

“Marketing Strategies of Ohio Agri-tourism Businesses”
Honors Thesis and Student Research Project
The Ohio State University

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:

- | | |
|---|---|
| <input type="checkbox"/> Less than 2,500 | <input type="checkbox"/> 25,000 to 29,999 |
| <input type="checkbox"/> 2,500 to 4,999 | <input type="checkbox"/> 30,000 to 34,999 |
| <input type="checkbox"/> 5,000 to 9,999 | <input type="checkbox"/> 35,000 to 39,999 |
| <input type="checkbox"/> 10,000 to 14,999 | <input type="checkbox"/> 40,000 to 44,999 |
| <input type="checkbox"/> 15,000 to 19,999 | <input type="checkbox"/> 45,000 to 50,000 |
| <input type="checkbox"/> 20,000 to 24,999 | <input type="checkbox"/> More than 50,000 |

3. The total annual income that comes directly from my company is:

- | | |
|---|--|
| <input type="checkbox"/> Less than \$10, 000 | <input type="checkbox"/> \$500,000 to \$599,999 |
| <input type="checkbox"/> \$10, 000 to \$49, 999 | <input type="checkbox"/> \$600, 000 to \$699, 999 |
| <input type="checkbox"/> \$50, 000 to \$99, 999 | <input type="checkbox"/> \$700,000 to \$799,999 |
| <input type="checkbox"/> \$100, 000 to \$199, 999 | <input type="checkbox"/> \$800,000 to \$899,999 |
| <input type="checkbox"/> \$200,000 to \$299,999 | <input type="checkbox"/> \$900, 000 to \$1 million |
| <input type="checkbox"/> \$300,000 to \$399, 999 | <input type="checkbox"/> More than \$1 million |
| <input type="checkbox"/> \$400,000 to \$499,999 | |

4. The number of customers my company has annually is:

- | | |
|---|--|
| <input type="checkbox"/> Less than 1, 000 | <input type="checkbox"/> 50,000 to 59,999 |
| <input type="checkbox"/> 1,000 to 4,999 | <input type="checkbox"/> 60,000 to 69,999 |
| <input type="checkbox"/> 5,000 to 9,999 | <input type="checkbox"/> 70,000 to 79,999 |
| <input type="checkbox"/> 10,000 to 19,999 | <input type="checkbox"/> 80,000 to 89,999 |
| <input type="checkbox"/> 20,000 to 29,999 | <input type="checkbox"/> 90,000 to 100,000 |
| <input type="checkbox"/> 30,000 to 39,999 | <input type="checkbox"/> More than 100,000 |
| <input type="checkbox"/> 40,000 to 49,999 | |

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 ever 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)

- | | |
|--------------------------------------|------------------------------------|
| <input type="checkbox"/> Year around | <input type="checkbox"/> July |
| <input type="checkbox"/> January | <input type="checkbox"/> August |
| <input type="checkbox"/> February | <input type="checkbox"/> September |
| <input type="checkbox"/> March | <input type="checkbox"/> October |
| <input type="checkbox"/> April | <input type="checkbox"/> November |
| <input type="checkbox"/> May | <input type="checkbox"/> December |
| <input type="checkbox"/> June | |

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)

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

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

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.

Month	Specialty #1	Specialty #2	Specialty #3
Example: <i>January</i>	<i>10% discount on all Christmas decorations</i>	<i>Buy one ice cream cone, get one free.</i>	<i>None</i>
<i>January</i>			
<i>February</i>			
<i>March</i>			

April			
May			
June			
July			
August			
September			
October			
November			
December			

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.

_____ No
_____ Yes (Please describe) _____

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:

	Strongly Disagree		Neutral		Strongly Agree	
Effective	1	2	3	4	5	
Entertaining	1	2	3	4	5	
Interesting	1	2	3	4	5	
Attractive	1	2	3	4	5	
Informative	1	2	3	4	5	
Easy to Maintain	1	2	3	4	5	

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

	Strongly Disagree		Neutral		Strongly Agree	
Effective	1	2	3	4	5	
Entertaining	1	2	3	4	5	
Interesting	1	2	3	4	5	
Attractive	1	2	3	4	5	
Informative	1	2	3	4	5	
Easy to Maintain	1	2	3	4	5	

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

	Strongly Disagree		Neutral		Strongly Agree	
Effective	1	2	3	4	5	
Entertaining	1	2	3	4	5	
Interesting	1	2	3	4	5	
Attractive	1	2	3	4	5	
Informative	1	2	3	4	5	
Easy to Maintain	1	2	3	4	5	

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

	Strongly Disagree		Neutral		Strongly Agree	
Effective	1	2	3	4	5	
Entertaining	1	2	3	4	5	
Interesting	1	2	3	4	5	
Attractive	1	2	3	4	5	
Informative	1	2	3	4	5	
Easy to Maintain	1	2	3	4	5	

32. For my company, mailings, postcards, fliers, and other forms of paper handout advertisements are:

	Strongly Disagree		Neutral		Strongly Agree	
Effective	1	2	3	4	5	
Entertaining	1	2	3	4	5	
Interesting	1	2	3	4	5	
Attractive	1	2	3	4	5	
Informative	1	2	3	4	5	
Easy to Maintain	1	2	3	4	5	

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.