How did you hear about the market?

- A-Boards: 15%
- Web Search: 3%
- Rack Cards: 3%
- Posters: 3%
- Ads: 13%
- Newspaper articles: 24%
- Word of Mouth: 41%

How much did you or will you spend at the market today?

- $5: 21%
- $10: 15%
- $15: 14%
- $20: 10%
- $25: 7%
- $30 plus: 8%
- $0: 10%