

# Farmer's Market Survey

Description:

Date Created: 8/18/2009 9:14:45 PM

Date Range: 9/3/2009 12:00:00 AM - 10/31/2009 11:59:00 PM

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Q1 Please indicate which best describes your University status: (Check all that apply)

Student *(Go To Page 2)* [Code = 1]

Staff *(Go To Page 3)* [Code = 2]

Faculty *(Go To Page 3)* [Code = 3]

Alumni *(Go To Page 3)* [Code = 4]

Community member *(Go To Page 3)* [Code = 5]

Required answers: 1 Allowed answers: 5

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Q2 Do you live on or off campus?

On campus [Code = 1]

Off campus [Code = 2]

Required answers: 1 Allowed answers: 1

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Q3 How did you hear about the farmer's market? (Check all that apply)

Campus e-mail [Code = 1]

Poster [Code = 2]

Word of mouth [Code = 3]

Newspaper [Code = 4]

Other [Code = 5]

Required answers: 1 Allowed answers: 5

Q4 Have you attended this market in the past?

Yes *(Go To Page 4)* [Code = 1]

No *(Go To Page 5)* [Code = 2]

Required answers: 1 Allowed answers: 1

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Q5 How frequently do you attend this market?

Every week [Code = 1]

Once a month [Code = 2]

Less than once a month [Code = 3]

Required answers: 1 Allowed answers: 1

Q6 How much do you typically spend when you attend this market?

Less than \$5.00 [Code = 1]

\$5.00 - \$9.99 [Code = 2]

\$10.00 - \$19.99 [Code = 3]

\$20.00 - \$29.99 [Code = 4]

\$30.00 - \$40.00 [Code = 5]

More than \$40.00 [Code = 6]

Required answers: 1 Allowed answers: 1

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Q7 Where do you normally purchase food? (Check all that apply)

CSA [Code = 1]

Co-Ops [Code = 2]

Farmer's Markets [Code = 3]

Natural foods retail [Code = 4]

Supermarkets [Code = 5]

Other [Code = 6]

Required answers: 1 Allowed answers: 6

Q8 During the market season, how much of your food is from this market?

Less than 20% [Code = 1]

20% - 40% [Code = 2]

41% - 60% [Code = 3]

61% - 80% [Code = 4]

81% - 100% [Code = 5]

Required answers: 1 Allowed answers: 1

Q9 Which types of items do you typically purchase at this market? (Check all that apply)

Arts and crafts items [Code = 1]

Bakery items [Code = 2]

Canned goods (Honey, Salsa etc.) [Code = 3]

Prepared foods [Code = 4]

Produce [Code = 5]

Other [Code = 6]

Required answers: 1 Allowed answers: 6

Q10 Have you attended other farmer's markets?

Yes [Code = 1]

No [Code = 2]

Required answers: 1 Allowed answers: 1

Q11 What is it about this market that appeals to you? (Check all that apply)

Convenience and accessibility [Code = 1]

Fresh local produce and unique art and crafts [Code = 2]

Community space and social scene [Code = 3]

Good value [Code = 4]

Market events [Code = 5]

Required answers: 1 Allowed answers: 5

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