











































**Table 3. How much have you—or will you—spend at the Farmers' Market today? Number of respondents = 557.**

<b>Amount Spent</b>	<b>Number</b>	<b>%</b>
\$0.00	11	2
\$2.50	0	0
\$5.00	61	11
\$7.50	1	0
\$10.00	123	22
\$12.50	2	0
\$15.00	106	19
\$20.00	145	26
\$25.00	6	1
\$30.00	61	11
\$40.00	28	5
\$50.00	1	0
\$60.00	6	1
(More) \$100.00	6	1

Lines between columns were \$2.50, \$7.50, \$12.50, and \$25.

Average spending for the market per shopping group was \$18.34.

35% of the shoppers spent \$10 or less.

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