1. How often do you shop at this farmers’ market?
○ More than once a week ○ Once a month
○ Once a week ○ Less than once a month
○ A few times a month (2-3 times a month) ○ First visit

2. How did you get to this market today?
○ SEPTA ○ Walk ○ Bike ○ Car ○ Other

3. How far did you travel to get to this market?
○ 3 blocks or less ○ 3 to 6 blocks ○ More than 6 blocks

4. Since becoming a customer at this market, have you tried any new or unfamiliar fruits or vegetables?
○ Yes ○ No

5. Since becoming a customer at this market, do you eat more, less, or the same amount of fruits and vegetables?
○ More / Increase ○ Less / Decrease ○ Same / No Change

6. While at the farmers’ market, have you or your family ever received information about healthy eating or nutrition?
○ Yes ○ No

7. While at the farmers’ market, have you ever observed a cooking demo?
○ Yes ○ No

8. Did you make a purchase at the market today?
○ Yes ○ No (Go to Q.10)

8b. If you made a purchase, how much did you spend at market today?
$_________________________ (Go to Q.9)

9. Which of the following items did you buy at farmers’ market today (mark all that apply)?
○ Fruits ○ Vegetables ○ Jams/Canned Goods
○ Breads/Baked Goods ○ Meats/Fish ○ Dairy/Cheese
○ Prepared Foods ○ Other: __________

10. How would you rate the fruits and vegetables sold at this farmers’ market, compared to other places in your neighborhood (such as a supermarket or corner store), in terms of:

<table>
<thead>
<tr>
<th>Much Worse</th>
<th>A Little Worse</th>
<th>About the Same</th>
<th>A Little Better</th>
<th>Much Better</th>
</tr>
</thead>
<tbody>
<tr>
<td>Here</td>
<td>Here</td>
<td>Here</td>
<td>Here</td>
<td>Here</td>
</tr>
</tbody>
</table>

Selection?

Price?

Quality?

PLEASE CONTINUE ON OTHER SIDE
11. Where do you most frequently shop for fruits and vegetables?

- Supermarket or Grocery Store
- Corner Store or Convenience Store
- Farmers’ Market
- Other ______________________

12. At this market have you ever used an EBT (SNAP / ACCESS / Food Stamps) card?

- Yes (Go to Q.13)
- No (Go to Q.12b)

12b. Why have you NOT used an EBT (SNAP / ACCESS / Food Stamps) card at market?

- Prefer to use SNAP benefits elsewhere
- Didn’t know I could use SNAP benefits at market
- Don’t currently receive SNAP benefits

13. Have you ever used Philly Food Bucks?

- Yes (Go to Q.13b)
- No (Go to Q.14)

13b. How important are Philly Food Bucks in helping you purchase fruits and vegetables?

- Not Important At All
- A Little Important
- Somewhat Important
- Important
- Very Important

13c. How important are Philly Food Bucks in your decision to shop at a farmers’ market?

- Not Important At All
- A Little Important
- Somewhat Important
- Important
- Very Important

13d. Has your consumption of fruits and vegetables increased, decreased, or stayed the same since you started using Philly Food Bucks?

- Increased
- Decreased
- Stayed the Same

14. How much do you agree or disagree with the following statements?

a. It is easy to buy fresh fruits and vegetables in my neighborhood.

b. The fresh produce in my neighborhood is of high quality.

c. There is a large selection of fresh fruits and vegetables in my neighborhood.
15. Did you visit, or do you plan to visit, other stores or businesses in this neighborhood today (i.e. bank, corner store, coffee shop, restaurant, etc.)?

- Yes
- No
- Unsure

*NEXT… Please tell us about yourself.*

16. In general, would you say your health is:

- Excellent
- Very good
- Good
- Fair
- Poor

17. During the past 7 days, how many times did you eat fruit? (do NOT count fruit juice)

- I did not eat fruit during the past 7 days
- 1 to 3 times during the past 7 days
- 4 to 6 times during the past 7 days
- 1 time per day
- 2 times per day
- 3 times per day
- 4 or more times per day

18. During the past 7 days, how many times did you eat vegetables?

- I did not eat vegetables during the past 7 days
- 1 to 3 times during the past 7 days
- 4 to 6 times during the past 7 days
- 1 time per day
- 2 times per day
- 3 times per day
- 4 or more times per day

Next are a few statements that people have made about their food situation. We ask these questions because our organization wants to understand and help meet people’s food needs. For these statements, please tell us whether the statement was often true, sometimes true, or never true for your household in the last 12 months.

19. Within the past 12 months I worried whether our food would run out before we got money to buy more.

- Often true
- Sometimes true
- Never true

20. Within the past 12 months the food we bought just didn’t last and we didn’t have money to get more

- Often true
- Sometimes true
- Never true

*PLEASE CONTINUE ON OTHER SIDE*
21. Gender:  Male  Female  Other
22. Age:  18-25  26-40  41-65  Older than 65
23. How would you describe yourself? (Select all that apply)
   White  American Indian or Alaska Native
   Hispanic or Latino  Middle Eastern or North African
   Black or African American  Native Hawaiian or Other Pacific Islander
   Asian  Other: ______________________
24. How many children age 18 and under currently live in your household?
   0  1  2  3  4  5 or more
25. What is your zip code? ______________________
26a. What street do you live on? ______________________
26b. What is the nearest cross street to where you live? ______________________
   (If you started walking from your house, what's the first street you would arrive at?)
27. In the past year, have you participated in any of the following programs? (Select all that apply)
   WIC  WIC Farmers’ Market Checks  Philly Food Bucks
   SNAP / Food Stamps  Senior Farmers’ Market Checks
28. Do you smoke cigarettes?
   Yes  No  Smoked in the past / quit
What additional comments or suggestions do you have about this market?

Are you interested in participating in a follow-up conversation to improve the farmers’ market?
   Yes  No

Name: ________________________  Phone or email: ________________________

THIS IS THE END OF THE SURVEY. THANK YOU!
Survey developed by The Food Trust.  www.thefoodtrust.org