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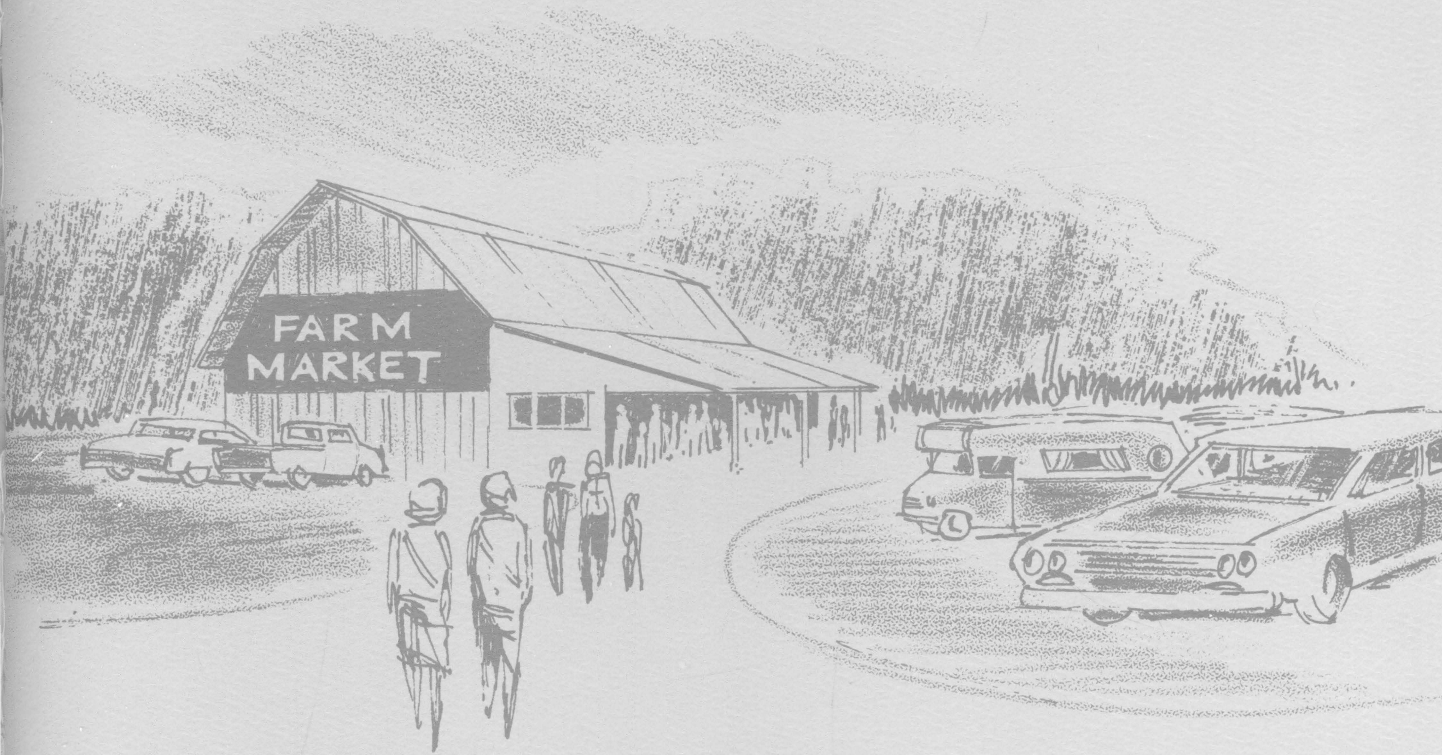
OHIO CUSTOMERS and their ROADSIDE MARKETS



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OHIO CUSTOMERS AND THEIR ROADSIDE MARKETS

Edgar P. Watkins and Bruce Bradley*

Ohio roadside farm markets are a very diversified group. Some sell only what they grow. Others, over the years, have added products from farms in Ohio and other states. Still others buy and resell many different kinds of products.

Many roadside markets started by selling a portion of their own production directly to the consumer from a stand, table, barn or storage room. As the business grew and their customers asked for their selling season to extend over a longer period of time, many operators found it was desirable to have a market building.

In this growth process, market operators become increasingly interested in efficiency of market operations, market management, and in merchandising products and services which result in higher sales to present customers and which attract additional customers. The common objective of this growth has been to increase the operators income.

Most roadside market operators have a farm background and still have their farm products in their farm markets. They tend to have a separate building for market sales. As these markets develop over the years, a market manager has usually been designated. This person may be a family member or may be a hired manager.

There has been little recent information available about customers of roadside markets, their values, opinions, expenditures, or buying habits. In the fall of 1977 eleven roadside market operators agreed to distribute 150 questionnaires each to their customers. These were taken home, filled out and mailed back to Ohio State University for summary and analysis. Four hundred seventy-four completed usable questionnaires were returned. The markets had a record of growth and expansion over a period of years. The cooperating market operators had these characteristics:

1) Each was associated with a farm
2) Each had a market building
3) Each had a designated market manager, usually a family member.

In the survey customers identified all roadside markets shopped. An average of 15 roadside markets were identified by customers in each surveyed

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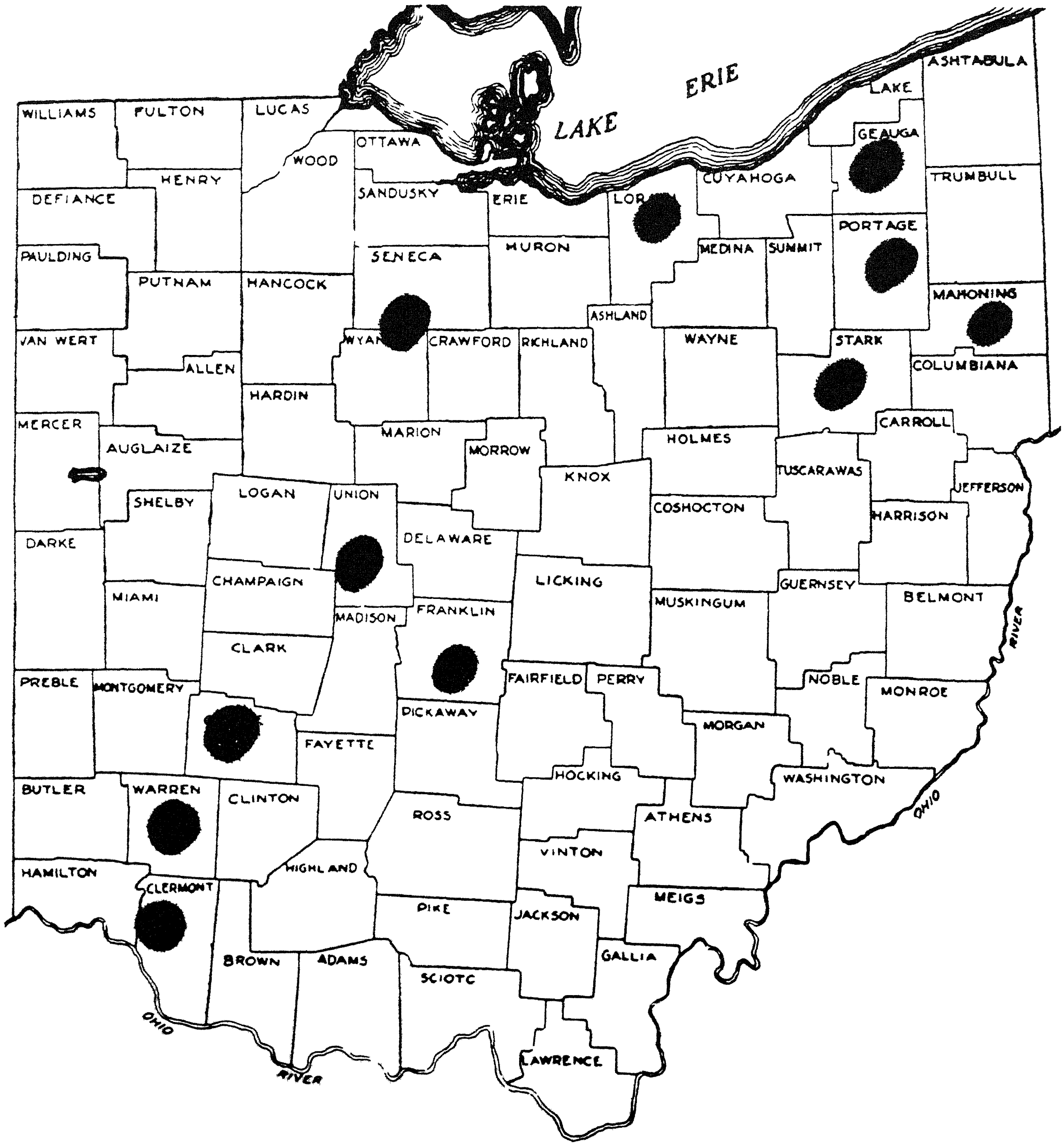
market area. In one area, customers identified 28 roadside markets. Figure one indicates the areas of the state where the eleven cooperating markets distributing the survey were located. In response to a question inquiring about which roadside market they would recommend to a friend, an average of 5 markets were identified in each area as recommended markets.

From survey results and other surveys, farm markets in Ohio are estimated to have sales exceeding $200 million per year. Customers of roadside markets believe that produce freshness is the most important characteristic they like about roadside markets. These customers travel up to 20 miles or more to shop roadside markets. They also express a desire for farm markets closer to home. Customer households spend an average of $152 annually at roadside markets. They prefer to buy fruits and vegetables from bulk displays. These findings and others are presented in greater detail on the following pages.

FIGURE 1
LOCATION OF ROADSIDE MARKETS
DISTRIBUTING QUESTIONNAIRES TO CUSTOMERS



Age Distribution of Roadside Market Customers

The age distribution of shoppers replying to the survey was 11% under 30 years of age, 32% between 30 and 45 years, 45% between 45 and 65, and 13% 65 years of age or older. Table 1 summarizes the age data and indicates the ranges that exist between market areas.

Table 1

Age of Shoppers	% of Customers: Average of All Markets	% of Customers: Ranges Among Markets
Under 30 years	11.4%	2.4 to 20.8
30 to 44 years	32.3	20.0 to 50.0
45 to 64 years	43.4	26.0 to 52.8
65 years and older	12.9	2.1 to 21.7

Distance and Time from Home to Market

The average market had a trading area radius of about 20 miles with a travel time of 30 minutes to the perimeter of their trading area. A trading area is defined as that area which contains 90% of the customers. Table 2 and Table 3 indicate details of distance and time from customers' residences to the market they usually shopped.

Table 2

Distance from Customer's Residence to Market Usually Shopped	% of Customers: Average of All Markets	% of Customers: Ranges Among Markets
Less than 3 miles	17.2%	3.4 to 56.0
3 to 4 miles	18.0	6.0 to 28.8
5 to 9 miles	30.6	16.0 to 40.4
10 to 14 miles	18.0	8.0 to 39.6
15 to 19 miles	9.3	0 to 24.3
20 miles and over	6.8	0 to 14.9

Table 3

Time from Residence to Market	% of Customers: Average of All Markets	% of Customers: Ranges Among Markets
Less than 5 minutes	6.6%	1.4 to 24.0
5 to 9 minutes	13.6	2.9 to 27.3
10 to 19 minutes	47.8	30.6 to 71.8
20 to 29 minutes	19.1	4.0 to 39.6
30 minutes and over	12.9	0 to 27.8

The distance and travel time provides information of use for estimating size of trading area and potential volume of business for new or remodeled markets. Markets in an urban area will have geographically smaller trading areas than markets located in a sparsely populated rural region. One market located within the city limits drew over half their customers from an area less than 3 miles from the market.

Frequency of Shopping

Thirty-nine percent of the customers shopped roadside markets once a week or more, 45% shopped markets one to three times per month, 12% once a month, and 4% less than once a month. Table 4 indicates the averages of frequency of shopping all markets as well as the ranges between market areas.

Table 4

Frequency of Shopping	% of Customers: All Markets	% of Customers: Ranges Among Markets
Once a week or more	39.1%	10.6 to 75.0
1 to 3 times per month	44.6	12.5 to 56.0
Once a month	12.0	4.2 to 29.6
Less than once a month	4.3	0 to 13.9

Market operators who wish to extend the season encourage customers to shop more often. One method of doing this is to offer smaller quantities of fresher product, so that customers will be encouraged to buy for immediate needs. In turn, more frequent shopping by customers enables the market operator to present a fresher appearing product as well as offering more "soft" fruits and vegetables which may have a shorter shelf life.

Household Size, Food Roadside Market Expenditures

The average size household of roadside market customers was 3.3 persons. This is larger than the average size household in Ohio or the U.S. which currently is about 2.9 persons. These households report an average weekly food expenditure of $45.90 or $13.91 per person. The food expenditure per person is very near the U.S. average in 1977 of $14.00 per person per week.

The households reported on annual roadside market expenditures of $151.60 or $45.69 per person.

See Tables 5, 6 and 7 for details of household size, weekly expenditures for food, and roadside market expenditures per household and per person per year.

Table 5

Household Size of Customers	% of Customers: All Markets	% of Customers: Ranges Among Markets
One person	4.4%	0 to 9.8
Two persons	32.4	20.4 to 41.7
Three persons	20.6	8.1 to 31.5
Four persons	22.5	12.5 to 29.4
Five persons	13.9	6.7 to 32.4
Six or more persons	6.1	0 to 14.8
Average size of customer households:	3.3	3.0 to 4.0

Table 6

Amount Spent Weekly by Customer Households	% of Customers: All Markets	% of Customers: Ranges Among Markets
Less than $10	.7%	0 to 3.6
$10 to $19.99	6.4	2.9 to 10.7
$20 to $29.99	16.9	9.7 to 27.7
$30 to $39.99	19.5	11.4 to 26.5
$40 to $49.99	16.2	5.7 to 32.1
$50 to $59.99	16.7	7.1 to 29.4
$60 to $69.99	11.6	3.6 to 22.9
$70 to $79.99	4.4	0 to 7.1
Over $80	7.7	0 to 18.0
Average weekly food expenditure per household:	$45.90	$38.09 to $55.57
Average weekly food expenditure per person:	$13.91	$11.20 to $16.31

Table 7

Expenditures per Household per Year	% of Customers: All Markets	% of Customers: Ranges Among Market
Less than $25	4.4%	0 to 7.5
$25 to $49.99	15.6	2.8 to 42.9
$50 to $99.99	26.2	14.3 to 42.4
$100 to $149.99	14.9	6.1 to 21.7
$150 to $199.99	11.5	8.0 to 21.1
$200 to $249.99	7.9	0 to 14.3
$250 to $299.99	4.9	0 to 12.3
$300 to $349.99	7.2	0 to 19.0
$350 to $399.99	2.8	0 to 16.7
Over $400	4.6	0 to 16.7

Average expenditure per household per year: $151.60 - $80.20 to $212.85

Average expenditure per person per year: $ 45.79 - $30.39 to $70.94

The roadside market expenditures are of use in estimating the dollar volume that can be expected from a trading area with a specified population.

Previous studies[1/] have indicated that 45% of the population are members of households who are regular customers of roadside markets. If this figure and the roadside market expenditures per person are combined, roadside market expenditures in Ohio currently are about $208 million.

The roadside market expenditure per person is information useful in generating estimates of sales potential in a given market area. For example, assume there are 54,000 people within 20 miles of a market or a proposed market. Royers study indicates that 45% of these are potential roadside market customers or 24,300. The information in the above table indicates a roadside market expenditure of $45.79 per capita. Twenty-four thousand three hundred times $45.79 gives a potential roadside market expenditure for this trading area of $1,112,697. It is then up to the individual market operator to estimate his share of the market. If he feels, for example, that his market could reach 35% of the total available in this trading area, his market's sales potential would be $389,444.

As a market operator lengthens the season open and increases the choice and variety of products available in the market, both the total potential market and his share of that potential may be increased.

1/ A Consumer Analysis of Farm and Roadside Markets in Ohio, Edwin Royer, unpublished PhD Dissertation, Ohio State University, 1967.

Months Customers Shop Roadside Markets

The most popular months to shop roadside markets were September (95.7% of customers), August (92.1%), July (81.29), October (80%) and June (70.4%). The last popular months were February (26.0%) and January (27.5), as indicated in Table 8.

Table 8

Months customers shop at roadside markets.

	% of Customers	
	All Markets	Ranges Among Markets
January	27.5%	10.4 to 62.2
February	26.0	9.1 to 62.2
March	29.6	14.6 to 64.4
April	34.5	9.9 to 66.7
May	49.0	7.4 to 85.2
June	70.4	18.5 to 88.9
July	81.2	44.4 to 100.0
August	92.1	76.6 to 98.1
September	95.7	82.9 to 100.0
October	80.0	45.8 to 100.0
November	47.1	21.2 to 62.8
December	31.6	4.2 to 52.8

The roadside market season for many markets in Ohio is an extended season of up to 10 or 12 months of the year. This is reflected in the percentage of customers still expecting to shop roadside markets in midwinter. Some of these farm markets still are very active in selling apples, others are buy-sell operations at this time of year. As farmers invest more in market facilities and equipment, many become interested in extending their marketing season to extend their overhead costs over a longer time period and to provide employment for permanent employees.

Customer Opinions of Merchandising Strategies

Customers were asked to rate several merchandising strategies of roadside markets. 71% of the customers rated as very important making available the best quality produce, regardless of where the product was grown. 32% rated as very important selling in quantities for freezing and canning. 28% rated as very important selling only what was grown on the farm. 14% of the customers rated as very important markets which specialized in organically grown products. 3% rated as very important the market offering an opportunity for family recreation (picnic facilities, pony rides, etc.) in addition to traditional market functions. Details are provided in Table 9.

Table 9

Importance of following sales strategies to customers:

	% of Customers	
	All Markets	Ranges Between Markets
Make available the best quality, whether homegrown or grown elsewhere	70.6	60.0 to 95.0
Sell in quantities for freezing and canning	32.2	4.0 to 37.5
Markets sell only what they grow	28.4	7.7 to 44.4
Specialize in organically grown products	14.1	0 to 23.8
Offer an opportunity for family relaxation in addition to buying food (picnic facilities, pony rides, animal farm, etc.)	2.8	0 to 7.9

The totals in Table 9 add to more than 100% because of multiple responses. It is apparent that customers put considerable emphasis on the expectation for high quality at roadside markets. This is further emphasized in other segments of the survey. Market operators can meet the demand for quality by over two-thirds of the customers, offer quantities on crops which are canned or frozen in season and sell products which are produced during appropriate times and on appropriate products. There need not be conflict between these customer expressions about sales strategies and the market operator's goals for his market. For example, the market operator may specialize in a few home grown crops of top quality, expand the customers choice with the best quality of other produce items, make available larger quantities during the late summer for canning and freezing, and emphasize the natural no additive aspect of his fruits and vegetables.

Packaging and Display Opinions of Customers

Customers indicated a preference for buying from bulk displays with 49% indicating this preference. Ten percent indicated a preference for produce packaged in bags and baskets, 10% for large quantities for freezing and canning, and 38% preferred a combination of the first three choices. Details are provided in Table 10.

Table 10

	% of Customers	
	All Markets*	Ranges Between Markets
From Bulk Displays	49.4%	22.2 to 74.5%
Packaged in Bags and Baskets	10.1	0 to 24.3
In Large Quantities	9.5	0 to 18.5
A Combination of Above	38.0	24.3 to 54.0

*Adds to more than 100% because of multiple responses.

Roadside market operators have found that customers do like a choice. If a relatively few high volume items are offered in bulk displays as well as produce in bags and baskets, customers feel they have a choice in choosing their own version of needed size of quantity. Past merchandising studies of supermarket produce departments indicate that sales are increased when customers are offered a combination of bulk and packaged produce.[2/]

[2/] Effect of Packaging Produce on Retail Marketing Efficiency, Kendrick and Sherman, AE 338, Dept. of Agri. Econ. and Rural Soc., Ohio State University, Oct., 1962.

Considerations Important to Customers When Choosing a Market

The survey results indicated product quality, reasonable prices, produce freshness, product variety, courteous, pleasant employees, market and product cleanliness, and convenient location are all significant considerations as customers decide which market to shop. Other factors of some importance are listed in Table 11.

Table 11

Considerations of Importance to Customers in Choosing a Market

	% of All Responses	
	Average of All Markets	Ranges Between Markets
Product Quality	19.4%	15.9 to 23.1
Reasonable, fair, competitive prices	17.5	12.5 to 20.0
Produce freshness	12.9	8.3 to 17.9
Product variety, selection, choice	12.6	9.3 to 16.9
Courteous, pleasant, friendly, helpful people	9.6	6.5 to 16.5
Cleanliness and neatness	8.5	6.6 to 13.8
Convenient location	8.2	5.6 to 15.3
Services	3.1	0 to 5.5
Parking and access	3.1	.9 to 4.2
Atmosphere of market	2.0	0 to 6.6
Miscellaneous	1.4	0 to 4.6
Large quantities product available	.8	0 to 3.3
Home grown products	.7	0 to 2.5
Lower prices	.3	0 to .9

These responses provide some guidance to market operators about why customers choose specific roadside markets. The pattern of responses may well provide an outline to market operators who wish to evaluate major portions of their markets approach to customers.

What Customers Like About Roadside Markets

When asked what they like about roadside markets, customers desire for freshness of produce stands out beyond all others and is consistent over all markets in the survey. Other things customers like about roadside markets are quality of product, home grown produce and product selection, choice and variety, as well as convenient location, market services and market atmosphere. None of these preferences enjoyed the deep and widespread support of freshness as a feature of roadside markets that customers liked. Table 12 offers additional details about what customers like about roadside markets.

Table 12

What customers like about roadside markets.

	% of All Responses	
	All Markets	Ranges Among Markets
Freshness, tasts, ripeness	42.8%	25.4 to 58.2
Quality of product	14.4	0 to 22.2
Home grown produce	9.4	0 to 14.5
Product selection, choice, variety	7.0	0 to 15.9
Convenient location	5.0	0 to 18.2
Market services	3.9	0 to 18.5
Market atmosphere	3.8	0 to 15.9
Miscellaneous	3.8	0 to 5.5
Friendly, helpful attitudes of employees/owners	3.6	0 to 8.7
Competitive, reasonable, fair prices	3.0	0 to 10.9
Easy access and parking	1.1	0 to 4.3
Quantities available	.9	0 to 13.6
Lower prices	.8	0 to 15.0
Cleanliness	.5	0 to 2.3

Roadside market operators might well concentrate on those things customers like about roadside markets as they build their marketing programs that would have more appeal to many customers and potential customers.

What Customers Dislike About Roadside Markets

Distance from a customers residence to the market, prices and parking and traffic problems were major dislikes customers expressed about roadside markets. Other dislikes are listed in Table 13.

Table 13

What customers dislike about roadside markets.

	% of All Responses	
	All Markets	Ranges Among Markets
Distance from home	17.7%	7.7 to 46.0
Prices	16.0	7.1 to 33.0
Parking and traffic problems	14.7	7.1 to 38.4
Dirty, shabby, junky appearance	9.5	0 to 25.0
Lack of freshness, over-ripe, spoiled	5.2	0 to 24.0
Poor quality	5.2	0 to 22.2
Insects	4.3	0 to 16.7
Misrepresentation (i.e., shipped produce sold as home grown)	3.5	0 to 8.0
Lack of space, crowded	3.5	0 to 15.0
Lack of variety, selection, choice	3.5	0 to 16.6
Services - insufficient, unfriendly help, restricted hours and seasons	3.0	0 to 16.7
Market cold in winter, hot in summer	1.7	0 to 7.7
Miscellaneous	1.7	0 to 23.0
Lack of, or misuse of refrigeration	.9	0 to 5.0

Market operators might well check this list of dislikes to identify areas which may be offensive to present and future customers. Criticism of prices may be a rather natural reaction between a buyer and seller, or it may indicate some concern over the level of prices perceived by the customer. Operators of markets probably need to develop more sophisticated pricing strategies. Distance from the market may be one of the prices customers pay for country atmosphere they seem to enjoy.

Customer Suggestions to Improve Markets

Customer market improvement suggestions concentrated on added services, parking improvement, prices, added variety, choice and selection, as well as improving cleanliness, additional markets and enlarging the present market. No set of suggestions, however, were broadly supported over all market areas, as shown in the ranges between market areas in Table 14.

Table 14

	% of Customers	
	All Markets	Ranges Among Markets
Add Services: post hours, extend hours open, offer samples, pony and hay rides, publicize seasonality info., sell/serve coffee and donuts, tours, demonstrations, train employees, call bell.	23.3%	0 to 33.3
Improve parking, access	19.4	0 to 33.3
Lower prices	14.6	0 to 22.2
More variety, selection, choice	7.8	0 to 20.0
Improve cleanliness	5.8	0 to 33.3
Better location, more markets	5.8	0 to 20.0
Enlarge market	4.8	0 to 25.0
More employees	4.8	0 to 20.0
Heat in winter	3.9	0 to 16.0
Miscellaneous	3.9	0 to 16.7
Add sliced meats, cheese, grains and flours, flowers and plants, raspberries	3.9	0 to 11.1
Improve market appearance and displays	3.8	0 to 13.3
Discard overaged-overripe produce	2.9	0 to 22.2

This list should also be of some assistance to roadside market operators as they seek to better serve all their customers. This customer generated information can be of value in determining what improvements have some priority in many customers minds. Roadside market operators, in addition to providing freshness and quality in their sales appeal, must also concentrate on providing services which enhance their image as a place customers associate with a unique and pleasant experience.

Products Customers Indicated they Usually Purchased

On the product lists that follow, customers checked products they usually purchased. Only the first nine items listed were printed on the survey form. All items beyond the ninth item were written in and the results are understated. Comparing the written in results with published lists on other surveys, leads to the conclusion that written in items should be multiplied by five to make the customer percentage shown comparable with the printed list.

Information in Tables 15A, 15B and 15C may provide some guidance to roadside market operators for products to be added to their present market product mix. This is particularly true for those market operators who are striving to extend their season, secure more sales, earn higher incomes. This description probably includes most market operators.

Table 15A

Products customers indicated they usually purchased.

Fruits	% of Customers: All Markets	% of Customers: Ranges Among Markets		
Apples	90.0%	73.3	to	100.0
Peaches	82.3	62.2	to	93.2
Cantaloupe	66.5	55.5	to	91.7
Strawberries	58.2	40.7	to	88.9
Plums	45.4	26.8	to	58.3
Pears	41.2	20.8	to	66.0
Grapes	40.9	12.5	to	52.1
Cherries	30.9	7.4	to	37.8
Raspberries	24.1	8.5	to	30.6
Watermelon	5.8	0	to	15.4
Bananas	2.3	0	to	4.3
Blueberries	1.7	0	to	8.3
Oranges	.9	0	to	2.4
Rhubarb	.9	0	to	4.0
Nectarines	.6	0	to	4.0
Lemons	.4	0	to	3.7
Currants	.2	0	to	2.1
Elderberries	.2	0	to	2.4
Cranshaw Melons	.2	0		
Grapefruit	.4	0	to	4.3

Table 15B

Vegetables	% of Customers All Markets	Ranges Among Markets
Sweet corn	85.9%	63.0 to 96.1
Tomatoes	61.4	37.0 to 76.9
Peppers	46.3	29.6 to 66.0
Cucumbers	44.3	31.9 to 63.5
Snapbeans	36.9	18.5 to 57.8
Cabbage	35.9	19.1 to 62.5
Lettuce	27.7	14.0 to 42.3
Carrots	24.7	8.3 to 27.8
Asparagus	17.1	2.1 to 26.9
Squash	9.4	4.1 to 31.2
Potatoes	7.9	2.1 to 20.8
Onions	3.2	0 to 8.3
Beets	1.9	0 to 13.9
Limas	1.9	0 to 3.7
Cauliflower	1.7	0 to 10.0
Brocolli	.8	0 to 4.4
Turnips	.6	0 to 23.4
Pickles	.6	0 to 4.2
Peas	.6	0 to 3.7
Eggplant	.6	0 to 2.8
Celery	.4	0 to 3.7
Spinach	.4	0 to 2.8
Kale	.2	0 to 1.9
Kahl-rabi	.2	0 to 2.1
Mushrooms	.2	0 to 3.7
Radishes	.2	0 to 3.7
Yams	.2	0 to 2.4
Garlic	.2	0 to 2.8
Artichokes	.2	0 to 1.4

Table 15C

Miscellaneous	% of Customers: All Markets	% of Customers: Ranges Among Markets
Cider	72.1%	40.4 to 91.7
Honey	48.0	26.9 to 64.6
Pumpkins	49.0	31.2 to 80.6
Gourds	25.6	16.7 to 38.9
Jelly/Jam	16.0	0 to 29.2
Bread	15.8	0 to 51.9
Pies	14.3	0 to 68.9
Donuts	10.2	0 to 66.0
Cheese	7.5	0 to 44.4
Milk	5.8	0 to 26.6
Eggs	5.1	0 to 12.5
Flowers	3.0	0 to 15.4
Popcorn	3.0	0 to 8.3
Indian Corn	2.8	0 to 12.5
Plants	2.8	0 to 11.5
Pastries	2.6	0 to 7.4
Candy	2.3	0 to 6.4
Butter	1.7	0 to 15.6
Apple Butter	1.3	0 to 2.8
Meat	1.3	0 to 6.7
Peanuts	1.1	0 to 6.4
Syrup	.9	0 to 2.1
Pots	.4	0 to 5.8

Table 15C (continued)

Gardening Supplies	.6	0 to 5.8
Birdseed	.6	0 to 5.8
Ice Cream	.6	0 to 7.4
Candy Apples	.4	0 to 2.1
Nuts	.4	0 to 2.4
Gift Items	.4	0 to 6.3
Juice	.4	0 to 2.8

Also mentioned

Fertilizer	Sausage	Baskets
Mulch	Pottery	Vinegar
Bulbs	Bittersweet	Beverages
Canning & Freezer Supplies	Antiques	Molasses
Turkey	Relishes	Pickles
	Dishes	Noodles

Ratings of Market Operations by Customers

Customers rated nine areas of operations for markets they usually shopped. The most favorable ratings as expressed by the percentage of customers awarding an "A" rating were on fruit and vegetable quality and freshness, friendly, courteous employees, ease of shopping in the market, accurate quick checkout, parking and cleanliness. Lower ratings were given on price, location, product selection, variety and choice.

Table 16 summarizes the A=Excellent, B=Good, C=Fair, and D=Poor ratings by customers both in terms of ranges between market areas and as averages for all markets rated.

This type of rating can be of value to individual market operators. As they might survey their own customers asking for such a rating on specific areas of market operations, they will also receive information about how customers rate other market operations in the area.

This type of customer evaluation has been a valuable tool when used by other kinds of retail operations. Likely, it can prove to be another kind of information that would be useful to owners and managers of roadside markets.

Table 16

RANGES OF RATINGS AMONG MARKETS AND AVERAGES OF ALL MARKETS

Ratings of Market Operations by Customers: % of customers rating operations as A=Excellent, B=Good, C=Fair, D=Poor

	A	B	C	D
Fruit and Vegetable Freshness Quality	71.1 - 100.0 73.5	11.1 - 28.9 23.5	0 - 4.4 3.0	RANGES AVERAGES
Product Selection Variety	37.1 - 75.0 51.4	25.0 - 51.3 40.4	0 - 21.1 8.0	0 - 1.5 .1
Prices	11.1 - 35.4 21.5	41.7 - 69.0 55.5	3.9 - 50.0 21.2	0 - 2.9 1.8
Convenience of Location	24.4 - 65.2 42.0	21.7 - 69.4 37.9	7.1 - 28.2 15.9	0 - 6.7 4.2
Cleanliness	54.4 - 100.0 61.2	0 - 36.0 29.2	0 - 14.4 8.2	0 - 5.3 .7
Friendly, Courteous Employees	58.9 - 97.1 66.1	2.9 - 38.6 27.0	0 - 8.1 5.7	0 - 2.1 1.2
Adequate Parking	37.8 - 82.6 64.3	11.5 - 48.9 25.3	0 - 20.4 8.8	0 - 4.4 1.6
Accurate Quick Checkout	54.5 - 73.9 61.6	20.0 - 43.2 32.3	0 - 8.5 5.9	0 - 2.1 .2
Ease of Shopping Market	57.1 - 82.6 64.7	13.0 - 33.3 29.9	0 - 11.5 5.1	.3
Other	0 - 100	0 - 40.0 20.0	0 - 20.0 12.5	0 - 33.3 2.5
Overall Rating	47.7 - 87.5 59.8	12.5 - 52.3 36.4	0 - 5.7 3.8	-

Summary

Roadside market operators cooperating with this survey have indicated that the survey results both about their market and all market averages have provided new and useful information that will provide the basis for better management decision making.

This type of survey compliments well similar information gathered through interviews with market operators.[3/]

As market operators adjust their goals over time from selling products which they have traditionally grown to growing and selling products which customers respond to most positively, this customer oriented type of information becomes more useful and more necessary.

The final result can be better satisfied, more enthusiastic, supportive customers, which may well result in happier, more productive market operators with higher family incomes.

This bulletin is the first of a planned series about direct marketing of farm products from farmers to consumers. Other roadside market publications will concentrate on "Management of Roadside Markets" and "Financial Planning for Roadside Farm Markets". Similar publications will be developed for pick-your-own and farmers markets in the near future.

[3/] Marketing Fresh Fruits and Vegetables Through Roadside Stands and Pick-Your-Own Operations in Maine, 1974, Life Sciences and Agriculture Experiment Station, University of Maine at Orono, March, 1976.