

Swain County Farmers Market Survey

ID

1. Please choose your age group:
- | | | | | |
|---------|---------|---------|---------|---------|
| 18 – 20 | 21 – 35 | 36 – 50 | 51 – 65 | Over 65 |
|---------|---------|---------|---------|---------|

2. Please tell us your gender
- | | |
|--------|------|
| Female | Male |
|--------|------|

3. How many people are in your household **full-time**:
- | | |
|------------------------|--------------------------|
| Number of Adults _____ | Number of Children _____ |
|------------------------|--------------------------|

4. Are you the primary food shopper in your household?
- | | |
|-----|----|
| Yes | No |
|-----|----|

5. Where do you live (if you live in more than one place, please check all that apply):
- | |
|---|
| Bryson City |
| Swain County (Not in Bryson City) |
| Another North Carolina County (specify) _____ |
| Another State (specify) _____ |
-

6. Please indicate your highest level of education:
- | | | |
|----------------|----------------------|-----------------|
| Grade School | High School Degree | Some College |
| College Degree | Some Graduate School | Graduate Degree |

7. Which of the choices below best describes your ethnicity:
- | | | |
|-----------------------|--------------------------|-----------------|
| African American | White (Non-Hispanic) | American Indian |
| Hispanic | Asian / Pacific Islander | |
| Other (specify) _____ | | |

8. Which of the ranges below best fits your annual *take-home* household income:
- | | | |
|--------------------|---------------------|---------------------|
| Less than \$20,000 | \$20,000 - \$39,999 | \$40,000 - \$59,999 |
|--------------------|---------------------|---------------------|

\$60,000 - \$79,999

\$80,000 - \$99,999

\$100,000 or more

9. Are you participating in THIS Framers Market as a:

Customer

Vendor

10. How many years have you been participating in ANY Farmers Market?

This is my first year

2 - 3 years

4 – 5 years

More than 5 years

11. How many times have you participated in ANY Farmers Market this season?

A few times

Once a month

Almost every week

Every week

- 12.

Has the amount of fruits and vegetables consumed in your household _____
since you have been participating in the Farmers Markets:

Increased

Decreased

Stayed the same

13. When deciding where to purchase produce, which do you consider **most** important?

Convenience

Price

Quality

14. How did you find out about THIS Farmers Market

Roadside Sign / Billboard

Word of Mouth

Internet / Facebook

Newspaper

Flyers

Other _____

15. Do you intend to participate in ANY Farmers Markets next year?

Yes

No

Undecided

16. Please rate EACH of the following statements below about your participation in the Farmers Markets:

I participate in the Farmers Markets because:	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
I feel a sense of community					
It helps me to eat healthy					

It helps me be physically active					
I enjoy the social interaction					
It increases my access to fresh fruits and vegetables					
It is economical for me					
I want to support the local economy					
It promotes a good image for the community					
I want to support agricultural open space					
It provides me with foods that are safe to eat					

17. What do you like best about THIS Farmers Market?

18. What can we do to improve THIS Farmers Market?

Thank you for completing this survey.