Customer Survey

You don’t want to fatigue your participants, especially if you aren’t giving an incentive. Choose 8-10 total questions that are MOST important to your market’s future for the survey. Be sure to verify that the answer options you give are appropriate for your situation.

- For example, if you don’t have a twitter account, you probably want to omit that.

You might also consider editing the questions to make them more personal.

- For example, the first question might be better as “How familiar are you with the Adams County Farmers Market?”

Customer Survey—General Question Examples

How familiar are you with the farmers market?

__ Very Familiar
__ Somewhat Familiar
__ Somewhat Unfamiliar
__ Completely Unfamiliar

How often did you shop at the market in 2020?

__ More than 15 times
__ 10-14 times
__ 5-9 times
__ 2-4 times
__ Once
__ I did not shop at the market in 2020

How often did you shop at the market before 2020?

__ Frequently
__ Sometimes
__ Infrequently
__ I never shopped at the farmers market prior to 2020

Where do you currently follow the market on social media? Please check all that apply.

__ Facebook
__ Instagram
__ Twitter
Email list
__ I do not currently follow the market on social media

How do you feel about the variety of products available at the market?
__ Excellent
__ Good
__ Fair
__ Poor

How do you feel about the quality of the products available at the market?
__ Excellent
__ Good
__ Fair
__ Poor

How do you learn about upcoming events in the county?
__ Newspaper
__ Social Media
__ Bulletin Boards
__ Word of Mouth
__ News Stations
__ Radio Broadcasting
__ Other ______________

How do you prefer to pay at the Farmers Market
__ Cash
__ Personal Check
__ Credit/Debit Card
__ WIC Farmers Market Nutrition Program
__ Senior Farmers Market Nutrition Program
__ EBT/SNAP/Food Stamps
__ Paypal/Venmo/Other money transfer

Customer Survey—COVID-19 example questions:

Regarding your **personal safety related to COVID-19**, how safe did you feel shopping at the market in 2020?
Would offering any of the options below make you feel safer about shopping at the market in 2021?

__ Pre-ordering
__ Curbside
__ More physical space between booths
__ Stricter PPE enforcement
__ Other ______________________________

Please indicate how safe you felt about each of the following aspects of the market in 2020:

Crowd size
__ Very Safe
__ Moderately Safe
__ Moderately Unsafe
__ Very Unsafe

PPE Enforcement
__ Very Safe
__ Moderately Safe
__ Moderately Unsafe
__ Very Unsafe

Booth spacing
__ Very Safe
__ Moderately Safe
__ Moderately Unsafe
__ Very Unsafe

Cleaning and sanitizing protocols
__ Very Safe
__ Moderately Safe
__ Moderately Unsafe
__ Very Unsafe

Pre-order and curbside options
__ Very Safe
__ Moderately Safe
Compared to shopping at the grocery store, how would you describe how safe you felt shopping at the farmers market in 2020?

___ Much Safer than the grocery store
___ Moderately Safer than the grocery store
___ Moderately Less Safe than the grocery store
___ Much Less Safe than the grocery store

Customer Survey—Demographic questions

You want to put these kinds of questions last since they sometimes make people quit the survey.

Are you the primary food shopper in your household?

___ Yes
___ No

How many people live in your household, including children of any age:

___ 1
___ 2
___ 3
___ 4
___ 5 or more

Do you receive any of the following:

SNAP/Food Stamps
___ Yes
___ No

WIC
___ Yes
___ No

Senior Farmers Market Nutrition Program Benefits:
___ Yes
___ No

Are you considered to be in a high-risk health category for complications related to COVID-19?
__ Yes
__ No
__ I’m not sure/I’d rather not say

What is your gender?
__ Male
__ Female
__ Other

What is your current age in years?
__ 0-18
__ 19-25
__ 26-35
__ 36-45
__ 46-55
__ 56-65
__ Over 65

What is your race?
__ White
__ Black/African American
__ American Indian or Alaska Native
__ Asian
__ Latino/Hispanic
Vendor Survey

Remember that your vendors are a very different population from your customers, and so the questions will likely be quite different. You may also expect your vendors to complete a little bit longer survey, but don’t push it too far.

Vendor Survey—General Question Examples

Did you sell at market in 2020?
   __ Yes
   __ No

If not, please tell us why: _____________________

How long have you sold at this farmers market?
   __ More than 10 years
   __ 5-9 years
   __ 2-4 years
   __ 2020 was my first year

How did your 2020 sales compare to your 2019 sales (or the last time you sold product)?
   __ Much more
   __ Somewhat more
   __ Somewhat less
   __ Much less
   __ I did not sell in 2020

Do you plan to be a vendor in 2021?
   __ Yes
   __ No
   __ Not sure

If no, or not sure please indicate why: _____________________

How would you rate your market’s safety plan for 2020?
   __ Excellent
   __ Good
   __ Fair
   __ Poor
How do you think the safety protocols influenced sales?

__ Increased Sales a lot
__ Increased sales a little
__ No effect on sales
__ Decreased Sales a little
__ Decreased sales a lot

How optimistic are you about the future of this market?

__ Very optimistic/positive
__ Somewhat optimistic/positive
__ Somewhat pessimistic/negative
__ Very pessimistic/negative

Which of the following do you currently have for your business?

__ Facebook
__ Instagram
__ Twitter
__ Email list
__ I do not currently have any of these options

How do you feel about the variety of products available at the market?

__ Excellent
__ Good
__ Fair
__ Poor

How do you feel about the quality of the products available at the market?

__ Excellent
__ Good
__ Fair
__ Poor

What types of payment do you currently accept at market?

__ Cash
__ Personal Check
__ Credit/Debit Card
__ WIC Farmers Market Nutrition Program
__ Senior Farmers Market Nutrition Program
__ EBT/SNAP/Food Stamps
__ Paypal/Venmo/Other money transfer
Vendor Survey—COVID-19 example questions:

Regarding your **personal safety related to COVID-19**, how safe did you feel selling at the market in 2020?

___ Very Safe  
___ Moderately Safe  
___ Moderately Unsafe  
___ Very Unsafe

Would offering any of the options below make you feel safer about selling at the market in 2021?

___ Pre-ordering  
___ Curbside  
___ More physical space between booths  
___ Stricter PPE enforcement  
___ Other ______________________________

Please indicate how safe you felt about each of the following aspects of the market in 2020:

Crowd size
___ Very Safe  
___ Moderately Safe  
___ Moderately Unsafe  
___ Very Unsafe

PPE Enforcement
___ Very Safe  
___ Moderately Safe  
___ Moderately Unsafe  
___ Very Unsafe

Booth spacing
___ Very Safe  
___ Moderately Safe  
___ Moderately Unsafe  
___ Very Unsafe

Cleaning and sanitizing protocols
___ Very Safe
Moderately Safe
Moderately Unsafe
Very Unsafe

Pre-order and curbside options
Very Safe
Moderately Safe
Moderately Unsafe
Very Unsafe