

**2009 Rapid Market Assessment
Attendance Count Worksheet**

Market:	Date:
----------------	--------------

Assessment Team Member Completing this Sheet: _____

Note Weather Conditions, Season and if Holiday Period: _____

Attendance Count Guidelines:

- Only count adults.
- Only shoppers entering the market during the counting period are included. Re-entering shoppers shouldn't be counted.
- Coordinate the boundaries of where you are counting with other counters.
- For markets that open on the hour, the count should take place every hour from 00:25 to 00:35. Consistency and precision in timing and counting periods yield a more accurate estimate.

Time	Location A:	Location B:	Location C:
7:25-7:35			
8:25-8:35			
9:25-9:35			
10:25-10:35			
11:25-11:35			
12:25-12:35			
1:25-1:35			
2:25-2:35			
3:25-3:35			
4:25-4:35			
5:25-5:35			

**Rapid Market Assessment
Market Atmosphere**

Date:

Market:

Assessor:

	What is working well?	What could be improved?
Market "Feel"		
Shopper Demographics (Consider age, race, ethnicity, apparent income, etc.)		
Interactions, Conversations		
Educational or Entertainment Activities		
Other		

**Rapid Market Assessment
Physical Characteristics**

Date:

Market:

Assessor:

	What is working well?	What could be improved?
Market Access		
Flow of People and Traffic		
Liability Issues		
Organization of Market (vendors, stalls, etc.)		
Access to Electricity and Telephone Line		
Additional Comments		

**Rapid Market Assessment
Vendors and Products**

Date:

Market:

Assessor:

	What is working well?	What could be improved?
Product Mix		
Product Quality		
Signage		
Display		
Customer Service		
Food Safety		
Other, Including Vendor Comments		

**Rapid Market Assessment
Food Assistance Programs**

Date:

Market:

Assessor:

	What is working well?	What could be improved?
Project FRESH		
SNAP Program (EBT, Bridge Cards)		
Alternative Redemption Systems		
Signage		
Other		