

A Case Study of
Roadside Market Clientele

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TABLE OF CONTENTS

	<u>Page</u>
Introduction.....	1
Characteristics of Shoppers.....	2
Frequency of Visits.....	2
Day Market Usually Visited.....	2
Destination on Last Visit to Market.....	2
Type of Purchase.....	3
Size of Purchase.....	3
Distance of Customer's Residence from Market.....	3
Comments of Shoppers.....	3
Influence of Advertising Media	6
Factors Causing Customers to Shop at the Roadside Market.	6
Prices.....	6
The Quality of the Products.....	7
Friendliness.....	7
Cleanliness.....	7
Conclusions and Comments.....	8
Future Sales.....	8
Consumer Opinion and Attitude.....	9
Advertising.....	9
Other.....	10
Check List of Recommendations for Meeting Problems Discovered in this Study.....	10
Appendixes.....	
A. Tables and Graphs.....	11
B. Description of Lynd Farm Market Operation.....	18
C. Questionnaire Used in Survey.....	20

A Case Study of Roadside Market Clientele ^{1/}

Thomas A. Bennett, J. Mitchell Lynd, and M. E. Cravens

Introduction

This study was designed to meet a three-fold purpose. The first purpose was to determine the effect of a relocation of a main highway upon sales at a particular roadside market. The second purpose was to obtain information about consumers' opinions and attitudes towards farm roadside markets. And the third purpose was to get some indication of the type of advertising program a market should have.

The market selected was the Lynd Farm Market, located on U.S. Route 40, twelve miles east of Columbus. The market is family owned and operated in conjunction with a fruit farm engaged in the production and marketing of deciduous fruits, with primary emphasis on apples. ^{2/}

The market is open the year round with 49 per cent of the sales occurring from August 1 to October 31. Depending upon the season of the year, between 400 and 500 different items are sold; the major products being fruits, juices, smoked meats, and cheese.

U.S. Route 40 is a main highway running east and west with its eastern terminus in Ohio at Wheeling, West Virginia, and the western terminus in Ohio near Richmond, Indiana. A new limited access highway, Interstate 70, programmed for 1967 or 1968, will be built one-half mile south of the market, and running approximately parallel with Route 40.

There will be an interchange one-fourth mile east of the market at State Route 310 and another five miles west of the market at State Route 256. The distance between the new Route 70 and the present Route 40 is about one-half mile.

To get addresses from customers who shop at the market, license plate numbers of cars stopping at the market were recorded three times each day for a period of 35 days; July 27 - August 30, 1963. The recording schedule varied each day, and was designed to secure a random sample.

A total of 1,071 license numbers were recorded; of these, 821 were Ohio licenses. The Ohio numbers were arranged alphabetically to maintain

^{1/} This report is based on data collected from persons who visited the Lynd Fruit Farm Market during the period of July 27, 1963 to August 30, 1963. The research was conducted as special problems in marketing, Agricultural Economics 701, by Thomas A. Bennett and J. Mitchell Lynd, Ohio State University students, under the supervision of M. E. Cravens, Professor of Agricultural Economics, The Ohio State University. The cooperation of the Lynds and their employees is gratefully acknowledged.

^{2/} A complete description of the market will be found in the Appendix B, page 18.

the geographic distribution of the original sample. The name and address of the holder of every second license number was obtained from the Ohio Registrar of Motor Vehicles and each of these persons was mailed a letter and a questionnaire.

Questionnaires were returned by 53 per cent of those receiving them. Only 50 per cent, or 171 were used, however, because some contained no data or were received after the analysis on the data had begun.

Characteristics of Shoppers

A copy of the questionnaire mailed to the selected list of shoppers is shown on page 20 of the appendix. The information from these questionnaires was analyzed and are shown in the following paragraphs.

Frequency of Visits

Of the total respondents, 23 per cent visited the market at least twice a month, while 63 per cent visited once a month or less, and 14 per cent were visiting the market for the first time (Figure 1, Appendix).

Three things, distance from the market, opinion of friendliness of market personnel, and opinion of product quality were related to frequency of customer visits to the market.

Those shopping at the market often (twice a month or more) rated the friendliness of market personnel and the product much higher than those who shopped seldom (once a month or less). (Figures 9 & 13 & Table 6, Appendix)

Distance from market was closely related to shopping frequency, with 42 per cent of those living within five miles shopping twice a month or oftener, compared with 19 per cent for those living 5 to 9 miles distant.

Day Market Usually Visited

Of those answering, 19 per cent usually shopped at the market on weekdays, 74 per cent on weekends, while 7 per cent indicated both weekday and weekend with no preferences. (Figure 2, Appendix) In the summer there are as many as 3,000 people at this market on a Sunday. It was noted that weekend customers rated prices, products, friendliness of market personnel, and cleanliness all lower than did the weekday customers (Figures 3, 10, 14, 19: Appendix).

Destination on Last Visit to Market

Customers were asked what their primary destination had been the last time they had visited the market. Of the total respondents 29 per cent indicated the market as their primary destination on the date of visit, while 17 per cent were just out driving with no particular destination, and 54 per cent indicated a definite destination beyond the market. (Figure 4: Appendix) Only 26 per cent of the customers indicated that they had gone out of their way to shop at the market.

Type of Purchase

Of the 170 customers responding, 65 per cent included juices (apple cider; cherry, raspberry and grape drinks; grape juice; orange juice) in their purchases, 85 per cent fruits, 20 per cent vegetables, 47 per cent sausages or cheese, and 25 per cent other (candy, popcorn, sandwiches, etc.) in their purchases (Figure 5, Appendix).

Nearly one-half of the customers who stopped at the market purchased meat or cheese--these items occupying only 15 per cent of the total sales area. About three-fourths bought fruit, with fruit displays occupying 50 per cent of the sales area.

Size of Purchase

Purchases of between \$2.00 and \$4.00 were the most common, accounting for 52 per cent of the total. About 18 per cent made purchases in the \$1.00 to \$1.99 range, 16 per cent in the \$5.00 to \$9.99 range, and 14 per cent were less than \$1.00 (Figure 6, Appendix).

Distance of Customer's Residence From the Market

Of the 1,071 license numbers taken, 24 per cent were from out of the state, while 76 per cent were from Ohio. Among those from Ohio, 26 per cent lived less than ten miles from the market, while 74 per cent resided ten miles or more from the market (Figure 7, Appendix).

There were 31 states plus the District of Columbia, and Ontario Province, in Canada, represented by the out-of-state customers. Pennsylvania led with 43 cars, while New York was second with 32, and California third with 22. (Tables 7 and 8: Appendix)

Comments of Shoppers

One of the purposes of the study was to gain an understanding or insight about consumers opinions and feelings regarding farm markets. Customers were asked to make comments under specific topics. These comments, under each topic, are summarized in Tables 1, 2, 3, and 4 below.

Although no statistically significant conclusion can be drawn from the comments, there is a strong indication of the attitudes of the consumer towards farm markets, and specific aspects of farm markets.

Freshness of product was the principle reason given for liking farm markets, accounting for half of all reasons, while better selection of produce was second in importance (Table 1).

The most important comment given to complete the statement, "We would shop at Farm Markets more if," was "if there were more markets and they were more conveniently located." (Table 2) Lower prices were mentioned by only ten of the 171 respondents.

Table 1: Answers to the statement,
 "I like Farm Markets Because."
 Lynd Farm Market Customers, Ohio, 1963

Type of Comment	Number of Comments	Percent of Those Answering Questions	Percent of Total Respondents
Freshness of Product	84	54	48
Selection	21	13	12
Convenience	18	11	11
Attractive, Homey Atmosphere	15	9	9
Quality	8	5	5
Price	8	5	5
A change	5	3	3
No comment	12	--	7
TOTAL	171	100 percent	100 percent

Source: Data from Mail Questionnaires, Lynd Farm Market, Ohio, 1963.

Table 2: Answers to the statement,
 "We would shop at Farm Markets more if."
 Lynd Farm Market Customers, Ohio, 1963

Type of Comment	Number of Comments	Percent of Those Answering Questions	Percent of Total Respondents
More markets and closer	55	72	32
Prices were lower	10	13	6
Better quality and freshness	5	6	3
Cleaner and more dependable	4	5	2
Year round markets	3	4	2
No comment	94	--	55
TOTAL	171	100 percent	100 percent

Source: Data from Mail Questionnaires, Lynd Farm Market, Ohio, 1963.

When asked to criticize farm markets in general, only 55 of 171 respondents gave an answer. The major criticism was that farm markets generally were unattractive, unclean, and confused. Prices were mentioned by nine of the 55 answering. (Table 3) It seemed likely from some of the answers that these respondents were including commercial roadside markets in their comments on the farm markets.

Table 3: Comments Given in Response to Statement,
 "Criticism of Farm Markets in General,"
 Lynd Farm Market Customers, Ohio, 1963

Type of Comment	Number of Comments	Percent of Those Answering Questions	Percent of Total Respondents
Unattractive, unclean, and confused	22	41	13
Prices high, not uniform	9	17	5
Don't like commercial markets with all shipped in produce.	6	10	4
No guarantee of quality and freshness	4	7	2
Poor selection in many	4	7	2
Markets poorly identified, prices not marked	3	5	2
Too small, not inclosed	3	5	2
Misleading advertising	2	4	1
Attendants ill informed and unclean.	1	2	1
Markets too far	1	2	1
No comment	116	--	67
TOTAL	171	100 percent	100 percent

Source: Data from Mail Questionnaires, Lynd Farm Market, Ohio, 1963.

Shoppers were asked to give criticism and comments on the Lynd Farm Market in particular. Of the total response, 80 per cent were favorable while 20 per cent were somewhat constructively critical. Table 4 contains representative samples of criticisms and comments by respondents.

Table 4: Summary of Favorable Comments and Criticisms Pertaining to the Lynd Farm Market.*
 Lynd Farm Market Customers, Ohio, 1963

Favorable Comments

1. We are pleased with fruit sold by the pound and by the basket.
2. We think the cider is the best you can buy.
3. This is an example of a high class market.
4. The produce is attractive and I always buy more than I had originally intended.
5. This is the best market in the United States.
6. Lynd's must please the public or they couldn't have stayed in business all these years.
7. Lynd's farm market has usually a wide selection of produce or products.
8. It is well located, pleasingly clean, and has proper displays.
9. Although I stop at Lynd's only once a month, I do stop every month. It's sort of a ritual. With us, Lynd's isn't just a farm; it's an institution.

Favorable Comments (Continued)

10. There is no high pressure salesmanship.
11. Our six boys love the juice. We buy a tremendous amount of merchandise and we get many of our Christmas gifts at Lynd's.
12. It is always clean, fresh, and friendly.

Criticisms

1. Not enough shade.
2. Prices too high.
3. There is a traffic problem of getting in and out of the market.
4. The trash cans were overfull and they shouldn't be so busy that they can't empty them.
5. There were too many flies and other insects around.
6. People shove and checkout service is slow.
7. Too small a variety of items.

*Of the total comments and criticisms pertaining to Lynd's Farm Market, 80% were favorable comments while 20% were criticisms.

Source: Data from Mail Questionnaires, Lynd Farm Market, Ohio, 1963.

Influence of Advertising Media

At the Lynd Market in 1962, \$1,073 was spent on newspaper advertising, mostly classified. In the same year, the calculated pro-rate share of the cost of 16 signs was \$1,086 (total investment including upkeep, pro-rated over 20 years). The signs are large bill-board type signs. Two very large and attractive (8' x 16') signs are located at the market. Two lighted 8' x 16' signs are located one-half mile on either side of the market, and the other signs (4' x 8') are located at varying distances on either side of the market on U.S. 40.

The respondents indicated in 73.5 per cent of the cases that they had learned of the market through roadside signs, 24.1 per cent through neighbors or friends, while only 1.8 per cent did so through newspaper advertising (Figure 8, Appendix).

Factors Causing Customers to Shop at the
Roadside Market

Prices

Even though there were wide differences among people's opinions about prices, it apparently had little influence on their behavior. There was no reliable relationship between customer's opinions of prices at Lynd's and where they came from, how often they visited the market, what day of the week they visited the market, or even how much they purchased (Figures 17, 18, 19, 20; Appendix). This further substantiates earlier research which showed that price was a relatively unimportant criterion that consumers considered in purchasing fruits and vegetables. ^{2/}

^{2/} Melvin W. Smith and M. E. Cravens, Retail Farmers as a Means of Sales to Consumers, Ohio Agricultural Experiment Station, 1962.

However, prices were rated less favorably than any of the other market criteria the customers were asked to rate (Table 9, Appendix). Prices at this market seldom change throughout the season and from year to year.

The Quality of the Products

The customers were asked to rate the products offered for sale on the basis of freshness, appearance, flavor, and quality. Possible ratings were excellent, good, fair; or poor. An overall rating of the products offered for sale based on freshness, appearance, flavor, and quality is shown in Table 9 in the Appendix.

There were significant differences in how people rated the product when separated into groups by the size of the purchase but no meaningful pattern was established (Figure 11, Appendix). Differences in ratings were found among customers from different size of city and those shopping on different days but these differences were not statistically significant (Figures 10 and 12, Appendix). Basically the overall rating of the product was outstanding, with only 2 per cent of the ratings less than good.

Friendliness

With the exception of prices, friendliness was less favorably rated than any of the other market criteria (Table 9, Appendix). Because the friendliness ratings were closely related to shopping frequency further investigation was made to find why the friendliness ratings were low.

Friendliness was rated higher by customers who shopped the market on weekdays than by those who shopped there on weekends when the market was crowded (Figure 14, Appendix).

Although not statistically significant, there was a tendency for those with larger purchases to rate friendliness higher than those with smaller purchases (Figure 15, Appendix). Also, friendliness ratings were higher by those from rural areas and towns under 15,000 than from cities over 15,000 (Figure 15, Appendix).

At all distances from the market the customers who rated friendliness higher shopped more often than the average for all customers (Figure 6, Appendix).

Cleanliness at the Market

Lack of cleanliness was a major criticism of farm markets in general but not a major criticism of Lynd's Farm Market (Table 9, Appendix). The survey showed that only half as many weekend shoppers as weekday shoppers rated the Lynd Market excellent on cleanliness. Of the weekend group, 38 per cent rated cleanliness at the market as excellent as compared with 69 per cent of the weekday shoppers (Figure 3, Appendix).

The rating on cleanliness was the only criterion on which rural customers differed significantly from urban customers. Rural people rated the market considerably cleaner than did the urban customers.

Conclusions and Comments

Future Sales

After the completion of Interstate 70, assuming that operations continue as at present, with the same advertising program, and the same sales policies, and assuming no benefits from the new highway as stated later in this section, the possible loss of customers is estimated to be approximately 45 per cent of the total (Table 5). This estimate is based on the following information with adjustments made for the customers who fall in more than one category.

1. The customers who indicated the market as their primary destination--20%
2. The customers who said they went out of their way from their primary destination to get to the market--26%
3. The customers who said they had no particular destination when they stopped but were just "driving around"--17%
4. The out-of-state customers--24%
5. The customers who said they stopped while enroute to some destination other than the market--54%

Table 5: Estimated Percent of 1963 Customers to be Retained in 1968 After Completion of Interstate 70, Lynd Farm Market Customers, Ohio, 1963

Customer Origin	Percent of Total Customers - 1963	Estimated Percent of Each Source to Be Retained - 1968	Percent of Total 1963 Customers Retained in 1968
Ohio	76	72	54
Out-of-state	24	5	1
TOTAL	100	--	55

Source: Data from Mail Questionnaires, Lynd's Farm Market, Ohio, 1963.

It is felt that those Ohio customers who indicated the market as their primary destination, those who said they went out of their way from their primary destination, and those who said they had no particular destination but were "just driving around" would be retained--a total of 72 per cent of the present Ohio customers. Also, we estimated that 5 per cent of the out-of-state customers would be retained.

A factor that should be favorable to the market is the intended construction of an interchange on either side of the market. This will provide people from all sections of Columbus with a new and easy route to the market. It is believed that many people from various parts of Columbus who have not shopped at the market in the past, partly because of the lack of convenience of the market due to the congestion and many traffic lights in Columbus, Bexley, Whitehall, and Reynoldsburg, may then find the market convenient.

It is highly possible and probable that gains in new Columbus customers will more than offset losses of transient customers. It will, however, be necessary to call the market to the attention of Columbus residents through proper advertising.

Consumer Opinion and Attitude

It appears that many people buy at farm markets because they believe they can obtain fresher produce, perhaps better quality, and a better selection. This belief should be substantiated and maintained through conscientious effort on the part of farm roadside market operators.

The attitude of the shopper toward the market is greatly affected by the cleanliness and appearance of the market, and the friendliness of the market personnel. On the basis of this study it appears that operators should pay strict attention to the appearance of the market facility and keep it as clean as is feasible. The operator should also choose sales personnel with care, selecting on the basis of cleanliness as well as friendliness. Some persons are not well suited to serving the public and these should be eliminated from the market.

The operator cannot afford to neglect his own attitude and personal appearance, or that of other members of the family who may work in the market.

Advertising

Advertising is an important segment of any marketing operation. When conducted wisely, with definite objectives in mind, and utilizing sound advertising principles, it is an investment yielding great returns, both in the long run and in the short run. On the other hand, when advertising is undertaken with the idea that it is a necessary expense, and dollars are used haphazardly, it can be a drain on profits.

For past advertising the Lynd Market has apparently received much better returns from roadside signs than from newspaper advertising. However, two general observations may be made. First, there may be a point of saturation in advertising by means of roadside signs beyond which there is no further effect on sales. It is possible that too many signs may prove as ineffective as too few. Secondly, the amount of money invested in newspaper advertising may not be an indicator of its effectiveness. The type of ads used, the frequency they are used, and their location within the paper itself may have more effect on the response to newspaper advertising than do dollars spent. Classified ads may not be the best form of advertising for roadside markets.

With the relocation of U.S. Route 40, Lynd's Market will be more dependent upon means of advertising other than signs as all billboard advertising on interstate highways is barred. More extensive use of newspaper, radio, and television is suggested. The use of billboards on present roads should be continued. Direct mail advertising might be used effectively in this situation. Although these methods are costly, their wise usage through a long range plan should result in good returns per dollar invested in them.

As indicated previously, 24 per cent of the respondents said that they learned of the market through neighbors or friends. This is an indication that it is wise to serve your customers well. One friendly word by a satisfied customer is worth many dollars in advertising. When attendants are hired who are clean, friendly, and helpful, and when the

operator conducts himself in a friendly manner, it apparently helps satisfy customers and a satisfied customer not only buys often but also brings in new customers.

Other

The large percentage of customers who shop on weekends pose serious problems for farm market operators. At Lynd's, 74 per cent of the customer respondents indicated that they shopped on weekends. In the summer and fall season the market may have as many as 3,000 people on a Sunday. This crowded condition is highly conducive to the creation of negative attitudes and may account for much of the lower ratings of market personnel and general market conditions by weekend shoppers.

The market operator should plan ahead and have market facilities large enough to handle the peak business load.

Check List of Recommendations for Meeting Problems Discovered in this Study.

1. Have a definite objective in mind when advertising, then choose media and design advertisement accordingly.
2. Think of advertising as an investment, not an expense.
3. Integrate advertising and promotion with plans for expansion.
4. Offer good quality, freshness, and good selection of products.
5. Offer various sized packs.
6. Keep market and premises clean and neat in appearance.
7. Choose sales personnel for friendliness and neatness of appearance.
8. Sales personnel should be familiar with the produce being offered for sale.
9. The operator himself should check his own appearance and attitude.
10. Frequent scrutinizing of the image (or consumer's impressions) of the market is essential.
11. Plan for the future.
12. Plan for the weekend. Have adequate marketing facilities and sales personnel.
13. Maintain an attractive, homey atmosphere.
14. Strive for uniqueness. The extent of the imagination of the operator, may be the difference between success or failure of a farm market.

Table 6: Frequency of Shopping and Ratings of Friendliness of Market Personnel by Groups of Customers Living at Different Distances from the Market, Lynd Farm Market Customers, Ohio, 1963

Distance from the Market In Miles	Number of Customers	Shop Often *	Rated Friendliness Excellent**	Those Shopping Often Who Rated Friendliness Excellent
	(Number)	(Percent)	(Percent)	(Percent)
0-4	18	72	56	62
5-9	21	19	53	75
10-19	32	26	44	58
20-29	27	21	41	63
over 29	42	7	43	67

*Customers were asked to check "often" if they shopped at the market twice a month or more.

**Customers were asked to rate "friendliness of sales men" as either excellent, good, fair, or poor.

Source: Data from Mail Questionnaires, Lynd Farm Market, Ohio, 1963.

Table 7: Number of Out-of-State Customers in the Sample,* by States, Lynd Farm Market Customers, Ohio, 1963.
(Based on State of Issue of License Plates)

State	Number	State	Number
Pennsylvania	43	Missouri	5
New York	32	Wisconsin	4
California	22	Arizona	2
Indiana	17	Connecticut	2
Virginia	14	Maine	2
New Jersey	13	Rhode Island	2
Illinois	12	Alabama	1
Maryland	11	Alaska	1
Ontario	11	Arkansas	1
West Virginia	10	District of Columbia	1
Massachusetts	9	Georgia	1
Florida	8	Iowa	1
Kansas	8	Montana	1
Texas	7	North Carolina	1
Michigan	6	Oklahoma	1
Kentucky	5	South Dakota	1
		TOTAL	255

*The total number of customers in the sample was 1071. No doubt some of the out-of-state licenses belonged to customers who were then living in the Columbus area.

Source: Auto Plate Number Collection Schedules, Lynd Farm Market, Ohio, 1963.

Table 8: Location of Customers,
Lynd Farm Market Customers, Ohio, 1963.
(Based on County Code and State of Issue of License Plates)

	Number of Customers	Percent
Franklin County	468	43.5
Columbus	392	
Reynoldsburg	44	
Other	32	
Licking County	118	10.9
Pataskala	44	
Newark	32	
Etna	20	
Hebron	6	
Other	16	
Muskingum County	48	4.5
Zanesville	21	
Other	27	
Fairfield County	42	3.9
Guernsey County	20	1.9
Belmont County	14	1.3
Balance of State	106	9.9
Out of State	255	24.1
TOTAL	1071	100.0

Source: Data from Questionnaires and Auto Plate Number Collection Schedules.

Table 9: Customer Ratings of Market Characteristics,*
Lynd Farm Market Customers, Ohio, 1963

Characteristic	Excellent	Good	Fair	Poor	Weighted
	Percent	Percent	Percent	Percent	Average*
Freshness of Product	62	36	2	0	3.60
Quality of Product	50	48	2	9	3.48
Appearance of Product	47	51	2	0	3.46
Flavor of Product	49	47	3	1	3.45
Selection of Product	46	48	5	1	3.40
Cleanliness	46	47	6	1	3.39
Entrance to Market	39	48	10	3	3.29
Friendliness of Salesman	39	45	13	3	3.19
Prices	12	44	41	3	2.77

*Excellent=4; Good=3; Fair=2; Poor=1.

Source: Data from Mail Questionnaires, Lynd Farm Market, Ohio, 1963.

Percent of
Total Shoppers

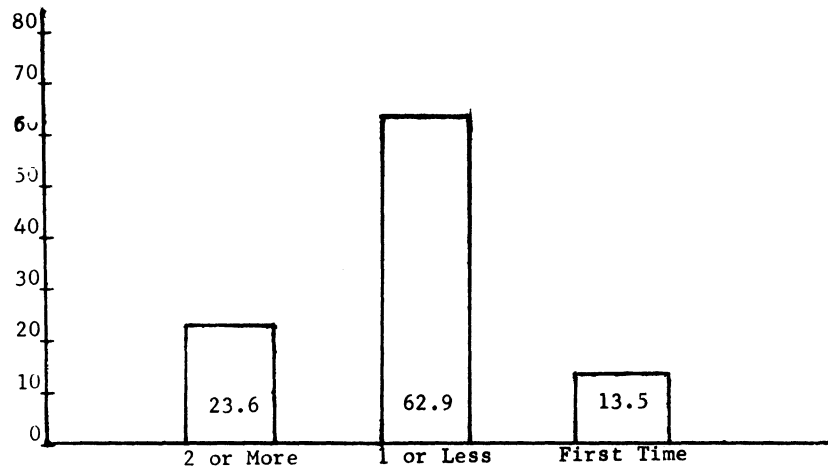


Figure 1. Customer Shopping Frequency Per Month,
Lynd Farm Market.
SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of
Total Shoppers

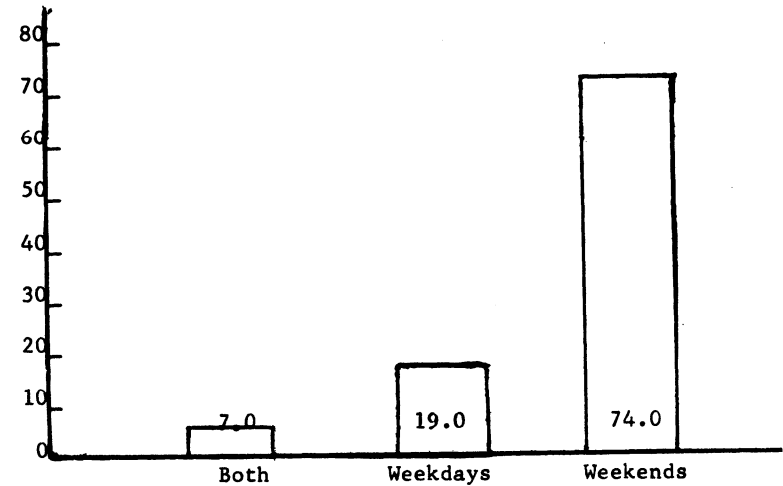


Figure 2. Usual Time of The Week for Shopping,
Lynd Farm Market Customers.
SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of Cleanliness Ratings
That were Excellent

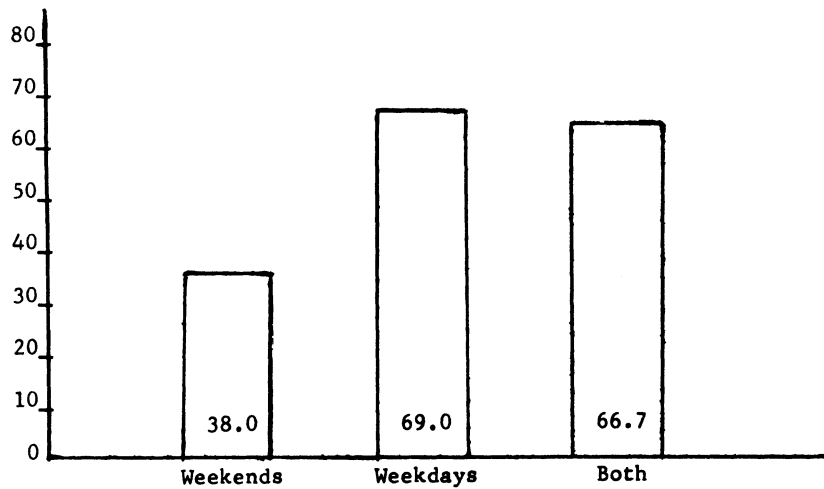


Figure 3. Percent of Shoppers Rating Cleanliness Excellent
by Groups with Different Shopping Days.
Lynd Farm Market Customers
SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of
Total Shoppers

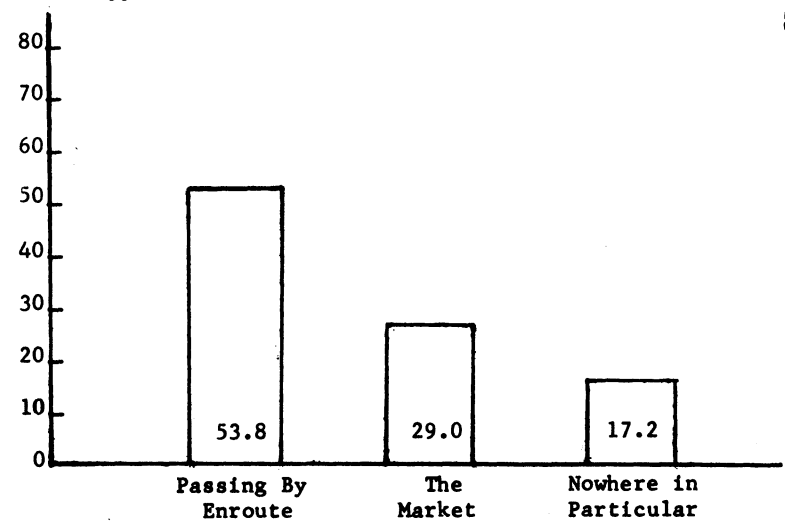


Figure 4. Shoppers Destination at Time of Last Visit,
Lynd Farm Market Customers.
SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of Total Shoppers

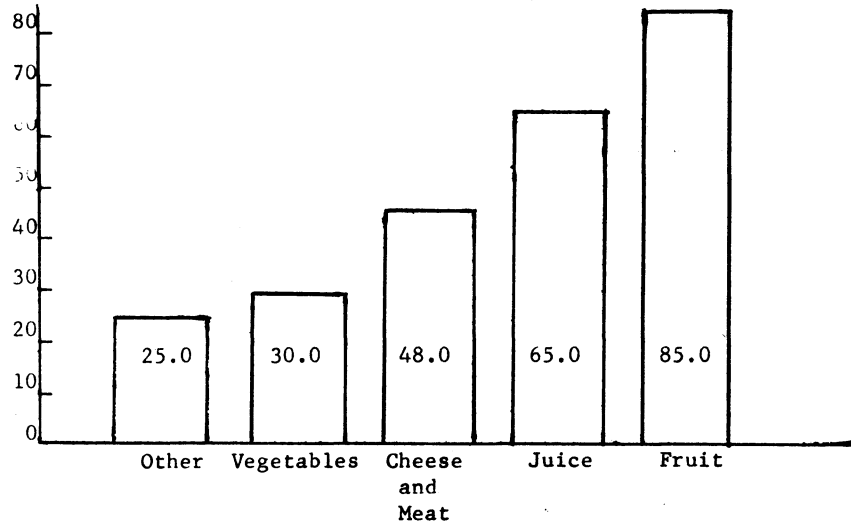


Figure 5. Percentage of Total Shoppers Who Make Purchases in the Various Product Groups, Lynd Farm Market Customers.
SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of Total Shoppers

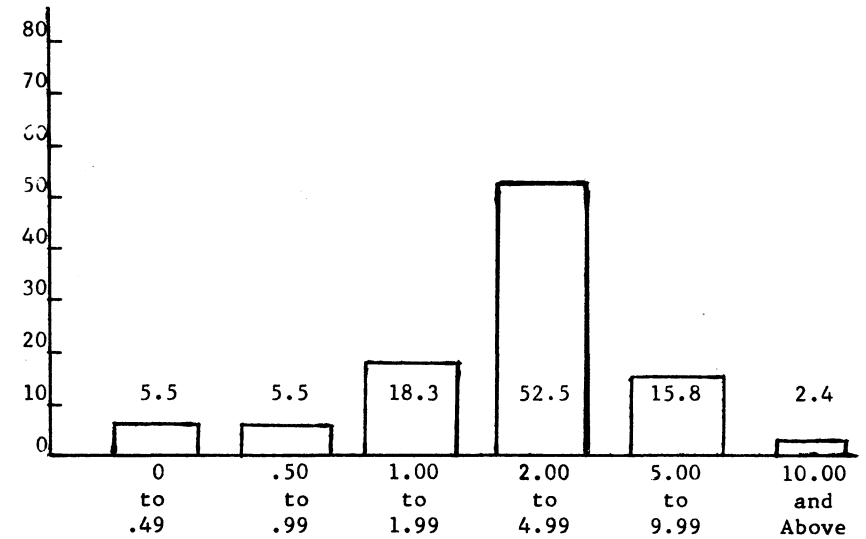


Figure 6. Size of Purchase at Last Visit, Lynd Farm Market Customers.
SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of Total Shoppers

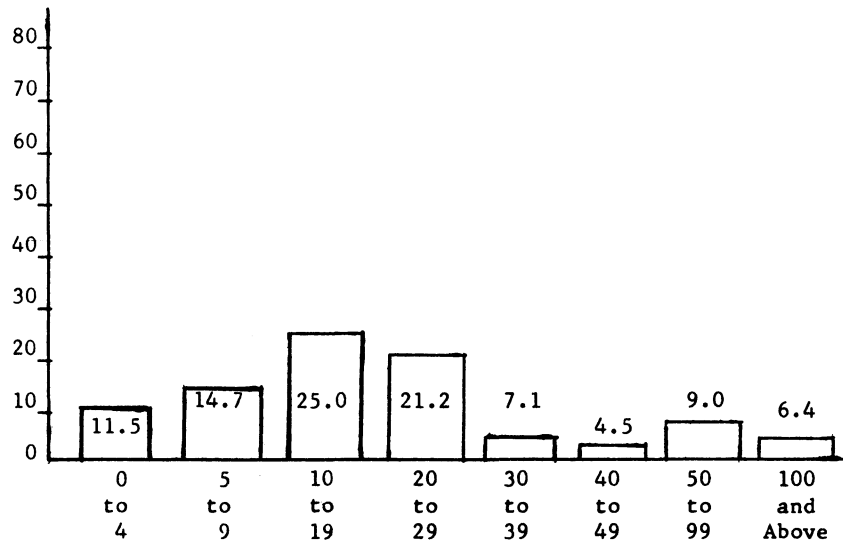


Figure 7. Distance of Residence from Market, Lynd Farm Market Customers.
SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of Total Shoppers

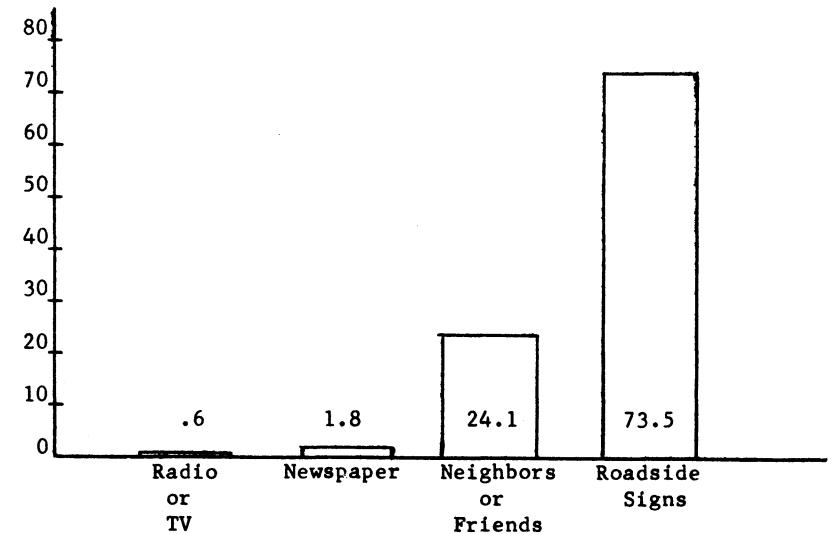


Figure 8. Media Through Which Shoppers Learned of Market, Lynd Farm Market Customers.
SOURCE: Data from Mail Questionnaires, Ohio, 1963.

That were Excellent

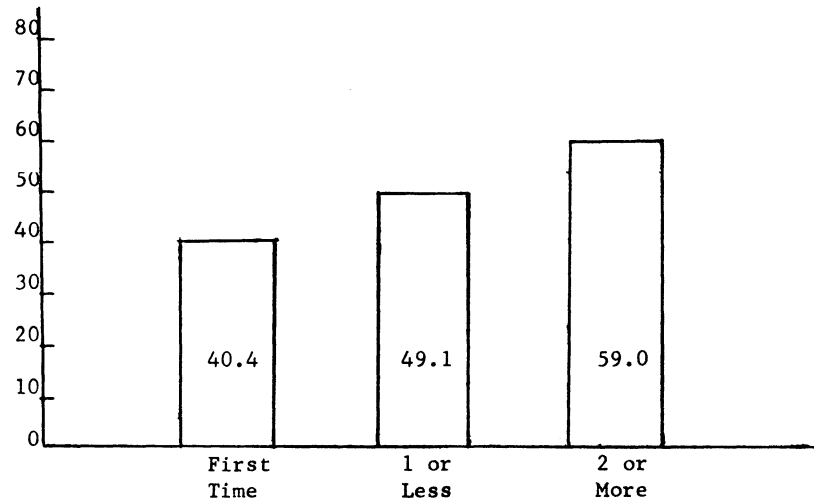


Figure 9. Percent of Shoppers Rating Products Excellent by Groups with Different Shopping Frequencies per Month, Lynd Farm Market Customers.
SOURCE: Data from Mail Questionnaires, Ohio, 1963.

That were Excellent

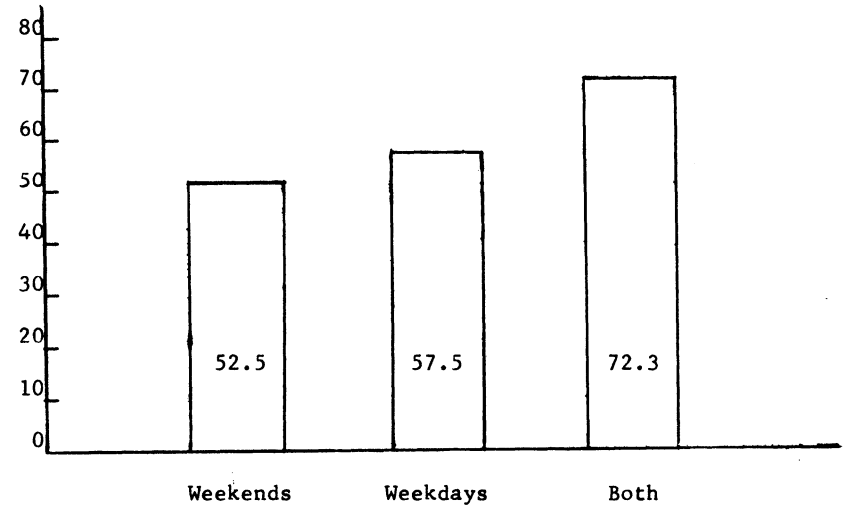


Figure 10. Percent of Shoppers Rating Products Excellent by Groups with Different Shopping Days, Lynd Farm Market Customers.
SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of Product Ratings That were Excellent

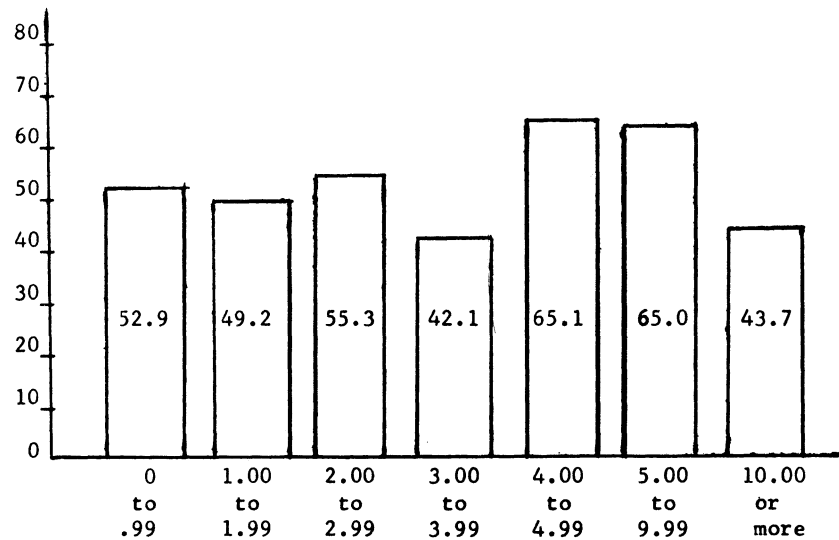


Figure 11. Percent of Shoppers Rating Products Excellent by Groups with Different Size Purchases, Lynd Farm Market Customers.
SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of Product Ratings That were Excellent

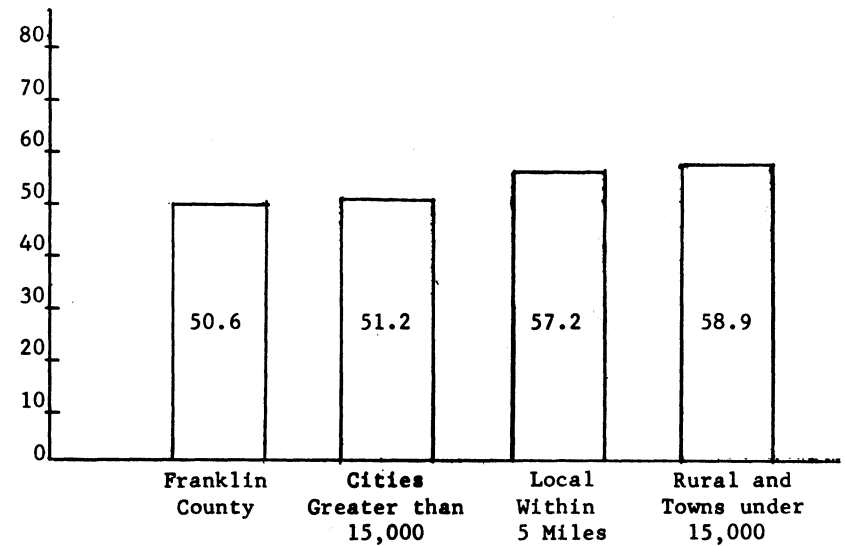


Figure 12. Percent of Shoppers Rating Products Excellent by Groups from Different Localities, Lynd Farm Market Customers.
SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of Friendliness Ratings
That were Excellent

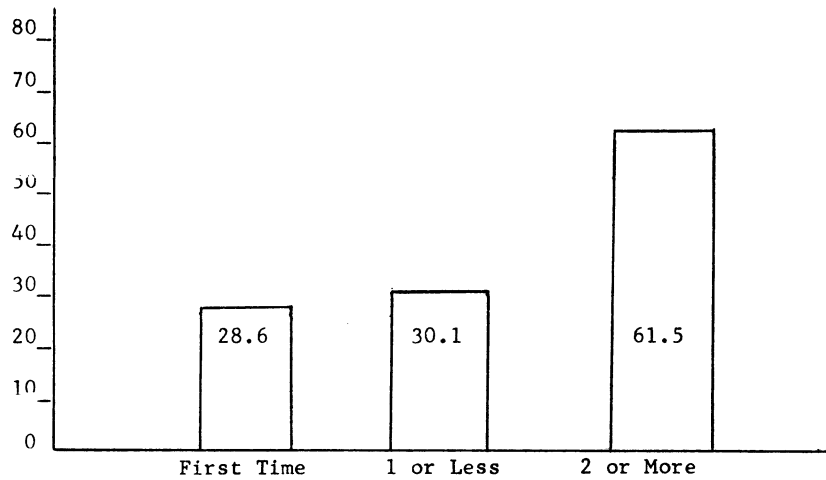


Figure 13. Percent of Shoppers Rating Friendliness Excellent by Groups with Different Shopping Frequencies per Month, Lynd Farm Market Customers.
SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of Friendliness Ratings
That were Excellent

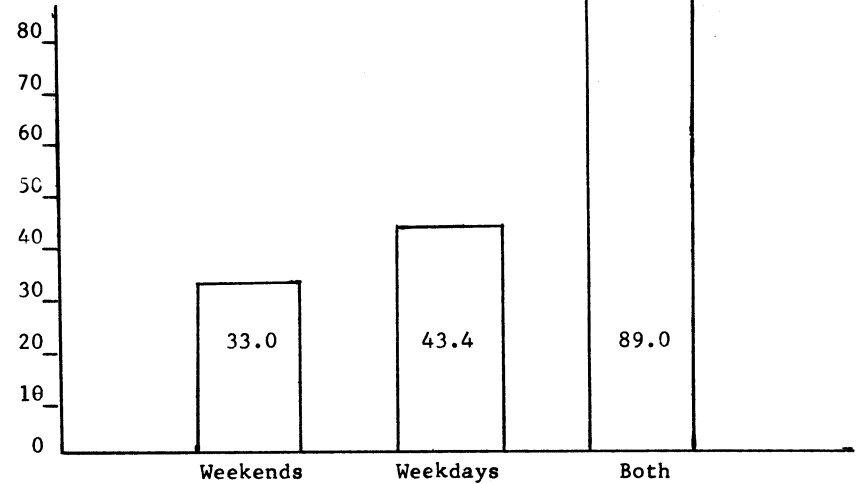


Figure 14. Percent of Shoppers Rating Friendliness Excellent by Groups with Different Shopping Days, Lynd Farm Market Customers.
SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of Friendliness Ratings
That were Excellent

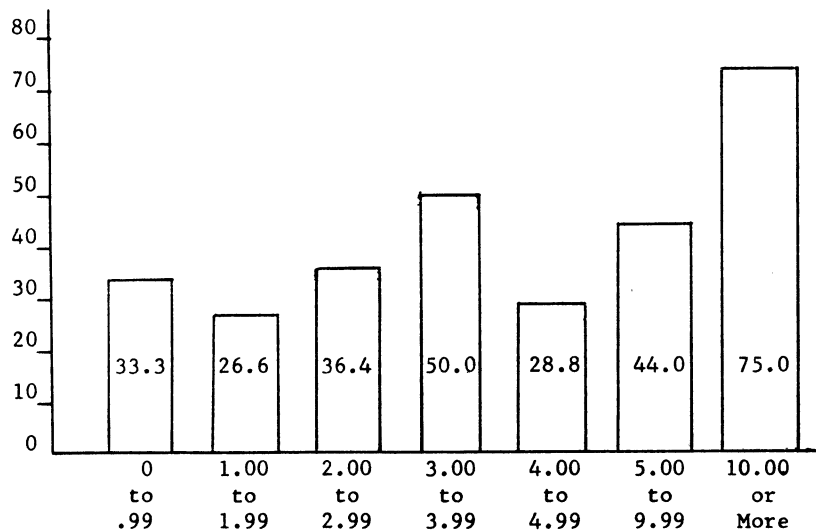


Figure 15. Percent of Shoppers Rating Friendliness Excellent by Groups with Different Size Purchases, Lynd Farm Market Customers.

Percent of Friendliness Ratings
That were Excellent

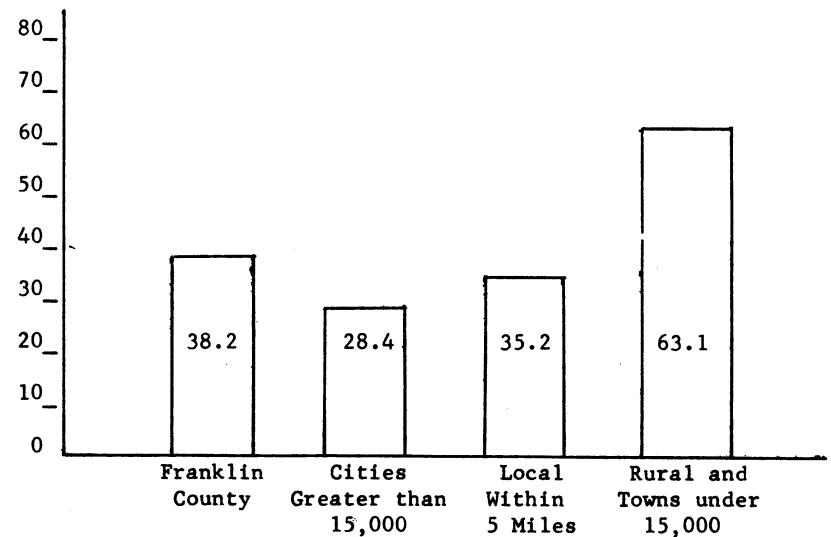


Figure 16. Percent of Shoppers Rating Friendliness Excellent by Groups from Different Localities, Lynd Farm Market Customers.
SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of Price Ratings
That were Excellent

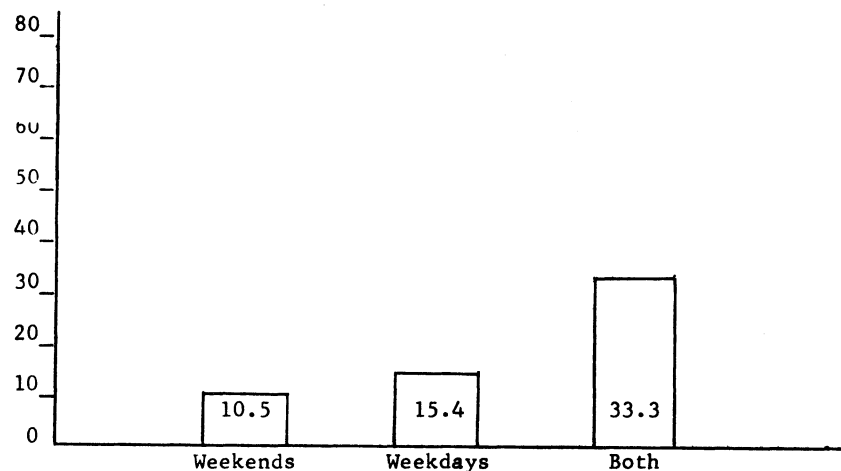


Figure 17. Percent of Shoppers Rating Prices Excellent by Groups with Different Shopping Days, Lynd Farm Market Customers.

SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of Price Ratings
That were Excellent

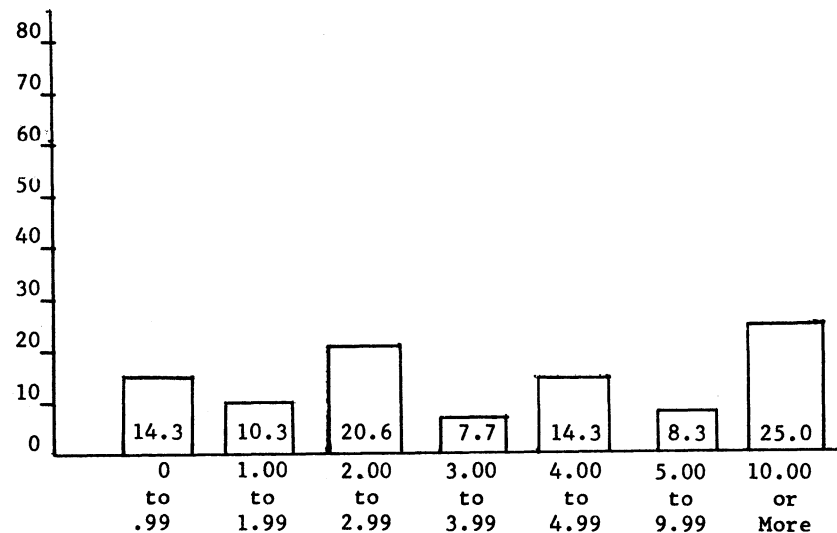


Figure 18. Percent of Shoppers Rating Prices Excellent by Groups with Different Size Purchases, Lynd Farm Market Customers.

SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of Price Ratings
That were Excellent

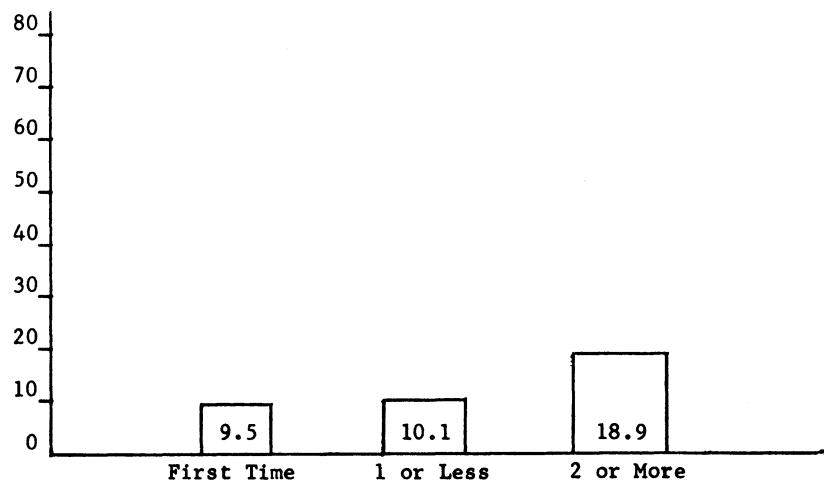


Figure 19. Percent of Shoppers Rating Prices Excellent by Groups with Different Shopping Frequencies per Month, Lynd Farm Market Customers.

SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Percent of Price Ratings
That were Excellent

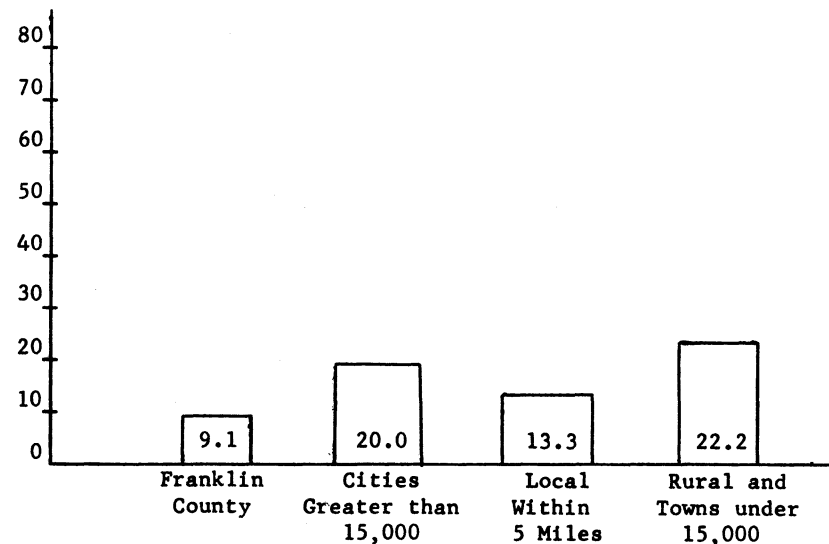


Figure 20. Percent of Shoppers Rating Prices Excellent by Groups from Different Localities, Lynd Farm Market Customers.

SOURCE: Data from Mail Questionnaires, Ohio, 1963.

Description of Lynd Farm Market Operation

The Lynd Farm Market is located on U. S. Route 40, twelve miles east of Columbus. Both the farm market and the fruit farm are operated and controlled by a family owned corporation. The farm grows approximately 200 acres of apples, and about 50 acres devoted to prunes, peaches, vegetables, pumpkins, etc.

The market is open the year round, offering the customer a selection of as many as 400 to 500 different items. Some of the products are:

fruits	apple cider
smoked meats	cheese
various juices	jams and jellies
vegetables	honey
apple syrup	apple candy
maple syrup	pop
sandwiches	potato chips

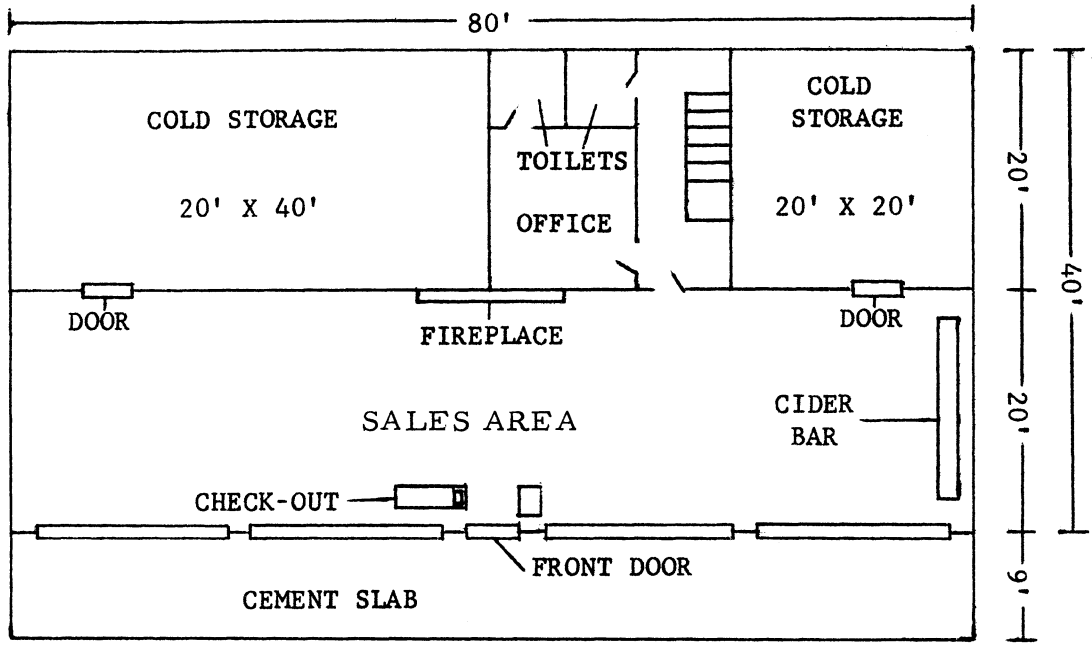
The market (see exhibit I) is of cement block construction with a depth of 40' and a length of 80' running parallel to the road. The sales area, in the front half of the building, measures 80' x 20'. There are two cold storage rooms, 20' x 20' and 20' x 40', opening into the sales area. An office, 2 toilets, and a stairway occupy an additional area, 20' x 20'. There is an additional overhead dry storage area, 80' x 40'.

The building is very attractive, with a stone veneer front. There are four 8' x 16' overhead garage doors which open in the summer and fall to extend the sales area 9' onto a concrete slab which runs the length of the building. There is a 4' overhang which affords protection to produce displayed.

A large stone fireplace at the rear of the sales area, together with attractive displays, creates a very pleasing atmosphere. One 3' x 8' door located in the front-center of the market is used primarily in the winter. The check out area is also located in the front-center near the door. One very popular spot is the cider bar located in one end of the sales area, where cider and other juices are sold, all you can drink for ten cents.

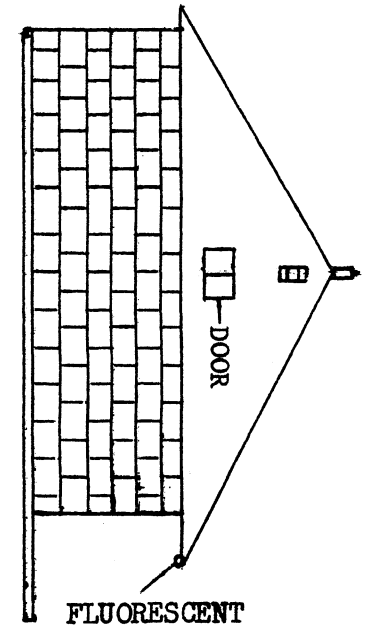
Parking facilities consist of a paved lot with a capacity of 40 cars and an over-flow into the adjoining yard and orchard.

The Lynd Farm Market is a very profitable venture, with gross sales exceeding \$100,000.

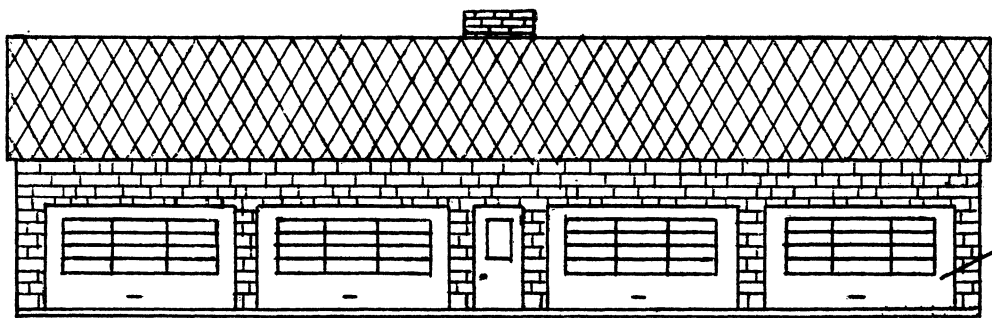


FLOOR PLAN

END VIEW



FLUORESCENT LIGHTS-FULL LENGTH OF BUILDING



FRONT VIEW

OVERHEAD GARAGE DOOR 8' X 12'

EXHIBIT I

GENERAL LAYOUT OF MARKET

8. Approximately how far do you live from this market? _____ miles

9. (a) On the following items we would like for you to rate this market Poor, Fair, Good, or Excellent, (Just check your first impression.)

	Excellent	Good	Fair	Poor
Freshness of product	_____	_____	_____	_____
Cleanliness	_____	_____	_____	_____
Quality of product	_____	_____	_____	_____
Flavor of product	_____	_____	_____	_____
Appearance of product	_____	_____	_____	_____
Selection of product	_____	_____	_____	_____
Friendliness of salesmen	_____	_____	_____	_____
Prices	_____	_____	_____	_____
Entrance to market	_____	_____	_____	_____

(b) Any comments on above? _____

The following are questions on which we would like your opinions and comments. If you have no particular comments or opinions on them, please send in the remainder of the questionnaire anyway. (Write on back if you wish.)

1. I like farm markets because:
2. We would shop at farm markets more if:
3. (a) Criticism of farm markets in general:
(b) Criticism and comments on the Lynd Farm Market in particular:

