
Sample Survey for Consumers

A new farmers market is being proposed for _____. We are trying to assess the level of interest of consumers in the community for a farmers' market. Providing answers to these questions will help gather information and build a market that provides the products and services you desire.

1. Have you ever shopped at a farmers market before?

- Yes
- No

2. If local farmers were to offer their agricultural products at a neighborhood farmers market, how often would you shop there?

- Weekly
- Once a month
- Occasionally
- Seldom
- Not interested in a farmers market at this time.

3. What products should be available for purchase at a local farmers market?

- Fresh, local vegetables
- Fresh, local fruits
- Eggs
- Cheese
- Maple syrup
- Bedding Plants
- Fresh cut flowers
- Fresh herbs
- Meats
- Organic produce
- Crafts
- Homemade baked goods
- NYS wines
- Homemade jams and jellies and other locally processed foods
- Ethnic foods, specify: _____

- Other, specify : _____

4. How far would you travel to shop at a farmers market?

- Up to 10 minutes
- 15-20 minutes
- up to 30 minutes
- over 30 minutes
- only if located on a bus route
- only if within walking distance

5. Where do you think would be the best location for a farmers market in this community? Why?

- (*identify choices being considered*)
- Other: _____

6. What days of the week would be the most convenient for you to shop at a farmers market?

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

7. What is the most convenient time of the day for you to shop at a farmers market?

- Mornings
- Afternoons
- Mornings and afternoons
- Evenings

8. What types of services do you think the market should offer shoppers?

- Protection from the elements
- Restrooms
- Lunch or snack vendors
- Picnic tables
- Benches
- Refuse containers
- Free parking
- Other, specify:

9. How would you like to be informed about the farmers market once it is established?

- Newspaper
- Television
- Radio
- Direct mail
- Doesn't matter
- Other, specify:

10. Including yourself, how many people live in your household?

11. How many children are living at home?

12. What is the age range of the main food shopper in your home?

- 20's
- 30's
- 40's
- 50's
- 60 plus
- retire

13. Do you have any suggestions that you would like to offer the committee planning the new farmers market?

14. Would you like to participate in the planning committee for a new farmers market for the community? If so please provide your contact information below.

Name: _____
Address: _____
Phone: _____
Email: _____
Professional Affiliation, if appropriate: _____

Thank you for your cooperation. The information you have provided will help us to determine the level of support a new farmers market will have in the community. It will also help us to develop a farmers market best suited to the community's interests.

Please complete this survey no later than _____ and drop in the Farmers Market Drop Box placed in the following convenient locations:

Source:
"Guide to Developing a Community Farmers Market", Farmers Market Federation of New York, NYS Department of Agriculture & Markets, revised 2009.