# 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

\_\_ 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