

Today's Date _____

Q1. How often do you usually visit the market? (Please circle.)

- | | |
|----------------------------|---------------------------|
| A. Several times per week | E. Several times per year |
| B. Weekly | F. Rarely |
| C. Several times per month | G. First time |
| D. Monthly | |

Q2. Is the market your primary reason for visiting the downtown today? (Please circle.)

- A. Yes
- B. No

Q3. How much money do you estimate you spent or will spend today at the market? (Please write.)

\$ _____

Q4. Do you have plans to spend money elsewhere in the downtown today? (Please circle.)

- A. Yes
- B. No
- C. Don't know

Q5. If yes to Q4, please estimate how much money you spent or will spend today at other businesses (not associated with the market) that are located downtown? (Please write.)

\$ _____

Q6. Are there businesses that are not currently downtown that you would visit if they opened downtown (such as a shoe store, a specific restaurant or retailer, an insurance agency, etc.)? If so, please list them here.

Q7. What is your zip code? (Please write.)

Q8. What is your gender? (Please write.)

Q9. What is your race or ethnicity? (Please write.)