

# (1) GENERAL QUESTIONNAIRE FOR THE CITY

Pollster's name:

Pollster's relation with the city markets:

Date:

## 1. Identification

Town: .....
Number of habitants: .....
Town's markets total number: .....
Number of markets: covered:..... open air: ..... mixed :.....
Number of markets with over 50 stands: .....
Total number of establishments in service: .....
Total number of establishments on vacancy: .....

## 2. Markets management system

Management model (mark your choice with an X): Public  Private  Public-private

Is the city impulsing a public management for the markets? Yes  No

Are there any town rules or decrees for markets management? Yes  No

Date of the last publication (please attach the document if possible): .....

Are there any decrees about markets management? Yes  No

If so, are they: regional  national / statal  european

Is there any policy or plan to renovate the local markets? Yes  No

## 3. Commercial activity situation

In the past 10 years there has been an increase or reduction of the city's market activity, or it hasn't changed? increase  reduction  not changed

In the past 10 years there has been an increase or reduction of the establishments (stands) number, or it hasn't changed? Increase  reduction  not changed

Are there any promotional campaigns? Yes  No

Public campaigns and n° .....  Private campaigns and n° .....

If so, please explane what kind of campaigns:.....  
.....  
.....

**Market commercial mix:** Fruits and vegetables (n°.....)  / Meat / Butcher (n°.....)  /  
Fresh fish and seafood (n°.....)  / bars & restaurants (n°.....)  / farmers (n°.....)  / non-  
food (n°.....)

**4. Social function**

Do you think the market’s activity represents any of the following values? (mark your choice with an X)

Value	Yes	No	Bad	Regular	Good	Very good
Cultural						
Historic						
Identity						
Able to promote social relationships						
Able to stimulate consumers’s trust						
Promotes immigrants integration						
It’s a mean to transmit food aknowledgements						
Promotes recicyng						
Promotes healthy habits						

**Does tourism have any impact on the local markets?**

.....  
 .....

**5. Budget and Financing**

- **Annual budget for the markets (total) (2009):** .....€
- **Public financing percentage** .....%  
 Municipal .....% Regional .....% Statal / National .....%
- **Private financing percentage**.....%
- **Annual budget for promotional campaigns (if there are campaigns)**
- Public:.....(National currency and Euros)
- Private:.....(National currency and Euros)

**6. Identification of good habits in the market**

**Please indicate those aspects that have been observed in the overall functioning of the markets of this town that could be recommended as GOOD HABITS AND PRACTICES that could be transferred to the other markets in the Mediterranean area (the answering area is orientative)**

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 .....  
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