

AFRI Survey Instruments, Procedures, and Results Outline

Farmers Market Surveys

During Fall and Winter 2012, Student Research Assistants (SRAs) conducted surveys at six Asheville area farmers markets. The farmers market survey is six pages long. Participants were asked questions regarding their preference for local vs. non-local food, their motivations as consumers, their familiarity with the ASAP "Appalachian Grown" label, their geographic definitions of local, and their demographic information. Most of the questions in this survey were designed to elicit free-response answers.

These surveys were conducted at tables set up within the markets. At the front of the table was an information sheet briefly describing the research, which customers had the option of reading. SRAs were instructed to let shoppers approach the table or express interest before inviting them to take a survey. Customers generally sat or stood by the table and filled out the survey with a clipboard and pen. When finished, participants placed the survey in an opaque box. They were then given the option of entering a raffle for a \$25.00 gift certificate to the market.

Survey instrument for all below: "FarmersMarketPhaseISurveyInstrumentAFRI.pdf"
(DropBox)

Asheville City Market

306 West Haywood Road, Ste 200 Asheville, NC 28801

November 3, 2012 and November 10, 2012

3 hour shifts, times unknown

2 shifts, 49 surveys collected (Average yield: 24.5)

Jackson County Market

Community Table on Central St., Sylva, NC 28779

November 2, 2012; November 17, 2012; and December 1, 2013

3 hour shifts, times unknown

3 shifts, 37 surveys collected (Average yield: 12.3)

Important notes from SRAs:

(12/1/12): "Afternoon parade may have drawn customers away from market."

Transylvania Tailgate Market

Corner of Jordan St. and Johnson St., Brevard, NC 28712

November 10, 2012 and November 17, 2012

3 hour shifts, times unknown

2 shifts, 30 surveys collected (Average yield: 15)

West Asheville Tailgate Market

718 Haywood Rd, Asheville, NC 28806

October 30, 2012 and November 20, 2012

3 hour shifts, times unknown

2 shifts, 14 surveys collected (Average yield: 7)

Oakley Farmers Market

607 Fairview Road Asheville, NC 28803

October 25, 2012

3 hour shifts, times unknown

1 shift, 18 surveys collected (Average yield: 18)

WNC Farmers Market

570 Brevard Rd Asheville, NC 28806

November 11, 2012 and December 1, 2012

3 hour shifts, times unknown

3 shifts, 15 surveys collected (Average yield: 5)

Important notes from SRAs:

(11/11/12): "Little to no interest in our survey shown by shoppers."

Pre-Intercept Surveys at Grocery Stores

During Summer 2013, Student Research Assistants conducted "Pre-Intercept" or "Baseline" surveying at Harold's Supermarket and JB's Galaxy. Pre-intercept surveying at Katuah Market was completed during the Spring 2014 semester. The baseline survey is five pages long. Participants were asked questions regarding their preference for local vs. non-local food, their motivations as consumers, their familiarity with the ASAP "Appalachian Grown" label, their definitions of local, and their demographic information. Most of the questions in this survey were designed to elicit answers from a list of multiple choices.

Baseline surveying was conducted outside the facility, by the front door. Student Research Assistants set up the tent and table before beginning. The table and chairs were positioned to the left or right of the doors, tilted toward shoppers as they exit. SRAs were instructed to let shoppers approach the table or express interest before inviting them to take a survey. Customers generally sat or stood by the table and filled out the survey with a clipboard and pen. They were also permitted to take the survey home and return it at a later date, or request that it be read aloud to them and filled out by a SRA. When finished, participants placed the survey in an opaque box. Participants at Harold's and JB's were then given the option of entering a raffle for a \$25.00 gift certificate to the grocery store. Katuah participants were not offered an incentive.

Pre-Intercept Round One: Summer 2013, Spring 2014

JB's Galaxy Pre-Intercept Surveying

1200 E Court St, Marion, NC 28752

June 14, 2013 - August 22, 2013 (69 days)

Shift times: 9:00-3:00, 10:00-4:00, 1:00-7:00, 2:00-8:00 (6 hr shifts)

16 shifts, 101 surveys collected (Average yield: 6.3)

Survey instrument: "2013GalaxyInitialSurveyInstrument.pdf" (DropBox)

Total cost of surveying: \$2,448 (\$24.24/survey)

Important notes from SRAs: (6/21/13):

"Customers seemed a bit hesitant about coming over to us."

(7/10/13): "The hours of 3 and 4 were particularly slow, but traffic at JB's picked up noticeably from 5 to 6."

(7/15/13): "Some people seemed interested at first, but when they found out the length of the survey they lost interest."

(7/24/13): "One positive thing was our new ability to read the survey to the participants and record their responses. We got two additional surveys by doing this when people asked."

Harold's Supermarket Pre-Intercept Surveying

80 W Sylva Shopping Area, Sylva, NC 28779

June 15, 2013 - August 16, 2013 (62 days)

Shift times: 9:00-3:00, 10:00-4:00, 1:00-7:00, 2:00-8:00 (6 hr shifts)

13 shifts, 83 surveys collected (Average yield: 6.4)

Survey instrument: "2013HaroldsInitialSurveyInstrument.pdf" (DropBox)

Total cost of surveying: \$2,163.75 (\$26.07/survey)

Important notes from SRAs:

(6/22/13): "There is a farmers market in town on Saturdays and it seems like most people shop there instead of the store on Saturdays."

(6/28/13): "Customers at Harold's seem slightly more interested in our research than those at JB's."

(7/12/13): "Working in the late afternoon/evening was a new experience. It was a slow day, but people are still probably getting used to our presence at the store."

(7/26/13): "It was our initial prediction that the store would be busier in the evening with the after work crowd. However, after about 5:45 everything slowed down a lot. Today's peak was probably between 4 and 5:30."

Katuah Market Pre-Intercept Surveying

2 Hendersonville Rd., Asheville, NC 28803

January 10, 2014 - January 22, 2014 (12 days)

Shift times: 9:00-1:00, 11:00-3:00, 12:00-4:00, 3:00-7:00 (4 hr shifts)

10 shifts, 129 surveys (Average yield: 12.9)

Survey instrument: "2013KatuahBaselineSurveyInstrument.docx" (DropBox), "Katuah Baseline Survey Instrument" (Google Drive)

Important notes from SRAs:

(1/16/14): "Weather: cold! (Sat inside)" -- SRAs begin sitting inside the building from this day forward

(1/18/14): "Had a spike of interest around 3:00."

Pre-Intercept Round Two: Summer 2014

JB's Galaxy Pre-Intercept Surveying Round 2

1200 E Court St, Marion, NC 28752

May 3, 2014 - June 6, 2014 (34 days)

Shift times: 9:00-3:00, 10:00-4:00, 11:00-5:00, 12:00-6:00, 12:30-6:30, 1:00-7:00 (6 hr)

23 shifts, 101 surveys (Average yield: 4.4)

Survey instrument: "2014Galaxy pre-intercept 2.docx" (DropBox)

Important notes from SRAs:

None

Harold's Supermarket Pre-Intercept Surveying Round 2

80 W Sylva Shopping Area, Sylva, NC 28779

May 2, 2014 - May 30, 2014 (28 days)

Shift times: 9:00-3:00, 10:00-4:00, 11:00-5:00, 12:00-6:00, 12:30-6:30, 1:00-7:00 (6 hr)

19 shifts, 162 surveys (Average yield: 8.5)

Survey instrument: "2014Harolds pre-intercept 2.docx" (DropBox)

Important notes from SRAs:

(5/6/14): "Harold's had strawberries from a local farm which a couple people mentioned they came for."

(5/23/14): "Slow day. Were competing with table set up nearby collecting donations for veterans."
-On several occasions SRAs noted that they were receiving incomplete surveys.

Katuah Market Pre-Intercept Surveying Round 2

2 Hendersonville Rd., Asheville, NC 28803

October 2, 2014 - November 7, 2014 (36 days)

Shift times: 9:00-1:00, 10:00-2:00, 11:00-3:00, 3:00-7:00

10 shifts, 131 surveys (Average yield: 13.1)

Survey Instrument: 2014KatuahPre-Intercept2.docx (DropBox)

Important notes from SRAs:

(10/25/14): "We had difficulties getting surveys partially due to the cold in the morning (people were kind of rushing to get inside) and they had an AutumnFest going on later during our shift."

-The general consensus seemed to be that it was easiest to get surveys during lunch and dinner hours, as shoppers would take the survey while they ate food from the hotbar.

Intercept Surveys

Intercept surveying was conducted at Harold's Supermarket during the Fall 2013 semester, after ASAP signage was placed in the store's produce section. SRAs were responsible for taking note of the signs and what they were advertising each shift. The intercept survey is much shorter than the Baseline survey, consisting of only two questions: did you notice the ASAP signs, and did you buy any of the local food they were promoting? Intercept surveying was not conducted at JB's Galaxy, the control store.

Intercept surveying took place inside the store, in the produce section. SRAs first completed a checklist of instructions which included recording a short description of the store's signage and the local products being offered on that day. While surveying, SRAs usually stood toward the back of the produce section, speaking to willing shoppers as they walked by. This survey was much shorter, so SRAs asked the questions aloud and recorded the answers on a clipboard.

Harold's Supermarket Intercept Surveying

80 W Sylva Shopping Area, Sylva, NC 28779

October 12, 2013 - October 26, 2013 (14 days)

Shift times: 9:00-2:00, 10:00-3:00, 2:00-7:00 (5 hr shifts)

6 shifts, 114 surveys (Average yield: 19)

Survey instrument: "CustomerInterceptSurvey.docx" (DropBox), "Customer Intercept Survey (Fall 2013)" (Google Drive)

Important notes from SRAs:

(10/15/13): "The small Appalachian Grown Certified Local sign is above Shelton's tomatoes, not Sunny Creek lettuce. A generic Harold's sign is advertising Shelton tomatoes."

(10/18/13): "There are no small profiles of farmers with their products. Corn and green beans are from Mitchell's farm, but no ASAP sign is present to advertise this."

(10/25/13): "...tomatoes are not on display. There is a generic sign for 'NC Apples' that does not specify farm name or location."

(10/26/13): "We got the small farmer profile for J.W. Mitchell and set it up with his green beans."

Katuah Market Intercept Surveying

2 Hendersonville Rd., Asheville, NC 28803

July 26, 2014 - August 8, 2014 (13 days)

Shift times: 10:30-2:30, 2:30-6:30 (4 hr shifts)

6 shifts, 144 surveys (Average yield: 24)

Survey instrument: "CustomerInterceptSurvey.docx" (DropBox), "Customer Intercept Survey (Fall 2013)" (Google Drive)

Important notes from SRAs:

(7/29/14): "It seemed like people were gravitating toward the hot bar far more frequently than the produce aisle."

Notes on signage: Small farmer profiles include Balsam Gardens, Sunny Creek, Ivy Creek, R Farm, and Riverview Farm. At least 40 store-made signs featuring App Grown logo. Two large hanging posters: and explanation of ASAP Appalachian Grown logo and App Grown "local" map. (Pictures of signage labeled "Katuah intercept..." on Google Drive and DropBox AFRI Project>Photos.)

(Table below)

	Dates	Shifts	Responses	Average Yield
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Asheville City Market	"November 2012"	2	49	24.5
Jackson County Market	November-December 2012	3	37	12.3
Transylvania Tailgate Market	November-December 2012	2	30	15
West Asheville Tailgate Market	October-November 2012	2	14	7
Oakley Farmers Market	"October 2012"	1	18	18
WNC Farmers Market	November-December 2012	3	15	5
Galaxy Pre-Intercept (1)	June-August 2013	16	101	6.3
Harold's Pre-Intercept (1)	June-August 2013	13	83	6.4
Katuah Pre-Intercept (1)	"January 2014"	10	129	12.9
Harold's Intercept (1)	"October 2013"	6	114	19
Katuah Intercept (1)	July-August 2014	6	144	24
Galaxy Pre-Intercept (2)	May-June 2014	23	101	4.4
Harold's Pre-Intercept (2)	"May 2014"	19	162	8.5
Katuah Pre-Intercept (2)	"October 2014"	8	98	12.25