

MAY 2026

FARMERS MARKET SURVEY RESULTS

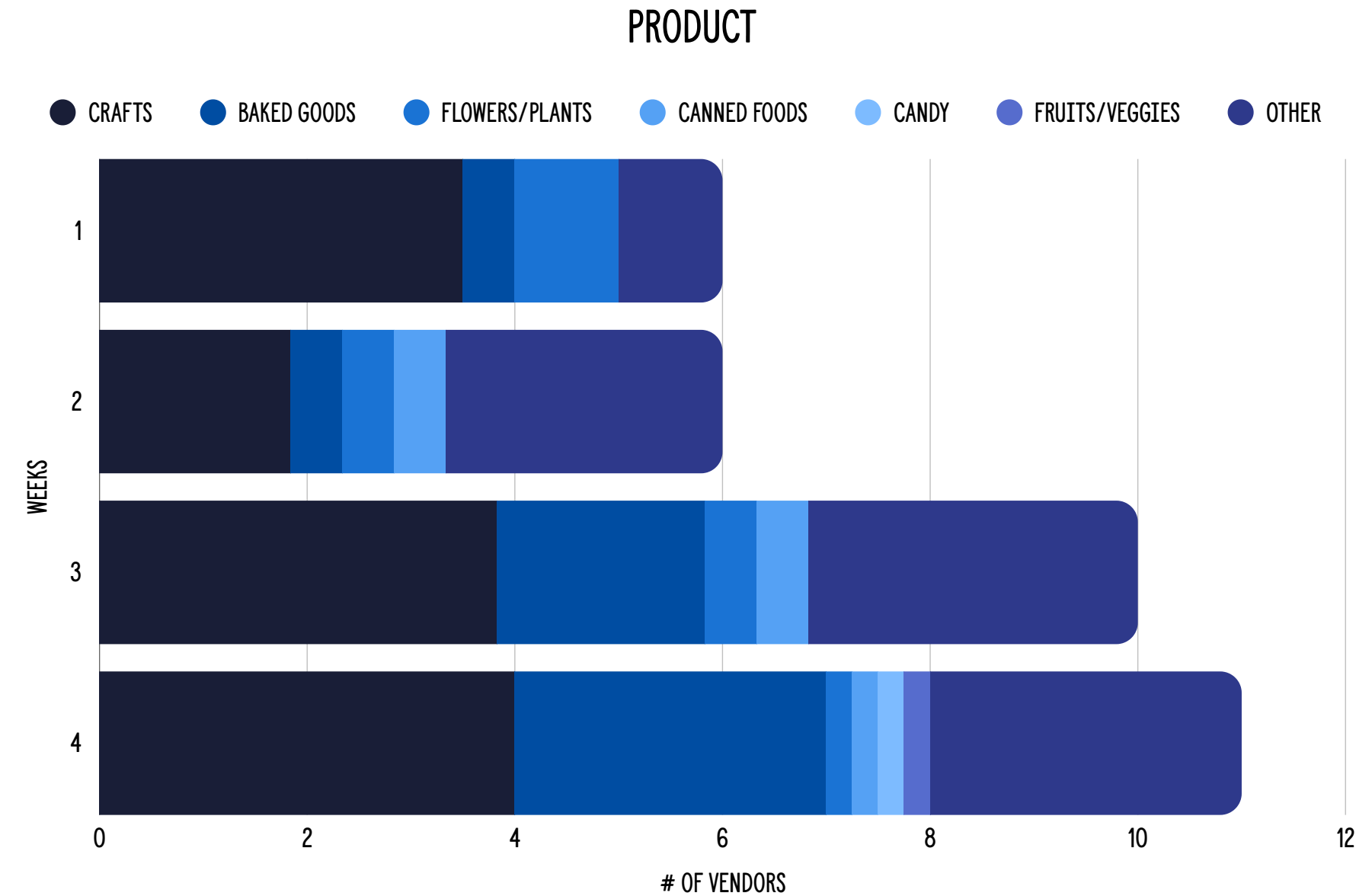
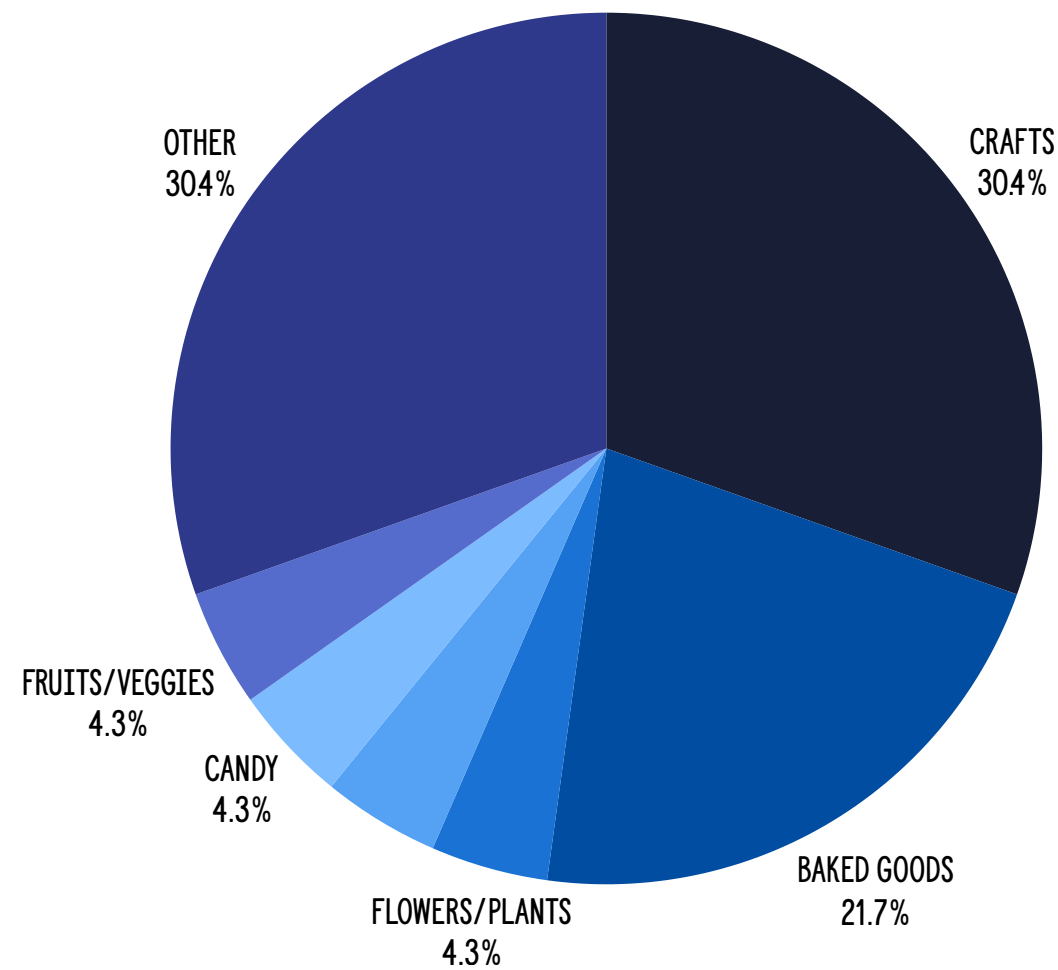
BEAVERTON, MI



VISUALIZATION & ANALYSIS BY CHLOE SPRAGUE

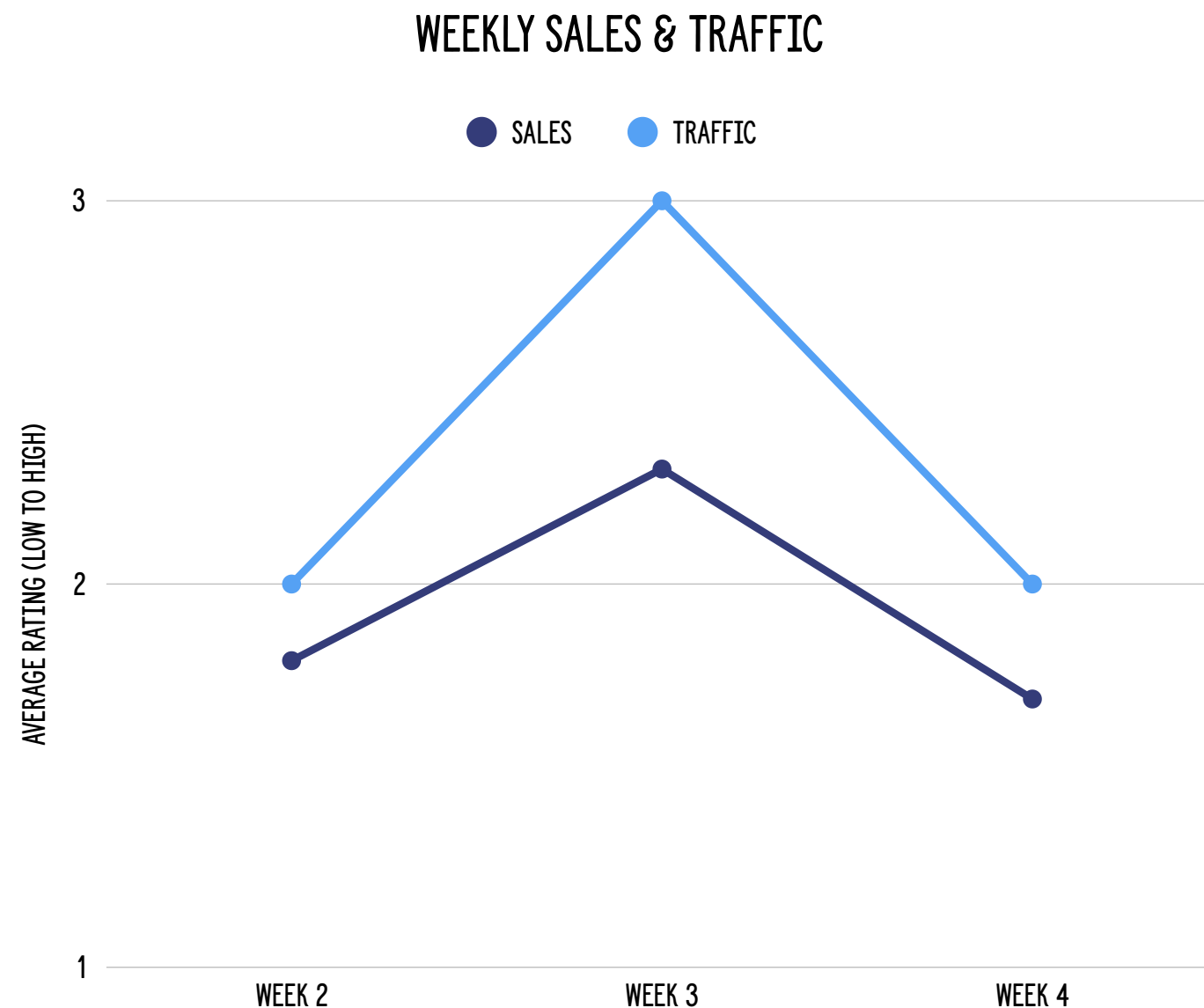
PRODUCTS & VENDORS

PRODUCTS OFFERED



- Over half of products available are crafts and baked goods
- Vendor attendance and variety increased throughout the month
- Recommendation:
 - Product question too vague- ask for all products offered, not just most sold

WEEKLY SALES & TRAFFIC



- Findings
 - Traffic and sales are related
 - Week 3 high traffic and sales?
 - Theoretically, number of vendors affects traffic (more variety = more draw)
 - Considering previous graph shows increase in variety as weeks go on, this theory appears to be false
- Flawed data
 - Question asked to compare to previous week
 - Based on perception
 - By this measurement, couldn't have two good weeks in a row
 - No traffic or sales data for first week
- Recommendations
 - Rephrase question: ask them to choose whether sales and traffic were high, average, or low
 - OR invest in an automatic people counter

REVENUE



- Findings
 - Most vendors make less than \$100 per day
 - Theory: those with higher priced products make more, but frequency of purchases are more unpredictable (few occurrences of high daily profit- mainly from home goods sales)
- Flawed data
 - Ranges too broad
 - Need specific amount for accurate total- difficult to estimate sales per day, sales per product type, and total sales
- Recommendations
 - Ask to write specific amount made, ballpark estimate, or smaller ranges

