**How to Do the Walkthrough Method of Counting Farmers Market Customers**

The last time a farmers market customer count was done in ND was 2010. We believe farmers markets have grown and customer numbers have increased, but we don’t know for sure unless we count again. We will be training farmers market managers in new ways of marketing and we believe this increased marketing will increase numbers of customers at farmers markets. In order to find out if this is true we need to first determine a baseline in 2019 to determine if customers numbers increase in 2020 and 2021. This is why we are asking you to count farmers market customers.

Whom do I count?

Count adults. For consistency we’re going to say that an “adult” is anyone who looks like they’re done with middle school and looks like they’re there to shop. If in doubt, count them.

Where do I count?

At the beginning of the day establish a route where you can walk through the entire market from one end to another. Follow the same route each time you count. Also determine the perimeter of the farmers market and only count people inside that perimeter.

When do I count?

Consistency is the key. Do your counting walkthrough at 15 minutes before every hour. If your market runs from 8:00am to 1:00pm, do a walk through at:

* 8:45am
* 9:45am
* 10:45am
* 11:45am
* 12:45pm

Use your clicker to help you count. Be careful not to count a customer twice. The assumption is that customers are unlikely to be at the market for more than an hour, but a few will be. Also, you will miss a few customers who come and go quickly between counts. This is okay. The walk through method is the most practical but least precise of the customer counting methods. But if we are all following the same counting methods our data will at least be consistent.

Use the following worksheet to record your numbers. At the end of day you’ll enter your data into your tablet and it will be uploaded to our data collection server. Please save your data sheets. We’ll be collecting them from you at the end of the season.

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