

Dot survey questions:

- 1) How often do you come to this FM?
 - One or more times a week
 - Every 2 weeks
 - Once in a month
 - A few times a year
 - This is my first visit to the market

- 2) What is the main reason you come to a FM?
 - Quality of products
 - Availability of organic products
 - To support local farmers
 - Direct contact to farmers
 - Atmosphere
 - Price

- 3) What one feature would make you come to this FM more often?
 - More organic products
 - Better labelling of origin of products and producers
 - More local farmers
 - More events on the FM (music, educational, cooking demonstration, children activities,..)
 - Larger variety of products

- 4) What one activity would you most prefer to enhance the FM atmosphere?
 - Cooking demonstrations
 - The showcasing of specific farms, farmers and farm products
 - Educational events about food, farming, nutrition, gardening, etc...
 - Activities for children
 - Music

- 5) What one feature do you think would further support farmers at FMs? '
 - More actual farmers at the markets
 - More markets in Vienna just for farmers
 - More transparency in labelling of producers
 - More market hours that fit a normal working schedule
 - Events about food and farming information and policy