

**Marketing Research and Strategy for Growing Sales  
Opportunities at Puget Sound Farmers Markets**

**Anacortes Farmers Market  
Fresh Bucks Survey**

Do you regularly shop at the Anacortes Farmers Market? Yes\_\_\_\_ No\_\_\_\_

If yes, how frequently to you shop here during the season?

Once per month \_\_\_\_

Twice per month \_\_\_\_

Three times per month \_\_\_\_

Every week \_\_\_\_

If no, is this your first time at the Anacortes Farmers Market? Yes\_\_\_\_ No\_\_\_\_

If yes, what is the primary reason you haven't come before today?

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Where did you get your Fresh Bucks? \_\_\_\_\_

Total value of Fresh Bucks: \$2\_\_\_\_ \$4\_\_\_\_

Total value of purchases today: \_\_\_\_\_

Do you think you would come to the market more often if this were a regular program? Yes\_\_\_\_ No\_\_\_\_

Do you feel the coupon program is an effective way to get people to the Anacortes Farmers Market? Yes\_\_\_\_ No\_\_\_\_

What other things would help you visit the Anacortes Farmers Market more frequently?

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