

## Shopping for Fruits and Vegetables

### Section A

## Shopping for Groceries

**This section asks you about where you buy groceries.  
For each question, think about where you shopped in the past year.**

**A1. From the list below, please mark the stores where you bought groceries in the past year.**

**CHECK ALL THAT APPLY**

- Large chain grocery store like Safeway or {FILL REGIONAL EXAMPLE}
- Warehouse club store like Sam's Club or Costco
- Discount store like Wal-Mart or Target
- I did not buy groceries at any of these types of stores → **GO TO QUESTION A5**

**A2. How many times did you buy FROZEN OR CANNED fruits and vegetables at these stores?**

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never

**A3. How many times did you buy FRESH fruits and vegetables at these stores?**

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never → **GO TO QUESTION A5**

**A4.**

**Did you use your SNAP/EBT card to buy FRESH fruits and vegetables at these stores?**

- No
- Yes

**A5. In the past year did you buy groceries at a SMALLER GROCERY STORE that sells many different kinds of food and other items**

- No → **GO TO QUESTION A9, PAGE 2**
- Yes

**A6. How many times did you buy FROZEN OR CANNED fruits and vegetables at a smaller grocery store?**

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never

**A7. How many times did you buy FRESH fruits and vegetables at a smaller grocery store?**

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never → **GO TO QUESTION A9, PAGE 2**

**A8. Did you use your SNAP/EBT card to**

**A1.** According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this collection is 0584-0564. The time required to complete this information collection is estimated to average 25 minutes per response, including the time to review instructions, searching existing data resources, gather the data needed, and complete and review the information collected.

Yes

A9. In the past year did you buy groceries at a **CONVENIENCE STORE** like 7-Eleven?

No → [GO TO QUESTION A13](#)

Yes

A10. How many times did you buy frozen or canned fruits and vegetables at a convenience store?

More than once a week

Once a week

Every other week

Once a month

Less than once a month

Never

A11. How many times did you buy **FRESH** fruits and vegetables at a convenience store?

More than once a week

Once a week

Every other week

Once a month

Less than once a month

Never → [GO TO QUESTION A13](#)

A12. In the past year did you use your **SNAP/EBT** card to buy **FRESH** fruits and vegetables at a convenience store?

No

Yes

A13. In the past year did you buy groceries at a **NATURAL OR ORGANIC MARKET** like Whole Foods?

No → [GO TO QUESTION A17, PAGE 3](#)

Yes

A14. How many times did you buy **FROZEN OR CANNED** fruits and vegetables at a natural or organic market?

More than once a week

Once a week

Every other week

Once a month

Less than once a month

Never

A15. How many times did you buy **FRESH** fruits and vegetables at a natural or organic market?

More than once a week

Once a week

Every other week

Once a month

Less than once a month

Never → [GO TO QUESTION A17, PAGE 3](#)

A16. Did you use your **SNAP/EBT** card to buy **FRESH** fruits and vegetables at a natural or organic market?

No

Yes

A17. In the past year did you buy groceries at an **ETHNIC MARKET** like a Latin or Asian market?

- No → **GO TO QUESTION A21**
- Yes

A18. How many times did you buy **FROZEN OR CANNED** fruits and vegetables at an ethnic market?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never

A19. How many times did you buy **FRESH** fruits and vegetables at an ethnic market?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never → **GO TO QUESTION A21**

A20. In the past year did you use your **SNAP/EBT** card to buy fresh fruits and vegetables at an ethnic market?

- No
- Yes

A21. In the past year did you buy groceries at **ANY OTHER KIND OF STORE?**

- No → **GO TO QUESTION A25, PAGE 4**
- Yes

 Please tell us what kind.

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A22. How many times did you buy **FROZEN OR CANNED** fruits and vegetables at this other kind of store?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never

A23. How many times did you buy **FRESH** fruits and vegetables at this other kind of store?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never → **GO TO QUESTION A25, PAGE 4**

A24. Did you use your **SNAP/EBT** card to buy **FRESH** fruits and vegetables at this other kind of store?

- No
- Yes

A25.

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**A26. In the past year did you get any fresh fruits and vegetables from a **GARDEN** grown by you, a family member, or a friend?**

- No
- Yes

**A27. Before taking this survey, did you know that you could use your SNAP/EBT card to buy plants or seeds for growing fruits and vegetables?**

- No → [GO TO QUESTION A29](#)
- Yes

**A28. In the past year, did you use your SNAP/EBT card to buy any plants and/or seeds for growing fruits and vegetables?**

- No → [GO TO QUESTION A29](#)
- Yes

**A29. Did you buy these plants or seeds at a farmers market?**

- No → [GO TO TOP OF PAGE 5](#)
- Yes → [GO TO TOP OF PAGE 5](#)

**A30. In the future, how likely are you to buy any plants or seeds for growing fruits and vegetables with your SNAP/EBT card?**

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

The next questions are about the store where you buy **MOST** of your **FRESH FRUITS AND VEGETABLES**. If you buy **FRESH FRUITS AND VEGETABLES** at more than one store, please think about the store you **PREFER** to buy your **FRESH FRUITS AND VEGETABLES**.  
**In the past year, where did you buy the most FRESH FRUITS AND VEGETABLES?**

PLEASE WRITE IN THE NAME OF ONE STORE ONLY

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We are interested in the reasons you shop at the store where you buy **MOST** of your **FRESH FRUITS AND VEGETABLES**.



The questions below ask about reasons that have to do with price, quality or convenience. For questions A31 through A46, please think only about the store you wrote at question A30.

**A31. Do you shop at this store because it is close to where you live?**

- No → [GO TO QUESTION A33](#)
- Yes

**A32. How important is being close to where you live as a reason that you shop at this store?**

- Very important
- Somewhat important
- Only a little important
- Not at all important

**A33. Do you shop at this store because it is easy for you to get to?**

- No → [GO TO QUESTION A35](#)
- Yes

**A34. How important is being easy for you to get to as a reason that you shop at this store?**

- Very important
- Somewhat important
- Only a little important
- Not at all important

**A39.**

**A35. Do you shop at this store because it is open at convenient times?**

- No → [GO TO QUESTION A37](#)
- Yes

**A36. How important is being open at convenient times as a reason that you shop at this store?**

- Very important
- Somewhat important
- Only a little important
- Not at all important

**A37. Do you shop at this store because it has good specials or deals?**

- No → [GO TO QUESTION A39, PAGE 6](#)
- Yes

**A38. How important is having good specials or deals as a reason that you shop at this store?**

- Very important
- Somewhat important
- Only a little important
- Not at all important

**A40. Do you shop at this store because it has low prices on fresh fruits and vegetables?**

- No → **GO TO QUESTION A41**
- Yes

**A41. How important is having low prices on fresh fruits and vegetables as a reason that you shop at this store?**

- Very important
- Somewhat important
- Only a little important
- Not at all important

**A42. Do you shop at this store because it has low prices on products you buy?**

- No → **GO TO QUESTION A43**
- Yes

**A43. How important is having low prices on products you buy as a reason that you shop at this store?**

- Very important
- Somewhat important
- Only a little important
- Not at all important

**A44. Do you shop at this store because it sells high quality fruits and vegetables?**

- No → **GO TO QUESTION A45**
- Yes

**A45. How important is selling high quality fruits and vegetables as a reason that you shop at this store?**

- Very important
- Somewhat important
- Only a little important
- Not at all important

**A46. Do you shop at this store because it takes your SNAP/EBT card?**

- No → **GO TO QUESTION A47**
- Yes

**A47. How important is taking your SNAP/EBT card as a reason that you shop at this store?**

- Very important
- Somewhat important
- Only a little important
- Not at all important

The items below are more reasons that you may shop at the store where you buy **MOST** of your **FRESH FRUITS AND VEGETABLES**. For questions A47 through A58, please think only about the store you wrote at question A30.

**A48. Do you shop at this store because it sells many different kinds of fresh fruits and vegetables?**

- No → **GO TO QUESTION A49, PAGE 7**
- Yes

**A49. How important is selling many different kinds of fresh fruits and vegetables as a reason that you shop at this store?**

- Very important
- Somewhat important
- Only a little important
- Not at all important

**A50.**

**A51. Do you shop at this store because it is in a safe area?**

- No → **GO TO QUESTION A51**
- Yes

**A52. How important is being in a safe area as a reason that you shop at this store?**

- Very important
- Somewhat important
- Only a little important
- Not at all important

**A53. Do you shop at this store because it is clean?**

- No → **GO TO QUESTION A53**
- Yes

**A54. How important is being clean as a reason that you shop at this store?**

- Very important
- Somewhat important
- Only a little important
- Not at all important

**A55. Do you shop at this store because it sells fruits and vegetables that are locally grown?**

- No → **GO TO QUESTION A55**
- Yes

**A56. How important is selling fruits and vegetables that are locally grown as a reason that you shop at this store?**

- Very important
- Somewhat important
- Only a little important
- Not at all important

**A57. Do you shop at this store because it has helpful employees?**

- No → **GO TO QUESTION A57**
- Yes

**A58. How important is having helpful employees as a reason that you shop at this store?**

- Very important
- Somewhat important
- Only a little important
- Not at all important

**A59. Do you shop at this store for some other reason?**

- No → **GO TO QUESTION A59, PAGE 8**
- Yes



**Please tell us the reason**

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**A60. How important is this other reason as a reason that you shop at this store?**

- Very important
- Somewhat important
- Only a little important
- Not at all important



Please continue to think about the store you marked in Question A30.

**A61. In the past year, how many times did you use your SNAP/EBT card to buy fresh fruits and vegetables at this store?**

- Almost every time → [GO TO QUESTION A61](#)
- Sometimes
- Almost never
- Never
- Store does not accept SNAP/EBT card → [GO TO QUESTION A61](#)

**A62. How often do you run out of money on your SNAP/EBT card when buying fresh fruits and vegetables at this store?**

- Almost every time
- Some of the time
- Rarely
- Never

**A63. How do you get to the store where you buy most of your **FRESH** fruits and vegetables?**

**CHECK ALL THAT APPLY**

- Walk
- Car
- Bike
- Taxi
- Public transportation (bus/subway/train)
- Some other way

**A64. Please think about the time from when you leave for this store to when you arrive at this store. How long does it usually take you to get this store?**

- Less than 10 minutes
- 10 to 20 minutes
- 21 to 30 minutes
- More than 30 minutes

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## Section B

# Shopping at Farmers Markets

This section asks you about shopping at farmers markets.

**B1. In the past year, how many farmers markets did you shop at?**

- 1
- 2
- 3 or more
- None → [GO TO SECTION D, PAGE 24](#)

**B2. When you shop at farmers markets, do you buy more fresh fruits and vegetables, fewer fresh fruits and vegetables, or about the same amount as when you shop at other stores?**

- More fresh fruits and vegetables
- Fewer fresh fruits and vegetables
- About the same amount of fresh fruits and vegetables

**B3. When you shop at farmers markets, do you buy fruits and vegetables you don't normally buy at other stores?**

- No
- Yes

**B4. Would you say the fruits and vegetables at farmers markets are more fresh, less fresh, or just as fresh as those at other stores?**

- More fresh
- Less fresh
- Just as fresh

**B5. When you shop at farmers markets, do you or the people who live in your household end up eating more fresh fruits and vegetables than when you shop at other stores?**

- No
- Yes

**B6. In the past year, how many times did you shop at farmers markets?**

**CHECK ONE ANSWER FOR EACH SEASON**


Season	Never	Less than once a month	Once a month	Every other week	Once a week	More than once a week
Spring (March, April, May)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summer (June, July, August)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fall (September, October, November)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Winter (December, January, February)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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**B7. How do you pay for what you buy at farmers markets?**

**CHECK ALL THAT APPLY**

- SNAP/EBT card
- Cash
- Personal check
- WIC Cash Value (fruit and vegetable) Voucher
- WIC Farmers market Nutrition Program coupon
- Senior Farmers market Nutrition Program coupon
- Some other way

 **Please tell us how.**

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**B8. How much do you usually spend on a trip to a farmers market?**

- Less than \$5
- \$5 – \$10
- \$11 – \$15
- \$16 – \$20
- More than \$20

**B9. How much of the money you marked in question B8 do you usually spend on fruits and vegetables?**

- None of it
- A little of it
- Some of it
- Most of it
- All of it

**B10. Do you buy all your fruits and vegetables at farmers markets?**

- No
- Yes → **GO TO QUESTION B12**

**B11. Compared to the amount of fruits and vegetables you get at other stores, how much of your fruits and vegetables do you get from the farmers market?**

- I get **MORE** fruits and vegetables from the farmers market than I do from other stores
- I get **FEWER** fruits and vegetables from the farmers market than I do from other stores
- I get the **SAME AMOUNT** of fruits and vegetables from the farmers market as I do from other stores


**B12. How much of your SNAP/EBT benefits do you spend on fresh fruits and vegetables at farmers markets?**

- None
- A little
- Some of it
- Most of it
- All of it

**B13. How did you know that you can use your SNAP/EBT card at the farmers markets where you shop?**

**CHECK ALL THAT APPLY**

- Word of mouth
- Signs posted at the farmers market
- Signs posted somewhere other than the farmers market
- Flier in the mail
- Some other way?

 **Please tell us how.**

- I didn't know I could use my SNAP/EBT card at the farmers market

## Section C

# Shopping at a Farmers Market in Your Neighborhood

There's a farmers market very close to where you live or shop.  
 The name of the market is: **{FILL FARMERS MARKET}**.  
 The address is: **{FILL FARMERS MARKET ADDRESS}**.  
 This section asks you questions about this farmers market.

In Section C, all questions are about the farmer market listed above and we refer to it as **{FILL FARMERS MARKET}**.

**C1. In the past year, did you ever shop at {Fill FARMERS MARKET}?**

- Yes  
 No → [GO TO SECTION D, PAGE 24](#)

**C2. How long have you been shopping at {Fill FARMERS MARKET}?**

- Less than 1 year  
 1-2 years  
 3-4 years  
 More than 4 years

**C3. In the past year, how many times did you shop at {FILL FARMERS MARKET}?**

**CHECK ONE ANSWER FOR EACH SEASON**


Season	Never	Less than once a month	Once a month	Every other week	Once a week	More than once a week
Spring (March, April, May)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summer (June, July, August)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fall (September, October, November)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Winter (December, January, February)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**A65.**

**C4. How do you get to {FILL FARMERS MARKET}?**

**CHECK ALL THAT APPLY**

- Walk
- Car
- Bike
- Taxi
- Public transportation (bus/subway/train)
- Some other way

 **Please tell us how.**


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**C5. Please think about the time from when you leave for {FILL FARMERS MARKET} to when you arrive at {FILL FARMERS MARKET}. How long does it usually take you to get there?**

- Less than 10 minutes
- 10-20 minutes
- 21-30 minutes
- More than 30 minutes

**C6. When you shop at {FILL FARMERS MARKET}, how many times do you buy each of the items in the table below?**

**CHECK ONE ANSWER FOR EACH TYPE OF FOOD**

When I shop at {FILL FARMERS MARKET} I buy...	Almost Every time	Some of the time	Rarely	Never	Not Sold at THIS FARMERS MARKET
Fruits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vegetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meat (like beef or chicken) or Fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eggs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dairy products like milk, yogurt, or cheese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Baked goods like bread, pie, or cake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Honey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit juice or fruit drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food in cans or jars like jam, jelly or pickles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some other kind of food  <b>Please tell us what kind</b> <hr style="width: 20%; margin-left: 0;"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**C7. Think about the fresh fruits and vegetables at {FILL FARMERS MARKET}. Then read each of the statements in the table below. Mark whether you agree or disagree with each one.**

**CHECK ONE ANSWER FOR EACH STATEMENT**

	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>
There are more kinds of fresh fruits and vegetables at {FILL FARMERS MARKET} than in the stores I shop at.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quality of the fresh fruits and vegetables at {FILL FARMERS MARKET} are better than in the other stores or markets I shop at.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**C8. What are the prices of fresh fruits and vegetables like at {FILL FARMERS MARKET}?**

- A lot higher than in other stores or markets
- A little higher than in other stores or markets
- About the same as in other stores or markets
- A little lower than in other stores or markets
- A lot lower than in other stores or markets

**We are interested in the reasons you shop at {FILL FARMERS MARKET}. The items below ask about reasons that have to do with price, quality or convenience. When answering questions C9 to C26 please think about whether it is a reason you shop at {FILL FARMERS MARKET}.**

**C9. Do you shop at {FILL FARMERS MARKET} because it is close to where you live?**

- No → **GO TO QUESTION C11, PAGE 14**
- Yes

**C10. How important is being close to where you live as a reason that you shop at {FILL FARMERS MARKET}?**

- Very important
- Somewhat important
- Only a little important
- Not at all important

A66.

C11. Do you shop at **{FILL FARMERS MARKET}** because it is easy for you to get to?

- No → [GO TO QUESTION C13](#)  
 Yes

C12. How important is being easy to get to as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important  
 Somewhat important  
 Only a little important  
 Not at all important

C13. Do you shop at **{FILL FARMERS MARKET}** because it is open at convenient times?

- No → [GO TO QUESTION C15](#)  
 Yes

C14. How important is being open at convenient times as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important  
 Somewhat important  
 Only a little important  
 Not at all important

C15. Do you shop at **{FILL FARMERS MARKET}** because it has low prices on fresh fruits and vegetables?

- No → [GO TO QUESTION C17](#)  
 Yes

C16. How important is having low prices on fresh fruits and vegetables as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important  
 Somewhat important  
 Only a little important  
 Not at all important

C17. Do you shop at **{FILL FARMERS MARKET}** because it has good specials or deals?

- No → [GO TO QUESTION C19](#)  
 Yes

C18. How important is having good specials or deals as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important  
 Somewhat important  
 Only a little important  
 Not at all important

C19. Do you shop at **{FILL FARMERS MARKET}** because it sells high quality fruits and vegetables?

- No → [GO TO QUESTION C21, PAGE 15](#)  
 Yes

C20. How important is selling high quality fruits and vegetables as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important  
 Somewhat important  
 Only a little important  
 Not at all important

C21. Do you shop at **{FILL FARMERS MARKET}** because it takes your SNAP/EBT card?

- No → [GO TO QUESTION C23](#)
- Yes

C22. How important is taking your SNAP/EBT card as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important
- Not at all important

C23. Do you shop at **{FILL FARMERS MARKET}** because you can use your WIC Farmers Market coupons there?

- No → [GO TO QUESTION C25](#)
- Yes

C24. How important is being able to use your WIC Farmers Market coupons as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C25. Do you shop at **{FILL FARMERS MARKET}** because you can use your Senior Farmers Market coupons there?

- No → [GO TO QUESTION C27, PAGE 16](#)
- Yes

C26. How important is being able to use your Senior Farmers Market coupons as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important



The items below are more reasons that you may shop at **{FILL FARMERS MARKET}**. For questions C27 through C42, please think only about **{FILL FARMERS MARKET}**.

C27. Do you shop at **{FILL FARMERS MARKET}** because it sells many different kinds of fresh fruits and vegetables?

- No → [GO TO QUESTION C29](#)  
 Yes

C28. How important is selling many different kinds of fresh fruits and vegetables as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important  
 Somewhat important  
 Only a little important  
 Not at all important

C29. Do you shop at **{FILL FARMERS MARKET}** because it sells fruits and vegetable you can't find anywhere else?

- No → [GO TO QUESTION C31](#)  
 Yes

C30. How important is selling fruits and vegetables you can't find anywhere else as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important  
 Somewhat important  
 Only a little important  
 Not at all important

C31. Do you shop at **{FILL FARMERS MARKET}** because it sells fruits and vegetables that are locally grown?

- No → [GO TO QUESTION C33](#)  
 Yes

C32. How important is selling fruits and vegetables that are locally grown as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important  
 Somewhat important  
 Only a little important  
 Not at all important

C33. Do you shop at **{FILL FARMERS MARKET}** because you have special health or diet issues?

- No → [GO TO QUESTION C35, PAGE 17](#)  
 Yes

C34. How important is having special health or diet issues as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important  
 Somewhat important  
 Only a little important  
 Not at all important

C35. Do you shop at **{FILL FARMERS MARKET}** because it is clean?

- No → [GO TO QUESTION C37](#)
- Yes

C36. How important is being clean as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C37. Do you shop at **{FILL FARMERS MARKET}** because the staff and sellers are helpful?

- No → [GO TO QUESTION C39](#)
- Yes

C38. How important is having staff and sellers that are helpful as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C39. Do you shop at **{FILL FARMERS MARKET}** because it is in a safe area?

- No → [GO TO QUESTION C41](#)
- Yes

C40. How important is being in a safe area as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C41. Do you shop at **{FILL FARMERS MARKET}** because there is parking nearby?

- No → [GO TO QUESTION C43, PAGE 18](#)
- Yes

C42. How important is having parking nearby as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

The items below are other reasons that you may shop at **{FILL FARMERS MARKET}**. For questions C43 through C66, please think only about **{FILL FARMERS MARKET}**.

C43. Do you shop at **{FILL FARMERS MARKET}** because there are cooking demonstrations?

- No → [GO TO QUESTION C45](#)
- Yes

C44. How important is having cooking demonstrations as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C45. Do you shop at **{FILL FARMERS MARKET}** because I can get prepared food or meals there?

- No → [GO TO QUESTION C47](#)
- Yes

C46. How important is being able to get prepared food or meals as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C47. Do you shop at **{FILL FARMERS MARKET}** because it sells more than just food, like jewelry, art work, and clothes?

- No → [GO TO QUESTION C49](#)
- Yes

C48. How important is selling more than just food, like jewelry, art work, and clothes as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C49. Do you shop at **{FILL FARMERS MARKET}** because it sells plants and seeds?

- No → [GO TO QUESTION C51, PAGE 19](#)
- Yes

C50. How important is selling plants and seeds as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C51. Do you shop at **{FILL FARMERS MARKET}** because you can get health information, screening tests or exams, or vaccines there?

- No → [GO TO QUESTION C53](#)
- Yes

C52. How important is being able to get health information, screening tests or exams, or vaccines there as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C53. Do you shop at **{FILL FARMERS MARKET}** because a social service worker is there?

- No → [GO TO QUESTION C55](#)
- Yes

C54. How important is having a social worker there as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C55. Do you shop at **{FILL FARMERS MARKET}** because you can get nutrition information there?

- No → [GO TO QUESTION C57](#)
- Yes

C56. How important is being able to get nutrition information as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C57. Do you shop at **{FILL FARMERS MARKET}** because it is a fun place to be?

- No → [GO TO QUESTION C59, PAGE 20](#)
- Yes

C58. How important is being a fun place to be as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C59. Do you shop at **{FILL FARMERS MARKET}** because there is entertainment or cultural activities (like live music or festivals)?

- No → [GO TO QUESTION C61](#)
- Yes

C60. How important is having entertainment or cultural activities as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C61. Do you shop at **{FILL FARMERS MARKET}** because you can meet people from your community there?

- No → [GO TO QUESTION C63](#)
- Yes

C62. How important is being able to meet people from your community as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C63. Do you shop at **{FILL FARMERS MARKET}** because you can talk with the people who grow the fruits and vegetables?

- No → [GO TO QUESTION C65](#)
- Yes

C64. How important is being able to talk with the people who grow the fruits and vegetables as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C65. Do you shop at **{FILL FARMERS MARKET}** for some other reason?

- No → [GO TO QUESTION C67, PAGE 21](#)
- Yes



Please tell us the reason

---

C66. How important is this other reason as a reason that you shop at **{FILL FARMERS MARKET}**?

- Very important
- Somewhat important
- Only a little important
- Not at all important

**C67. Is there anything that keeps you from shopping for fresh fruits and vegetables at {FILL FARMERS MARKET} as much as you want to?**

- No → **GO TO QUESTION C71**
- Yes

**C68. Which of these is a reason that keeps you from shopping for fresh fruits and vegetables at {FILL FARMERS MARKET} as much as you want to?**

**CHECK ALL THAT APPLY**

- It's not close to where I live
- It's not easy to get to
- It's not in a safe area
- It's not close to public transportation
- It's not open on days or times that are convenient to me
- It is hard to park nearby
- None of these reasons

**C69. Other reasons such as price, variety, and quality also affect how often people shop at farmers markets. Which of these reasons keep you from shopping at {FILL FARMERS MARKET} as much as you want to?**


**CHECK ALL THAT APPLY**

- The prices are too high
- There aren't enough kinds of fresh fruits and vegetables available
- The fresh fruits and vegetables look like they are in bad condition
- None of these reasons

**C70. What else keeps you from shopping at {FILL FARMERS MARKET} as much as you want to?**

**CHECK ALL THAT APPLY**

- I don't want anyone to see me use my SNAP/EBT card
- The staff and sellers don't speak my language
- It's easier to buy all my groceries at one store
- Some other reason


 **Please tell us why**

- \_\_\_\_\_  
None of these reasons

**C71. In the past year, how did you pay for fresh fruits and vegetables you bought at {FILL FARMERS MARKET}?**

**CHECK ALL THAT APPLY**

- SNAP/EBT card
- Cash
- Personal check
- Credit card or debit card
- WIC Cash Value (fruit and vegetable) Voucher
- WIC Farmers Market Nutrition Program Coupon
- Senior Farmers Market Nutrition Program Coupon
- Other

 **Please tell us how you paid.**

\_\_\_\_\_

The next questions are about using your SNAP/EBT card at **{FILL FARMERS MARKET}**.

**C72. In the past year how many times did you use your SNAP/EBT card to buy fresh fruits and vegetables at {FILL FARMERS MARKET}?**

- Almost every time → **GO TO QUESTION C75**
- Sometimes
- Almost never
- Never
- Didn't know market accepts SNAP/EBT card

**C73. Why don't you use your SNAP/EBT card more often to buy fresh fruits and vegetables at {FILL FARMERS MARKET}?**

**CHECK ALL THAT APPLY**

- There are no signs posted that say this market takes SNAP/EBT
- I didn't know I could use my card here
- It takes too long to process the card
- I don't want anyone to see me use my SNAP/EBT card
- I do all my SNAP/EBT shopping at the grocery store
- I run out of money on my card
- Some other reason

 **Please tell us why**

---

A67.

**C74. Of the reasons you indicated in question C73 which is the one **MOST IMPORTANT REASON** you don't use your SNAP/EBT card at {FILL FARMERS MARKET} more often?**

**CHECK ONLY ONE ANSWER**

- There are no signs posted that say this market takes SNAP/EBT
- I didn't know I could use my card here
- It takes too long to process the card
- I don't want anyone to see me use my SNAP/EBT card
- I do all my SNAP/EBT shopping at the grocery store
- I run out of money on my card
- Some other reason

 **Please tell us why**

---

**For these next questions please think only about using your SNAP/EBT card. Please do not include WIC or Senior Farmers Market Coupons in your answers.**

**C75. Does {FILL FARMERS MARKET} give you any deals, coupons or other promotions to use your SNAP/EBT card?**

- No → **GO TO SECTION E, PAGE 27**
- Yes
- I don't know → **GO TO SECTION E, PAGE 27**

Think about the deals, coupons or other promotions you get for using your SNAP/EBT card at **{FILL FARMERS MARKET}**.

C76. What kind of deals, coupons, or other promotions does **{FILL FARMERS MARKET}** give you when you use your SNAP/EBT card?

- A onetime deal at the beginning of the season
- A deal every time I shop
- Some other kind of deal
- I'm not sure

C77. How important are these deals, coupons, or other promotions for using your SNAP/EBT card in getting you to shop at **{FILL FARMERS MARKET}**?

- Very important
- A little important
- Not very important
- Not important at all

C78. Do you think you shop at **{FILL FARMERS MARKET}** more than you would if you didn't get these deals for using your SNAP/EBT card?

- Yes, I shop more because of the deals
- No, I don't shop more because of the deals

C79. Do you think you use more of your SNAP/EBT benefits at **{FILL FARMERS MARKET}** than you would if you didn't get these deals?

- Yes, I use more of my SNAP/EBT benefits because of the deals
- No, I don't use more of my SNAP/EBT benefits because of the deals

C80. Do you think you or the people who live in your household eat more fresh fruits and vegetables than they would if you didn't get the deals for using your SNAP/EBT card at **{FILL FARMERS MARKET}**?

- Yes, we eat more fresh fruits and vegetables because of the deals
- No, we don't eat more fresh fruits and vegetables because of the deals

**→ GO TO SECTION E, PAGE 27**



## Section D

# Reasons for Not Shopping at A Farmers Market

**D1. The following reasons can keep people from shopping at the farmers market. Do any of these reasons keep you from shopping at farmers markets?**

### CHECK ALL THAT APPLY

- It's not easy to get to
- It's not in a safe area
- It's not close to public transportation
- It's not open on days that are convenient to me
- It's not open at times that are convenient to me
- It's hard to park nearby
- None of these reasons

**D2. Other reasons such as price, variety, and quality also affect whether people shop at farmers markets. Do any of these reasons keep you from shopping at farmers markets?**


### CHECK ALL THAT APPLY

- The prices are too high
- There aren't enough kinds of fresh fruits and vegetables available
- The fresh fruits and vegetables look like they are in bad condition
- None of these reasons

**D3. The following are other reasons that keep people from shopping at farmers markets. Do any of these reasons keep you from shopping at farmers markets?**

### CHECK ALL THAT APPLY

- It's hard to find deals or get a good value for my money
- The staff and sellers don't speak my language
- It's easier to buy all my groceries at one store
- Some other reason

 **Please tell us why**

---

**D4. Before taking this survey, did you know that you could use your SNAP/EBT card at some farmers markets?**

- No → **GO TO QUESTION D6, PAGE 25**
- Yes

**D5. How did you know that you can use your SNAP/EBT card at these farmers markets?**

### CHECK ALL THAT APPLY

- Word of mouth
- Signs posted at the farmers market
- Signs posted somewhere other than the farmers market
- Flier in the mail
- Some other way?

 **Please tell us how.**

---

A68.

|

**D6. Some farmers markets give you special deals or coupon when you use your SNAP/EBT card. Do you know about these deals?**

- No
- Yes

One of the following three items will be randomly selected to appear on each survey.

**D7. How likely are you to shop at a farmers market that gives you a \$1 coupon for every \$1 you spend with your SNAP/EBT card up to \$5?**

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

**How likely are you to shop at a farmers market that gives you a \$1 coupon for every \$1 you spend with your SNAP/EBT card up to \$10?**


- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

**How likely are you to shop at a farmers market that gives you a \$2 if you spend \$5 with your SNAP/EBT card?**

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

**D8. You can get more than just food at some farmers markets. Read the items listed in the table below. How likely are you to shop at a farmers market if these things are available?**

**CHECK ONE ANSWER FOR EACH ITEM**

How likely are you to shop at a farmers market if ...	Very likely	Somewhat likely	Only a little likely	Not at all likely	Not sure
There were cooking demonstrations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They sold prepared food or meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They sold jewelry, art work, or clothes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They sold plants and seeds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health information, Screening tests or exams, or vaccinations were available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nutrition information was available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A social service worker was available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There was entertainment or cultural activities (like live music or other events)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There were activities for children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Something else  <b>Please tell us what</b> _____ _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Section E

# About You and Your Household

This section is about the people who live in your household. This means you, your family and other people who live with you and share food and food expenses with you.

**E1.** Do you have children living in your household?

- No → **GO TO E4**  
 Yes

**E2.** In the past year, did any children who live in your household get free or reduced price lunch from the National School Lunch Program?

- No  
 Yes

**E3.** In the past year, did any children who live in your household go to a Head Start program or a childcare program where they got free meals?

- No  
 Yes

**E4.** In the past year, did you or anyone who lives in your household get help from WIC?

- No  
 Yes

**E5.** In the past year, did you or anyone who lives in your household get WIC Farmers Market Nutrition Program coupons?

- No  
 Yes

**E6.** In the past year, did you or anyone who lives in your household get Senior

Farmers Market Nutrition Program coupons?

- No  
 Yes

**E7.** In the past year, did you or anyone who lives in your household get help from Meals on Wheels or the Senior Nutrition Program?

- No  
 Yes

**E8.** In the past year, did you or anyone who lives in your household get any other type of food assistance, such as from food banks, food pantries or other organizations?

- No  
 Yes

**E9.** Are you:

- Male  
 Female

**E10.** How old are you?

- 18-29 years old  
 30-39 years old  
 40-49 years old  
 50-59 years old  
 60 and older

**E11. Choose the best answer below that describes your current situation.**

**CHECK ALL THAT APPLY**

- Employed for wages
- I'm self-employed
- I've been out of work for more than 1 year
- I've been out of work for less than 1 year
- I'm a homemaker
- I'm a student
- I'm retired
- I can't work

**E12. What was your total household income last year, before taxes or other deductions?**

- Under \$10,000
- \$10,000 - \$19,999
- \$20,000-29,999
- \$30,000-39,999
- \$40,000-49,999
- Over \$50,000

**E13. Are you Hispanic, Latino/a or Spanish Origin?**

- No
- Yes

**E14. What race or races do you consider yourself?**

**CHECK ALL THAT APPLY**

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

**E15. Were you born outside of the United States, Puerto Rico, or other U.S. territories?**

- No → **GO TO QUESTION E16**
- Yes

**E16. How long have you lived in the United States?**

- Less than 1 year
- 1 year but less than 5 years
- 5 years but less than 10 years
- More than 10 years

**E17. What language or languages do you usually speak at home?**

**CHECK ALL THAT APPLY**

- English
- Spanish
- Some other language or languages

 **Please tell us which ones.**

**E18. Including yourself, how many people are in your household with whom you share food and food expenses? Please don't count people who have separate {FILL REGIONAL SNAP NAME} benefits.**

Write the number here:

**E19. How many of these people are more than 60 years old?**

Write the number here:

**E20. How many are 5–17 years old?**

Write the number here:

**E21. How many are under 5 years old?**

Write the number here:

**Thank you for taking this survey. Please mail it back to us in the envelope provided.  
We'll mail you a \$20 gift card once we have your survey.**