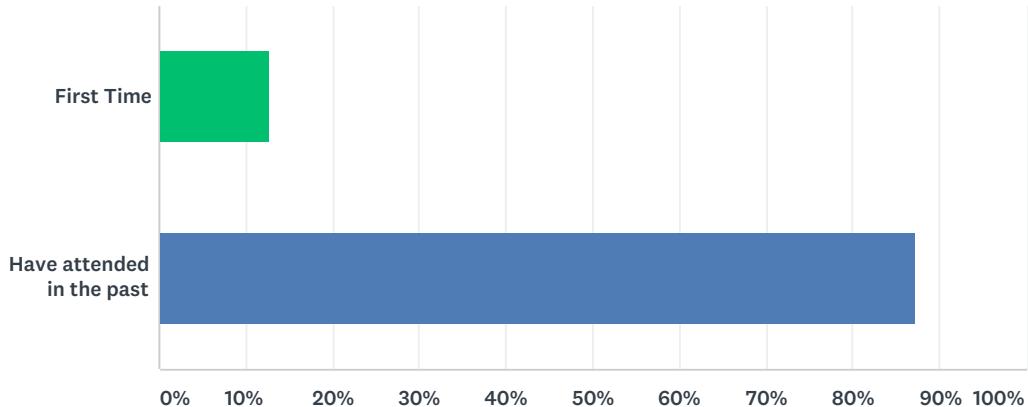


# Q1 Have you been to the Lake Zurich market in the past or was this your first year?

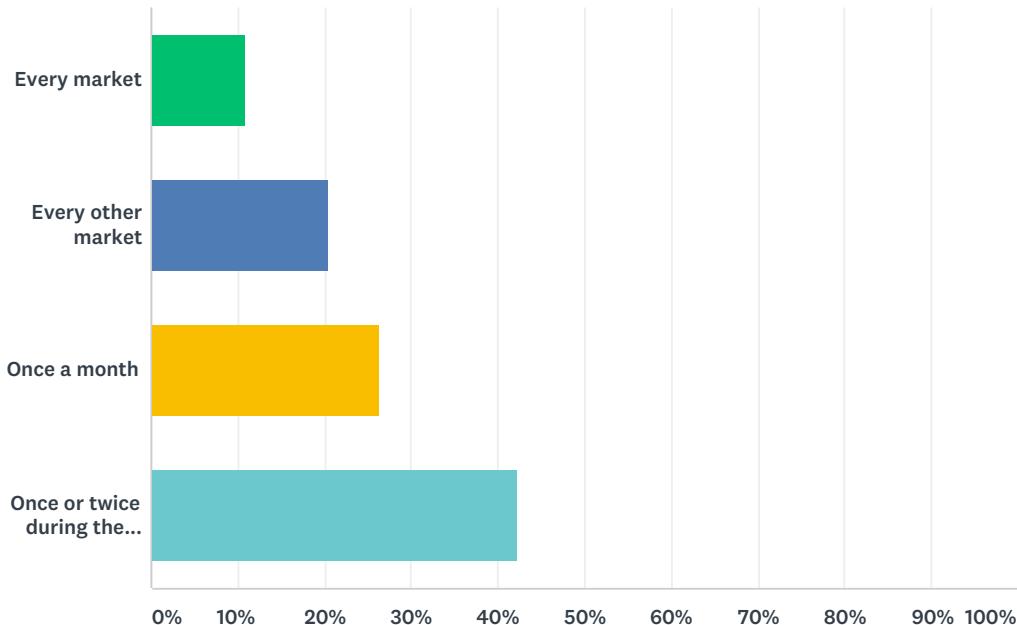
Answered: 180 Skipped: 4



ANSWER CHOICES	RESPONSES	
First Time	12.78%	23
Have attended in the past	87.22%	157
TOTAL		180

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

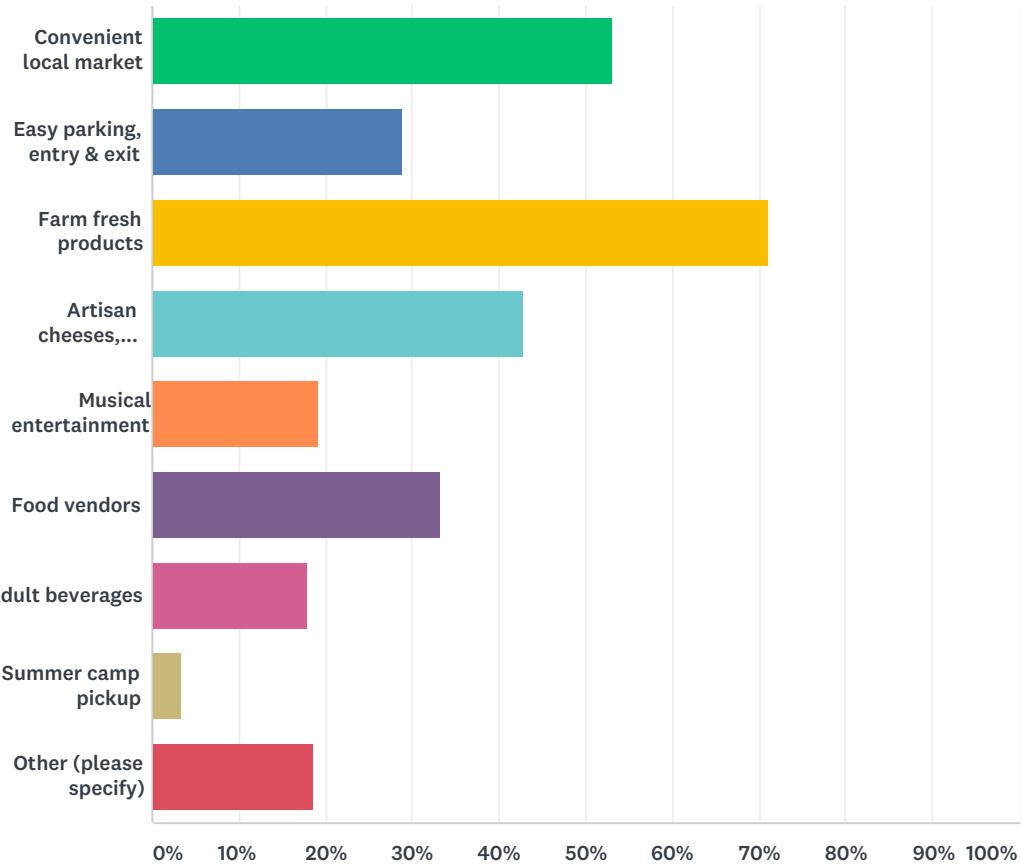
Answered: 175 Skipped: 9



ANSWER CHOICES	RESPONSES	
Every market	10.86%	19
Every other market	20.57%	36
Once a month	26.29%	46
Once or twice during the season	42.29%	74
<b>TOTAL</b>		<b>175</b>

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

Answered: 177 Skipped: 7



ANSWER CHOICES	RESPONSES
Convenient local market	53.11% 94
Easy parking, entry & exit	28.81% 51
Farm fresh products	71.19% 126
Artisan cheeses, breads, meats & fish	42.94% 76
Musical entertainment	19.21% 34
Food vendors	33.33% 59
Adult beverages	18.08% 32
Summer camp pickup	3.39% 6
Other (please specify)	18.64% 33
Total Respondents: 177	

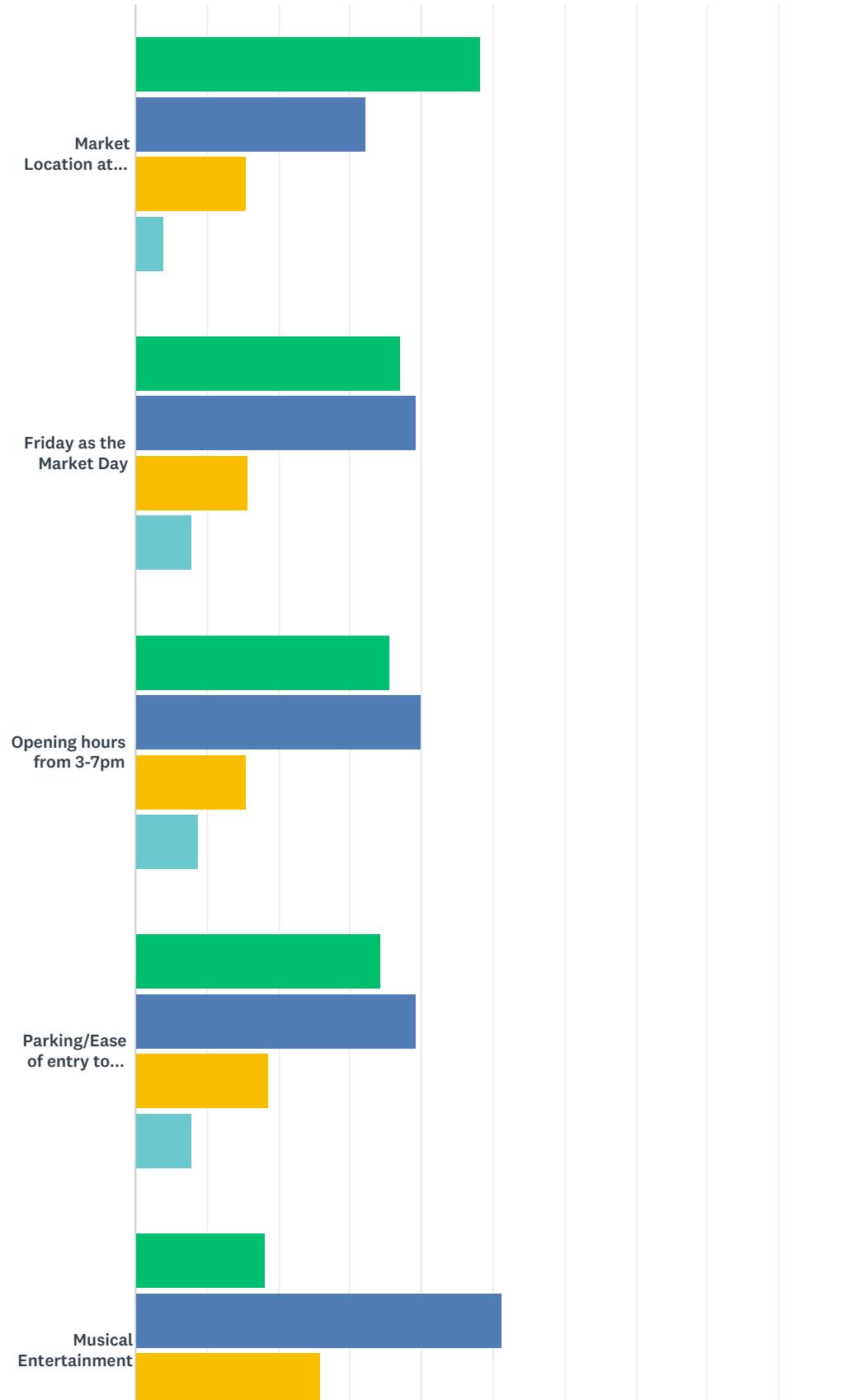
#	OTHER (PLEASE SPECIFY)	DATE
1	I don't	9/6/2019 5:56 PM

## Farmers Market Community Survey 2019

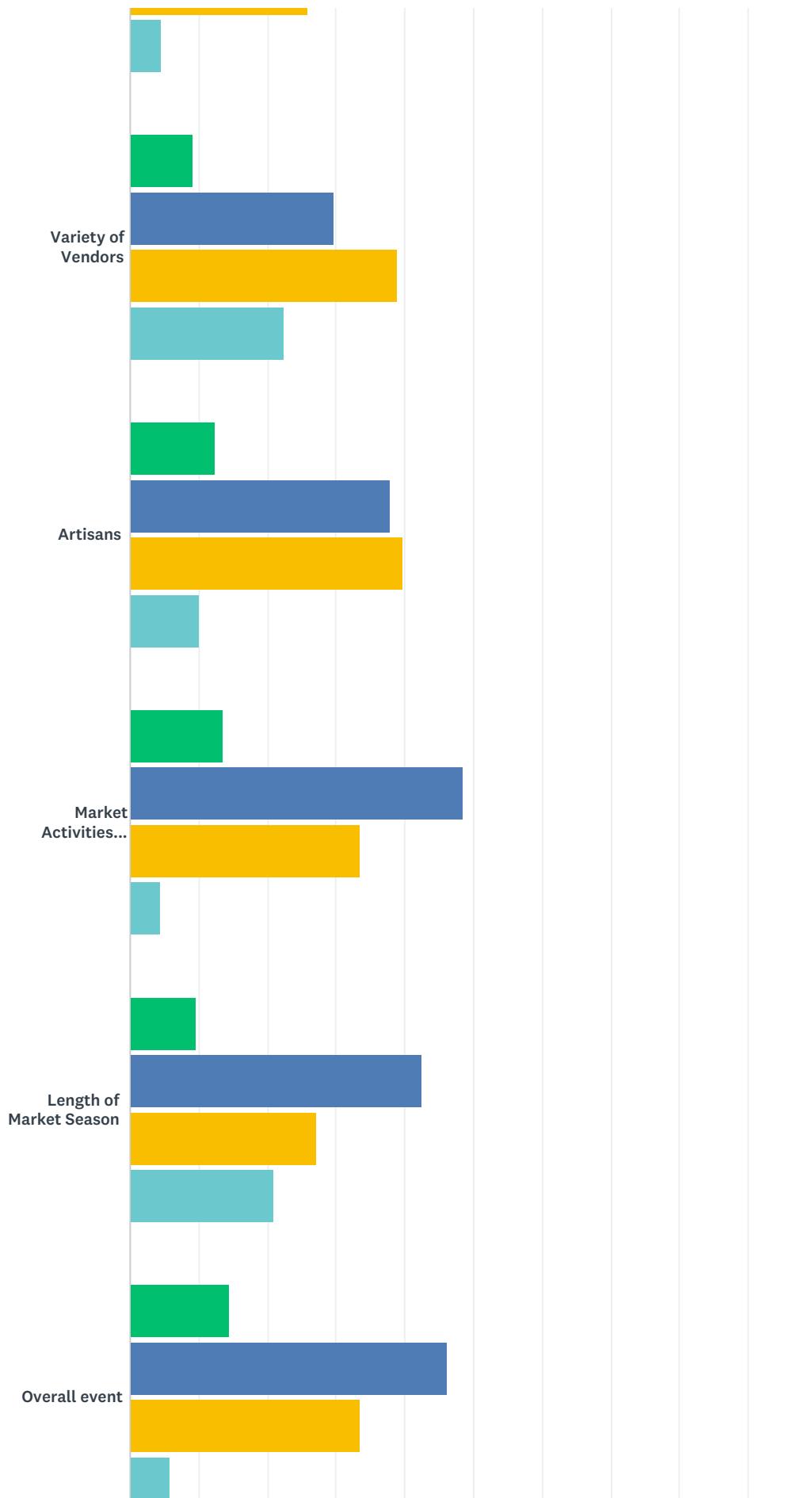
2	See friends	9/6/2019 8:34 AM
3	Kids yard sale	9/6/2019 3:18 AM
4	I enjoy bringing my dog.	9/6/2019 1:43 AM
5	I dont because you dont put filters or promotion in my shop to remind me and my 125 students a week to go	9/5/2019 3:19 PM
6	Local farmers organic vegetables.	9/4/2019 3:52 PM
7	To support local businesses	9/4/2019 4:38 AM
8	Knife sharpening	9/4/2019 1:21 AM
9	Locally grown food and products	9/3/2019 4:07 PM
10	Free entertainment/something to do	9/3/2019 4:06 PM
11	friday early evening event	9/3/2019 3:28 PM
12	Drove past	9/3/2019 3:23 PM
13	Fresh pie	9/3/2019 2:18 PM
14	Nothing to be honest	9/3/2019 1:34 PM
15	Donuts, where were they?	9/3/2019 12:41 PM
16	Usborne	9/3/2019 11:31 AM
17	Reconnecting with people I know.	9/3/2019 11:27 AM
18	Kids activities and kids books	9/3/2019 10:13 AM
19	Kids like getting a treat and going to the park	9/3/2019 9:45 AM
20	Something to do with kids	9/3/2019 9:05 AM
21	Knife sharpening	9/3/2019 8:49 AM
22	Just wondering what was there	9/3/2019 8:23 AM
23	Social gathering	9/3/2019 8:14 AM
24	Looking for organic veggies	8/29/2019 11:09 PM
25	Baked goods	8/29/2019 2:55 PM
26	to see who is attending----social	8/29/2019 11:33 AM
27	Knife sharpening	8/29/2019 10:20 AM
28	great home made gifts, books, and wonderful sweets	8/29/2019 10:09 AM
29	Social	8/29/2019 10:02 AM
30	Enjoy being near the lake - nice outdoor activity	8/29/2019 8:52 AM
31	honey	8/29/2019 8:51 AM
32	Looking for fresh organic produce. All the vegetables were limp and not worth the price.	8/29/2019 8:48 AM
33	See what's available	8/29/2019 8:46 AM

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

Answered: 180 Skipped: 4



## Farmers Market Community Survey 2019



# Farmers Market Community Survey 2019



Excellent    Good    Just so so    Poor

	EXCELLENT	GOOD	JUST SO SO	POOR	TOTAL	WEIGHTED AVERAGE
Market Location at Paulus Park	48.33% 87	32.22% 58	15.56% 28	3.89% 7	180	1.75
Friday as the Market Day	37.08% 66	39.33% 70	15.73% 28	7.87% 14	178	1.94
Opening hours from 3-7pm	35.56% 64	40.00% 72	15.56% 28	8.89% 16	180	1.98
Parking/Ease of entry to event	34.27% 61	39.33% 70	18.54% 33	7.87% 14	178	2.00
Musical Entertainment	18.24% 31	51.18% 87	25.88% 44	4.71% 8	170	2.17
Variety of Vendors	9.14% 16	29.71% 52	38.86% 68	22.29% 39	175	2.74
Artisans	12.43% 21	37.87% 64	39.64% 67	10.06% 17	169	2.47
Market Activities (Shredding event, Kids Yard Sale, kids activities, etc.)	13.66% 22	48.45% 78	33.54% 54	4.35% 7	161	2.29
Length of Market Season	9.60% 17	42.37% 75	27.12% 48	20.90% 37	177	2.59
Overall event	14.45% 25	46.24% 80	33.53% 58	5.78% 10	173	2.31

#	OTHER (PLEASE SPECIFY)	DATE
1	The market needs more hot food options.	9/6/2019 3:40 AM
2	It should run well into September and early Oct.	9/6/2019 3:18 AM
3	Really need to extend this longer into the season. I know this year was an exception but even on other years the market ends too soon.	9/6/2019 1:44 AM
4	Would love for the season to last longer	9/5/2019 5:09 PM
5	Need more market "food" vendors, right now theres only 1 produce or actual farm stand!	9/5/2019 3:46 PM
6	Advertising the event in the Downtown area lacks. Great event otherwise.	9/5/2019 3:20 PM
7	Too much other stuff and sorely lacking in local farm fresh produce. It's called a farmers market, where are all the farmers? Other local farmers markets have actual farmers with fresh local grown fruits and veggies.	9/4/2019 3:54 PM
8	need /want more variety in food and vendors	9/4/2019 2:35 PM
9	Not enough actual produce vendors. Last few times I went there were only 2. The quality looked iffy and their prices were outrageous for what you were getting.	9/4/2019 3:31 AM
10	Needs more actual produce/farmers market vendors. There is very little produce vendors. The other vendors are nice but it is a farmer's market so we want more selection of fruits and vegetables!	9/3/2019 3:30 PM
11	Prefer Saturday mornings if possible. Like Chicago and Evanston. More farmers with produce options.	9/3/2019 2:22 PM
12	Location and time needs to be moved. Not a successful event.	9/3/2019 2:19 PM

## Farmers Market Community Survey 2019

13	It's a small market and maybe there isn't much control over prices, but they seem high for what you get.	9/3/2019 2:01 PM
14	I would like to see more things for kids to do and more good options. I hope with the parking lot being updated there will be more parking so families don't have to cross RT 12	9/3/2019 1:59 PM
15	Too concealed.	9/3/2019 11:42 AM
16	Should be held Downtown to get the crowds into our downtown	9/3/2019 10:43 AM
17	Need more fresh vegetable vendors.	9/3/2019 9:33 AM
18	need more fresh produce vendors, less other stuff	9/3/2019 9:25 AM
19	Would like more focus on products from farmers. Too many MLMs in attendance.	9/3/2019 8:35 AM
20	Would love to see food vendors and have a longer season	9/3/2019 8:15 AM
21	Roue 12 is getting much more traffic, especially on Friday afternoon and evening in the summer.	8/30/2019 2:43 PM
22	I do not understand why this market closes in August. The season is just getting started. It closes before we can get fall flowers, pumpkins etc.	8/30/2019 6:18 AM
23	Donuts	8/29/2019 2:57 PM
24	Wish it would move into the park.	8/29/2019 12:46 PM
25	We need Mira corn back and more vendors	8/29/2019 12:06 PM
26	farmers market should continue until produce is gone	8/29/2019 11:34 AM
27	would like it to begin at lunch hours for us with lunch breaks and a bit longer season	8/29/2019 10:10 AM
28	It is no longer a farmers market. There are only about 3 "farm" producers. And eliminate dogs in the market!	8/29/2019 8:52 AM
29	Music is too loud by vendors and too many pet dogs to walk thru and keep food from	8/29/2019 8:50 AM
30	Very unappealing	8/29/2019 8:48 AM

## Q5 If market season (typically June- Sept), dates, day or time did not work best for you, do you have other suggestions?

Answered: 88 Skipped: 96

#	RESPONSES	DATE
1	Saturday or Sunday morning	9/6/2019 1:44 PM
2	Through Oct as with Barrington's	9/6/2019 8:01 AM
3	Not on Friday	9/6/2019 5:24 AM
4	I've seen a lot of other towns do May-Oct but they also have a lot more vendors. I would like that timing better though.	9/6/2019 5:08 AM
5	It would be great if it was on Saturday instead	9/6/2019 4:49 AM
6	Make hours 4-8 . Most working families get home by 6pm which makes it difficult to get home, pick up family and enjoy the market. Always seemed rushed and most vendors were sold out.	9/6/2019 3:44 AM
7	Sunday best for families I think	9/6/2019 3:21 AM
8	It should run longer into late September to early Oct.	9/6/2019 3:20 AM
9	I work 8-5pm. Traffic on 22 is horrid on the way home. I can never make it there at a decent hour. Would prefer a weekend, or later hours on a Mon-Tues-Wds.	9/6/2019 2:57 AM
10	Possibly a Saturday morning, I usually have other things to do on fridays. After working all week I am not thinking about running out to the farmers market.	9/5/2019 4:40 PM
11	I wish market wasn't on Friday and/or I wish it was in the morning. During the summer, Friday is a getaway day for the weekend.	9/5/2019 10:35 AM
12	Saturday am or 10-1	9/5/2019 12:39 AM
13	May through October provides for cool season produce and late season produce. Start earlier to avoid rush hour traffic jam on Rand road.	9/4/2019 4:00 PM
14	2019 season too short	9/4/2019 3:07 PM
15	good	9/4/2019 2:35 PM
16	Worked perfectly! I'd love to see it start earlier though or have an indoor market once a month somewhere during off months.	9/4/2019 9:43 AM
17	Saturday or Sunday mornings	9/4/2019 3:33 AM
18	Would prefer a diff day then Friday evening.	9/4/2019 3:16 AM
19	June to October	9/4/2019 3:09 AM
20	Season is short especially this year. Friday's are difficult since people are busy in summer weekends.	9/4/2019 1:42 AM
21	Saturday morning	9/4/2019 1:24 AM
22	Start in May and end in Oct/Nov	9/4/2019 1:08 AM
23	Weekends, which I understand is more difficult with competition but what about a Sunday evening?	9/3/2019 6:44 PM
24	This should absolutely be on a weekend. It's insane to be on a Friday as by the time most people get home from work, attending isn't even possible. BG does theirs on the weekend and it's always wonderful and filled with patrons.	9/3/2019 5:15 PM
25	Start in May and end in October. Also, stay open til 8pm.	9/3/2019 5:15 PM
26	May-Oct	9/3/2019 4:55 PM
27	Saturday or Sunday	9/3/2019 4:52 PM

## Farmers Market Community Survey 2019

28	Any other day but Friday rush hour on Route 12	9/3/2019 4:36 PM
29	May through October	9/3/2019 4:15 PM
30	Saturday or Sunday from 10 to 2	9/3/2019 4:09 PM
31	Wednesday or Thursday 12-6	9/3/2019 4:08 PM
32	Longer season	9/3/2019 3:37 PM
33	Saturday morning	9/3/2019 3:25 PM
34	Na	9/3/2019 3:16 PM
35	Monday or Tuesday afternoon. Or on a weekend.	9/3/2019 2:23 PM
36	Sat. Am.	9/3/2019 2:23 PM
37	Friday evening is the worst.	9/3/2019 2:20 PM
38	Saturday mornings	9/3/2019 2:11 PM
39	good time	9/3/2019 2:02 PM
40	The intersections near the park get far too busy on Friday afternoons, making it less than ideal to go to the market and fight traffic	9/3/2019 1:39 PM
41	Saturday mornings/ afternoon	9/3/2019 1:37 PM
42	Sunday afternoon	9/3/2019 1:15 PM
43	I would like to see it go through the end of September.	9/3/2019 12:53 PM
44	Start earlier...May?	9/3/2019 12:43 PM
45	Weekends	9/3/2019 12:38 PM
46	Fun if it went through October and had fall pumpkins etc	9/3/2019 12:31 PM
47	Thursday	9/3/2019 12:25 PM
48	I did not find the late afternoon convenient. I prefer the time to "jive" when I do other shopping...10:00-5:00	9/3/2019 11:44 AM
49	End at 8pm	9/3/2019 11:36 AM
50	Later , open until November	9/3/2019 11:12 AM
51	Up to Oct. some veggies or fruit ripe late in September.	9/3/2019 11:09 AM
52	I'd rather see it extended to the end of September. There's a lot of summer left yet.	9/3/2019 10:53 AM
53	Sunday mornings. Wednesday evenings.	9/3/2019 10:43 AM
54	Saturday morning would be much better. A lot of folks work during the day.	9/3/2019 10:42 AM
55	Saturdays would be good too	9/3/2019 10:30 AM
56	I wish it was longer this year	9/3/2019 10:25 AM
57	Friday evenings are great. I have always felt like the season is too short. I was once told that it ends early in the season because of LZHS football on Friday nights. Please know that football families are not your only demographic. I haven't attended a LZHS football game in 36 yrs. none of my friends & neighbors attend, either. Please schedule for additional weeks.	9/3/2019 10:17 AM
58	A little later into the evening on Fridays or else weekend mornings	9/3/2019 9:56 AM
59	Morning market	9/3/2019 9:46 AM
60	Extend it in the fall. Offer fall items like pies, pumpkins, apple cider.	9/3/2019 9:37 AM
61	I think it should be longer till October.	9/3/2019 8:57 AM
62	Would be interested in the event into the fall.	9/3/2019 8:42 AM
63	I wish it was open a little longer. Getting home from work at 6 and eating dinner only leaves about 30 min for the farmers market. That was a big reason why we only went a few times.	9/3/2019 8:37 AM
64	Wednesday evenings or weekends would be awesome fresh food	9/3/2019 8:33 AM

## Farmers Market Community Survey 2019

65	The season and timing is always good for me.	9/3/2019 8:29 AM
66	Extend market through September	9/3/2019 8:28 AM
67	N/A	9/3/2019 8:20 AM
68	Current date and time worked	9/3/2019 8:16 AM
69	Saturday morning	8/31/2019 9:49 AM
70	Why during Friday rush hour? 11-3	8/30/2019 3:52 PM
71	Any evening but Friday in the summer. Also, go into September, not too September	8/30/2019 2:46 PM
72	go to the end of september	8/30/2019 11:19 AM
73	Saturday morning and longer season	8/30/2019 6:20 AM
74	Go to a close town's market.	8/29/2019 6:19 PM
75	Extend through September	8/29/2019 3:22 PM
76	Market season ended too soon. Produce best in July-September	8/29/2019 3:03 PM
77	time is ok. should go longer in the season	8/29/2019 11:35 AM
78	MORNING WOULD BE MUCH BETTER. IT GETS WAY TOO HOT IN SUMMER AFTERNOONS.	8/29/2019 11:02 AM
79	I think it can go further out. Produce is at its prime towards the end and fall veg is just starting to prime	8/29/2019 10:43 AM
80	Into September would be wonderful	8/29/2019 10:28 AM
81	The season was much too short. It should go at least through Labor Day	8/29/2019 10:22 AM
82	Earlier in the day	8/29/2019 10:20 AM
83	May -Oct	8/29/2019 9:23 AM
84	Saturday	8/29/2019 9:22 AM
85	Open later or a different day of the week.	8/29/2019 9:12 AM
86	Open later,	8/29/2019 8:53 AM
87	I would like to see the market on Saturday's in the morning hours.	8/29/2019 8:41 AM
88	They did!	8/29/2019 8:41 AM

## Q6 What did you enjoy or value the most about our market?

Answered: 94 Skipped: 90

#	RESPONSES	DATE
1	Friendliness of everyone kid friendly	9/6/2019 3:49 PM
2	Any organic farmers	9/6/2019 1:44 PM
3	Knife sharpening, cheese people and the fruits/veggies.	9/6/2019 5:08 AM
4	The variety of vendors	9/6/2019 4:49 AM
5	The fresh produce and the music	9/6/2019 4:07 AM
6	access to fresh produce	9/6/2019 3:44 AM
7	Baked goods, location, kids activities	9/6/2019 3:42 AM
8	Good variety..could be more craft type tables. Kids yard sale would be nice 2 or 3 times per season	9/6/2019 3:21 AM
9	The produce.	9/6/2019 3:20 AM
10	Meeting the vendors and finding new & interesting food items.	9/6/2019 2:57 AM
11	Being able to buy local fruits and vegetables	9/6/2019 1:46 AM
12	Seeing and supporting local small businesses	9/5/2019 5:10 PM
13	Nothing I can think of. This year I only attended two times.	9/5/2019 4:40 PM
14	Nothing bad day	9/5/2019 4:21 PM
15	Fresh fruit and vegetables, knife sharpening	9/5/2019 10:35 AM
16	The one local organic farmer I found there.	9/4/2019 4:00 PM
17	Music. Free parking.	9/4/2019 3:07 PM
18	hours and location	9/4/2019 2:35 PM
19	Supporting local vendors and being able to get my fresh foods	9/4/2019 9:43 AM
20	Sense of community but the actual market needs help	9/4/2019 3:33 AM
21	Farmer's	9/4/2019 3:09 AM
22	Friday is a great day!	9/4/2019 2:50 AM
23	The Cheese People	9/4/2019 1:42 AM
24	Not having to drive to another town's market	9/4/2019 1:24 AM
25	Like it on Friday, serves wine and beer and had music	9/4/2019 1:08 AM
26	Supporting local businesses and my town	9/3/2019 6:44 PM
27	Love the atmosphere and music.	9/3/2019 5:15 PM
28	Cheese booth, kids activities	9/3/2019 4:55 PM
29	It's nice that LZ has one, but poor in comparison with other towns.	9/3/2019 4:52 PM
30	Never been	9/3/2019 4:36 PM
31	Cheese guy, meat/fish guy	9/3/2019 4:33 PM
32	It's local.	9/3/2019 4:09 PM
33	Elsie Mae pies	9/3/2019 4:08 PM
34	I used to love the canned products salsa tomato sauce the nut vendors. This year these were lacking.	9/3/2019 4:03 PM

## Farmers Market Community Survey 2019

35	Produce	9/3/2019 3:37 PM
36	Harms farm! And the fish man	9/3/2019 3:25 PM
37	Flowers	9/3/2019 3:16 PM
38	Fresh produce and fruit.	9/3/2019 2:23 PM
39	There are a few good vendors.	9/3/2019 2:20 PM
40	Fresh products	9/3/2019 2:11 PM
41	location near the park	9/3/2019 2:02 PM
42	Bring able to buy local foods	9/3/2019 2:00 PM
43	Nothing	9/3/2019 1:37 PM
44	Fresh produce	9/3/2019 1:15 PM
45	The variety of vendors.	9/3/2019 12:53 PM
46	Donuts. Get back the little donuts	9/3/2019 12:43 PM
47	Variety and experience	9/3/2019 12:38 PM
48	Relaxing there with friends while walking around and listening to music. Buying cheese and veggies.	9/3/2019 12:31 PM
49	A community event!	9/3/2019 12:25 PM
50	Local produce, name, etc	9/3/2019 12:23 PM
51	I value the vegetables and cheese vendors. Kid activities are great too!	9/3/2019 12:06 PM
52	I liked the ability to try new products.	9/3/2019 11:44 AM
53	Location	9/3/2019 11:38 AM
54	the local farms	9/3/2019 11:36 AM
55	Walking among the artisans.	9/3/2019 11:12 AM
56	Fresh produce	9/3/2019 11:09 AM
57	Convenient	9/3/2019 11:07 AM
58	Fresh produce	9/3/2019 10:42 AM
59	Produce although not many vendors	9/3/2019 10:30 AM
60	Fresh/frozen meats, chili vendor, organic vegetables, food trucks, jarred sauce, fruit, cheese, flowers and baked goods.	9/3/2019 10:17 AM
61	The kids have fun and parents can walk around and drink.	9/3/2019 10:15 AM
62	Fresh produce	9/3/2019 10:14 AM
63	Produce	9/3/2019 9:49 AM
64	Fresh produce.	9/3/2019 9:37 AM
65	Able to meet with former neighbors	9/3/2019 9:26 AM
66	Fresh produce	9/3/2019 8:57 AM
67	It's a nice way to spend a Friday afternoon	9/3/2019 8:51 AM
68	Fresh fruit and veggie selections.	9/3/2019 8:37 AM
69	Local	9/3/2019 8:29 AM
70	Community	9/3/2019 8:29 AM
71	The atmosphere	9/3/2019 8:28 AM
72	Kids crafts and activities	9/3/2019 8:22 AM
73	Convenience	9/3/2019 8:20 AM

## Farmers Market Community Survey 2019

74	Local	8/31/2019 9:49 AM
75	Fresh fruits and vegetables in season	8/30/2019 2:46 PM
76	cheese vendors	8/30/2019 11:19 AM
77	Fresh local produce	8/30/2019 6:20 AM
78	Friendly vendors.	8/29/2019 6:19 PM
79	The fresh pies and vegetables	8/29/2019 3:22 PM
80	Cheeses, produce	8/29/2019 3:03 PM
81	Seeing friends on a Friday evening	8/29/2019 12:47 PM
82	variety of venues	8/29/2019 12:17 PM
83	seeing vendors and attendees	8/29/2019 11:35 AM
84	PROXIMITY TO MY HOME IN LZ	8/29/2019 11:02 AM
85	I like the location and the community feeling it brings to LZ. Prices aren't too bad.	8/29/2019 10:43 AM
86	the variety in the vendors - something for everyone	8/29/2019 10:28 AM
87	Farmers	8/29/2019 9:23 AM
88	Talking with vendors	8/29/2019 9:22 AM
89	Nice variety of vendors but need more of them	8/29/2019 9:12 AM
90	Convience, proximity to lake	8/29/2019 8:55 AM
91	fresh meat vendors	8/29/2019 8:52 AM
92	Close location	8/29/2019 8:48 AM
93	Walking around to the different vendors	8/29/2019 8:41 AM
94	The variety, and the vendors themselves. All were very friendly! Loved seeing them each week!	8/29/2019 8:41 AM

## Q7 Do you have any suggestions for improving our markets?

Answered: 130 Skipped: 54

#	RESPONSES	DATE
1	It's very small, not as many vegetables as I would prefer. Definitely lacks in variety. Which is why we don't go often.	9/7/2019 3:28 AM
2	More verity of vendors. Like Libertyville's farmers market.	9/6/2019 6:03 PM
3	More vendors	9/6/2019 3:49 PM
4	Need more vendors with the focus on fruits, veggies, and a vendor that sells organic, grass fed and pastured beef, pork, and chicken products. Also need bakery vendors that offer more products.	9/6/2019 1:44 PM
5	Stay open later - thru Oct.	9/6/2019 8:01 AM
6	More vendors would be nice. There were a few times this season where it seemed as though not all the vendors were consistently there. I came with a good amouth of money to spend and just didn't see enough stuff that I actually wanted or was appealing.	9/6/2019 5:08 AM
7	Try to get more food vendors.	9/6/2019 4:07 AM
8	most seafood	9/6/2019 3:44 AM
9	More hot food options	9/6/2019 3:42 AM
10	Above	9/6/2019 3:21 AM
11	It should run longer till early Oct.	9/6/2019 3:20 AM
12	More farmers & produce to balance out the non-food items. Winter market would be great. Better hours for those who work 8-5.	9/6/2019 2:57 AM
13	More local produce of a higher quality. Over the years the amount of fresh produce and food products has gone down and the artisans have gone up. I've gone fewer times in recent years due to the change in offerings.	9/6/2019 2:02 AM
14	Extend the market until the end of September. Produce is still available and you can also get into the cranberry, pumpkin other markets!	9/6/2019 1:46 AM
15	More vendors	9/6/2019 1:08 AM
16	More food and fruit and vegetables	9/5/2019 4:59 PM
17	Better variety of vendors (food and non food) and fewer "garage sale" type vendors. No way near as good as previous years. Went once and did not return-not worth the time and effort.	9/5/2019 4:57 PM
18	Maybe you need different people to organize it. I just wasn't excited about going there. There is no atmosphere. I enjoy attending farmers markets. I have attended Wauconda, Grayslake, Buffalo Grove, and Barrington farmers markets this summer. It seems like all of these have more interesting vendors. There is nothing I look forward to getting at the Lake Zurich market. Last year I think it was stupid that the guy who owned the bakery in town had a table. We could go to the bakery any day that it was open why have that stuff at the farmers market. Obvious his bakery goods were not that good because he closed down the bakery. This year there was a booth about talking to old coots or something. Come on, my opinion that was stupid. You need some quality vendors there. There is no one there that Has products I am excited about.	9/5/2019 4:40 PM
19	Weekend day	9/5/2019 4:21 PM
20	Change the day and open earlier in the day.	9/5/2019 10:35 AM
21	Move to Breezewald	9/5/2019 12:39 AM
22	More farmers, less non food stuff. And skip the guy selling food from Costco out of the moving truck. Try to stick to a true farmers market. Buy the lot across the street and improve parking lot to use for parking.	9/4/2019 4:00 PM

## Farmers Market Community Survey 2019

23	Bring back the mini donuts or the cider donuts	9/4/2019 3:07 PM
24	more variety. need more! like finding local gems	9/4/2019 2:35 PM
25	Longer market timeframe	9/4/2019 9:43 AM
26	I would try to see if changing the location to someplace more visible to traffic and also closer to downtown businesses to help promote them as well. Wauconda has their farmers market on Main Street...	9/4/2019 4:41 AM
27	More vendors are needed. Maybe reduce the cost to vendors up front but take a commission of their sales on the back end? Something to entice more vendors to come.	9/4/2019 3:33 AM
28	More Farmer's	9/4/2019 3:09 AM
29	I wish this was in downtown LZ and could utilize one of the many vacant spaces in the ghost town that is downtown Lake Zurich	9/4/2019 1:24 AM
30	Would like it bigger and would like it to be down town lake Zurich	9/4/2019 1:08 AM
31	Many more vendors and farmers with competitive pricing. My only other experience with a Farmers Market was in downtown Chicago at Daley Plaza 12 years ago and that was cheaper then and IN the city than what the prices at LZ were.	9/3/2019 6:01 PM
32	More vendors, more food options	9/3/2019 5:17 PM
33	Change the day and time, make it actually accessible for the working community.	9/3/2019 5:15 PM
34	Much more variety of fresh produce!! And more variety of food vendors.	9/3/2019 5:15 PM
35	2-3 years ago the market was much better with vendors. More fresh meat, and produce. I feel like it is a craft fair with baked goods. Not really the vendors I'm looking for.	9/3/2019 4:55 PM
36	More vendors! More entertainment!	9/3/2019 4:52 PM
37	Change the day of week or location	9/3/2019 4:36 PM
38	More variety maybe expand into the park a bit	9/3/2019 4:33 PM
39	More produce and farm fresh vendors.	9/3/2019 4:15 PM
40	Prefer a different day/time	9/3/2019 4:09 PM
41	More vendors. It is way too small to make it worth going more than a few times a summer.	9/3/2019 4:08 PM
42	Look at the vendors in 2017 and 18. I miss those.	9/3/2019 4:03 PM
43	More farm food	9/3/2019 3:37 PM
44	more fruit and vegetable vendors!	9/3/2019 3:31 PM
45	More produce and better produce prices (went to farmers market in park ridge and better prices )	9/3/2019 3:16 PM
46	Downtown would be great.	9/3/2019 2:36 PM
47	More vendors produce and prepared foods	9/3/2019 2:30 PM
48	More fresh produce/ locally farmers	9/3/2019 2:23 PM
49	See Wauconda	9/3/2019 2:20 PM
50	more variety, more affordable, more vendors	9/3/2019 2:02 PM
51	More dog friendly	9/3/2019 2:00 PM
52	More produce vendors	9/3/2019 1:39 PM
53	More vendors, music, food trucks, adult beverages	9/3/2019 1:37 PM
54	Get more vendors producing locally. You guys should visit Palatine farmers market to see the diversity. Don't bring ' nothing but bundt' type vendors.	9/3/2019 1:37 PM
55	More actual fresh fruits/veggies. There's not much "farming" about the farmers market.	9/3/2019 1:24 PM
56	More fresh product stands and fresh flowers	9/3/2019 1:15 PM
57	More vendors with better varieties of products.	9/3/2019 1:13 PM
58	More variety of vendors.	9/3/2019 1:10 PM

## Farmers Market Community Survey 2019

59	Fresh donuts	9/3/2019 12:43 PM
60	More vendors!	9/3/2019 12:38 PM
61	More vendors	9/3/2019 12:31 PM
62	Please get more actual farmstand booths! Not enough of vegetables...too many other, uninteresting booths.	9/3/2019 12:25 PM
63	More vendors!	9/3/2019 12:23 PM
64	I would love more farmers and for it to extend into the fall	9/3/2019 12:06 PM
65	CHANGE THE LOCATION! The parking was terrible. A farmer's market needs to be visible and accessible! It also needs to have a VARIETY of fresh farm foods, nuts, and dried fruits.	9/3/2019 11:44 AM
66	Need better pricing on produce	9/3/2019 11:38 AM
67	needs more restaurant related vendors, also more Beer and Wine stands.	9/3/2019 11:36 AM
68	You need MORE vendors. Neighboring towns have farmers markets that are much larger.	9/3/2019 11:29 AM
69	A location with parking.	9/3/2019 11:12 AM
70	Have them on weekends. Easier for the working families!	9/3/2019 11:09 AM
71	More vendors and no more garage sale. It made the market look like a flea market. Not the right place	9/3/2019 11:07 AM
72	Wish it was held downtown instead. Paulus is too inconvenient.	9/3/2019 10:53 AM
73	Hold Downtown	9/3/2019 10:43 AM
74	More artisans/crafters.	9/3/2019 10:42 AM
75	Make it larger...more actual farmers produce	9/3/2019 10:40 AM
76	We need more variety of vendors. Possibly rotate vendors to get more involved.	9/3/2019 10:34 AM
77	More vendors	9/3/2019 10:30 AM
78	Additional food vendors	9/3/2019 10:25 AM
79	Consider another more visible location. The quality and quantity of vendors has declined over the years. I've spoken to vendors who say the foot traffic keeps declining, and that's why Vendors leave. Fewer vendors, and then even fewer shoppers. The two are so interrelated. Perhaps survey vendors (past and present) to learn what makes other farmers markets successful for them and implement some of those changes. The challenge is if a shopper has a sub-par experience, they aren't likely to shop again. Perhaps if the organizers reach out to other towns' farmers markets, they can share some advice on what they have done to be successful (Schaumburg, Palatine, Arl Hts & Grayslake). Please have more meat vendors and organic vegetable vendors.	9/3/2019 10:17 AM
80	More parking. Can the little parking lot near the front of the market be open?	9/3/2019 10:15 AM
81	I would love noon-7	9/3/2019 10:14 AM
82	Having more vendors	9/3/2019 10:04 AM
83	More vendors if possible	9/3/2019 9:49 AM
84	Morning time, more fresh fruit and veggies, local foods	9/3/2019 9:46 AM
85	More places to sit and sip beverages eat snacks purchased. More vendors	9/3/2019 9:44 AM
86	More food vendors. Palatine has a good one.	9/3/2019 9:37 AM
87	Make the aisle space wider. It was sometimes hard to move around due to congestion. Additionally, more tables would be wonderful.	9/3/2019 9:26 AM
88	more fresh produce vendors	9/3/2019 9:25 AM
89	More food vendors so that families can have dinner there as well	9/3/2019 9:25 AM
90	We need more artisans and farmers at the farmers market	9/3/2019 8:51 AM

## Farmers Market Community Survey 2019

91	The location needs to be moved. Please call Fidelity group, maybe in the parking lot by McCalisters. There is no foot traffic at Paulus Park. The vendors have left due to low foot traffic. There needs to be actual produce, and less artisan. Years ago it was mentioned to move it down so the route 22 traffic could see it as well. It was also suggest to include cruise night a dual event. I'm sure paid staff knows what isn't working and turn it around. A member of your advisory board who is a non resident is rude to residents on social media. I don't think her character should be representing the village in a positive manner. No one appreciates the bullying come from board members, advisory boards, and residents recruited to attack others. It needs to stop.	9/3/2019 8:49 AM
92	More reasonable fruit vendors	9/3/2019 8:42 AM
93	More farmers. Get rid of the MLM booths - they discredit and detour people from attending.	9/3/2019 8:37 AM
94	Larger fresh produce vendors.	9/3/2019 8:29 AM
95	It needs more fresh fruit and vegetable farmers, I would go every week if there were more.	9/3/2019 8:29 AM
96	Extend season	9/3/2019 8:28 AM
97	More vendors	9/3/2019 8:22 AM
98	Greater variety of products. There are too many people selling vertical marketing products; not enough produce	9/3/2019 8:20 AM
99	Extending till October	9/3/2019 8:16 AM
100	Improve produce vendors and lengthen the season	8/31/2019 9:49 AM
101	Twice I drove over to Paula's park on a Friday and found no farmers market. There was no advertising that the market was not happening that I could find online.	8/31/2019 4:54 AM
102	Better time	8/30/2019 3:52 PM
103	Either change the day or the place. If not on Route 12, Friday would be fine.	8/30/2019 2:46 PM
104	better bands, produce was pretty expensive, cheese was kind of but like cheese	8/30/2019 11:19 AM
105	Longer season	8/30/2019 6:20 AM
106	Need more vendors	8/29/2019 11:11 PM
107	no	8/29/2019 6:19 PM
108	more varied venders	8/29/2019 4:21 PM
109	Need to extend closing time so working people can get there after work	8/29/2019 3:22 PM
110	Apple Holler - cider donuts and longer season, or July-Sept	8/29/2019 3:03 PM
111	Move it inside the park	8/29/2019 12:47 PM
112	more fresh produce.	8/29/2019 12:17 PM
113	See previous comment	8/29/2019 12:07 PM
114	get more vendors	8/29/2019 11:35 AM
115	NEW LOCATION IN LZ WITH BETTER PARKING AND MORNING HOURS. LZ SHOULD TAKE A LOOK AT THE LIBERTYVILLE MODEL	8/29/2019 11:02 AM
116	Maybe more variety to keep people wanting to see what's next? If it's the same stuff everytime and you're not interested the first time, you won't go back. I really liked the slower options in the past but didn't see that this year. I did like the addition of the jewelry vendor this year. Bring back the kettle corn!!!	8/29/2019 10:43 AM
117	more home made products	8/29/2019 10:28 AM
118	Lack of actual farm fresh vegetables there seems to be only one legitimate local farm	8/29/2019 10:04 AM
119	More Farmers and No dogs	8/29/2019 9:23 AM
120	Larger, Saturday market.	8/29/2019 9:22 AM
121	More vendors, more food options to eat while there	8/29/2019 9:12 AM
122	Do not allow vendors to park in the grass on the root systems of the large oak trees along the area of the present location of the farmers market.	8/29/2019 9:10 AM

## Farmers Market Community Survey 2019

123	More variety of farm fresh produce- organic, possible weekly theme with games or additional family/kids activities on the grass area behind the market, more dinner/food choices with additional a seating	8/29/2019 8:55 AM
124	Prohibit dogs in the market area. Get more suppliers who are truly offering farm produce.	8/29/2019 8:53 AM
125	more vendors and kids activities	8/29/2019 8:52 AM
126	more vendors	8/29/2019 8:52 AM
127	Different vegetable/fruit vendors	8/29/2019 8:49 AM
128	More vendors; better produce; lower prices	8/29/2019 8:48 AM
129	Take local residents businesses first.	8/29/2019 8:41 AM
130	More fruit, maybe?	8/29/2019 8:41 AM

## Q8 Were there any vendors you would like to see at our market that were not there?

Answered: 76 Skipped: 108

#	RESPONSES	DATE
1	Geneva produce	9/6/2019 3:50 PM
2	Not specific ones, but more food vendors please.	9/6/2019 4:08 AM
3	dips and mixes, salsa, salad dressings, oils and vinegars - beef jerky	9/6/2019 3:47 AM
4	More food options	9/6/2019 3:42 AM
5	More of everything would be good	9/6/2019 3:21 AM
6	More real farmers! Michigan blueberries and Michigan chestnut farmers.	9/6/2019 2:58 AM
7	Wisconsin cranberries, more fruits and vegetables, plants from sale (ask Hawthorne Garden Center to sell plants and give advise) Taco's El Norte, our local art school on Main street, icecream but not a popcicle truck. I would be willing to volunteer to help work on the farmer's market. Jackie Burke okbgirls@gmail.com. Keep doing this! It's GREAT	9/6/2019 1:51 AM
8	Kettle popcorn man that the Wauconda market has	9/5/2019 5:51 PM
9	More arts and crafts booths if possible	9/5/2019 5:11 PM
10	Fresh fish	9/5/2019 5:00 PM
11	Previous vendor selling vegetarian products-burgers etc that were delicious.	9/5/2019 4:58 PM
12	Not sure of names but Grayslake and Buffalo Grove had good baked items and breads. Seen honey, soaps	9/5/2019 4:43 PM
13	A lot more Local Farmers.	9/4/2019 4:01 PM
14	Mini donuts and cider donuts	9/4/2019 3:08 PM
15	More fresh produce/ flower market	9/4/2019 4:41 AM
16	More produce, artisan cheese, meats.	9/4/2019 3:33 AM
17	Twin Gardens	9/4/2019 3:09 AM
18	More local crafts etc	9/4/2019 2:50 AM
19	Just more variety overall - Woodstock Has the BEST farmers market. I would love to see more than one option for each type of vendor	9/4/2019 1:25 AM
20	More arts and crafts. More baked goods and more hot food we can eat there	9/4/2019 1:09 AM
21	Local breweries	9/3/2019 6:02 PM
22	The guy that makes the cinnamon sugar mini donuts. He's been at the market in years past, but did not see him this year.	9/3/2019 5:18 PM
23	Food vendors that sell more than baked goods.	9/3/2019 4:56 PM
24	More produce vendors, coffee vendors, wine vendors	9/3/2019 4:54 PM
25	I'd love to be a vendor once or twice but couldn't commit to the whole season (that was the only option I could find online for applying)	9/3/2019 4:53 PM
26	Maybe more tastefully simple type places, candles crafts	9/3/2019 4:34 PM
27	Yes there is an Italian food vendor that Schaumburg had. Best focaccia bread. Plus the canned good vendors from 2017 and 2018	9/3/2019 4:04 PM
28	More veggies more local vendors	9/3/2019 3:43 PM
29	More produce	9/3/2019 3:16 PM

## Farmers Market Community Survey 2019

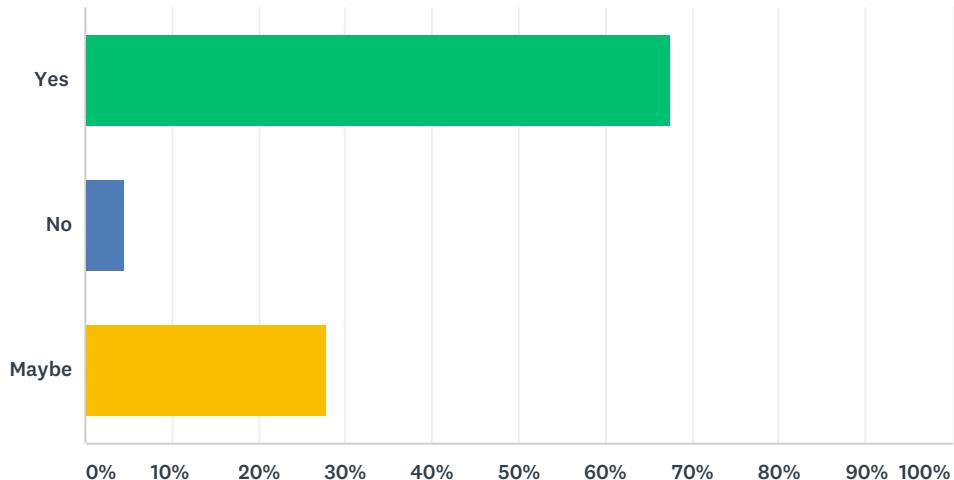
30	More food trucks	9/3/2019 2:43 PM
31	Honey	9/3/2019 2:23 PM
32	More veggies	9/3/2019 2:21 PM
33	Donuts	9/3/2019 12:43 PM
34	Dog treats, honey /jams and pie vendors	9/3/2019 12:39 PM
35	Hot sauce vendor, veggie burger vendor	9/3/2019 12:32 PM
36	Apple farms, Schaumburg farmer market has a lot more farmers and food trucks would be really cool. It could be a place to grab dinner too with food trucks or local breweries	9/3/2019 12:08 PM
37	Specialty market foods that are vegan, gluten free would be great. Those foods are expensive and it would be great to be able to sample foods prior to making an expensive purchase. Holcomb Hollow comes to mind.	9/3/2019 11:45 AM
38	Giordano's, Lake Zurich Brewing, Copper Fiddle etc..	9/3/2019 11:38 AM
39	More of the same.	9/3/2019 11:13 AM
40	I think the people that had strawberries were from Michigan(not sure) but would love to see them again next year	9/3/2019 11:10 AM
41	More variety	9/3/2019 11:08 AM
42	More local farmers. More fruit/veg	9/3/2019 10:44 AM
43	Maybe chair massage folks? Sounds crazy but would certainly be different. Can even use a screen for privacy.	9/3/2019 10:43 AM
44	Produce	9/3/2019 10:41 AM
45	Elsie Mae's pies, Katic bread	9/3/2019 10:32 AM
46	I missed the vendor that was there last year that sold Himalayan salt and peanuts	9/3/2019 10:28 AM
47	Unfortunately I don't know the names of the vendors, but I am always looking to buy grass fed fresh/frozen meats and cage free eggs, and organic vegetables. Many of these vendors have left LZ but are at other markets. I miss them.	9/3/2019 10:19 AM
48	Fresh flower vendor	9/3/2019 10:15 AM
49	Pastry, breads, cheese vendors.	9/3/2019 9:38 AM
50	Support of direct sales companies	9/3/2019 9:26 AM
51	twin farms	9/3/2019 9:26 AM
52	More farmers with fresh vegetables	9/3/2019 8:52 AM
53	More farmers and a variety of fruit and veggies - similar to Schaumburg. Food trucks (1 or 2) so people can grab dinner there. Fresh baked goods, perhaps Keto friendly since that is a huge dietary requirement for people.	9/3/2019 8:39 AM
54	Lafevor Farm and Greenhouse	9/3/2019 8:31 AM
55	More farmers	9/3/2019 8:29 AM
56	Can't think of any	8/30/2019 3:53 PM
57	more cheese vendors, craft beer vendors,	8/30/2019 11:20 AM
58	Organic	8/29/2019 11:12 PM
59	Meat man	8/29/2019 6:20 PM
60	There was a vendor who sold peanuts and one that had popped corn that we used to buy from every week	8/29/2019 3:24 PM
61	Apple Holler	8/29/2019 3:03 PM
62	no	8/29/2019 12:17 PM
63	Mira corn. I can not remember name of farm	8/29/2019 12:08 PM

## Farmers Market Community Survey 2019

64	more growers	8/29/2019 11:36 AM
65	JUST MORE VARIETY.	8/29/2019 11:02 AM
66	The Kettle Corn Guy, flower vendors, dog/pet friendly vendors	8/29/2019 10:44 AM
67	wooden toys for kids would be nice	8/29/2019 10:29 AM
68	More fresh local farmers. I'll try once more but after last visit I once again said I'm never coming back	8/29/2019 10:06 AM
69	Twin Farms	8/29/2019 9:23 AM
70	More food vendors, produce as well as hot food and drinks	8/29/2019 9:23 AM
71	More organic produce, artisan cleaning or bath products , local restaurants	8/29/2019 8:55 AM
72	The coffee cake supplier from 2 years ago	8/29/2019 8:54 AM
73	more vendors that sell veggies and fruits	8/29/2019 8:53 AM
74	Honey, Bison, Chicken,	8/29/2019 8:53 AM
75	The farmer who sells meat, eggs, etc	8/29/2019 8:49 AM
76	My favorite vendors were all there this year!	8/29/2019 8:42 AM

## Q9 Do you plan on visiting & shopping at next year's market?

Answered: 176 Skipped: 8



ANSWER CHOICES	RESPONSES	
Yes	67.61%	119
No	4.55%	8
Maybe	27.84%	49
TOTAL		176