Camarillo Certified Farmers Market
Patron Survey Report

A Service Learning Research Project
Conducted by CSUCI Sociology Students and Faculty
for Camarillo Hospice
Spring 2009

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EXECUTIVE SUMMARY:

- This report is based on survey research conducted as a service-learning project by Sociology students from California State University, Channel Islands. Analyses are based on a sample of 162 market patrons completing questionnaires during the first two weekends in March.

- *Patron Demographics:* Patrons of the Camarillo Certified Farmers Market (CCFM) mostly come from Camarillo itself (78%). They are relatively elite in terms of education and income, and not particularly diverse – both of which reflect the Camarillo setting.

- *Patterns of Patronage:* Patrons are mostly longtime and frequent market shoppers (as over half first visited the market more than five years ago, and half visit the market weekly). Nearly half do not shop at other farmers markets, and nearly a third purchase over half of their total household produce at the CCFM.

- *Patron Satisfaction & Preferences:* Patrons report strong and generalized satisfaction with the market and its products, and seem to particularly appreciate the overall convenience of the small local market. Areas of moderate concern are parking and the lack of seating. Nearly half indicated that they would like to see core products expanded – i.e. more fruits and vegetables, and more certified organic produce.

- *Patron Awareness of Camarillo Hospice Services:* Many patrons (38%) are unaware of that Camarillo Hospice sponsors the CCFM, although greater numbers seem to be knowledgeable regarding hospice services (e.g. 57% reported knowing the distinction between medical and non-medical hospice services). Well over 90% responded that they would likely or possibly recommend Camarillo Hospice to someone who might need hospice services.

- *Additional Attractions & Broader Implications:* Patrons visit the farmers market for a variety of reasons beyond merely purchasing fresh local produce. Among the most important tend to be environmental/health concerns and social/community-oriented concerns. The former are the strongest non-market attractions to patrons.

- *Temporal Differences in Patterns of Patronage:* Overall, earlier shoppers purchase more of their household produce at the market, and are more likely to shop alone. In comparing earlier and later shoppers, the former are relatively more likely to rate environmental and health concerns as important attractions to the market; later shoppers are relatively more likely to rate socially-oriented and community-oriented concerns to be more important.

Part I: BACKGROUND & METHODS

1. Camarillo Hospice & the Camarillo Certified Farmers Market

Camarillo Hospice is a non-profit community-based volunteer hospice providing nonmedical hospice services to residents of the region.[1] It was established in 1978 by community members as part of the grassroots national movement for hospice care and the need for better response to end-of-life issues, including care and grief. As a volunteer (nonmedical) hospice, services include grief support groups, care giver respite, and many other services. The most used services tend to be counseling services and patient/ family support. Unlike medical hospices, there is no need for a physician's referral to use services, nor any requirement of a six month life expectancy. As a nonprofit organization, Camarillo Hospice charges no fees for its services, and is not supplemented by government funds from Medicare or Medicaid. Instead, it is run by two hundred volunteers and a small administrative staff who provide all of their services free to the community. In recent years, Camarillo Hospice has typically served over 3,600 patients and clients annually. Additionally, they conduct educational outreach programs that are estimated to reach an additional 2,000 people annually.

Camarillo Certified Farmers Market: Camarillo Hospice established the Camarillo Certified Farmers Market (CCFM) in 1991 to provide fresh local produce to the community while simultaneously providing a self-sustaining stream of financial support for hospice services.[2] Farmers markets were becoming popular at that time, facilitated

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[1] For information on Camarillo Hospice, see: *http://www.camarillohospice.org/abriefhistorya.html*.
[2] Camarillo Hospice was initially a co-sponsor of the CCFM with the Pleasant Valley Hospital Auxiliary. Camarillo Hospice became the sole sponsoring agency in 1994.

by legislative changes in the late 1970s in response to both agricultural crises and underserved populations in California.[3] By the 1990s, there was clear community interest in having such a market in the Camarillo area.

Income for hospice services is generated from market vendors who are asked to donate a percentage of their daily sales to hospice (made on the honor system). Farmers are asked for 6% while craft vendors and prepared foods vendors are asked for 10%. Because the market is completely staffed by volunteers, all of that income goes directly to support hospice services. The CCFM now provides an important income stream for hospice services, generating approximately $63,000 in 2008. In addition to generating resources for hospice services, sponsors created the CCFM with the intent that it also contribute to the overall quality of community life in Camarillo – an outcome which is less tangible, but no less important.

2. Research Design, Data, and Methods

The survey project emerged as a university-community partnership between the Camarillo Hospice (principally Executive Director Sandy Nirenberg) and students and faculty in the Sociology program at California State University, Channel Islands (CSUCI). As market sponsors, Camarillo Hospice administrators were interested in learning more about the needs of patrons and how well they are serving those needs. On the university side, the survey project represents an extension of CSUCI's commitment to service learning and civic engagement, designed to serve a community

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[3] For a useful concise history of the origins and development of farmers markets in California and regionally, see Russ Parsons: "The Idea that Shook the World," *Los Angeles Times* (May 24, 2006).

partner while accomplishing key educational objectives. Specifically, the survey was conducted by a Sociology class (Introduction to Research Methods) in order to learn about social research through first-hand experience. Students performed basic tasks such as initial questionnaire design, survey administration, and data entry. More advanced components of the research (e.g. more advanced design issues, direction of survey administration, data analysis and reporting) were conducted by Sara Griffin, an advanced Sociology student as part of her capstone project. Finally, all components of the project were monitored and directed by Dennis Downey (Assistant Professor of Sociology) to ensure that proper social scientific research standards were met, and that the experience led to significant learning outcomes. The research was reviewed and approved by the CSUCI Institutional Review Board (Study #I05095).

Questionnaire development: The questionnaire was developed and designed in close collaboration between the research coordinators (Griffin and Downey) and Sandy Nirenberg who identified basic areas of interest and reviewed the survey instrument. The following areas of interest to be assessed in the survey were identified: patron demographics; patterns of patronage; areas of relative satisfaction; and patrons' general knowledge of Camarillo Hospice and the services it provides. The survey instrument is provided as an appendix to this report.

Survey administration, respondent recruitment, and sampling: The survey was administered on two Saturdays at the beginning of March (March 7 and March 14), throughout open hours (8:00 a.m. to noon). All requests for participation included a brief explanation of the CSUCI commitment to service learning and civic engagement, to which patrons responded favorably. Additionally, the Camarillo Hospice made one dollar discount coupons available for students to offer to all patrons who completed the questionnaire as a form of respondent reciprocity. (Many respondents refused the coupon, or returned it to the Camarillo Hospice booth, preferring to offer their time without cost to the sponsor.) A total of 181 questionnaires were administered via two methods of respondent recruitment: one based on open requests, and the other through a process designed to develop a systematic random sample.

For the first mode of recruitment (open requests), students set up a table at the main market entry to greet patrons and ask if they would be willing to complete a questionnaire regarding the Farmers Market. Due to a high number of responses via open requests on the first day of administration, we discontinued that method of recruitment for the second day. Following proper survey practices, we also sought to generate a systematic random sample.[4] To do so, teams of two students were sequentially assigned to systematically randomized locations (booths) throughout the market. Teams asked the first person with whom they came into contact within their designated area to complete the questionnaire. Teams followed general scripts for approaching patrons and requesting participation. In the event that their request was refused, they were to make the same request of the next person in the area. If a team was refused three times in a row, they were to return to the main table to be reassigned a new location.

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[4] Random sampling procedures seek to avoid sample bias in the research – for example, as patrons who are willing to respond to open requests at the table might represent a more satisfied or amenable subset of respondents, thereby misrepresenting the population of patrons.

Following data collection, analyses were conducted to determine if there were different patterns of responses between the open request sample and the systematic random sample.[5] Only several variables indicated statistically significant differences across the samples, and did not collectively represent patterns that might be considered conceptually significant. Consequently, the data reported here are for all responses pooled collectively. However, the use of different sampling procedures increases our confidence in the overall validity of survey results.

Data entry and analysis: Data from all questionnaires were entered by students into an SPSS (Statistical Package for the Social Sciences) database. In order to eliminate potential sources of error, a decision was made to exclude19 questionnaires which we deemed to be completed improperly (i.e. with apparent carelessness or confusion).[6] The total sample size for analysis was 162; 68 (42%) of which were recruited through systematic random sampling procedures, and 94 (58%) of which were recruited via open requests.

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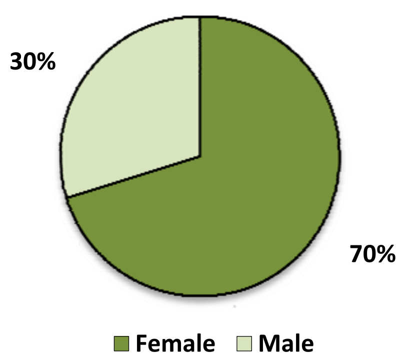
[5] Analyses were conducted via T-tests for differences in mean responses across the two samples.
[6] We applied several rules, each of which warranted exclusion. 1) Respondent used a single loop around all the numbers in a column to answer questions 13 and 14. (Both questions are structured as matrices in which a list of items is presented followed by similar standard response categories. A single response for all items in the list is possible, although very improbable, especially for question 13. In any event, we assumed that indicates the likelihood that individual items were not assessed individually.) 2) Contextual evidence suggested that the respondent was confused by the direction of their responses in questions 13 and 14, indicating dissatisfaction when they intended to indicate satisfaction (or vice versa). Specifically, if their mean score for satisfaction was 3.5 or more (indicating substantial dissatisfaction), yet they are longtime and frequent market patrons (i.e. if respondent's score was 3 or 4 for variable "firstvisit', and 1 or 2 for variable "frequency"), we assumed a high likelihood that the respondent misread the direction of the matrix scale. 3) Ten percent of the questions were skipped by the respondent, which we also assessed as indicating improper attention to items. The numbers of exclusions for each rule were: nine for rule 1; 6 for rule 2; and 4 for rule 3.

PART II: PATRONS & PATRONAGE

3. Patron Demographics

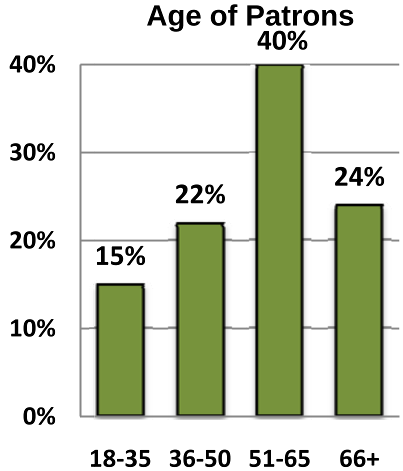
This section presents general descriptive information about patrons of the CCFM, including gender, age, city of residence, educational attainment, income level, and race/ethnicity. For those familiar with the Camarillo area, few of the following statistics will come as much of a surprise, although they provide an important base for understanding unique aspects of this particular farmers market.

Figure 1:
Gender of Patrons



Gender (Figure 1): The majority of shoppers at the CCFM are women, comprising 70% of respondents, while men accounted for 30% of the sample. The predominance of women might be a factor with specific causes related to the market, or more likely a pattern that replicates the traditionally gendered division of household labor.

Figure 2:
Age of Patrons



Age (Figure 2): The modal age category for respondents is 51 to 65 years, comprising 40% of the sample. Nearly two thirds of respondents were over 50 – reflective of local demographics. That does suggest a possible need to cultivate younger patrons, although it is also clear that younger patrons are also attending the market, with 15% ranging from 18 to 35.

City of residence (Figure 3): The vast majority of respondents indicated that they live in Camarillo (including Somis), with 126 out of 162 total respondents. This confirms the role of the CCFM as a local, community-oriented market. An additional 11 patrons listed Thousand Oaks, 6 listed Newbury Park, and 3 listed Oxnard. The "other" category includes Point Mugu (two respondents), and a number of other cities listed only once (Agoura Hills, Calabasas, Granada Hills, Hanford, Malibu, North Hollywood, Ojai, Philadelphia, Santa Cruz, Santa Maria, Simi Valley, Torrance, and Westlake Village). While the CCFM is quite locally-oriented in its patronage, it is important to note that nearly a quarter of the sample comes from other area cities.

Figure 3:
Patrons' City of Residence

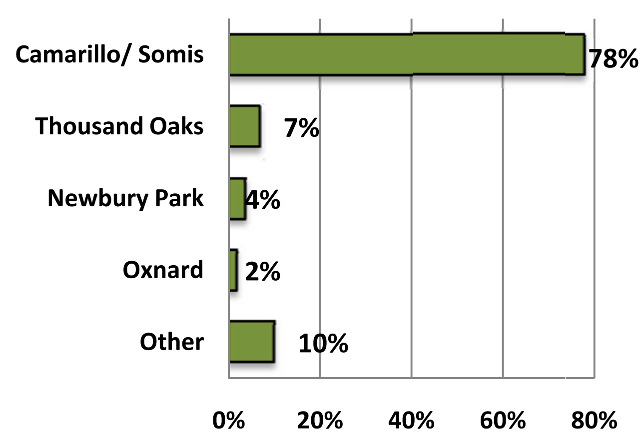
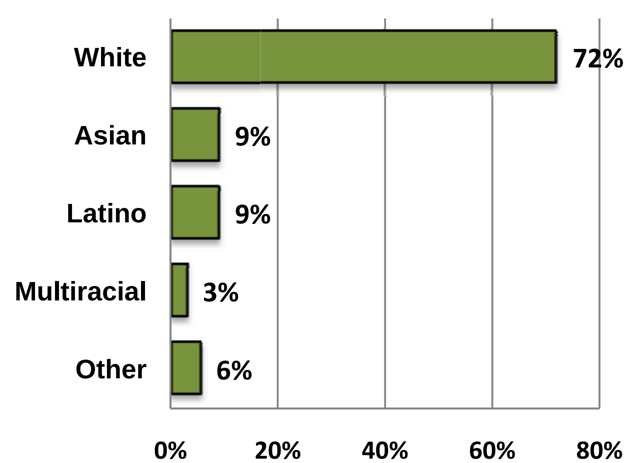


Figure 4:
Patrons' Race / Ethnicity

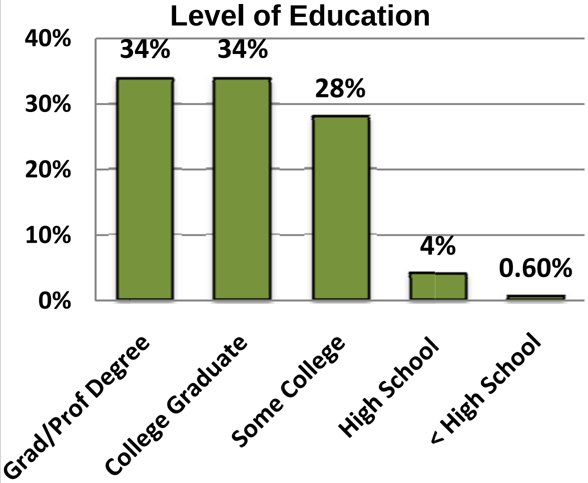


Race/ethnicity (Figure 4): Respondents were asked an open-ended question about how they identify themselves racially or ethnically. Responses were subsequently coded according to current Census categories. Data indicate that patrons are not a particularly diverse group.

Again, that is to be expected given the demographics of the Camarillo area. White respondents account for 72% of patrons, while Latinos and Asians account for 9% each. Of the remaining responses, 3% indicated that respondents consider themselves to be multiracial, while 6% comprised various identities with one or two responses each.

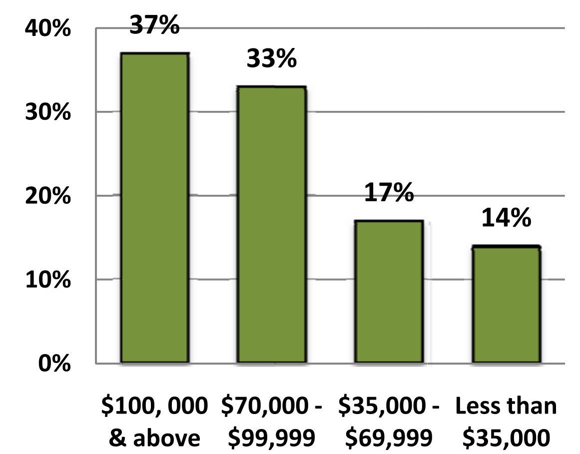
Education & Income (Figures 5 & 6): In terms of education and income, patrons of the CCFM are a relatively elite demographic. About one third (34%) have a graduate or professional degree, while another third (34%) have a bachelors degree. The majority of the remaining respondents (28%) have attended some college.

Figure 5:
Level of Education



Annual income reflects that elite status as well. In the modal category, 37% of respondents have an annual household income at $100,000 or above. Another third of the respondents range from $70,000 up to $100,000. Less than a third fall below $70,000 in annual household income.

Figure 6:
Annual Household Income



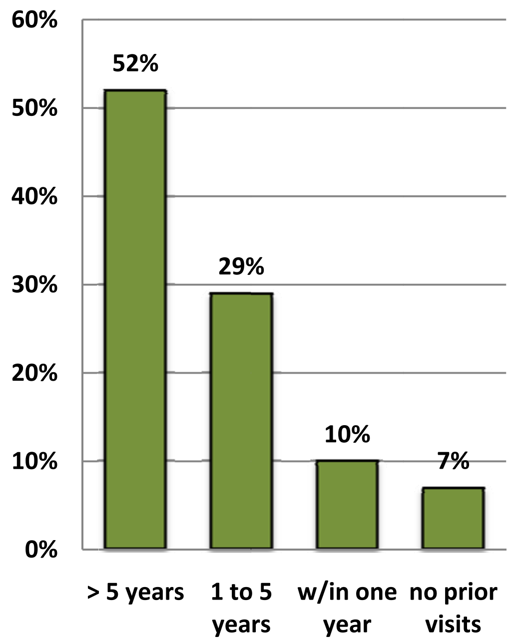
Demographically, then, patrons tend to be primarily from within Camarillo, mostly women, mature, white, and relatively elite in terms of education and income. In other words, the modal shopper is a white woman from Camarillo, who is well-educated and lives in a home with a high annual income.

4. Patterns of Patronage

Among the most important data for Camarillo Hospice are those pertaining to patterns of patronage. Central questions addressed when and how patrons discovered the market, how frequently they visit the market, and the amount of time and money that they generally spend, among others.

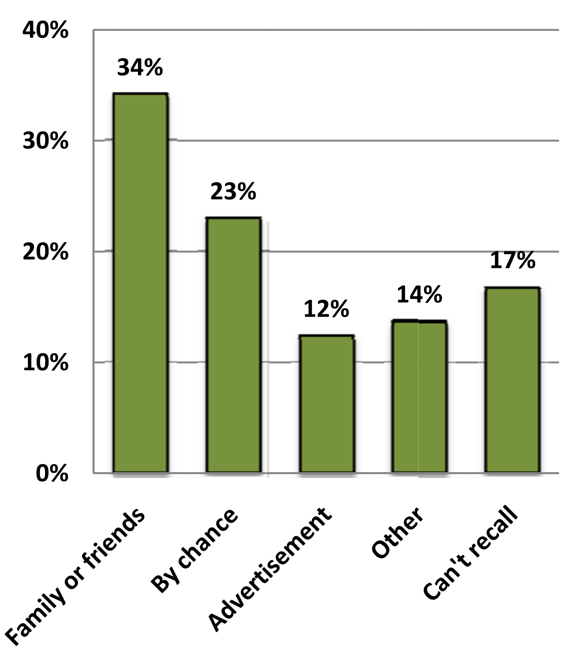
Time since first visit (Figure 7): Over half of respondents first visited the market more than five years ago, and another 29% from one to five years ago. In contrast, less than one in five patrons first visited the market within the year. That indicates a longtime familiarity among most shoppers, which is likely associated with patron loyalty. The fact that 10% first visited within the year also suggests the healthy cultivation of new patrons. The 7% of respondents for whom this was their first visit was undoubtedly larger than a normal market day, as the first day of survey administration was one of the first beautiful spring days in Camarillo.

Figure 7:
Time since first visit



How patrons discovered market (Figure 8): The ways in which patrons first come to discover the market have important implications for efforts to expand patronage. Responses suggest that community networks are the most important means by which new patrons discover the CCFM: over a third (34%) of respondents learned about the market from family members or friends. (These data do not, however, tell whether those family or friends were patrons – although we might assume that many were.) It is uncertain how sponsors can use that to expand patronage, aside from encouraging patrons to "tell a friend" or to bring their family members (see perceptions of family friendliness, below). Nearly a quarter of respondents (23%) indicated that they discovered the market "by chance encounter." (As we note below, many of those indicating "other" might fall into this category as well.) Those responses underscore again the niche of the CCFM as a local community farmers market, but perhaps suggest that more signs advertising the market on the perimeter where traffic flows might increase recognition. Interestingly enough, more purposeful publicity seems to account for less patronage: only 12% learned about the market by an advertisement of some sort – although these may be people who are more isolated from networks and chance encounters, and therefore more difficult to reach. For respondents who

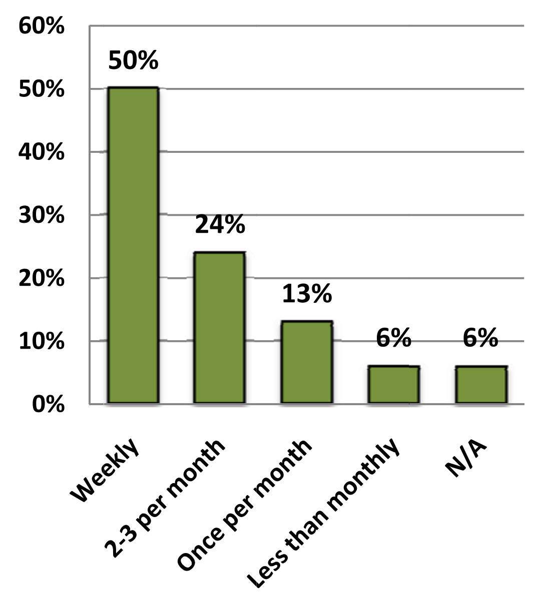
Figure 8:
How patrons discovered market



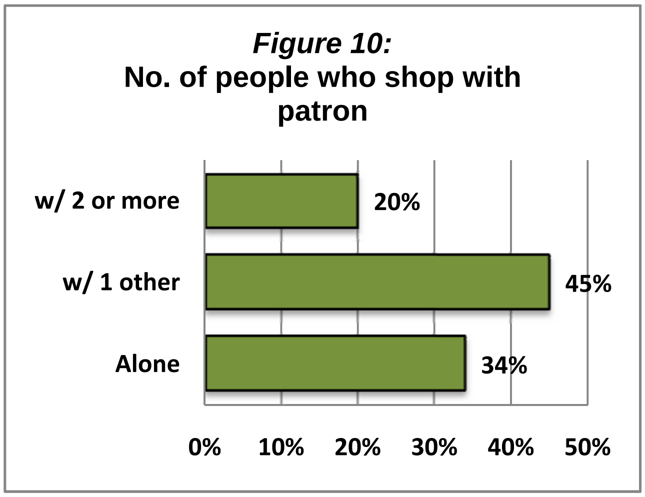
indicated that they learned of the market through some other means (14%), they were asked to write in the source. Those responses generally tended to emphasize the fact that they live in the area or happened to drive or bicycle by the market (8 responses); these might also be classified as discovery "by chance." Among the remaining responses: four indicated learning of the market through some sort of online or internet search; three indicated reading a newspaper article; and two responded that they are friends or acquaintances of vendors at the market. Nearly one in five respondents (17%) could not recall how they learned of the market – although most would logically be accounted for in one of the above categories.

Frequency of attendance (Figure 9): Respondents were also asked how often they shop at the CCFM. Because of differences across seasons, the question asked respondents to answer in reference to their attendance during spring and summer months (assuming that patrons are likely to visit more frequently during those seasons). Half of the respondents (50%) indicated that they shop on a weekly basis during those seasons, representing the solid foundation of CCFM patronage. Another quarter (24%) indicated that they shop at least every other week, representing another important segment. The final quarter of patrons are less regular in their patterns: 13% shop once per

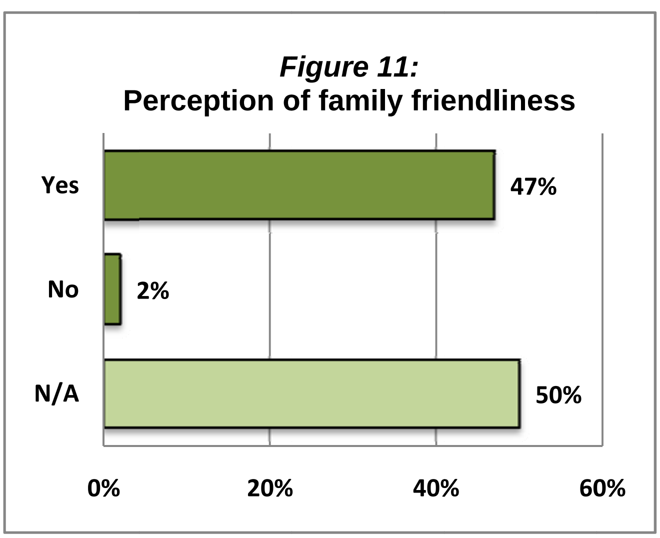
Figure 9:
Frequency of attendance



month and 6% shop less than monthly. (Of the final 6% who responded "not applicable," 7 of 10 responded that this was their first visit.)



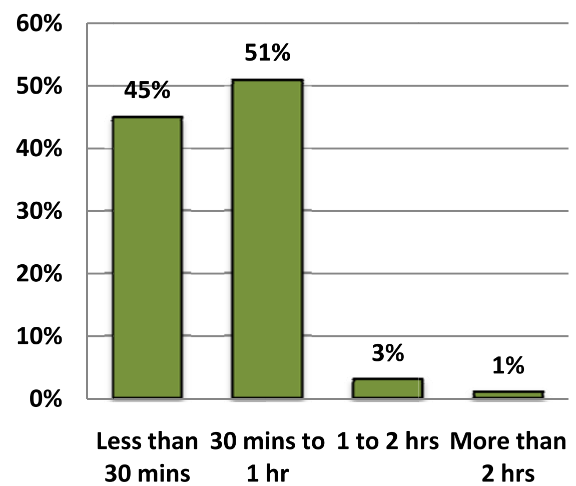
Number of people who shop with patron (Figure 10): Respondents were asked with how many other people they typically visit the market. To the extent that the primary means by which new patrons learn of the market is through friends and family, this also helps us to understand the networks that can expand patronage. Response patterns indicate that about one third (34%) tend to shop alone, while two thirds (65%) bring at least one other person to the market. More specifically, 45% typically shop with one other person, while 20% shop with two or more. Collectively, responses provide an initial sense of the social dynamics of market visits, which is an issue that we will address at more length in subsequent chapters.



Family friendliness (Figure 11): Given the secondary community-building goals of the CCFM, it is important to sponsors that patrons feel comfortable and welcome in bringing their children to the market. The item addressing this issue asked whether those respondents who have children find the market to be "a family friendly setting." Approximately half responded that they have children – and of those, approximately 95% indicated that they do find the atmosphere to be family friendly. (It should also be pointed out that the skew toward higher age brackets among patrons is undoubtedly a large part of the reason why half indicated that they have no small children.) Clearly, sponsors are doing well in creating a family friendly atmosphere for patrons.

Time spent at market (Figure 12): An additional important social aspect of patronage concerns how much time patrons spend at the market. The overwhelming majority of patrons (96%) spend an hour or less at the market. Of those, about half (45%) spend less than 30 minutes, and half (51%) spend between 30 minutes and one hour. The remaining 4% spend more than an hour, with 1% spending more than two hours. We can assume that the amount of time spent represents different shopping patterns and preferences; for example, shoppers that spend little time at the market might be those who want to purchase their goods efficiently and quickly get on with the rest of their morning, while those who spend more time are interested in a more leisurely experience shopping and enjoying the market atmosphere. To the extent that is the case, the CCFM skews toward more "efficient" shoppers – as might be expected in a smaller community market with less of the

Figure 12:
Time spent at the market



entertainment draw of larger "destination" markets (such as Santa Monica). It should also be pointed out that those who spend up to an hour are undoubtedly enjoying the market atmosphere to some extent as well, a pattern confirmed by evidence concerning market attractions presented in Chapter 7.

Patronage of other farmers markets (Figures 13 & 14): To understand how the CCFM fits into broader patterns of shopping, respondents were asked whether they also shop at other farmers markets. Approximately half of the respondents (49%) indicated that they rarely or never shop at other farmers markets. An additional 39% shop at other farmers markets only occasionally (39%). That suggests a very large base of patrons who shop primarily or exclusively at the CCFM with little draw from other markets. A relatively small segment of patrons (11%) shop at other farmers markets regularly. For those respondents who indicated that they shop at other markets, they were asked to indicate which market. The competing markets are mostly in nearby towns (not surprisingly) such as Ventura,

Figure 13:
Shop at other farmers markets

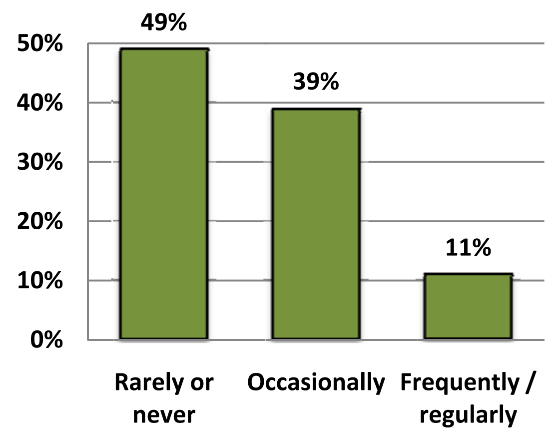
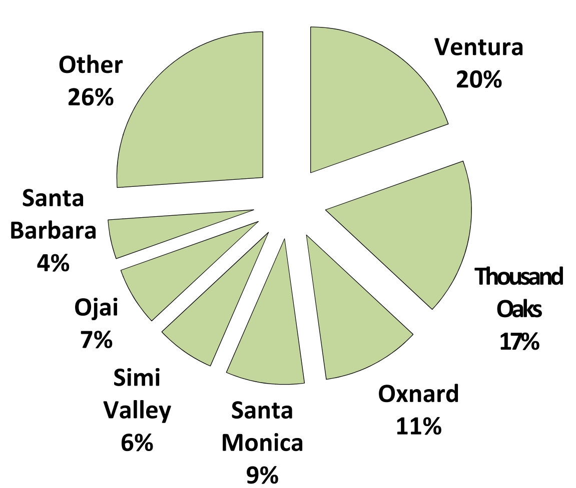


Figure 14:
Other farmers markets patronized



Thousand Oaks, and Oxnard. The "other" category included markets which were each mentioned by only one respondent. Some of these markets included Calabasas, Carpentaria, Conejo Valley, Fillmore, Hollywood, Agoura Hills, Cabrillo, and West Los Angeles.

Purchasing patterns (Figures 15 & 16): The questionnaire used two items to assess patron's purchasing patterns. The first question asked respondents to estimate how much of their total household produce is purchased at the CCFM, giving us a general sense of patron reliance on the market. Patrons are split very roughly into thirds: one third (32%) purchase only a few key items; the largest third (37%) purchase up to half of their household produce at the market; and another third (31%) relies on the market for more than half of their household produce. That final third represents core patrons with heavy reliance on the CCFM.

Figure 15:
Amount of total household produce purchased at market

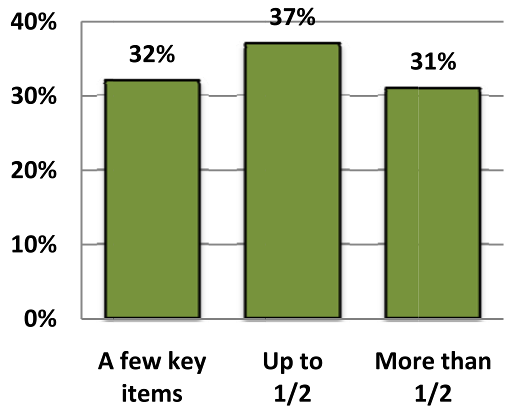
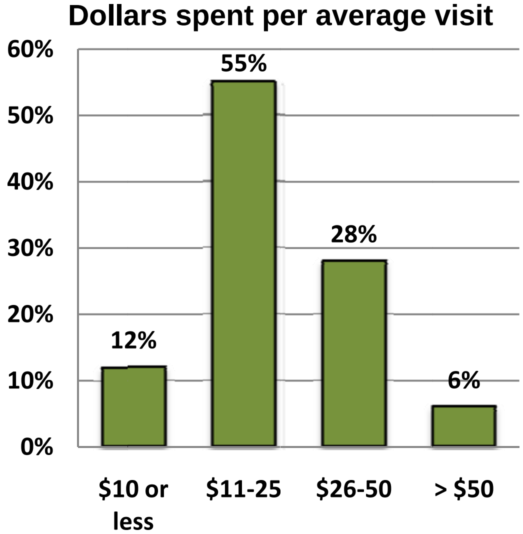


Figure 16:
Dollars spent per average visit



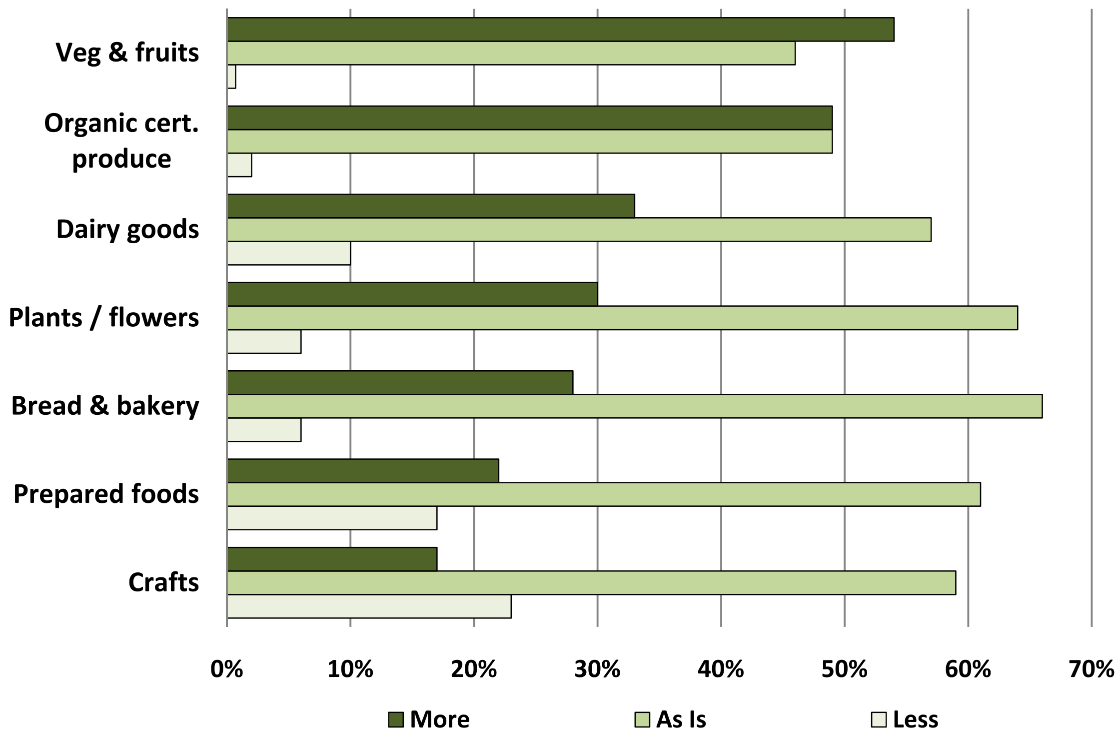
The second measure of purchasing patterns concerns money spent at the market, from an item asking patrons to estimate the amount that they spend at the CCFM "on a typical visit." This is clearly important for the primary purpose of the market as a source of support for hospice care. Responses indicated that the majority (55%) spends between $11 and $25 in a typical visit. Approximately half that number (28%) typically spends between $26 and $50. Of the remaining respondents, 12% spent $10 or less, while 6% indicated that they spend over $50.

5. Patron Satisfaction & Preferences

The simple facts of the longevity of the CCFM and the core of longtime patrons indicate basic patron satisfaction. Data from the survey identify more complex patterns, such as those aspects of the market with which patrons are most satisfied, and which might productively be addressed in some way to improve satisfaction. Questions focused on items which patrons would like to see more available, patrons' perceptions of the general value that they receive at the market, and whether they would be interested in shopping on another day if available.

Preferences for additional items (Figures 17 & 18): Among the most important information for sponsors is likely to be patron preferences regarding product availability at the market – and whether they would like to see less, more, or the same amount of the products presently available. Responses underscore general satisfaction, as patrons are relatively happy with overall product availability. The dominant pattern is that patrons would like to see increased availability of core products at the market: 54% would like more vegetables and fruits, and 49% would like to see more certified organic produce. Those are the only two product areas in which the number of patrons who would like to see more is equal to or greater than those who find the current availability

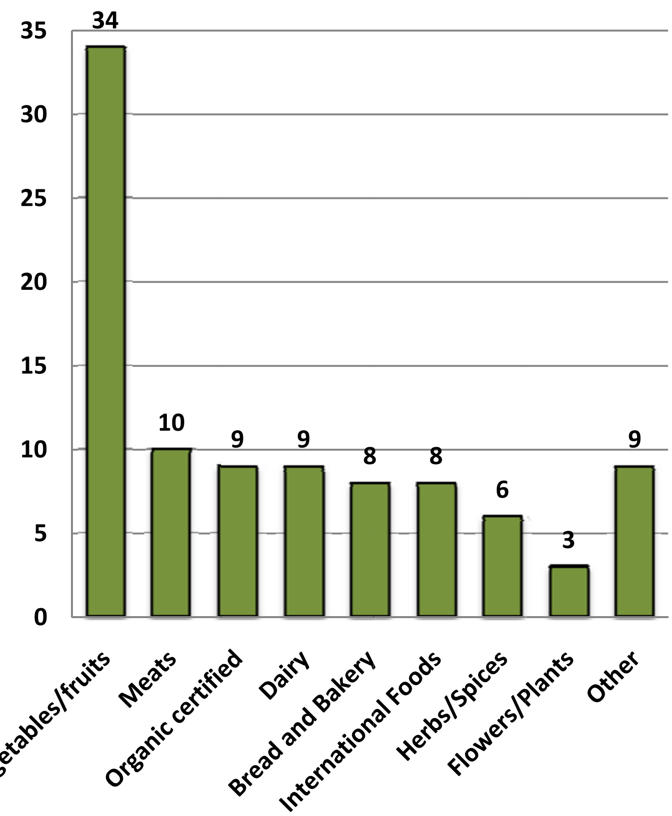
Figure 17:
Preferences for additional items



most satisfactory. For all of the remaining areas, the majority of patrons suggested that current availability is preferable to either more or less. Having noted that, there are still relatively large numbers of patrons who would like to see more dairy goods (33%), plants and flowers (30%), and bread and bakery goods (28%). Among the remaining categories, there are roughly as many patrons who would like to see less of the product as those who would like to see more of the product. For prepared foods, 22% would like to see more and 17% would like to see less. For crafts, 17% would like to see more and 22% would like to see less; that was the only category where more patrons would prefer less than those who would prefer more. Overall, those patterns suggest patrons' preferences for a farmers market focused very specifically on the core products (produce, and especially organic produce), and relatively less emphasis on products at the margins (prepared foods and crafts).

In addition to questions about general categories of items, patrons were asked to write in specific requests for items. Nearly one hundred respondents offered such requests, which were subsequently grouped together based on similarities. Once again, the dominant category was fruits and vegetables. Specific items that comprised that category included: mushrooms (5 requests), unspecified "unusual" or "exotic" fruits and vegetables (5 requests), apples, berries, bok choy, grapes, mangos, garlic, and Ojai pixies (tangerines). The second largest category of requests was meats, which included requests for fish, shrimp, crabs, poultry, and jerky. The following two categories – organic certified items, and dairy – included general requests, rather than any specific items within them. Bread and bakery requests included whole grain breads and pasta. The "international" category pooled requests for Mexican foods, Middle Eastern foods, Asian foods, and a crepe station. Herb and spice requests included

Figure 18:
Specific Products Requested

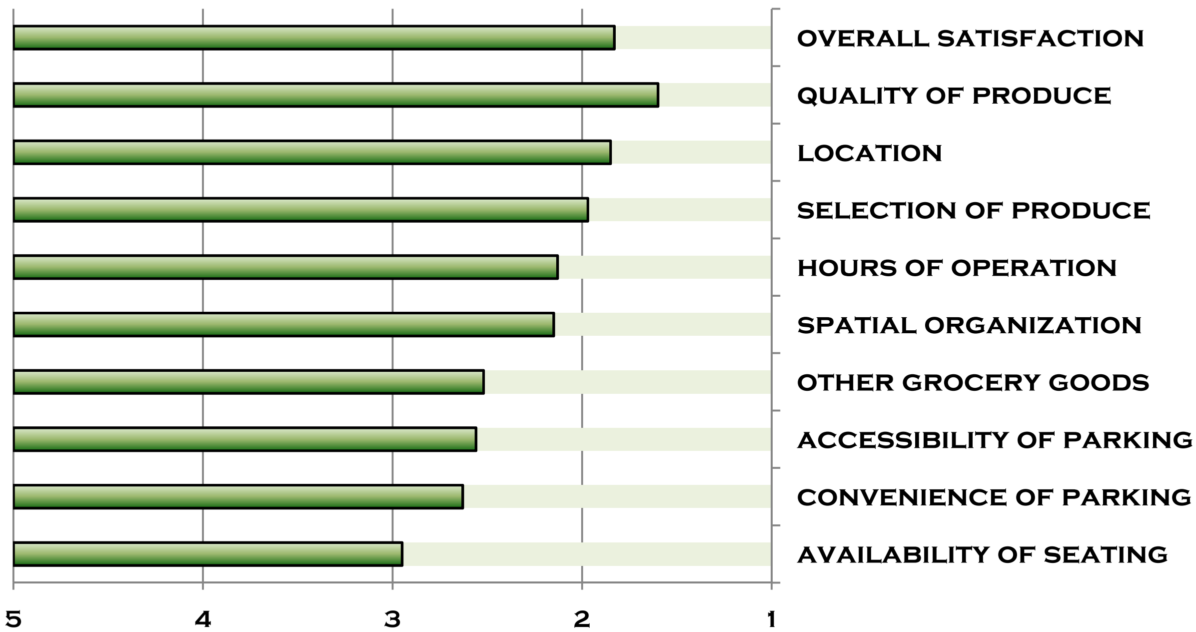


basil and lemon grass. The "other" category included requests for fresh seitan, nuts, jams, coffee, wine, prepared foods, and recipes.

General perception of satisfaction (Figure 19): To measure patrons' satisfaction with the market, a matrix question (#13) was asked in which they were able to indicate their level of satisfaction with the market in both an overall sense and in specific areas, from 1 (extremely satisfied) to 5 (extremely dissatisfied).[7] Once again, we see generally high levels of satisfaction. For the "overall satisfaction" item, the mean level for patrons was 1.83, with 83.5% of patrons indicating a satisfaction level of 1 or 2 (approximately evenly split between them). For specific items, we also see very high levels of satisfaction – which is particularly evident in core areas, following the pattern noted above in terms of patron preferences. The highest satisfaction level is associated with the quality of produce (mean = 1.6, with over 60% indicating extreme satisfaction), and the third highest level of satisfaction for specific aspects is associated with the selection of produce (mean = 1.97). Patrons are also very satisfied with basic convenience issues associated with the market. For location, approximately 79% indicated their satisfaction level at 1 or 2 (mean = 1.97); for hours, approximately 68% responded 1 or 2 (mean = 2.13); and for spatial setup and organization, approximately 65% responded 1 or 2 (mean = 2.15). This seems to underscore patrons' satisfaction with the convenience and familiarity of a small, local, community farmers market.

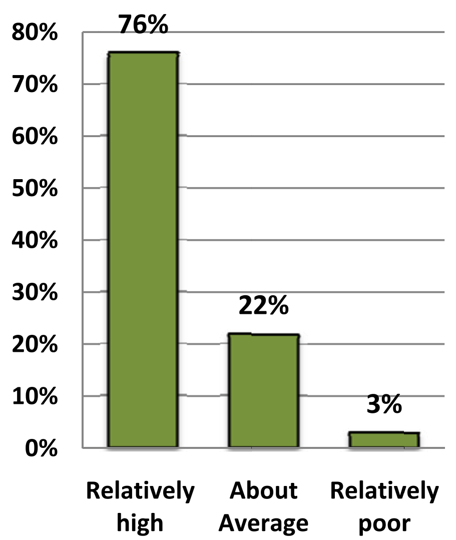
[7] For *Figure 19*, because the highest levels of patron satisfaction (*Figure 19*) are represented by the lowest response categories, the graph has been reversed to make the visual display more intuitive. The bar to the right of the diagram indicates response averages (means), which are technically the level of dissatisfaction (as higher response categories indicate less satisfaction). The solid bar is the difference between the highest category and the response average, so the length of the bar essentially represents the level of satisfaction. In brief: the length of the solid bar represents the relative level of satisfaction for each category item.

Figure 19:
Levels of satisfaction



For the final four items, the modal (most common) response was 3, indicating the midpoint between satisfaction and dissatisfaction. While these items represent areas of relatively lower satisfaction, it is important to note that for no item did respondents indicate a balance in which there was greater dissatisfaction than satisfaction. It is also important to point out that the remaining aspects are all relatively minor issues. They do indicate, nonetheless, strategic issues which sponsors might address as they represent areas ripe for increasing patron satisfaction. As indicated with responses to preferences for additional items, respondents seem relatively less satisfied with grocery goods other than the core produce (and organic) items (mean for other grocery goods = 2.52). Patrons also indicated less satisfaction with the two items addressing parking (accessibility and convenience).[8] It is unclear how such issues might be resolved given the location (and, along those lines, it is important to reiterate that respondents are quite satisfied with the location itself). Finally, the lowest level of satisfaction is associated with the (lack of) adequate seating at the market – an issue which might be addressed relatively easily.

Figure 20:
Perceived value at market



Perception of value (Figure 20): Patrons were asked to offer their perception of the relative value that they receive from the market for the amount of money that they spend. Over three quarters (76%) of the respondents suggested that they receive relatively high value from shopping at the CCFM. In contrast, only 3% felt that they received relatively poor value, while 22% estimated value to be "about average." Of course, we do not know the basis for their comparison (and there are a variety of values beyond those narrowly economic), but this does suggest strongly that patrons are overall quite happy with what they get relative to what they spend.

Additional shopping day preferences (Figures 21 & 22): One of the most specific practical questions of interest to sponsors is whether patrons are interested in shopping another day during the week if that were to be organized. Respondents

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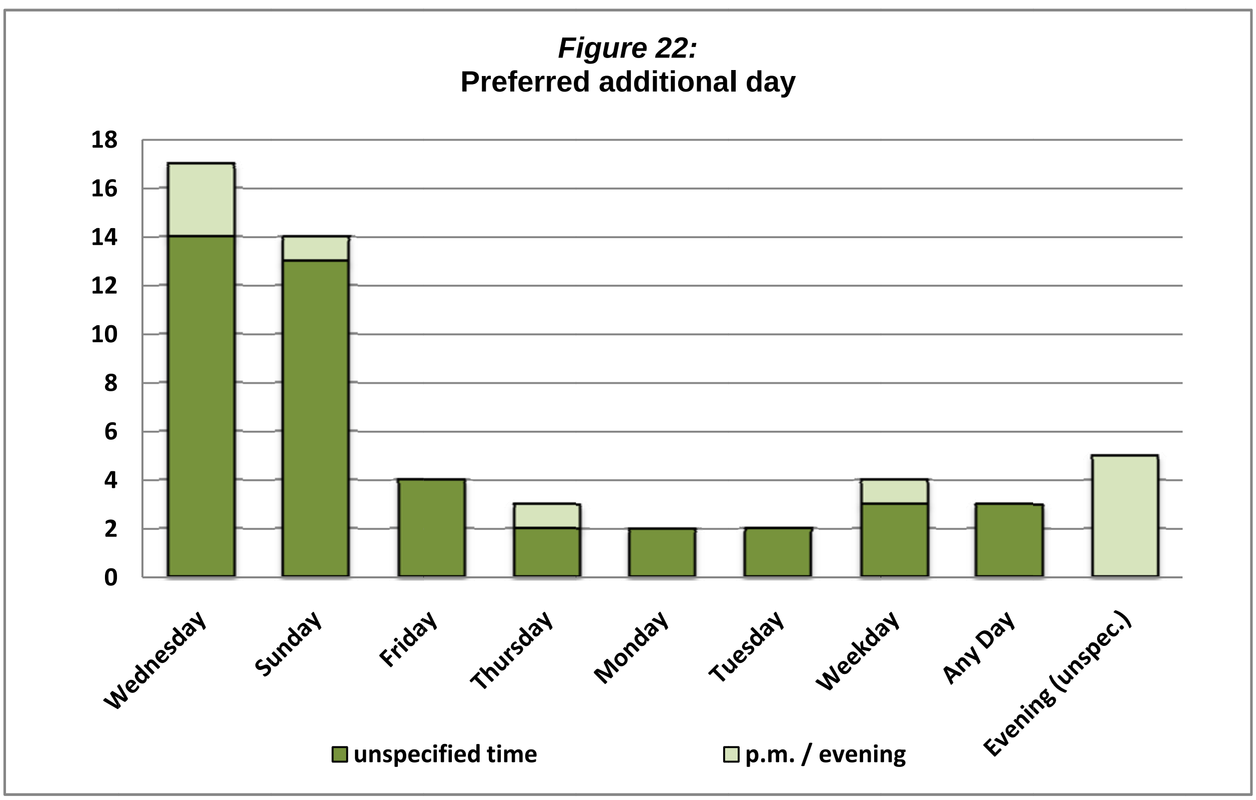
[8] The intent of the two items was to gauge issues of general convenience and specific issues of accessibility for those with particular challenges (e.g. disability). It is unclear whether respondents understood that distinction – so the two items might simply be common reflections on general parking issues.

indicated that 68% were willing to consider shopping an additional day, and one quarter of respondents suggested that it was very likely that they would do so. About one third suggested that it was unlikely that they would do so.

Respondents who indicated that they would potentially shop if the market were available on another day were asked which day(s) would be the most convenient. In *Figure 22*, each specification of time and/or day is considered as a distinct response, since many respondents specified multiple days, others specified times, and others specified times and days. Two days were clearly preferred overall. The most commonly listed day was



Wednesday, with 17 responses – three of which specified afternoon/evening. Sunday was requested by 14 respondents, with one specifying afternoon or evening. All other specific days were requested by four or fewer.

One additional perspective which might be useful to take into consideration is if we limit analysis to only those respondents who indicated that they would be "very likely" to shop were another day available. The response patterns were roughly the same, with multiple responses as follows: Wednesday (6); Sunday (4); Thursday (3); Friday (3); and weekday (2).

Part III: ADDITIONAL ISSUES & PATTERNS

6. Patron Awareness of Camarillo Hospice Services

While the CCFM provides a resource stream for hospice services, its sponsors would also like to maximize the extent to which it can be used to promotes hospice services in other ways. Consequently, Camarillo Hospice is very interested in the extent to which patrons are aware and informed about hospice services in the community. This section documents that awareness and knowledge – both generally, and regarding Camarillo Hospice specifically.

Awareness of market sponsorship (Figures 24 & 25): At the most basic level, Camarillo Hospice is interested to know how many patrons are aware that they are the sponsor of the CCFM. As *Figure 24* indicates, the majority of patrons (62%) are aware of that sponsoring role. Equally important is whether respondents are aware that a percentage of vendors' sales are donated to the Camarillo Hospice. Respondents were approximately evenly split, with 47% of patrons previously unaware of that practice, and 53% of patrons aware.

Figure 24:
Aware of Hospice sponsorship of CFM

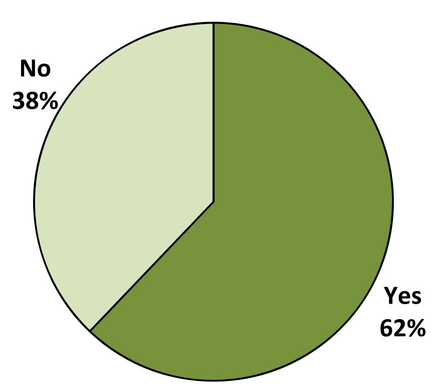
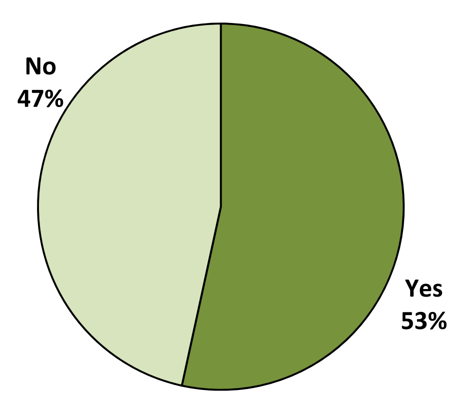
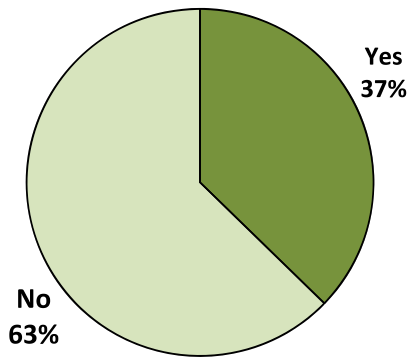


Figure 25:
Aware of CFM vendor donations to Hospice



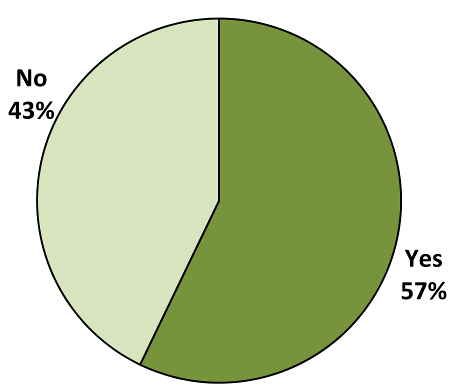
Visits to Camarillo Hospice Booth (Figure 26): Camarillo Hospice sets up a booth at the market each week which serves both as a market office and as a source of information. The booth is staffed with hospice volunteers who are available to answer any questions patrons might have concerning hospice care generally or Camarillo Hospice specifically – or any unrelated questions about the market itself. The more patrons who visit the booth, the more successful sponsors are in promoting hospice awareness. Survey responses show that 37% of respondents have visited the hospice booth at any time. Given that many more patrons are aware of the relationship between Camarillo Hospice and the CCFM than have visited the booth, this suggests that awareness diffuses in many other ways and that perhaps the booth serves more specific informational purposes.

Figure 26:
Has patron visited the Hospice booth



Knowledge of hospice distinctions (Figure 27): As noted previously, Camarillo Hospice is a volunteer hospice providing non-medical hospice care. Given the basic distinction between medical and volunteer hospice care (and a general lack of awareness of that distinction), sponsors are interested in learning the extent of that awareness among patrons (largely as a proxy for community

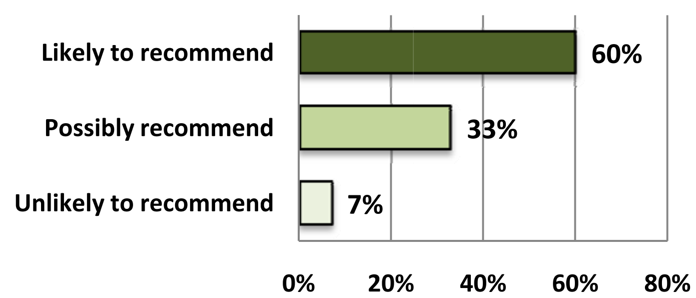
Figure 27:
Aware of hospice distinctions



members generally). Respondents were asked simply if they are aware of the distinction between volunteer hospice and medical hospice. Responses indicated that a majority of patrons (57%) are aware of the distinction. Of course, the question did not test that knowledge in any way, so it is perhaps better presented as respondents' perception of their knowledge of the distinction, although still an important indicator of general awareness.

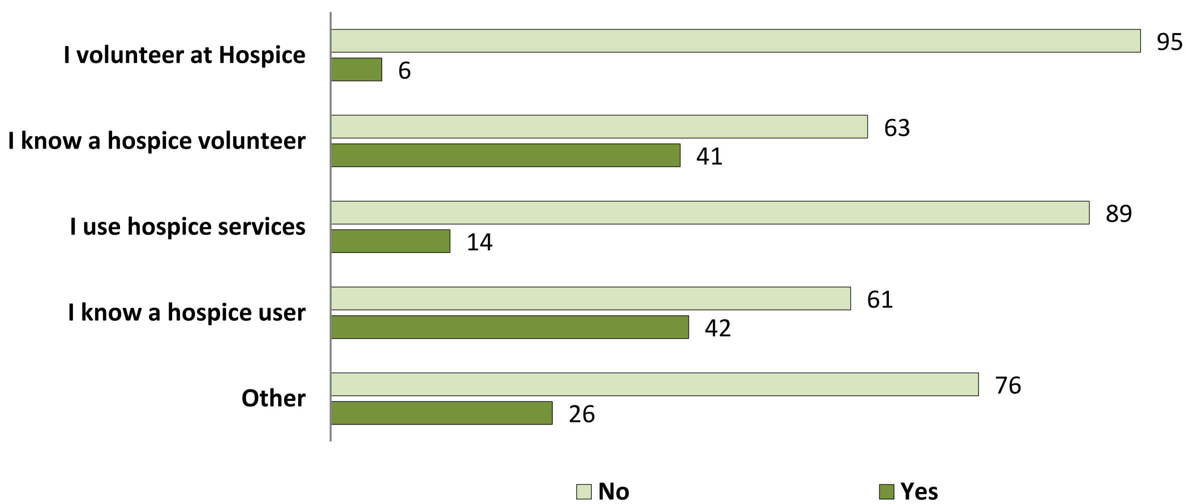
Recommending hospice care (Figure 28): Respondents were asked to indicate whether they are likely to recommend Camarillo Hospice to family or friends who might need or benefit from their services. Among respondents, 60% indicated that they are likely to recommend the services of Camarillo Hospice to family and friends. Another 33% indicated a possibility that they would recommend their services. Only 7% indicated that they were unlikely to recommend their services. Overall, this indicates a positive evaluation of hospice care generally, and Camarillo Hospice in particular, and a strong base for recommendation. Moreover, we should add: there is a highly significant association between awareness of the distinction among types of hospice care and a willingness to recommend it. This suggests that education about hospice care among patrons will likely increase their willingness to recommend (and use) those services – and, likely, general support for hospice services.

Figure 28:
Likelihood of recommending services of Camarillo Hospice



Links to Camarillo Hospice (Figure 29): The final question concerning hospice issues asked respondent to indicate whether they have any connection to Camarillo Hospice – and, if so, the nature of that connection. As *Figure 26* indicates, it appears that there are relatively low numbers of people who have direct links to Camarillo Hospice, although there is higher number of patrons with an indirect connection to hospice in the fact that they knew someone with a direct connection to the organization.

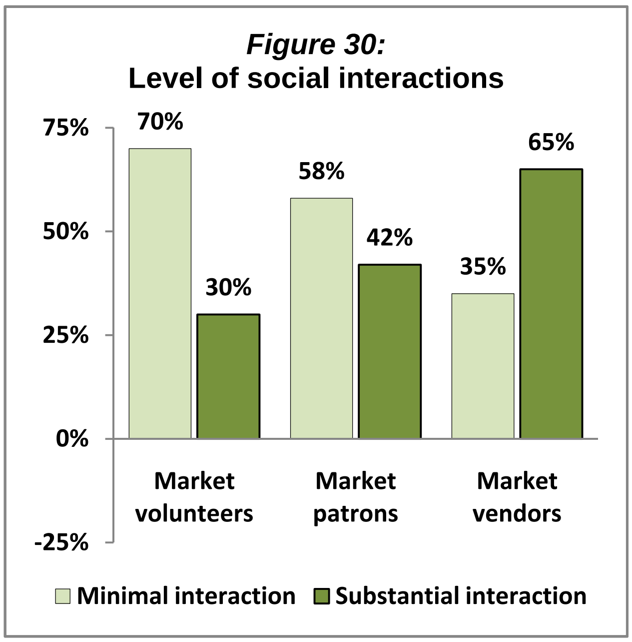
Figure 29:
Patron link to Camarillo Hospice



7. Additional Attractions & Broader Implications

Farmers markets provide access to fresh, local, and organic produce to the communities that they serve. But they also have the potential to be more than a source of fresh veggies. As sponsors of the CCFM, Camarillo Hospice initiated it with the intent that it would not only provide a source of revenue for hospice services, but that it would help to *build* the community as it *served* the community. Farmers markets can be important sites for community members to meet and interact; they can be a way to enact environmental preferences; they can be a source of entertainment; among many other things. While it is difficult to assess the broader social implications of the CCFM, specific questions were included in the survey to assess the relative importance of non-market aspects of the market. That, in turn, can give us a general sense of the broader role of the CCFM in the community – at least in a suggestive, if not definitive, manner.

Social interactions (Figure 30): An initial question asked respondents to indicate their level of social interactions at the market. The question asked in reference



to three categories of contacts: market volunteers, other market patrons, and market vendors. Results offer mixed results for those interested in the community-building potential of farmers markets. First, there is relatively little interaction with market volunteers, although this might be as expected given the relatively small numbers of volunteers at the market, and their role (primarily with vendors). Regarding interactions with other market patrons, 42% of respondents indicated that they have substantial interactions. This certainly has the potential for cultivating community, although it would require much more investigation to determine the nature of those interactions and what might come of them. The highest level of interaction is with market vendors, with 65% of patrons indicating substantial interaction. Again, the nature and implications would need to be investigated further to determine any broader social implications, but it is worth pointing out that such interactions cross a divide between consumers and agricultural providers that is generally severed in commercial transactions.

Relative importance of market attractions (Figure 31)[9]***:*** To assess the broader social implications of the CCFM, the questionnaire also asked respondents to indicate the relative importance of a variety of "non-market" attractions to the market – i.e. aspects of the market that are of importance to them beyond the opportunity to buy fresh veggies. A matrix question (# 14) asked respondents to indicate the relative importance of fifteen potential attractions representing a variety of non-market aspects: support safe environmental practices; participate in community; health eating; economic benefits; enjoyable social interactions; contact w/ grower; seasonal eating; source of community information; learn about new produce; support local farmers; entertaining atmosphere; food prep & cooking ideas; and support for sustainable agriculture. They were asked to indicate the importance of each item on a scale from 1 (extremely important) to 5 (not at all important).

We now turn to the relative importance to patrons of each of the items assessed. We suggest that the items group conceptually into several general overlapping areas: environmental and health-oriented attractions; socially- and community-oriented attractions; and informational attractions.[10] At the top of the list are items which focus on

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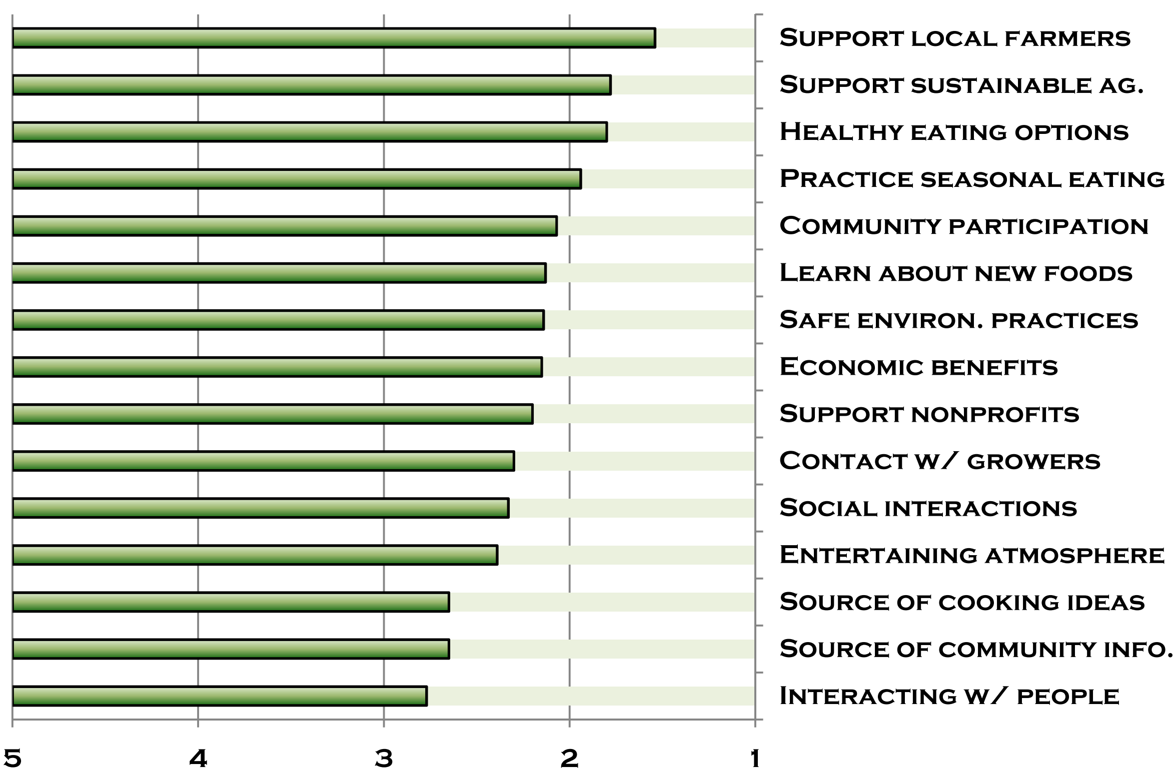
[9] For clarification in the data presentation for Figure 32, see footnote 8 (regarding *Figure 19*) as the same scales and representations are used.

[10] Additional analyses conducted by the authors but not presented here show that the variables comprising those groupings also cohere statistically. That is, patrons who tended to evaluate one item in those groups as relatively important to them, tended to evaluate other items in those groups as relatively important as well.

environmental concerns: support for local farmers, support for sustainable agriculture, healthy eating options, and the opportunity to practice seasonal eating. The means for all of those fall between 1 and 2 (from 1.54 for the first to 1.94 for the fourth). For the first three, a majority of respondents indicated that the item is extremely important, and the modal response was 1 (extremely important) for all four. Another item – supporting safe environmental practices – was among the top half of the most important items, although not as high as the other environmental items. We might also consider contact with growers to be conceptually related, although patrons' attribution of importance may be more social as well. Clearly, environmental concerns play a very important role in motivating patrons to visit the market – more so than any other non-market attraction.

Figure 31:
Attractions to Farmers Market



Recognizing the generalized importance of environmental issues among patrons might be very helpful in attracting new patrons, or for reaching existing patrons, or perhaps for promoting hospice services among patrons (e.g. contesting the strong presumption of "biomedical solutions" to end-of-life issues).

Beyond the top four, the means for all of the remaining items were between 2 and 3, which again indicate that on balance patrons find them all to have substantial importance – albeit less than the environmental aspects. The socially-oriented and community-oriented attractions tend to generally be next in importance overall. Those attractions that are most specifically social are enjoyable social interactions and meeting & interacting with people. Those two items are conceptually very close; the emphasis on "meeting" people in the latter (and the fact that it was rated less important) suggests that developing new connections might be of less importance to patrons than social interactions of an ongoing or longstanding nature. Among community-oriented attractions are community participation, support for community non-profits, and a source of community information. The second of those items – support for non-profits – is clearly of relevance to the sponsors (and, as we note below, the item is related in predictable ways to awareness that Camarillo Hospice sponsors the CCFM).

An additional pattern worthy of note concerns the informational aspects of the market – e.g. learning about new foods/produce, a source of community information, and learning about food preparation ideas. While the first of those is relatively important, the other two fall toward the bottom of the list, relatively. This suggests one of two things: patrons are not interested in using the farmers market as an information source, or that they do not perceive that the CCFM is successful in doing so.

A final point concerns the economic benefits to patrons and their families. That item falls exactly in the middle of the items, relatively. While patronage of farmers markets are often portrayed as non-economic in their benefits (emphasizing health and environment instead), patrons of the CCFM clearly find economic benefits to be important, which might be particularly surprising among such an affluent clientele. That mirrors patrons' general perception that they receive substantial value from the market.

8. Temporal Differences in Patterns of Patronage

One final set of patterns that emerged from analyses concerns differences across the hours of market operation (from 8 a.m. to noon). Based on observation, it appeared to students that earlier shoppers wanted to "get in and get out" with their produce, while later shoppers appeared to be more leisurely in their shopping patterns, enjoying more of the social atmosphere. This could indicate broader differences among "early" and "late" cohorts of shoppers, including different purchasing patterns and different desires and expectations of the CCFM. To the extent that such patterns are empirically verified, they might be useful for sponsors to consider in managing the market. This brief analysis gives a sense of the patterns that emerged in responses, based on correlations between time of shopping (measured by the hour at during which respondents filled out the survey) and other patterns of patronage and preferences. Here, we will only report on the general patterns that appeared in the data.[11]

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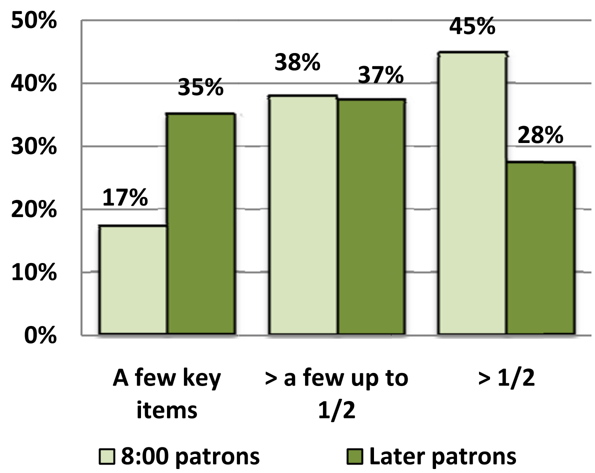
[11] For those interested in the statistical details underlying those assessments, relationships were determined based on bivariate analyses generally using Gamma (as most of the variables of interest are

Tests were conducted to compare patterns among patrons who visited the market (i.e. who filled out the questionnaire) before 10:00 a.m. and those who visited after 10:00 a.m. Tests were also conducted to compare patterns among patrons who visited during the 8:00 a.m. hour and everyone else, as the patterns observed initially seemed to apply to a core of patrons who visited at opening time in particular. Given the number of comparisons here, we should caution that results should be understood as more suggestive than definitive – although overall patterns appear to be generally robust.

Purchasing Patterns (Figure 32): Comparisons between patrons who shop in the 8:00 hour and those who shop later indicate significant differences in terms of the percentage of the total household produce that they purchase at the market. Earlier patrons are more likely to purchase half or more of their household produce (45% versus 28%), while only half as likely to purchase "just a few key items" (17% versus 35%). This suggests that patrons who shop during the market's first hour are more interested in doing substantial weekly shopping. We can imagine that they arrive early to get the first choice of produce – or perhaps to avoid larger crowds later in the

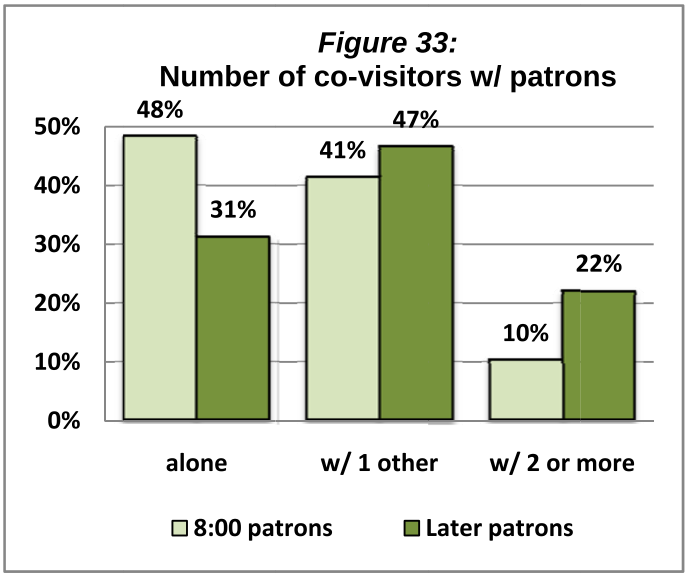
Figure 32:
Amount of total household produce purchased at market



ordinal). Standard social scientific procedures and thresholds were used (i.e. significance thresholds at or below .05).

day. It is important to note as well that there was not any significant relationship between the time of shopping and the estimated amount typically spent at the market. Perhaps those who shop early purchase more produce, but less of the more expensive items (e.g. crafts, prepared foods, or other goods).

Number of co-visitors (Figure 33): We also observe significant differences across time cohorts in terms of the number of people with whom patrons typically visit



the market. Here we see that members of the 8:00 cohort are more likely to shop alone (48% versus 31%), but less than half as likely to visit the market in a group of two or more (10% versus 22%). This underscores a more "functional" shopping pattern done during the first hour of the market in contrast to a "social" shopping pattern more common later in the morning.

Market attractions: Finally, the distinction across time also pertains to many of the attractions for shopping at the market. For example, several of the socially-oriented attractions to the market show significant differences across shopping time. (Here, comparisons are between those who shop during the first two hours of the market, and those who shop during the latter two hours.) Response data indicate that those who shop later tend to evaluate the following attractions to be of greater importance, relative to the early cohort: a source of community information; entertaining atmosphere; and learning about new food prep and cooking ideas (which we would suggest is very broadly "socially-oriented" because of the communicative interactions which it entails).

In contrast, members of the 8:00 cohort hour indicated a higher level of importance for each of the following items, relative to those who visit later: support for community non-profits; safe environmental practices; healthy eating; personal and family economic benefits; and contact with the grower. Most of those attractions are clearly oriented toward environmental and related health concerns, and have no particular social component. (The exception regarding the social component is the item concerning contact with growers, although in this case we would argue that the environmental and health aspects are likely driving the evaluations, based on the generalized importance of environmental concerns among the 8:00 cohort.)

The overall distinction that is evident in analyses of the relative importance of attractions, then, is that early cohort is most strongly associated with patterns of "conscientious consumption" (both in terms of environmental and health concerns), while the later cohort is relatively more concerned with social and community issues. Of course, it is important to point out that these are *relative* evaluations; again, all patrons indicated that social/community and health/environmental issues are important to them. Analyses here suggest that the former are relatively more important to late shoppers and the latter are relatively more important to early shoppers. In any event, the data do indicate differences that may be of relevance in managing the market.

Appendix A: *Survey Instrument*

Time: ___:___ / Req: ___

Thank you for your willingness to participate in this survey. It is designed to assist the sponsors of the Camarillo Farmers Market to better serve the needs of its patrons. The survey is being conducted by Sociology students at California State University, Channel Islands, to learn about research while serving our community.

The questionnaire should take **no more than 10 minutes** of your time to complete. The information we collect is completely anonymous and confidential. You must be 18 years of age or older to participate, and completion of this questionnaire indicates your consent to participate in the study.

Market satisfaction: We would like to begin by asking you some questions about your patronage and satisfaction with the Farmers Market.

1. When was the first time that you visited the Farmers Market?
   - □ This is my first visit.
   - □ Within the past year.
   - □ Between 1 and 5 years.
   - □ More than 5 years

2. During the spring and summer months, about how frequently do you attend the Farmers Market?
   - □ Weekly
   - □ 2-3 times a month
   - □ About once per month
   - □ Less than monthly
   - □ Not applicable

3. How were you initially made aware of the Farmers Market?
   - □ I heard about it from family or friends.
   - □ I saw an advertisement for the market.
   - □ I came across the market by chance.
   - □ I can't recall.
   - □ Other : ____

4. With how many people do you come to the market on a normal visit?
   - □ I normally come alone.
   - □ I normally come with 1 other person.
   - □ I normally come with 2 or more persons.

5. If you have children, do you find the Farmers Market to be a family friendly setting?
   - □ Yes
   - □ No
   - □ Not applicable (I do not bring children)

6. How much time do you generally spend at the market?
   - □ Less than 30 minutes.
   - □ Between 30 minutes and a 1 hour.
   - □ Between 1 and 2 hours.
   - □ More than 2 hours.

7. How often do you attend *other* farmers markets?
   - □ Rarely or never
   - □ Occasionally*
   - □ Frequently or regularly*

   * Please indicate which market: ______________________________________

8. If the Camarillo Farmers Market were to add another day of operation weekly, how likely would you be to visit?
   - □ Very unlikely
   - □ Possibly*
   - □ Very likely*

   * Which additional day(s) would be most convenient? ____________________

9. Considering all of the fresh produce that you consume in your household, approximately how much comes from the Farmers Market?
   - □ Just a few key items.
   - □ More than a few items up to half of all produce.
   - □ More than half.

10. On average, how much do you spend at the Farmers Market on a typical visit?
    - □ $10 or less
    - □ $11-25
    - □ $26-50
    - □ More than $50

11. Generally, how much value do you feel you get for the money you spend at the Farmers Market relative to other places where you shop?
    - □ Relatively high value
    - □ About average value
    - □ Relatively poor value

12. Please indicate whether you would like to see more or less of the following products at the Farmers Market.

	LESS	AS IS	MORE
VEGETABLES & FRUITS	□	□	□*
ORGANIC CERTIFIED PRODUCE	□	□	□*
BREAD & BAKERY GOODS	□	□	□*
DAIRY GOODS	□	□	□*
PLANTS / FLOWERS	□	□	□*
PREPARED FOODS	□	□	□*
CRAFTS	□	□	□*

* Please list any specific types of products that would like to see more of at the market:

____

13. For each aspect of the market listed below, please indicate your level of satisfaction by marking the appropriate number on the following scale from 1(extremely satisfied) to 5 (extremely dissatisfied).

	EXTREMELY SATISFIED	←		→	EXTREMELY DISSATISFIED
QUALITY OF PRODUCE	1	2	3	4	5
AVAILABILITY/SELECTION OF PRODUCE	1	2	3	4	5
OTHER GROCERY GOODS	1	2	3	4	5
CONVENIENCE OF PARKING	1	2	3	4	5
ACCESSIBILITY OF PARKING	1	2	3	4	5
AVAILABILITY OF SEATING/REST AREAS	1	2	3	4	5
SPATIAL SETUP/ORGANIZATION	1	2	3	4	5
HOURS OF OPERATION	1	2	3	4	5
LOCATION	1	2	3	4	5
OVERALL SATISFACTION	1	2	3	4	5

14. Aside from the products available, the market may hold additional attractions that draw patrons. For the following list, please indicate how important each is in attracting you to the market by marking the appropriate number on the following scale from 1(extremely important) to 5 (not important at all).

	EXTREMELY IMPORTANT	←		→	NOT AT ALL IMPORTANT
MEETING & INTERACTING WITH PEOPLE	1	2	3	4	5
SUPPORT FOR COMMUNITY NON-PROFITS	1	2	3	4	5
SUPPORTING SAFE ENVIRONMENTAL PRACTICES	1	2	3	4	5
PARTICIPATION IN THE COMMUNITY	1	2	3	4	5
OPTIONS FOR HEALTHIER EATING	1	2	3	4	5
PERSONAL/FAMILY ECONOMIC BENEFITS	1	2	3	4	5
ENJOYABLE SOCIAL INTERACTIONS	1	2	3	4	5
PERSONAL CONTACT WITH GROWER	1	2	3	4	5
ABILITY TO PARTAKE IN SEASONAL EATING	1	2	3	4	5
SOURCE OF COMMUNITY INFORMATION	1	2	3	4	5
LEARNING ABOUT NEW OR DIFFERENT PRODUCE	1	2	3	4	5
SUPPORT FOR LOCAL FARMERS	1	2	3	4	5
ENTERTAINING ATMOSPHERE	1	2	3	4	5
SOURCE OF FOOD PREPARATION/COOKING IDEAS	1	2	3	4	5
SUPPORT FOR SUSTAINABLE AGRICULTURE	1	2	3	4	5

15. Please indicate the level of social interaction you generally have with each of the following groups while shopping at the market?

	MINIMAL OR NO INTERACTION	SUBSTANTIAL INTERACTION
MARKET VENDORS	□	□
MARKET VOLUNTEERS	□	□
OTHER SHOPPERS	□	□

Camarillo Hospice: We would now like to ask you a few questions concerning your familiarity with Camarillo Hospice.

16. Were you previously aware that Camarillo Hospice sponsors the Farmers Market?
    - □ No
    - □ Yes

17. A percentage of all vendors' sales are given to Camarillo Hospice. Were you previously aware of that practice?
    - □ No
    - □ Yes

18. Have you ever visited the Camarillo Hospice booth at the Farmers Market?
    - □ No
    - □ Yes

19. Please indicate whether you have any of the following connections to Camarillo Hospice (please mark all that apply):
    - □ I volunteer or have volunteered with Camarillo Hospice
    - □ I know someone who volunteers or has volunteered with Camarillo Hospice
    - □ I use or have used the services of Camarillo Hospice
    - □ I know someone who uses or has used the services of Camarillo Hospice
    - □ Other: ____

20. Camarillo Hospice is a "volunteer hospice." Are you aware of the distinction between "volunteer hospice" and "medical hospice"?
    - □ No
    - □ Yes

21. How likely would you be to recommend Camarillo Hospice to family or friends who might be in need of their services?
    - □ It is ***likely*** that I would recommend their services.
    - □ It is ***possible*** that I would recommend their services.
    - □ It is ***unlikely*** that I would recommend their services.

Demographics: Finally, we would like to ask you a few brief questions about yourself and your household.

22. Sex:
    - □ Male
    - □ Female

23. Please indicate your age:
    - □ 18-35
    - □ 36-50
    - □ 51-65
    - □ 66+

24. In which city do you currently reside?
- □ Camarillo/Somis
- □ Moorpark
- □ Ventura
- □ Oxnard
- □ Port Hueneme
- □ Thousand Oaks
- □ Other: ____

25. How do you identify your race/ethnicity? ______________________________

26. What is the highest level of education you have completed?
- □ Less than high school
- □ High school (or G.E.D.)
- □ Some college
- □ College graduate
- □ Graduate or professional degree

27. What is your annual household income?
- □ Under $35,000
- □ $35,000 - $69,999
- □ $70,000 - $99,999
- □ $100,000 and above

Thank you very much for taking the time to complete this questionnaire. It will provide useful information to help the sponsors of the Camarillo Farmers Market to better serve our community.

Please deposit your completed questionnaire in the box available at the CSUCI table, or give it to one of the CSUCI students in the market.