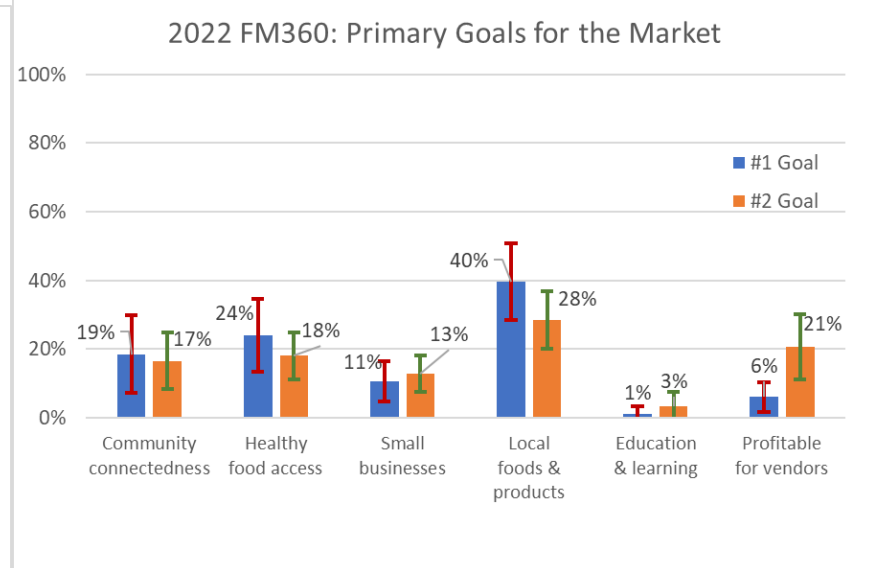
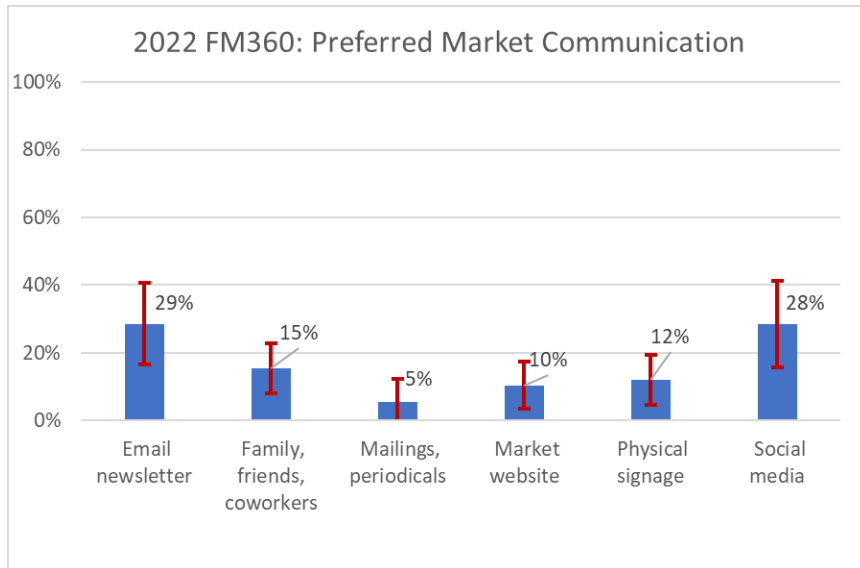
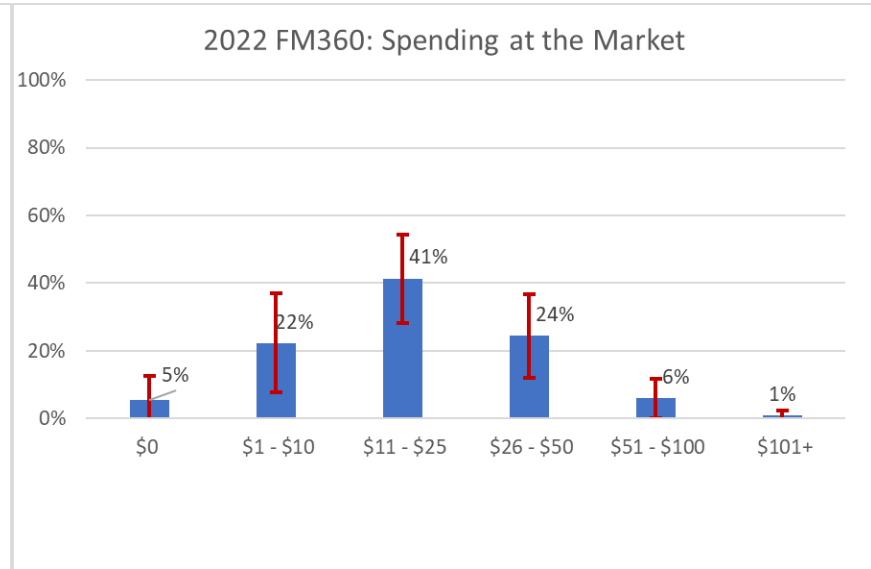
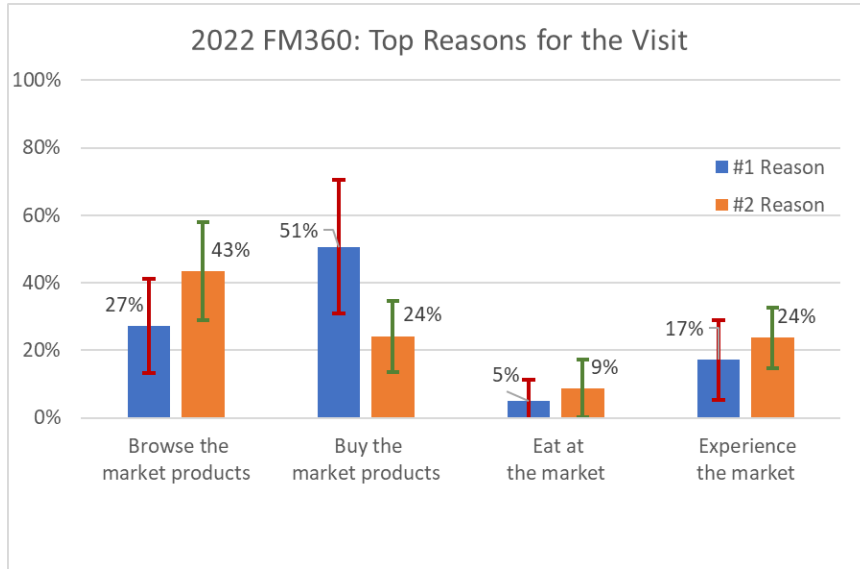
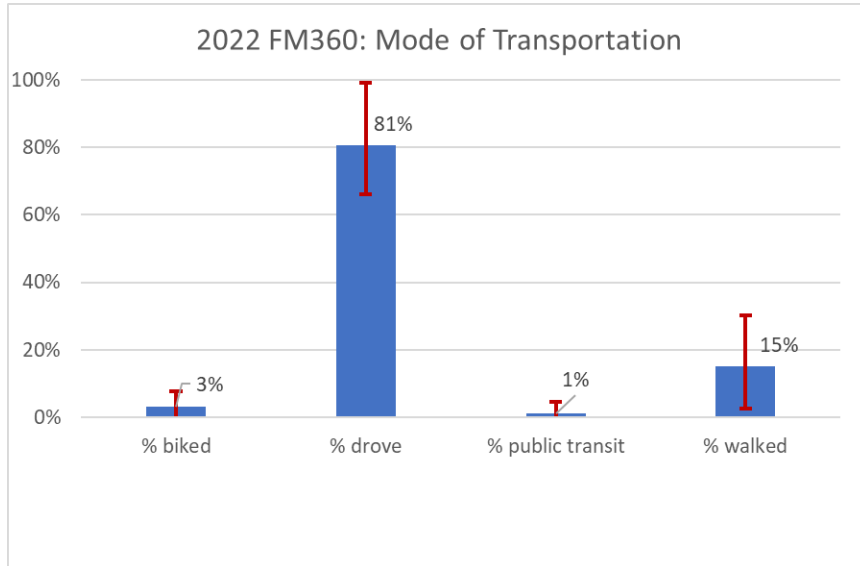


**FM 360 Summary - 2022 Summer**
**4,743** visitors participating


Average spending per visit:     \$23.25

*Mode of transportation used by visitors*



*Estimated visitors count*

<b>FM360 Participating Markets</b>	269	Average visits/hour
<b>Total</b>	6,299	Total market hours*
	<b>2,148,763</b>	<b>Visits for the season**</b>

\*Sum of responses to the manager survey where available; assuming conservatively 80 market hours for markets not reported

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

\*The dot survey questions were:

1. Which of the following best describes your primary reasons for visiting the market today? (Pick 2)

Choices: *Browse the market products; Buy the market products; Eat at the market; Experience the market*

2. How much money did you (or will you) spend at the market today?

3. What is your preferred way to receive updates about your market?

Choices: *Email newsletter; Family, friends, coworkers; Mailings, periodicals; Market website; Physical signage; Social media*

4. Which of the following most resonates with you as the primary goal of this market? (Pick 2)

Choices: *Community connectedness; Healthy food access; Small businesses; Local foods & products; Education & learning; Profitable for vendors*