

Sample Format Farm Marketing Survey

Date _____

SURVEY DATA		1	2	3	4	5	6	7	8	TOTAL	
	Male										
	Female										
Number in party	Adults										
	Children										
1. What is your Zip code?											
2. What media prompted your visit today?											
Check all that apply	Newspaper										
		Clipper									
		Sun									
		Herald									
		Money News									
		If news, did coupon prompt visit?									
	Website										
	Radio										
	Billboard										
	Always come										
	Other										
3. Who made the decision to come today?											
	Male										
	Female										
	Child										
4. Is this your 1st visit to our farm?											
Please tell me the letter which describes your...											
Select appropriate letter from card	5. Satisfaction of visit										
	6. Satisfaction of price										
	7. Age										
	8. Education										
	9. Household Income										

Thank you very much for answering my questions today.

Farm Marketing Survey - Customer Response Card

5. How would you describe your satisfaction with your visit today?

- A. Wow, exceeded my expectation
- B. Good job
- C. Only Okay
- D. We would not return

6. Based on the price of the entry fee, would you say you were...

- A. Extremely satisfied
- B. Very satisfied
- C. Satisfied
- D. Not satisfied

7. Please identify the letter which contains your age.

- | | |
|------------|---------------|
| A. 18 - 24 | D. 45 - 54 |
| B. 25 - 34 | E. 55 - 64 |
| C. 35 - 44 | F. 65 or more |

8. Please identify the letter which describes the highest level of education you have completed.

- | | |
|-----------------|---------------------|
| A. Elementary | D. Undergraduate |
| B. High School | E. Advanced college |
| C. Some college | |

9. Please identify the letter which indicates your annual household income.

- | | |
|------------------------|------------------------|
| A. less than \$25,000 | D. \$75,000 - \$99,000 |
| B. \$25,000 - \$49,000 | E. \$100,000 or more |
| C. \$50,000 - \$74,000 | |