

Appendix 2: Questionnaire for Farmer’s Market Survey, developed by students in collaboration with Downtown Beloit Association. Students and teaching assistant obtained IRB approval for the survey.

Beloit Farmer’s Market Survey September 2005

First Year Students at Beloit College are assisting the Downtown Beloit Association to find out more about who shops at the Beloit Farmer’s Market and what improvements they would like to see. The class is doing this under the supervision of Professor Marion Fass, 363-2784. We would appreciate your time in filling out the following questions. Your participation is voluntary and you responses will be kept anonymous. You can stop at any time.

1. How often do you shop at the Beloit Farmer’s Market during the season?
a) weekly or almost weekly b) monthly c) a few times a year

7. During which time do you usually attend the Beloit Farmer’s Market?
a) 8-9 am b) 9-10 am c) 10-11 am d) 11-12 am e) 12-1 pm

3. What community do you live in? (Please circle)
Beloit City Beloit township Roscoe/Rockton South Beloit
 Janesville Clinton Other Rock Co. Other

4. Why do you attend the Beloit Farmer’s’ Market? (circle all that apply)

sense of community	YES	NO
nice activity for a Saturday morning	YES	NO
tradition/you always have	YES	NO
relationship with the vendors	YES	NO
price/inexpensive	YES	NO
quality of products	YES	NO
supporting local business	YES	NO
see friends	YES	NO

5. What products do you usually buy at the Beloit Farmer’s Market?

Vegetables and fruits	YES	NO
Meats	YES	NO
Baked goods (breads, doughnuts)	YES	NO
Flowers	YES	NO
seasonings/herbs	YES	NO
folk art, crafts	YES	NO
other, specify:	YES	NO

6. Do you feel that the Beloit Farmer’s Market is a family-friendly environment?
YES NO

7. Do you know if vendors are selling locally grown products? YES NO

8. Does this influence how you make your purchases? YES NO

9. For you, are items that you buy at the Beloit Farmer's Market

- a) luxury items
- b) items that you would regularly buy at a grocery store
- c) a supplement to regular grocery shopping

10. Do you visit other shops or restaurants when you are downtown for the Beloit Farmer's Market? YES, always YES, sometimes NO

11. Do you usually know what you want to purchase prior to arriving at the Beloit Farmer's Market? YES NO

12. How important to you is it to support local farmers and farming?
Very important neither Not important at all

13. Do you know the names of any of the vendors you frequent? YES NO

14. If not, would you like to know their names? YES NO

15. How do you think that Beloit Farmer's Markets can improve their services?

Cooking demonstrations/ special events	YES	NO
Recipes from vendors	YES	NO
Different layout	YES	NO
Additional locations in Beloit	YES	NO
Other suggestions	YES	NO

Please fill out the following questions to help the Beloit Farmer's Market know who its customers are:

16. Male/ Female (circle one)

17. Your Age:

a) under 18 b) 19-24 c) 25-34 c) 35-44 d) 45-54 e) 55 -64 f) 65 +older

18. Do you use a WIC card when shopping at the Farmer's Market? YES NO

19. Please circle the answer that best describes your household.

- a. Live alone
- b. Live with other adult but no children
- c. Live with school age children
- d. Live with pre-school children

20. Please circle your annual household income.

Less than \$10,000 \$10,001-30,000 \$30,001- 60,000
\$60,001-\$90,00 more than \$90,000

Thank you for your participation.