

# DOWNTOWN - 2021

WEDNESDAYS, 2 - 6 PM | JUNE - OCTOBER | EST.  
2021

## VENDOR PROFILE

### TOTAL SEASON SALES

\$ 299,907.27

#### Total Per Market

Avg: \$17,640

#### Sales by vendor

Avg: 452.10

#### Organic Farm

Avg: \$ 1,160

#### Conventional Farm

Avg: \$1,220

#### Meat/Seafood

Avg: \$880

#### Dairy

Avg: \$700

#### Prepared Food

Avg: \$450

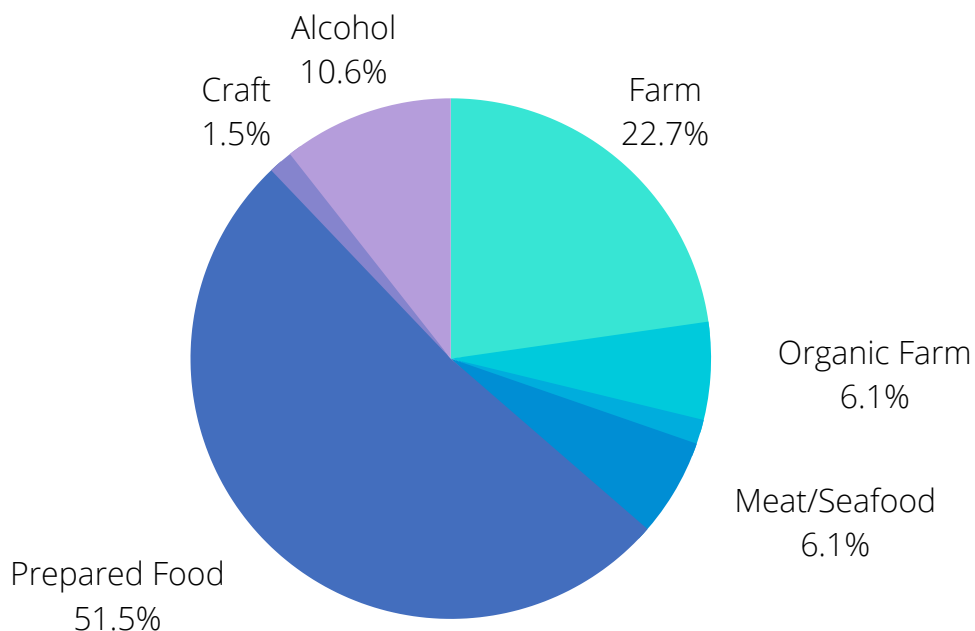
#### Alcohol

Avg: \$650

#### Bread

Avg: \$1,210

### TOTAL APPROVED VENDORS: 66



### WEEKLY VENDOR MIX

Avg. # vendors per day: 25

# organic farm vendors/day: 3

# farm vendors/day: 8

# meat/seafood vendors/day: 3

# prep food vendors/day: 11

# Alcohol vendors/day: 2

Farmers Market Nutrition Coupons Redeemed: \$20,796

Shoppers spend on average \$15.50 per market

# SHOPPER PROFILE

## # SHOPPERS/SEASON

19,393.00

## AVG # SHOPPERS/WK

Avg: 1,021

### \$ AMOUNT THAT SHOPPERS ANTICIPATE SPENDING

\$25-50



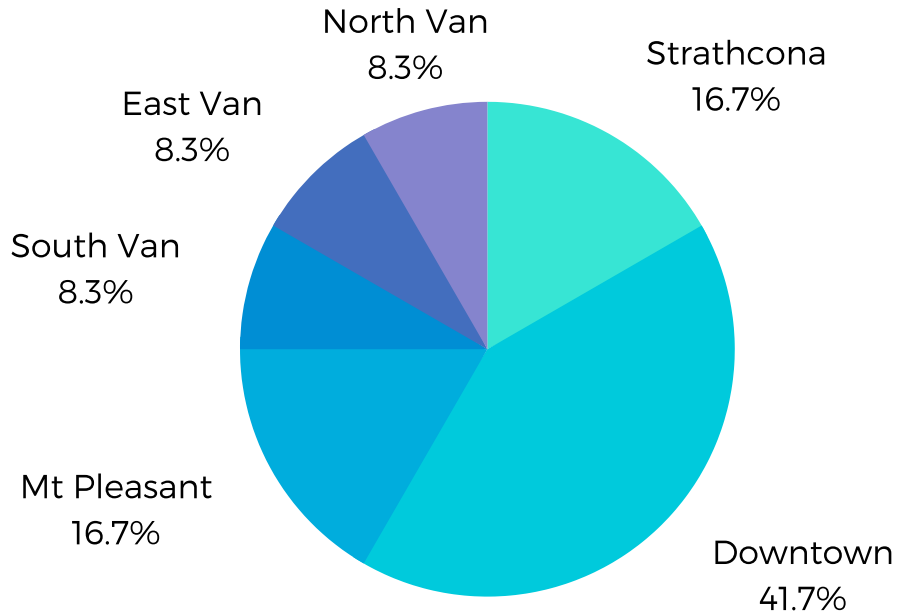
\$50-75



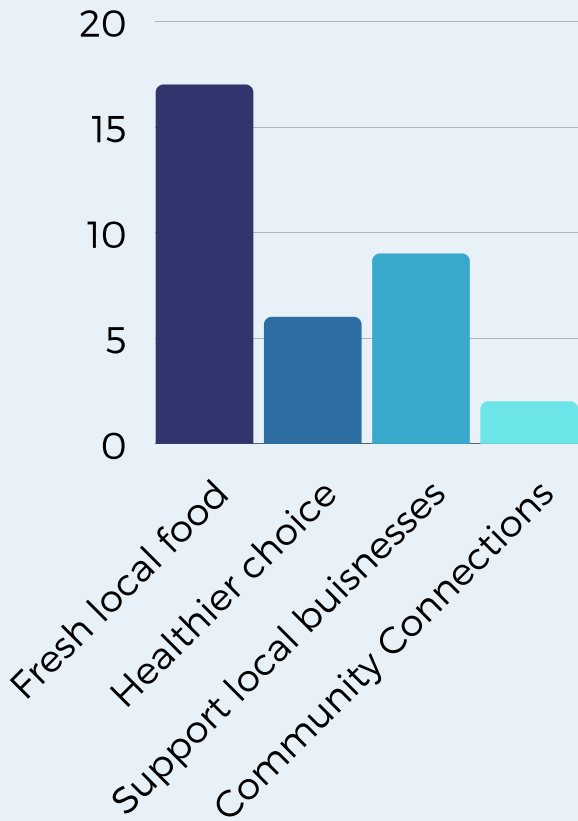
Over \$75



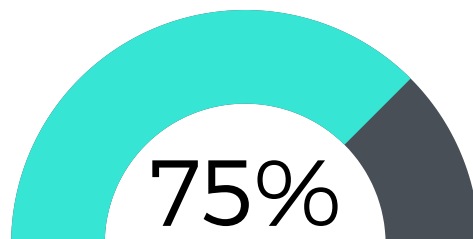
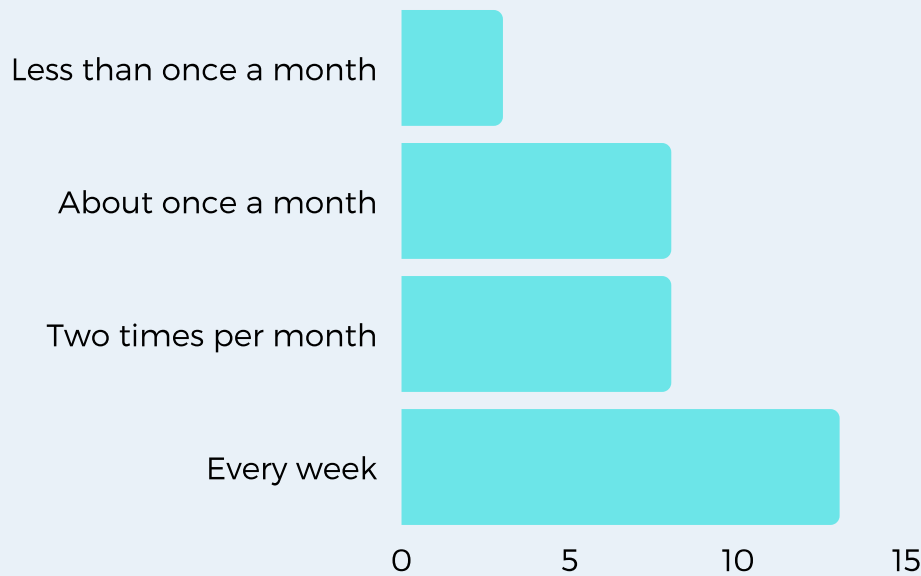
### WHERE DO THEY LIVE?



### WHY DO THEY SUPPORT ?



### HOW OFTEN THEY SHOP AT THIS MARKET



SHOPPED AT THE MARKET MORE DURING THE PANDEMIC