

Sunrise Farm: 2019 Visitor Questionnaire

Sarah designed this questionnaire to collect information from visitors to the farm in 2019. In order to obtain data that took account of the variation in weather and seasonal products, this questionnaire was administered to visitors to the farm during three seasonal periods; a week in late spring when fruit picking was available, a week in the summer holidays when the maze was open, and a week in late autumn when seasonal gifts were available in the shop.

The sample of respondents was randomised systematically, with every 10th customer approached as they were leaving. The questionnaire was completed on paper and respondents completed the questionnaire on their own. There was no incentive given for completing the questionnaire.

At the time of data collection, some indicative prices at the farm were:

- Maze ticket price: £6 adults, £3 children/concessions
- Coffee £3.50
- Cake £3
- Bottle of wine: £14
- Pack of bacon/sausages: £6-9
- Meat box for family of four £80
- Sandwich from deli: £4.75
- Luxury deli pie: £8.50
- Family tub of ice cream: £5

Customer Feedback Questionnaire

Thanks for your visit to our family Farm. I have selected you at random from our visitors today so we can improve and develop our facilities. We'd really appreciate your comments and feedback from filling out this questionnaire. We are a family business and committed to ensuring our organic farming methods leave an eco-friendly legacy for future generations. We will use your information and comments to improve our farm and facilities in line with these values. Please leave your completed questionnaires in the box by the exit.

Thanks for your custom!
Sarah Graham

Q1 What date did you visit the farm? _____

Q2 Approximately what time was your visit? _____ am/pm

Q3 Where have you travelled from today? _____

Q4 Who are you here with?

- ☐ Alone
- ☐ Here with family
- ☐ Here with friends
- ☐ Here with children

Q5 If you are on holiday or visiting Yorkshire, where are you from? _____

Q6 If you are here in a group, how many people did you come with today?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ More than 5

Q7 Is this your first visit?

- ☐ Yes
- ☐ No

Q8 How did you travel here?

- ☐ Car
- ☐ Bus
- ☐ Bicycle
- ☐ Walk

Q9 What did you do here today? (please tick all that apply)

- ☐ Visit café
- ☐ Pick fruit
- ☐ Visit shop
- ☐ Visit maze

Please turn the page

Q10 If you purchased something from the shop, what did you buy? (please tick all that apply)

- ☐ Organic fruit or vegetables
- ☐ Organic beverages or alcohol
- ☐ Organic ice cream
- ☐ Organic sweets, snacks or biscuits
- ☐ Fresh food from the delicatessen
- ☐ Fresh organic farm meat
- ☐ Sunrise Farm Jam or Chutney
- ☐ Home or Decoration items
- ☐ Clothing
- ☐ Gift Hamper

Q11 What age are you?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ Over 65

Q12 Including your visit to the maze, cafe or farm shop, how much did you spend on your visit today?

- ☐ £0-9.99
- ☐ £10-19.99
- ☐ £20-29.99
- ☐ £30-39.99
- ☐ £40-49.99
- ☐ £50-59.99
- ☐ £60-69.99
- ☐ £70-79.99
- ☐ £80-89.99
- ☐ £90-99.99
- ☐ Over £100

Q13 What would you like to see on your next visit?

Thank you for completing our questionnaire!