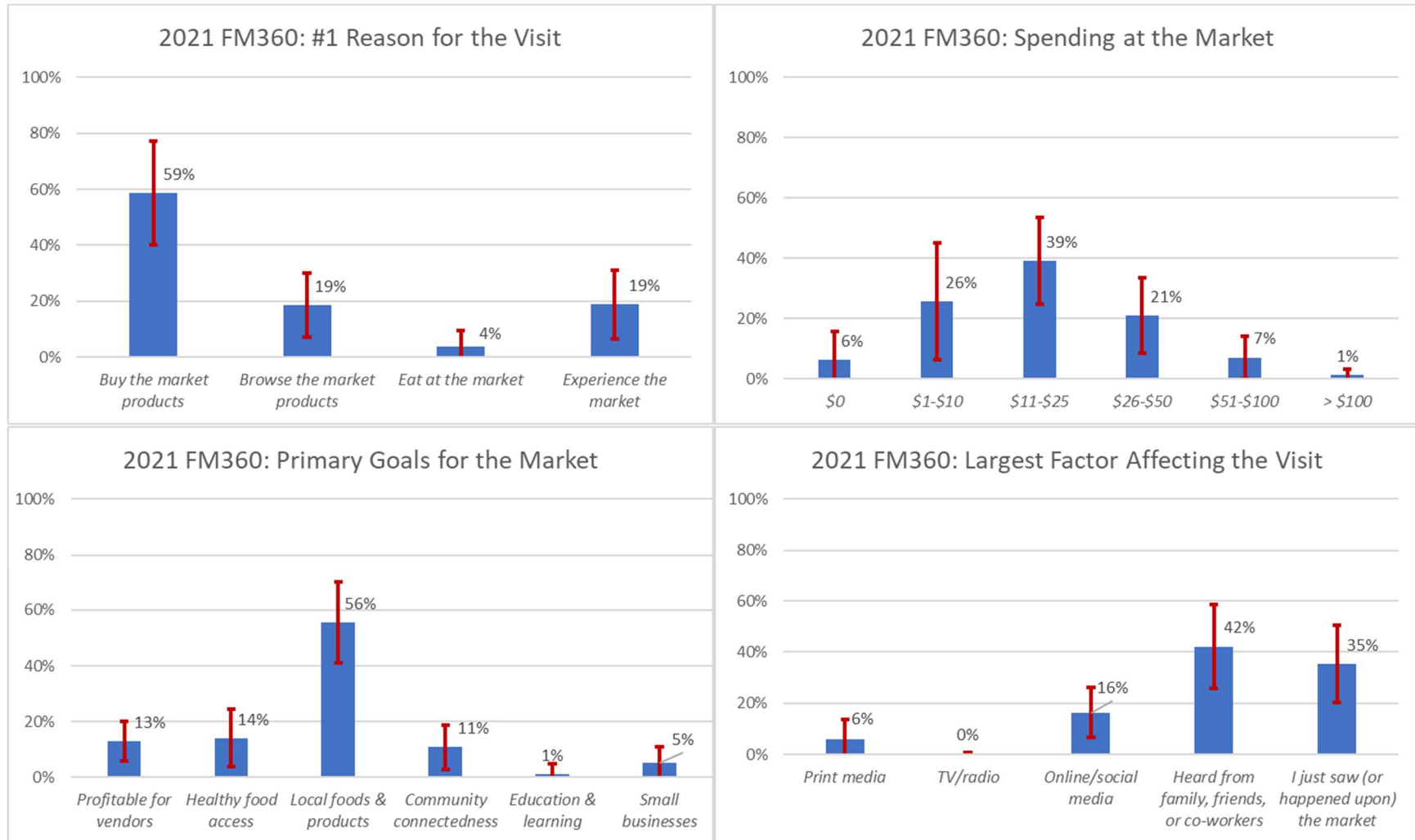
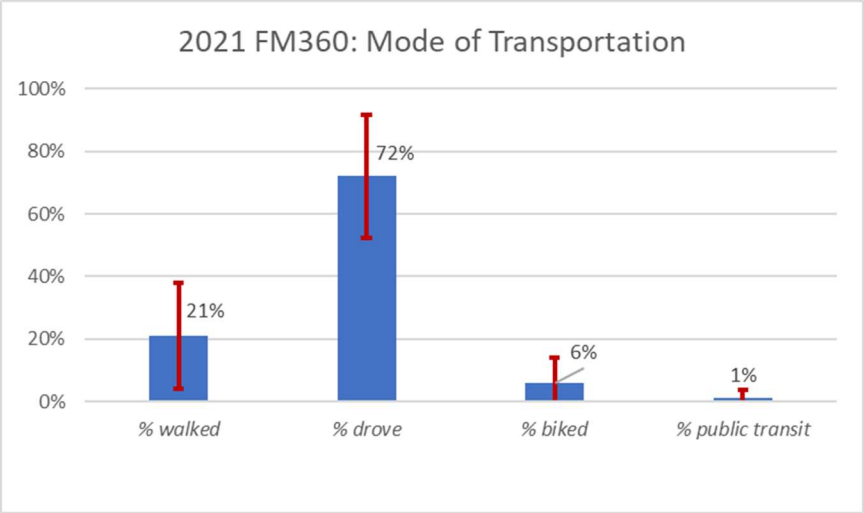


FM 360 Summary - 2021 Summer

2,170+ visitors participating



Mode of transportation used by visitors



Estimated visitors count

FM360 Participating Markets	177.38	Average visits/hour
Total	5,547	Total market hours*
	983,875	Visits for the season**

*Sum of responses to the manager survey

**Multiply "Average visits/hour" times "Total market hours."

*The dot survey questions were:

1. Which of the following best describes your primary reason for visiting the market today?
2. How much money did you (or will you) spend at the market today?
3. Which of the following most resonates with you as the primary goal of this market?
4. Which of the following had the most significant impact on our decision to visit the market?