DOT SURVEY @ WINTER FARMERS’ MARKET WINTER FARE 2017

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| WHAT DREW YOU TO THE MARKET | To do my grocery shopping | For a meal | To see friends | Other |  |
| HOW OFTEN HAVE YOU ATTENDED THIS MARKET THIS SEASON? | Weekly | Twice a month | Once or twice a month | This is my first time |  |
| HOW DID YOU HEAR ABOUT TODAY’S MARKET? | Newspaper article | Radio | Email newsletter | Social Media | Word of mouth |
| I come all the time |
| HOW MUCH DID YOU SPEND AT THE MARKET TODAY? | $15 or less | $16-30 | $31-50 | $51-70 |  |

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| HAVE YOU TAKEN ADVANTAGE OF ANY OF THESE OFFERINGS AT THIS MARKET:  a.) frequent shopper card?  b.) Email message | Yes! I have a frequent shopper card I use often | Yes! I have a frequent shopper card but I do not use it much | No! but I would like to get a Frequent Shopper card | Yes! I receive email updates | No! but I would like to get email updates |
| IF YOU ARE NOT PARTICIPATING IN A REWARDS PROGRAM, WHY NOT?  (DOT ALL THAT APPLY) | I did not know about it | I lost the card | I forgot about it | It didn't seem worth it/ it was too hard | I don’t come often |
| IF YOU PARTICIPATE IN A FREQUENT SHOPPER PROGRAM, WHY DID YOU CHOOSE TO PARTICIPATE? | To be entered in a drawing | Because I shop here anyway | To support local businesses/farms | Other |  |
| WHAT COULD BE IMPROVED ABOUT THIS MARKET? | Pricing | More variety | Convenience of location | Convenience of hours | Other |