Time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*The first few questions are similar to the questions on the flip charts. This overlap will help us to compare the answers we get from the two surveys.*

***Please take special care to answer the questions in bold.***

1. **How often do you come to this farmers market?**
   * First time visitor

1

2

3

4

5

6

* + Rarely (1x per year)
  + Occasionally (2-3x per year)
  + Often (1x/month)
  + Frequently (2-3x/month)
  + Regularly (almost weekly)

1. **When did you start shopping at this market?**
   * 2013 (this year)

1

2

3

4

5

6

* + 2012 (last year)
  + 2011
  + 3-4 years ago (2009-10)
  + 5-9 years ago (2004-08)
  + More than 10 years ago

1. **How much have you spent, or might you spend, at the farmers market today?**
   * Nothing

1

2

3

4

5

6

7

* + $1-20
  + $21 - $40
  + $41 - $60
  + $61 - $80
  + $81 - $100
  + More than $100

1. **Was the farmers market your primary reason for coming out/to this area of town today?** 
   * Yes

1

2

* + No

1. How far did you travel to the market?

1

2

3

4

5

6

7

* + Under 2 km
  + 2-5 km
  + 6-10 km
  + 11-30 km
  + 31-80 km
  + Over 80 km
  + Just passing through

1. Do you plan on doing additional shopping or eating while in this area of town today?
   * Yes *[continue to Q#7]*
   * No *[go to Q#9]*
2. If Yes: How much do you anticipate spending?

1

2

3

4

5

6

7

* + Nothing
  + $1-20
  + $21-40
  + $41-60
  + $61-80
  + $81-100
  + More than $100

1. If Yes: Would you have visited these businesses today if you had not come to the farmers’ market?
   * Yes
   * No

Comment: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How much time did you spend, or will you spend, at the farmers market today?
   * Less than 15 minutes

1

2

3

4

* + 15 to 30 minutes
  + 31 minutes to an hour
  + More than one hour

1. How much of your time at the market did you spend, or will you spend, talking with vendors, friends, and other acquaintances?

1

2

3

4

5

* + None
  + Some of my time
  + Half of my time
  + Most of my time
  + Almost all of my time

1. There are a wide range of factors that people consider when buying food, including the usual factors such as price and quality and the more recent concerns about food safety and fair trade. We would like to know how important the following factors are to you.

1 2 3 4 0

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Not**  **Important** | **Somewhat important** | **Important** | **Very important** |  | **No opinion** |
| **In season** (fresh) |  |  |  |  |  |  |
| **Grown or produced locally** (within 100km) |  |  |  |  |  |  |
| **Grown or produced in BC** (not including locally produced) |  |  |  |  |  |  |
| **Grown or produced by someone you know** |  |  |  |  |  |  |
| **Organic** (certified) |  |  |  |  |  |  |
| **Natural, but not certified** (e.g., wild, grain fed, not sprayed) |  |  |  |  |  |  |

1 2 3 4 0

1. What is missing from the market that you would like to see? (e.g. a particular kind of product, or particular information about the market association or local events)
2. **Please indicate the extent to which you agree/disagree with the following statements about this market.** Respond based on your perception; this question is more about ways people value the market than about the facts.(This question is asked to all toolkit participants, including local businesses and customers.)

1 2 3 4 5

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** |
| The farmers’ market provides access to good quality, fresh food. |  |  |  |  |  |
| The farmers’ market provides opportunities to learn about how farm products are produced. |  |  |  |  |  |
| The farmers’ market provides valuable connections to other community activities (e.g. community service, local politics, neighborhood events) |  |  |  |  |  |
| Shopping at the farmers’ market builds trusting relationships between vendors and customers. |  |  |  |  |  |
| The farmers’ market is a social hub/good place to socialize. |  |  |  |  |  |
| Buying at the farmers’ market has a positive impact on the local economy. |  |  |  |  |  |
| Buying at the farmers’ market supports sustainable agricultural practices. |  |  |  |  |  |
| The farmers’ market feels welcoming to all people. |  |  |  |  |  |
| I can reliably find what I am looking for at the farmers’ market. |  |  |  |  |  |
| The farmers’ market is a destination for good entertainment. |  |  |  |  |  |
| The farmers’ market is a good use of public space. |  |  |  |  |  |
| The farmers’ market is a good, family friendly place to bring children. |  |  |  |  |  |
|  | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** |

1 2 3 4 5

1. **How is the farmers’ market a community hub? How do you engage with the market? Telling a story is welcome.**

**Demographic information (OPTIONAL)**

1. What is your postal code? \_\_\_\_\_\_\_\_\_

1. Gender: \_\_\_ Male \_\_\_ Female \_\_\_ Other

1 2 3

1. Age
   * Under 20 years

1

2

3

4

5

* + 21 – 35 years
  + 36 – 50 years
  + 51 – 65 years
  + 66 or older

1. In what range does your annual **household income** fall?
   * Less than $25,000

1

2

3

4

5

6

* + $25,000 - 49,999
  + $50,000 - $74,999
  + $74,000 - $99,999
  + $100,000 - $199,999
  + $200,000 or more

This survey adapted from the work of Dr. David Connell, Associate Professor, University of Northern BC.