|  |  |  |
| --- | --- | --- |
| 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:
 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 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.)

|  |  |  |
| --- | --- | --- |
| 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.* |  |  |  |  |  |  |