



## **Kaiser Permanente's Farmers' Market Patron Survey Summary of Cross-Site Results**

### **Introduction**

In the interest of understanding the impact of Kaiser Permanente's farmers' markets on patrons and how to better provide them with the kinds of foods and services they want, Kaiser Permanente's Inter-Regional Food Steering Committee undertook an effort this summer to develop and implement a patron survey at all of Kaiser Permanente's farmers' markets. A survey instrument was developed by culling from farmers' market surveys used elsewhere, and refined with input from Kaiser Permanente's Inter-regional Community Food Workgroup, Northern California's Division of Research, and farmers' markets champions<sup>1</sup> at each Kaiser Permanente facility. The content was pre-tested and revised, and the final version was translated into Chinese and Spanish. Each market site had the option of revising the standardized survey to fit their site's needs, and to add site-specific questions.

A total of 1,238 surveys were collected between August and October at 17 of the 22 Kaiser Permanente-sponsored markets that were in existence at that time. Staff at local facilities coordinated the collection of surveys, some using "Carrot Cash" and raffle prizes as incentives for patrons to complete surveys. Most sites collected surveys on one market day; a few recruited patrons over several markets days. At sites that conducted the survey over multiple days, attempts were made to ensure that patrons were not surveyed more than once.

This summary provides some highlights of the survey results. The survey instrument and aggregate results for all survey questions are attached for reference.

### **Select Results**

One question in the survey was designed to determine the influence the markets have on the nutrition of our patrons. Specifically, we wanted to know if shoppers have increased their consumption of fruits and vegetables because of our markets. A total of 71 percent of patrons (excluding 12 percent of the sample who were first time shoppers) across all sites reported eating at least "a little more" fruits and vegetables as a result of shopping at the market; 32 percent of all patrons reported eating "a lot more" fruits and vegetables because of the market. We were also interested in knowing if patrons have been eating a greater variety of fruits and vegetables as a result of shopping at our markets. A total of 63 percent of patrons reported eating at least "a few more kinds" of fruits and vegetables; 18 percent of all patrons reported eating "many more kinds" of fruits and vegetables.

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<sup>1</sup> These champions are from a variety of departments, including Public Affairs, Community Benefit, Community Relations, Health Education, and Operations Support.

We also wanted to know who was shopping at our markets. We found that, at markets located on or near a Kaiser Permanente facility<sup>2</sup>, a total of 82 percent of shoppers were either Kaiser Permanente staff/physicians or members (53 percent staff/physicians and 29 percent members). We also wanted to know if the presence of the market affected when members would schedule their appointments. That is, what percentage of patrons tried to schedule clinic appointments on market days, presumably so that they could shop at the market? Only a subset of all self-identified members answered this question (this question was not asked at all sites and there were a large number of respondents who skipped this item), but of those who did (n=167), 47 percent said they indeed did try to make their clinic appointments on market days.

Additionally, we wanted to know if our patrons wanted other services and information at the markets. 61 percent of all patrons told us they would be interested in recipes that used the produce that was available at the market, 35 percent said they would like general health and wellness information, and 32 percent reported that they would like on-site consultations about food and diet with a dietitian or health educator.

Finally, the survey showed that taste, cost, and how the produce looks are factors that a majority of patrons consider when choosing fruits and vegetables to purchase. Eighty seven percent of patrons think that taste is “very important”, 66 percent believe that looks are “very important”, and 55 percent think that cost is “very important”. Factors related to sustainable agriculture, such as how the food was grown (i.e. with or without pesticides), and where it was grown (i.e. locally or not) are of secondary importance to patrons. Fifty percent of patrons believe that how the food was grown is “very important” and 42 percent believe that where the food was grown is “very important”.

## **Implications**

The survey results show some important areas of strengths of our markets. First, although we should interpret self-reported behavior change with some caution, with more than half of our patrons reporting an increase in both *the amount* and in *the variety* of fruits and vegetables consumed, the data suggest that our markets are helping our shoppers eat healthier. Kaiser Permanente markets appear to be a convenient and accessible source of healthy food for many of patrons, and this increased convenience appears to result in improved nutrition for those who shop at the markets. Additionally, it is noteworthy that close to half of Kaiser Permanente members are trying to schedule their clinic appointments so that they can shop at the market. This is a further indication of the value members see in the markets.

The survey results also indicate some opportunities for growth for all the markets. First, there is an opportunity to increase the number of shoppers from the local community at our markets. As stated above, 82 percent of patrons are Kaiser Permanente physicians, staff, or members. We note that many of our Kaiser Permanente members live in the communities surrounding our facilities, so our markets are serving a significant portion of our communities. However, it may still be worthwhile to explore ways in which our markets could become a more significant source of fresh fruits and vegetables to community members not affiliated with Kaiser Permanente. For example, since market location and hours are two critical variables related to attracting

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<sup>2</sup> A few markets are located off-site.

community residents, outreach strategies might include developing satellite markets and mobile markets. These strategies can provide produce in areas where greater access to fresh fruits and vegetables is needed and during times convenient for community members to shop. For example, Richmond Medical Center partners with a local community-based organization that sells produce from a farm stand in front of the hospital in the morning. The produce is then packed up and transported by van to another part of Richmond to be sold later that day. At the Interstate Farmers' Market in North Portland, the market is located along a busy light rail line and in close proximity to dense residential neighborhoods.

Additionally, feedback about information and services that are desired points to some exciting opportunities to leverage the clinical expertise at our Kaiser Permanente facilities to impact the health of our communities, and to actively engage our members around healthy eating. For example, health educators and registered dietitians provide patrons with personalized advice about healthy eating and active living at "Ask a Registered Dietitian" booths at the Denver (CO) and Northwest (OR) markets. A number of markets, including Santa Teresa, Baldwin Park, Atlanta, Denver, and two markets in Hawaii, provide cooking demonstrations on-site. Hands-on cooking classes are provided through the Atlanta (GA), Baldwin Park (CA), and South Bay (CA) facilities. These activities provide a wide spectrum of guidance to patrons around how to eat healthy – from what to buy at the farmers' market to how to prepare that produce in their own homes. All of these models can be shared across all sites, and facilities can conduct focus groups and collect other data to further understand what resources current and future market patrons would like to see provided, and what our patrons see as critical barriers to eating healthier.

## **Conclusion**

In the interest of keeping the survey short, we did not ask specifically about what patrons appreciated or liked about the markets. However, patrons were asked for general comments, and it is clear from the feedback received that the markets are positively impacting the lives of those in our communities. A few examples are provided here:

*"I have tried fruits & veggies that I have never seen before!"*

*"The market brings much needed vitality and healthy choices to Kaiser and the neighborhood! Thanks!"*

*"This farmer's market is a great idea! I bought a peach for my doctor, and I'll be buying some fruits and vegetables for my family after my appointment. Thanks! I will try to schedule for Wednesdays [market day] in the future if possible."*

*"Thank you for worrying about our health."*

We hope that the results from this survey and the suggestions that are provided in this summary offer some ideas for how Kaiser Permanente's farmers' markets can continue to grow and improve, making them places where people can access fresh, healthy foods that will help them eat better and live healthier.



# KAISER PERMANENTE® FARMERS' MARKET SURVEY

Please take a few minutes to do this survey. Your information will help us learn about the people coming to our Farmers' Market and what kinds of foods and services they want.

**1a. Which of the following describes you: (You may check more than one answer)**

- Kaiser Permanente physician/staff
- Kaiser Permanente member
- Live or work in this neighborhood
- Other: \_\_\_\_\_



**1b. If you are a Kaiser member, do you sometimes try to schedule clinic appointments on market days so you can come to the market?**  Yes  No

**2. How important is each of the following in choosing which fruits and vegetables to buy?**  
(Check a box for each factor)

	<u>Very Important</u>	<u>Important</u>	<u>Not Important</u>
a. How the food <u>tastes</u> .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. How the food <u>looks</u> .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. How the food <u>was grown</u> (organic or pesticide-free vs. using pesticides) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. <u>Where</u> the food was grown (local farm vs. not locally grown).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. How much the food <u>costs</u> .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Other important factors: _____			

**3. As a result of your shopping at this Farmers' Market, have you been eating more fruits and/or vegetables than before you started to shop here?**

- No change
- A little more fruits/vegetables
- A lot more fruits/vegetables
- This is my first time at this market

**4. As a result of shopping at this Farmers' Market, have you been eating more different kinds of fruits and/or vegetables than before you started to shop here?**

- No change
- A few more kinds
- Many more kinds
- This is my first time at this market

**5. Would you be interested in receiving any of the following types of information from Kaiser at this Farmers' Market: (You may check more than one answer)**

- Recipes that use the fresh fruits and vegetables at the market
- General health and wellness information
- Advice about foods and diet from a dietitian or health educator
- Other (describe): \_\_\_\_\_

Optional:

**6. What is your age?**  17-24  25-34  35-44  45-64  65 or over

**7. Are you:**  Male  Female

**8. What best describes your race or ethnicity? (You may check more than one)**

- African-American or other Black
- Asian, Asian-American
- Latino, Hispanic, Latino-American
- Pacific Islander, Native Hawaiian
- White, Euro-American
- Other: \_\_\_\_\_

**Comments:** \_\_\_\_\_

Date \_\_\_\_\_

**THANK YOU FOR YOUR HELP!**

Facility ID \_\_\_\_\_

**Farmers' Market Patron Survey Results for All Sites**  
**Number of surveys collected=1,238**

Note: All Sites percentages include data from 17 markets unless otherwise noted

**A. Patron information**

<i>Shopper type</i> <sup>1</sup>	<i>All Sites %</i> <sup>2</sup>
Kaiser Permanente Staff	53.19
Member	29.19
Live/work in neighborhood	11.07
Other	6.54
<b>Schedule appointments on market days (Kaiser Permanente members only)</b> <sup>3</sup>	
<i>Schedule appointments on market days (Kaiser Permanente members only)</i> <sup>3</sup>	<i>All Sites %</i>
Yes	46.71
<b>Age</b>	
<i>Age</i>	<i>All Sites %</i>
17-24	6.20
25-34	17.50
35-44	22.09
45-65	42.91
65+	11.30
<b>Sex</b>	
<i>Sex</i>	<i>All Sites %</i>
Female	79.31
Male	20.69
<b>Race/Ethnicity</b>	
<i>Race/Ethnicity</i>	<i>All Sites %</i>
African American	11.05
Latino/Hispanic	20.96
Asian American	19.90
Pacific Islander/ Native Hawaiian	10.48
White	35.74
Other	1.87

<sup>1</sup> People who checked multiple boxes were assigned as follows: If checked KPSTAFF and OTHER, they were assigned to KPSTAFF; If checked KPMEMBER and OTHER NON-KPSTAFF, assigned to KPMEMBER.

<sup>2</sup> Does not include the KP Atlanta market, which did not record the number of KP staff and members.

<sup>3</sup> Across all sites, of the 312 self-identified KP members, only 167 responded to this question.

## B. Self-reported behavior change

<i>Eating more fruits and vegetables</i>	<i>All Sites %<sup>4</sup></i>
None	29.36
A little	38.73
A lot	31.91
<i>Eating more different kinds of fruits and vegetables</i>	
<i>All Sites %<sup>5</sup></i>	
None	31.67
A few more	50.48
Many more	17.85

## C. Information wanted at the market

<i>Recipes using market produce</i>	<i>All Sites %</i>
Yes	61.39
<i>General health &amp; wellness information</i>	
<i>All Sites %</i>	
Yes	35.06
<i>Advice from dietitian</i>	
<i>All Sites %</i>	
Yes	32.07

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<sup>4</sup> Excludes all first time buyers.

<sup>5</sup> Ibid.

**D. Factors important in choosing which produce to buy**

<i>How food tastes</i>	<i>All Sites %</i>
Very Important	87.48
Important	12.27
Not Important	0.25
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<i>How food looks</i>	<i>All Sites %</i>
Very Important	65.77
Important	31.37
Not Important	2.87
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<i>How food was grown</i>	<i>All Sites %</i>
Very Important	49.75
Important	38.55
Not Important	11.70
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<i>Where food was grown</i>	<i>All Sites %</i>
Very Important	41.63
Important	42.62
Not Important	15.75
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<i>Cost of food</i>	<i>All Sites %</i>
Very Important	54.81
Important	38.83
Not Important	6.35