

What do you purchase . . . ?

	regularly	occasionally	never
vegetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
fruit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eggs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
cheese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
meat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
baked goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
herbs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
jams & jellies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
soaps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
plants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
cut flowers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
honey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
crafts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What local foods would you like to purchase that are not available at West Asheville Tailgate Market?

other purchases (please list) _____

How important are the following to your shopping?

	very	somewhat	not
responsible farming methods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
certified organic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
lower priced conventional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
humanely raised	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
consistent supply of product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
variety of vendors & products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
choice within product types	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
freshness & quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
product presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
friendly & helpful service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

other important factors (please list)

Which of the following market promotions would appeal to you?

- Bring-A-Friend* and receive “thank-you” discount market coupons.
- Spend & Save Rewards* of a \$5 coupon for every \$50 purchased.
- Weekly Prize Drawings* for market basket of products from participating vendors.

suggestions for marketing & promotions

If you could change one thing at WATM, what would it be?

Contact information (optional)

Name: _____ **Email:** _____