

As market managers being able to conduct market research is paramount to ensuring market success. We need to understand the make-up of our community to help our farmers stay profitable. We need to understand how to communicate with our community to ensure they support the market. Through this worksheet you will conduct both demographics research and design questions to be used in either a dot survey or Rapid Market Assessment during the market season.

**Demographics Research**Visit <https://headwaterseconomics.org/apps/economic-profile-system/> and create a community profile as outlined in the webinar. Then answer these questions.

1. What trends do you see in terms of income and age distributions in your community?
2. What trends are you seeing related to ethnicity in your community?
3. What are the trends related to SNAP or other incentive programs in your community?
4. Putting these three trends together, brainstorm a few programs ideas which could be implemented at your market to target these audiences who are not currently shopping at your market but are trends the market should be looking to tap into. Remember these for your “Programs & Services” homework.

**Survey Question Design**We do not expect that as a market manager you have a degree in survey question design. But surveys are a great tool to gather information and data about your community. Think about ways that you might be able to make your market stronger if you had more, or better, information from your shoppers and the community. This could include input on product or vendor diversity at the market, the time of day and day of week that the market operates, the types of marketing that might resonate best with specific types of shoppers, etc…

Once you decide what you want to know, then design a set of survey questions that ask your customers for information that will help you determine what changes you should make to achieve those goals. Draft 2-4 questions that you can use in either a dot survey or Rapid Market Assessment that would make your market stronger and write them below.

Question 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Question 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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