**USDA Farmers Market Customer Satisfaction Questionnaire**

**Mission:** The purpose of this survey is to learn who our customers are and what their preferences are in order to improve the USDA Farmers Market.

*Please complete this survey only once. Check all boxes that apply. Thank you for your feedback.*

1. Are you a USDA employeeother federal worker tourist local resident

2. Where do you live?

In the District of Columbia

If so, which Ward? 1 2 3 4 5 6 7 8 Not sure

Outside Washington, DC

If so, which state? Maryland Virginia Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of foreign country: \_\_­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. How did you find out about the USDA Farmers Market?

* Word of mouth (from friend, family member, coworker)
* The radio
* Read an article online or in print
* On social media

If so, which platform: Instagram Facebook Twitter Flickr

USDA website

* Stumbled upon it by accident
* Saw poster, postcard or other print advertisement
* Recommended by hotel, tour guide or tourism agency

4. How did you get to this market today?

Capital Bikeshare Metro Bus Metro Rail Walk Car

5. How often do you shop at this market?

First visit

Weekly

Once a month

A few times a month

A few times a year

Once a year

Never

6. How much money did you spend at this market today?

$0

$10 or less

$11-25

$26-50

$51-75

$76-100

$100 or more

7. What were you looking for at this market today?

Breakfast

Lunch

Groceries

Snacks

Drinks

Nothing in particular

8. What type of products did you purchase at this market today?

Flowers/Plants/ Herbs Frozen Foods Produce

 Dairy Products like milk, cheese and eggs Meat/Fish

Prepared Foods Organic Produce Soap/Beauty Products

Breads, Rolls and other Baked Goods

Jellies/Jams/Olive Oil/Pickles/Dressings/Honey

Coffee/Tea/Juice/Beverages Nothing purchased

9. Which of the following best describes why you shop at the USDA Farmers Market?

Quality or freshness of products

Has products nobody else has

Wide variety of products

Convenient to where I live or work

Prices fit my budget

Other:­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10. Any additional comments are appreciated! Let us know how we can improve the USDA Farmers Market.

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