

## 2) Profile of Ontario Farmers' Markets

### 2.1 Sample Size

This study was based on 3,066 interviews conducted with individual farmers' market shoppers over the period from July to October, 2005.

### 2.2 Demographic Highlights

The results showed that, on average:

- 64% of market shoppers are female and 36% are male, nearly a 2:1 ratio
- Two-thirds of the principal shoppers are 45 and older, with more younger shoppers coming than in 2002
- 94% of shoppers have lived in Canada twenty years or more

### 2.3 Shopping Patterns

- Two-thirds of principal shoppers have been coming to the market for five years or more
- 45% state that fresh produce is their number one reason for coming
- 78% of shoppers use their own car to reach the market and 14% walk
- 62% of shoppers visit the market at least once a week
- The average size of the shopping party is 2.5 persons per party, with 10% of the shoppers identified as children
- 95% of shoppers state that "buying products produced in your community" is either very important (77%) or moderately important (18%)

Market shoppers display very loyal shopping behaviour with frequent repeat business, year after year.

### 2.4 Shopper Satisfaction

- 92% are very satisfied with the **quality** of products
- 86% are very satisfied with the **variety** of products
- 47% are very satisfied with **facilities** at the market
- 88% are very satisfied with the market's **location**

Market shoppers are very pleased with the products they buy at their farmers' markets.

### 2.5 Economic Impact on Ontario

- Average spending by shoppers has increased to \$30 per visit
- Total farmers' market sales across Ontario in 2005 are estimated to be \$645 million
- The combined Ontario economic impact is estimated at \$1.9 billion
- Sales at farmers' markets are growing at about 5% per year, representing real growth, well ahead of inflation