

On-Line Survey Instruments

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Objectives

- Describe the market for manure and manure-derived compost associated with off-site transfers from feedyards in the project area
- Assess the environmental knowledge (i. e., surface water quality) of
 - Farmers receiving feedyard manure
 - Third-party contractors collecting, composting, and/or spreading feedyard manure
- Establish baselines for educational efforts

Feedback Requests

- What sorts of questions should be asked?
- How can the questions be framed best?
- What is an appropriate length of the survey?
- What are the best ways to maximize the pool of potential respondents?
- How might we maximize the response rate (i. e., should we “sweeten the pot,” and if so, how)?
- What are some creative ways to interpret and use the survey data to maximize their value?

Survey Descriptions

- Three different surveys
 - Cattle feedyards (e. g. Amosson/TCFA surveys)
 - Farmers receiving cattle manure
 - Third-party manure/compost contractors
- Three different ways of administering
 - On-line response (www.surveymonkey.com)
 - On-line response with “coach” from project team
 - Hardcopy response, project team entry

DRAFT CONTRACTOR SURVEY

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