

## 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 employeeother 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

USDA is an equal opportunity provider, lender and employer.

2017

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.

*According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0269. The time required to complete this information collection is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.*

*The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.*