

**Mountain Tailgate Market Association (MTMA)/Appalachian Sustainable Agriculture Project (ASAP) -  
Intercept Customer Survey 2004**

**Interviewer:** \_\_\_\_\_ **Weather Conditions:** S PC C R  
**Date:** \_\_\_\_\_ **Market:** FBFC-S FBFC-W GL LaC W.AV N.AV MAD BM WVRVL  
**Time:** \_\_\_\_\_ **GENDER:** M F

1) How did you first find out about this market? (Circle as many as apply)

<b>Word of Mouth</b>	<b>Magazine</b>	<b>Road Signs</b>	<b>Radio/TV</b>
<b>Website</b>	<b>Newspaper</b>	<b>Can't Remember</b>	<b>Other (please elaborate)</b>
<b>Passing by</b>	<b>Local Food Guide</b>	<b>FB Co-op</b>	

2) How many miles away from the market do you live? (Circle)

<b>0-2</b>	<b>3-5</b>	<b>6-10</b>	<b>11-15</b>	<b>16-20</b>	<b>21-30</b>	<b>31-40</b>	<b>41-50</b>	<b>Visiting</b>
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If visiting, where did you get information when you planned your trip? \_\_\_\_\_

3) Name the local media sources that you consult most often, and be specific.

<b>Asheville Citizen Times</b>	<b>WNCW 88.7 Radio</b>	<b>Other (please elaborate)</b>
<b>Mountain Xpress</b>	<b>96.5 Radio</b>	
<b>WLOS TV</b>	<b>Asheville Global Report</b>	
<b>WCQS 88.1 Radio</b>		

4) How often do you shop at this market?

<b>1st Time</b>	<b>Weekly</b>	<b>Every 2 Wks</b>	<b>Once/mo.</b>	<b>couple times/ yr</b>	<b>other (elaborate)</b>
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5) Do you also shop at other tailgate markets? Y N

Follow up: If so, which ones? (Even visitors should answer).

<b>FBFC-S</b>	<b>GLM</b>	<b>N.AV</b>	<b>MAD</b>	<b>WVRVL</b>	<b>WW</b>
<b>FBFC-W</b>	<b>OAM</b>	<b>W.AV</b>	<b>BM</b>	<b>HS</b>	<b>Other:</b>

6) How much money did you, or will you, spend today at the market?

<b>\$0-\$5</b>	<b>\$6-\$10</b>	<b>\$11-\$15</b>
<b>\$16-\$20</b>	<b>\$21-\$30</b>	<b>\$31-\$40</b>
<b>\$40+</b>		

7) Is the farmers tailgate market the primary reason you came into town today? Y N

8) Do you plan to do any additional shopping in the area today? Y N

Follow up: If so, can you estimate how much money you will spend? \_\_\_\_\_

9) Have you seen or heard anything about locally grown food in the last year? Y N

If so, do you remember where? \_\_\_\_\_

Has it increased your purchases of locally grown food? Y N (already purchasing all I can) N

If so, can you estimate what percentage it has increased? \_\_\_\_\_

10) What is your biggest barrier to purchasing more locally grown food?

11) Are you familiar with the *Local Food Guide*, published by ASAP (show guide)? Y N

Have you used it to find local food or farms? Y N

Have you used the web version of the Guide? Y N

12) Is local food an important consideration when you choose a restaurant or grocery store? Y N

13) What would you do to improve the market?

14) What do you like best about the market?