

Selected Questions from MSU and MIFMA 2007 and 2008 Rapid Market Assessments:

**Q: How much did you/will you spend at the farmers market today?**

A: \$0 - \$50, in \$5 or \$10 increments

**Q: How many adults are in your shopping party today?**

A: 1, 2, 3, 4, 5, 6+

**Q: What is the primary reason for your market visit today?**

A: Food items, Art/Craft items, Atmosphere and experience, Support local, Purchase organic, None of these

**Q: What is the most important reason you came to this market today?**

A: To support local farmers by buying their products, To buy items that I can't get elsewhere, To see and talk with friends and neighbors, To buy gifts and/or souvenirs, Other

**Q: What is the most important reason that brings you to this market?**

A: Fresh produce; Plants & flowers; Jam, jelly and honey; Crafts; Variety of vendors; In town for concerts; Other

**Q: What is your PRIMARY reason for coming downtown this afternoon?**

A: Farmers market, Eat downtown, Shop downtown, Go to/from my job, Other

**Q: What is your primary reason for coming downtown today?**

A: Shop at the farmers market, Eat downtown, Shop downtown, Birmingham atmosphere & experience, Other

**Q: How often do you shop at downtown businesses or restaurants when you come to this market?**

A: Never, Occasionally, Often, Always

**Q: How much did/will you spend at businesses OUTSIDE the market on this trip?**

A: \$0, \$10, \$20, \$30, \$40, \$50, \$60, \$70, \$80, \$90, \$100, More

**Q: How often do you shop at this market?**

A: Just visiting – only today, First timer – I'll return, Several times during season, Most weeks

**Q: I/We shop at this market...**

A: Regularly – for as much of our food as we can buy here, Fairly often – for some specific items that we can get only here, Occasionally – to find unique and interesting things

**Q: Are you a?**

A: Seasonal resident, Year-round resident, Visitor

**Q: Where do you live?**

A: City of Fenton, City of Linden, Fenton Township, Holly, Tyrone Township, Other  
A: Frankenmuth, Bridgeport, Birch Run, Somewhere else in Saginaw County, Tuscola, Bay, Genesee, Outside this are

**Q: What educational amenity would you most like at this market?**

A: Food demos, Master Gardener presentations, Entertainment, None

**Q: What structural change would you most like to see at this market?**

A: Additional covered stalls, Heated stalls, Additional vendor parking, Benches and picnic tables, None

**Q: What one change would you recommend to improve the market?**

A: Location, Product variety, Market layout, Parking, No changes, Other

**Q: Which location do you prefer for the Empire Farmers Market?**

A: Current location, M-22 in Empire

**Q: What would you most like added to the market?**

A: More organic, More prepared foods, More arts/crafts, More activities for kids, Other

**Q: Which of the following products would most likely bring you to this market in May?**

A: Cut flowers, Hanging baskets & bedding plants, Locally grown produce, Prepared foods, Would not come in May

**Q: How important is it to you that food/produce sold at the market be locally grown?**

A: I prefer the ONLY food/produce grown within about 100 miles of here is sold, I prefer that food/produce grown locally within 100 miles be sold supplemented with clearly labeled Michigan produce, I prefer that only food/produce grown in Michigan be sold, It is OK to sell food/produce grown outside Michigan if it is clearly labeled, I don't have a preference