**USDA Farmers Market Vendor Satisfaction Survey**

**This survey is anonymous and the information from this survey is confidential and will only be used by USDA to compile data for the USDA Farmers Market.**

1. How many farmers markets do you sell at during the week? 1, 2, 3, 4, 5, 6, 7 or more

2. Please rate the performance for this farmers market in the following categories?

 Not Somewhat Satisfied Very Extremely

 Satisfied Satisfied Satisfied Satisfied

Overall market experience ○ ○ ○ ○ ○

Product sales ○ ○ ○ ○ ○

Number of customer’s ○ ○ ○ ○ ○

Market attendance ○ ○ ○ ○ ○

Vendor experience ○ ○ ○ ○ ○

Organization of market ○ ○ ○ ○ ○

& market manager

3. On an annual basis, for this farmers market season would you say that your sales:

Increased About the Decreased

 Same

 ○ ○ ○

4. What were your estimated average sales per market day?

 ○ $0 to $300 ○ $>300 to $600 ○ $>600 to $900 ○ $>900 to $1200 ○ $>1200

5. Were your farmers market sales better or worse this market season than last year’s market season?

 Extremely Somewhat About the Slightly Extremely

 better better same worse worse

 ○ ○ ○ ○ ○

6. The change in market sales were due to: (Select all that apply)

a. Greater product variety

b. Lesser product variety

c. Larger volume of product sold

d. Smaller volume of product sold

e. Higher price for product sold

f. Lower price for product sold

g. More customers

h. Fewer customers

i. Increase of Debit/Credit Sales

j. Decrease of Debit/Credit Sales

k. Increase in federal nutrition benefit sales

I. Decrease in federal nutrition benefit sales

m. Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. This year, did you accept the following Federal nutrition benefits during the market season?
 (Select all that apply)

a. SFMNP

b. SNAP

c. WIC-CVV
d. WIC
e. Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

f. Not Applicable

8. Do you use social media to advertise your participation at this farmers market?
 (Select all that apply)

a. Website

b. Electronic newsletter

c. List Serv

d. Facebook

e. Tweet

f. Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

g. Do not use social media

9. Please select the response that best indicates the distance you travel to participate in this market?

1. 0 - 5 miles b. 6 – 10 miles c. 11 – 15 miles d. 16 – 20 miles e. 21 – 25 miles

f. 26 – 30 miles g. 30 – 35 miles h. 36 – 50 miles i. 51 – 75 miles j. 76 – 100 miles

k. 101 or more miles

10. General comments and suggestions for concerns and improvements?

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