The results from this survey will be used for an ongoing research project at The Ohio State University which is being conducted by an honors student and faculty advisor. In order to remain anonymous, please do not place the name of your company anywhere on this survey. If you do not feel comfortable answering a question, or feel that the answer to a question would be irrelevant to the use of this survey, skip the question. We thank you for taking your time to complete this survey. Your contribution to this research project is very important.

The following are general questions about your farm market. Please place a checkmark on the line next to the statement that best completes the sentence.

1. My company is located in:
   - [ ] Northern Ohio
   - [ ] Southern Ohio
   - [ ] Western Ohio
   - [ ] Eastern Ohio
   - [ ] Central Ohio

2. The population of the nearest community to my company is:
   - [ ] Less than 2,500
   - [ ] 2,500 to 4,999
   - [ ] 5,000 to 9,999
   - [ ] 10,000 to 14,999
   - [ ] 15,000 to 19,999
   - [ ] 20,000 to 24,999
   - [ ] 25,000 to 29,999
   - [ ] 30,000 to 34,999
   - [ ] 35,000 to 39,999
   - [ ] 40,000 to 44,999
   - [ ] 45,000 to 50,000
   - [ ] More than 50,000

3. The total annual income that comes directly from my company is:
   - [ ] Less than $10,000
   - [ ] $10,000 to $49,999
   - [ ] $50,000 to $99,999
   - [ ] $100,000 to $199,999
   - [ ] $200,000 to $299,999
   - [ ] $300,000 to $399,999
   - [ ] $400,000 to $499,999
   - [ ] $500,000 to $599,999
   - [ ] $600,000 to $699,999
   - [ ] $700,000 to $799,999
   - [ ] $800,000 to $899,999
   - [ ] $900,000 to $1 million
   - [ ] More than $1 million
4. The number of customers my company has annually is:

[ ] Less than 1,000
[ ] 1,000 to 4,999
[ ] 5,000 to 9,999
[ ] 10,000 to 19,999
[ ] 20,000 to 29,999
[ ] 30,000 to 39,999
[ ] 40,000 to 49,999
[ ] 50,000 to 59,999
[ ] 60,000 to 69,999
[ ] 70,000 to 79,999
[ ] 80,000 to 89,999
[ ] 90,000 to 100,000
[ ] More than 100,000

5. The largest share of customers for my company come from:

[ ] Less than 5 miles away
[ ] 5 to 24 miles away
[ ] 25 to 49 miles away
[ ] 50 to 99 miles away
[ ] 100 to 199 miles away
[ ] More than 200 miles away

6. The largest share of customers for my company come:

[ ] Less than once a year
[ ] Once every six months
[ ] Once a month
[ ] Twice a month
[ ] Once a week
[ ] Twice a week
[ ] More than three times a week

7. As the owner or employee, I am:

[ ] Very familiar with our customer base
[ ] Somewhat familiar with our customer base
[ ] Not familiar with our customer base

8. My company is open and operating in the following months: (please check all that apply)

[ ] Year around
[ ] January
[ ] February
[ ] March
[ ] April
[ ] May
[ ] June
[ ] July
[ ] August
[ ] September
[ ] October
[ ] November
[ ] December
9. I became owner of my company in the following way:

______ It is a family business that has been passed from one generation to the next
______ I bought this company after it was already established
______ I designed and established this company myself
______ I designed and established this company in cooperation with other members of my family and/or friends
______ I was promoted into the ownership position of my company after being an employee
______ Other (Please describe) ____________________________

10. My company is/includes the following: (please check all that apply)

______ Agricultural Food and Craft Show   ____ Harvest Festivals
______ Animal Feeding/ Petting Zoo       ____ Hiking
______ Barns Dances                     ____ Historical Museums and Displays
______ Barn Operation Tours             ____ Horseback Riding
______ Barn Parties/Weddings            ____ Hunting & Fishing
______ Bed and Breakfast                ____ Off-road Motorcycling, ATV, or Mountain Biking
______ Bird Watching                   ____ Pack Trips
______ Boating & Canoeing               ____ Restaurant
______ Camping/ Picnicking               ____ Roadside Stands/Markets
______ Children’s Camps or Field Trips  ____ Rock Climbing
______ Crop Tours                       ____ Rodeos
______ Crop Mazes                      ____ Self-Guided Driving Tours
______ Educational Tours               ____ Swimming
______ Farm Working Experience         ____ School Activities
______ Food Festivals                   ____ U-Pick Operations
______ Floral Arrangement Workshops    ____ Wagon Trains
______ Flower Shows                    ____ Wilderness Experiences
______ Fossil/Rock Collecting          ____ Wildlife Watching
______ Gardens/ Arboreums              ____ Others (see next question)
______ Hay Rides/ Sleigh Rides

11. My company also is/includes the following in addition to those checked in question number ten:

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
The following are questions that pertain to communication and marketing strategies utilized within your farm market to reach other communities and improve sales. Please place a checkmark on the line next to the statement that best completes the sentence.

12. The person in charge of the communication operations within my company:

______ Is a person/ people who were hired specifically for the job
______ Is me, the owner
______ Is me, the owner, and another employee
______ Is a friend or family member who was assigned the job
______ There is no person in charge of communications in my company
______ Other (Please describe) __________________________

______________________________________________________________________________

13. As the owner or employee, I am:

______ Very involved in communicating with the customers of my company
______ Somewhat involved in communicating with the customers of my company
______ Rarely involved in communicating with the customers of my company
______ Never involved in communicating with the customers of my company

14. Communicating to customers through marketing is:

______ Extremely important to the vitality of my company
______ Somewhat important to the vitality of my company
______ Not very important to the vitality of my company
______ Not at all important to the vitality of my company

15. In advertising, my company:

______ Focuses on rural audiences
______ Focuses on urban audiences
______ Focuses on both rural and urban audiences

16. In advertising, my company:

______ Focuses on advertising to the local community
______ Focuses on advertising to the county-wide community
______ Focuses on advertising to a state-wide community
______ Focuses on advertising to the entire nation
17. My company spends the following percentage of our annual income on communicating to people outside of our business:

- [ ] Less than 1%
- [ ] 1-5%
- [ ] 6-10%
- [ ] 11-15%
- [ ] 16-20%
- [ ] 21-25%
- [ ] More than 25% (please estimate percent ________________)

18. My company uses the following methods to advertise:

- [ ] Newspaper Advertisements
- [ ] Magazine Advertisements
- [ ] Highway Billboards
- [ ] Local Community Billboards
- [ ] Fliers
- [ ] Mailings
- [ ] Business Website
- [ ] Personal Website
- [ ] Internet Advertisements
- [ ] Media Kits
- [ ] Television Commercials
- [ ] Radio Commercials
- [ ] Brochures
- [ ] Roadside Signs
- [ ] T-shirts
- [ ] Blog
- [ ] E-mails through a Listserv
- [ ] Posters
- [ ] Shop Windows

19. On the next page is a table that will help us organize additional information about your business. This table focuses on specialty items or discounts offered by agri-tourism businesses as a way to more effectively market products. On the far left is a column with all twelve months of the year. The three columns to the right are left empty for handwritten descriptions of specialty item offered during each month at your agri-tourism business. An example is done for you in the first row. If your business does not offer specialties, simply write N/A in the space provided or leave the table blank.

<table>
<thead>
<tr>
<th>Month</th>
<th>Specialty #1</th>
<th>Specialty #2</th>
<th>Specialty #3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example:</td>
<td><strong>January</strong> 10% discount on all Christmas decorations</td>
<td><strong>Buy one ice cream cone, get one free.</strong></td>
<td>None</td>
</tr>
<tr>
<td></td>
<td><strong>January</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>February</strong></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td><strong>March</strong></td>
<td></td>
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<tr>
<td>Month</td>
<td>Column 1</td>
<td>Column 2</td>
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<td>April</td>
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<td>May</td>
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<tr>
<td>November</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please check yes or no for the following statements, according to your response. If checking yes, please use the line provided for a description of your answer.

20. I am a member of an organization that brings together farm market or agri-tourism business owners for networking and/or educational opportunities at conferences or meetings, or through weekly mailings.
   
   _____ No
   _____ Yes (Please describe) ____________________________________________
   ____________________________________________________________________
   ____________________________________________________________________

21. I have referred to agri-tourism workbooks, handbooks, journals or articles to improve the overall success of my company.
22. I have referred to agri-tourism workbooks, handbooks, journals or articles to improve the communications and marketing departments within my company.

[ ] No
[ ] Yes (Please describe) ________________________________

______________________________________________________________________________

23. I have used available on-line sources, including agri-tourism websites and communications or marketing improvement software to advance my company.

[ ] No
[ ] Yes (Please describe) ________________________________

______________________________________________________________________________

24. I have gone to a local library and used printed sources, including books, journals, and magazines to refer to communications and/or marketing strategies that could be used within my company.

[ ] No
[ ] Yes (Please describe) ________________________________

______________________________________________________________________________

25. I have traveled to other states to attend conferences on agri-tourism or direct farm marketing.

[ ] No
[ ] Yes (Please describe) ________________________________
26. I have attended conferences right here in Ohio on agri-tourism or direct farm marketing.

_____ No
_____ Yes (Please describe) ________________________________________________________

27. I have applied advice from other farm market owners and/or employees in order to improve the success of my farm market.

_____ No
_____ Yes (Please describe) ________________________________________________________
Please indicate your evaluation of the following advertisement and education methods, in regards to your farm market. Please circle the number that best indicates your evaluation, with the numbers correlating for the following: 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree. If your business does not use that form of advertisement, please skip the question.

28. For my company, newspaper and magazine advertisements are:

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Neutral</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effective</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Entertaining</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Interesting</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Attractive</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Informative</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Easy to Maintain</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

29. For my company, television and radio advertisements are:

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Neutral</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Easy to Maintain</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

30. For my company, billboards and roadside signs are:

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Neutral</th>
<th>Strongly Agree</th>
</tr>
</thead>
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<tr>
<td>Easy to Maintain</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

31. For my company, websites, mass e-mails and internet advertisements are:

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Neutral</th>
<th>Strongly Agree</th>
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</thead>
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<td>3</td>
</tr>
<tr>
<td>Easy to Maintain</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>
32. For my company, mailings, postcards, fliers, and other forms of paper handout advertisements are:

<table>
<thead>
<tr>
<th></th>
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<th>Neutral</th>
<th>Strongly Agree</th>
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<td>3</td>
</tr>
</tbody>
</table>

33. Please use the following space to describe the best marketing strategy you have ever used or seen used for agri-tourism:

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

34. Do you know of other agri-tourist businesses in this county? Who are they?

______________________________________________________________________________
______________________________________________________________________________

35. Is it ok for a researcher to contact you by phone to discuss your agri-tourism marketing strategies in greater detail?

______ No  ______ Yes  If so, please put name of contact and phone number here:

______________________________________________________________________________

Thank you.