



Lake Placid Farmers Market Feedback Survey

October 2024

General findings

- Response was largely local (90%).
- A majority of respondents (86%) have attended the Lake Placid Farmers Market.
- A majority of respondents reported the location of the farmers market (Green Goddess parking lot) is convenient (72%), and that the day (Wednesday) worked for them (76%). A lower margin of respondents reported that the time on Wednesday (9a.m.-1p.m.) worked for them (55%).
- 57.8% of respondents reported an evening market would work better for them. Additionally, 15.6% of respondents reported a morning market would work better, while 26.6% reported either an earlier morning or evening would work better for them.
- Respondents are largely interested in additional vendors and fresh produce.

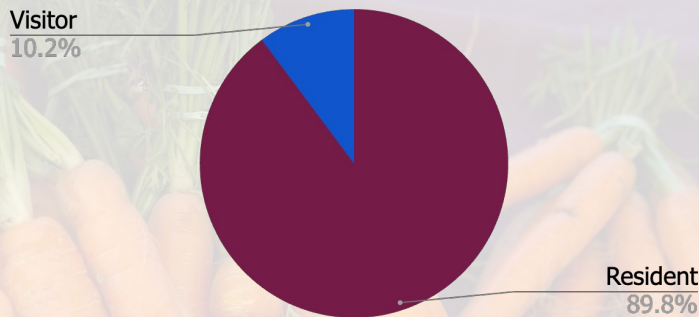
Demographics

Total responses: 98

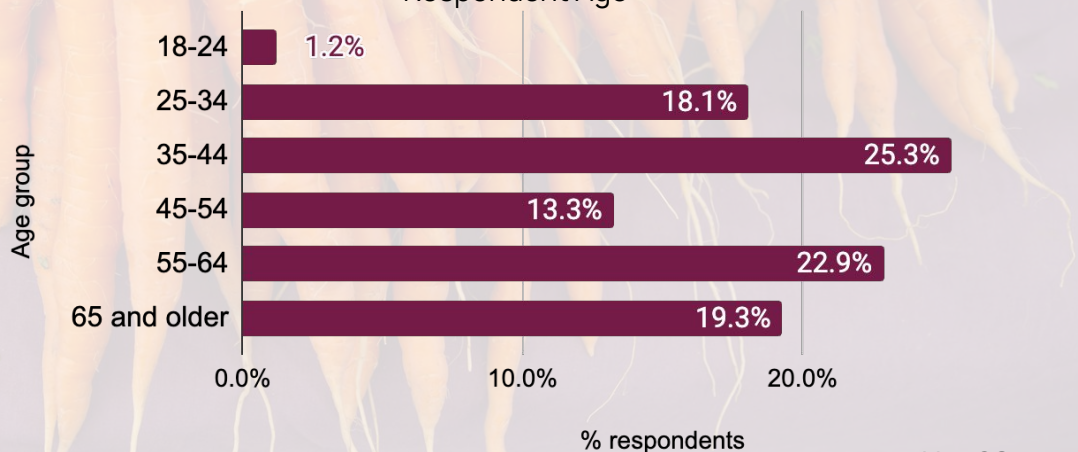
Top towns:

Lake Placid - 49%
Saranac Lake - 13%
Wilmington - 3%
Vermontville - 3%

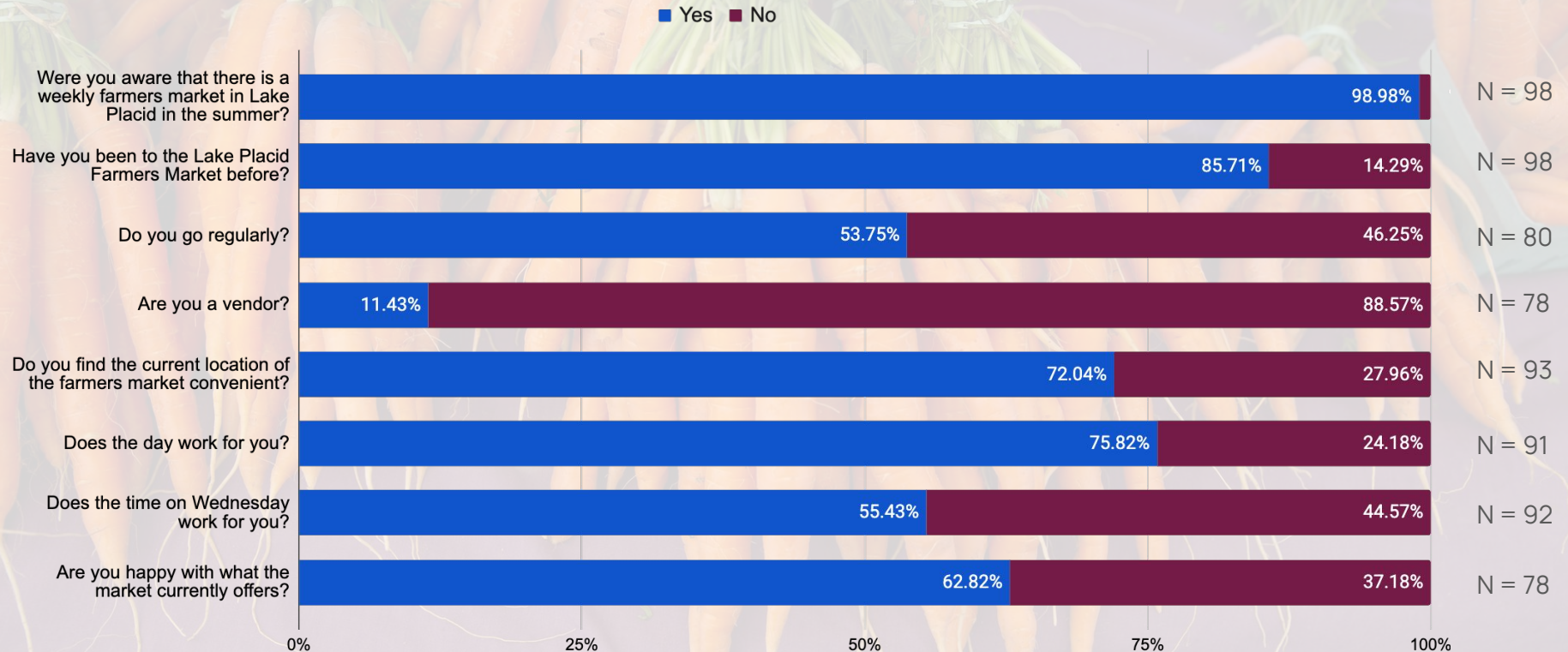
Visitor vs Resident



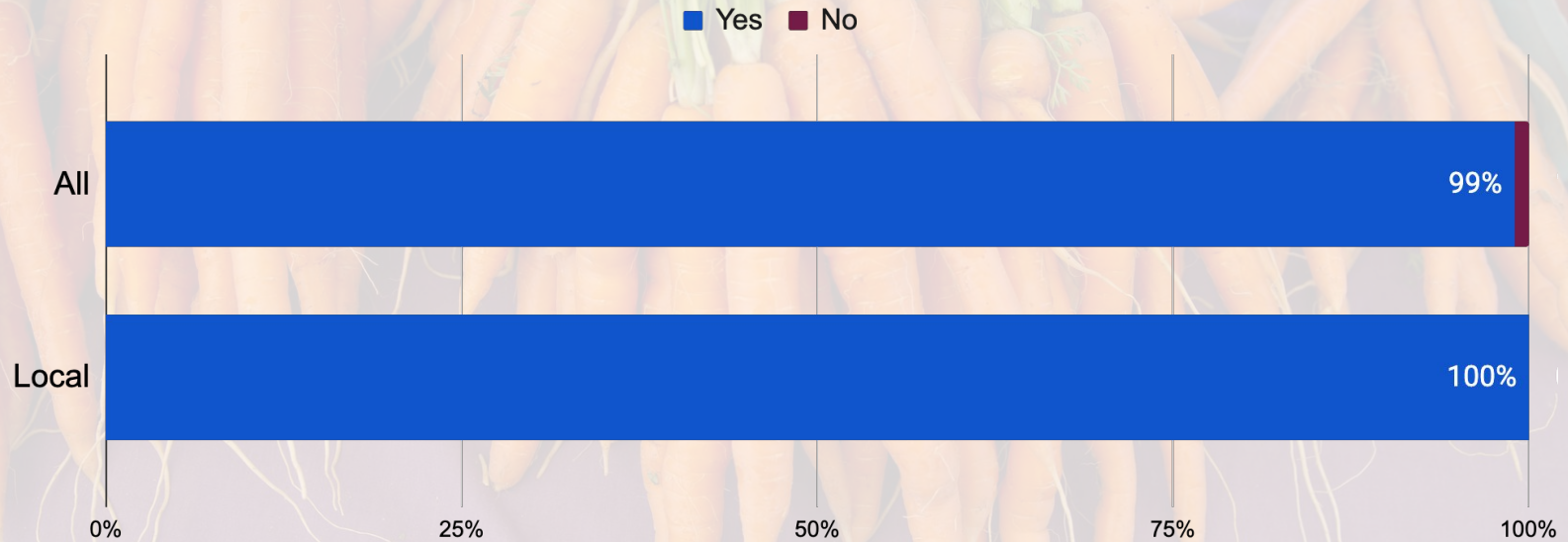
Respondent Age



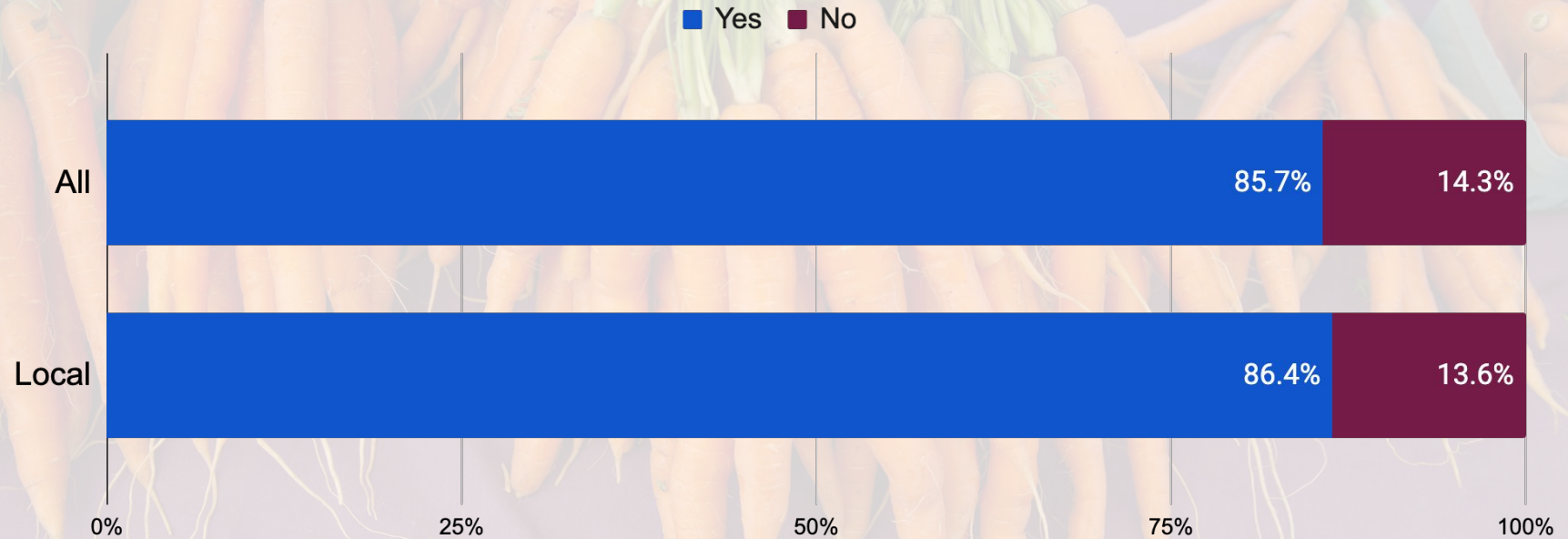
Response summary



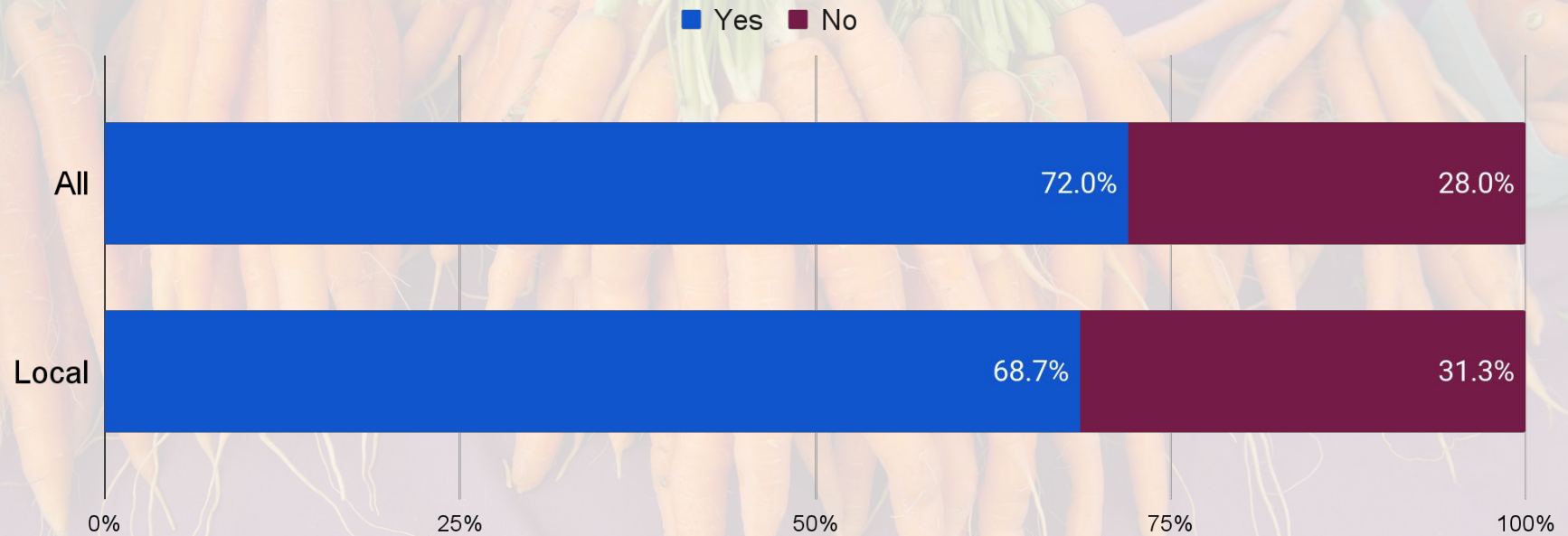
Were you aware that there is a weekly farmers market in Lake Placid in the summer?



Have you been to the Lake Placid Farmers Market before?



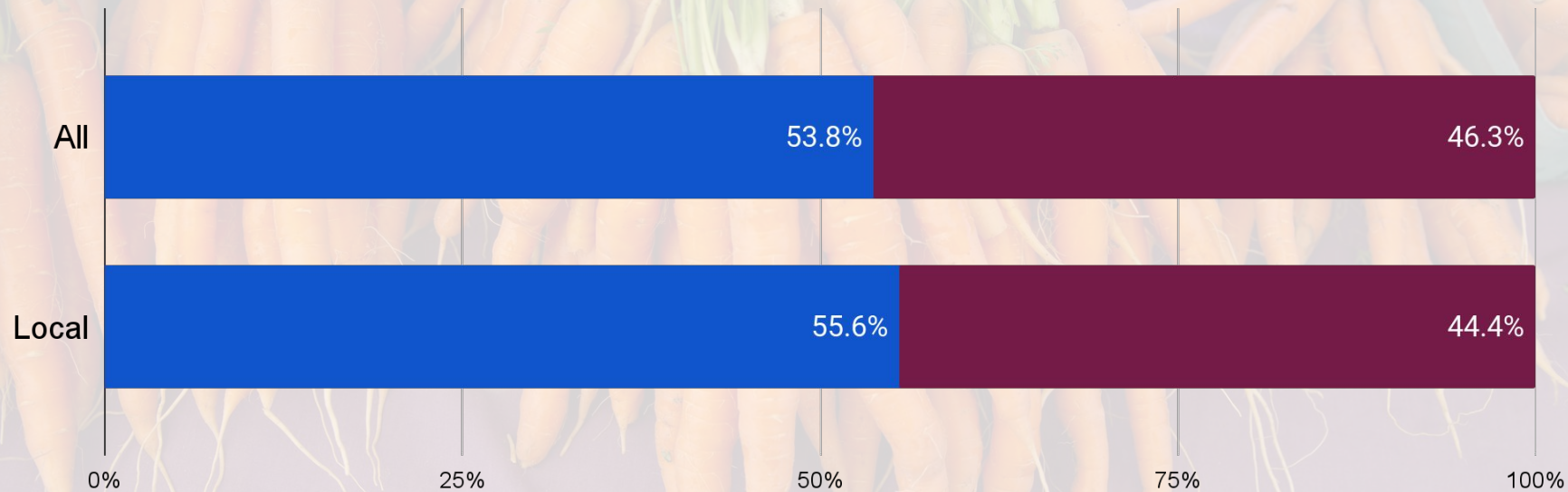
Do you find the current location of the farmers market convenient?



N = 83/93

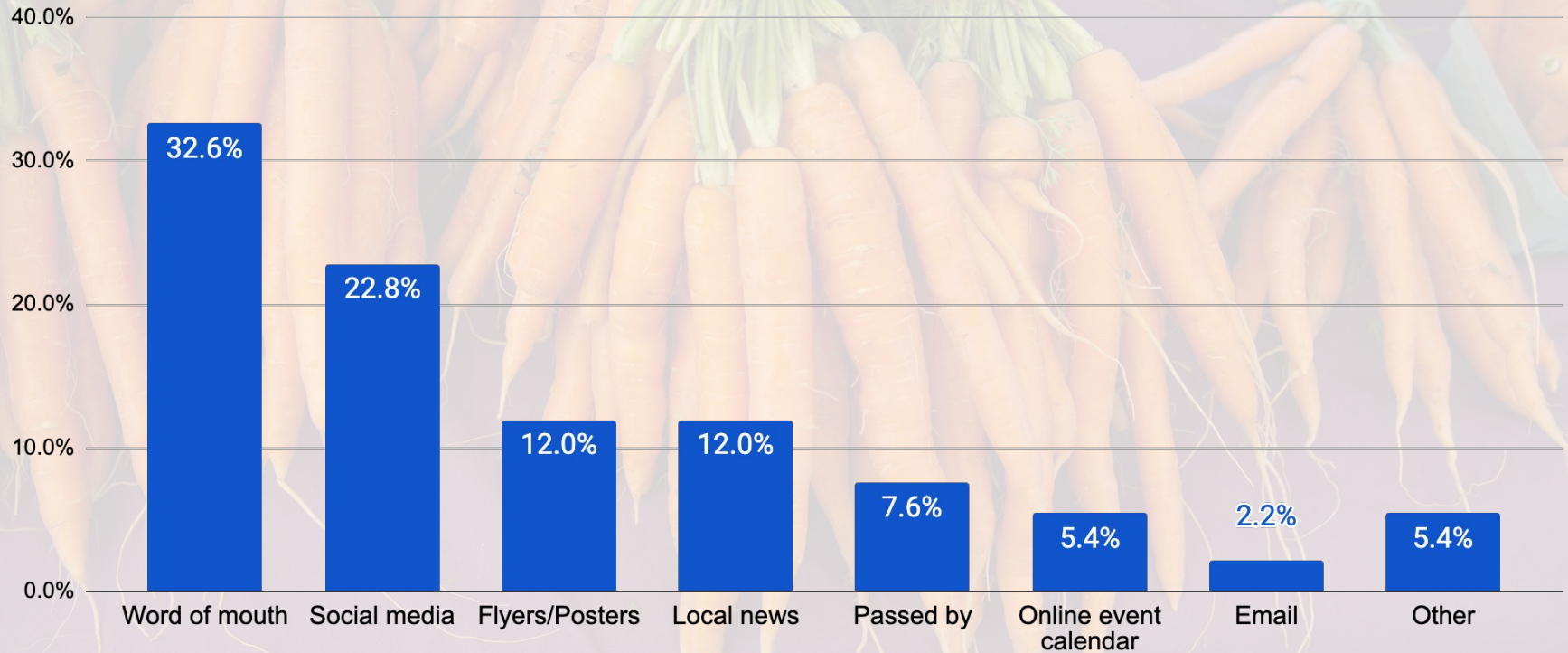
Do you go regularly?

■ Yes ■ No



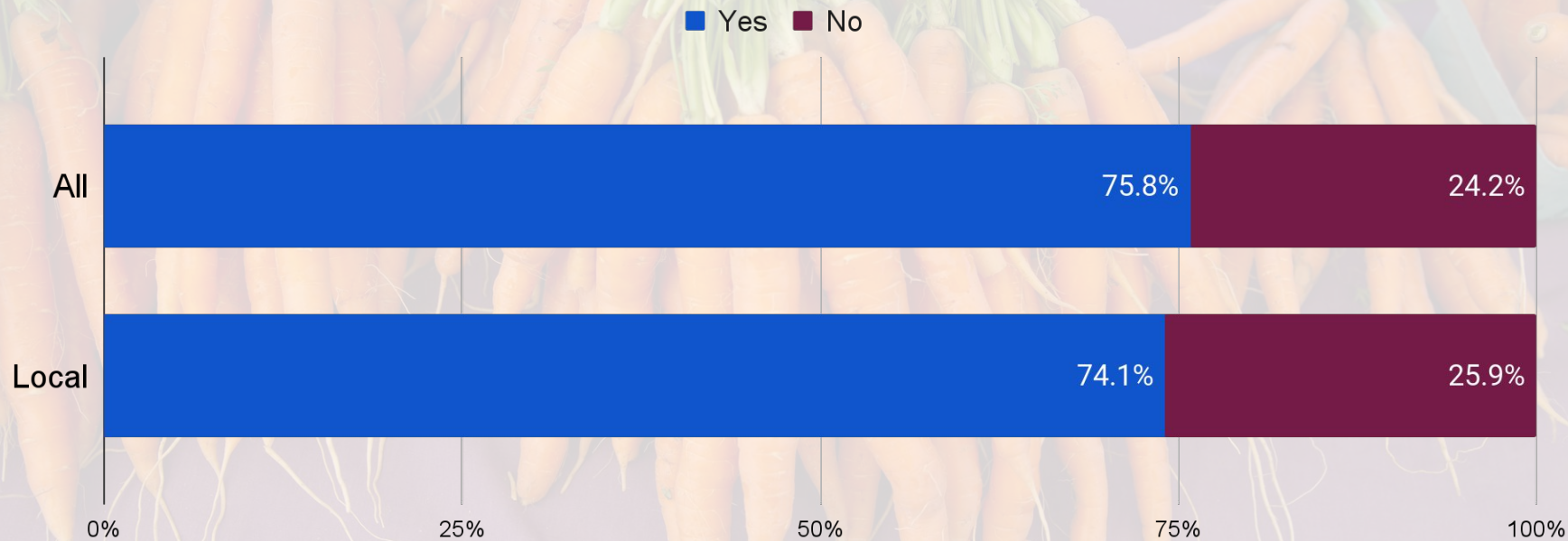
N = 72/80

How did you hear about the farmers market?



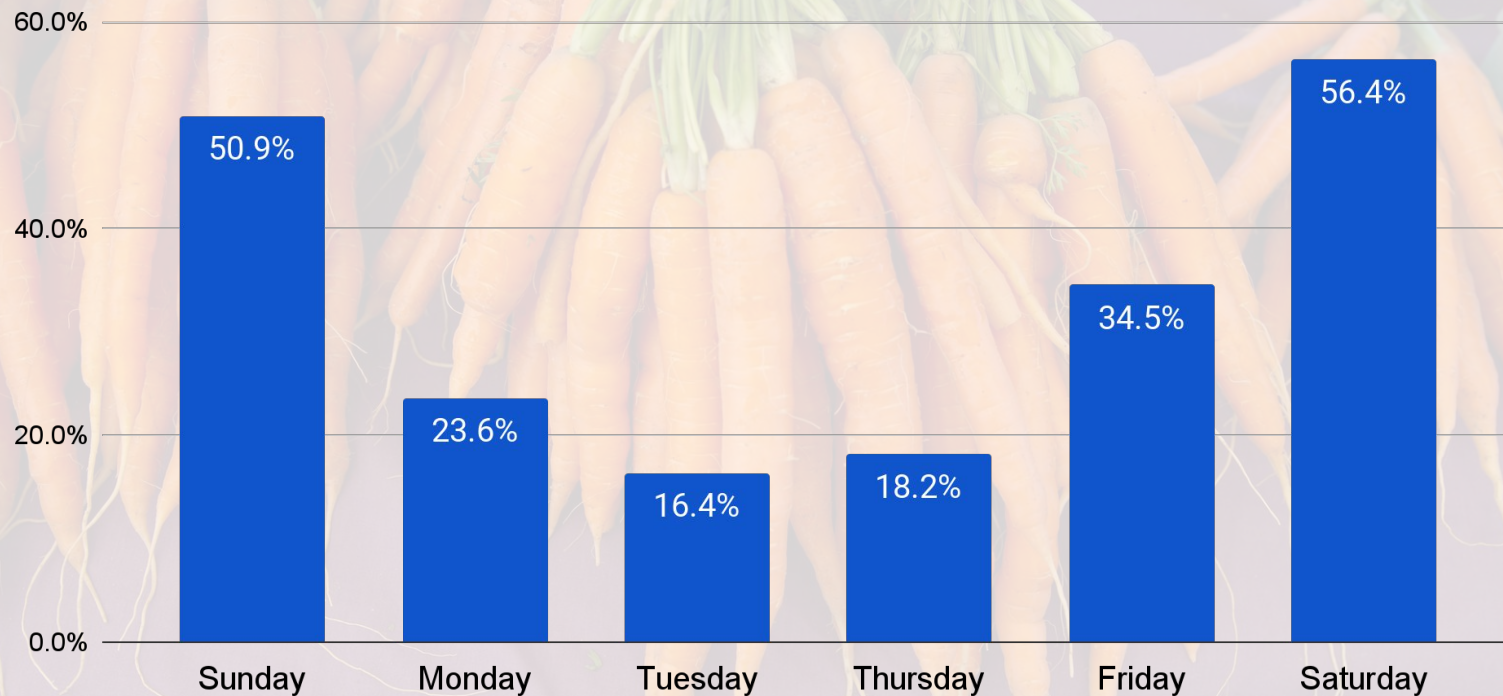
N = 92

Does the day work for you?



N = 81/91

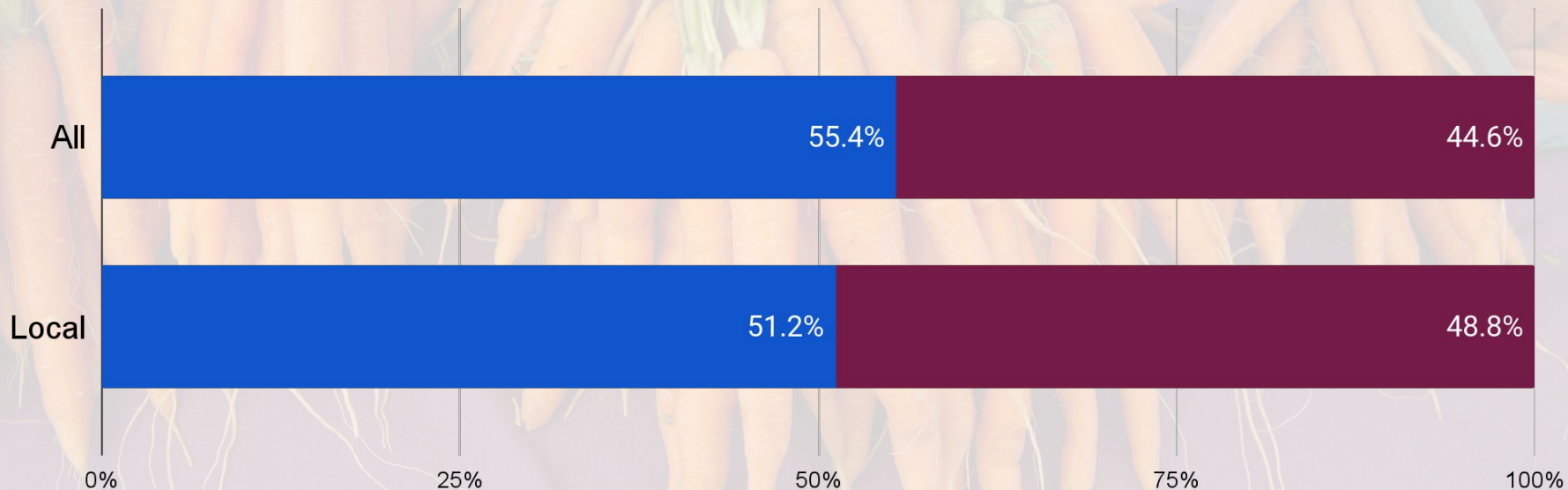
What day(s) would work better?



N = 55

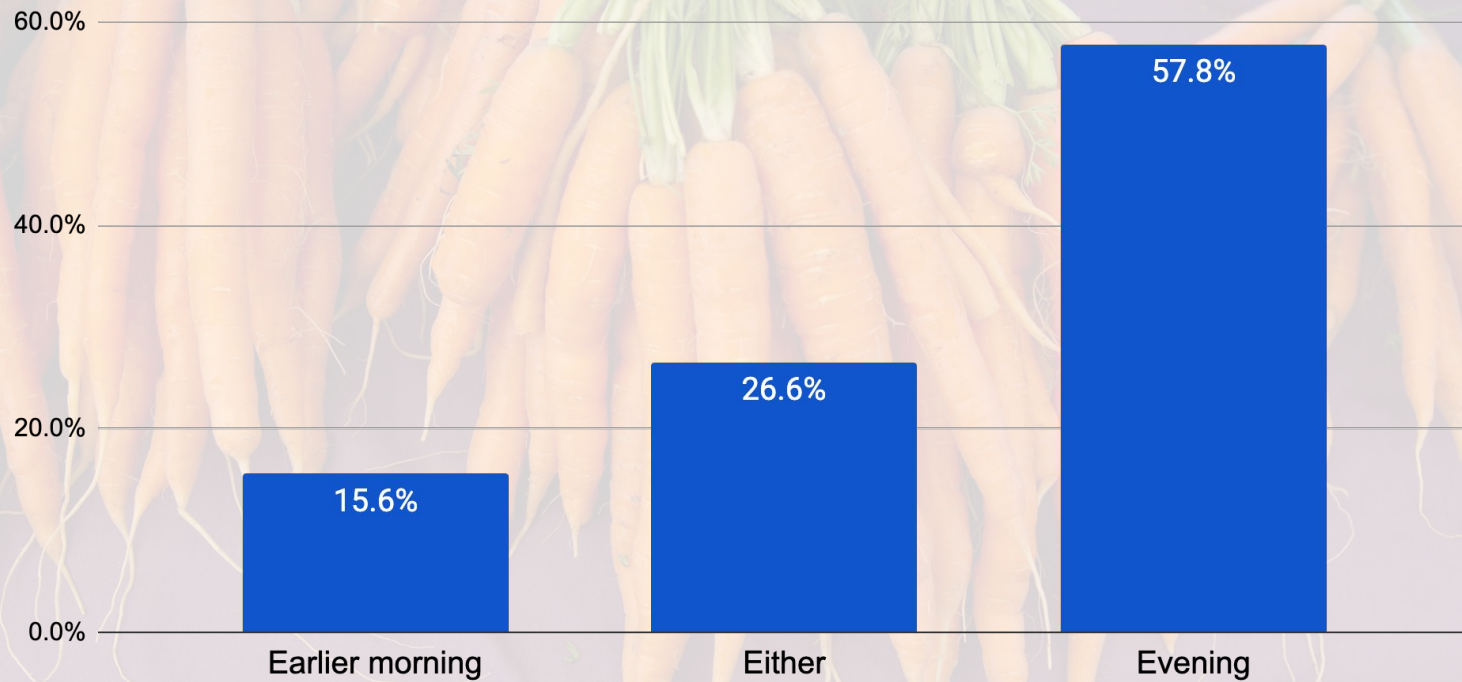
Does the time on Wednesday work for you?

■ Yes ■ No



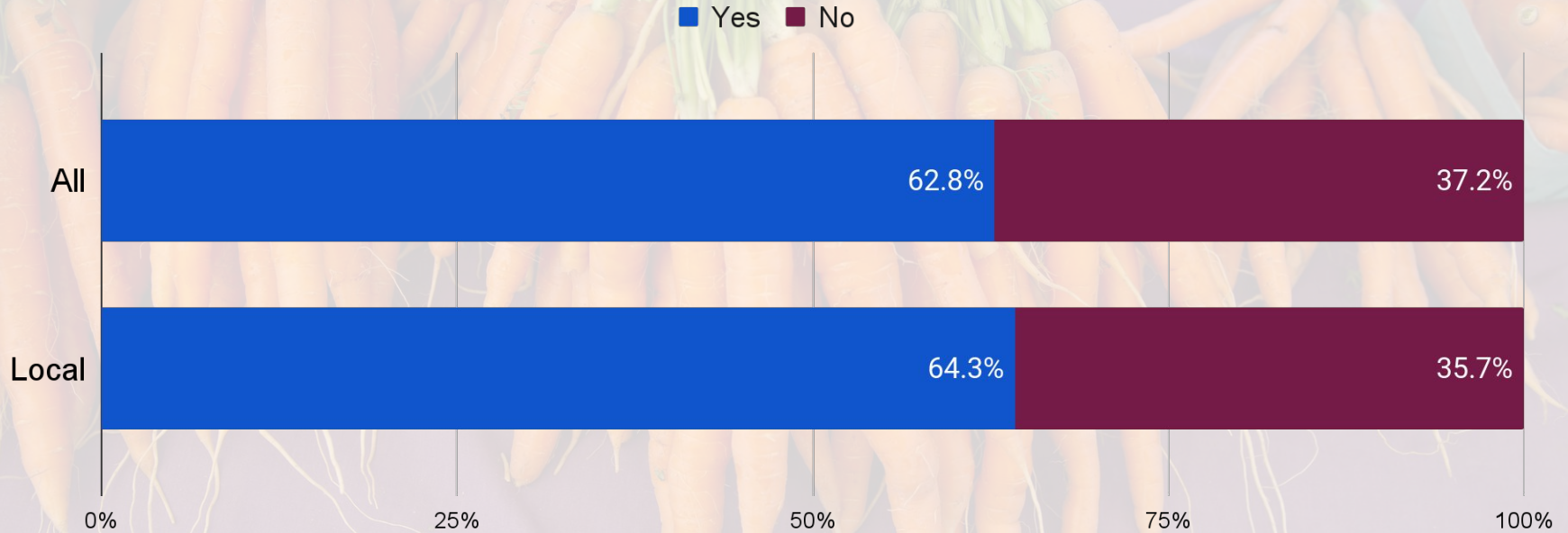
N = 82/92

Would an earlier morning or an evening market work better?



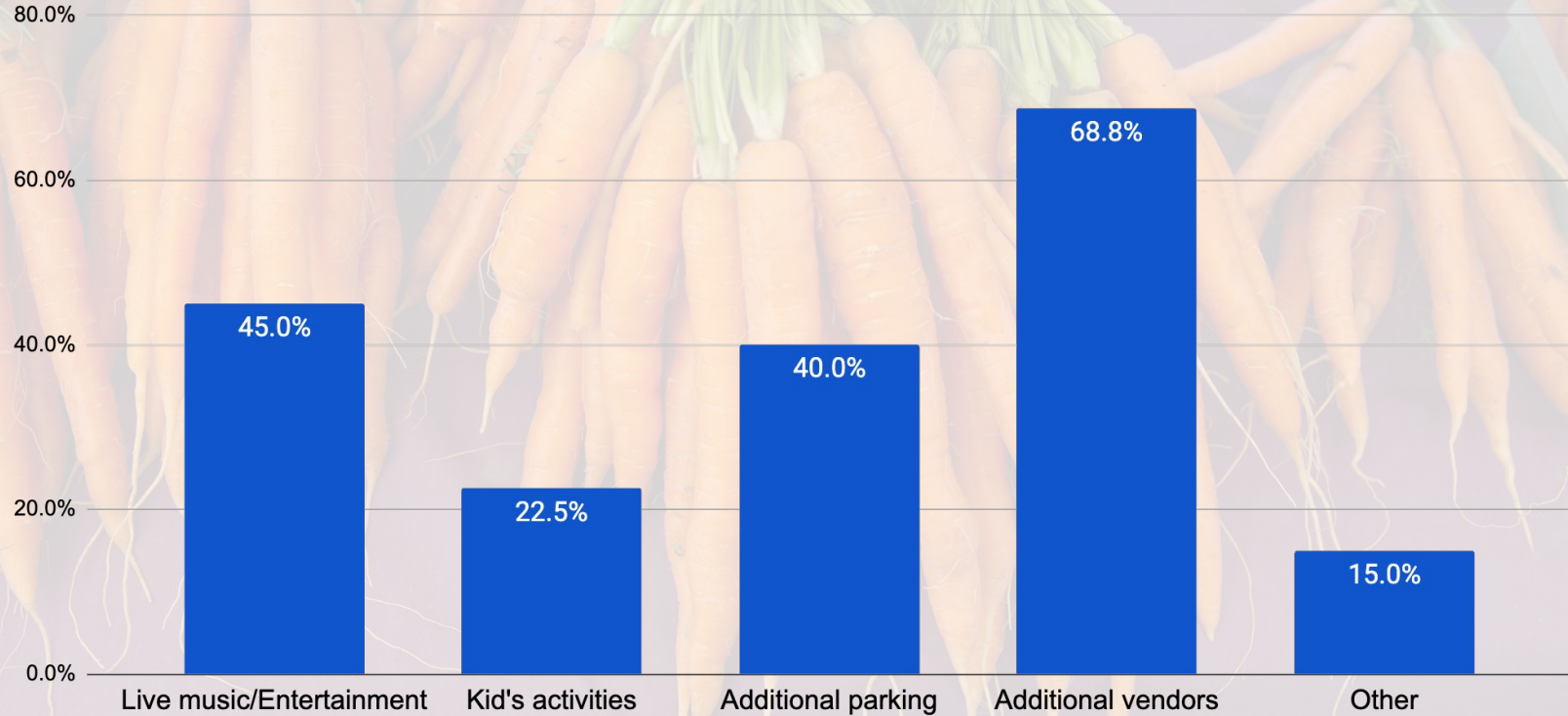
N = 64

Are you happy with what the market currently offers?



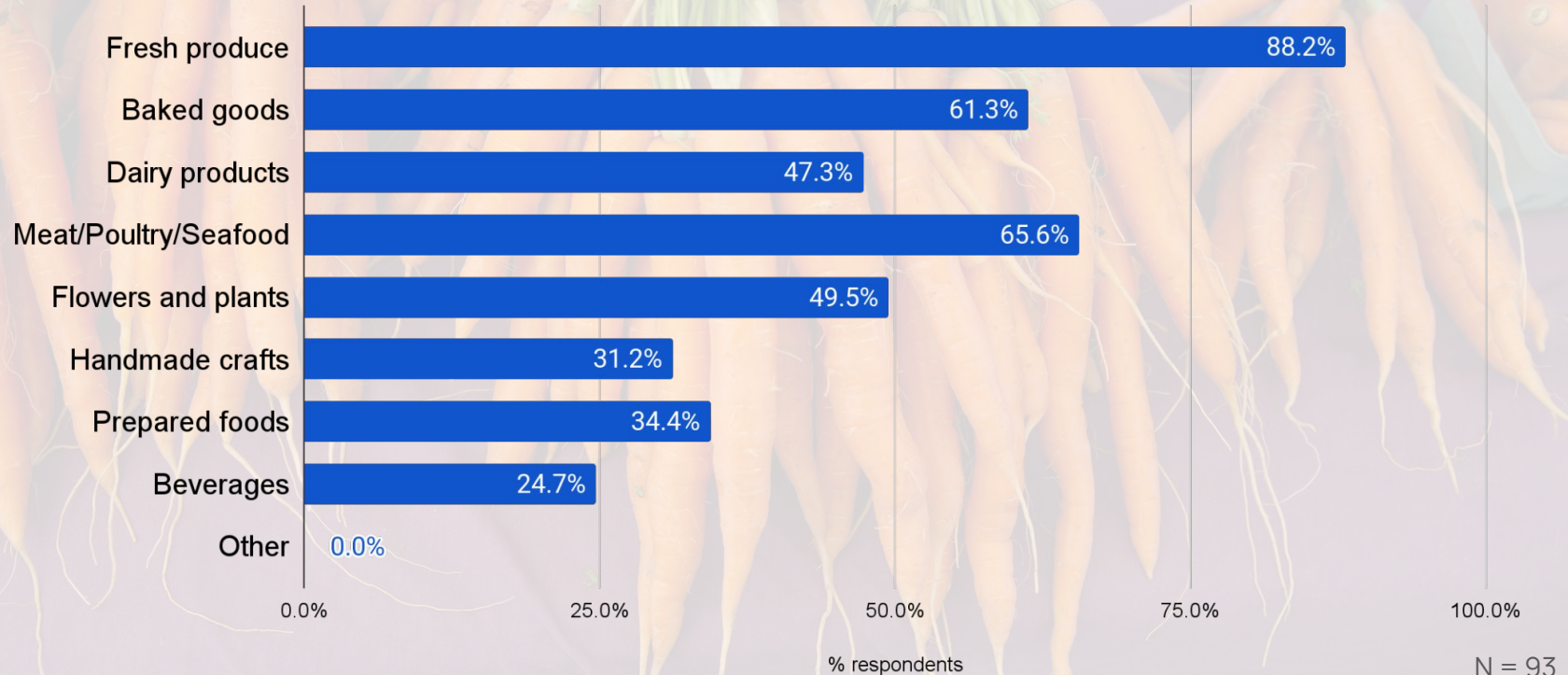
N = 70/78

What additional features might draw you to the market?



N = 80

What types of products are you most interested in purchasing at the farmers market?



Are there any specific vendors or products you would like to see more of at the market?

Response	% responses	Count of responses
Produce	22.73%	10
Prepared food and drink	15.91%	7
Dairy	11.36%	5
Meat	9.09%	4
Beer	6.82%	3
Crafts	6.82%	3
Baked goods	4.55%	2
CSAs	4.55%	2
Eggs	4.55%	2
Flowers	2.27%	1
Vegan	2.27%	1
Wild Work Farm	2.27%	1

What do you like about the market?

Response	% responses	Count of responses
Fresh products	29.55%	13
Location	11.36%	5
Convenient	9.09%	4
Variety	9.09%	4
Parking	6.82%	3
People/environment	6.82%	3
Clean	4.55%	2
Not crowded	4.55%	2
Prepared food	4.55%	2
Specific vendor	4.55%	2
Consistent	2.27%	1
Everything	2.27%	1
Prices	2.27%	1
Service	2.27%	1
Smell	2.27%	1

What don't you like about the market?

Response	% responses	Count of responses
Time	36.17%	17
Location	34.04%	16
Lack of variety	23.40%	11
Details (signs/care/cleanliness)	8.51%	4
Parking	6.38%	3
No seating	2.13%	1
Prices	2.13%	1
Rain	2.13%	1