Swain County Farmers Market Survey

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
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:

<table>
<thead>
<tr>
<th>I participate in the Farmers Markets because:</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Undecided</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel a sense of community</td>
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<tr>
<td>It helps me to eat healthy</td>
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<td>It helps me be physically active</td>
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<td>I enjoy the social interaction</td>
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<td>It increases my access to fresh fruits and vegetables</td>
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<td>It is economical for me</td>
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<td>I want to support the local economy</td>
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<td>It promotes a good image for the community</td>
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<td>I want to support agricultural open space</td>
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<td>It provides me with foods that are safe to eat</td>
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</table>

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.