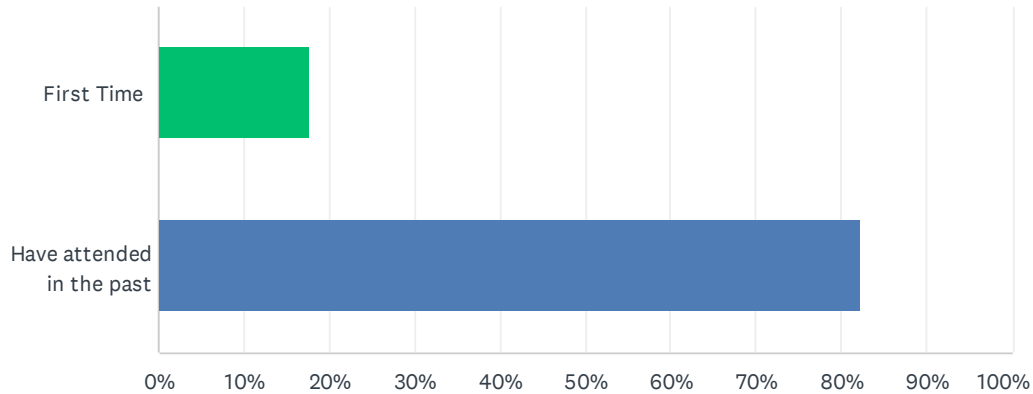


## Q1 Have you been to the Lake Zurich market in the past or was this your first year?

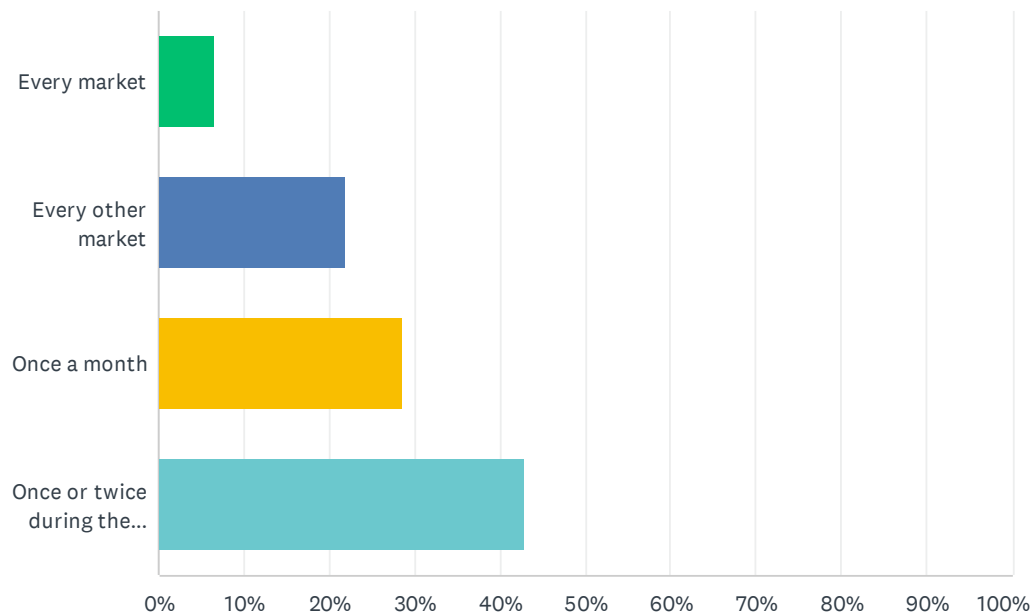
Answered: 90 Skipped: 1



ANSWER CHOICES	RESPONSES	
First Time	17.78%	16
Have attended in the past	82.22%	74
TOTAL		90

## Q2 How often do you frequent the Lake Zurich Farmer's Market?

Answered: 91 Skipped: 0

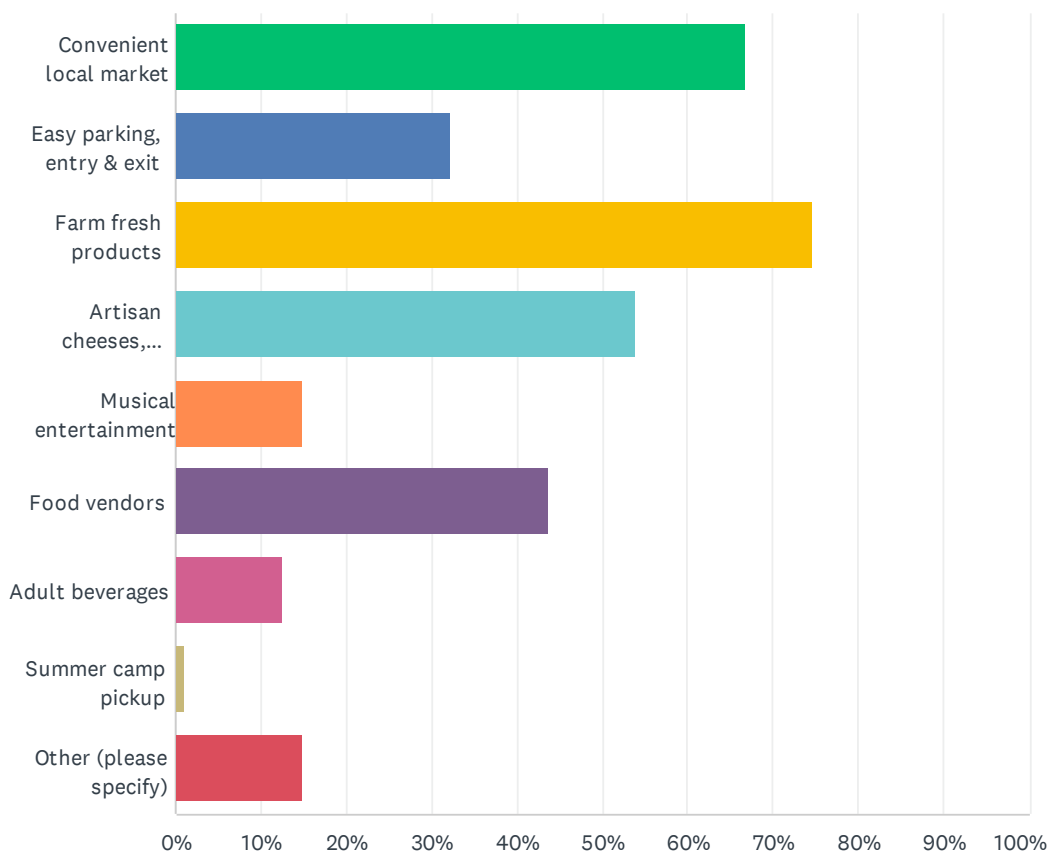


## Farmers Market Community Survey 2021

ANSWER CHOICES	RESPONSES	
Every market	6.59%	6
Every other market	21.98%	20
Once a month	28.57%	26
Once or twice during the season	42.86%	39
TOTAL		91

### Q3 Why do you come to the Lake Zurich's Farmers Market? (please check all that apply)

Answered: 87 Skipped: 4



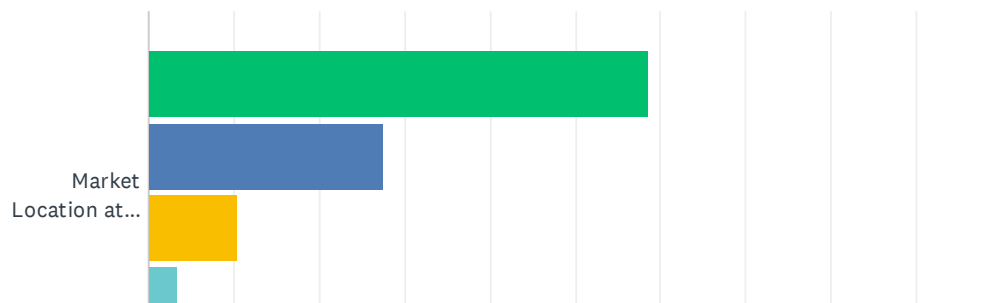
## Farmers Market Community Survey 2021

ANSWER CHOICES	RESPONSES	
Convenient local market	66.67%	58
Easy parking, entry & exit	32.18%	28
Farm fresh products	74.71%	65
Artisan cheeses, breads, meats & fish	54.02%	47
Musical entertainment	14.94%	13
Food vendors	43.68%	38
Adult beverages	12.64%	11
Summer camp pickup	1.15%	1
Other (please specify)	14.94%	13
Total Respondents: 87		

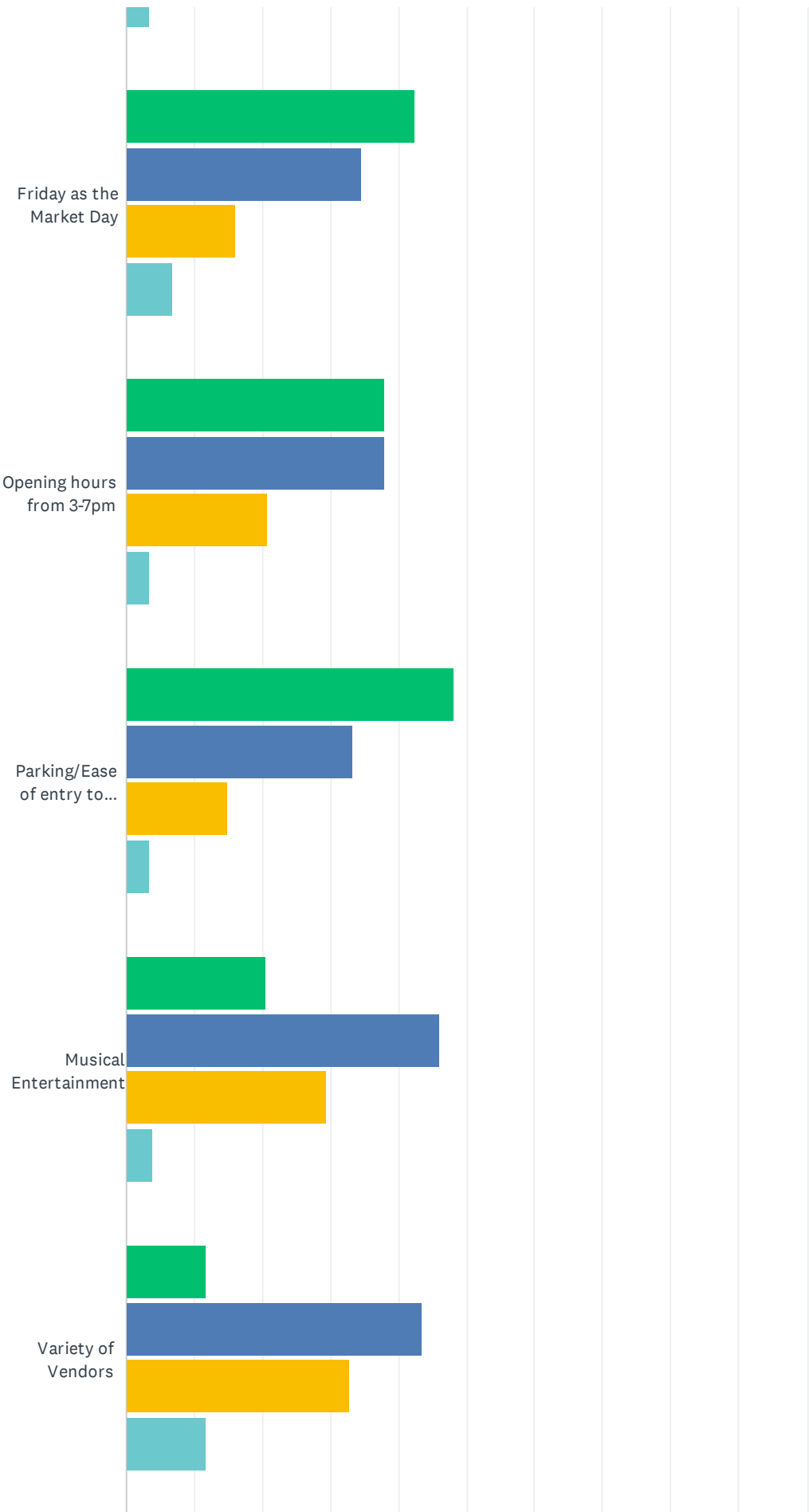
#	OTHER (PLEASE SPECIFY)	DATE
1	Knife sharpening	10/9/2021 9:38 AM
2	Elsie Mae's pies!!!!	10/8/2021 10:53 AM
3	Something different to do with kids	10/8/2021 7:31 AM
4	Boba drink	10/7/2021 10:37 PM
5	Hoping it's better each year for produce.	10/7/2021 10:16 PM
6	Wholesome family activity	10/7/2021 10:12 PM
7	In hopes to finding a LARGE variety of vendors and products but usually disappointed with so few choices.ed	10/7/2021 8:26 AM
8	The market needs to retire	10/7/2021 5:16 AM
9	Gluten free & keto products	10/6/2021 11:47 PM
10	Usborne books	10/6/2021 7:25 PM
11	trying to support local activities in LZ	10/6/2021 1:58 PM
12	Gluten free options	10/5/2021 5:10 PM
13	to see the stands and support small businesses	10/5/2021 9:56 AM

Q4 Please rate the Lake Zurich Farmers Market on the following:

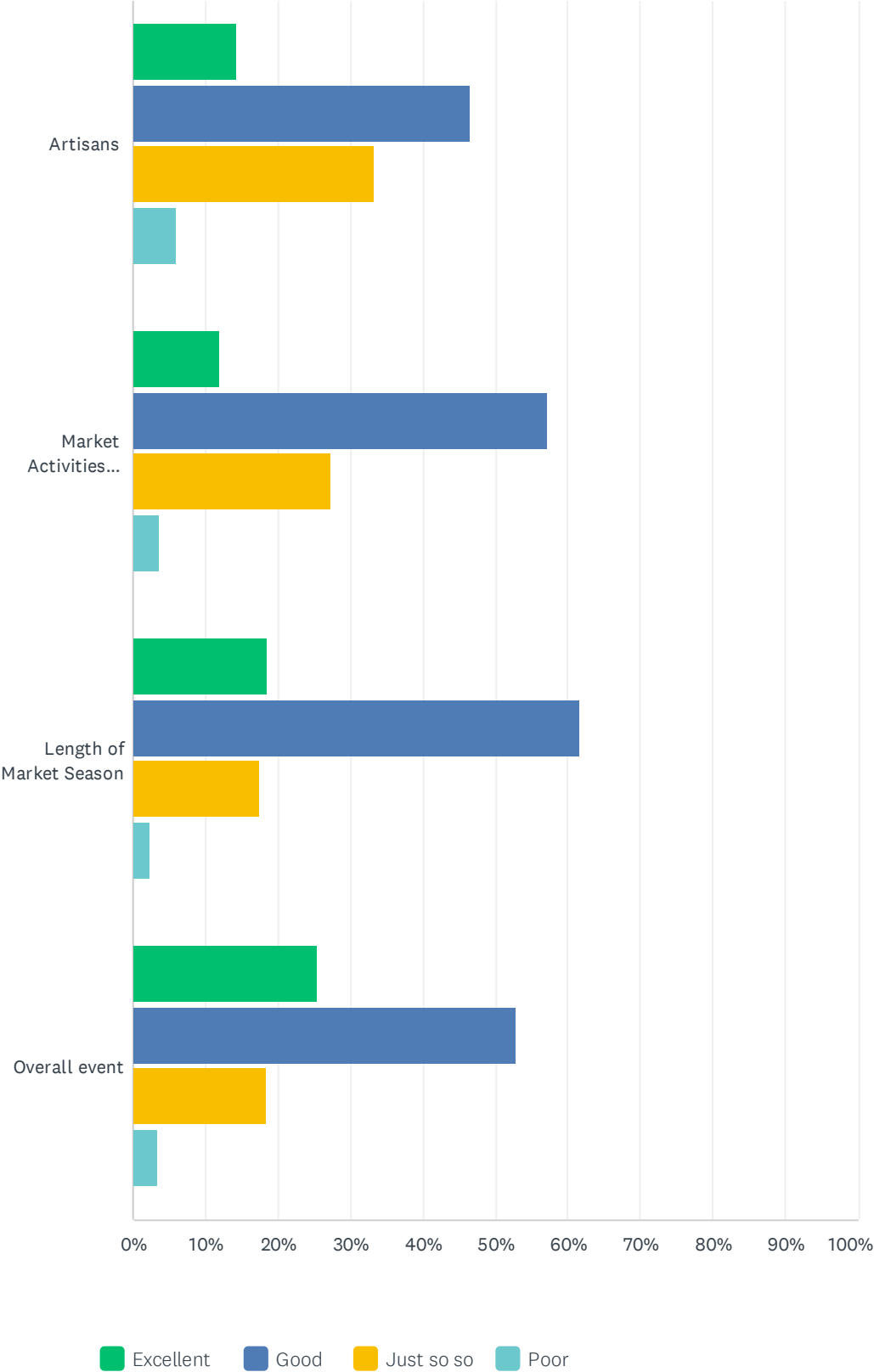
Answered: 88 Skipped: 3



Farmers Market Community Survey 2021



Farmers Market Community Survey 2021



## Farmers Market Community Survey 2021

	EXCELLENT	GOOD	JUST SO SO	POOR	TOTAL	WEIGHTED AVERAGE
Market Location at Paulus Park	58.62% 51	27.59% 24	10.34% 9	3.45% 3	87	1.59
Friday as the Market Day	42.53% 37	34.48% 30	16.09% 14	6.90% 6	87	1.87
Opening hours from 3-7pm	37.93% 33	37.93% 33	20.69% 18	3.45% 3	87	1.90
Parking/Ease of entry to event	48.28% 42	33.33% 29	14.94% 13	3.45% 3	87	1.74
Musical Entertainment	20.51% 16	46.15% 36	29.49% 23	3.85% 3	78	2.17
Variety of Vendors	11.76% 10	43.53% 37	32.94% 28	11.76% 10	85	2.45
Artisans	14.29% 12	46.43% 39	33.33% 28	5.95% 5	84	2.31
Market Activities (Shredding event, etc.)	11.90% 10	57.14% 48	27.38% 23	3.57% 3	84	2.23
Length of Market Season	18.60% 16	61.63% 53	17.44% 15	2.33% 2	86	2.03
Overall event	25.29% 22	52.87% 46	18.39% 16	3.45% 3	87	2.00

#	OTHER (PLEASE SPECIFY)	DATE
1	Would love to have more prepared food there. We like to eat dinner there, but it was the same vendor every week we went this summer.	10/8/2021 5:07 PM
2	Check out Buffalo grove market....a million times better!	10/7/2021 10:17 PM
3	Would like to see more variety for prepared food.	10/7/2021 10:13 PM
4	Would like to see food trucks or something similar to enjoy	10/7/2021 9:17 PM
5	If there are open spots maybe let local home based businesses have the spot for free, with a 1 day notice	10/7/2021 8:59 AM
6	Not enough vendors or variety.	10/7/2021 8:28 AM
7	The location, parking, day, time, needed to change along time ago, and the village is aware but continues with same. Vendors who attend other markets feel the time is odd as well.	10/7/2021 5:20 AM
8	Wish it would go into October & get Katic Breads back	10/6/2021 10:06 PM
9	More fresh fruits and vegetables from local farms	10/6/2021 8:44 PM
10	Too small, not enough variety. Move it into the park and make it bigger. More vendors.	10/6/2021 1:59 PM
11	There is nothing there to compel me to attend. If I realize it is Friday, I may run over for some veggies or fruits.	10/5/2021 8:46 PM

## Q5 Do you have a favorite market vendor that you would like to give KUDOS to?

Answered: 30    Skipped: 61

#	RESPONSES	DATE
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## Farmers Market Community Survey 2021

1	There was a mustard/dressing vendor there one time. They were excellent. Don't know their name and we never saw them again.	10/8/2021 5:09 PM
2	blade sharpening	10/8/2021 2:48 PM
3	Sweetland Bakery	10/8/2021 12:30 PM
4	Elsie Mae! Delicious pies with a great variety.	10/8/2021 10:54 AM
5	Salsa king	10/8/2021 10:02 AM
6	Knife sharpening	10/8/2021 7:32 AM
7	Cheese People	10/7/2021 10:57 PM
8	Chocolate cookies guy, boba drink lady, king salsa	10/7/2021 10:38 PM
9	No	10/7/2021 10:19 PM
10	Cotton candy truck is so good for the kids. Very friendly and enthusiastic!	10/7/2021 10:16 PM
11	Pickle guy!	10/7/2021 9:17 PM
12	Diana Vance and her beautiful book displays	10/7/2021 9:13 PM
13	Cheese people	10/7/2021 8:22 PM
14	Cheese vendor. Love the Brie with blue cheese	10/7/2021 6:27 PM
15	Andrew's Vegetables	10/7/2021 8:46 AM
16	No	10/7/2021 8:29 AM
17	Arlington Heights, Palatine, Highland Park	10/7/2021 5:23 AM
18	Sweetland Bakery	10/6/2021 11:50 PM
19	The Cheese People	10/6/2021 10:15 PM
20	Nope	10/6/2021 10:07 PM
21	The Cheese People	10/6/2021 9:20 PM
22	Cheese People	10/6/2021 9:00 PM
23	Andrews heirlooms, puga and mellow	10/6/2021 8:22 PM
24	Usborne book lady, kettle corn guy	10/6/2021 7:32 PM
25	The cheese people! Such good havarti :-)	10/6/2021 7:27 PM
26	Kiki's	10/6/2021 7:19 PM
27	Popcorn kettle corn	10/6/2021 11:57 AM
28	The Farmer who was at the front of market by the Barn. They had awesome fruit and produce and the father/ daughter who worked there were just the best!!!!	10/5/2021 10:03 PM
29	No	10/5/2021 8:59 PM
30	Nuqi Soaps	10/5/2021 9:57 AM

## Q6 Do you have any suggestions for improving our markets?

Answered: 51   Skipped: 40

#	RESPONSES	DATE
1	More vendors	10/10/2021 8:01 PM

## Farmers Market Community Survey 2021

2	More variety of real framers, less crafters. Would like to see more produce. It's a nice market and I want to support, but would just like more options. Also why end so soon? Fall is a wonderful time to visit other markets. Thanks for all you do!	10/9/2021 5:27 PM
3	Move it to saturday mornings	10/9/2021 9:39 AM
4	could go later than 7	10/8/2021 7:00 PM
5	More prepared foods/food truck type of vendor. Or at least more variety in prepared foods vendors. It's nice to have dinner outside while there.	10/8/2021 5:09 PM
6	more variety of dinner options	10/8/2021 2:48 PM
7	More farm fresh produce, bakeries, and food trucks.	10/8/2021 12:30 PM
8	Make it go into October please!	10/8/2021 11:54 AM
9	It could be bigger	10/8/2021 10:54 AM
10	Add a spot to take cute pictures at. More drink vendors, make it more colorful	10/8/2021 10:02 AM
11	We enjoy the food type vendors being there as well, so doing more of that is welcome	10/8/2021 9:46 AM
12	It's just not like Barrington, Arlington Heights, or even Wauconda	10/8/2021 7:32 AM
13	Is pretty small. Would like to see more vendors.	10/7/2021 10:57 PM
14	Indian vegetables, Indian food	10/7/2021 10:38 PM
15	No	10/7/2021 10:19 PM
16	There needs to be more fresh produce. Go to Buffalo forgive barker every week. Great produce. LZ is better than last year but still pretty bad overall!!!	10/7/2021 10:18 PM
17	More variety throughout the season. I would visit every Friday if we could eat dinner and be surprised by new vendors.	10/7/2021 10:16 PM
18	Food trucks	10/7/2021 9:17 PM
19	More vendors would be awesome	10/7/2021 9:13 PM
20	Better music as you can even charge for it	10/7/2021 6:46 PM
21	I would like to see more food options (e.g., the addition of a food truck or two)	10/7/2021 5:19 PM
22	Change the hours. Having outside market from 3pm to 7pm during the summer is not good idea. I wanted to come so many times but because of the heat and the baby that I had it wasn't possible. I think having it in the morning on the weekend it's better.	10/7/2021 11:38 AM
23	More vegetables and fruita	10/7/2021 9:38 AM
24	See #4	10/7/2021 9:00 AM
25	More "local" food vendors	10/7/2021 8:46 AM
26	Make it more of an outing with more vendors, activities, food trucks.	10/7/2021 8:29 AM
27	Adding more local businesses (not just food vendors)	10/7/2021 7:46 AM
28	Any suggestions that have been given have fallen on deaf ears. If, you don't agree the village cancels out all suggestions and is defensive. A controlled culture is the atmosphere of the village.	10/7/2021 5:23 AM
29	Extend market season (addtl weeks); larger # and variety of vendors. Consider visiting other markets and actively recruit vendors which are successful at other markets.	10/6/2021 11:50 PM
30	Continue to grow the variety of items and booths that are there.	10/6/2021 10:15 PM
31	Bring Katic Breads back	10/6/2021 10:07 PM
32	No	10/6/2021 9:20 PM
33	Candle vendors ?	10/6/2021 9:14 PM

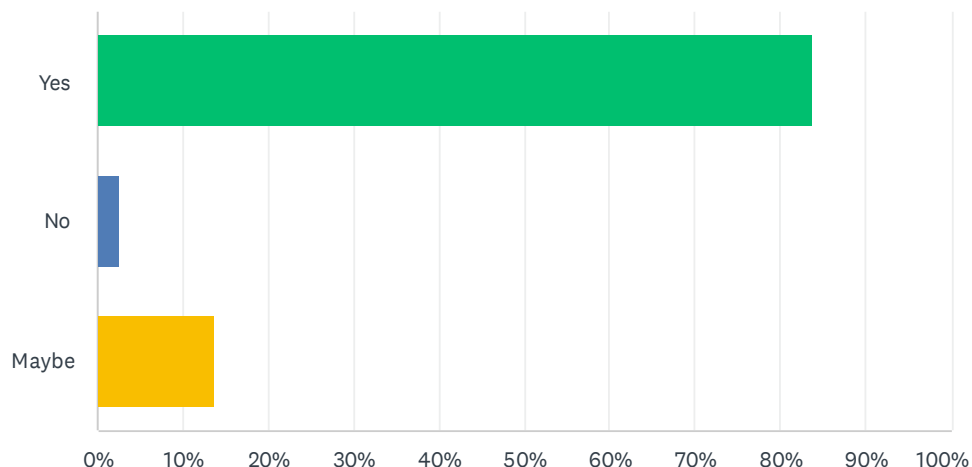


## Farmers Market Community Survey 2021

34	Friday is tough with work.. often I'm so busy I forget to head over. Love a Saturday morning market!!	10/6/2021 9:13 PM
35	Longer season, more variety of fresh food vendors	10/6/2021 9:00 PM
36	I feel like some of the vegetable stands are just getting the produce from a wholesaler or grocery store. Want more local farms and organic options if possible.	10/6/2021 8:45 PM
37	The markets will do better if there aren't any conflicting events	10/6/2021 8:22 PM
38	More vendors, perhaps adding a food truck or two!	10/6/2021 7:57 PM
39	Some bakery option would be nice	10/6/2021 7:34 PM
40	Bring back the ice cream truck. Just snow cones every week does not give a nice variety for the kids. Also the prices for the ice cream truck are cheaper. Would love food trucks! We like to sit and watch the music entertainment at the picnic benches and would like more variety for food. We loved kid entertainment this year- wienermobile, fire truck, etc. Would love more of that each week.	10/6/2021 7:32 PM
41	Can you please find someone who makes real bread? Not keto or GF. I want sourdough:)	10/6/2021 7:27 PM
42	I wish you had more vendors! Maybe some craft vendors, too.	10/6/2021 7:00 PM
43	Need more vendors.	10/6/2021 2:00 PM
44	More vendors.. later music and food pizza vendors	10/6/2021 11:57 AM
45	Keep it longer in season	10/5/2021 10:03 PM
46	Change it up. I think it is very small compared to the others close enough to attend. None of the booths seem to change. It's not	10/5/2021 8:59 PM
47	I'd MUCH rather see this done downtown that at Paulus Park. If the Lions would allow it, Lions Park would be perfect. I rarely go to Paulis, just too much of a hassle dealing with Rand Rd.	10/5/2021 5:39 PM
48	Need more vendors	10/5/2021 4:50 PM
49	Hope to be able to touch the veggies again next year.	10/5/2021 1:12 PM
50	More vendors, and move it downtown.	10/5/2021 10:46 AM
51	More variety in the businesses	10/5/2021 9:57 AM

## Q7 Do you plan on visiting & shopping at next year's market?

Answered: 80 Skipped: 11



## Farmers Market Community Survey 2021

ANSWER CHOICES	RESPONSES	
Yes	83.75%	67
No	2.50%	2
Maybe	13.75%	11
TOTAL		80