

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 Satisfied	Somewhat Satisfied	Satisfied	Very Satisfied	Extremely Satisfied
Overall market experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of customer's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Market attendance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vendor experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organization of market & market manager	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Increased	About the Same	Decreased
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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 better	Somewhat better	About the same	Slightly worse	Extremely worse
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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
- l. 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?

- a. 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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