



## Farmers' Market Customer Counts

### Why:

Customer counts are an important part of operating your market –in short; they are a simple way to track customer attendance and growth. If you know how many community members you are serving, this data can be taken to your town representatives, Municipality and local business owners to demonstrate the market's community impact. Customer counts are also essential when charting your market's growth in response to its evolving environment (the addition of vendors, musicians, special events, etc.) Knowing your customer attendance is essential to attracting new vendors.

### How:

FMNS recommends purchasing a hand-held counter from Staples- they are reasonably priced, approx. \$13-\$20.

[[http://www.staples.ca/counter/directory\\_counter\\_20051\\_1\\_20001](http://www.staples.ca/counter/directory_counter_20051_1_20001)]

There are a few ways to conduct customer counts, including the following:

1. Count as people come in the door/entrance throughout the market day- this requires that a person be posted at each entrance at all times.
2. For every hour of the market day, count for a period of either 20 minutes (preferred method) or 10 minutes, each person that enters the market. This requires that a person be posted at each entrance, every hour for the designated period of time. It is important to do the counts at the same time every hour, for example, 8:20-8:40, 9:20-9:40, and so on.

Ensure that you are using the same method every time you conduct these counts. Find the method that best suits your market and stick to it! Decide whether you are including children as well as adults in your count and be sure to remain consistent. Also, ensure data is recorded promptly and stored/filed in an organized fashion.

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