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| 0. | **Today’s Date:** |  | |
| 1. | **Market Name:** *.* |  | |
| 2. | **How often do you come to this market?** | * Weekly * Twice a month or more * Once a month * A few times per year * Once per year * Today is my first time visiting | |
| 3. | **What’s the primary reason you came to this market today?** | * To buy groceries * To buy non-grocery items * To use a voucher, coupon, or other incentive * To pick up a CSA * To visit with friends or other community members * To meet/talk to farmers and other vendors * To attend a special event or activity at the market * To purchase and eat a meal on-site * Came with tour or group event * Other: | |
| 4. | **How far do you typically travel to shop at the market today?**  *This may be from your home, if you typically travel from your home to market; or, it could be from your work or school, if you come to the market from one of these places.* | | * Less than 1 mile * 1-5 miles * 6-10 miles * 11-20 miles * More than 20 miles |
| 5. | **How did you get to the market today?**  *Select all that apply.* | * Bicycle * Bus / other public transportation * Personal vehicle * Carpool/Got a ride | * Taxi / paid rideshare * Walk/wheelchair * Other: |
| 6. | **How many people, including yourself, are you shopping for today?** | * 1 * 2 * 3 * 4 | * 5 * 6 * 7 or more * I’m not planning to buy anything |
| 7. | **How much money have you spent (or will you spend) at the market today?** | * $1-5 * $6-10 * $11-20 | * $21-30 * More than $30 * Not planning to buy anything |

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| 8. | **What will you buy at this farmers market today?**  *Select all that apply.* | * Dairy and eggs * Bread & baked goods * Fruits & vegetables * Meat, seafood, & poultry * Condiments/sauce * Beverages (non-alcoholic) * Alcohol * Prepared foods | | | * Other foods * Plants & Flowers * Body care; Art/Crafts * CBD or cannabis-derived products * Community groups * Services: * Other: * I’m not planning to buy anything | |
| 9. | **Was the farmers market the primary reason you came to (local neighborhood/area name) today?**   * Yes * No | | 10. | **Did you or do you plan on doing additional shopping, eating, or other activities in this area today (outside of the farmers market)?**   * Yes * No | | |
| 11. | **To what extent has shopping at this farmers market caused you to frequent neighboring/nearby business, restaurants, and institutions more often?** | * Not at all * Very Little * Somewhat * Quite a bit * Not relevant * I was already frequenting these places | | | | |
| 12. | **How did you originally hear about this market?** | * Word of mouth (family, friend, neighbor, colleague) * Word of mouth (agency, government, nonprofit) * Saw the market set up * Market sign, banner, or flag * Flyer, poster, or ad | | | | * Social media * News article * Directory of markets * Web search * Don't remember * Other: |

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| 13. | **How has shopping at this farmers market impacted your household’s:**  *Select one per line.* | Decreased greatly | Decreased some | Stayed the same | Increased some | Increased greatly |
| a. | Access to healthy food |  |  |  |  |  |
| b. | Knowledge of fruits and vegetables |  |  |  |  |  |
| c. | Purchasing of fruits & vegetables |  |  |  |  |  |
| d. | Cooking of fruits & vegetables |  |  |  |  |  |
| e. | Consumption of fruits & vegetables |  |  |  |  |  |

(MARKET ORGANIZATIONS: Consider including *either* Q14, *or* Q15 + Q16, depending on what you feel is appropriate at your market. All three questions are nationally standardized measures of household food security.)

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| 14. | **Which of these statements best describes the food eaten in your household in the last 12**  **months?** *Select one.* | * Enough of the kinds of food we want to eat * Enough but not always the kinds of food we want * Sometimes not enough to eat * Often not enough to eat * Don’t know | | | | | |
|  |  | Often true | Sometimes true | Stayed the same | Never true | Don’t know | Prefer not to answer |
| 15. | **Within the past 12 months we worried whether our food would run out before we got money to buy more.** *Select one.* |  |  |  |  |  |  |
| 16. | **Within the past 12 months the food we bought just didn’t last and we didn’t have money to get more.** *Select one.* |  |  |  |  |  |  |