

Owensboro Regional Farmers' Market Consumer Interest Survey

Welcome! Thank you for taking the time to participate in our survey. This survey is part of a consumer research project with the University of Kentucky's Department of Agricultural Economics, Daviess County Cooperative Extension, and the Owensboro Regional Farmers' Market.

Before participating, please read the Cover Letter below.

For more information, please contact savannah.columbia@uky.edu.

DEAR VALUED RESIDENT OF DAVIESS COUNTY, KENTUCKY:

The Daviess County Cooperative Extension Service and the University of Kentucky's Department of Agricultural Economics are seeking your feedback about our county's production, purchase, and consumption of locally grown foods. As a resident of Daviess County, we are reaching out to you to provide your feedback in hopes of improving the lives of our producers and consumers here in the county. In return for 10 minutes of your time, you will receive the opportunity to participate in a drawing for one of ten \$50 checks as a token of our appreciation.

This information will be utilized in the following ways:

- Presented to the Owensboro Regional Farmers' Markets to improve their marketing and vendors.
- Presented to farmers in the county to improve their knowledge of the consumer base.
- Provide the Daviess County Cooperative Extension Service with a better understanding of consumers to provide programs and educational events.

To be eligible to participate in this survey, you must currently reside in Daviess County, Kentucky, and be 18 years of age or older. If you meet these conditions and are interested in participating, you can find the survey following this Informed Consent to Participate.

Your response to the survey is confidential. Upon completion of this survey, you may choose to legibly provide your name and email address to be entered into a drawing for one of ten \$50 checks. This act is voluntary, and your personal information will be kept confidential. We will not

use personal identifying information on research documents, presentations, or publications. You must complete the survey by September 18, 2024 (postmarked or otherwise received) to be eligible for the drawing. If chosen, we will email (from one of the emails listed below) you to get information on where to send your check. Your odds of receiving this check depend on the number of responses we receive.

Again, your participation is voluntary. If you participate, you may discontinue the survey at any time and/or skip questions. None of the questions require a mandatory response, but your effort to provide as complete a response where possible is appreciated. By completing the survey, you give us consent to use your answers in our data analysis. The survey should take approximately 10 minutes to complete. There are no risks otherwise known from participating. We will use Qualtrics to collect your responses. They may have Terms of Service and Privacy policies outside of the control of the University of Kentucky that allow them to use your data for other purposes. We will make every effort to safeguard your data. However, we cannot guarantee the security of data obtained via the Internet. If you have questions about the study, please feel free to ask. Our email addresses are provided at the bottom of the text.

If you have questions, suggestions, or complaints about your rights as a research volunteer, contact the staff in the University of Kentucky Office of Research Integrity at 859-257-9428 or toll-free at 1-866-400- 9426.

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I have **read the informed consent form** and **agree to participate** in this survey.

No

Yes

Please **rate** your **general interest in locally grown or processed food** items

	Not at all interested	Slightly interested	Moderately interested	Very interested	Extremely interested
I am...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the last 12 months (July 2023 - July 2024), how many times have you **purchased** local food **directly from a farm or farmer?**

	Never or rarely	Sometimes (2-3 times)	Regularly (4 times or more)
Farmers market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roadside farm stand, Certified Farm Market, or directly on-farm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Supported Agriculture box subscription	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
U-Pick	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How **familiar** are you with the hours and location of the **Owensboro Regional Farmers' Market** in Daviess County?

- Not familiar at all
- Slightly familiar
- Moderately familiar
- Very familiar
- Extremely familiar



Please list the **TOP reasons** you **WOULD** or **DO shop** at the Owensboro Regional Farmers Market.



Please list the **TOP reasons** you **WOULD NOT** or **DO NOT** shop at the Owensboro Regional Farmers Market.

In the **past 12 months (July 2023 - July 2024)**, how many times have you **shopped** at the **Owensboro Regional Farmers' Market**?

	0 times	1-4 times	5-9 times	10-14 times	15+ times
I have shopped at the market...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

There are **several market support activities being considered** by the Owensboro Regional Farmers' Market planning team. **Please indicate if the events listed below would increase your interest to visit the Farmers' Market.**

	Not at all likely to increase my interest to visit the market	Slightly likely to increase my interest to visit the market	Moderately likely to increase my interest to visit the market	Very likely to increase my interest to visit the market	Extremely likely to increase my interest to visit the market
Educational, hands-on children's activities in partnership with the local library and/or school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational children's activities for the Power of Produce Club members or non-members (such as scavenger hunts, coloring contests, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local musicians performing live music at the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food truck festival with local music during non-Market hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local restaurant sampling day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Independence Bank's Indy's Birthday Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

at the Market

Kentucky
Rural Urban
Exchange
Day at the
Market

Miss
Kentucky's
visit to the
Market

Owensboro
Chamber of
Commerce
Day at the
Market

Owensboro
Health's Food
+ Art + Health
event

Please indicate which of the following pages you **follow** on **social media**. Please select all that apply.

Daviess County Cooperative Extension Service

The Owensboro Regional Farmers' Market

Please help us understand your orientation to **food, shopping,** and the **community.** Please indicate **how often you do the following:**

	Never or rarely	Sometimes	Frequently
I ask vendors about their business practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I recycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy in bulk to save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take extra time to shop for the lowest price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I volunteer with youth organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I talk with kids about food at the store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I monitor my calorie intake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I watch or read health-related media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I help organize groups or meetings in my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I attend social functions organized in my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy organic foods, even when lower-priced non-organic alternatives are available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How do you **hear** about **upcoming events at the farmers' market** in Daviess County? Please select all that apply.

- Word of mouth
 - Bulletin boards
 - Newspaper
 - Radio broadcasting
 - Social media
 - TV news stations
 - Other
-

Which **payment methods** do you use at the **farmers' market**? Please select all that apply.

- Cash
- Credit/Debit card (this includes chip, tap-to-pay, and Digital Wallet purchases)
- EBT/Food stamps
- PayPal, Venmo, or money transfer
- Personal check
- Senior Farmers' Market Nutrition Program (SFMNP)
- WIC Farmers' Market Nutrition Program (WIC FMNP)

Do you have any **additional comments or suggestions** to improve **access** to **local food** for ALL residents of Daviess County? Please enter them here.

Please estimate the amount of **money** you spend on **fresh produce** or other local food **PER WEEK** during the farmers' market season (April-October).

- \$0
- \$1-10
- \$11-20
- \$21-30
- \$31-40
- \$41-50
- \$50+

Are you a **recipient** of SNAP/Food stamps, WIC, or Senior Farmers' Market Nutrition Program benefits?

- Yes
- No
- Prefer not to answer

Are you the **primary food shopper** in your household?

Yes

No

Is there anything else you would **like to see at the Owensboro Regional Farmers' Market**?
Please enter it in the text box below.

On a scale of 0-10 (with 10 being the highest) how **likely** are you to **recommend** the **Owensboro Regional Farmers' Market** to a friend?

0

1

2

3

4

5

6

7

8

9

10

Next, we will collect demographic information. This information will **not be shared and is only used to better understand our audience.**

Please indicate the **gender** you identify with the most.

Male

Female

Non-binary / third gender

Prefer not to say

Please indicate the **race/ethnicity** you identify with the most. Please select all that apply.

- Asian
 - Black or African American
 - Hispanic
 - Native American
 - White or Caucasian
 - Other
 - Prefer not to answer
 - American Indian, Native American, or Alaska Native
 - Native Hawaiian or Other Pacific Islander
-

Please indicate your **age**.

- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66+
- Prefer not to answer

Please indicate the **size** of your **household** (including yourself).

- 1
 - 2
 - 3
 - 4
 - 5+
-

Are there **children under the age of 16** in your **household**? If so, how many?

- 0
 - 1
 - 2
 - 3
 - 4
 - 5+
-

Do you **bring your child to children's events** at the Owensboro Regional Farmers' Market?

- Yes
- No
- This questions does not apply. (Ex. I do not have children; my children no longer live in my home; my children have outgrown the age of children's activities)

Is there anything you would like to see **changed or improved regarding the children's activities**? Please note your thoughts below.

What is your **zip** or **postal code** of residence in Kentucky?

Thank you for taking the time to complete our survey. If you wish to be entered into the drawing for 1 of 10 \$50 checks, please provide your name and an email address that you can be reached at.

****Please note, the Daviess County Cooperative Extension Office or the University of Kentucky Cooperative Extension Service will NOT sell your personal information or use it in any way, other than to contact you if you win a prize. This information will remain confidential. Additionally, your information will not be connected to any answers that you may have provided. ****

Full Name (First and Last):

Email address:
