

Farmers Market Customer Satisfaction and Veg-U-Cation Questionnaire

OMB No. 0581-0229

1. Are you visiting the market directly from:

- USDA workplace
- DC workplace
- Other federal employee workplace
- Tourist
- Local residence
- Other

1. In What state do you live? If outside of the United States list your Country of residence.

- Drop down list (For Paper Write State Name or Initials)
District of Columbia

If in District of Columbia, which ward?

1 2 3 4
 5 6 7 8

2. How did you find out about the USDA Farmers Market? (Choose one)

- Word of mouth (from friend, family member, coworker)
 Read an article online or in print
 On social media (choose one)
 Instagram Flickr
 Facebook USDA Website
 Twitter Yelp
 Stumbled upon it by accident
 Saw poster, postcard, or other print advertisement
 Recommended by hotel, tour guide, or tourism agency
 Other, please specify: _____

3. Roughly how much money did you spend at the market today?

- \$0
- \$1 to \$25
- \$26 to \$50
- \$51 to \$75
- \$76 to 100
- \$101 or more

4. What type of products did you purchase at the market today?

(select all that apply)

- Produce
- Frozen Meat
- Dairy
- Eggs

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- Prepared foods (Ready to Eat Breakfast / Lunch)
- Baked goods
- Beverages
- Flowers/plants/herbs
- Other (Please Specify) _____
- Nothing purchased

5. Which of the following best describes why you visit the USDA Farmers Market? (select all that apply)

- Quality or freshness of products
- Convenience to where I live or work
- Ambiance & Social Atmosphere
- Entertainment & Special Events
- VegU Presentation
- Other (please specify)

1. What was the fruit or vegetable featured at VegU-cation today?

2. Have you eaten this fruit or vegetable before today? ___Yes ___No

3. Have you ever prepared a dish that included this fruit or vegetable? ___Yes
 ___No

4. Did you purchase the featured fruit or vegetable at today's farmers market? (Choose One)

___ Yes, I purchased it today at the market

___ Not yet, but I plan to purchase it today at the market

___ No, I already have it at home

___ I would have, but I could not find it to purchase.

___ I will purchase it at my local farmers market and/or grocery store

___ No, I am not interested in purchasing the item at all

5. What information shared during today's class was most useful to you?

(Please rank each of the following items in order of importance with #1 being the most important object to #5 being the least important object.)

___ How to pick the fruit or vegetable

___ How to store the fruit or vegetable

___ How to prepare the fruit or

vegetable

___ How to grow the fruit or vegetable

___ Nutritional information about the fruit or vegetable

___ Poor ___ Fair ___ Good

___ Very Good ___ Excellent

6. Overall, how would you rate the quality of today's presentation?

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7. How likely are you to attend another class?

Unlikely Likely
 Very likely

8. Share your feedback. Have suggestions to improve VegU-cation?

Farmers Market and VegU Customer Satisfaction Survey

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EXP. DATE XX/XX/XXXX