



**2012 Double Value Coupon Program Impact Shoppers Survey
Ohio State University Extension and Cleveland-Cuyahoga County Food
Policy Coalition**

1. How many years have you received Double Value Coupons at any farmers market?

	Number of responses	% valid responses
This is my first year	71	66
Last year was my first year	18	17
2 or more years	18	17

Notes: 3 missing

2. Outside of this farmers market, how easy or difficult is it to buy quality fresh fruits and vegetables in your neighborhood?

Ranking	Number of responses	% valid responses
Very easy	29	26
Easy	25	23
Neither easy nor difficult	29	26
Difficult	18	16
Very difficult	9	8

Notes: None missing.

3. How important are the Double Value Coupons in getting you to spend your food stamps or market checks at this farmers market instead of elsewhere?

Importance rank	Number of responses	% valid responses
Very important (I wouldn't have come without them)	69	64
Moderately important	28	26
Slightly important	2	2
Not at all important (I would have come without them)	8	7

Notes: 3 missing.

4. Which federal benefits do you currently receive?

Federal benefits	Number of responses	% valid responses
Food stamps/SNAP	102	95
Senior farmers market checks	3	3
WIC farmers market checks or CVV	21	20

Notes: 4 missing; can add to more than 100% because respondents can check more than one box.

5. On an average day, how much do you spend at this market using...?

Category	N	Average \$ spent	Standard deviation
SNAP/food stamps, WIC or Senior FMNP or WIC CVV	92	22.70	11.10
Double Value Coupons	29	10.62	6.01
Cash, credit, or debit	33	13.52	17.70

Notes: Only those that filled in the box were included in this analysis

6. How important are the following in your decision to come to this farmers market?

Factor	N	Very Important	Moderately Important	Slightly Important	Not at all
Quality of produce	110	96	4	0	0
Selection of produce	110	83	17	0	0
Accepts food stamps / farmers market checks	109	81	12	5	3
Supporting local farmers/businesses	110	86	12	2	0
Taking part in community	110	82	16	2	0
Other activities/events at the farmers market	108	57	24	12	6

7. A. Do you have plans to spend money elsewhere in the area (close to the market)?

Spending plans	Number of responses	% valid responses
Yes, plan to spend	30	28
No, do not plan to spend	64	59
Do not know	14	13

Notes: 2 missing.

B. Average planned spending : \$31.27, with a standard deviation of \$24.35

8. How often do you usually shop at this market when it is open

Federal benefits	Number of responses	% valid responses
This is my first time	33	30
Less than once a month	12	11
1-2 times per month	27	25
3 or more times per month	38	35

Notes: None missing.

PLEASE NOTE THAT THOSE WHO ANSWERED THAT THIS WAS THEIR FIRST TIME WERE SKIPPED TO QUESTION #12

9. As a result of shopping at the farmers market this season, it is easier for me to buy fresh fruits and vegetables.

Ranking	Number of responses	% valid responses
Strongly agree	53	69
Agree	18	23
Neither agree nor disagree	4	5
Disagree	1	1
Strongly disagree	1	1

Notes: 33 missing.

10. During the season when the farmers market is open, what amount of your fresh fruit and vegetables do you estimate you buy from this market?

Ranking	Number of responses	% valid responses
None	1	1
Some	18	23
About half (50%)	25	32
Most	21	27
Almost all or all	12	16

Notes: 4 missing.

11. As a result of shopping at the farmers market this season, the amount and variety (or different kinds) of fresh fruits and vegetables I have eaten has

Ranking	AMOUNT OF FFV		VARIETY OF FFV	
	Number of responses	% valid responses	Number of responses	% valid responses
Increased greatly	37	48	37	49
Increased some	26	34	26	34
Stayed the same	14	18	13	17
Decreased some	0	0	0	0
Decreased greatly	0	0	0	0

Notes: 33 missing.

12. Gender of Respondents

Gender	Number of responses	Percent of valid responses
Female	77	71
Male	31	29

Notes: 2 missing.

13. Household Size

	Average	Standard Dev
Number of children (< 18 years) in household	1.04	1.41
Number of adults (18+ years old) in household	1.73	.85

Note: None missing

14. Age

Age	Standard Deviation
40.86	11.49

15. Zip codes listed

Zip code	Number of times listed
44027	1
44028	1
44070	1
44102	7
44103	1
44104	1
44105	2
44106	6
44107	15

44108	5
44109	6
44110	4
44111	8
44112	7
44113	9
44114	1
44115	1
44117	2
44118	3
44119	3
44120	6
44121	9
44122	1
44123	1
44128	1
44129	3
44134	1
44135	2
44137	1

16. What is your race?

Race	Number of responses	% valid responses
Black/African or Caribbean-American	48	44
White/Caucasian	54	50
American Indian	4	4
Hispanic	4	4
Asian or Pacific Islander	2	2
Other	2	2

Notes: 1 missing. Can add to more than 100% because respondents could mark more than one box

List of Cuyahoga County Markets Represented in this Data:

- LEAF Farmers Market
- Kamms Corner Farmers Market
- Tremont Farmers Market
- Coit Road Farmers Market
- Gateway 102 Farmers Market
- North Union Farmers Market Shaker Square
- Downtown Farmers Market at Public Square

Number of Respondents Represented in this Data = 110