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**

Dear customer,

We need your help. The University of District of Columbia’s College of Agriculture and Van Ness Main Street are evaluating the UDC Van Ness Farmers’ Market and seek for ways to improve the market next year. We would like to ask you a few questions and your participation in this survey is anonymous and voluntary. Your responses will be kept confidential, and will only be used for program design and improvement purposes.

Sincerely,

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1. How often do you visit UDC Van Ness Farmers’ Market? \_\_\_\_\_\_\_\_\_
2. Weekly
3. 2-3 times per month
4. Once a month

d. Several times per year

e. Less than several times per year

f. Don’t know because this is my first time

1. Do you visit other farmers’ markets in the region as often as this one? Yes \_\_\_\_\_ No\_\_\_\_\_\_

3. Compared to other farmers’ market nearby, what are the reasons you visit this market? (Check all applicable)\_\_\_\_\_\_\_

1. Location / Convenience
2. Fresher and better taste of the produce / food
3. Better price
4. Larger variety in food products
5. Larger variety in non-food products
6. More selection of products
7. Community atmosphere

Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How do you get to the market today?
2. Walking b. Biking c. Driving d. Public Transportation (metro/bus)
3. Is the market your primary reason for visiting this neighborhood today? \_\_\_\_\_

a. Yes b. No

6. How much money do you estimate you spent today at the market? $\_\_\_\_\_\_\_\_\_

7. Do you have plans to spend money elsewhere in the area? \_\_\_\_\_\_\_\_

a. yes b. no c. don’t know

8. Please estimate how much you have spent or plan to spend today at other businesses? $\_\_\_\_\_\_\_\_\_

9. Do you live in the Van Ness neighborhood?

a. yes b. no\_\_\_\_ (If not, your zip code \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ )

10. Your gender \_\_\_\_ a. female b. male

11. How important do you think this market is to Van Ness Neighborhood?

a. Extremely important b. Fairly important c. Not very important d. Unimportant

12. What do you think about it if we open this market on a weekday, besides Saturdays? \_\_\_\_\_\_\_

a. Great idea, I will definitely come and shop

b. Good idea, I may stop by.

c. Sounds good, but I can go without it.

d. It is not a good idea.

*Thank you very much and have nice day!*