

# **Analysis of Roadside Marketing in Franklin County, Ohio**

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# ANALYSIS OF ROADSIDE MARKETING IN FRANKLIN COUNTY, OHIO

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## INTRODUCTION

Roadside marketing should thrive in a largely urban area which is also a deficit producer of fruits and vegetables. Because of these two criteria, Franklin County, Ohio, was selected for a pilot study to determine the present extent and the potential for roadside marketing in such an area.

Census data permits Franklin County to be classified as an urban area with a relatively high median family income. The 1960 census data showed that the total population of the county was 682,962, making it the third highest among Ohio's 88 counties. Urban population accounted for 92.2 percent of Franklin County's populace. Median family income amounted to \$6,425 and placed it ninth among Ohio counties.

Vegetable production income amounted to \$371,000, which was 15th for the state. The census report showed a production of strawberries of only 14,000 quarts for 1959. Forty-six counties produced more. In fruit production, Franklin County ranked 35th with a gross of \$147,000. Value per capita for fruit production was 22 cents, which ranked the county 86th in the state.

## OBJECTIVES

The major objectives of this study were:

1. To serve as a pilot study in determining the extent of roadside or direct selling of farm commodities to consumers. It was intended that a method of sampling and enumeration would be developed that could be used statewide.
2. To describe roadside markets now operating in Franklin County.
3. Insofar as possible, to discover the factors or conditions which seemed to contribute to successful roadside marketing in the county.

## PROCEDURE

A questionnaire was developed for collecting information on volume and type of sales, inputs of labor used, and physical and other factors believed to be related to success in roadside marketing. Data were collected by the personal interview method.

During June 1962, an enumerator traveled Franklin County to discover any evidence of roadside selling. Whenever a roadside market, stand, sign or table, was observed the operator was located and interviewed. Those interviewed were asked if they knew of any other stand operators in the area. The major streets and highways running through the urban areas of the county were also canvassed. All farm stands or markets that were identified as selling produce were included in the survey. Florists (growing all or a part of the products sold), nursery operators, and farmers (selling non-produce items only such as eggs, rabbits, etc.) were not included in the survey.

## FINDINGS

The roadside market industry in Franklin County included many different types of market operations, each having in common only the sale of products to consumers but with rather distinct differences in their method of supply, reason for existing and reason for adopting this form of sales. In the brief discussion that follows only the major findings are mentioned. The details on individual markets and market characteristics are shown in the Appendix tables.

## DESCRIPTION OF EACH OF THE DIFFERENT TYPES OF MARKETS

### Full-Time Farmer with Market

There were 19 of these in Franklin County. Farming was the principal occupation of the operator and most production was for sale through the retail market. Most had a permanent market building and two thirds had 300 square feet of area or more. The market was usually, but not always, located on the operator's farm. Slightly more than one-third had some refrigerated storage space in the market building. About one-half of these markets were open during the summer and fall only with another 10 percent open all year. The most common number of months of operation was four (for 31.6 percent of the markets) with five months next. July was the most frequent opening month and October the most frequent closing month. Seventy-nine percent of these markets were open daily and Sunday. Another 10 percent were closed on Sunday. Normal opening hours were 9-10:00 a.m. with closing between 7:00 and 9:00 p.m.

Eighteen of the 19 markets were owned and operated by the farmer while one had a hired manager. Family

labor accounted for 54 percent of the operating labor for the market with hired labor furnishing the other 46 percent. However, only a fourth of the markets used any help other than family.

The products most often sold were sweet corn and tomatoes, which were sold by all markets; and peppers, snap beans, cucumbers, and cabbage which were sold by most. In all, some 22 vegetables and 12 fruits were handled by one or more of these markets. In addition, cider, eggs, annual plants and flowers were handled by several. Thirty-one percent specialized in sweet corn and another 26 percent in sweet corn and tomatoes. Only one stand did not have a specialty sale item.

In general the vegetables sold in these markets were grown by the farmer while the fruits were purchased from the wholesale market or from other Ohio growers.

Annual sales varied from less than \$1000 for one operator to over \$5000 for 11 of the 19 operators, and averaged \$15,638. Two operators gave no information.

#### **Part-Time Farmer Market**

There were 17 of these. The principal occupation of the farmer market operator was in a non-farm occupation or retirement. The market structure was permanent in 24 percent and temporary in 76 percent of these markets. Most (82 percent) had less than 100 square feet of space in the market. None had refrigeration.

None of these markets was open on a year-round basis. The most frequent open period was the summer and fall, either 3, 4, or 5 months with June the most common closing month. Only 12 percent of these markets were open daily and Sunday while 65 percent were open "no certain days of the week." Opening hours and closing were generally uncertain and variable.

All these markets were owned and operated by the part-time farmer or his family. Half had been in operation less than 5 years. Two-thirds of the labor was furnished by the husband or wife and only 6 percent by hired labor.

Sweet corn and tomatoes were the most frequently sold vegetables and strawberries the most frequently sold fruit. A total of 22 vegetables and 12 fruits were sold at one or more of these stands. Half the operators specialize in one or more products, the principal one being sweet corn followed by tomatoes.

Most of the vegetables sold at these stands were grown by the part-time farmer. Of those purchased most were from local growers. The fruits, except strawberries, were frequently purchased.

Of those stands providing information, none had sales of more than \$1000 for the season. The most common sales volume was \$100-500 and the average was \$365.

#### **Part-Time Farmers with Table Display**

There were 32 stands of this type. Typically they consisted of a table or a hand lettered sign or both with no building or other sales area. The operator earned most of his income from a non-farm occupation or from retirement.

None had refrigeration or even a sales room. They were most commonly open during the spring only and for one month although one was open for 12 months. Generally, they had no set hour for opening or closing and no set day of the week when they were open or closed.

The farmer and family accounted for 97 percent of the labor used. Mostly the operator or his wife worked less than 10 hours per week at selling.

The principal item sold at these stands was strawberries. Tomatoes, sweet corn and string beans were next in importance. Almost all of the fruit and vegetables sold were produced by the stand operator.

The most common value of annual sales was between \$100 and \$500 with under \$100 next in importance. Two had sales of more than \$2000. The average for those reporting was \$350 per year.

#### **Greenhouse Growers**

Twenty of these sold vegetables, or flower or vegetable plants at retail at the greenhouse. Most common sales period was during the spring. One-fifth of the growers were open all year. Only 10 percent were open seven days a week and 60 percent had no fixed open days. Most had been in operation five years or longer.

Hired help made up 11 percent of the total with family the remainder.

Sales were mostly in annual plants and flowers. Four of the 20 sold tomatoes, 3 sold sweet corn and one sold strawberries.

Retail sales varied from under \$500 to more than \$5000 annually. Two sales groups, those between \$100 and \$500 and those over \$5000 accounted for most of these growers.

#### **Retail Sales at Packinghouse**

There were seven in this group of full-time farmers who sold mostly at wholesale but who sold some to consumers at the packinghouse or storage. Six of the seven had no defined sales area. Three of the seven had refrigeration.

The most common times of operation were the summer and fall months although one market was open

all year. Only one farmer made sales on Sunday. Four others had no definite sales days. The remaining one was open Monday through Saturday. Five of the 7 had no special opening or closing hours.

Hired help accounted for 7 percent of the total sales labor.

The most frequently sold item was sweet corn with snap beans, squash and annual plants next most frequent. Only one sold apples and no other fruits were mentioned. The value of sales varied from under \$100 to over \$4000 and averaged \$1440 per operator reporting.

### **Commercial Non-Farm Stands**

This is the type of stand frequently found on a vacant corner in the fringe areas of many large cities. Price is the main emphasis of most although some have a good quality of produce for sale. Twenty-three of these were operating in Franklin County. These stands usually represented a major source of income for the operators although some were open only for a short period.

Thirty percent of these stands had some refrigeration as well as a sales area varying from under 100 square feet to 500 or more square feet. Only 26 percent were open all year while the remainder were mostly open during spring and summer or the summer-fall seasons. A total of 91 percent of these were open 7 days a week. Hours varied for the weekend but opening was most commonly between 9:00 and 10:00 a.m. and closing hours between 7:00 and 9:00 p.m.

Two-thirds of these stands were operated by the owner while another 30 percent were on a lease arrangement. Half the labor was furnished by the operator and his family, the other being hired.

These commercial stands had the most nearly complete line of produce of any of the "roadside" stands. All handled sweet corn, watermelons, apples, peaches and strawberries. Most handled the other major fruits and vegetables. The most common "specialty" item was tomatoes.

None of the commercial stand operators produced any fruit while the two that grew vegetables produced less than 10 percent of the vegetables they sold.

Annual sales varied from \$3000 to more than \$13,000 with an average of \$6200 for those reporting.

## **COMPARISONS OF THE DIFFERENT TYPES OF MARKETS**

### **Physical Characteristics of Markets or Stands**

With the exception of the commercial "non-farm" operations practically all stands or markets were family owned operations located on the home farm

of the operator. More than half the stands or markets operated by full-time farmers and commercial operators contained over 300 square feet of space. Part-time farmer stands were mostly under 100 square feet, and most of the other operators had no defined selling area. Most of the markets or stands were of permanent type construction except those operated by part-time farmers which were largely temporary. Most of the stands or markets with display space used the stand to display. About one-third of the full-time farmer and commercial markets had sales rooms. The majority of the full-time farmer and commercial operators stored in the market or stand. Refrigeration of both display and storage was more prevalent among commercial "non-farm" markets than other markets.

### **Operational Practices of Stands or Markets**

Commercial "non-farm" stands or markets usually open longer each year than other groups. About one-fourth of these were open for 12 months. With the exception of operators with sign or table, some stands in each group remained open for 12 months. Summer and early fall were the seasons when most stands operated. The majority of all markets were open 6 months or less each year. Most full-time farmer and commercial stands operated all days of the week. The majority of the others had no certain days of operation, opening when there was something available to sell or someone around to do the selling.

Most full-time farmer stands were open for business before 10:00 a.m. All commercial stands were open before noon. There was no certain opening hour for most of the other markets but selling started whenever the display was ready or customers came. Closing hours followed closely the same pattern as opening hours. Full-time farmers and commercial stands generally had a definite time to close. Most closed by 9:00 p.m. Most of the other operators had no certain hour to close.

Approximately half of all roadside selling operators had been in business less than 10 years. Two-thirds had operated less than 20 years. Part-time farmers with sign or table generally had less tenure than any group.

Tending the stand or market was chiefly a family operation; largely husband and/or wife supplemented by children and other family members. Full-time farmer operators and commercial stands used more hired help than any of the other groups. Exactly 50 percent of the labor used to tend commercial stands was hired. In all groups husband and/or wife worked more hours per week tending the stand or market than children, other family members or hired help.

## Produce and Other Items Sold

*Fruits.* The number of different fruits sold by stands or markets ranged from one to 13. Most prevalent fruit sold was strawberries followed by apples and peaches. Most of the part-time farmers with sign or table only sold strawberries, selling only this one item.

*Vegetables.* Tomatoes and sweet corn followed by snap beans and peppers were the chief vegetables sold by all stands and farmers. A total of 24 different vegetables were sold by some of the stands or markets. As a group, commercial "non-farm" stands carried a greater variety of vegetables than any of the other groups. Next in order were the full-time farmer stands.

*Other Items.* Annual plants headed the list. These were followed by flowers and eggs. Cider was another item sold by more than half of the full-time farmer and commercial operators. The commercial "non-farm" stands carried the largest variety of other items with 18 items being sold by one or more of the stands in this group.

*Produce Specialty.* For the operators reporting produce specialties, sweet corn and tomatoes were the chief specialties, except for part-time farmers with sign or table where it was strawberries. Almost half of all stand operators or farmers had no particular specialty.

## SOURCES OF FRUITS AND VEGETABLES SOLD

### Fruit Grown by Operator

Commercial "non-farm" market operators did not grow any of the fruit sold. In the case of the 45 other operators reporting sales of fruit, 42 of these grew all that they sold. Thirty-four operators did not sell fruit.

### Vegetables Grown by Operator

Roadside sellers in Franklin County grew a greater percentage of the vegetables sold than was the case with fruit. Only two commercial operators grew any vegetables and these two grew less than 10 percent of their sales. For each of the other groups of operators more than half grew 90 to 100 percent of the vegetables sold.

### Other Sources of Produce

Most of the fruit sold by the roadside market operators, other than that grown on the home farm, was purchased from Ohio Growers. This applied to commercial "non-farm" operators as well. Full time farmer operators purchased most of the fruit they sold from growers in Ohio. With the exception of commercial stands, the majority of the other roadside sellers either grew fruit sold (mainly strawberries) or purchased from Ohio producers. Commercial operators

bought more fruit "shipped in" from other states than any group.

The proportion of vegetables from other states sold by stand operators was much smaller than that for fruits. Practically all vegetables not grown by farm stand operators were bought from other growers in Ohio. Commercial "non-farm" operators purchased more out-of-state vegetables than the other groups. This can probably be attributed to the fact that many of the commercial stands stayed open 12 months or were open when Ohio vegetables were not available.

## GROSS SALES OF MARKETS OR STANDS

Only four of the 23 commercial "non-farm" stand operators gave any information regarding annual gross sales. These four ranged from \$3,000 to \$12,000 annually. Full-time farmer operators reported the largest total gross sales, \$265,850, averaging \$15,638 for each full-time farmer operator reporting. The average annual gross sales of part-time farmers with stands and part-time farmers with sign only or table were \$365 and \$350 respectively. Greenhouse growers reported average gross sales at retail of \$4522, while retail sales at the packinghouse averaged \$1440 per grower reporting.

Eighty-one of the 95 farmer-grower operators estimated their annual gross retail sales through roadside marketing. These sales amounted to \$364,795 for 1961, or an average of \$4,504 for each farmer operator reporting. If those reporting were average, the total including those not reporting would be \$415,047 for the farmer markets.

## COMMENTS

Franklin County is largely an urban county and its growers produce less of most fruits and vegetables than are consumed in the county. Thus it would appear that direct retail sales would offer more than the usual advantages as an outlet for produce.

The total annual gross sales of operators reporting in all groups amounted to \$389,595 in 1961. Taking into account those operators who did not report gross sales, retail sellers not discovered due to the seasonal nature of their operations, and farmers selling to neighbors, etc., with no visible indications of retail selling, a conservative estimate of gross sales at the retail level by farmer-retailers and commercial "non-farm" roadside markets seems likely in Franklin County in 1961, to have been between \$600,000 and \$650,000.

While "roadside" sales were larger than expected they were not large when compared with total estimated farm sales of all products (\$14.3 million) or total

retail food sales of about \$200 million in Franklin County<sup>1</sup> in 1960.

A more satisfactory indication of the desirability of the roadside market industry would be whether these operators were better off than they would have been if they had selected available alternative uses of their resources. Would consumers have been better served if they had not had the extra choice offered by these retail outlets? Obviously these questions are not answerable with the data presented.

If we assume that farmer-market operators have a gross margin of 25 percent on \$4,504 average sales they would have \$1126 as payment of their time, materials, overhead and other costs. Or if we assume a 20 percent gross margin they have \$900 or if 30 percent \$1350. These estimates are for an average sales volume. For the markets operated by full-time farmers the average sale of \$15,638 would provide a considerable opportunity for an increased gross income over that from wholesale outlets. In many cases this added income was in addition to that from wholesale outlets that are also used. Whether these margins are worthwhile depends on what they might otherwise have done with their time and other resources and how much more they might have produced if they had no retail operation, etc.

Many of the part-time operators were retired or partly retired and had no ready outlet for their time. In other cases, family labor was used that otherwise had no ready sale. In short, the roadside or farm market sometimes offers a means of selling products, labor and other resources of the farm that otherwise would not be used.

The commercial non-farm stands are often looked on with disfavor by the farmer market stand operator since they represent competition and often sell a low grade of produce at low prices. However, even the "price" stands often perform a service by taking the "off-grade" produce of the farmer who sells only at wholesale. This "off-grade" product may be quite usable but chain or other grocery stores often will not buy it. The commercial retail produce stand offers one of the last outlets for unstandardized produce. The fact that they are operating largely during the season when local produce is for sale is important.

A fear of the local farmer retailer is that the less desirable of the commercial stands will be taken as farmer sales outlets when they really specialize in "off-grade" produce or produce that is out-of-condition or otherwise substandard. In answer to this it should

be pointed out that some of these commercial non-farm stands sell only superior quality produce. Such stands offer an excellent outlet to the farmer who produces for the wholesale market. In the second place it is probable that the effect of this competition on sales by local farmers is overrated.

In retrospect it would appear that roadside markets have had some noticeable accomplishments and problems. Roadside and farm markets offer:

1. An outlet for family labor, retired workers and others that might otherwise be unemployed or employed less effectively.

2. An outlet for much produce that might otherwise not be sold and sometimes not even produced. Much of the produce sold by part-time farmers is grown specifically for retail sale. In addition, much of the unstandardized product sold at roadside would not be acceptable to the food chain. Even though the "eating quality" of this produce may be as good as or better than that in the retail store it may be unsuited to the food retailer. The food retailer today demands and gets large quantities of U.S. Number 1 or U.S. Fancy products highly standardized as to size and type. Products not fitting these specifications would be "economic" culls if outlets such as roadside markets were not available. Growers have greater need of such outlets today than formerly. They are one of the few remaining outlets for unstandardized products remaining in a field where the product does not all grow as U.S. Number 1 grade.

3. An outlet for much fresh produce at its peak of quality. This coincides with the season of surplus supplies.

4. A means of taking advantage of a favorable retail location.

5. A means of catering to and supplying the desires of people for the more simple life of their earlier years.

Roadside and farm markets have failed to:

1. Attain the efficiency of operation of many super markets. They represent a step backward from the increasing specialization found in our economy. In terms of sales per hour of clerk time or display space, most roadside markets are inefficient. However, the measures of success of the super market and the roadside market are different. The super market must pay \$1.50 to \$2.50 per hour to obtain help and be efficient enough to afford to pay them. The roadside market operator may consider his operation a success if it keeps his family and capital employed, when this is his best alternative even though it returns much less per hour than the above.

2. A few opportunists continue to take advantage of the public under the false front of operating farmer

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<sup>1</sup>U.S. Census

markets. Many of these markets are so unsightly and unsanitary that it seems that their patrons surely do not expect more than they get.

The comments above have failed to give a clear answer to the question as to the extent or the desirability of roadside markets. It is true however, that they exist and seem to be gaining some in importance. Many growers apparently find them a most desirable method of marketing their product and are willing to testify to the fact that this method of sale has increased their income.

No satisfactory method was developed in this study for determining the extent of this type of retail sales by farmers and others in Ohio. The complete census attempted for Franklin County would be out of the question on a statewide basis and even in Franklin County the degree of underenumeration was believed to be fairly large. The fact that this survey in a county having relatively limited fruit and vegetable production shows that farm retail sales of the magnitude found is an indication that the total of such sales in the state is probably quite large.



Table 1

Location, Size, and Type of Construction of Roadside  
Markets or Stands, Franklin County, Ohio, 1961

Location of Market or Stand	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
Operator's Farm	78.9	100.0	(Percent of Markets) 100.0	100.0	100.0	-	77.1
Off farm	21.1	-	-	-	-	100.0	22.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Size of Market (Square Feet)</u>			(Percent of markets)				
Under 25	5.3	17.6	25.0	-	14.3	-	11.0
25- 99	5.3	64.7	-	-	-	-	10.1
100-199	21.0	11.8	-	-	-	34.8	11.9
200-299	-	-	-	-	-	8.7	1.7
300-399	10.5	-	-	-	-	8.7	3.4
400-499	15.8	-	-	-	-	8.7	4.2
500 and over	42.1	5.9	-	-	-	39.1	15.3
No defined area	-	-	75.0	100.0	85.7	-	42.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Type of Building Construction</u>			(Percent of markets)				
Permanent	89.5	23.5	-	95.0	85.7	39.1	51.8
Temporary stand	10.5	76.5	-	5.0	14.3	60.9	17.8
Table only	-	-	25.0	-	-	-	10.1
Sign only	-	-	75.0	-	-	-	20.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Number of Markets	19	17	32	20	7	23	118



Table 3

Type of Storage and Refrigeration Used in Roadside  
Markets or Stands, Franklin County, 1961

Type of Storage Used	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets	
		Stand	Table or Sign Only					
			(Percent of Markets)					
Store in Market or Stand	47.4	29.4	-	-	-	69.6	25.4	
Store in Cooler and Market	36.8	5.9	-	-	-	30.4	12.7	
Store in Home	5.3	-	71.9	-	14.4	-	21.2	
Store in Packinghouse	-	-	-	-	42.8	-	2.5	
Store in Packinghouse and Cooler	-	-	-	-	42.8	-	2.5	
No defined storage area	10.5	64.7	28.1	100.0	-	-	35.7	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
<u>Refrigeration of Storage Area</u>								
			(Percent of markets)					
Partly Refrigerated	36.8	-	-	-	42.9	30.4	14.4	
Not Refrigerated	63.2	100.0	100.0	100.0	57.1	69.6	85.6	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
<u>Refrigeration of Display</u>								
			(Percent of markets)					
Partly Refrigerated	21.0	-	-	-	-	30.4	9.3	
Not Refrigerated	79.0	100.0	100.0	100.0	100.0	69.6	90.7	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Table 4

Seasons and Months of Operation of Roadside  
Markets or Stands, Franklin County, Ohio, 1961

Seasons of Operation	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Growers	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
			(Percent of markets)				
Open all year	10.5	-	12.5	20.0	14.3	26.1	14.4
Open Spring only	-	-	31.3	50.0	14.3	-	17.8
Spring & Summer only	5.3	17.6	25.0	15.0	-	26.1	17.8
Open Summer only	10.5	35.3	15.6	-	28.6	13.0	15.3
Spring-Summer-Fall only	21.0	35.3	12.5	10.0	14.3	30.5	20.4
Summer-Fall only	47.4	11.8	3.1	-	28.5	-	11.9
Summer-Fall-Winter	5.3	-	-	-	-	-	.8
Holidays only	-	-	-	5.0	-	-	.8
No information	-	-	-	-	-	4.3	.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
			(Percent of markets)				
<u>Number of Months Open</u>							
1	-	-	25.0	-	-	-	6.8
2	-	11.8	3.1	30.0	28.5	-	9.3
3	10.5	23.5	18.7	15.0	28.6	17.4	17.8
4	31.6	17.6	18.7	5.0	14.3	8.7	16.1
5	21.0	23.5	6.3	10.0	-	4.3	11.0
6	5.3	11.8	6.3	5.0	-	8.7	6.8
7	10.5	11.8	6.3	-	14.3	17.4	9.3
8	5.3	-	3.1	-	-	-	1.7
9	5.3	-	-	10.0	-	4.3	3.4
10	-	-	-	-	-	8.7	1.7
12	10.5	-	12.5	20.0	14.3	26.2	14.5
Holidays only	-	-	-	5.0	-	-	.8
No information	-	-	-	-	-	4.3	.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 5

Opening and Closing Months of Roadside  
Markets or Stands, Franklin County, Ohio, 1961

Opening Month	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
			(Percent of markets)				
March	5.3	-	-	-	-	13.0	3.4
April	5.3	11.8	6.3	40.0	14.3	17.4	15.3
May	15.8	17.6	28.1	30.0	14.3	13.0	21.2
June	10.5	35.3	43.7	-	-	26.1	23.7
July	52.6	23.5	3.1	-	14.3	-	13.6
August	-	11.8	6.3	-	42.8	-	5.9
Open all year	10.5	-	12.5	20.0	14.3	26.1	14.4
Holidays only	-	-	-	5.0	-	-	.8
No information	-	-	-	5.0	-	4.4	1.7
	Total	100.0	100.0	100.0	100.0	100.0	100.0
			(Percent of markets)				
<u>Closing Month</u>							
January	5.3	-	-	5.0	-	-	1.7
June	-	-	25.0	35.0	14.3	-	13.6
July	-	-	6.3	10.0	-	-	3.4
August	-	5.8	6.3	-	-	17.4	5.9
September	15.8	47.1	34.3	15.0	28.6	13.0	25.4
October	47.4	47.1	9.4	-	28.6	26.1	23.7
November	21.0	-	3.1	-	14.3	-	5.1
December	-	-	3.1	5.0	-	13.0	4.3
Open all year	10.5	-	12.5	20.0	14.2	26.1	14.4
Holidays only	-	-	-	5.0	-	-	.8
No information	-	-	-	5.0	-	4.4	1.7
	Total	100.0	100.0	100.0	100.0	100.0	100.0

Table 6

Day of Week Operation and Opening and Closing Hours  
of Markets and Stands, Franklin County, Ohio, 1961

Days of Week Open	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
All	57.9	11.8	-	10.0	14.3	56.5	24.6
All days with different weekend hours	21.0	5.9	-	10.0	-	34.8	12.7
Monday thru Saturday	10.5	17.6	6.2	15.0	28.6	8.7	11.9
Tuesday thru Sunday	5.3	-	-	-	-	-	.8
No certain days	5.3	64.7	93.8	60.0	57.1	-	49.2
Holidays only	-	-	-	5.0	-	-	.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Opening Hours							
				(Percent of markets)			
Before 9 a.m.	15.8	11.8	-	25.0	14.3	17.4	12.7
9-9:59 a.m.	57.8	11.8	3.1	10.0	-	47.8	22.9
10-12 Noon	15.8	-	-	-	-	34.8	9.3
After Noon	5.3	11.8	-	-	14.3	-	3.4
No certain hour	5.3	64.6	96.9	65.0	71.4	-	51.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Closing Hours							
				(Percent of markets)			
5-6:59 p.m.	21.0	-	-	10.0	-	8.7	6.8
7-8:59 p.m.	52.6	17.7	3.1	25.0	14.3	60.9	28.8
9 or later	21.1	17.7	-	5.0	14.3	8.7	9.3
No certain hour	5.3	64.6	96.9	60.0	71.4	21.7	55.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Ownership of Market or Stand and Number of Years  
in Operation, Franklin County, Ohio, 1961

Ownership and Operation	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
(Percentage distribution of markets by ownership and operation)							
Own and operate	94.7	100.0	100.0	100.0	100.0	65.2	92.5
Hired operator	5.3	-	-	-	-	-	.8
Own and lease	-	-	-	-	-	13.0	2.5
Lease from others	-	-	-	-	-	17.4	3.4
Partnership	-	-	-	-	-	4.4	.8
<b>Total</b>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(Percentage distribution of markets by years of operation)							
<u>Years in Operation</u>							
Under 5	10.5	52.9	34.4	15.0	-	43.5	29.7
5- 9	36.8	23.5	12.5	15.0	14.3	43.5	24.6
10-19	21.0	11.8	31.2	30.0	14.3	4.3	20.4
20-29	15.8	-	9.4	20.0	42.8	-	11.0
30-39	5.3	5.9	6.3	5.0	-	-	4.2
40-49	5.3	-	3.1	5.0	28.6	-	4.2
50 and over	5.3	-	-	-	-	-	1.7
Unknown	-	5.9	3.1	5.0	-	8.7	4.2
<b>Total</b>	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 8

Who Tends the Market or Stand and Percent of Family of  
Total Workers Employed, Franklin County, Ohio, 1961

Workers or Personnel	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
				(Percent of markets)			
Self	28.6	38.7	34.5	44.7	33.3	31.3	34.9
Wife	26.2	32.3	41.4	34.2	41.8	20.8	31.9
Children	9.5	22.6	17.2	13.2	8.3	10.4	14.0
Other family	9.5	-	5.2	-	8.3	2.1	3.9
Hired help	26.2	6.4	1.7	7.9	8.3	35.4	15.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
				(Percent of workers family and non-family)			
Husband and/or wife	34.3	66.7	61.1	70.4	64.3	37.9	51.8
Other family	20.0	27.3	36.1	18.2	28.6	12.1	23.1
Hired help	45.7	6.0	2.8	11.4	7.1	50.0	25.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0



Table 9

Average Number Hours Worked per Week by Husband or Wife, Other Family  
and Hired Workers in Market or Stand, Franklin County, Ohio, 1961

No. Hours Worked per Week	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
<u>Husband-Wife</u>							
(Percentage distribution of workers by average weekly hours worked)							
Under 10	-	18.2	59.1	12.8	33.3	-	23.9
10-19	4.1	36.4	25.0	25.8	22.2	4.0	20.0
20-29	16.7	18.2	4.5	3.2	11.2	16.0	10.3
30-39	8.3	18.2	-	9.7	-	16.0	8.4
40-49	16.7	4.5	-	9.7	-	16.0	7.7
50-59	25.0	-	-	-	-	4.0	4.5
60 and over	29.2	4.5	-	19.4	-	44.0	16.1
No certain (varies)	-	-	11.4	19.4	33.3	-	9.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Other family</u>							
(Percentage distribution of workers by average weekly hours worked)							
Under 10	-	55.6	92.4	12.5	50.0	-	46.4
10-19	35.7	-	3.8	12.5	-	12.5	11.6
20-29	28.6	11.1	-	-	-	12.5	8.7
30-39	21.4	22.2	-	12.5	-	15.2	13.1
40-49	-	11.1	-	-	-	25.0	4.3
50-59	14.3	-	-	-	-	-	2.9
60 and over	-	-	-	-	-	12.5	1.4
No certain (varies)	-	-	3.8	62.5	50.0	-	11.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Hired</u>							
(Percentage distribution of workers by average weekly hours worked)							
Under 10	9.4	-	-	80.0	100.0	-	10.7
10-19	6.3	-	-	-	-	15.2	9.3
20-29	-	-	-	-	-	18.2	8.0
30-39	28.1	100.0	100.0	20.0	-	8.4	25.3
40-49	28.1	-	-	-	-	18.2	20.0
50-59	15.6	-	-	-	-	9.1	10.7
60 and over	12.5	-	-	-	-	24.1	16.0
No certain (varies)	-	-	-	-	-	-	-
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 10

Total Hours Worked per Week by Husband and Wife Combined and by Other Family and Hired Labor in Market or Stand, Franklin County, Ohio, 1961

Total Hours Worked	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
<u>Husband/Wife</u>		(Percentage distribution of workers by total hours worked)					
0-19	13.3	37.5	70.4	21.1	57.2	-	34.4
20-39	-	43.8	14.8	10.5	14.2	11.1	15.7
40-59	13.3	12.5	3.7	10.5	-	5.6	7.8
60-79	33.5	-	-	36.8	-	11.1	13.7
80-99	13.3	6.2	-	5.3	-	33.3	9.8
100-119	13.3	-	-	-	-	11.1	3.9
120 and over	13.3	-	-	-	-	27.8	6.9
No certain hours (varies)	-	-	11.1	15.8	28.6	-	7.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Other family</u>		(Percentage distribution of workers by total hours worked)					
0-19	-	42.9	84.6	50.0	50.0	14.2	43.9
20-39	50.0	42.9	7.7	25.0	-	14.2	24.4
40-59	12.5	14.2	-	-	-	28.6	7.8
60-79	25.0	-	-	-	-	43.0	12.2
80-99	-	-	-	-	-	-	-
100-119	12.5	-	-	-	-	-	2.4
120 and over	-	-	-	-	-	-	-
No certain hours (varies)	-	-	7.7	25.0	50.0	-	7.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Hired</u>		(Percentage distribution of workers by total hours worked)					
0-19	9.0	-	100.0	-	100.0	-	10.7
20-39	18.2	100.0	-	100.0	-	8.3	21.4
40-59	-	-	-	-	-	8.3	3.6
60-79	27.3	-	-	-	-	16.8	17.9
80-99	-	-	-	-	-	25.0	10.7
100-119	18.2	-	-	-	-	8.3	10.7
120 and over	27.3	-	-	-	-	33.3	25.0
No certain hours (varies)	-	-	-	-	-	-	-
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 11

Fruit Sold and Percent of Markets  
or Stands Handling Each, Franklin County, Ohio, June 1961

Fruit Sold	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
			(Percent of markets)				
Apples	84	41	19	-	14	100	44.9
Strawberries	58	53	75	5	-	100	57.6
Peaches	84	29	9	-	-	100	39.8
Grapes	53	24	13	-	-	83	31.3
Raspberries	42	24	16	-	-	74	38.8
Cherries	37	24	3	-	-	70	23.7
Plums	63	12	3	-	-	83	28.8
Pears	42	18	9	-	-	91	29.7
Blueberries	21	12	-	-	-	43	13.6
Oranges	21	12	-	-	-	91	22.9
Bananas	11	-	-	-	-	-	1.7
Citrus and Bananas	21	6	-	-	-	83	20.3
Blackberries	-	6	3	-	-	-	1.7

Table 12

Vegetables Sold and Percent of Markets or Stands Handling Each,  
Franklin County, Ohio, June 1961

Vegetables Sold	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
			(Percent of markets)				
Sweet Corn	100	100	49	15	57	100	68.0
Tomatoes	100	94	57	20	43	96	69.0
Potatoes	32	12	3	-	-	65	20.0
Sweet Potatoes	16	-	-	-	-	43	11.0
String Beans	84	71	44	10	29	96	58.0
Cucumbers	84	59	22	-	14	96	47.0
Cabbage	79	59	28	-	14	91	47.0
Lima Beans	74	53	38	-	-	65	42.0
Peppers	95	65	28	5	14	91	52.0
Onions	68	47	28	-	-	96	44.0
Squash	63	29	16	-	29	65	33.0
Pumpkins	53	29	12	-	-	74	31.0
Lettuce	47	29	19	-	14	87	35.0
Peas	37	24	9	-	-	17	15.0
Rhubarb	26	24	22	-	-	52	24.0
Radishes	26	6	-	-	-	39	13.0
Carrots	16	6	-	-	-	35	10.0
Asparagus	16	12	16	-	14	30	15.0
Beets	11	6	-	-	-	9	4.0
Broccoli	5	-	-	-	-	-	.8
Leafy greens	11	12	6	-	-	26	10.0
Okra	5	-	3	-	-	4	3.0
Parsley	-	6	-	-	-	-	.8
Watermelon	-	12	-	-	-	96	20.0
Cantaloupe	-	24	3	-	14	100	25.0
Egg plant	-	-	3	-	-	-	.8
Canned Sauerkraut	-	-	3	-	-	-	.8
Turnips	-	-	-	-	14	-	.8
Celery	-	-	-	-	-	4	.8

Table 13

Other Items Sold and Percent of Markets or Stands Handling Each,  
Franklin County, Ohio, June 1961

Other Items Sold	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
				(Percent of markets)			
Cider	53	12	-	-	14	57	22.0
Flowers	26	12	19	85	14	52	36.0
Eggs	32	12	28	-	14	61	27.0
Annual plants	26	18	12	100	29	48	38.0
Vegetable plants	-	-	-	-	14	-	.8
Shrubs	5	-	-	15	-	17	7.0
Bulbs	-	-	-	5	-	-	.8
Milk	-	6	6	-	-	13	4.0
Cheese	-	6	3	-	-	17	4.0
Smoked meats	-	-	-	-	-	13	3.0
Chickens	-	-	3	-	-	-	.8
Rabbits	-	-	3	-	-	-	.8
Honey	-	-	3	-	-	-	.8
Pop corn	5	-	-	-	-	-	.8
Novelties	5	-	-	-	-	-	.8
Mushrooms & compost	-	-	-	-	14	-	.8
Indian corn	-	-	-	-	-	4	.8
Garden seed	-	-	-	-	-	4	.8
Garden supplies	-	-	-	-	-	4	.8
Artificial wreaths & flowers	-	-	-	-	-	4	.8
Pottery	-	-	-	-	-	4	.8
Picnic supplies	-	-	-	-	-	4	.8
Bread	-	-	-	-	-	9	2.0
Groceries	-	-	-	-	-	4	.8
Soft drinks	-	-	-	-	-	17	3.0

Table 14

Produce Specialties of Markets and Stands,  
Franklin County, Ohio, 1961

Specialty Item	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
			(Percent of markets)				
S. corn and tomatoes	26.2	11.7	3.1	-	-	8.8	8.6
S. corn, tomatoes, melons	5.3	-	-	-	-	-	.8
S. corn, tomatoes, potatoes	5.3	-	-	-	-	-	.8
S. corn, tomatoes, and green beans	-	5.9	-	-	-	-	.8
S. corn, tomatoes, and strawberries	-	5.9	-	-	-	-	.8
S. corn and cider	5.3	-	-	-	-	-	.8
S. corn and string beans	-	5.9	-	-	-	-	.8
S. corn and strawberries	-	5.9	-	-	-	-	.8
S. corn	31.4	5.9	3.1	-	-	-	6.8
Tomatoes	-	11.7	-	-	14.3	21.8	6.8
Tomatoes and strawberries	-	-	-	-	-	4.3	.8
Strawberries	5.3	-	18.8	-	-	-	5.9
Apples and/or cider	5.3	-	-	-	14.3	-	1.8
Peaches	-	-	3.1	-	-	4.3	1.8
Peaches and grape juice	5.3	-	-	-	-	-	.8
Fruit baskets	-	-	-	-	-	4.3	.8
Plants and/or flowers	5.3	-	-	20.0	-	-	4.3
Annual plants and cut flowers	-	-	-	5.0	-	-	.8
Perennials	-	-	-	5.0	-	4.3	1.8
Vegetable plants	-	-	-	5.0	-	-	.8
Evergreen shrubs	-	-	-	10.0	-	-	1.8
Plants and tomatoes	-	-	-	5.0	-	-	.8
Greenhouse bedding plants	-	-	-	5.0	-	-	.8
Mushrooms & compost	-	-	-	-	14.3	-	.8
Rabbits	-	-	3.1	-	-	-	.8
Cream, eggs, cottage cheese	-	-	3.1	-	-	-	.8
None	5.3	47.1	65.7	45.0	14.3	52.2	46.8

Table 15

Array of Percentage of Fruit and Vegetables Sold in Markets or Stands  
Grown by the Operator, Franklin County, Ohio, 1961

Percent of Fruit Grown	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
				(Number of markets)			
None sold	2	4	3	19	6	-	34
None grown	12	3	-	-	-	23	38
Unknown	1	-	-	-	-	-	1
100	3	8	29	1	1	-	42
80	-	1	-	-	-	-	1
50	1	-	-	-	-	-	1
25	-	1	-	-	-	-	1
	<b>Total</b>	<b>19</b>	<b>17</b>	<b>32</b>	<b>20</b>	<b>23</b>	<b>118</b>
				(Number of markets)			
<u>Percent of Vegetables Grown</u>							
None sold	-	-	12	-	-	-	12
None grown	-	-	-	-	-	20	20
Unknown	1	-	-	1	-	1	3
100	6	13	20	17**	7	-	63
95	1	-	-	-	-	-	1
90	3	-	-	-	-	-	3
85	1	-	-	-	-	-	1
80	3	1	-	-	-	-	4
65	1	-	-	-	-	-	1
60	1	1	-	-	-	-	2
50	-	1	-	2*	-	-	3
40	1	-	-	-	-	-	1
25	1	1	-	-	-	-	2
10	-	-	-	-	-	1	1
5	-	-	-	-	-	1	1
	<b>Total</b>	<b>19</b>	<b>17</b>	<b>32</b>	<b>20</b>	<b>23</b>	<b>118</b>

\* Sold only annual flower and vegetable plants

\*\* Includes 10 selling only annual flower and vegetable plants

Table 16  
 Array of Percentage of Fruit and Vegetables Sold in Market or Stand Purchased  
 from Local Growers, Franklin County, Ohio, 1961

Percent of Fruit Purchased	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
		(Number of markets)					
None sold	2	4	3	19	6	-	34
All grown	3	8	29	1	1	-	42
Unknown	1	-	-	-	-	11	12
100	2	1	-	-	-	-	3
80	1	-	-	-	-	-	1
70	-	-	-	-	-	2	2
60	-	-	-	-	-	1	1
50	4	2	-	-	-	1	7
30	1	-	-	-	-	-	1
25	-	1	-	-	-	5	6
20	1	1	-	-	-	1	3
15	1	-	-	-	-	1	2
5	-	-	-	-	-	1	1
None	3	-	-	-	-	-	3
Total	19	17	32	20	7	23	118
		(Number of markets)					
<u>Percent of Vegetables Purchased</u>							
None sold	-	-	12	-	-	-	12
All grown	6	13	20	17*	7	-	63
Unknown	1	-	-	1	-	11	13
75	1	-	-	-	-	-	1
70	-	-	-	-	-	1	1
60	-	-	-	-	-	2	2
50	-	1	-	2**	-	4	7
40	1	1	-	-	-	-	2
30	1	-	-	-	-	-	1
25	-	1	-	-	-	4	5
20	1	1	-	-	-	1	3
15	1	-	-	-	-	-	1
10	5	-	-	-	-	-	5
5	1	-	-	-	-	-	1
None	1	-	-	-	-	-	1
Total	19	17	32	20	7	23	118

\* Includes 10 selling only annual flower and vegetable plants  
 \*\* Sells only annual flower and vegetable plants - buys 50% locally



Table 17

Array of Percentage of Fruit and Vegetables Sold in Market or Stand Purchased  
from "Other" Ohio Growers, Franklin County, Ohio, 1961

Percent of Fruit Purchased	Farm Market Full-Time Farmer	Part- Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
			(Number of markets)				
None sold	2	4	3	19	6	-	34
All grown	3	8	29	1	1	-	42
Unknown	1	-	-	-	-	11	12
100	1	-	-	-	-	-	1
90	2	-	-	-	-	-	2
70	-	-	-	-	-	1	1
50	3	2	-	-	-	2	7
35	1	-	-	-	-	-	1
30	-	-	-	-	-	1	1
25	-	1	-	-	-	5	6
20	-	-	-	-	-	1	1
15	-	-	-	-	-	1	1
10	2	-	-	-	-	-	2
None	4	2	-	-	-	1	7
<b>Total</b>	<b>19</b>	<b>17</b>	<b>32</b>	<b>20</b>	<b>7</b>	<b>23</b>	<b>118</b>
<u>Percent of Vegetables Purchased</u>			(Number of markets)				
None sold	-	-	12	1	-	-	13
All grown	6	13	20	17	7	-	63
Unknown	1	-	-	-	-	11	12
70	-	-	-	-	-	1	1
50	-	-	-	-	-	2	2
40	-	-	-	-	-	1	1
30	-	-	-	-	-	1	1
25	-	1	-	-	-	4	5
20	-	-	-	-	-	1	1
10	2	-	-	-	-	1	3
5	3	-	-	-	-	-	3
None	7	3	-	2	-	1	13
<b>Total</b>	<b>19</b>	<b>17</b>	<b>32</b>	<b>20</b>	<b>7</b>	<b>23</b>	<b>118</b>

Table 18

Array of Percentage of Fruit and Vegetables Sold in Market or Stand Shipped  
in from Other States, Franklin County, Ohio, 1961

Percent of Fruit Shipped in	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
			(Number of markets)				
None sold	2	4	3	19	6	-	34
All grown	3	8	29	1	1	-	42
Unknown	1	-	-	-	-	11	12
65	-	-	-	-	-	1	1
50	2	-	-	-	-	4	6
45	-	-	-	-	-	1	1
35	1	-	-	-	-	-	1
30	1	-	-	-	-	1	2
25	-	1	-	-	-	2	3
15	1	-	-	-	-	1	2
10	4	-	-	-	-	1	5
5	-	-	-	-	-	1	1
None	4	4	-	-	-	-	8
Total	19	17	32	20	7	23	118
			(Number of markets)				
<u>Percent of Vegetables Shipped in</u>							
None sold	-	-	12	1	-	-	13
All grown	6	13	20	17	7	-	63
Unknown	1	-	-	-	-	11	12
55	-	-	-	-	-	1	1
50	-	-	-	-	-	2	2
30	-	-	-	-	-	1	1
25	-	1	-	-	-	4	5
20	1	-	-	-	-	1	2
10	2	-	-	-	-	2	4
5	2	-	-	-	-	1	3
None	7	3	-	2	-	-	12
Total	19	17	32	20	7	23	118

Table 19

Approximate Annual Gross Sales Through Market or Stand,  
Franklin County, Ohio, 1961

Annual Gross Sales, Dollars	Farm Market Full-Time Farmer	Part-Time Farmer		Greenhouse Growers	Farm Retail Sales by Wholesale Grower	Commercial "Non-farm" Stands	All Markets
		Stand	Table or Sign Only				
			(Percent of markets)				
Under 100	-	5.9	28.2	5.0	14.3	-	10.2
100-499	-	52.9	53.1	30.0	14.3	-	28.0
500-999	5.3	11.8	3.1	5.0	14.3	-	5.1
1000-1499	10.5	-	3.1	5.0	-	-	3.4
1500-1999	-	-	-	5.0	-	-	.8
2000-2499	10.5	-	3.1	-	-	-	2.5
2500-2999	5.3	-	-	-	14.3	-	1.7
3000-3499	-	-	3.1	5.0	-	4.4	2.5
3500-3999	-	-	-	-	-	-	-
4000-4499	-	-	-	-	14.3	-	.8
4500-4999	-	-	-	-	-	4.4	.8
5000 and over	57.9	-	-	30.0	-	8.8	16.2
No information	10.5	29.4	6.3	15.0	28.5	82.4	28.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Operators Surveyed	19	17	32	20	7	23	118
Reporting Sales (No.)	17	12	30	17	5	4	85
Total Annual Gross Sales	\$265,850	\$4,375	\$10,495	\$76,875	\$7,200	\$24,800	\$389,595
Average Gross Sales of All Reporting	\$ 15,638	\$ 365	\$ 350	\$ 4,522	\$ 1,440	\$ 6,200	\$ 4,583
Total Gross Sales (excluding commercial operators) - \$364,795							
Average Gross Sales (excluding commercial operators) - \$4,504							