

Customer Survey for Franklin County Farmer's Market Feasibility Study

1. Are you completing this survey online or at a meeting?
 Online using the link provided
 At a Meeting (include event and date) _____

2. Do you know that Franklin County has a Farmer's Market at Shannon Village in Louisburg?
 Yes
 No

3. How often do you purchase products from the current Franklin County Farmer's Market?
 More than once a week
 Once a week
 Once a month
 Rarely
 Never

4. If a new farmer's market were built in Franklin County how often would you visit to purchase products offered there?
 More than once a week
 Once a week
 Once a month
 Rarely
 Never

5. Which products would you be most interested in purchasing from a new Farmer's Market (Check all that apply)?
 Fruits and vegetables
 Value-added products (jams, jellies, canned items, baked goods)
 Arts & crafts
 Meat Products
 Dairy or eggs
 Organic products
 Other (please specify) _____

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6. Where do you currently buy these items (Check all that apply)?
- Grocery Store
 - Large Retail Store
 - Internet
 - Different farmer's market (include name and location) _____
 - Directly from a farm
 - Community Supported Agriculture (CSA) Program
 - Raise, grow or make products at home
 - Other (please specify) _____
7. What months would you most likely purchase products from a Franklin County Farmer's Market (check all that apply)?
- | | |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> July |
| <input type="checkbox"/> February | <input type="checkbox"/> August |
| <input type="checkbox"/> March | <input type="checkbox"/> September |
| <input type="checkbox"/> April | <input type="checkbox"/> October |
| <input type="checkbox"/> May | <input type="checkbox"/> November |
| <input type="checkbox"/> June | <input type="checkbox"/> December |
8. What days of the week would you be most likely to visit a Farmer's Market (check all that apply).
- Monday
 - Tuesday
 - Wednesday
 - Thursday
 - Friday
 - Saturday
 - Sunday
9. What would be your preference for hours of operation for a Farmer's Market?
- 8 AM – 5 PM
 - 9 AM – 1 PM
 - Noon – 5 PM
 - Other (please specify) _____
10. What type of Farmer's Market do you think would be adequate for Franklin County and make you more likely to shop at a farmer's market?
- Enclosed market with doors
 - Open shelter
 - Pop-up Tent Market

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11. In which general location would you prefer a market site to be?

- Downtown area
- On a major street or road outside of town
- In a rural area
- Current location

12. Do you believe a farmer's market should be a multi-purpose facility that could be used for other events and programs such as weddings, family reunions, birthday parties, etc.?

- Yes
- No

13. Would you attend other events at the facility such as meetings, concerts, festivals, etc.?

- Yes
- No

14. Would you consider renting the facility for your event(s) if it were available to the public?

- Yes
- No

15. Would you be more likely to visit a farmer's market if it was near other attractions such as shopping centers, businesses, schools, etc.?

- Yes
- No

16. What town (or former town) is closest to where you live?

- Bunn
- Franklinton
- Centerville
- Louisburg
- Youngsville

17. What town (or former town) is closest to where you work?

- Bunn
- Franklinton
- Centerville
- Louisburg
- Youngsville

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18. How far would you be willing to travel to visit a market?

- Up to 5 miles
- Up to 10 miles
- Up to 20 miles
- More than 20 miles

19. Do you support utilizing county funds to pay for a new Farmer's Market if necessary?

- Yes
- No

20. Are you interested in selling products at a farmer's market?

- Yes
- No

21. If so, what products are you interested in selling? _____

22. Please share any additional comments that you have regarding a Farmer's Market. _____

**Please complete and return surveys to :
North Carolina Cooperative Extension
Franklin County Center
103 S. Bickett Blvd.
Louisburg, NC 27549**