2020 Dashboards for Localized Information Exchange Markets

Average Customer Spending & Average Vendor Sales per Market

<table>
<thead>
<tr>
<th>Market</th>
<th>2020 Data Report</th>
<th>2019 Data Report</th>
<th>% Annual Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average Cust. $</td>
<td>Average Vend. $</td>
<td></td>
</tr>
<tr>
<td>0208-FM20</td>
<td>$6.60</td>
<td>$155.13</td>
<td>NA</td>
</tr>
<tr>
<td>0123-FM20</td>
<td>$6.97</td>
<td>$45.94</td>
<td>$4.90</td>
</tr>
<tr>
<td>0163-FM20</td>
<td>$6.98</td>
<td>$139.58</td>
<td>$5.81</td>
</tr>
<tr>
<td>0122-FM20</td>
<td>$7.30</td>
<td>$67.30</td>
<td>$9.71</td>
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<tr>
<td>0023-FM20</td>
<td>$9.08</td>
<td>$158.77</td>
<td>$7.79</td>
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<tr>
<td>0221-FM20</td>
<td>$10.61</td>
<td>$205.91</td>
<td>$1.82</td>
</tr>
<tr>
<td>0219-FM20</td>
<td>$11.49</td>
<td>$564.84</td>
<td>$65.00</td>
</tr>
<tr>
<td>2319-FM20</td>
<td>$12.02</td>
<td>$156.26</td>
<td>$3.18</td>
</tr>
<tr>
<td>0320-FM20</td>
<td>$13.39</td>
<td>$176.22</td>
<td>$13.50</td>
</tr>
<tr>
<td><strong>AVERAGE</strong></td>
<td><strong>$9.38</strong></td>
<td><strong>$185.55</strong></td>
<td><strong>$13.50</strong></td>
</tr>
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Report created by data collected and analyzed by the WV Farmers Market Association
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![Graph showing sales, customer count, and vendor count over time.]

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