**Visitor Survey**

{Enter Name of Your Market}  
  
{Date of Survey}

Our goal is to receive **{X}** number of completed visitor surveys today. Please ask every **{X}** visitor who crosses the survey line if they’d complete the survey with you.

**Circle one: Interval / Volunteer**

**1.** How did you get to the market today? Circle one.

a. Personal vehicle

b. Walking

c. Bicycle

d. Two-wheeled motor vehicle

c. Taxi / paid rideshare

d. Bus or other public transportation

e. Other

**2.** Was the farmers market a primary reason you came to (local neighborhood/area name) today.

Circle one: Yes / No

**3.** How much money have you spent or do you plan to spend at the market today? *Money includes   
cash, credit/debit, and SNAP, WIC-FMNP, WIC-CVV, and Senior FMNP vouchers.*

$ \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4.** Did you or do you plan on doing additional shopping, eating, or other activities in this area today (outside of the farmers market)?

Circle one: Yes / No

**If yes,** how much money have you spent or do you plan to spend in the area today?

$ \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**5.** What’s your home zip code?

**6.** How often do you come to the market? (circle one)

1. First time
2. Weekly
3. Every other week
4. Monthly
5. Every other month
6. Rarely (2-3 times per year)
7. Once per year

**7.** What’s the primary reason you came to the market today?

a. to buy groceries  
b. to attend a special event  
c. to pick up a CSA  
d. to eat a meal  
e. to visit with friends and neighbors  
f. I have a promotion, coupon or incentive to use

e. Came with group or tour.

8. How did you hear about the market?

a. I read something (an article, newsletter, social media, etc.)  
b. I heard something (from a friend/colleague/neighbor, etc.)

b. I heard something (on the radio, from a public official, etc.)  
c. I saw something (a sign, banner, ad, etc.)  
d. I happened by  
e. I don’t remember

Add a note: