# Visitor Survey Training Manual

Metrics + Indicators for Impact (MIFI) empowers farmers markets through proven data collection strategies, actionable interpretation information, and customizable reports. By using MIFI, we are developing customized knowledge about our market that enhances our internal decision-making and external communication activities. This survey will help us understand the relationships that we have with our visitors.

Thank you for helping us implement it!

## Survey Requirements

There are two roles:

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| Survey Interval Counter | Choose a line near where you are surveying. 20 minutes after the market opens, begin counting each adult (do not count children) as they cross the line. Let the survey giver know who the 24th person is and immediately begin counting the next interval from zero.  |
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| Survey Giver | Approach the 24th person with a smile and invite them to participate in the survey. “Do you have just a minute to help the market? I have a few quick questions that shouldn’t take more than a minute.” If they take the survey, you can fill it out for them or they can complete it themselves. If they decline, thank them for coming to the market and wish them a good day.  |

Everyone must follow three rules:

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| Minimum Sample Size | We need a minimum of {minimum sample size} completed surveys today. If we collect {minimum sample size} surveys, continue surveying every {selection interval}th adult until the end of the market.  |
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| Selection Interval | Survey every {selection interval}th adult. The selection interval identifies the number of adult visitors that one skips between each selection.  |
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| Voluntary Surveys | If someone asks to complete a survey but they are not the {selection interval}th adult, mark the survey as “volunteer” and let them complete it either with your help or on their own.  |