

American Canyon Farmers Market Community Survey

 Question Summaries
  Individual Responses

970 responses

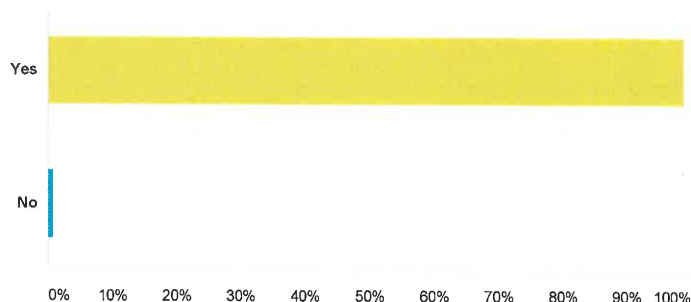
April 06, 2015 - May 03, 2015

3 views

Q1

Would you shop at a farmers' market if one was available in American Canyon?

Answered: 965 Skipped: 5



Answer Choices	Responses	Count
Yes	99.07%	956
No	0.93%	9
Total		965

Need insights?

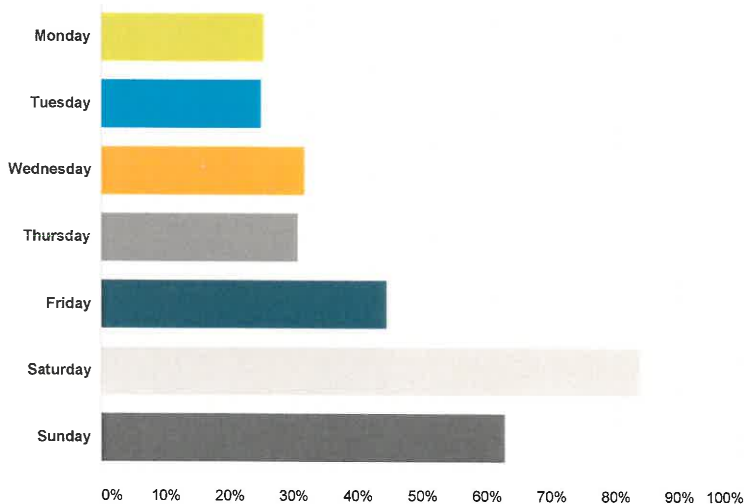
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Q2

What days of the week would best accommodate your schedule to visit a farmers' market in American Canyon? (Check all that apply.)

Answered: 964 Skipped: 6



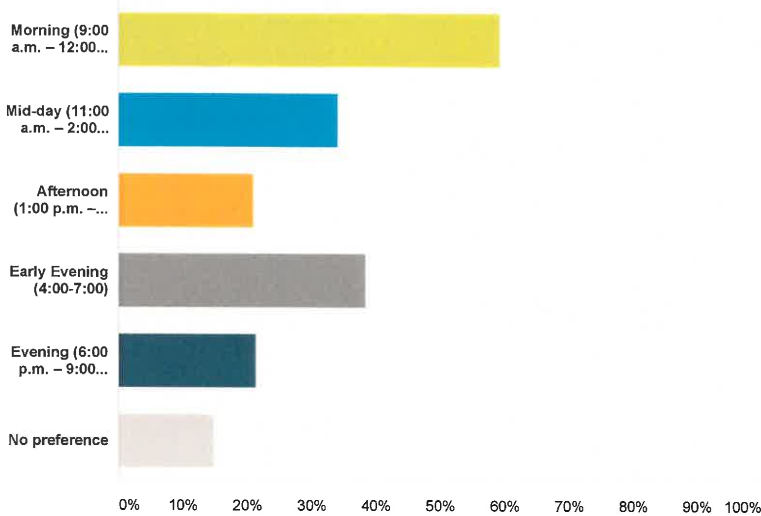
Answer Choices	Responses	
Monday	25.41%	245
Tuesday	25.00%	241
Wednesday	31.85%	307
Thursday	30.81%	297
Friday	44.71%	431
Saturday	84.13%	811
Sunday	62.97%	607

Total Respondents: 964

Q3

**What hours of the day would best accommodate your schedule to visit a farmers' market in American Canyon?
(Please check all that apply.)**

Answered: 966 Skipped: 4



Answer Choices	Responses	
Morning (9:00 a.m. - 12:00 noon)	59.52%	575
Mid-day (11:00 a.m. - 2:00 p.m.)	34.27%	331
Afternoon (1:00 p.m. - 4:00 p.m.)	21.01%	203
Early Evening (4:00-7:00)	38.61%	373
Evening (6:00 p.m. - 9:00 p.m.)	21.43%	207
No preference	15.01%	145

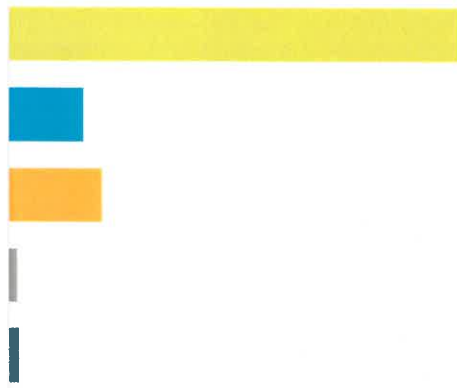
Total Respondents: 966

Q4

How often would you shop at a farmers' market in American Canyon?

Answered: 967 Skipped: 3

Every week

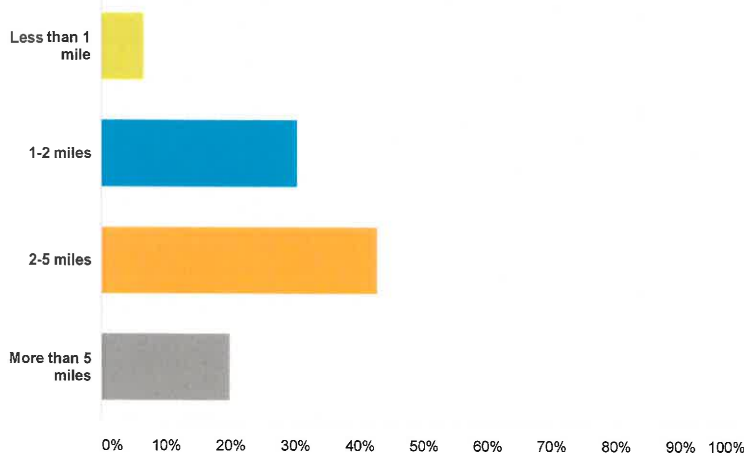


Answer Choices	Responses	
Every week	70.42%	681
3 times a month	11.79%	114
Twice a month	14.58%	141
Once a month	1.55%	15
Infrequently	1.65%	16
Total		967

Q5

How far would you be willing to travel to visit the American Canyon market?

Answered: 957 Skipped: 13

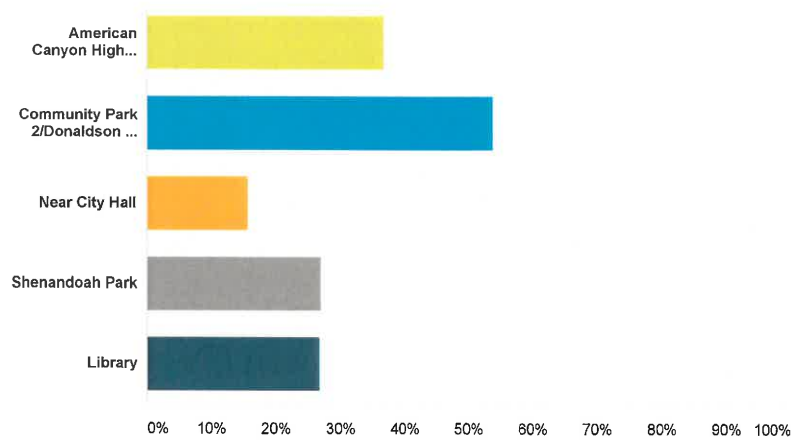


Answer Choices	Responses	
Less than 1 mile	6.58%	63
1-2 miles	30.41%	291
2-5 miles	43.05%	412
More than 5 miles	19.96%	191
Total		957

Q6

What do you think would be the best location for the farmers' market in American Canyon?

Answered: 932 Skipped: 38



Answer Choices	Responses
American Canyon High School	37.02% 345
Community Park 2/Donaldson Way Elementary School	54.08% 504
Near City Hall	15.88% 148
Shenandoah Park	27.04% 252
Library	26.93% 251

Total Respondents: 932

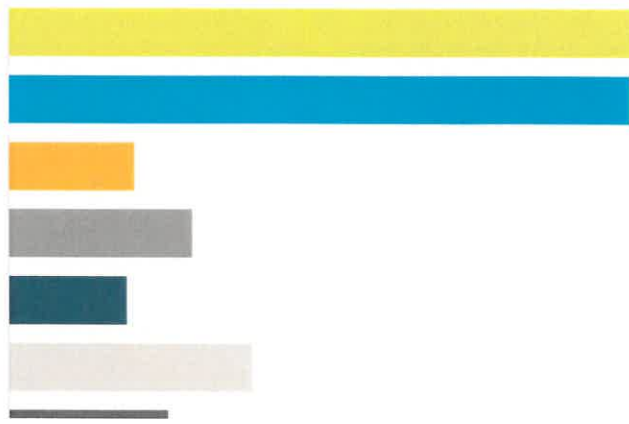
Comments (58)

Q7

Please identify FOUR products that you would buy most frequently at a farmers' market in American Canyon.

Answered: 961 Skipped: 9

- Fruits and berries
- Vegetables
- Milk, cheese or other dairy
- Meat, poultry or eggs
- Seafood
- Cut flowers
- Garden/vegetable...
- Honey and related...
- Processed



Answer Choices	Responses	
Fruits and berries	97.71%	939
Vegetables	96.77%	930
Milk, cheese or other dairy	19.88%	191
Meat, poultry or eggs	28.72%	276
Seafood	18.52%	178
Cut flowers	38.29%	368
Garden/vegetable transplants/seeds	25.08%	241
Honey and related products	37.88%	364
Processed foods (jams, etc.)	15.50%	149
Baked goods	44.22%	425
Prepared foods	19.35%	186
Ethnic foods	29.66%	285
Arts and crafts	18.94%	182
Beauty and health products	9.05%	87
Total Respondents: 961		
Comments (43)		

Q8

Please identify up to THREE activities or services that would most entice you to attend a farmers' market in American Canyon.

Answered: 961 Skipped: 9

Live music or entertainment

Youth education...

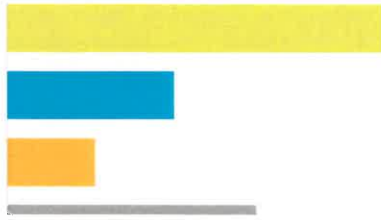
Health services or...

Cooking demos and workshops

Art or cultural...

Gardening demos and...

Sustainable



Answer Choices	Responses
Live music or entertainment	58.90% 566
Youth education activities	26.22% 252
Health services or programs	13.94% 134
Cooking demos and workshops	39.02% 375
Art or cultural projects	19.35% 186
Gardening demos and workshops	33.19% 319
Sustainable living workshops	14.88% 143
Food and beverage tasting events	64.00% 615
None, I only want to buy food and other products at a farmers' market	15.40% 148

Total Respondents: 961

Comments (29)

Q9

Do you have any specific activity or service providers you would recommend?

Answered: 151 Skipped: 819

- organic vendors
4/25/2015 1:15 PM
- produce from Sac/Davis and or Monterey/Salinas
4/22/2015 7:54 PM
- none
4/22/2015 3:21 PM
- Maybe have local children activity demos there such as karate, cheer, gymnastics, American Canyon is such a family centered community. If you have activities that will be fun for the children, the more guaranteed business it would have
4/21/2015 12:16 AM
- no
4/20/2015 9:29 PM
- How to Grow organic pesticide free foods
4/20/2015 4:15 PM
- Marshall's Honey

Q10

Which types of food and beverage products do you think should be sold at the market? (Check all that apply.)

Answered: 940 Skipped: 30

Products produced by ...

Products produced...



Answer Choices	Responses
Products produced by the vendor selling them.	69.89% 657
Products produced "locally," but not necessarily sold by the producer.	78.40% 737
Products produced in California.	60.00% 564
Products produced anywhere in the U.S.	14.89% 140

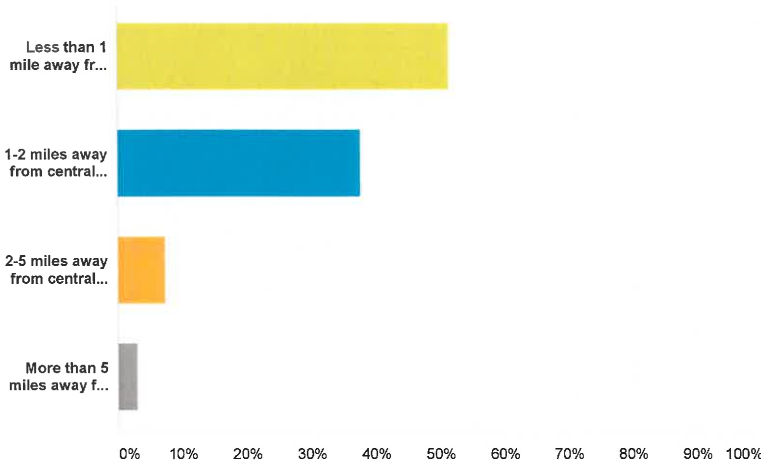
Total Respondents: 940

Comments (37)

Q11

Where do you live?

Answered: 962 Skipped: 8



Answer Choices	Responses
Less than 1 mile away from central American Canyon (Hwy 29 @ Donaldson Way)	51.56% 496
1-2 miles away from central American Canyon	37.73% 363
2-5 miles away from central American Canyon	7.48% 72
More than 5 miles away from central American Canyon	3.22% 31
Total	962

Q12

Do you work in American Canyon?

Answered: 959 Skipped: 11



Answer Choices	Responses	
Yes	19.71%	189
No	80.29%	770
Total		959

Q13

What is your age?

Answered: 926 Skipped: 44

- 49
5/2/2015 11:18 PM

- 41
4/29/2015 3:19 PM

- 57
4/29/2015 9:35 AM

- 36
4/28/2015 1:23 PM

- 49
4/28/2015 10:57 AM

- 46
4/27/2015 5:23 PM

- 30
4/27/2015 12:22 PM

Q14

What is your gender?

Answered: 918 Skipped: 52

- female
5/2/2015 11:18 PM

- female
4/29/2015 3:19 PM

- female
4/29/2015 9:35 AM

- F
4/28/2015 1:23 PM

- F
4/28/2015 10:57 AM

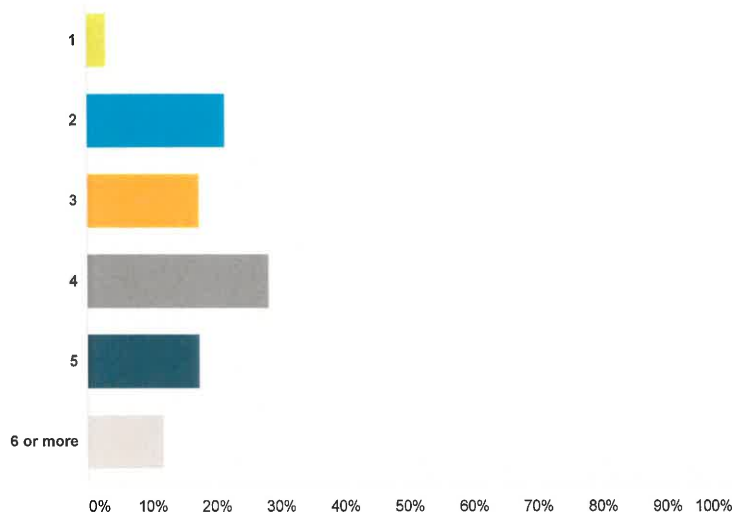
- Male
4/27/2015 5:23 PM

- Famle
4/27/2015 12:22 PM

Q15

How many people (including yourself) are in your household?

Answered: 957 Skipped: 13

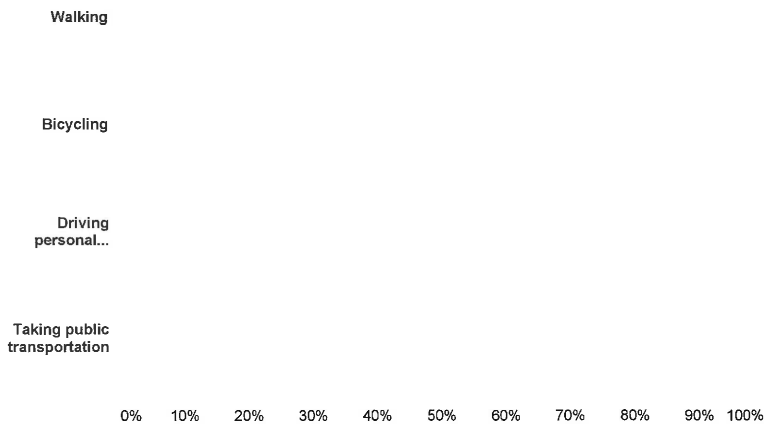


Answer Choices	Responses	
1	3.13%	30
2	21.53%	206
3	17.55%	168
4	28.42%	272
5	17.45%	167
6 or more	11.91%	114
Total		957

Q16

What is your primary mode of transportation for visiting businesses in American Canyon?

Answered: 956 Skipped: 14



Answer Choices	Responses	
Walking	4.92%	47
Bicycling	1.88%	18
Driving personal vehicle	92.47%	884
Taking public transportation	0.73%	7
Total		956
Comments (17)		

Q17

Any additional thoughts or comments?

Answered: 287 Skipped: 683

Bring Farmer's Market back to American Canyon!
5/2/2015 11:18 PM

I wish to spend my \$ in American Canyon. I want to see more small businesses. More Healthy ,Fresh and hip places eat and socialise. Roller skating? party venues . We need small American business owners to come to American Canyon. We have so many young hip families moving into town. Spending there money before they come home from work. We need a place to walk to and enjoy fresh healthy choices on Saturdays and Sundays. A farmer's market in the morning on the weekends would be awesome!
4/29/2015 3:19 PM

Please no live animal sales at the market, for example chickens to be killed/slaughtered at home.
4/27/2015 5:23 PM

Make this happen. Lots of Organic vendors please.
4/25/2015 1:15 PM

...Do the right thing...Make it so people can see from highway not hidden. There are people driving through AC all day long...Make money and be noticed.. Don't listen to long winded people who only are thinking of their own agenda..Ditto
4/24/2015 1:48 PM

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