



We are vitally interested in the quality of the services that our market is providing to our vendors as well as to our community. We trust that we can count on your cooperation in providing us with the answers to the following questions. We greatly appreciate your taking the time to do this today.

Confidentiality to the Vendor:

These questions are merely to provide the market with general information about the vendors selling at the market. The data gathered is COMPLETELY ANONYMOUS and utterly confidential; the market does not know the name of participating vendors.

1. How, as a vendor, do you think that this market can be improved? Feel free to comment in the space below and on the back of this sheet.

2. How frequently do you attend this market?

- a. Always
- b. Weekly
- c. Every two weeks
- d. Monthly
- e. Quarterly
- f. Only during my product's season
- g. Don't know

3. What is your relationship to the farmers' market business in which you work?

Are you an/a:

- a. Owner/co-owner
- b. Family member
- c. Employee (skip to question 5)
- d. Don't know (skip to question 5)

4. If (a.) or (b.) to question 3...including yourself, how many people work for your business?

- a. I have _____ full-time employees
- b. I have _____ part-time employees

5. Did your business exist before joining the market?

- a. Yes
- b. No
- c. Don't know

6. If YES to question 5, Can you remember how many people your business employed before joining the market?

- a. Yes
- b. No

7. If YES to question 6, please answer

- a. I had _____ full-time employees before I joined the market
- b. I had _____ part-time employees before I joined the market

8. Do you reinvest any of your income back into your business?

- a. Yes, I reinvest ALL of my income back into my business
- b. Yes, I reinvest SOME of my income back into my business
- c. No, I do NOT reinvest ANY of my income back into my business
- d. Don't know

9. If you answered (A) or (B) to question 8,

What sort of purchases are you making when you reinvest?

- a. Fertilizer, seeds, and other inputs
- b. Marketing materials, umbrellas, tables, stands
- c. Heavy equipment: trucks, tractors, and the like
- d. Information technology: computers, cell phones, and the like
- e. Financial improvements: new bank accounts, services, and the like
- f. Not Applicable

10. What is your age? _____

11. Sex: Male (M) or Female (F)? _____

12. In what Zip Code is your business located? _____