

2025 Farmers Market Nutrition Coupon Program- Participant Survey

Please note, all responses are collected anonymously.

Once you fill out this survey you can enter to win 1 of 5 \$50 gift cards to your local farmers' market. At the end of the survey we will ask for your email or phone number. This information will be used for the draw only.

1. Which city or town do you live in?

2. Which organization/program do you pick up coupons from?

3. What location do you pick up your coupons? e.g. The farmers market, the program office

4. Is the location and timing of picking up coupons convenient for you?

☐ Yes

☐ Somewhat

☐ No

Please explain why,

5. Are you receiving coupons as a Family, Pregnant Person or Senior/Elder?

☐ Family

☐ Senior/Elder

☐ Pregnant Person

☐ Other (please specify)

6. How many people live in your household?

☐ Single person

☐ 2-4

☐ 5-8

☐ 9+

7. Are there children under 19 living in the home?

☐ Yes

☐ No

8. What is your Race/Ethnicity?

- | | |
|--|---|
| <input type="checkbox"/> First Nations (Status & Non-Status) | <input type="checkbox"/> Korean |
| <input type="checkbox"/> Métis | <input type="checkbox"/> Latin American |
| <input type="checkbox"/> Inuit | <input type="checkbox"/> South Asian (e.g., East Indian, Pakistani, Sri Lankan) |
| <input type="checkbox"/> Arab | <input type="checkbox"/> Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai) |
| <input type="checkbox"/> Black (e.g., African, Afro-Caribbean, African Canadian) | <input type="checkbox"/> West Asian (e.g., Iranian, Afghan) |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> White (e.g., European descent) |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Other |
| <input type="checkbox"/> Japanese | <input type="checkbox"/> Prefer not to say |

9. What is your annual household income?

- ☐ Less than \$20,000 ☐ \$20,000-\$39,999 ☐ \$40,000-\$59,999 ☐ More than \$60,000
- ☐ Prefer not to say

10. Do you shop with your coupons at more than one farmers' market?

- ☐ Yes
- ☐ No

If yes, why do you shop at more than one farmers' market?

11. At which farmers' market(s) do you use your coupons?

12. How do you usually get to the market? e.g. Walk, drive, bus etc.

13. How long does it take you to get to the farmers' market?

5 Minutes 30 Minutes 60 Minutes+

☐ ☐

14. Which statement best describes how you use your coupons?

- ☐ I spend most or all of the coupons every time I shop
- ☐ I wait a few weeks until I have enough coupons to buy what I need
- ☐ I wait until the end of the season and spend all my coupons at once

15. When shopping at the farmers' market, how much of your own money do you spend?

\$0

\$10

\$20+

16. On what items do you most frequently spend your coupons? (Select your top three)

- ☐ Vegetables

☐ Fruit

☐ Meat/Fish/Poultry

☐ Eggs

☐ Cheese
- ☐ Nuts

☐ Herbs

☐ Vegetable & Fruit Plants

☐ Honey

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17. While participating in the coupon program did you and/or your family:

	Yes	No	The same
Eat more fruits and vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eat more variety of nutritious foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have more willingness to try new fruits and vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eat more local food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have more money for household/family essentials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. What is your biggest barrier to accessing fresh, local food regularly?

19. Please describe any challenges you've had at the farmers' market, if any

20. What do you like best about the coupon program?

21. Is there anything else you think we should know about the coupon program?

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Thank you for completing our survey

22. Please enter your email address (preferred) or phone number if you'd like to be entered in a draw to win 1 of 5 \$50 gift cards to your local farmers' market. Your email/phone number will be used for the purpose of the draw only.