

# Visitor Survey

{Enter Name of Your Market}

{Date of Survey}

Our goal is to receive {X} number of completed visitor surveys today. Please ask every {X} visitor who crosses the survey line if they'd complete the survey with you.

**Circle one: Interval / Volunteer**

1. What method did you use to get to the market today? Circle one.

- a. Personal vehicle
- b. Walking
- c. Bicycle
- d. Two-wheeled motor vehicle
- c. Taxi / paid rideshare
- d. Bus or other public transportation
- e. Other

2. How much money have you spent or do you plan to spend at the market today? *Money includes cash, credit/debit, and SNAP, WIC-FMNP, WIC-CVV, and Senior FMNP vouchers.*

\$ \_\_\_\_\_

3. Did you come to this neighborhood specifically to visit the farmers market?

Circle one: Yes / No

4. Did you or do you plan on doing additional shopping, eating, or other activities in this area today (outside of the farmers market)?

Circle one: Yes / No

**If yes**, how much money have you spent or do you plan to spend in the area today?

\$ \_\_\_\_\_

5. In which zip code do you live?

6. How often do you come to this market? (circle one)

- a. First Time
- b. Weekly
- c. Monthly
- d. Bi-monthly
- e. Rarely (2-3 times per season)
- f. Once per year

7. Why did you come to the market? (circle one)

- a. Weekly Groceries
- b. Special Event
- c. CSA Pickup

8. How did you hear about the market? (circle one)

- a. I read something
- b. I heard something
- c. I saw something
- d. I happened by
- e. I don't remember