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About the Jefferson Public Citizens Program

The Jefferson Public Citizens is a research grant program through the University of Virginia that integrates community service and research experiences. Student teams work together with a community partner to help complete research that would be valuable to the respective populations.



Methods

Document
Collection



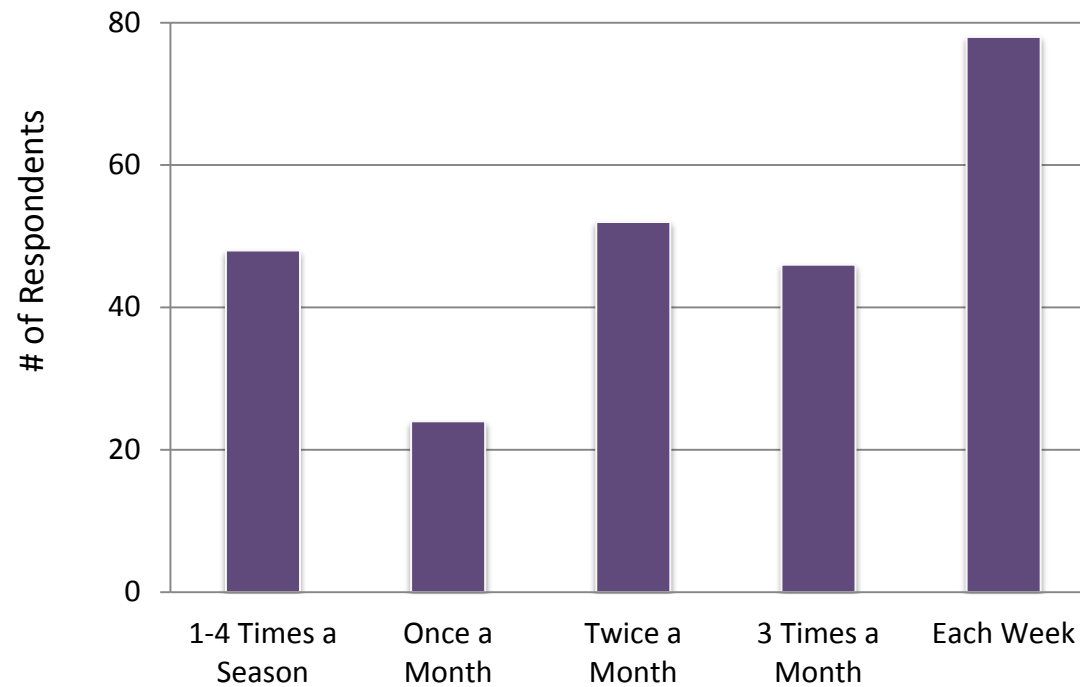
Surveys and
Interviews



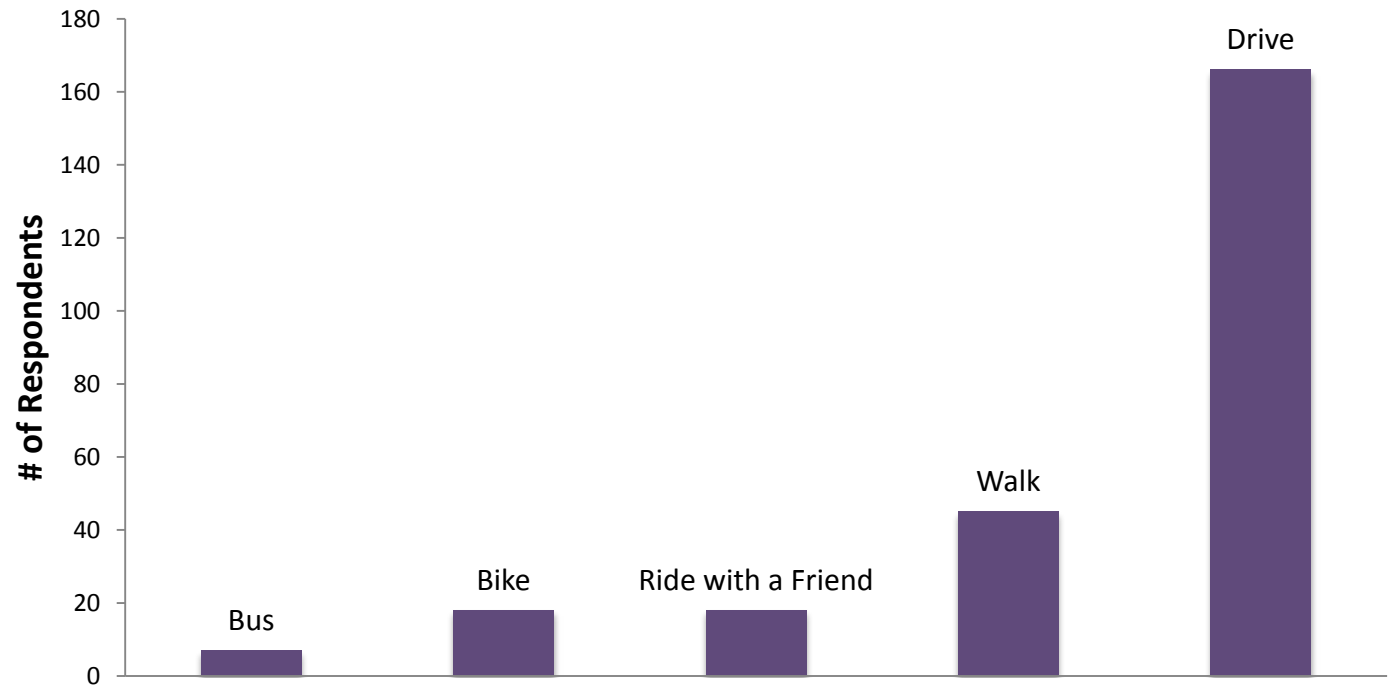
Photovoice

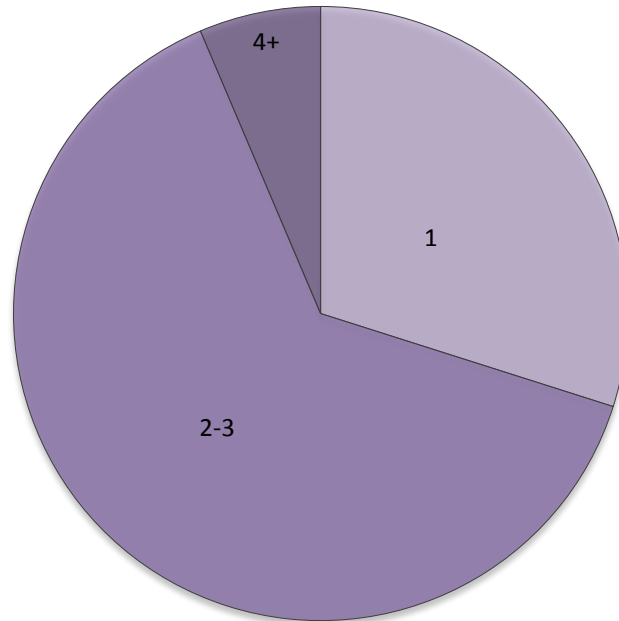
Documents that are used to advertise the market will be collected to determine what populations the market is currently targeting. Anonymous **surveys and interviews** will be conducted with randomized patrons who are over the age of 18 to determine demographics and information on market preferences. Lastly, **Photovoice** will be used by giving randomized participants over the age of 18 disposable cameras to record what they are purchasing at the market or what attracts them to come.

Frequency of Charlottesville City Market Attendance



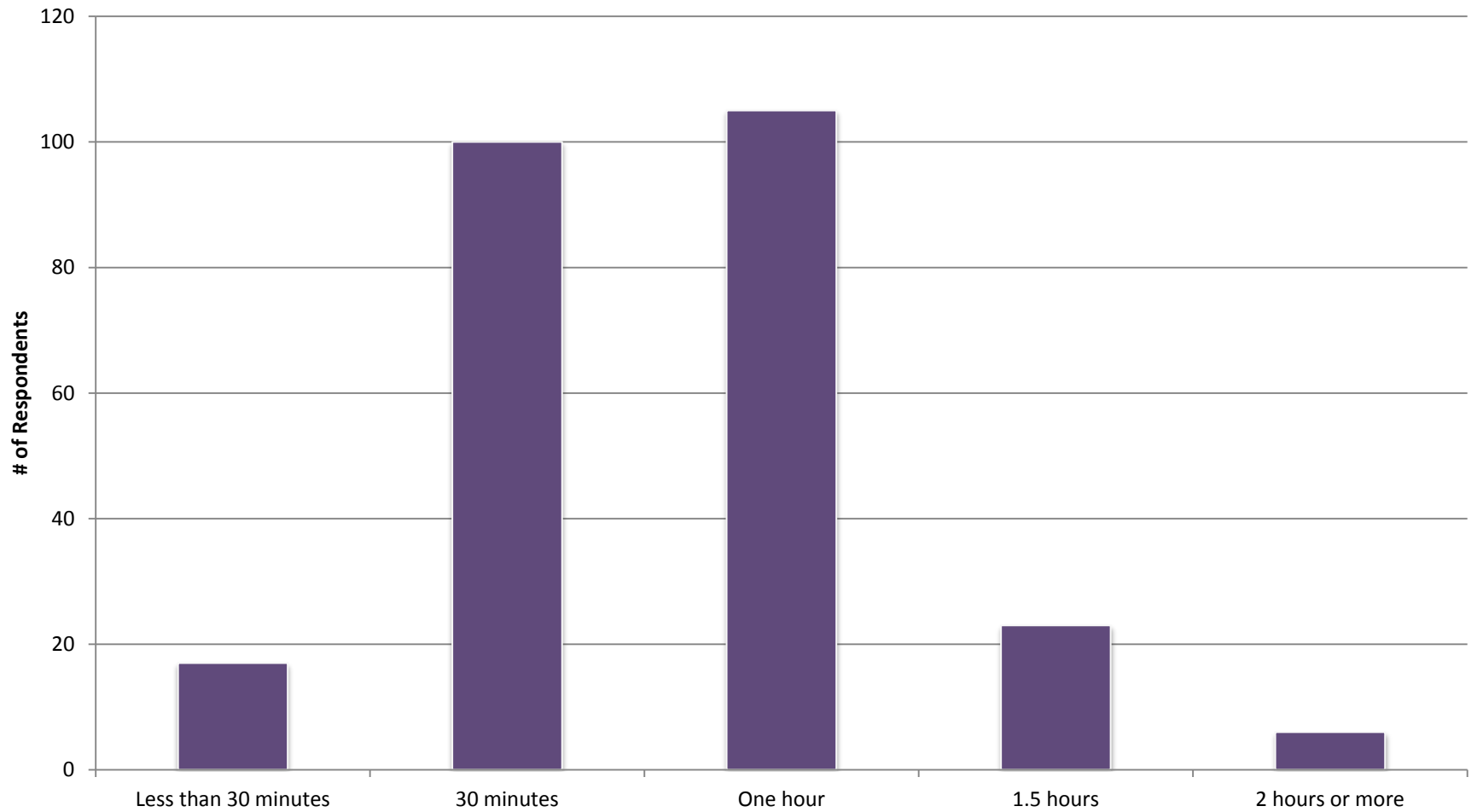
Transportation to Charlottesville City Market



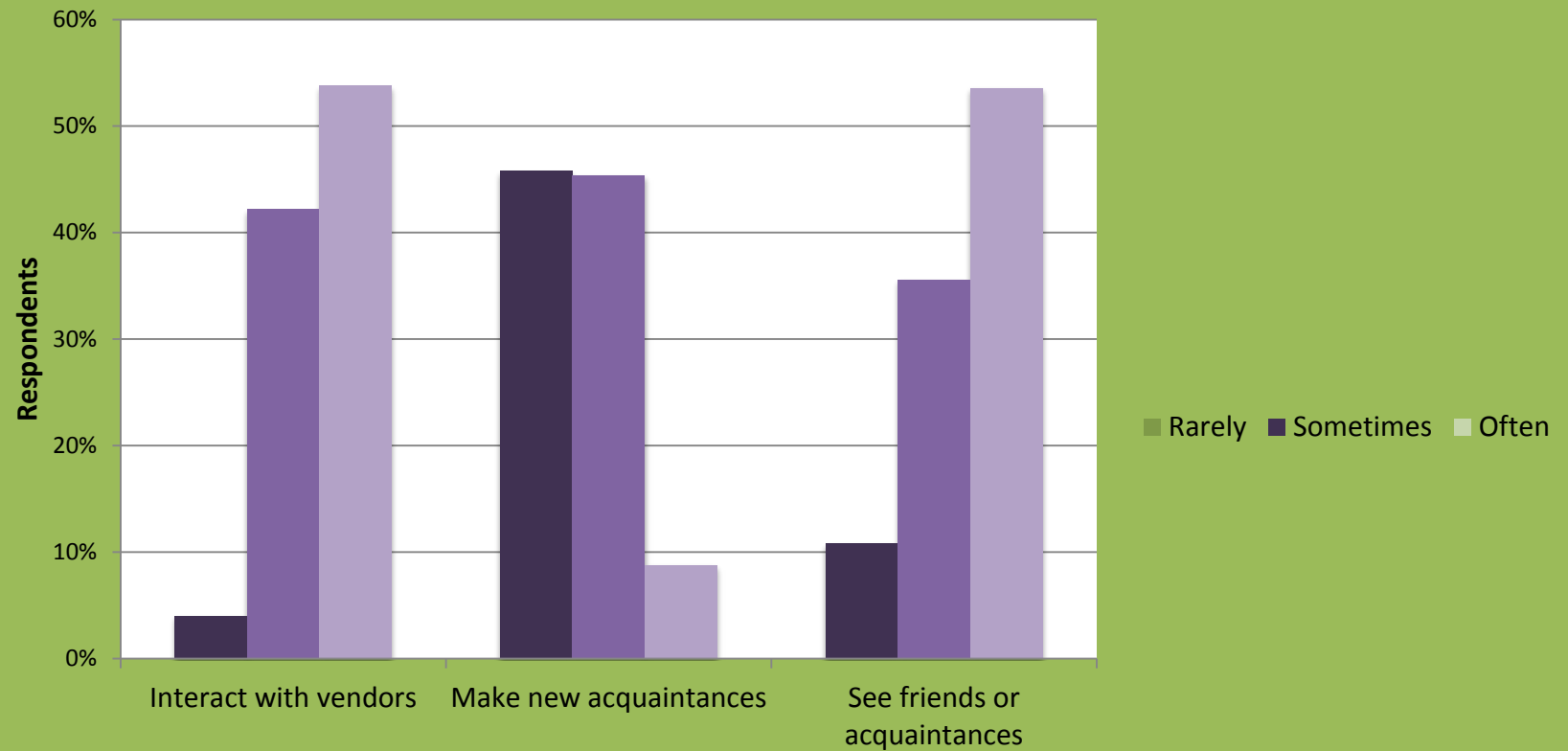


of People Per Group of Charlottesville City Market Shoppers

Time Spent at Charlottesville City Market

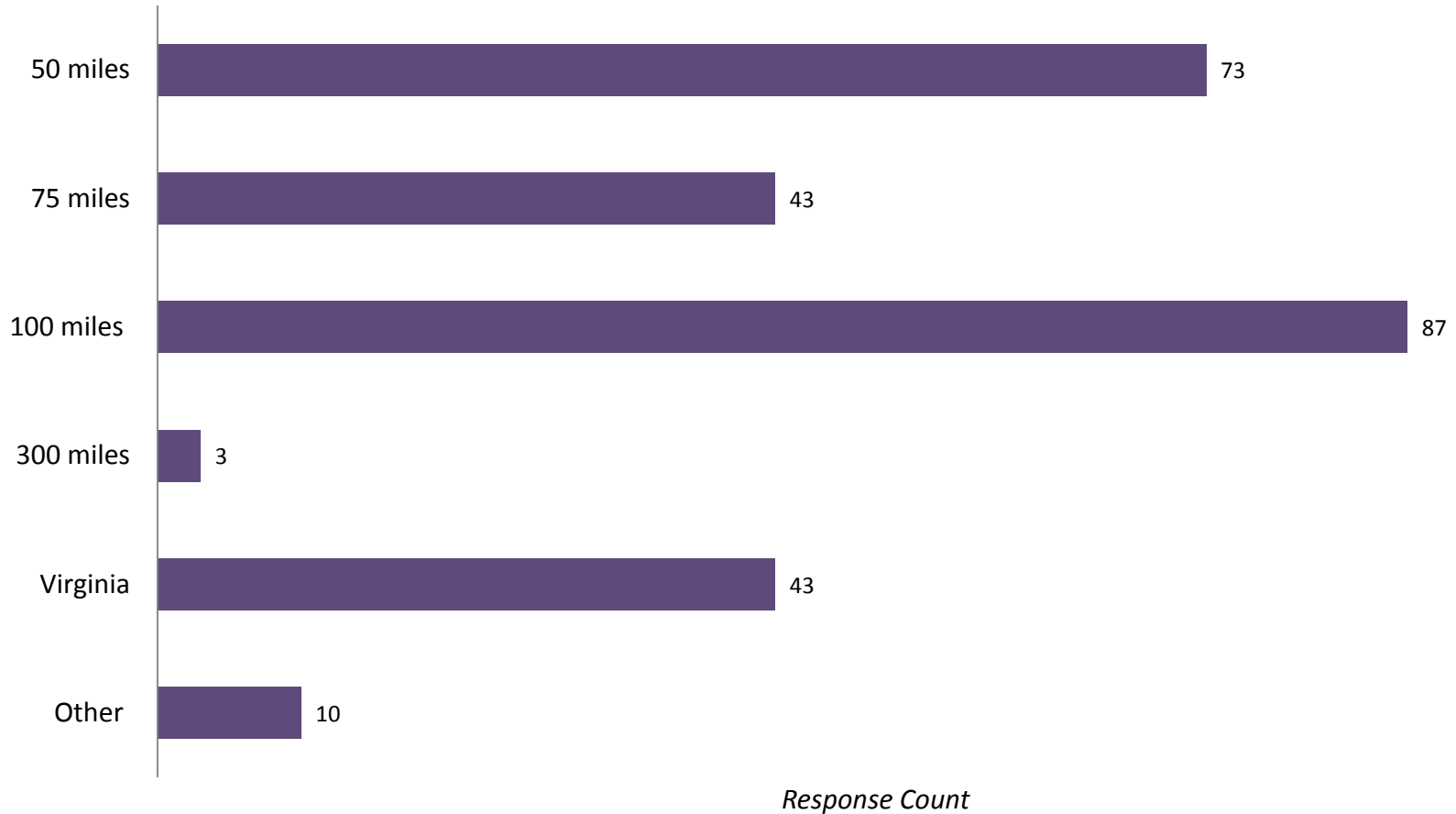


Social Interactions at the Charlottesville City Market

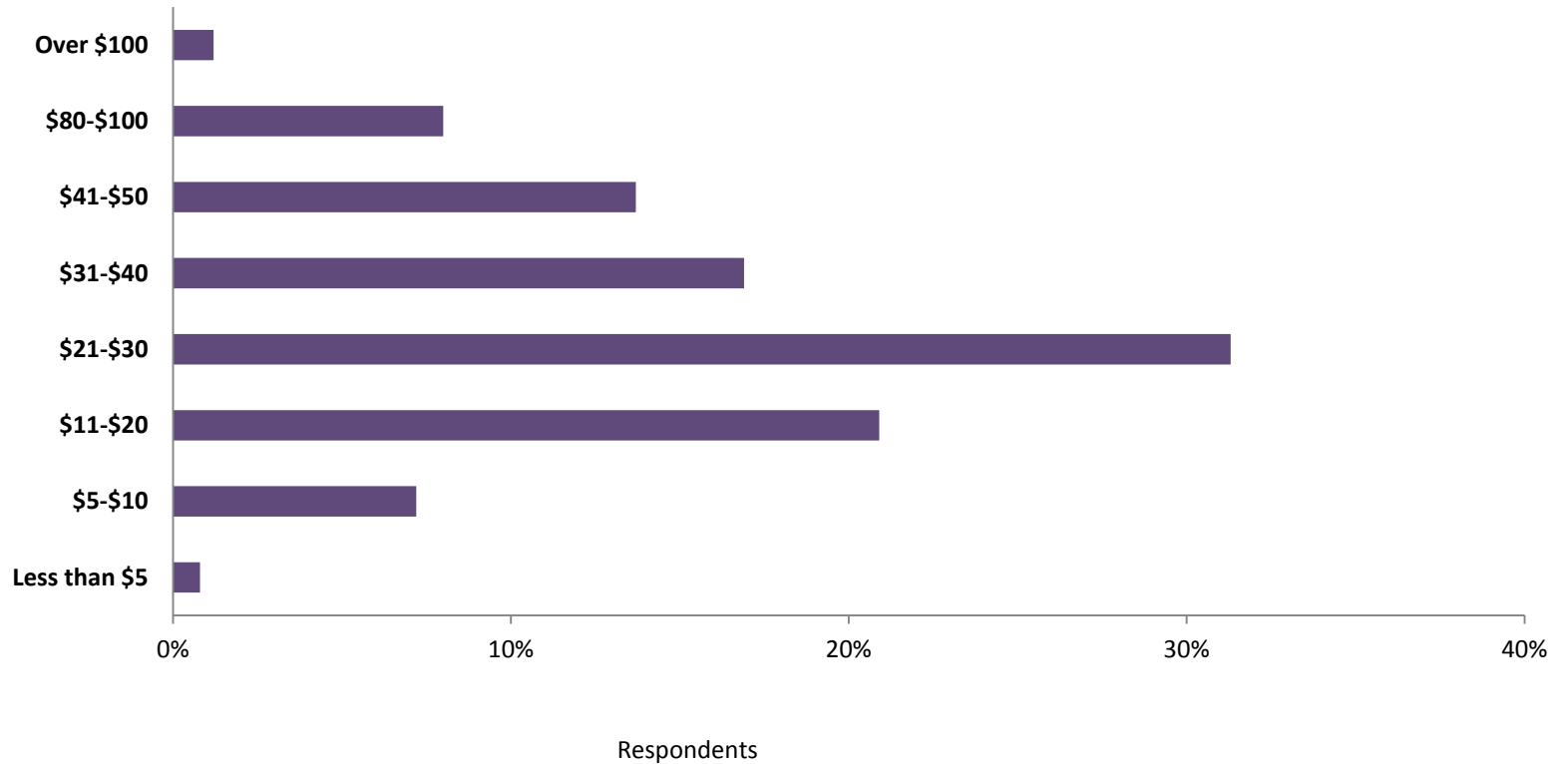


Criteria Ranking for New Market Location	Average Score *
1. Ample parking	4.0
2. Walking accessibility	3.8
3. Vicinity to downtown	3.6
4. City atmosphere	3.5
5. Areas for eating/socializing	3.4
6. Easily combined with other activities	3.3
7. Restrooms	3.1
8. Shelters (for bad weather)	3.1
9. Accessible by public transportation	3.0
10. Natural setting	2.9
11. Seating	2.7
*Respondents rated criteria from 1-5, 1 being unimportant, 3 being somewhat important, and 5 being very important.	

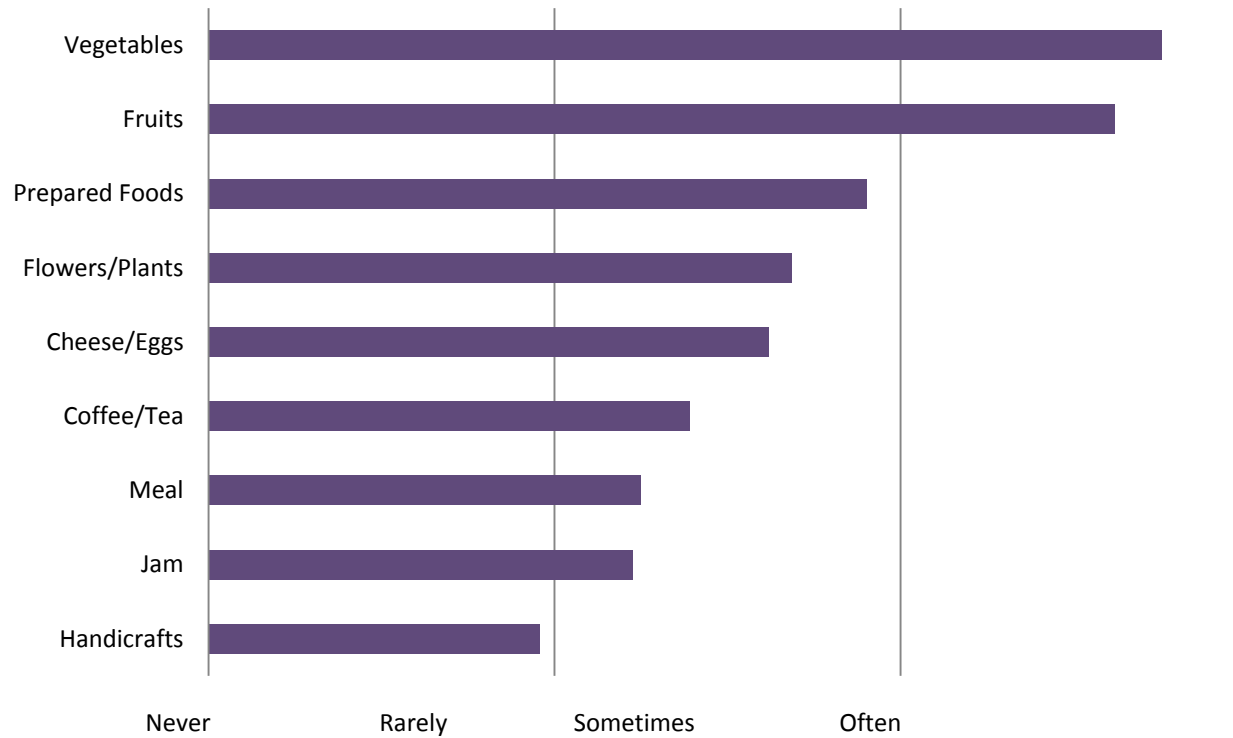
"Local" food is food produced within...

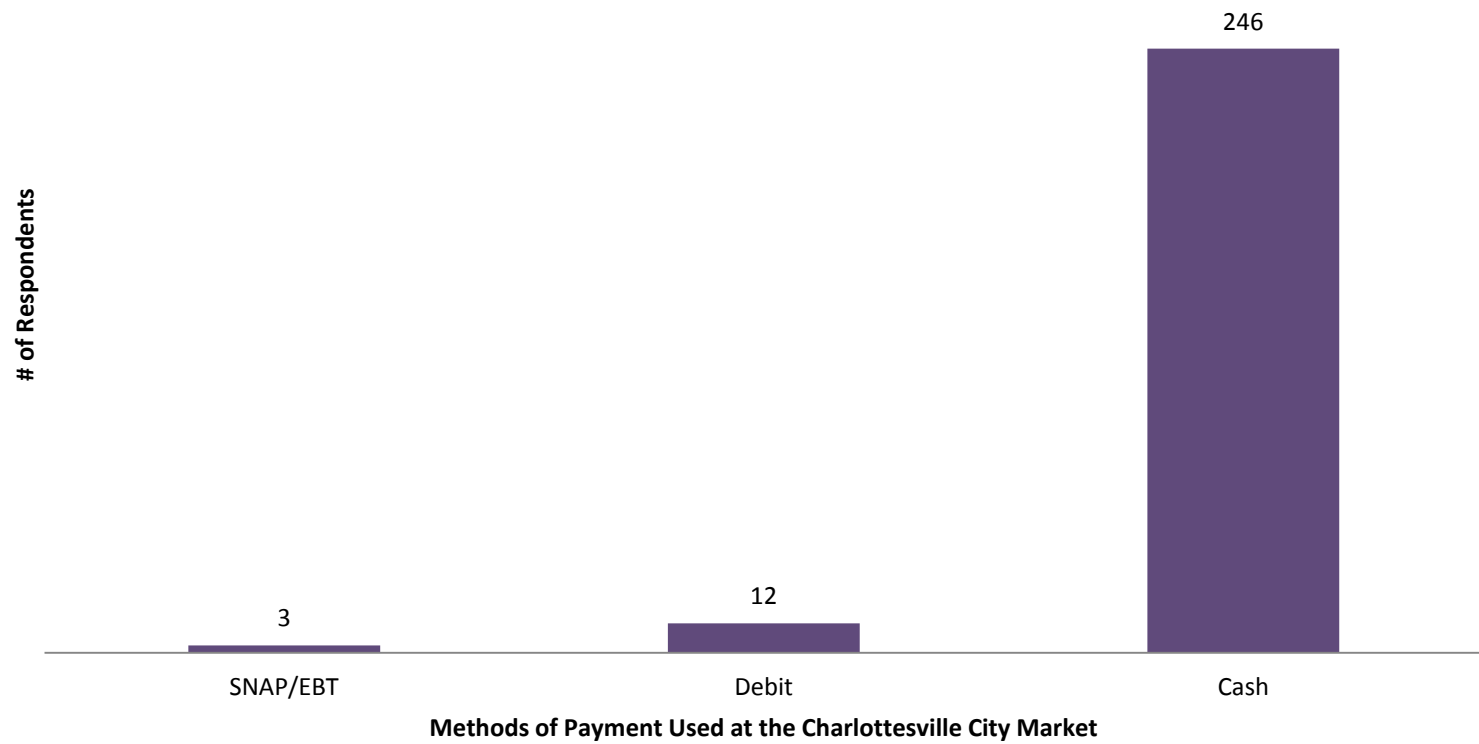


Amount of Money Spent Per Visit to Charlottesville City Market

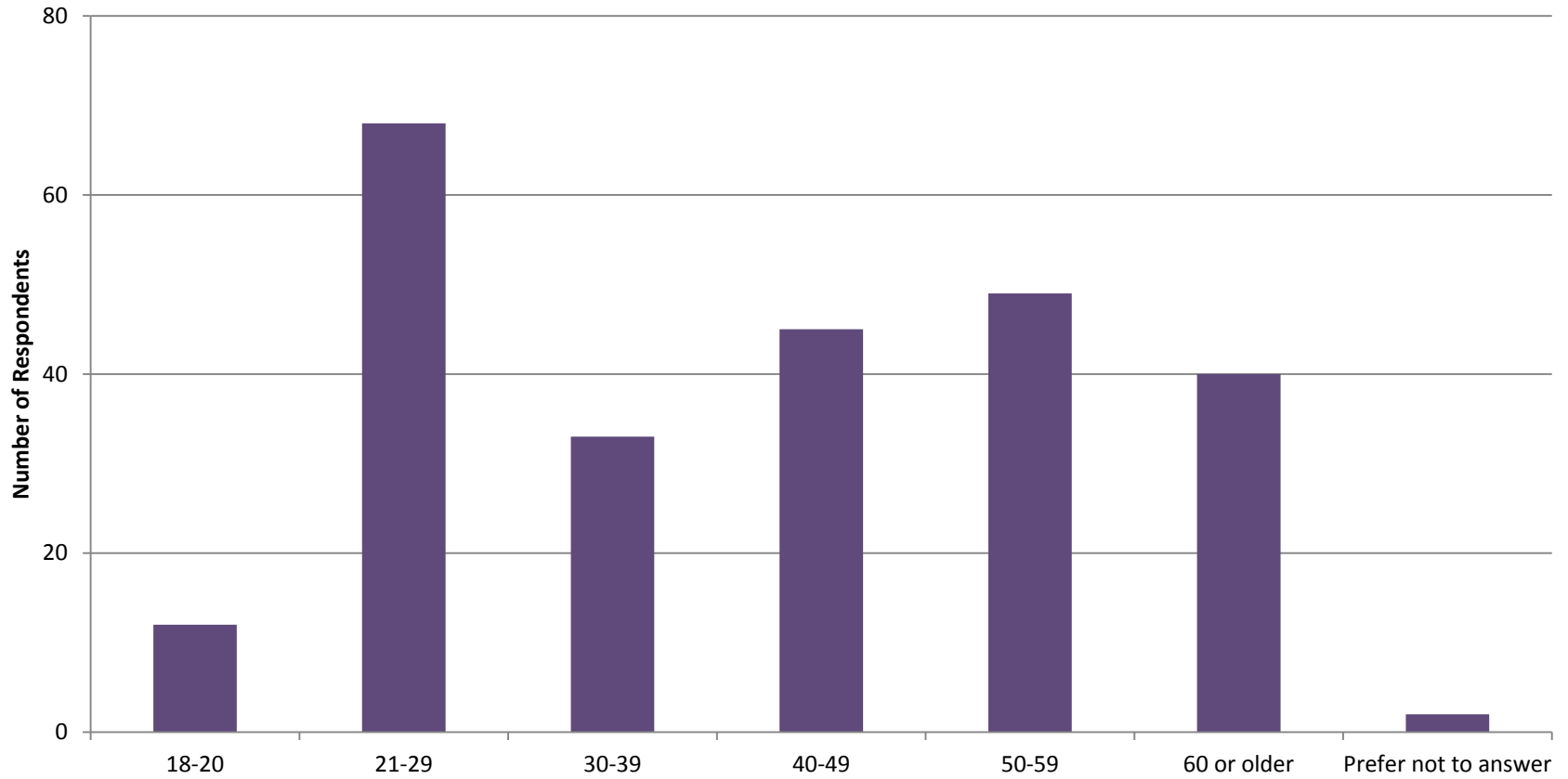


Average Frequency of Charlottesville City Market Purchases





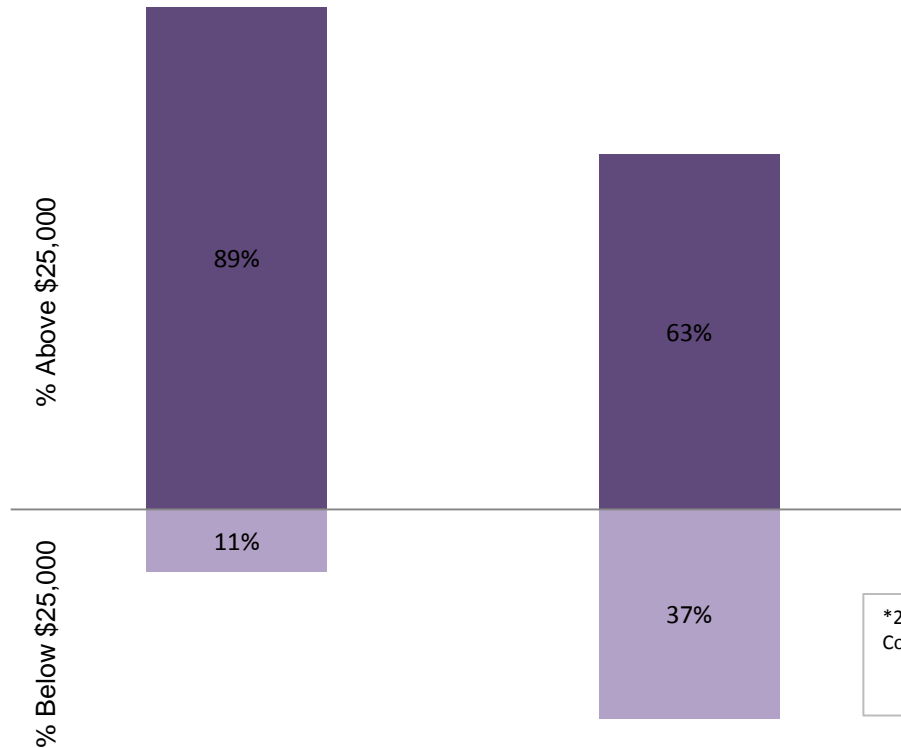
Age Distribution of Shoppers at Charlottesville City Market



Annual Household Income

Market Shoppers

Charlottesville City*



*2005-2009 US Census American Community Survey Estimates

Now It's Your Turn...

