

2019 Homer Farmers Market Customer Survey

Thank you for providing us with vital feedback!



1. How often do you shop at the Homer Farmers Market?

Mark only one oval.

- Every Saturday
- Every Wednesday
- Both Saturday and Wednesday
- A few times a month (2-3 times)
- Once a month
- 2-3 times per market season
- I don't shop at the market

2. How far do you travel to attend the Market?

Mark only one oval.

- Less than 1 mile
- 2-5 miles
- 6-10 miles
- 10-15 miles
- 20-30 miles
- More than 30 miles

3. Do you typically visit other stores or businesses in the area, in combination with a trip to the market?

Mark only one oval.

- Yes - I visit the market, along with other area businesses
- No - I just go to the market

4. How much do you typically spend at the Market?

Mark only one oval.

- \$0
- \$1-15
- \$16-30
- \$31-45
- \$46-60
- \$61-75
- More than \$75

5. Since becoming a customer at this market, do you eat more, less, or the same amount of locally produced foods

Mark only one oval.

- More
- Less
- Same

6. Where else do you purchase food from (check all that apply)

Check all that apply.

- Alaska Food Hub
- Local CSA or Farm Share subscription
- Full Circle or Alaska Food Network Farm Box
- Personal or friend's garden
- Alaska's Wild Emporium
- Traditional Grocery Store
- Box Store (like Fred Meyer, Costco)
- Other: _____

7. Have you ever used any of the following assistance programs at the market:

Check all that apply.

- SNAP/QUEST (formally known as Food Stamps)
- WIC
- Senior Nutrition

8. How do you most regularly obtain funds to spend at the market?

Check all that apply.

- I bring cash with me
- I swipe my card at the INFO Booth for market coins/ quest coins
- I only go to vendors that accept credit cards

Customer
Service/Management

The market relies on four paid staff members and a 11-member governing board. Please rate their effectiveness.

9. Market rules for vendors and customers are fair.

Mark only one oval.

	1	2	3	4	5	
Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Disagree

10. Staff Friendliness

Mark only one oval.

	1	2	3	4	5	
Very Friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Friendly at All

11. Vendor Friendliness

Mark only one oval.

	1	2	3	4	5	
Very Friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Friendly at All

How would you rate the vegetables, seafood, and other products sold at the Homer Farmers Market, compared to other places in your neighborhood (such as a supermarket), in terms of:

12. Product selection and diversity

Mark only one oval.

	1	2	3	4	5	
Much Worse at the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Much Better at the Market

13. Price of products

Mark only one oval.

	1	2	3	4	5	
Much Worse at the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Much Better at the Market

14. Quality of products

Mark only one oval.

	1	2	3	4	5	
Much Worse at the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Much Better at the Market

Please rate the value of each program:

15. Kids Activities

Mark only one oval.

	1	2	3	4	5	
Very Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Valuable at all

16. Chef at the Market/Demonstrations

Mark only one oval.

	1	2	3	4	5	
Very Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Valuable at all

17. Musical Guests

Mark only one oval.

	1	2	3	4	5	
Very Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Valuable at all

18. Zucchini Festival

Mark only one oval.

	1	2	3	4	5	
Very Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Valuable at all

19. Harvest Party Potluck

Mark only one oval.

	1	2	3	4	5	
Very Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Valuable at all

20. Market Coin/ Quest Token Program (card swipe at the INFO Booth)

Mark only one oval.

	1	2	3	4	5	
Very Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Valuable at all

21. Turkey Raffle Fundraiser

Mark only one oval.

	1	2	3	4	5	
Very Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Valuable at all

22. Please provide any additional comments regarding any of the above programs.

23. Are there any other programs you would like to see at the Homer Farmers Market?
Describe.

Overall Impressions

24. What is your favorite part of the Homer Farmers Market?

25. What is your LEAST favorite part of the Homer Farmers Market?

26. What suggestions do you have for improvements at the Homer Farmers Market?

27. Enter your email address if you'd like to be added to our mailing list

28. Provide any other comments, complaints, praise, feedback, or tell us a joke... THANK YOU FOR YOUR FEEDBACK!!!

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