

## 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?

- Very Safe
- Moderately Safe
- Moderately Unsafe
- Very Unsafe

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

- Moderately Unsafe
- Very Unsafe

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
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- Other \_\_\_\_\_

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- 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