

Madison Public Market
Vendor Interest Questionnaire
Summary of Responses as of 7/3/17



Total Responses: 132

| Product Categories: | |
|--|----|
| Arts/Crafts (<i>mostly seeking temporary/pop-up opportunities</i>) | 37 |
| Baked goods | 25 |
| Fresh Vegetables | 22 |
| Artisan food products (jam, sauce, pickles, etc.) | 18 |
| Restaurant | 13 |
| Meat, poultry, fish | 10 |
| Chocolate or Candy | 8 |
| Coffee or tea | 7 |
| Ice Cream | 6 |
| Cheese | 6 |
| Eggs | 6 |
| Beer | 1 |
| Write-in Categories: | |
| Body products | 4 |
| Olive Oil | 3 |
| Flowers | 2 |
| Goat milk soap | 2 |
| Honey/wax | 2 |
| mushrooms | 2 |
| Clothing | 2 |
| Microgreens | 1 |
| Woodworking products | 1 |
| Yarn | 1 |
| Exotic salts | 1 |
| Cooking classes | 1 |
| Alpaca goods | 1 |
| Custom fruit pieces | 1 |
| Fair trade artisan shoes | 1 |

| Space | |
|---------------------------------------|----|
| Small permanent stand | 75 |
| Short term / pop-up / temporary stand | 59 |
| Storefront | 50 |
| Restaurant or Café | 22 |
| Food processing space | 32 |

| When do you want to be open? | |
|-------------------------------------|-----|
| Weekday morning | 59% |
| Weekday afternoon | 72% |
| Weekday evening | 54% |
| Saturday Morning | 82% |
| Saturday Afternoon | 85% |
| Saturday Evening | 52% |
| Sunday Morning | 68% |
| Sunday Afternoon | 71% |
| Sunday Evening | 32% |

| Do you have a business plan? | |
|-------------------------------------|-----|
| Yes | 66% |
| No | 34% |

| How many employees do you have? | |
|--|-----|
| 0 | 43% |
| 1-5 | 41% |
| more than 5 | 16% |

| Gender | |
|----------------------|-----|
| Male | 31% |
| Female | 64% |
| Other or no response | 5% |

| Race/Ethnicity | Respondents | City of Madison |
|------------------------|--------------------|------------------------|
| White and non-Hispanic | 59% | 74% |
| African American | 14% | 7% |
| Hispanic/Latino | 8% | 6% |
| Asian | 8% | 9% |
| Native American | 2% | 1% |
| Multi-ethnic | 2% | 1% |
| Prefer not say | 7% | |