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