nat Bailey?

- 60% Word of Mouth
- 15% Website (eatlocal.org)
- 11% Google Search

How often do they shop at Nat Bailey?



49% of shoppers agree Price and Hours are the biggest barriers to shopping more at the markets

What other markets did they attend this year?

