On-Line Survey Instruments

Brent Auvermann, Texas AgriLife Extension Service
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](http://www.surveymonkey.com))
  – On-line response with “coach” from project team
  – Hardcopy response, project team entry
DRAFT CONTRACTOR SURVEY
Feedback Requests

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• How can the questions be framed best?
• What are some creative ways to interpret and use the survey data to maximize their value?