**RURAL ROMP LOCATION SURVEY**

Thank you for participating in the Romp. Taste Real’s initiatives are geared towards supporting food and farm businesses such as yours and we need your feedback! Please help us to measure the impact our programming makes on individual businesses. The information collected is for reporting purposes only and completely confidential. Please provide your best estimate for the questions below.
**This survey will be collected along with your Rural Romp signs and ballots.**

**1. Approximately how many visitors did you have who were participating in the Wellington Rural Romp?**

□ 1-20 □ 20-50 □ 50-100 □ 100-150 □ over 150 Your best guess \_\_\_\_\_

**2. How many of these visitors were new to your location?** Est. \_\_\_\_\_\_\_\_\_

**3. Did you have Romp visitors purchase from you?**

 □ Yes □ No

What were you sales of the day of the event? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4. Did you appreciate the opportunity to participate in the Romp? Would you participate again?**

□ Yes □ No \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**5. Do you know where some of your visitors were from?**□ Same municipality □ Wellington County □ Guelph

□ Outside of Wellington county: Where \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**6. Which types of advertising were you aware of for the Romp?**

□ Radio □ Newspaper □ Word of Mouth □ Taste Real Website □ E-newsletter

□ Facebook □ Twitter □ Posters □ Ontario Culinary Website

□ Other Websites and Events Calendars □ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**7. Did you advertise for the Romp? If yes, how?**

**8. Why did you decide to participate in the Rural Romp?**

Please rank by importance to your business (#1 very important, #8 least important)

|  |  |
| --- | --- |
| **GOAL** | **Did you achieve this goal?**  |
| * Sales on Romp day
 |  Yes No |
| * Promote your business to possible future customers
 |  Yes No |
| * Use the opportunity to invite current customers for customer appreciation
 |   Yes No |
| * Educate consumers about local food
 |  Yes No |
| * Promote your municipality
 |  Yes No |
| * Support and strengthen the local food program in our region
 |  Yes No |
| * Get media coverage
 |  Yes No |
| * Get customer feedback
 |  Yes No |
| Any other reasons you participated in the Romp? |  |

**9. What was your favourite part about the Romp?**

**10. How do Taste Real activities (or the Romp) help your business?**

**11. Did you find the Romp well organized? What could we have done better?**

**12. Would you be interested to partner with a Foodservice partner, i.e. cooking school, caterer to serve samples or do a demonstration at your location?**

Name of Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Thank you for filling in the Survey! It will help us continue improving the Rural Romp for years to come.

The Taste Real Team