



## 2026 BC Farmers Market Nutrition Coupon Program Participant Survey

*Print version — Paper Coupon participants*

We're gathering feedback from participants in the BC Farmers Market Nutrition Coupon Program to help us understand what's working well and where we can improve. Your input helps shape the program for future seasons.

All responses are anonymous. Thank you for being part of the program.

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, used for the draw only.

### 1. Which city or town do you live in?

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### 2. Which organization do you pick up your coupons from?

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### 3. What location do you pick up your coupons from?

- ☐ The program office
- ☐ The farmers market

- ☐ They mail to me
- ☐ Other

*Please specify:* \_\_\_\_\_

### 4. Please indicate which of the following applies to you:

*The Nutrition Coupon Program is available to people who qualify as a Family with Children, Pregnant Person, or Senior/Elder.*

- ☐ Family with Children (includes single parents)
- ☐ Pregnant Person

- ☐ Senior/Elder
- ☐ Other

*Please specify:* \_\_\_\_\_

### 5. How many people live in your household?

- ☐ Single person
- ☐ 2-4

- ☐ 5-8
- ☐ 9+

### 6. Are there children under 19 living in the home?

- ☐ Yes
- ☐ No

### 7. What is your Race/Ethnicity?

*Select all that apply.*

- ☐ First Nations (Status & Non-Status)
- ☐ Métis
- ☐ Inuit
- ☐ Arab
- ☐ Black (e.g., African, Afro-Caribbean, African Canadian)
- ☐ Chinese
- ☐ Filipino
- ☐ Japanese

- ☐ Korean
- ☐ Latin American
- ☐ South Asian (e.g., East Indian, Pakistani, Sri Lankan)
- ☐ Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)
- ☐ West Asian (e.g., Iranian, Afghan)
- ☐ White (e.g., European descent)
- ☐ Prefer not to say
- ☐ Other: \_\_\_\_\_

**8. What is your annual household income?**

- |                                             |                                             |
|---------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Less than \$20,000 | <input type="checkbox"/> More than \$60,000 |
| <input type="checkbox"/> \$20,000-\$39,999  | <input type="checkbox"/> Prefer not to say  |
| <input type="checkbox"/> \$40,000-\$59,999  |                                             |

**9. Did you receive a nutrition card or paper coupons this year? \***

- ☐ Paper coupons (this survey)

*Questions 10-16 relate to the nutrition card and do not apply to this version of the survey.*

**Shopping at the Market**

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

- ☐ Yes      ☐ No

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

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

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**20. How do you usually get to the market?**

- |                                         |                                  |
|-----------------------------------------|----------------------------------|
| <input type="checkbox"/> Walk           | <input type="checkbox"/> Bicycle |
| <input type="checkbox"/> Drive          | <input type="checkbox"/> Other   |
| <input type="checkbox"/> Public Transit | <i>Please specify:</i> _____     |

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

- |                                        |                                        |
|----------------------------------------|----------------------------------------|
| <input type="checkbox"/> 1-10 Minutes  | <input type="checkbox"/> 31-60 Minutes |
| <input type="checkbox"/> 11-30 Minutes | <input type="checkbox"/> 60+ Minutes   |

**22. Which statement best describes how you use your coupons?**

- |                                                                                          |                                                                                      |
|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <input type="checkbox"/> I usually spend only a portion each week, then spend more later | <input type="checkbox"/> I wait until the end of the season and spend it all at once |
| <input type="checkbox"/> I spend most or all of it every time I shop                     | <input type="checkbox"/> Other                                                       |
| <input type="checkbox"/> I wait a few weeks until I have enough to buy what I need       | <i>Please specify:</i> _____                                                         |

**23. When shopping at the market, how much of your own money do you usually spend? \$ \_\_\_\_\_**

**24. What items do you usually buy with your coupons?**

*Select your top 3.*

- |                                            |                                                   |
|--------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Vegetables        | <input type="checkbox"/> Nuts                     |
| <input type="checkbox"/> Fruit             | <input type="checkbox"/> Herbs                    |
| <input type="checkbox"/> Meat/Fish/Poultry | <input type="checkbox"/> Vegetable & Fruit Plants |
| <input type="checkbox"/> Eggs              | <input type="checkbox"/> Honey                    |
| <input type="checkbox"/> Cheese            |                                                   |

**Program Impact and Feedback**

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**25. While participating in the nutrition coupon program did you and/or your family:**

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

**26. What do you like best about the nutrition coupon program?**

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**27. Is there anything else you think we should know about the nutrition coupon program?**

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

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

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**Enter our Draw**

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*Thank you for completing our survey.*

**30. 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.**

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