

1. Overview

This appendix supplements Chapter 2: Methodology and Data Collection of the final report. It provides more details on sampling, study methodology and data collection procedures in conducting the client survey.

1.1 Client Survey Sample

This study implemented a two-stage sampling process based on sampling of farmers markets (FMs) and sampling of SNAP participants.

Stage 1: Sampling of Farmers Markets

Stage 1 involved a nationally representative sample of FMs. The sample was selected from FMs that participated in the National Survey of FM Managers and Direct Marketing Farmers (FM Ops Study). The FM Ops Study was national survey of 1,682 FM managers and 570 direct marketing farmers with EBT transactions (collected between January and May 2012).

The FM sample frame included FMs with EBT transactions greater than \$1,000 between June 2011 and July 2012. To construct the FM frame, a subset containing only the FM records was extracted from the STARS ¹ data, which included various types of SNAP authorized retailers, and then the transaction records between June 2011 and July 2012 were extracted from the ALERT ² data, and aggregated to create a total redemptions figure at the market level. These total redemptions figures were then merged onto the FM records, and only those FMs with redemptions of \$1000 or more were eligible for the study.

Some FMs are part of an Umbrella Organization (UO), which may have only one FNS number assigned to multiple FMs within the UO. As a result, the ALERT transaction data could only be

¹ The STARS II database includes a record for each retailer authorized to accept SNAP benefits.

² The ALERT database includes all Electronic Benefit Transfer (EBT) transaction records.

linked to the UO but not the individual FMs under the UO. One alternative was to use the terminal IDs of the EBT transaction machine to identify the transactions for individual FMs. However, since a terminal ID could also be shared by multiple FMs, this approach would not uniquely identify FMs. Thus, transaction date/time stamp was used to link the ALERT transaction data to FMs under UOs.

First, the FM Ops study frame was used to disaggregate the UOs. Next, a web search was conducted to determine the days and hours of operation of each farmers' market within the UO. The disaggregated FMs were then split into two groups: markets that had distinctive days/hours of operation within their UO, and those that could not be further disaggregated because of overlapping schedules. For each disaggregated market having unique hours of operation within its UO, the time/date stamp was used to link to the ALERT transaction data, and calculate a 12-month redemption figure. FMs with redemptions greater than \$1000 were considered eligible for inclusion in the FM sample frame for FMCS. A disaggregated market without unique hours of operation within its UO had unknown eligibility and was not included in the sample frame for the FMCS.

Second, after the completion of the disaggregation process, the FMs that met the eligibility criteria were matched to responding FMs that participated in the FM Ops study. Matched FMs were included in the sample frame for FMCS. The sample frame construction procedure resulted in a Stage 1 sample frame of 261 FMs.

A stratified sample of 70 FMs was selected from the sample frame with probabilities proportional to size measures (PPS). The sample was stratified by FM incentive status. Specifically, FMs that offered or did not offer a SNAP based incentive program (SBIP) at the time of sampling. Then, within each stratum, a systematic sample of FMs was selected from the list of markets sorted by three variables (1) the indicator of whether or not the market was under an UO, (2) the FNS region, and (3) the urban/rural status of the market³. The measure of size for the PPS selection was the product of the FM Ops study weight and the number of EBT cards associated with each market.

From the sample of 70 FMs, three were nonresponse (lack of data in the state's records about the SNAP participants associated with that FM) and two were ineligible (later found not to be FMs according to FNS criteria). Thus, the final sample included 65 targeted FMs from 23 states:

³ This process is not equivalent to stratifying by these variables, though it may lead to similar results.

Arizona, California, Georgia, Hawaii, Illinois, Kansas, Maryland, Massachusetts, Michigan, Missouri, Montana, Nebraska, New Hampshire, New Mexico, New York, Ohio, Oklahoma, Oregon, South Carolina, Tennessee, Vermont, Washington, and West Virginia.

Stage 2: Sampling of SNAP Participants

Figure A-1 below presents a summary of the sampling (and grouping) of SNAP participants. Stage 2 involved a random sample of SNAP participants who resided within a catchment area (two mile radius) of a sampled (targeted) FM. The sample included two groups of SNAP participants: those who used their EBT card at one of the sampled FMs during the past 12 months (FM EBT users), and those who did not use their EBT card at a sampled FM, but used it at any authorized retailer within a predefined area surrounding the sampled FM (FM EBT nonusers).

The extract was requested from the ALERT system to identify eligible SNAP participants based on EBT card use at select FMs or other retailers within the same catchment area. SNAP participants may have used their EBT card at multiple FMs or catchment areas, which meant a higher probability of being included in the sample. Therefore, each EBT card was associated with only one eligible FM or catchment area by randomly selecting one FM or catchment area (if an EBT card was associated with multiple FMs or catchment areas).

The contact information for each EBT card user identified from the extract was requested from each SNAP State office or local agency for each EBT card number. From the list provided by the State and local agencies, all eligible SNAP participants were identified. This served as the sampling frame for both FM EBT Users at the FMs selected at Stage 1, and FM EBT Nonusers within the catchment areas surrounding the selected FMs.

There was a time lag (of one year) between the time in which the sample was drawn and when the survey was completed. Based on survey responses, survey respondents were then grouped into SNAP participants who reported shopping at FMs (shoppers) and SNAP participants who reported that they did not shop at FMs (nonshoppers) within the past 12 months. Further, at the time of survey completion, the shoppers were asked to self-report if they used their EBT card at a farmers market during the past 12 months.

Appendix A
Technical Appendix

Figure A-1. Summary of Sampling of SNAP Participants

1.1.1 Data Collection Period and Procedures

The survey data collection took place over a 12 week period between July 29, 2013 and October 21, 2013 and was implemented via a mail survey or telephone interview. Table A-1 below presents the timeline of study events, followed by a summary of the procedures.

Table A-1. Timeline of Study Events

Study Event	Date
1. Survey Mailed to Initial Sample with cash incentive (N=5,208)	7/29/13
2. Reminder Call to Initial Sample Non Responders	8/5/13
3. Survey Re-Mailed to Initial Sample Non Responders (no cash)	8/21/13
4. Reminder Call to Initial Sample Non Responders	8/26/13
5. Survey Mailed to Reserve Sample with cash incentive (N=5,185)	8/30/13
6. TRC Begins Calling Initial Sample Non Responders	9/9/13
7. Reminder Call to Reserve Sample Non Responders	9/16/13
8. Survey Mailed to Reserve Sample Non Responders (no cash)	9/20/13
9. TRC Begins Calling Reserve Sample Non Responders	9/23/13
10. TRC Ends Calls to Non Responders	10/13/13
11. Mailed Survey Receipting Ends	10/21/13
Ongoing Study Events	Frequency
12. Mailed Survey Receipting	Daily
13. TRC Calls to Non Responders	Daily
14. Survey Help Desk	Daily
15. Weekly Mailings:	
a. Survey Re-Mails	
▪ Lost or Misplaced	
▪ Request for Spanish Version	
▪ Post Not Delivered with Address Update	
b. Thank You Letters with Post Survey Completion Incentive Cash	Weekly
16. Special Mailings:	
a. Lost/Stolen Pre - Incentive Re-mail	As Needed
b. Lost/Stolen Post-Incentive Re-mail	

Data collection was completed by seven core teams working concurrently and jointly to conduct data collection. The **Operations Team** provided general oversight, coordinated timelines, and provided technical input and feedback to the remaining six teams. The **Study Management System (SMS)** team maintained the internal management website, maintained SNAP participant status and information, and generated mail merge files for weekly and special mailings. These mail merge files were generated according to participant status. For example, a completed survey resulted in the participant's inclusion on the thank you/incentive payment mail merge file. Alternatively, a non-complete survey status resulted in the participant's inclusion in a second mailing to non-responders. Additionally, the SMS team provided updates to the Telephone

Research Center (TRC) team that identified surveys received by mail that did not require calls. Chapter 7 of this appendix provides more detail about the SMS.

The **Mailing** team utilized the mail merge files from the SMS team to generate and print customized color letters and survey booklets. The mailing team included a quality check procedure to ensure that the letters and survey booklets were accurately customized. Specifically, the cover letter reflected the accurate pre/post incentive amounts, and survey booklets include the correct “local” (targeted) farmers market. The assembly of the letters and survey booklets into mailing envelopes included a 100 percent quality control check. Working closely with the mailing team, the **Incentive Payments** team provided the appropriate cash incentive amounts, maintained detailed cash flow records, and conducted quality control. Chapter 3 of this appendix provides more details on the mailing efforts.

The **Teleform Processing and Data Management** team developed the hardcopy, scannable (Teleform) version of the survey. The Teleform processing team receipted the hardcopy survey upon receipt, updating the SMS. The team also conducted quality assurance reviews of the scanned surveys, and addressed any issues related to readability of the scanned survey. Chapter 5 of this appendix provides more details on the Teleform procedures.

The **Telephone Research Center (TRC)** team conducted the telephone interviews with SNAP participants who did not return their surveys in the mail. This designation was provided by the SMS team. Their calling procedures are described in Chapter 6 of this Appendix.

Finally the **Helpdesk** team, a sub group of the TRC team, managed all calls to the project’s toll free number from SNAP participants and survey respondents. Working closely with the operations team, the Helpdesk team addressed questions, special requests, and inquiries about incentive payments. A total of 427 calls were processed through the Helpdesk team. Table A-2 presents a summary of the 10 predominate types of calls fielded by the help desk.

Table A-2. Summary of Helpdesk Calls by Category

Category	Number of Calls
Completed/Intends to Complete Survey	107
Legitimacy/Confidentiality	58
Prefer Survey by phone	43
Incentive Re-Mail	37
Other language	30
Incentive Question	27
Refusal	19
Spanish Re-Mail	17
English Re-Mail	17
Wrong Number/Address	12

1.4 Appendix Organization

The remaining chapters of this appendix provide further details on the client survey methodology components and procedures. Chapter 2 presents a summary of the development of the survey. Chapter 3 outlines the mailing efforts. Chapter 4 summarizes the incentive scheme and procedures. Chapter 5 presents a summary of the Teleform survey procedures. Chapter 6 summarizes the telephone research center procedures for recruiting and training data collectors. Finally, Chapters 7 details the study management system, its components, and how it was used to manage the data collection.

2. Survey Development

2.1 Survey Structure and Outline

The client survey included five sections, each targeted for shoppers at a FM (shoppers), nonshoppers at a FM (nonshoppers), or both. In addition, within sections, certain questions were targeted for specific subgroups (e.g., shoppers who reported use of their EBT card at FMs). Since there was one hardcopy survey with sections embedded, the survey respondent was required to follow skip patterns when completing it via hardcopy. The survey incorporated navigational guides to direct the survey respondent accordingly. On the other hand, for respondents who completed the survey by phone, the skip patterns were automatically applied by the programmed version of the survey. The interviewer was directed on which questions to ask based on the respondent's responses. Table A-3 below presents a summary of the structure of the survey.

The survey underwent cognitive testing and subsequent revisions as described in Appendix C: Cognitive Testing of Survey Instrument. The final English and Spanish versions of the survey are included in Appendix E: Instruments.

Table A-3. Client Survey Structure

Section	Targeted Group	Question Type/Category
A: Shopping for Groceries	All	<ul style="list-style-type: none"> ▪ Type of stores for grocery shopping ▪ Fruits and vegetable purchases (Frozen/Canned and Fresh) ▪ SNAP/EBT card use for fresh fruits and vegetables, and plants seeds ▪ Reasons for shopping where most fruits and vegetables are purchased
B. Shopping at Farmers Markets	Shoppers at Farmers Markets	<ul style="list-style-type: none"> ▪ Fresh fruits and vegetables purchases at Farmers Markets ▪ Payment methods at Farmers Markets ▪ Spending patterns at Farmers Markets
C. Shopping at a Farmers Market in Your Neighborhood	Shoppers at a specific 'local' FM	<ul style="list-style-type: none"> ▪ Shopping patterns and history ▪ Transportation to Farmers Markets ▪ Reasons for shopping at the specific (local) Farmers Markets ▪ Payment methods and SNAP/EBT use at Farmers Markets
D. Reasons for Not Shopping at a Farmers Market	Nonshoppers	<ul style="list-style-type: none"> ▪ Reasons for not shopping at Farmers Markets ▪ Factors that may lead to shopping at Farmers Markets ▪ Household composition
E. About you and your Household	All	<ul style="list-style-type: none"> ▪ Other types of assistance received ▪ Demographics: Gender, Age, Race, Ethnicity, Country of Origin, Language, Employment, Income

The survey was administered in two formats. The hardcopy version mailed to SNAP participants is referred to as the **Teleform Version**. Teleform is a software system for intelligent data capture and image processing. With the Teleform system, the completed hardcopy survey was scanned/captured, edited and processed, and stored in electronic form for later retrieval. Teleform increases accuracy by reducing manual data entry demands. The version of the survey completed by telephone is referred to as the **VOXCO Version**. Voxco is a system package that provided the computer assisted telephone interview (CATI) system. It included its own telephony, sample management, and call scheduling. The survey was programmed and testing to operate in Voxco via telephone interviewing.

2.2 Teleform Version

There were several steps completed to prepare the survey for design in Teleform. The finalized version must be user friendly and understandable for the respondent while meeting Teleform requirements for data capture during scanning. This process began once the survey was finalized (as a Microsoft Word document). A Data Processing Data Manager and Teleform Designer worked directly with study operations management to complete the development of a comparable Teleform version. Once the Teleform version of the survey was finalized, it went through a comprehensive testing process. Survey testers intentionally included common respondent errors or patterns to facilitate testing of the system's response. Also, the testing ensured that the system scanned the survey in the correct order and captured the data correctly. Edits and modifications were applied as needed, and testing was repeated. There were multiple iterations of testing, until testing resulted in no issues found.

2.3 VOXCO Version

Similarly, the generation of the Voxco version of the survey involved multiple steps. First the specifications were written based on the content and programming notes from both the original hardcopy and Teleform versions of the survey. This included the addition of skip patterns, which were enforceable in Voxco. Once the specifications were reviewed and approved, the survey was programmed into the Voxco system. Next, the Voxco version of the survey went through comprehensive testing as well. The specific testing modules used are summarized in Table A-4 below.

Table A-4. Voxco Testing Modules

Testing Module	Description
Screen-by-Screen	During screen-by-screen testing, the Voxco tester reviewed each question and response text against the specification to make sure survey text was entered properly during programing. Types of issues found were typos, mismatched response fields, and missing interviewer instructions.
Back up and break off	During back up testing the Voxco tester navigated though the instrument and “backs up” to change responses to previous questions, testing the enforcement of data rules, skips, and data consistency in the Voxco database. Break off testing tested that the instrument behaved properly when a break off was performed in the instrument. A break off occurs when there is a need to stop interviewing, such as when a participant needs to leave for another appointment, the phone disconnects, a refusal is encountered, and so on.
Range and text box checks	Range and text box checks confirmed that the rules placed on the input fields of a survey were implemented correctly, and ensured that responses could not be outside the constraints of the specifications, such as allowing a null value when it has to have a value, or inputting a value outside of an allowable numeric or character range.
Skip checks	During skip checking, a Voxco tester checked to make sure that, based on the appropriate response and programming rules, the instrument moved on to the next question correctly. This is where the scenarios are utilized fully, to ensure that the instrument follows the pattern of responses given by a respondent.
Regression testing	After updates were applied and tested individually, or an instrument change had been implemented, a Voxco tester re-entered the scenarios and tested the entire instrument again to make sure updates did not introduced new bugs

Upon completion of each module, as well as back end checks, edits and/or modifications were applied as needed. The testing iterations were repeated until no issues were found.

2.4 Spanish Translation

Spanish translation was performed separately for both the Teleform and Voxco versions of the survey using Westat’s standard translation process.

The Spanish version of the Teleform survey was considered a separate Teleform version and thus underwent the same Teleform design process as the English version. Other than language, the only difference between the two versions is a difference in color as a quality control measure.

3. Mailing Efforts

This chapter provides a summary of mailing efforts for FMCS. Table A-5 depicts the types of mailings that were conducted, the date mailed and the specific study materials included within the mailings over the course of the FMCS data collection period.

Table A-5. Types of FMCS Mailings and Study Materials Included within Each Type of Mailing

Type of Mailing	Date Mailed	Study Materials Included
Introductory Letter and Survey Mailing <ul style="list-style-type: none"> ▪ Initial Sample ▪ Reserve Sample 	7/29/13 8/30/13	Original Introductory/Cover Letter English Survey booklet Return Envelope Initial Incentive Cash
Reminder Packets (Nonresponse) Mailings <ul style="list-style-type: none"> ▪ Initial Sample Mailing to Nonrespondents ▪ Reserve Sample Mailing to Nonrespondents 	8/21/13 9/20/13	Non Response Re-mail Letter English Survey Booklet Return Envelope
Weekly Bath Mailings <ul style="list-style-type: none"> ▪ Thank You Letter and Incentive Payment Mailing ▪ Re-mail Requests (English) ▪ Re-mail Request (Spanish) ▪ PND with New Address 	Weekly Weekly Weekly Weekly	Thank You Letter (for \$10/\$20) Incentive Payment Re-mail Request Letter English Survey booklet Return Envelope Re-mail Request Letter Spanish Survey booklet Return Envelope Original Introductory/Cover Letter English Survey booklet Return Envelope Initial Incentive Cash
Special Request Mailings <ul style="list-style-type: none"> ▪ Initial Incentives Resends (Lost/Stolen) ▪ Thank You Incentive Resend (Lost/Stolen) ▪ Other (Return Envelopes) 	As Needed As Needed As Needed	Initial Incentive Resent Letter (for \$5/\$10) Initial Incentive Cash Thank You Incentive Resent Letter (for \$10/\$20) Thank you Incentive Cash Specific Cover Letter Return Envelope Other Material (as requested)

3.1 Study Materials Development

The following sections discuss the development of the study materials, which are included in Appendix D: Study Materials. All study materials were reviewed by FNS, and approved by the Office of Management and Budget (OMB). Additionally, all materials were translated to a Spanish version. There were three types of standard mailings over the course of the data collection period: (a) Introductory Letter and Survey Mailing, (b) Reminder (Nonresponse) Mailings, and (c) Weekly Batch Mailings (Thank you/incentive mailings and remail request mailings). As needed, individualized letters were sent to survey respondents in response to, or as a follow-up to, helpdesk inquiries.

3.1.1 Introductory Letter

The introductory letter was sent with each hard-copy, customized client survey. The introductory letter introduced the study, requested participation from individual SNAP beneficiaries, confirmed that participation was voluntary and that all answers would remain confidential. Each letter was then customized to reflect the survey participant's: name, address, and pre and post incentive amount.

All introductory letters went through a quality control (QC) check to ensure that the information included within the letter matched the SMS mail merge file provided (discussed in further detail within the Assembly and Mailing Process section).

3.1.2 Other Study Letters/Materials

The study operations team also developed templates for following additional letters to study participants.

- a. **Reminder Letter.** This letter was sent to participants who were non-respondents after several weeks. The letter encouraged them to complete the survey and reminded them of the additional thank you incentive they would receive for their time.
- b. **Re-mail Letter.** This cover letter was sent in response to requests for a re-mail of the survey, or incentive payments (due to lost/stolen).

- c. **Thank you/Incentive Payment Letter.** Upon receipt of their completed survey, participants were sent this cover letter that accompanied their ‘post’ incentive payment.

3.2 Customized Teleform Survey

Each individual SNAP participant identified to be part of the survey sample was sent a customized introductory letter and survey. Once the survey was finalized, the survey specifications were delivered to Westat’s Teleform team who then transformed the survey into a Teleform version. To create a customized survey for mailing to each individual participant, the following information was then programmed by Teleform:

- Section C (Shopping at a FM in your Neighborhood): Participant’s ‘local’ FMs Name and Address
- Section D (Reasons for Not Shopping at a FM): One of three randomly assigned versions of Question D7, which asks about the participant’s likelihood of shopping at a farmers market that provides a certain incentive type/amount:
 - Version 1: How likely are you to shop at a farmers market that gives you \$1 coupon for every \$1 you spend with your SNAP/EBT card up to \$5?
 - Version 2: How likely are you to shop at a farmers market that gives you \$1 coupon for every \$1 you spend with your SNAP/EBT card up to \$10?
 - Version 1: How likely are you to shop at a farmers market that gives you \$2 coupon if you spend \$5 with your SNAP/EBT card?

The end result was a customized Teleform survey in the form of a booklet with a cover and the survey pages. Appendix E includes the teleform survey.

4. Incentives Payments to Survey Respondents

As part of the FMCS client survey, SNAP participants were offered a pre incentive (the initial incentive) and survey respondents were sent a post incentive (thank you incentive) to encourage their participation and thank them for their contribution. Previous studies have shown that even a small non-contingent incentive has a positive effect on response rates. Further, an incentive experiment was conducted to examine if a different initial incentive amount would result in a higher response rate. Appendix B of the Final Report presents a summary incentive experiment analyses. The section below provides the methodology in providing the initial and thank you incentive payments.

4.1 Initial Incentive Payments

To encourage and thank SNAP participants for their participation, incentives were offered. SNAP participants were assigned to one of four incentive groups. As shown in Table A-6, the incentive groups incorporated an incentive payment sent with the invitation mailing (initial incentive), and an incentive payment sent after their completed survey was received (post incentive). The post incentive was also referred to as the “thank you” payment. All incentives were provided in cash.

Table A-6. FMCS Incentive Groups for Survey Completion

Group	Initial Incentive	Thank You Incentive	Total Incentive
1	\$5	\$10	\$15
2	\$5	\$20	\$25
3	\$10	\$10	\$20
4	\$10	\$20	\$30

Incentive Payment Cash Request and Security Process

Study survey mailing team staff utilized standard cash incentive request and handling procedures put in place at Westat. Additionally, all survey mailing team staff assigned to the FMCS were trained in and granted Westat’s Security Clearance to enable them to handle incentive money. Staff worked in locked (trilogy, key-coded) field room with limited access and regular supervision. Incentive Cash was never left unattended.

4.2 Thank You Incentive Payments (Post Incentive)

Once a survey respondent completed the survey (either by mail or telephone), Westat sent a thank you letter and a \$10 or \$20 post incentive payment in cash. Due to the fact that surveys were completed on an ongoing basis throughout data collection, the SMS generated of a weekly thank you incentive payment mail merge file that was sent to the survey mailing team that then mailed the incentives.

Westat mailed a total of 4,788 thank you incentive payments to survey respondents over the course of the FMCS field data collection period. Table A-7 provides the number of incentive payments made to survey respondents.

Table A-7. FMCS Thank You Incentive Payments Made to Survey Respondents

Incentive Payment Group	Number of Thank you Incentives Mailed	Total Dollar Amount
Total	4,788	\$109,295
1: \$5 initial / \$10 post	1,113	\$16,695
2: \$5 initial / \$20 post	1,282	\$32,050
3: \$10 initial / \$10 post	1,124	\$22,480
4: \$10 initial / \$20 post	1,269	\$38,070

Source: 10/22/13 FMCS Weekly Report

5. Teleform Data Collection

The majority of survey respondents completed the hard-copy survey. Chapters 2 and 3 discussed how the Teleform survey was developed and mailed to SNAP participants. This chapter focuses on the Teleform data collection process for the client survey and specifically how returned surveys were receipted, went through quality assurance/quality control, data editing and a final data harmonization process.

5.1 Receipting Surveys

Survey operations management provided the Teleform group with survey receipting guidelines. The Teleform version of the survey allowed for a more efficient and accurate form of survey receipting. Receipted surveys were received and processed on a daily basis over the course of data collection. Based on the guidelines, the receipted surveys were manually sorted into one of the following returned survey groups:

- **Complete.** Any completed survey that was determined as scannable.
- **Post not delivered (PND).** Any survey packet that was returned as PND.
- **PND with Address Update.** Any survey that was returned as PND but had a note on the envelope with a new address. Additionally, some participants contacted the study directly via the 800-line to provide a new mailing address.
- **Refusal.** Any survey that was returned with a note refusing participation either written on the actual introductory letter, survey or in a separate response by the participant.
- **Ineligible.** Any survey that was returned with a note indicating that the participant was deceased, sick, or did not meet the eligibility criteria.
- **Non-Scannable.** If a survey was reviewed and found to be non-scannable for any reason, it required special handling. Any surveys damaged in the mail, or needing to be overwritten to enable reading by the Teleform data capture software were repaired or recopied, and the surveys were able to move forward and be scanned.

Once batched into return survey groups, the surveys were receipted into the SMS by a trained Receipter using a handheld barcode scanner to read the unique barcode on the back of each

survey. One completed survey per respondent was scanned. Chapter 7 outlines the procedures for how completed surveys were receipted into the SMS.

5.3 Quality Assurance/Quality Control

Data processing staff implemented a series of quality assurance/quality control procedures both during data collection and after its completion. Due to the fact that the client survey was delivered in two modes, slightly different procedures were instituted for both.

Teleform Surveys

As completed Teleform surveys were received, each survey went through a standard Quality Assurance (QA)/Quality Control (QC). The QA/QC was a two-tier process conducted by the data verifier (receipting staff member designated to verify survey data) and data managers. It was completed as follows:

(Tier 1) When receipted, the Teleform data verifier went tabbed through the Teleform survey page by page. The Teleform system highlighted any errors and the data verifier made necessary corrections to the data to ensure that it was consistent with the scanned image. Specific receipt and verifier rules were provided by study operations staff. For example, if someone entered '01' outside the response field box, which was read as a '6' by the Teleform system, it would be corrected. In other cases, the respondent marked an 'X' that went past the lines of the response field and it may not have been read by the system, the data verifier would make the correction.

(Tier 2) Two data managers then conducted a QA/QC of the Teleform verifier corrections to ensure that the data was captured correctly and within the defined range of values for each survey item. This level of QA/QC was conducted on an ongoing basis throughout the data collection period.

VOXCO Surveys

The VOXCO system used for the client survey performed a series of automated edits, range checks, and consistency checks over the course of data collection. Additionally, logic checks programmed into the survey allowed the interviewer to identify and correct logic errors while the respondent was on the telephone. The interviewer also has the opportunity to add comments to the case for later review by trained data management staff. Thus, the QA/QC was built into the programming of the survey and conducted by the interviewer during the actual interview.

5.4 Data Editing

With the clean and raw data, the data managers then conducted a thorough data editing protocol that included: logic, integrity and structural edits; cross tabulations between data items; and review of frequency distributions for individual data items to ensure skip patterns were followed for data collected in both survey modes (Teleform and VOXCO). Upon consultation with FNS, the following standard data edits were completed for the client survey:

Reserve Value Settings

The data managers identified the following reserve value issues and the following reserve value settings were made:

1. Missing Data Edits. Any on-path survey item that was not answered was set as ‘-3.’
2. Inapplicable cells/Valid skips. Any survey question response that was considered blank or missing data for legitimately inapplicable data items were set to ‘-1.’

The data managers split the data, conducted a review and QC’d each other’s work prior to making any reserve value settings. Additionally, once, the reserve value settings were made, the data managers completed a second QC review to ensure that identified settings were indeed changed.

Off-Path Data Review

All off-path violations of the data were reported to the study operations team. Decisions were made on how to handle certain groupings of off path violations, and then applied to the data on the back-end by statisticians. Some examples include:

- a. Invalid skips
- b. Enforcement of main gate variables

At this stage of the process, both sets of data were considered to be clean, but raw data.

Duplicate Survey Data

In the event that a participant had completed both the Teleform survey and the VOXCO version of the survey, study protocol was to only include the VOXCO data for that individual respondent within the final data set. The data then went through the QA/QC and data editing process as described.

Overall, the data for both the Teleform survey and the VOXCO surveys were considered as clean, edited data.

5.5 Data Harmonization

Due to the fact that the client survey was multi-modal with two initial datasets from the Teleform and VOXCO systems, it had to be harmonized in order to consolidate the data into one dataset. Once the Teleform and VOXCO data was considered to be clean and edited, the data harmonization process consisted of the following steps:

- In consultation with study operations management, the lead data manager developed the harmonization specifications for the client survey. This Excel document acted as a cross-walk and set of guidelines for the statistician to use to consolidate the data. It included columns that showed the Teleform variable and value, the corresponding VOXCO variable name and value and lastly the harmonized variable name and value for each survey item. The harmonization specifications also included guidelines on

the designation of reserve values if/when a survey item was answered in one version of the data but not the other. This results in one harmonized data file.

- Based upon the harmonization specifications, a data systems staff member then created one harmonized dataset within SAS from the separate Teleform and VOXCO data files.
- The data manager then reviewed and QC'd the final, harmonized dataset to ensure that (a) the data was harmonized correctly based on the specifications provided and that (b) all data issues/concerns were addressed.
- The final version of the harmonized data was delivered to the statisticians for data analysis.

6. Telephone Research Center (TRC) Data Collection

Westat's TRC conducted the phone interviews for the client survey. During the data collection period, the TRC only contacted client survey participants that did not complete the hard-copy survey. The TRC also completed the survey by phone with SNAP participants who contacted the study (via the Help Desk) requesting to complete the survey over the phone.

6.1 Organization of the Telephone Research Center

TRCs operated by Westat across the nation use high-speed data networks, centralized voice and data monitoring, and proven training and management techniques. Each interviewing station, regardless of its geographic location, operates as part of a single virtual TRC managed from Westat's Rockville home office. The "virtual TRC" enables our team to add and supervise an ample supply of qualified interviewers to meet project requirements. The virtual TRC was used for this study.

6.2 Training Telephone Data Collectors

Modes of Data Collector Training

Training consisted of three phases: self-paced, WebEx, and Role-plays. Training started on August 30, 2013, with self-paced materials followed by online training sessions and concluded with a Role-play session on September 5, 2013. Eighteen data collectors completed all phases of training and continued to work the project. The following describes the different phases of training in more detail.

Self-paced

In the self-paced (or self-study) portion of training, data collectors were expected to review specific materials to introduce themselves to the study subject as well as the survey instrument.

Specific tasks expected of the data collectors in their self-paced study included:

- Training overview and agenda
- Study overview, background, and purpose
- Review advance letter
- Complete two mock interviews (i.e., interactives)
- Review study specific FAQ's
- Review strategies for gaining cooperation
- Complete quizzes based on the present materials to demonstrate understanding of the material

If the data collectors did not complete their self-study within the specified timeframe, they were unable to proceed to the next session of training.

WebEx

The WebEx session was led by TRC project staff (i.e., trainer) and was facilitated by a TRC team leader. During the session, the trainer provided an opportunity for the trainees to ask any questions they may have had on the self-paced materials. For the majority of this training session, the trainer and trainees went through the instrument demonstrating different contact procedure scenarios. The trainer also led the trainees through the instrument demonstrating different paths in the extended instrument.

During the course of training, the trainees took turns reading the questions as if they were the interviewer. The trainer acted as the survey respondent, answering the questions based on the practice scenario. The trainee then told the trainer which response option should be coded based on the respondent's answer.

Role Plays

In the final stage of training, the data collectors were paired up, each taking a turn as the interviewer and as the survey respondent. They were expected to complete a total of six role plays as the interviewer and another six as the respondent. These role plays presented different scenarios to the trainee that the interviewer might encounter during live production.

Refusal Avoidance

After two weeks on production, data collectors with at least four hours of work on the project participated in a refusal avoidance review session. In this session, the trainer and data collectors met as a group via WebEx where they discussed common survey respondent refusal techniques and ways to redirect the respondent back to the questionnaire. Refusal conversion presented common refusal scenarios and the strategies that could be used to convert the refusal to a complete.

Training for Spanish-Language Interviewing

Both Spanish data collectors completed the English self-paced, WebEx, and Role Play sessions. To familiarize themselves with the Spanish instrument, they participated in a separate training session where they navigated through the Spanish instrument until they felt comfortable.

6.3 Telephone Data Collection

Calling Procedures

To conduct the TRC data collection, there were two main calling data releases: the main sample and the reserve sample. The main sample of 5,208 cases was released for calling on July 26th. The reserve sample of 5,186 was released on September 5th. A total of 5,877 participants were called by the TRC. Eighteen TRC data collectors completed 317 telephone interviews (266 in English and 51 in Spanish) between September 9 and October 13, 2013.

To maximize contact likelihood, each participant (referred to as cases by the TRC) received up to 10 call attempts if a final result (e.g., complete, ineligible, non-working number, etc.) was not encountered sooner.

In the event that an interviewer could not assign a final result code or coded the case as a problem, the case was elevated to a TRC manager. The TRC manager then resolved the issue, if possible, based on their knowledge and experience. As necessary, the TRC manager consulted with study operations staff. All problem issues were dealt with on a case-by-case basis and were responded to as appropriate following study protocol.

Data Collector Performance

At a minimum, ten percent of all interviewers were monitored. They were evaluated on their telephone manner and rapport with the respondents. More specifically, the interviewer was assessed on reading the questions verbatim, listening to the comments and questions of respondents and providing accurate probes when necessary, correctly recording the information, and gaining respondent cooperation. To further guarantee quality control, supervisors were

assigned to a maximum of ten interviewers with whom they participated in daily briefing calls. Additionally, Westat reviewed call center shift reports and internal project tracking reports daily.

Help Desk Support

Help Desk Support staff fielded calls that came into the toll-free 1-800 number designated for the project. Most of these calls related to SNAP participants stating they did not get the incentive, but there was a healthy portion who called wishing to participate, but were not part of the study sample. The Help Desk staff received a total of 427 calls from client SNAP participants and survey respondents.

Final Result Code Designation

At the conclusion of data collection, a final result code was assigned to each SNAP participant that was contacted by the TRC. These include "Completed" or a completed interview; "non-working;" "non-locatable" or unable to locate the respondent with that phone number; "left voicemail;" "language problems;" "other problems;" "ineligible;" and "refusals." Table A-9 shows the totals per result code.

Table A-8. TRC Totals by Result code

Result Code	N Total
Non-Working	1,459
Non-locatable	778
Left Voicemail	1,369
Language Problems	128
Other Problems	57
Ineligible	8
Refusals	899
Completes	317
Spanish	51
English	266
TOTAL	5,015

7. Study Management System (SMS)

For the FMCS Client Survey, Westat utilized a specially designed Study Management System (SMS) to store all sample information and track all survey activities. The SMS consisted of four primary sections that allowed project staff to: receipt surveys, monitor study activities, address issues/concerns and provide weekly reports to the FNS.

7.1 Overview

The following sections outline the four primary components of the SMS:

Sample Management. The Sample Management section of the database provided access to all the sample member information stored in the SMS. Prior to the actual mailing of the FMCS Client Survey, Westat's Systems staff loaded all sample member information into the SMS. The total sample loaded into the SMS included 10,394 SNAP participants. Half of this sample was in the primary sample, and the other half in the reserve sample. As part of the sample information, each respondent was also randomly assigned to an incentive group.

- **Study Activity/Date.** As part of the sample management portion of the SMS, System's staff used this section to load study activities/dates.
- **Information Exchange.** The SMS also communicated with the TRC VOXCO system and provided a daily 'kill' or 'do not call' list of SPIDs. The kill list included SPIDs for individual respondents that were coded within the SMS as: (1) no telephone number provided, (2) ineligible respondent or (3) returned mail surveys (English and Spanish). The VOXCO system then automatically removed those SPIDs sent by the SMS from the TRC call list.
- **Weekly Batch Mailings.** Each Monday, System's staff would generate a mail merge file based on SMS information to be sent to the mailing staff

Receipt Control. The Receipt Control section of the database provided a central receipting area where mail receipt staff could receipt hard copy surveys, update addresses and names as necessary and log in surveys as receipted, post not delivered, ineligible, not locatable, etc. This section also provided project staff with a platform to record PRE-Incentives as Lost/Stolen and to log survey re-mail requests.

Helpdesk. The Helpdesk section of the SMS provided project staff with an area to manage all activities related to supporting in-bound calls with questions, re-mail requests, address updates, etc. This section was primarily used by Held Desk staff and project management.

Survey Operations. The survey operations section of the SMS allowed project management to view the status codes and study activities at a glance and in ‘real-time’ over the course of the data collection period. By viewing status codes and activities, project management were able to identify any data collection/operations-related issues and address it quickly. Additionally, this portion of the system was used to generate reports as needed. For example, on a weekly basis, project management would pull the number of Thank You Incentive payments made by group.

Result and Status Codes

The SMS and the TRC VOXCO systems communicated on a nightly basis to ensure that all result and status codes were recorded accurately within the SMS. The final status codes used for the study are outlined in Table A-9.

Table A-9. Final Result Code List

Final Result Code	Included Result Codes
1. Completes	All status result codes for returned hard copy surveys and completed surveys over the phone.
2. Refusals	Included refusals written on a returned survey or refusals provided over the phone to TRC staff.
3. Ineligibles	All ineligible respondents, whether determined by a note on the returned hard copy survey or over the phone.
4. Non-locatable	All respondents that were not locatable, where their survey was returned to Westat in the mail with no address update or where the phone number was not working or disconnected.
5. Problem	Included any respondent that was categorized as a problem case by the TRC.
6. Non Response	Included all TRC specific codes that resulted in a nonresponse and hard copy surveys that were not returned.

Appendix B Incentive Experiment

B.1 Overview

The Farmers Market Client Survey (FMCS) included incentives to encourage participants to complete the survey. This appendix presents a summary of the findings from an incentive experiment that examined the impact of different incentive schemes on client survey completion rates. The hypothesis was that larger incentives would result in higher survey response rates. The experiment attempted to examine the impact of varying incentive amounts.

SNAP participants who were sampled for the FMCS were assigned to one of four incentive groups. As shown in Table B-1, the groups received an incentive payment sent with the invitation mailing (initial incentive), and an incentive payment sent after the completed survey was received (post incentive, also referred to as the “thank you” payment). A total of \$109,295 was paid in incentive payments, all of which were provided in cash.

Table B-1. FMCS incentive groups

Group	Initial Incentive	Post Incentive	Total Incentive
1	\$5	\$10	\$15
2	\$5	\$20	\$25
3	\$10	\$10	\$20
4	\$10	\$20	\$30

B.2 Overall Response Rates

The overall survey completion rate across all incentive groups was 46 percent. As shown in Table B-2, the survey completion rate by incentive group ranged from 43 percent to 49 percent. Table B-2 also presents the rates for refusal, non-locatable, and final non-response. Refusals were participants who explicitly said they did not want to participate; most of these were from the telephone follow-up. The non-locatable cases were participants for which the study did not have valid or correct contact information. The remaining final non-response cases were participants who did not complete the survey, and who were not known to be a refusal, non-locatable, or ineligible. Although the reason for non-completion was unknown among the final non-response cases, it is likely that many of these were passive refusals or non-locatable.

Table B-2. Response outcomes by incentive group, excluding ineligible

	Overall		\$5 Initial / \$10 Post		\$5 Initial / \$20 Post		\$10 Initial / \$10 Post		\$10 Initial / \$20 Post	
	n	%	n	%	n	%	n	%	n	%
Complete	4,752	46.0%	1,098	42.5%	1,272	49.3%*	1,120	43.3%	1,262	48.9%*
Refusal	843	8.2%	236	9.1%	193	7.5%	220	8.5%	194	7.5%
Non-locatable	2,616	25.3%	683	26.4%	646	25.1%	690	26.7%	597	23.1%
Final non-response	2,118	20.5%	568	22.0%	467	18.1%	557	21.5%	526	20.4%
	10,329	100%	2,585	100%	2,578	100%	2,587	100%	2,579	100%

* Response rate for the two \$20 post groups combined significantly larger than for the two \$10 post groups combined (p < .01)

The \$5 initial / \$20 post group had the highest response rate (49.3%) and the \$5 initial / \$10 post group had the lowest (42.5%). When the two groups with a \$20 post incentive were combined, the response rate was significantly higher than for the two groups with a \$10 post incentive. Most of the non-completes were due to “non-refusal” reasons (i.e., non-locatable or “final non-response”), and there didn’t seem to be a pattern in the non-complete rates when comparing across the incentive groups.

Table B-3 compares the survey completion rates for the incentive groups. The groups with a \$20 post incentive had a response rate that was 6 points higher than for the groups with a \$10 post incentive. There was almost no difference in response rate between the groups with initial incentives of \$5 and \$10.

Table B-3. Survey completion rate by incentive group

	Post Incentive	Initial Incentive		
		\$5	\$10	Total (Post)
	\$10	42.5%	43.3%	42.9%
	\$20	49.3%	48.9%	49.1%*
	Total (Initial)	45.9%	46.1%	46.0%

*Response rates for \$20 post incentive groups significantly larger than those for \$10 post incentive groups (p < .01)

B.3 Survey Completion Rates by Sample Characteristics

Survey completion rates were examined by select sample characteristics to determine if there were any significant correlations. The characteristics examined included EBT card use at a farmers market (FM) at the time of sampling, U.S. census region, survey completion mode

(hardcopy or phone), gender, race, ethnicity, income, employment status, household composition (children in household), and household size.

The survey respondents were sampled from SNAP participants who, based on data at the time in which the sample frame was drawn, were assigned to two categories: (1) those who used their Electronic Benefit Transfer (EBT) card at their “local” FM in the past 12 months (FM EBT users) and (2) those who did not use their EBT card at their “local” market in the past 12 months, but used it at any other authorized retailer within a predefined area surrounding their “local” FM (FM EBT nonusers).

Table B-4 compares the survey completion rates of FM EBT users vs. FM EBT nonusers. The FM EBT users responded at a significantly higher rate than the FMEBT nonusers, both overall and in all four incentive groups. The differences across incentive groups were very similar for FM EBT users vs. FM EBT nonusers: In both cases, the \$20 post incentive groups had a response rate that was 5 to 7 percentage points higher than in the \$10 post incentive groups. Again, there were no differences when comparing the initial incentive groups (\$5 vs. \$10).

Table B-4. Comparison of survey completion rates by EBT card use status

	Overall		\$5 Initial / \$10 Post		\$5 Initial / \$20 Post		\$10 Initial / \$10 Post		\$10 Initial / \$20 Post	
	n	%	n	%	n	%	n	%	n	%
<i>FM EBT User</i>	4,749	51.9%	1,188	47.7%	1,186	54.4%	1,189	49.3%	1,186	56.2%
<i>FM EBT Nonuser</i>	5,580	41.0%*	1,397	38.0%^	1,392	45.0%^	1,398	38.2%^	1,393	42.7%^

Note: The “n” reflects the total from the sample. The % reflects percentage of the n that were completes.

* Significant difference in response rate between FM EBT users and FP EBT nonusers overall (p < .01)

^ Significant difference in response rate between FM EBT users and FP EBT nonusers within each incentive group (p < .01)

Table B-5 summarizes response rate differences by U.S. census region. Midwestern and Southern respondents responded at a higher rate than Northeastern and Western respondents. This trend in regional response remained generally consistent across incentive groups, although there was some variation across the regions.

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Table B-5. Comparison of survey completion rates by U.S. Census region

	Overall		\$5 Initial / \$10 Post		\$5 Initial / \$20 Post		\$10 Initial / \$10 Post		\$10 Initial / \$20 Post	
	n	%	n	%	n	%	n	%	n	%
Northeast	2,160	46.0%*	541	44.7%	540	44.3%*	536	42.9%	543	51.9% ²
Midwest	2,557	49.1%^	644	42.6%	632	57.4%^	640	46.6%^	641	49.9%
South	1,142	49.0% ^o	286	47.2% ^o	280	50.4%	291	45.7%	285	53.0% ^o
West	4,467	43.5%	1,114	40.1%	1,126	47.0%	1,119	40.9%	1,108	45.9%

*Significant difference in response rates between Northeast and Midwest (p < .05)

^Significant difference in response rates between Midwest and West (p < .05)

^oSignificant difference in response rates between South and West (p < .05)

²Significant difference in response rates between Northeast and West (p < .05)

Table B-6 compares the characteristics of respondents overall and by incentive group. This provides an analysis of whether the incentive had differential effects across these characteristics. For example, these analyses could show if the incentive was more effective for FM EBT users or households with children. Overall, the distributions by these characteristics did not vary significantly by incentive group. This indicates that the effect of the incentive was relatively uniform across the characteristics examined.

Table B-6. Characteristics of survey respondents, overall and by incentive group

	Overall	\$5 Initial / \$10 Post	\$5 Initial / \$20 Post	\$10 Initial / \$10 Post	\$10 Initial / \$20 Post
n	4,752	1,098	1,272	1,120	1,262
% FM EBT card user	51.9%	51.6%	50.7%	52.3%	52.9%
% Complete by phone	6.7%	7.6%	5.7%	6.5%	7.0%
% Male	23.9%	24.9%	24.1%	21.3%	25.3%
% Non-white	51.3%	51.2%	50.1%	52.0%	52.2%
% Hispanic	17.6%	17.8%	16.5%	18.0%	18.4%
% < \$10,000 HH income	50.0%	50.2%	50.5%	48.5%	50.8%
% Employed	35.7%	35.0%	37.3%	36.9%	33.7%
% With children in household	53.5%	53.9%	52.6%	54.5%	53.0%
Average household size	2.61	2.56	2.58	2.67	2.63

B.4 Estimating Effects of Incentives

Table B-7 presents the results of two logistic regression models estimating the effect of the incentives and FM EBT card use on odds of response. The trimmed model confirms the

significant positive effects of the larger post incentive as well as FM EBT card use on the odds of response. The model estimates that a post incentive of \$20 increases the odds of response by about 30% relative to a post incentive of \$10. Being an FM EBT card user increased the odds of response by almost 60% compared with being an FM EBT nonuser. The effect of the incentive did not vary by whether or not the survey respondent was an FP EBT user, as indicated by non-significant interaction terms in the trimmed model.

Table B-7. Summary of logistic regression models estimating effects of incentives and FM EBT card use on likelihood of response

Predictors	Odds-ratios	
	Full Model	Trimmed Model
\$5 vs. \$10 Initial (0, 1)	1.008	1.034
\$10 vs. \$20 Post (0, 1)	1.337*	1.323*
FM EBT Nonuser vs. User (0, 1)	1.489*	1.557*
Initial*Post	0.903	0.951
EBT User*Initial	1.056	
EBT User*Post	0.977	
Initial x Post x Shopper*	1.122	

* p < .001

B.5 Response Timing

One possible advantage of an incentive is that it might motivate respondents to respond quicker. If enough people respond early, survey administration costs could be lower due to reduction in mailings and follow-up calls. If the effect of the incentive is big enough, the lower costs associated with contacting respondents might make up for the additional incentive costs.

The initial survey invitation mailing was sent to all sampled SNAP participants. A second mailing was sent to SNAP participants who did not complete their survey within a few weeks of the initial mailing. Additionally, some participants requested a re-mail because they lost their initial packet. Thus, all participants had at least one mailing, and up to three mailings. Table B-8 shows the average number of mailings per household by incentive group. The two groups with the \$20 post incentive did have lower average mailings per household, but the difference was very small. From this, it appears that while the \$20 post incentive increased response, it is not likely to save significant amounts of money compared with the \$10 post incentive.

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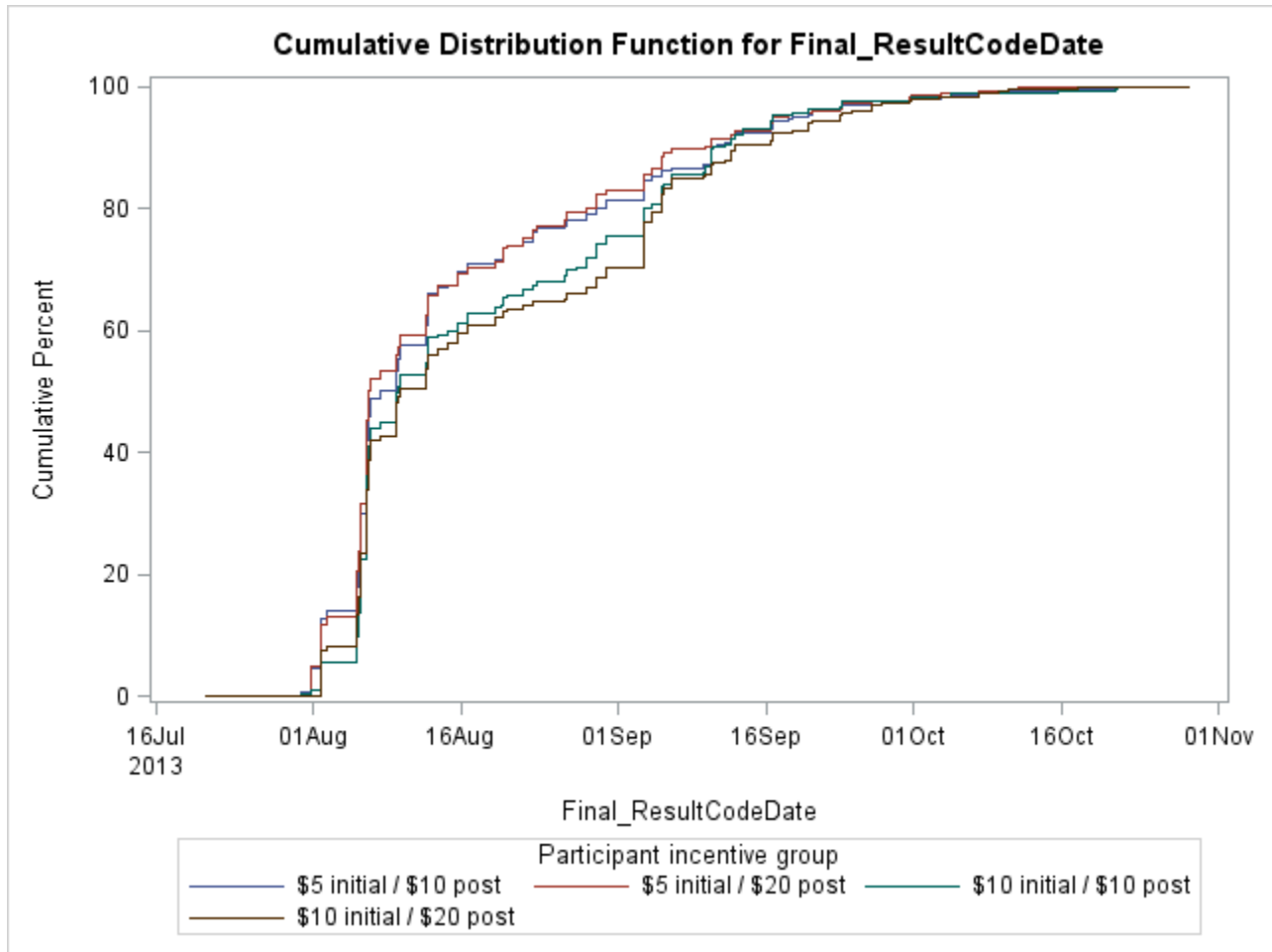
Table B-8. Average number of mailings per household by incentive condition

Incentive group	
Overall	1.73
\$5 Initial + \$10 Post	1.75
\$5 Initial + \$20 Post	1.69
\$10 Initial + \$10 Post	1.75
\$10 Initial + \$20 Post	1.73

There were two release groups in the study sample, the primary and the reserve sample. Both samples were invited to participant in the study. Figures B-1a and B-1b show the cumulative response rate over time by incentive group for release groups 1 and 2 separately. The charts compare the speed at which each incentive group achieved their responses throughout the data collection period. These figures exclude the 311 survey respondents who completed the survey by phone (treated as non-respondents for these analyses).

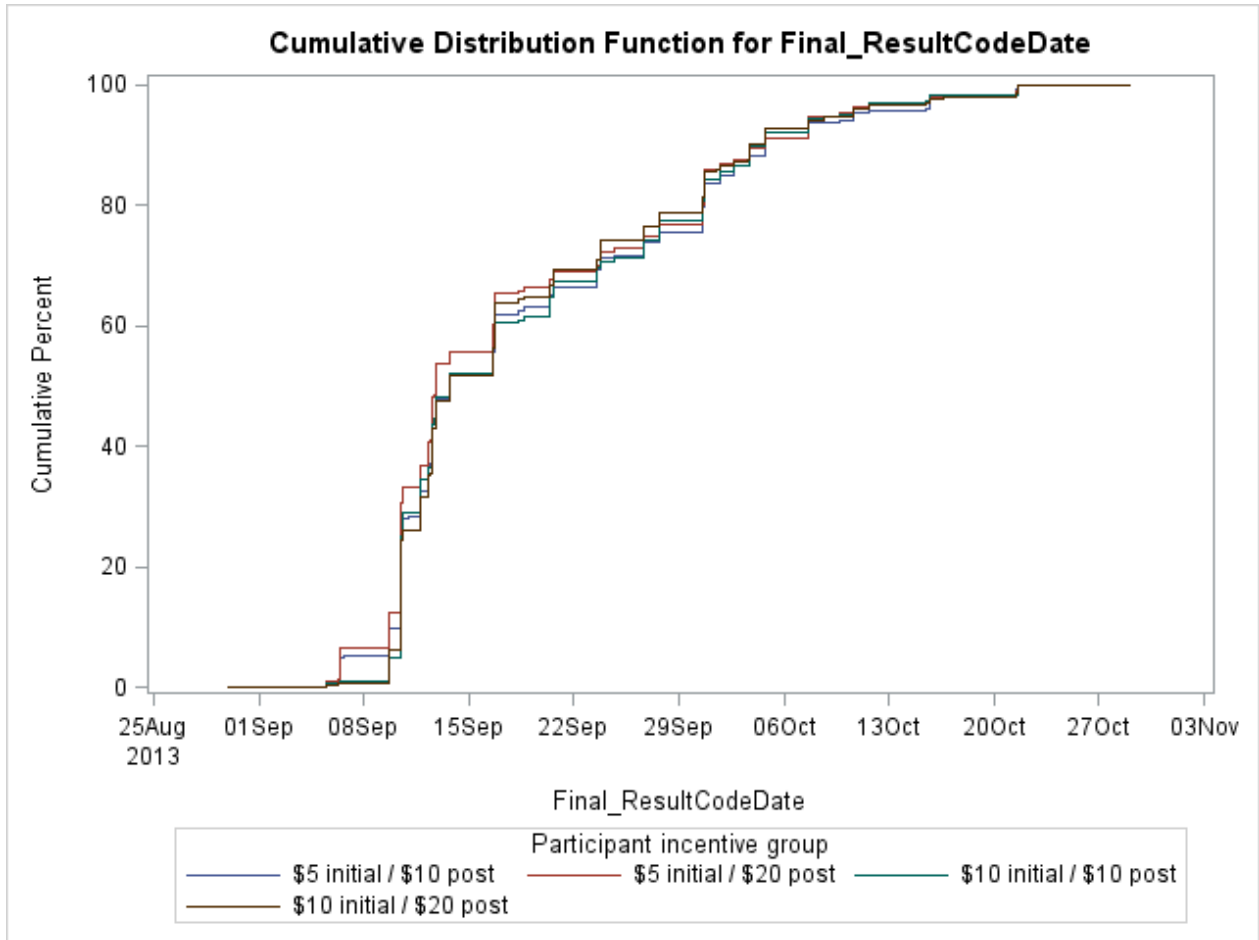
The figures largely show no difference between incentive groups in terms of their speed of response. In Release Group 1, it appears that the two groups with a \$5 initial incentive responded more quickly than the two groups with a \$10 initial incentive. This suggests that those respondents who were sent the lower initial incentive were inclined to respond more quickly. However, a similar pattern was not observed in Release Group 2, which suggests that the differential speed of response may not be related to the offered incentive.

Figure B-1a. Cumulative response for all four incentive groups (Release Group 1)



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Figure B-1b. Cumulative response for all four incentive groups (Release Group 2)



B.6 Summary

The results of the incentive experiment showed that a \$20 post incentive increased the response rate by approximately 6 percentage points compared with a \$10 post incentive. No difference was found between the two initial incentive amounts (\$5 vs. \$10). The increase in response with the \$20 post incentive did not seem to vary across the types of respondents who completed the survey. When demographics and FM EBT use were compared, there were no differences between the respondents in the four incentive groups.

Although these results are significant, they are conditioned on the initial incentive of \$5 or \$10 to the survey respondent. This initial incentive payment prior to completion of the survey may have affected the way respondents reacted to the promise of the post incentive upon completion of the survey. For example, the initial incentive may have increased the likelihood that the survey respondent read the study material and learned about the promise of more incentive money. The initial incentive also may have lent more credibility to the promise of the post incentive. Respondents could see in concrete terms that the study was serious about providing incentives. If an initial incentive was not provided, the impact of a post incentive might not have worked in the same way, if at all. Thus, one limitation of the incentive experiment is that it did not include a group that did not receive any initial incentive payment.

Appendix C

Cognitive Testing on Study Instrument

This appendix presents a copy of the summary of findings and recommendations from three rounds of cognitive testing of the FMCS instrument. This report was finalized on April 30, 2012.

C.1 Introduction

The Food Nutrition Service (FNS) has developed the Farmers Market Client Survey with the purpose of providing information about the facilitators and barriers to shopping at farmers' markets among recipients of Supplemental Nutrition Assistance Program (SNAP) benefits. As part of the survey development process, Westat's IDEA Services conducted the first round of cognitive interviews to test the draft survey instrument with respondents similar to those who will be included in the nationally representative sample.

Three rounds of cognitive testing were conducted by trained interviewers from Westat's IDEA Services (two in English, one in Spanish). On February 1, 2012 and February 2, 2012 six cognitive interviews were conducted in English at THEARC (Town Hall Education Arts Recreation Center) in southeast Washington, DC. On February 28, 2012 and March 1, 2012, six cognitive interviews were conducted in English at the Waverly Branch Library in Baltimore, MD. On March 22, 2012 and March 23, 2012, six cognitive interviews were conducted in Spanish at the Petworth Library in Washington, DC.

Respondents were screened based on whether they shopped at a farmers market and whether they used their EBT card at farmers markets. During the first round of testing, four respondents shopped at farmers markets and two did not shop; two of the four shoppers used their EBT card to buy fruits and vegetables and two did not. There were two male and four female respondents; all were African-American; all had a high school education or lower; and all were in their 40s or 50s. During the second round of testing, five respondents shopped at farmers markets, and two did not shop; two of the five shoppers used their EBT card to buy fruits and vegetables, the other three did not. There were three male and three female respondents; five were African-American, one was white; there was a mix of education level and age. The third round of testing was done with all Spanish speaking respondents. Five of the respondents shopped at farmers markets and

one did not. All respondents were female; there was a mix of education level ,age, and country of origin.

This memo briefly summarizes key findings from the three rounds of interviews. Based on those findings, we also include recommendations for revisions to the survey instrument for each of the rounds. In addition, we include FNS’s response to our recommendations in the blue boxes below the item summaries.

Round 1 Findings and Recommendations

We first note a few overall findings before moving into a discussion of item-specific findings.

Overall Findings

Survey Complexity and Respondent Burden

All but one respondent had some level of difficulty making their way through the survey, either because of skip patterns, terminology, level of detail, or some combination of these. One respondent requested that the interviewer administer the survey to him because of his “reading difficulties.” Respondents asked for definitions of a few specific words, such as “agriculture” and “quality,” but what they more often struggled with were survey concepts or assumptions such as reasons for “not” doing something; reasons for doing something that have never been considered before; shopping regularly at a farmers market; using one’s EBT card only for certain purchases or at certain venues. As well, many questions asked for a level of detail respondents would not normally consider or required them to keep too many factors in mind at once when answering (e.g., at Q27, the store one normally shops at; reasons for shopping at that store, which may or may not apply to the respondent’s particular store, and which the respondent may or may not have ever considered before; and the level of importance of that reason).

Recommendations

Recommendations for revising individual items, presented in the next section, are designed to help reduce the survey’s complexity and respondent burden.

Grids

The grid questions were especially difficult for respondents. Many had a hard time relating the response options back to the question stem. Respondents overall showed little variation in their response to the grid items and rarely answered on the “disagree” end of the scales. In addition, the wording of some sub-items in the grids convey built-in assumptions, which can lead to biased answers. For example, at Q45, the sub-items assert that the fruits and vegetables at farmers markets are fresher and better quality, then ask respondents to agree or disagree with that assertion. A more neutral question would include other possibilities, such as that the freshness and quality of the produce is the same or lower at farmers markets than at other stores.

Recommendations

Recommendations for revising individual grid questions are presented in the next section.

SNAP Definition

None of the respondents were familiar with the term “SNAP Benefits.” Because “SNAP” appeared with “EBT card” throughout the survey, though, most understood what those questions were asking about without needing to know specifically what “SNAP” is. Respondents said they refer to the nutrition assistance program as “EBT,” “Food Stamps” or “Food Stamp Card.”

Recommendations

Keep the phrase “SNAP/EBT card” throughout the questionnaire. Include a definition of SNAP in the introduction to the questionnaire.

FNS Response:
FNS implemented these changes.

Navigation

All but one respondent had difficulty navigating the skip instructions. Respondents appeared to be unfamiliar with skip instructions and/or had literacy difficulties that may have contributed to the navigation issues.

Recommendations

Add instructions and an example in the survey introduction that explains how to navigate the skip instructions.

FNS Response:
FNS implemented these changes.

Item-Specific Issues

Title

The original survey title -- Farmers Market Client Survey, EBT User and NonUser Survey – seemed unlikely to resonate with or make sense to respondents. For purposes of testing we changed it to “Fruit and Vegetable Shopping Behavior Survey.” Although most respondents did not specifically notice or have criticisms of the revised title, based on other findings that respondents struggled with survey concepts (as well as one respondent’s suggestion to drop the word “behavior” from the title), it seems appropriate to further streamline it.

Recommendations

Change the survey title to “Shopping for Fruits and Vegetables”.

FNS Response:
FNS implemented these changes.

Section A

Q1 In the past year did you buy groceries at

- **A large chain grocery store (like Safeway),**
- **A warehouse club store (like Sam’s Club or Costco)**
- **A discount store (like Wal-Mart or Target)?**

Several respondents were confused by the formatting of this question and thought that the bullets were the response options. Some respondents also did not know if examples from all three bullets had to apply in order to check “yes”.

Recommendations

Reformat the question.

Q1. Places like Safeway or Giant are large chain grocery stores. Places like Sam's Club or Costco are warehouse club stores. Places like Wal-Mart or Target are discount stores. In the past year did you buy groceries at a large chain grocery store, a warehouse club store, or a discount store?

FNS Response:

FNS implemented these changes.

Q5- In the past year did you buy groceries at a NATURAL OR ORGANIC MARKET like Whole Foods?

Most respondents seemed to be interpreting “natural or organic market” as intended. One did not know what a natural or organic market was; another wondered if a store that carries some, but not all, organic food was considered an “organic market.”

Recommendations

Leave as is.

FNS Response:

FNS left the item as is.

Q9- In the past year did you buy groceries at an ETHNIC MARKET like a Latin or Asian market?

None of the respondents said that they shopped at an ethnic market. One wondered what an ethnic market was.

Recommendations

Leave as is.

FNS Response:

FNS left the item as is.

Q13- In the past year did you buy groceries at a SMALL GROCERY STORE that sells many different kinds of food and other items?

Q17- In the past year did you buy groceries at a CORNER STORE OR CONVENIENCE STORE like 7-Eleven or a mini-market?

Appendix C Cognitive Testing on Study Instrument

Respondents had trouble distinguishing between a small grocery store and a corner/convenience store. Several reported that they were thinking of a convenience store at Q13 as well as at Q17.

Recommendations

Reorder the items so the series on corner store/convenience store comes before the series on small grocery store. This may help eliminate “corner store or convenience store” from respondents’ minds when answering the question about “small grocery store.”

FNS Response:
FNS implemented this change.

Q21- In the past year did you buy groceries at ANY OTHER KIND OF STORE?

Three respondents wrote in “Wal-mart” for other. One wrote in “Corner store”.

Recommendations

Leave as is. Redundant answers can be coded to the appropriate category during the data processing stage.

FNS Response:
FNS left the item as is.

Q22- How many times did you buy FROZEN OR CANNED fruits and vegetables at this store?

Q23- How many times did you buy FRESH fruits and vegetables at this store?

Q24- Did you use your SNAP/EBT card to buy FRESH fruits and vegetables at this store?

Several respondents were not sure what “this store” referred to in questions 22 through 24. For example, one respondent asked, “Which store?” and flipped back to the beginning of the section for help.

Recommendations

To match the wording of the other series in this section, replace “this store” with “this other kind of store” in Q22 through Q24

Example:
Q22. How many times did you buy FROZEN OR CANNED fruits and vegetables at this other kind of store?

FNS Response:
FNS implemented this change.

Q25a – Community Supported Agriculture (CSA) is a way to get local, seasonal food directly from a farmer by buying a “share” of the crop. Those who buy a share usually get a box of vegetables every week during the farming season. In the past year did you get any fresh fruits and vegetables by participating in a Community Supported Agriculture (CSA) program?

None of the respondents were familiar with the term “Community Supported Agriculture (CSA).” One thought it was referring to the Department of Agriculture. Another interpreted it as asking about community gardens. One respondent did not understand the word “agriculture” and thought the question was about the WIC program.

Recommendations

Drop this item as it is unlikely to capture meaningful data for analysis.

FNS response:

FNS implemented this change. In addition, FNS added items that ask about respondents’ experiences buying plants and seeds with their EBT card in Q25a’s place.

FNS added these three items after Q24:

Before taking this survey, did you know that you could use your SNAP/EBT card to buy plants or seeds for growing fruits and vegetables?

Yes

No

In the past year, did you use your SNAP/EBT card to buy any plants or seeds for growing fruits and vegetables?

Yes

No

Did you buy these plants or seeds at a farmers market?

Yes

No

No

Did you buy these plants or seeds at a farmers market?

Yes

No

Q26- In the past year, where did you buy the most FRESH fruits and vegetables?

One respondent selected the farmer’s market as the store where she bought the most fruits and vegetables. Respondents who answer this way at Q26 end up answering some of the same questions in Sections A and C.

Recommendations

Skip “Farmers market” answers at Q26 directly to Section B.

FNS Response:

Westat and FNS ultimately decided that some redundancy for these respondents is acceptable.

Q27- For each of the statements in the table below, please mark how important it was in your decision to shop at this store.

This question was problematic and burdensome for most respondents. At least half were thinking about stores in general, not just the store specified in Q26. In addition, several respondents had difficulty relating the sub-items back to the question stem. They were thinking about whether the store or stores had the factor being asked about, rather than whether the factor played into their decision to shop at the store. As well, they almost always selected the “very important” answer category. Some sub-items that caused particular problems are described below.

- “Is the newest store around.” Respondents did not know how to answer this question when the stores they shop at are not the newest ones around.
- “Sells fruits and vegetables that are locally grown.” Respondents told interviewers they have no idea if the fruits and vegetables at these stores are locally grown. Again, they did not know how to answer.
- One respondent was unfamiliar with the word “quality” and thought it referred to price.

Recommendations

Consider using the Task 2 focus groups to ask questions about the reasons SNAP participants shop where they do. If this item is retained, reduce the number of decision factors and consider asking them as separate questions, first a yes/no (whether the respondent shops at the store for that reason) and second, if needed, how important that reason is. Alternatively, after asking about 3 or 4 factors, present the list and ask respondents to choose the most important one. To focus respondents on the store identified in Q26, consider referring to that item in the subsequent questions (e.g., “In thinking about the store you chose in question 26, do you shop there because...”).

FNS Response:

FNS did not implement this change. Instead FNS made this item into two grids: one asks about reasons related to price, quality, and convenience; the other asks about the rest of the reasons. FNS also dropped “is the newest store around.”

We are interested in the reasons you shop at the store where you buy the most fruits and vegetables. The table below lists reasons that have to do with price, quality or convenience. For each one, mark how important it is in YOUR decision to shop at the store you marked in QX.

- Is easy for me to get to
- Is open at convenient times
- Has good specials or deals
- Has low prices on products I buy
- Has low prices on fresh fruits and vegetables
- Sells high quality fruits and vegetables
- Takes my SNAP/EBT card

The table below lists more reasons you may shop at the store where you buy the most fruits and vegetables. For each one, mark how important it is in *YOUR* decision to shop at the store you marked in QX.

- Sells many different kinds of fresh fruits and vegetables
- Is in a safe area
- Is clean
- Sells fruits and vegetables that are locally grown
- Has helpful employees
- Other reason

Q29- Why don't you use your SNAP/EBT card more often to buy fresh fruits and vegetables at this store?

Q30- Which is THE MOST IMPORTANT REASON you don't use your SNAP/EBT card more often to buy fresh fruits and vegetables at this store?

All but one respondent use their EBT card almost every time they shop. The one respondent who answered this series did so with difficulty. These questions are complex and ask the respondent to keep in mind three factors at once: the store they selected at Q26, the purchases they make with the SNAP/EBT card at that store, and of those EBT purchases, only the fruits and vegetables.

Recommendations

Consider exploring in more depth the reasons SNAP participants do not use their EBT cards more frequently in the Task 2 focus groups.

FNS Response:

FNS did not implement this change. Instead, FNS dropped "other shoppers don't use the card," "the people who work at the store don't respect me," and "the other shoppers don't respect me" from these items. FNS dropped these items from Q52, Q53, Q64, and Q65 as well.

Which of these are reasons why you don't use your SNAP/EBT card more often to buy fresh fruits and vegetables at this store?

- There are no signs or posters that say the store accepts SNAP/EBT
- It takes too long to process the card
- I don't want anyone to see me use my SNAP/EBT card
- I run out of money on my card
- Some other reason

Which is the MOST IMPORTANT REASON you don't use your SNAP/EBT card more often to buy fresh fruits and vegetables at this store?

- There are no signs or posters that say the store accepts SNAP/EBT
- It takes too long to process the card
- I don't want anyone to see me use my SNAP/EBT card
- I run out of money on my card
- Some other reason

Q32- How long does it usually take you to get to this store?

Respondents varied in how they calculated their answers to this question. For example, one respondent was only thinking of the length of the bus ride, while another included the time from the moment she left her door until she arrived at the store.

Recommendations

If it is important that respondents are more inclusive in their calculations, consider adding more specific instructions.

Q32. Please think about the time from when you leave your house to when you arrive at this store. How long does it usually take you to get to this store?

FNS Response:

FNS implemented this change.

Section B

Four respondents were correctly routed to and answered questions in Section B.

Q34- For each of the statements in the table below, please mark how strongly you agree or disagree that this is the reason you shop at farmer's markets.

Respondents again tended to lose sight of the stem, focusing simply on each sub-item instead of thinking about whether each was a reason for shopping at farmers markets. The sub-items also convey implicit assumptions about shopping at farmers markets (that one would find more quantity, more variety, and better quality) that respondents find difficult to disagree with. In addition, at the second sub-item, a few respondents were unsure how to interpret “different kinds.” It could mean the fruits and vegetables they buy at the farmers market are different from the ones they buy at the store, or that there was a wide variety of fruits and vegetables to choose from at the farmers market. The fourth sub-item was meaningless to respondents who live alone.

Recommendations

Drop the fourth sub-item.

Ask each remaining sub-item with forced choice response options. Clarify the intent of “different kinds” in the second sub-item.

New34a. When you shop at farmers markets, do you buy more fresh fruits and vegetables, fewer fresh fruits and vegetables, or about the same amount as when you shop at stores?

New34b. Do you find more kinds of fruits and vegetables at farmers markets than at the stores where you at? Yes/No

New34c. Would you say the fruits and vegetables at farmers markets are more fresh, less fresh, or just as fresh as those at stores?

FNS Response:

FNS implemented these changes. The final wording of New34b is “When you shop at farmers markets, do you buy fruits and vegetables you don’t normally buy at other stores?”

FNS added an additional question after the new Q34 series that mimics the season grid at Q41. In addition, Q35 was dropped because it was redundant with the new season grid item.

Q36- During the season you shopped the most at farmers markets, about how much did you spend EACH WEEK at a farmers market?

Q38- During the season you shopped the most at farmers markets, how much of your household fruits and vegetables did you buy EACH WEEK at a farmers market?

Q37 – How much of this money was spent EACH WEEK on fresh fruits and vegetables.

Q39- During the season you shopped the most at farmers markets, how much of your SNAP/EBT benefits did you spend on fresh fruits and vegetables at a farmers market?

Two respondents mentioned that they receive WIC farmers market coupons for buying fruits and vegetables. It was unclear whether these respondents were thinking about their coupons, their EBT cards, or both when answering these items. It is our understanding the survey development team would like to capture payment methods here.

Q36 through Q39 ask about weekly behavior without having first established that the respondent shops at farmers markets each week of the season. None of our respondents indicated they shop at farmers markets that often.

Respondents were thoroughly confused by Q38; none answered it. One said she did not understand what “household fruits and vegetables” meant.

Recommendations

After Q35, insert a question similar to Q54:

New Q36. During the season you shopped the most at farmers markets, how did you pay for what you bought there? CHECK ALL THAT APPLY

SNAP/EBT card

Cash

Personal check

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WIC Cash Value (fruit and vegetable) Voucher
WIC Farmers Market Nutrition Program Coupon
Senior Farmers Market Nutrition Program Coupon
Other (specify)

Revise “each week” to “when you go.”

Example:

New Q37. During the season you shop the most at farmers markets, how much do you usually spend when you go there?

Revise Q38 into two questions:

New Q39. During the season you shop the most at farmers markets, do you buy all of your fruits and vegetables there?

Yes → Go to Q41

No

New Q40 How much of your fruits and vegetables did you get from the Farmer’s Market?

I got more fruits and vegetables from the farmers market than I did from other stores

I got fewer fruits and vegetables from the farmers market than I did from other stores

I got the same amount of fruits and vegetables from the farmers market than I did from other stores

In Q39 (current version), delete the skip instruction at the first response option (None); it is unnecessary.

FNS Response:

FNS implemented these changes.

Section C

Two respondents were correctly routed to this section. Because of time constraints, only one of them completed the entire section.

Q41 – In the past year, how many times did you shop at *THIS FARMERS MARKET?*

A respondent who shopped at multiple farmers markets was thinking about all of them rather than focusing on just the Ward 8 farmers market.

Recommendations

Consider tailoring the question to include the name of the farmers market that appears at the beginning of the section.

For example:

Q41. In the past year, how many times did you shop at the WARD 8 FARMERS MARKET?

FNS Response:

FNS implemented this change.

Q47 – For each of the statements in the table below, please mark how strongly you agree or disagree that it is a reason you shop at THIS FARMERS MARKET.

Q48 – For each of the statements in the table below, please mark how important it was in your decision to shop at THIS FARMERS MARKET.

While it is difficult to draw conclusions from one or two respondents' experiences, in the field we suspect these items will reveal problems similar to those described for Q27, which also asked about decision factors.

Recommendations

Consider dropping these two items and exploring the decision factors in more depth with the Task 2 focus groups. If the items are retained, reduce the number of factors and ask about each separately, along with the importance of the factor, if relevant.

FNS Response:

FNS did not implement this change. Instead, FNS left Q47 as is. In addition, due to changes made at Q27, FNS made Q48 into two grids: one that asks about reasons regarding price, quality, and convenience; the other asks about the rest of the reasons. No reasons were dropped.

We are interested in the reasons you shop at {FILL FARMERS MARKET}. The table below lists reasons that have to do with price, quality or convenience. For each one, mark whether it is a reason you shop at {FILL FARMERS MARKET}.

- Is easy for me to get to
- Is open at convenient times
- It is open on days that are convenient for me
- Has good prices on fresh fruits and vegetables
- Has good specials or other deals
- It sells high quality fruits and vegetables
- I can use my SNAP/EBT card there
- I can use WIC Farmers Market coupons there
- I can use Senior Farmers Market coupons there

The table below lists more reasons you may shop at {FILL FARMERS MARKET}. For each one, mark whether it is a reason you shop there.

- It sells many different kinds of fresh fruits and vegetables
- It sells fruits and vegetables I can't find anywhere else
- It sells fruits and vegetables that are locally grown
- I have special health or diet issues
- Is clean
- The staff and sellers are helpful
- It's in a safe neighborhood
- There's parking nearby

Q50 through Q61

No respondents received questions 50 through 53. One respondent received questions 56 and 57, the other skipped them appropriately.

Q56 – What makes it hard to use your SNAP/EBT card at *THIS FARMERS MARKET*?

The one respondent who received Q56 explained, “there is nothing that makes it hard” and struggled with how to answer.

Recommendations

Reword Q56 so it is consistent with the wording used in Q29 (i.e., “why don’t you use your SNAP/EBT card more often...” instead of “what makes it hard...”).

FNS Response:

FNS implemented this change. In addition, due to changes in other items in the survey, FNS dropped “Other shoppers don’t use the card” and “I don’t want anyone to see me use my SNAP/EBT card” from Q56 and Q57 because they are not applicable to respondents.

Q59 – Some farmers markets give you deals to use your SNAP/EBT card. For example: The market gives you \$2 for every \$5 you spend with your SNAP/EBT card. What kind of deal does *THIS FARMERS MARKET* give you?

Two respondents received this item. One did not seem to have trouble answering or interpreting it and reported receiving one dollar for every dollar he spends with his EBT card as well as a senior discount (which was not reported in the survey). The other respondent had difficulty fitting the deal she gets into the answer space. She explained that they have a buy one get one free type of deal, where if she buys one type of fruit, she may get some grapes for free. She was also confused by the example given with the question, thinking it was asking specifically about a 2 for 5 dollar deal. Finally she responded, “a couple of times they took a dollar or two off.”

Recommendations

Consider simply asking whether the farmers market offers a deal. If it is important to know what respondents think the deal is, allow written response for those that do not fit the current answer space.

FNS Response:

FNS did not implement this change. Instead, FNS made this item into two questions that better reflect the types of deals shoppers receive: a question about onetime deals and a question about deals every time the respondent shops.

Does {FILL FARMERS MARKET} give you a onetime deal at the beginning of the season to use your SNAP/EBT card?

- No
- Yes
- I’m not sure

Does {FILL FARMERS MARKET} give you a deal every time you shop using your SNAP/EBT card?

- No
- Yes
- I’m not sure

Q61 – Think about the deals you get for using your SNAP/EBT card at *THIS FARMERS MARKET*. Then read the statements in the table below. Mark whether you agree or disagree with each one.

One respondent had difficulty with this item. He noted that he does not use his EBT card *more* or shop *more* because of his EBT card.

Recommendations

Clarify what is meant by “more” in this context. Drop the agree/disagree scale and ask as separate forced choice questions, similar to the suggestion at Q34.

FNS Response:
FNS implemented these changes.

Section D

Two respondents received this section

Q62 – The following reasons can keep people from shopping at the farmers market. Do any of these reasons keep you from shopping at farmers markets?

Q63 – Other reasons such as price, variety, and quality also affect whether people shop at farmers markets. Do any of these reasons keep you from shopping at farmers markets?

Q64 – The following are other reasons that keep people from shopping at farmers markets. Do any of these reasons keep you from shopping at farmers markets?

Q65 – Of the reasons you indicated in questions 62-65, which is the one MOST IMPORTANT REASON you don’t shop at farmers markets?

Both respondents seemed to be interpreting these items as intended. However, even though there are many reasons listed across Q62, Q63, and Q64, the reasons did not necessarily resonate with our respondents. One respondent selected one response from Q62, none from Q63, and one from Q64. The other respondent chose just one response from Q64 (the same response as the other respondent: “it is easier to buy all my groceries at one store”).

Recommendations

Consider dropping these items and exploring them in more depth in the Task 2 focus groups.

FNS Response.
FNS dropped several response options from these items because they were not applicable to respondents as was done in Q29, Q30, Q52, and Q53. “The staff and sellers don’t treat me with

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respect,” “other shoppers don’t treat me with respect,” and “I don’t want anyone to see me use my SNAP/EBT card” were dropped from Q64 and Q65.

Q67 – How likely are you to shop at a farmers market that gives you...

We tested three versions of this question. One respondent received the cards in order of best to worst deal, while the other received worst to best deal. Both respondents noted that they would answer the same for all three question options and that their previous answers would not change based on seeing the subsequent items. One respondent said she would answer “very likely” for all because they were all a good deal. The other respondent said “not at all likely” for all three choices because he feels he gets a better deal for his money at the grocery store.

Recommendations

Leave as is.

FNS Response:

FNS left the item as is.

Q68 – You can get more than just food at some farmers markets. Read the items listed in the table below. How likely are you to shop at a farmers market if these things are available?

Respondents seemed to be interpreting this item as intended. The respondent who did not seem to be interested in farmers markets answered “not at all likely” for all sub-items. The other respondent varied her answers. She also suggested an “other” category so she could write in “courtesy rides” from the farmers market like those she gets from the grocery store.

Recommendations

Repeat the question stem inside the grid. Make this change wherever the question stem does not appear in any grid items that are retained.

FNS Response:

FNS implemented this change.

Section E

Five respondents answered this section. We tested interpretation of “household” in this section. Respondents seemed to be interpreting the term as intended. They included their children or other adults living with them. In addition, those who lived alone seemed comfortable answering these items thinking only of themselves.

Recommendations

Leave the “household” items as they are.

FNS Response:

FNS left the items as is.

Round 2 Findings and Recommendations

There were no unique overall findings to report for Round 2 of testing.

Item-Specific Issues

Section A

Q1- Places like Safeway or Giant are large chain grocery stores. Places like Sam's Club or Costco are warehouse club stores. Places like Wal-Mart or Target are discount stores. In the past year did you buy groceries at a large chain grocery store, a warehouse club store, or a discount store?

One respondent had difficulty with this item. She was confused about whether she was supposed to say "yes" if she shopped at more than one type of store. From the way the question is phrased, she thought she needed to choose one type of store from the examples given. Other respondents felt the question was long, but had no difficulty answering.

Recommendations

Reformat the question.

Q1. From the list below, please mark the stores where you bought groceries in the past year.

CHECK ALL THAT APPLY

Large chain grocery store like Safeway or {Fill regional example}

Warehouse club store like Sam's Club or Costco

Discount store like Wal-Mart or Target

I did not buy groceries at any of these types of stores → GO TO QUESTION 5

FNS Response:

FNS implemented this change.

Q25 – Before taking this survey, did you know that you could use your SNAP/EBT card to buy plants or seeds for growing fruits and vegetables?

Q26 – In the past year, did you use your SNAP/EBT card to buy any plants or seeds for growing fruits and vegetables?

Q27 – Did you buy these plants or seeds at a farmers market?

Respondents had no difficulty with these items. However, no respondents were aware that they could buy plants or seeds with their EBT cards and all answered “no” at Q26. All seemed interested in being able to purchase these items.

Recommendations

In order to capture respondents’ interest in buying plants and seeds with their EBT cards, we recommend adding an item for all respondents (whether or not they knew they could buy plants or seeds with their EBT card) about how likely they might be to buy the plants or seeds.

Q29. In the future, how likely are you to buy any plants or seeds for growing fruits and vegetables with your SNAP/EBT card?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

We also recommend reordering Q25-Q28, so that with the addition of new Q29, the skip patterns flow more smoothly. We recommend moving Q28 before Q25-Q27:

Q25 – In the past year did you get any fresh fruits and vegetables from a *GARDEN* grown by you, a family member, or a friend?

Q26 – Before taking this survey, did you know that you could use your SNAP/EBT card to buy plants or seeds for growing fruits and vegetables?

Q27 – In the past year, did you use your SNAP/EBT card to buy any plants or seeds for growing fruits and vegetables?

Q28 – Did you buy these plants or seeds at a farmers market?

Q29 – In the future, how likely are you to buy any plants or seeds for growing fruits and vegetables with your SNAP/EBT card?

FNS Response:

FNS implemented these changes.

Q29 – In the past year, where did you buy the most FRESH fruits and vegetables?

This series of items (Q29-Q36) posed several issues for respondents. First, the focus on fruits and vegetables was lost on them. Respondents thought about shopping in general rather than where they buy fruits and vegetables, where they buy the most fruits and vegetables, or where they buy fresh fruits and vegetables. Second, respondents did not think about just one store when answering items, but more generally across all the stores they shop at. This is likely in part because Q29 clumps stores into categories. Instead of focusing on, for example, the Giant where they regularly shop, the respondent thought about all “large chain grocery store, warehouse club store, or discount store.” As well, it is difficult for respondents to focus on one store because of their shopping habits (shopping across multiple stores because of convenience, price, or a combination of the two). For example, respondents shop at stores that have the best deals, but that differs from week to week, making it a challenge to identify just one store as the place where they shop the most or get the most fresh fruits and vegetables.

Recommendations

In order to lessen the burden for respondents as well as confusion over which store they buy the most fresh fruits and vegetables, we suggest dropping Q29 and focusing the rest of the section on reasons that influence where they shop.

FNS Response:

FNS did not implement this change. Instead, FNS made Q29 an open-ended item in order to better capture the store where respondents buy the most fresh fruits and vegetables. In addition, instructional text throughout the section was added in order to remind respondents to think of the store they wrote in at Q29.

Q29. In the past year, where did you buy the most FRESH FRUITS AND VEGETABLES?

Please write in the name of one store only

Q30 through Q31 – ...mark how important it is in your decision you shop at the store you marked in Q29...

The reasons in Q30 and Q31 do not adequately describe respondents’ experiences. For example, one respondent shops at only one grocery store, not because she chooses to but because it is the only one she has access to. She was unable to give an answer for many of these reasons because they simply don’t make sense for her situation. For example, the store she shops at doesn’t have good specials or deals. She can’t say “not at all important” because it would imply that she doesn’t care about good specials or deals, which she does. But if she says “very important,” it would imply the store she shops at has those kinds of deals, which it doesn’t. The reasons in

these two items assume that respondents have choices, which will not always be the case, especially for the low income population the survey is targeting.

In addition to the general confusion from these items, one respondent struggled with determining what a “row” was at Q30 and mistook it for a column.

Recommendations

We recommend changing the response categories to the yes/no format we used in Q56-Q58, which worked well in testing.

In order to lessen any confusion respondents have with the grid items we recommend incorporating a grid question into the survey instructions example. In addition, we recommend tailoring the wording in the instructions at each grid to better clarify the response task.

For example, at Q31: CHECK ONE ANSWER FOR EACH REASON

FNS Response:

FNS implemented the second change about grid instructions where still applicable. They did not implement the first change. Instead, FNS broke out all of the response choices from these items into individual items. Each row in the original grid was changed to its own question about whether it was a reason respondents shop at the store as well as a separate question that asks how important of a reason it is for the respondent to shop there. In addition, FNS added an additional reason about whether the store is close to where the respondent lives. Similar changes were made to the grids at Q56-Q58.

Example:

Do you shop at this store because it is close to where you live?

- No
- Yes

How important is being close to where you live as a reason that you shop at this store?

- Very important
- Somewhat important
- Only a little important
- Not at all important

Section B

Q34- For each of the statements in the table below, please mark how strongly you agree or disagree that this is the reason you shop at farmer’s markets.

Respondents again tended to lose sight of the stem at these items, instead focusing simply on each sub-item rather than thinking about whether each was a reason for shopping at farmers markets. The sub-items also convey implicit assumptions about shopping at farmers markets (that one would find more quantity, more variety, and better quality) that respondents find difficult to disagree with. In addition, at the second sub-item, a few respondents were unsure how

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to interpret “different kinds.” It could mean the fruits and vegetables they buy at the farmers market are different from the ones they buy at the store, or that there is a wide variety of fruits and vegetables to choose from at the farmers market.

Recommendations

Leave as is.

FNS Response:

Because of the number of questions added this round, as well as respondents answers at Q33 and Q34, FNS dropped both items and made one new question that asks whether respondents run out of money on their SNAP/EBT cards.

How often do you run out of money on your SNAP/EBT card when buying fresh fruits and vegetables at this store?

Almost every time

Some of the time

Rarely

Never

Q41 - When you shop at farmers markets, do the people who live in your household end up eating more fresh fruits and vegetables than when you shop at other stores?

The fourth sub-item was meaningless to respondents who live alone. One respondent who lives alone, answered “no” at Q41, stating that because no one else lives with her, the question is not applicable. The respondent should have answered “yes” because she eats more fruits and vegetables when she shops at farmers markets.

Recommendations

Change the wording of Q41 to match the items in Section E that ask about “you or anyone in your household.”

Q41. When you shop at farmers markets do **you or** the people who live in your household end up eating more fresh fruits and vegetables than when you shop in other stores?

Because of this change, we also recommend making a similar change at Q74.

Q74. Do you think **you or** the people who live in your household eat more fresh fruits and vegetables than they would if you didn't get the deals at {FILL FARMERS MARKET}?

FNS Response:

FNS implemented these changes.

Q43 (R2) – During the season you shop the most at farmers markets, how do you pay for what you buy there?

Q44 (R2) - During the season you shopped the most at farmers markets, how much do you usually spend when you go there?

Q45 (R2) - How much of the money you marked in question 44 do you usually spend on fruits and vegetables?

Q46 (R2) - During the season you shopped the most at farmers markets, do you buy all your fruits and vegetables at farmers markets?

Q47(R2) – Compared to the amount of fruits and vegetables you get at other stores, how much of your fruits and vegetables do you get from the farmers markets?

In this section, respondents reported not thinking specifically about the “season you shop the most,” but rather more generally about every time they go to the farmers market. For respondents who shop at more than one market, it was easier for them to think more generally rather than to choose a season across markets. Because respondents don’t always shop regularly or very often, it wasn’t difficult for them to think generally about these items. Additionally, we don’t actually know which season they shop the most, unless it is obvious from the grid at Q42. Therefore, it is not clear which season they should be thinking about at Q43 through Q47.

Recommendations

We feel that the grid at Q42 better captures shopping patterns across seasons and that the other items may be misleading in suggesting buying patterns for a particular season. We suggest dropping the introductory text before Q43 that instructs respondents to think about “the season you shop the most.” In addition, drop the introductory statement at Q43, Q44, Q46, and Q48 that reads “during the season you shop the most.”

Q43. How do you pay for what you buy at farmers markets?

Q44. How much do you usually spend when you go to farmers markets?

Q46. Do you buy all your fruits and vegetables at farmers markets?

Q48. How much of your SNAP/EBT benefits do you spend on fresh fruits and vegetables at farmers markets?

FNS Response:

FNS implemented these changes.

Section C

Q49 – How long have you been shopping at {FILL FARMERS MARKET}?

It was not clear to interviewers whether Section C is only about the “past year” since some items have a reference period and some do not. Several respondents, who said they did not shop at a farmers market in the past year at Section B, seemed confused to receive this item in Section C.

Recommendations

If this section is about the “past year” only we suggest adding the reference period to some items as well as adding a new question at the beginning of the section (similar to Q37) that asks if respondents have shopped at the farmers market during the past year.

If this section is just intended for those shopping the past year, those that say “none” at Q37 in Section B, should skip directly to section D.

FNS Response:

FNS confirmed that this section is only about the past year and implemented these changes.

Q62 – What else keeps you from shopping at {fill farmers market} as much as you want to?

If respondents choose something other than “none of these reasons” at Q60 or Q61, they should be able to say “none of these reasons” at Q62.

Recommendations

Add “none of these reasons” to the list of response options.

FNS Response:

FNS implemented this change.

Q66 – Why don't you use your SNAP/EBT card more often to buy fresh fruits and vegetables at {FILL FARMERS MARKET}?

Q67 – Of the reasons you indicated in question 66, which is the one MOST IMPORTANT REASONS you don't use your SNAP/EBT card at {FILL FARMERS MARKET} more often?

Two respondents mentioned that the reason they don't use their card more often is because they run out of money on their card. This is either because the amount of money on the card is low to begin with or because the money has already been used elsewhere before being able to go to the farmers market.

Recommendations

Add "I run out of money on my card" to the response options at Q66 and Q67.

FNS Response:
FNS implemented these changes.

Q68 – Does {FILL FARMERS MARKET} give you a onetime deal at the beginning of the season to use your SNAP/EBT card?

Q69 – Does {FILL FARMERS MARKET} give you a deal every time you shop using your SNAP/EBT card?

Respondents still did not seem to be interpreting these items as intended. Several were thinking about deals they get in general and others were not necessarily thinking about deals for using their SNAP/EBT card. For example, one respondent was thinking about "bundle" deals that he gets from vendors that are not contingent upon him using his SNAP/EBT card. Another was unsure of how to answer because she had received a "onetime" deal that lasted for a couple of weeks.

Recommendations

We recommend combining Q68 and Q69 into one question.
What kind of deals, coupons, or promotions does {FILL FARMERS MARKET} give you when you use your SNAP/EBT card?

- A onetime deal at the beginning of the season
- A deal every time I shop
- Some other kind of deal
- I'm not sure

FNS Response:
FNS implemented this change.

Q78 – Of the reasons you indicated in questions 75-77, which is the one MOST IMPORTANT REASON you don't shop at farmers markets?

Respondents had no difficulty with this item and seemed to be interpreting it as intended.

Recommendations

Leave item as is.

FNS Response:

Because of the number of questions added in this round, FNS dropped Q78 to reduce some respondent burden.

Q93 – Do you consider yourself to be of Hispanic or Latino/a origin or do you consider yourself not to be of Hispanic or Latino/a origin?

Respondents had no difficulty with this item and seemed to be interpreting it as intended.

Recommendations

Leave item as is.

FNS Response:

FNS revised the current version of this question to follow OMB guidelines.

Q93. Are you Hispanic, Latino/a or Spanish Origin?

Yes

No

Round 3 (Spanish) Findings and Recommendations

We first note a few overall findings before moving into a discussion of item-specific findings. The recommendations below discuss changes made to the Spanish language version of the survey. Where applicable, recommendations for changes to both the Spanish and the English language versions are indicated in the blue boxes.

Overall Findings

- Most respondents commented that the survey was too long and, in the words of one, “tiring.” To shorten it, we suggest dropping some of the reasons items in Sections A and/or C.
- The grid questions seemed to work well for these respondents. Most of the revisions implemented from Round 2 also appeared to work well.
- A few respondents had trouble with the skip patterns. Note that more skips have been added with the new approach to the reasons questions. This is another reason to seriously consider dropping some of the reasons items.
- Respondents referred to their SNAP benefits as “EBT” or “food stamps”, using the English-language words.

Section A

QA5 – El año pasado, ¿compró sus alimentos en una TIENDA PEQUENA DE COMESTIBLES que vende distintos tipos de alimentos y otros artículos?

For Spanish-speaking respondents, a “small grocery store” often turned out to be what FNS would prefer to categorize as an ethnic market. Respondents included examples such as “latin store” and “international store” at this series.

Recommendations

Recommended translation revision:

A5. El año pasado, ¿compró sus alimentos en una TIENDA PEQUENA DE COMESTIBLES que vende distintos tipos de alimentos y otros artículos?

FNS Response:

FNS implemented this change.

Appendix C
Cognitive Testing on Study Instrument

QA13 through QA16 – El año pasado, ¿compró usted sus alimentos en UNA TIENDA DE PRODUCTOS ORGÁNICOS O NATURALES como Whole Foods?

Some respondents did not interpret this item as intended. The term “naturales” (natural) was understood by some respondents as “fresh” rather than “natural.” For example, one respondent said, “not frozen or processed.” Another respondent thought of products she buys at the farmers market. Spanish interviewers noted that this term is problematic in other Spanish language surveys as well.

Recommendations

Suggest deleting “naturales” (natural) as some respondents tend to associate this term with “fresh” products.

Recommended translation revision:

A13-A16. El año pasado, ¿compró usted sus alimentos en un TIENDA DE PRODUCTOS ORGANICOS O NATURALES como Whole Foods?

FNS Response:

FNS implemented this change.

QA17 through QA20 – El año pasado, ¿compró sus alimentos en un MERCADO DE PRODUCTOS REGIONALES como un mercado latino o asiático?

Some respondents had difficulty with this item. Respondents were interpreting “regionales” to mean that it sells “locally grown” products rather than international or ethnic products. For example, one respondent reported thinking about farmers markets. Another respondent thought “regionales” meant a regional grocery store, “like Safeway.”

Recommendations

We recommend changing the term “tienda de productos regionales,” which refers to a “regional market” to “tienda latina, asiatica o de productos extranjeros,” which translated to a “Latin, Asian or store with foreign products.”

FNS Response:

FNS implemented this change.

QA25 – El año pasado, ¿tuvo alguna fruta o vegetal fresco de una HUERTA cultivada por usted, un familiar o un amigo?

Several interviews noted that “Huerta” is a big area to grow fruits and vegetables (more like a farm), whereas “huerto” is the small fruit and vegetable garden that people often have in their yard.

Recommendations

Change “huerta” to “huerto.”

FNS Response:
FNS implemented this change.

QA30 – El año pasado, ¿dónde compró la mayoría de sus FRUTAS Y VEGETALES FRESCOS?

Respondents had trouble spelling the names of the stores they wanted to report. While this may not matter from an analysis perspective, it does add respondent burden. In addition, one respondent who shops at three or four stores had trouble choosing the one place she shopped the most.

Recommendations

Leave as is.

FNS Response:
FNS left the item as is.

QA31 through QA62 - Nos interesa conocer las razones por las que usted compra en la tienda donde adquiere a MAYORIA de sus FRUTAS Y VEGETALES FRESCO

Respondents had similar trouble in this section as they did in Round 2. Respondents who said they shopped at more than one store for their fruits and vegetables thought of all those stores, not just the store they wrote down in A30, when answering the rest of Section A. However, the questions in general worked fine for respondents. There was no difficulty providing answers, but respondents did have difficulty with skip patterns as well as length. One respondent suggested adding “to buy traditional produce” as another reason.

Recommendations

Leave as is.

FNS Response:
FNS left the item as is.

Section B

QB2 – Cuando compra en mercados de agricultores, ¿compra más frutas y vegetales frescos, menos frutas y vegetales frescos o aproximadamente la misma cantidad que cuando compra en otras tiendas?

Several respondents had difficulty with this item. Due to the existing wording, some respondents interpreted this question to be about freshness and not about the amount of products they buy. For example, respondents answered about the level of freshness rather than about the amount of fresh fruits and vegetables they purchase. Several noted that the question was long and had to read it multiple times before understanding what it was asking.

Recommendations

We recommend adding the term “cantidad” (amount) to the question and the response categories to emphasize the amount of products respondents get, and not whether the products are fresher.

Recommended revision:

B2 – Cuando compra en mercados de agricultores, ¿compra más cantidad, menos cantidad, o aproximadamente la misma cantidad de frutas y vegetales frescos que cuando compra en otras tiendas?

FNS Response:

FNS implemented this change.

Section C

QC1 – El año pasado, ¿alguna vez hizo compras en *{Fill FARMERS MARKET}*?

Respondents did not have difficulty with this item. However, interviewers noticed that an “n” was missing from the word “sección” in the skip instructions.

Recommendations

Add an “n” to “sección” in the skip instructions for the no response.

FNS Response:

FNS implemented this change.

QC67 – ¿Hay algo que le impide comprar frutas y vegetales frescos en *{Fill FARMERS MARKET}* tanto como usted quisiera?

Several respondents had difficulty with this item. The term “impeder” (to prevent) was not interpreted as intended for respondents. Because it has a stronger meaning in Spanish than does the English term “prevent.” Rather, respondents interpreted it to mean “a very big obstacle or barrier.” Some respondents answered “no” at this item because of this even though their situation suggested they should have answered “yes.” For example, one respondent answered “no”, saying nothing “impedes” her. However, upon discussing, she noted that it is easier for her to get to the Giant than to go to the farmers market, which is why she doesn’t go as often. However, in her mind, she was “able” to get to the farmers market if she wanted, and therefore answered “no” here.

Recommendations

We recommend changing the term “impedir” (to prevent) to a simpler term that means “reasons why people don’t shop.”

Recommended translation revision:

¿Hay alguna razón por la que no compra frutas y vegetales frescos en {FILL FARMERS MARKET} tanto como usted quisiera?

FNS Response:

FNS implemented this change.

QC72 – In the past year how many times did you use your SNAP/EBT card to buy fresh fruits and vegetables at {Fill FARMERS MARKET}?

C72 – El año pasado, ¿cuántas veces usó su tarjeta SNAP/EBT para comprar frutas y vegetales frescos en {Fill FARMERS MARKET}?

Respondents who answer “didn’t know market accepts SNAP/EBT card” should not receive the remainder of the items in Section C because those items ask the respondent about using their SNAP/EBT card at the market.

Recommendations

Insert a skip at the “didn’t know market accepts SNAP/EBT card” option to send respondents to Section E. This change applies to both the Spanish and English language surveys.

FNS Response:

FNS implemented this change.

QC75 – ¿Le ofrece {Fill FARMERS MARKET} alguna promoción o cupones para que use su tarjeta SNAP/EBT?

C76 – ¿Qué tipo de promociones o cupones le ofrece {Fill FARMERS MARKET} cuando usa su tarjeta SNAP/EBT?

C77 – ¿Qué tan importantes son estos cupones o promociones por usar su tarjeta SNAP/EBT para que usted decida hacer sus compras en {Fill FARMERS MARKET}?

Some respondents did not interpret the word “Cupones” as intended. Because this is a term respondents use to refer to WIC coupons, it was somewhat misleading and several were thinking about using their WIC coupons when answering these items.

Recommendations

We recommend changing the term “cupones” to “incentivo” (incentive).

FNS Response:

FNS implemented this change.

QC75 through QC80 – Think about the deals, coupons or other promotions you get for using your SNAP/EBT card at {Fill FARMERS MARKET}.

One respondent was thinking about her WIC coupons when answering items C75-C80. At C71 and C72 she had reported that she uses her WIC coupons rather than her SNAP/EBT card. She then went on to answer “yes” at C75, possibly because of the word “coupon” in that question, but became increasingly confused as she progressed through the series. Ultimately she decided (correctly) that the questions didn’t apply to her. Although this issue didn’t come up in Rounds 1 or 2, that’s most likely because we had predominantly older respondents for those interviews, who would not have been eligible for WIC.

Recommendations

We will need to discuss with FNS further before providing a recommendation for the Spanish and/or English language versions.

FNS Response:

FNS left item as is in both the Spanish and English language versions.

Section D

QD1 – Las siguientes razones pueden impedirle a la gente hacer compras en mercados de agricultores. ¿Por cuáles de estas razones no hace sus compras en mercados de agricultores?

Interviewers noticed a typo in this item.

Recommendations

Change “esta” to “está” in the fourth response option.

FNS Response:

FNS implemented this change.

QD3 – Las siguientes son otras razones que le impiden a la gente hacer sus compras en mercados de agricultores ¿Por cuáles de estas razones no hace sus compras en mercados de agricultores?

Similar to QC67, respondents had difficulty with this item. The term “impedir” (to prevent) was not interpreted as intended for respondents. Because it has a stronger meaning in Spanish than does the English term “prevent.” Rather, respondents interpreted it to mean “a very big obstacle or barrier.” Many respondents answered “no” at this item because of this even though their situation suggested they should have answered “yes.”

Recommendations

We recommend changing the term “impedir” (to prevent) to a simpler term that means “reasons why people don’t shop.”

Recommended revision:

Las siguientes son otras razones por las que la gente no hace sus compras en mercados de agricultores ¿Por cuales de estas razones no hace sus compras en mercados agricultores?

We also recommend changing the “check all that apply” instructions to read “MARQUE TODO LO QUE CORRESPONDA”.

FNS Response:

FNS implemented these changes.

Section E

QE10 – Choose the best answer below that describes your current situation.

QE10 – Seleccione la mejor respuesta que describa su situación actual.

One respondent pointed out that the answer categories are overlapping (e.g., “student” with “employed for wages”; “I can’t work” with “retired”, “homemaker”, or “student”).

Recommendations

We recommend making this a “mark all that apply” item. This change applies to both the Spanish and English language versions.

FNS Response:
FNS implemented this change.

QE17 – How many people are in your household with whom you share food and food expenses? Please don’t count people who have separate {FILL REGIONAL SNAP NAME} benefits.

QE17 – ¿Cuántas personas hay en su casa con quienes usted comparte la comida o los gastos de comida? Por favor no incluya a las personas que tengan beneficios de {FILL REGIONAL SNAP NAME} por separado.

It is not clear to respondents or interviewers whether respondents should include themselves when answering this item. Some respondents included themselves in their answer and others did not.

Recommendations

We recommend including a clarifying phrase that instructs respondents to either include themselves or not include themselves depending on FNS’s intent of this item. This change applies to both the Spanish and English language versions.

FNS Response:
FNS added an instruction for respondents to include themselves in this item.
QE17 - Including yourself, how many people are in your household with whom you share food and food expenses? Please don’t count people who have separate {FILL REGIONAL SNAP NAME} benefits.

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Appendix D

Study Materials

This appendix includes the FMCS study materials in the order listed below:

1. FMCS Participant Study Introductory Letter (English and Spanish Versions)
2. FMCS Reminder Letter (English and Spanish Versions)
3. FMCS Remail Request Letter (English and Spanish Versions)
4. FMCS Thank You Letter (English and Spanish Versions)



Food and Nutrition Service
c/o Westat
1600 Research Blvd RC B16
Rockville, MD 20850

OMB Number: 0584-0564
Expiration Date: 11/30/2014

*12345678*12345678

Shopping for Fruits and Vegetables Survey

Dear :

We are all interested in our family's health and what we eat. The United States Department of Agriculture's (USDA) Food and Nutrition Service needs your help by joining an important research project. We are trying to understand where people buy certain foods and the reasons for those decisions. As someone who receives SNAP benefits for buying food, you were selected at random to participate in this study.

We hope you decide to join the study. Participation in this study is strictly voluntary. If you decide not to participate, there will be no penalty or loss of benefits.

Participation is easy. We are asking you to complete the survey in this package and mail it back in the enclosed envelope. The survey asks questions about the shopping you do for fresh fruits and vegetables and some of the reasons you shop at particular types of stores or markets. Your answers will be combined with answers from others. We have enclosed «\$5/\$10» as a thank you for your time. When we receive your completed survey we will send you an additional «\$10/\$20» for your cooperation in helping us learn more about shopping preferences.

Westat, a research organization working for USDA, is conducting the survey. Your answers will be kept private. They won't be seen by anyone other than the research team. Your answers will be put together with answers from others taking the survey. The results will be reported as totals so that no one person can be identified.

Thank you in advance for your help. If you have any questions, please call Westat toll-free at 1-888-807-7833.

Sincerely,

Eric Sean Williams, PhD
FNS Project Officer
Shopping for Fruits and Vegetables Survey

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this collection is 0584-0564. The time required to complete this information collection is estimated to average 25 minutes, including the time to review instructions, searching existing data resources, gather the data needed, and complete and review the information collected.



Food and Nutrition Service c/o Westat
1600 Research Blvd RC B16
Rockville, MD 20850

OMB Number: 0584-0564
Expiration Date: 11/30/2014

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Encuesta sobre la compra de frutas y vegetales

Estimado(a) :

A todos nos interesa la salud de nuestra familia y lo que comemos. El Departamento de Agricultura de Estados Unidos (USDA, por sus siglas en inglés) necesita su colaboración participando en un importante estudio de investigación. Deseamos entender en dónde compran las personas ciertos tipos de comidas y las razones por las que lo hacen. Como alguien que recibe los beneficios de SNAP, para comprar comida, usted fue elegido al azar para participar en este estudio.

Esperamos que se anime a participar en el estudio. La participación en este estudio es completamente voluntaria. Si decide no participar, no recibirá ninguna sanción ni sus beneficios se verán afectados.

La participación es fácil. Le estamos pidiendo que conteste la encuesta de este paquete y que la devuelva en el sobre adjunto. En la encuesta se pregunta sobre la compra de frutas y vegetales frescos, así como las razones por las que compra en ciertos tipos de tiendas o mercados. Sus respuestas se combinarán con las respuestas de otras personas. Adjunto encontrará {\$5/\$10} como agradecimiento por su tiempo. Cuando recibamos la encuesta contestada, le enviaremos {\$10/\$20} adicionales por su colaboración para ayudarnos a aprender más sobre las preferencias de compra.

La encuesta la está llevando a cabo Westat, una compañía de estudios de investigación que está trabajando para el USDA. Sus respuestas permanecerán de manera confidencial y no las verá nadie que no pertenezca al equipo del estudio. Sus respuestas se incluirán con las de los demás participantes de la encuesta. Los resultados se informarán a modo de totales de manera que no se podrán identificar las respuestas de una persona.

De antemano, gracias por su ayuda. Si tiene alguna pregunta, o desea solicitar la versión en español de la encuesta, puede llamar a la línea directa y gratuita de Westat al 1-888-807-7833.

Atentamente,

Eric Sean Williams, PhD

Director del proyecto de Servicio de Alimentos y Nutrición (FNS, por sus siglas en inglés)

Encuesta sobre la compra de frutas y vegetales

De acuerdo con la Ley de reducción de papeleo de 1995 (Paperwork Reduction Act of 1995), ninguna persona está obligada a responder a una recolección de información a menos que esta tenga un número válido de la OMB. El número de control válido de la OMB para esta recolección de información es 0584-0564. Se calcula que el tiempo requerido para contestar esta recolección de información es de 25 minutos por cuestionario, incluyendo el tiempo para revisar las instrucciones, buscar fuentes existentes de datos, reunir y mantener los datos necesarios y completar y revisar la recolección de información.



Food and Nutrition Service c/o Westat
1600 Research Blvd RC B16
Rockville, MD 20850

OMB Number: 0584-0564
Expiration Date: 11/30/2014

030802007 030802007 4

September 20, 2013

Shopping for Fruits and Vegetables Survey

Dear :

We are all interested in our family's health and what we eat. The United States Department of Agriculture's (USDA) Food and Nutrition Service needs your help by joining an important research project. We are trying to understand where people buy certain foods and the reasons for those decisions. As someone who receives SNAP benefits for buying food, you were selected at random to participate in this study.

We hope you decide to join the study. Participation in this study is strictly voluntary. If you decide not to participate, there will be no penalty or loss of benefits.

A few weeks ago we mailed you the survey with \$10 enclosed as a thank you for your time. As of September 18, 2013, we have not received your completed survey. We are sending the survey to you again in hopes that you will participate. Participation is easy. We are asking you to complete the survey in this package and mail it back in the enclosed envelope. The survey asks questions about the shopping you do for fresh fruits and vegetables and some of the reasons you shop at particular types of stores or markets.

Your answers will be combined with answers from others. When we receive your completed survey we will send you an additional \$20 for your cooperation in helping us learn more about shopping preferences.

Westat, a research organization working for USDA, is conducting the survey. Your answers will be kept private. They won't be seen by anyone other than the research team. Your answers will be put together with answers from others taking the survey. The results will be reported as totals so that no one person can be identified.

Thank you in advance for your help. If you have any questions, please call Westat toll-free at 1-888-807-7833.

Sincerely,

Eric Sean Williams, PhD
FNS Project Officer
Shopping for Fruits and Vegetables Survey

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this collection is 0584-0564. The time required to complete this information collection is estimated to average 25 minutes, including the time to review instructions, searching existing data resources, gather the data needed, and complete and review the information collected.

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1600 Research Blvd RC B16
Rockville, MD 20850

OMB Number: 0584-0564
Expiration Date: 11/30/2014

030802007

030802007

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September 20, 2013

Encuesta sobre la compra de frutas y vegetales

Estimado(a) :

A todos nos interesa la salud de nuestra familia y lo que comemos. El Departamento de Agricultura de Estados Unidos (USDA, por sus siglas en inglés) necesita su colaboración participando en un importante estudio de investigación. Deseamos entender en dónde compran las personas ciertos tipos de comidas y las razones por las que lo hacen. Como alguien que recibe los beneficios de SNAP, para comprar comida, usted fue elegido al azar para participar en este estudio.

Esperamos que se anime a participar en el estudio. La participación en este estudio es completamente voluntaria. Si decide no participar, no recibirá ninguna sanción ni sus beneficios se verán afectados.

Hace unas semanas le enviamos la encuesta junto con \$10 como agradecimiento por su tiempo. A la fecha del 18 de septiembre de 2013, no hemos recibido su encuesta contestada. Le estamos volviendo a mandar la encuesta con la esperanza de que se anime a participar. La participación es fácil. Le estamos pidiendo que conteste la encuesta de este paquete y que la devuelva en el sobre adjunto. En la encuesta se pregunta sobre la compra de frutas y vegetales frescos, así como las razones por las que compra en ciertos tipos de tiendas o mercados. Sus respuestas se combinarán con las respuestas de otras personas. Cuando recibamos la encuesta contestada, le enviaremos \$20 adicionales por su colaboración para ayudarnos a aprender más sobre las preferencias de compra.

La encuesta la está llevando a cabo Westat, una compañía de estudios de investigación que está trabajando para el USDA. Sus respuestas permanecerán de manera confidencial y no las verá nadie que no pertenezca al equipo del estudio. Sus respuestas se incluirán con las de los demás participantes de la encuesta. Los resultados se informarán a modo de totales de manera que no se podrán identificar las respuestas de una persona.

De antemano, gracias por su ayuda. Si tiene alguna pregunta, o desea solicitar la versión en español de la encuesta, puede llamar a la línea directa y gratuita de Westat al 1-888-807-7833.

Atentamente,

Eric Sean Williams, PhD

Director del proyecto de Servicio de Alimentos y Nutrición (FNS, por sus siglas en inglés)

Encuesta sobre la compra de frutas y vegetales

De acuerdo con la Ley de reducción de papeleo de 1995 (Paperwork Reduction Act of 1995), ninguna persona está obligada a responder a una recolección de información a menos que esta tenga un número válido de la OMB. El número de control válido de la OMB para esta recolección de información es 0584-0564. Se calcula que el tiempo requerido para contestar esta recolección de información es de 25 minutos por cuestionario, incluyendo el tiempo para revisar las instrucciones, buscar fuentes existentes de datos, reunir y mantener los datos necesarios y completar y revisar la recolección de información.



Food and Nutrition Service c/o Westat 1600 Research Blvd, Rm B16 Rockville, MD 20850 2004030086 200403008

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October 18, 2013 OMB No. 0584-0564 Expiration Date: 11/30/2014

Shopping for Fruits and Vegetables Survey

Dear :

Thank you for contacting us about the "Shopping for Fruits and Vegetables Survey". As per your request, enclosed is duplicate copy of your survey. When we receive your completed survey we will send you an additional \$20 for your cooperation in helping us learn more about shopping preferences. Thank you in advance for your help. If you have any questions, please call Westat toll-free at 1-888-807-7833.

Sincerely,

Mustafa Karakus, PhD
Westat Project Director
Shopping for Fruits and Vegetables Survey

Estimado(a) :

Gracias por contactarnos acerca de la "Encuesta de compra de frutas y vegetales". Conforme con su solicitud, adjunto le enviamos una versión de la encuesta en español. Cuando recibamos la encuesta contestada, le enviaremos \$20 adicionales por su colaboración para ayudarnos a aprender más sobre las preferencias de compra. De antemano, gracias por su ayuda. Si tiene alguna pregunta, o desea solicitar la versión en español de la encuesta, puede llamar a la línea directa y gratuita de Westat al 1-888-807-7833.

Atentamente ,

Mustafa Karakus, PhD
Director del proyecto en Westat

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this collection is 0584-0564. The time required to complete this information collection is estimated to average 25 minutes, including the time to review instructions, searching existing data resources, gather the data needed, and complete and review the information collected.



Food and Nutrition Service c/o Westat
1600 Research Blvd RC B16
Rockville, MD 20850

OMB Number: 0584-0564
Expiration Date: 11/30/2014

200403008

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October 24, 2013

Thank you for completing the Food and Nutrition Service "Shopping for Fruits and Vegetables Survey". Your answers will help us better understand where people buy certain foods and the reasons for those decisions. Enclosed is \$20 for completing the survey.

If you have any questions, please feel free to call the toll-free help line at 1-888-807-7833.

Sincerely,

Mustafa Karakus, PhD
Westat Project Director
Shopping for Fruits and Vegetables Survey

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this collection is 0584-0564. The time required to complete this information collection is estimated to average 25 minutes, including the time to review instructions, searching existing data resources, gather the data needed, and complete and review the information collected.

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Food and Nutrition Service
c/o Westat
1600 Research Blvd RC B16
Rockville, MD 20850

OMB Number: 0584-0564
Expiration Date: 11/30/2014

200403008

200403008

October 24, 2013

Gracias por responder la "Encuesta sobre la compra de frutas y vegetales" del Servicio de Alimentos y Nutrición. Sus respuestas nos ayudarán a comprender mejor dónde la gente compra ciertos alimentos y los motivos por sus decisiones de compra. Adjuntamos 20 dólares como agradecimiento por haber respondido la encuesta.

Si tiene preguntas, por favor comuníquese con la línea telefónica de llamadas gratuitas en el 1-888-807-7833.

Atentamente,

Mustafa Karakus, PhD
Director del proyecto en Westat

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Appendix E

Study Instruments

This appendix includes the FMCS study instruments in the order listed below:

1. FMCS Instrument (English Version)
2. Focus Group Moderator Guide for Frequent Shoppers (English Version)
3. Focus Group Moderator Guide for Non Frequent Shoppers (English Version)
4. Focus Group Moderator Guide for Frequent Shoppers (Spanish Version)
5. Focus Group Moderator Guide for Non Frequent Shoppers (Spanish Version)

Shopping for Fruits and Vegetables

Section A Shopping for Groceries

This section asks you about where you buy groceries.
For each question, think about where you shopped in the past year.

A1. In the past year, did you buy groceries from...

MARK YES OR NO ON EACH ROW.

	YES	NO
A large chain grocery store like Safeway or {FILL REGIONAL EXAMPLE}?	<input type="checkbox"/>	<input type="checkbox"/>
A warehouse club store like Sam's Club or Costco?	<input type="checkbox"/>	<input type="checkbox"/>
A discount store like Wal-Mart or Target?	<input type="checkbox"/>	<input type="checkbox"/>

IF YOU ANSWERED YES FOR ANY OF THE ABOVE, **CONTINUE WITH QUESTION A2**

OTHERWISE → **GO TO QUESTION A5**

A2. How many times did you buy frozen or canned fruits and vegetables at these stores?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never

A3. How many times did you buy fresh fruits and vegetables at these stores?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never → **GO TO QUESTION A5**

A4. Did you use your SNAP/EBT card to buy fresh fruits and vegetables at these stores?

- No
- Yes

A5. In the past year did you buy groceries at a smaller grocery store that sells many different kinds of food and other items?

- No → **GO TO QUESTION A9, PAGE 4**
- Yes

A6. How many times did you buy frozen or canned fruits and vegetables at a smaller grocery store?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never

A7. How many times did you buy fresh fruits and vegetables at a smaller grocery store?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never → **GO TO QUESTION A9, PAGE 4**

A8. Did you use your SNAP/EBT card to buy fresh fruits and vegetables at a smaller grocery store?

- No
- Yes

A9. In the past year did you buy groceries at a convenience store like 7-Eleven?

- No → **GO TO QUESTION A13**
- Yes

A10. How many times did you buy frozen or canned fruits and vegetables at a convenience store?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never

A11. How many times did you buy fresh fruits and vegetables at a convenience store?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never → **GO TO QUESTION A13**

A12. In the past year did you use your SNAP/EBT card to buy fresh fruits and vegetables at a convenience store?

- No
- Yes

A13. In the past year did you buy groceries at a natural or organic market like Whole Foods?

- No → **GO TO QUESTION A17**
- Yes

A14. How many times did you buy frozen or canned fruits and vegetables at a natural or organic market?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never

A15. How many times did you buy fresh fruits and vegetables at a natural or organic market?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never → **GO TO QUESTION A17**

A16. Did you use your SNAP/EBT card to buy fresh fruits and vegetables at a natural or organic market?

- No
- Yes

A17. In the past year did you buy groceries at an ethnic market like a Latin or Asian market?

- No → **GO TO QUESTION A21, PAGE 5**
- Yes

A18. How many times did you buy frozen or canned fruits and vegetables at an ethnic market?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never

A19. How many times did you buy fresh fruits and vegetables at an ethnic market?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never → **GO TO QUESTION A21**

A20. In the past year did you use your SNAP/EBT card to buy fresh fruits and vegetables at an ethnic market?

- No
- Yes

A21. In the past year did you buy groceries at any other kind of store?

- No → **GO TO QUESTION A25**
- Yes

→ Please tell us what kind:

A22. How many times did you buy frozen or canned fruits and vegetables at this other kind of store?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never

A23. How many times did you buy fresh fruits and vegetables at this other kind of store?

- More than once a week
- Once a week
- Every other week
- Once a month
- Less than once a month
- Never → **GO TO QUESTION A25**

A24. Did you use your SNAP/EBT card to buy fresh fruits and vegetables at this other kind of store?

- No
- Yes

A25. In the past year did you get any fresh fruits and vegetables from a garden grown by you, a family member, or a friend?

- No
- Yes

A26. Before taking this survey, did you know that you could use your SNAP/EBT card to buy plants or seeds for growing fruits and vegetables?

- No → **GO TO QUESTION A29, PAGE 6**
- Yes

A27. In the past year, did you use your SNAP/EBT card to buy any plants or seeds for growing fruits and vegetables?

- No → **GO TO QUESTION A29**
 Yes

A28. Did you buy these plants or seeds at a farmers market?

- No
 Yes

A29. In the future, how likely are you to buy any plants or seeds for growing fruits and vegetables with your SNAP/EBT card?

- Very likely
 Somewhat likely
 Not very likely
 Not at all likely

The next questions are about the store where you buy most of your fresh fruits and vegetables. If you buy fresh fruits and vegetables at more than one store, please think about the store where you prefer to buy your fresh fruits and vegetables.

A30. In the past year, where did you buy the most fresh fruits and vegetables?

PLEASE WRITE THE NAME OF ONE STORE ONLY:



We are interested in the reasons you shop at the store where you buy most of your fresh fruits and vegetables. The questions below ask about reasons that have to do with price, quality or convenience. For questions A31 through A46, please think only about the store you wrote at question A30.

A31. Do you shop at this store because it is close to where you live?

- No → **GO TO QUESTION A33, PAGE 7**
 Yes

A32. How important is being close to where you live as a reason that you shop at this store?

- Very important
 Somewhat important
 Only a little important
 Not at all important

A33. Do you shop at this store because it is easy for you to get to?

- No → **GO TO QUESTION A35**
 Yes

A34. How important is being easy for you to get to as a reason that you shop at this store?

- Very important
 Somewhat important
 Only a little important
 Not at all important

A35. Do you shop at this store because it is open at convenient times?

- No → **GO TO QUESTION A37**
 Yes

A36. How important is being open at convenient times as a reason that you shop at this store?

- Very important
 Somewhat important
 Only a little important
 Not at all important

A37. Do you shop at this store because it has good specials or deals?

- No → **GO TO QUESTION A39**
 Yes

A38. How important is having good specials or deals as a reason that you shop at this store?

- Very important
 Somewhat important
 Only a little important
 Not at all important

A39. Do you shop at this store because it has low prices on fresh fruits and vegetables?

- No → **GO TO QUESTION A41**
 Yes

A40. How important is having low prices on fresh fruits and vegetables as a reason that you shop at this store?

- Very important
 Somewhat important
 Only a little important
 Not at all important

A41. Do you shop at this store because it has low prices on products you buy?

- No → **GO TO QUESTION A43**
 Yes

A42. How important is having low prices on products you buy as a reason that you shop at this store?

- Very important
 Somewhat important
 Only a little important
 Not at all important

A43. Do you shop at this store because it sells high quality fruits and vegetables?

- No → **GO TO QUESTION A45, PAGE 8**
 Yes

A44. How important is selling high quality fruits and vegetables as a reason that you shop at this store?

- Very important
 Somewhat important
 Only a little important
 Not at all important

A45. Do you shop at this store because it takes your SNAP/EBT card?

- No → **GO TO INSTRUCTIONS BELOW**
 Yes

A46. How important is taking your SNAP/EBT card as a reason that you shop at this store?

- Very important
 Somewhat important
 Only a little important
 Not at all important

The following items are more reasons that you may shop at the store where you buy **MOST** of your **FRESH FRUITS AND VEGETABLES**. For questions A47 through A62, please think only about the store you wrote at question A30.

A47. Do you shop at this store because it sells many different kinds of fresh fruits and vegetables?

- No → **GO TO QUESTION A49**
 Yes

A48. How important is selling many different kinds of fresh fruits and vegetables as a reason that you shop at this store?

- Very important
 Somewhat important
 Only a little important
 Not at all important

A49. Do you shop at this store because it is in a safe area?

- No → **GO TO QUESTION A51**
 Yes

A50. How important is being in a safe area as a reason that you shop at this store?

- Very important
 Somewhat important
 Only a little important
 Not at all important

A51. Do you shop at this store because it is clean?

- No → **GO TO QUESTION A53**
 Yes

A52. How important is being clean as a reason that you shop at this store?

- Very important
 Somewhat important
 Only a little important
 Not at all important

A53. Do you shop at this store because it sells fruits and vegetables that are locally grown?

- No → **GO TO QUESTION A55**
 Yes

A54. How important is selling fruits and vegetables that are locally grown as a reason that you shop at this store?

- Very important
 Somewhat important
 Only a little important
 Not at all important

A55. Do you shop at this store because it has helpful employees?

- No → **GO TO QUESTION A57, PAGE 9**
 Yes

A56. How important is having helpful employees as a reason that you shop at this store?

- Very important
- Somewhat important
- Only a little important
- Not at all important

A57. Do you shop at this store for some other reason?

- No → **GO TO QUESTION A59**
- Yes

↳ **Please tell us the reason:**

A58. How important is this other reason as a reason that you shop at this store?

- Very important
- Somewhat important
- Only a little important
- Not at all important

A59. In the past year, how many times did you use your SNAP/EBT card to buy fresh fruits and vegetables at this store?

- Store does not accept SNAP/EBT card → **GO TO QUESTION A61**
- Almost every time
- Sometimes
- Almost never
- Never

A60. How often do you run out of money on your SNAP/EBT card when buying fresh fruits and vegetables at this store?

- Almost every time
- Some of the time
- Rarely
- Never

A61. How do you get to the store where you buy most of your FRESH fruits and vegetables?

MARK ALL THAT APPLY.

- Walk
- Car
- Bike
- Taxi
- Public transportation (bus/subway/train)
- Some other way

↳ **Please tell us how:**

A62. Please think about the time from when you leave for this store to when you arrive at this store. How long does it usually take you to get to this store?

- Less than 10 minutes
- 10 to 20 minutes
- 21 to 30 minutes
- More than 30 minutes

CONTINUE TO THE NEXT PAGE

Section B Shopping at Farmers Markets

This section asks you about shopping at farmers markets.

B1. In the past year, how many farmers markets did you shop at?

- 1
- 2
- 3 or more
- None → **GO TO SECTION D, PAGE 23**

B2. When you shop at farmers markets, do you buy more fresh fruits and vegetables, fewer fresh fruits and vegetables, or about the same amount as when you shop at other stores?

- More fresh fruits and vegetables
- Fewer fresh fruits and vegetables
- About the same amount of fresh fruits and vegetables

B3. When you shop at farmers markets, do you buy fruits and vegetables you don't normally buy at other stores?

- No
- Yes

B4. Would you say the fruits and vegetables at farmers markets are more fresh, less fresh, or just as fresh as those at other stores?

- More fresh
- Less fresh
- Just as fresh

B5. When you shop at farmers markets, do you or the people who live in your household end up eating more fresh fruits and vegetables than when you shop at other stores?

- No
- Yes

B6. In the past year, how many times did you shop at farmers markets?

MARK ONE ANSWER FOR EACH SEASON.

Season	Never	Less than once a month	Once a month	Every other week	Once a week	More than once a week
Spring (March, April, May)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summer (June, July, August)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fall (September, October, November)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Winter (December, January, February)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



B7. How do you pay for what you buy at Farmers Markets?

MARK ALL THAT APPLY.

- SNAP/EBT card
- Cash
- Personal check
- WIC Cash Value (fruit and vegetable) Voucher
- WIC Farmers Market Nutrition Program coupon
- Senior Farmers Market Nutrition Program coupon
- Some other way

→ Please tell us how:

B8. How much do you usually spend on a trip to a farmers market?

- Less than \$5
- \$5 - \$10
- \$11 - \$15
- \$16 - \$20
- More than \$20

B9. How much of the money you marked in question B8 do you usually spend on fruits and vegetables?

- None of it
- A little of it
- Some of it
- Most of it
- All of it

B10. Do you buy all your fruits and vegetables at farmers markets?

- No
- Yes → **GO TO QUESTION B12**

B11. Compared to the amount of fruits and vegetables you get at other stores, how much of your fruits and vegetables do you get from the farmers market?

- I get **MORE** fruits and vegetables from the farmers market than I do from other stores
- I get **FEWER** fruits and vegetables from the farmers market than I do from other stores
- I get the **SAME AMOUNT** of fruits and vegetables from the farmers market as I do from other stores

B12. How much of your SNAP/EBT benefits do you spend on fresh fruits and vegetables at farmers markets?

- None
- A little
- Some of it
- Most of it
- All of it

B13. How did you know that you can use your SNAP/EBT card at the farmers markets where you shop?

MARK ALL THAT APPLY.

- I didn't know I could use MY SNAP/EBT card at the farmers market
- Word of mouth
- Signs posted at the farmers market
- Signs posted somewhere other than the farmers market
- Flyer in the mail
- Some other way

→ Please tell us how:

CONTINUE TO THE NEXT PAGE

Section C Shopping at a Farmers Market in Your Neighborhood

There's a farmers market very close to where you live or shop.

The name of the market is: {_____FILL FARMERS MARKET_____}.

Located at: {FILL FARMERS MARKET ADDRESS}

This section asks you questions about this farmers market.

In Section C, all questions are about the farmer market listed above and we refer to it as {_____FILL FARMERS MARKET_____}.

C1. In the past year, did you ever shop at {_____FILL FARMERS MARKET_____}?

- No → GO TO SECTION D, PAGE 23
 Yes

C2. How long have you been shopping at {_____FILL FARMERS MARKET_____}?

- Less than 1 year
 1-2 years
 3-4 years
 More than 4 years

C3. In the past year, how many times did you shop at {_____FILL FARMERS MARKET_____}?

MARK ONE ANSWER FOR EACH SEASON.

Season	Never	Less than once a month	Once a month	Every other week	Once a week	More than once a week
Spring (March, April, May)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summer (June, July, August)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fall (September, October, November)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Winter (December, January, February)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



C4. How do you get to {_____FILL FARMERS MARKET_____}?

MARK ALL THAT APPLY.

- Walk
- Car
- Bike
- Taxi
- Public transportation (bus/subway/train)
- Some other way

↳ **Please tell us how:**

C5. Please think about the time from when you leave for {_____FILL FARMERS MARKET_____} to when you arrive at {_____FILL FARMERS MARKET_____}. How long does it usually take you to get there?

- Less than 10 minutes
- 10-20 minutes
- 21-30 minutes
- More than 30 minutes

C6. When you shop at {_____FILL FARMERS MARKET_____}, how many times do you buy each of the items in the table below?

MARK ONE ANSWER FOR EACH TYPE OF FOOD.

When I shop at {_____FILL FARMERS MARKET_____} I buy...	Almost every time	Some of the time	Rarely	Never	Not Sold at THIS FARMERS MARKET
Fruits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vegetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meat (like beef or chicken) or Fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eggs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dairy products like milk, yogurt, or cheese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Baked goods like bread, pie, or cake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Honey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit juice or fruit drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food in cans or jars like jam, jelly or pickles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some other kind of food ↳ Please tell us what kind: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



C7. Think about the fresh fruits and vegetables at { _____ FILL FARMERS MARKET _____ }, and then read each of the statements in the table below. Mark whether you agree or disagree with each one.

MARK ONE ANSWER FOR EACH STATEMENT.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
There are more kinds of fresh fruits and vegetables at { _____ FILL FARMERS MARKET _____ } than in the other stores or markets I shop at.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quality of the fresh fruits and vegetables at { _____ FILL FARMERS MARKET _____ } is better than in the other stores or markets I shop at.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C8. What are the prices of fresh fruits and vegetables like at { _____ FILL FARMERS MARKET _____ }?

- A lot higher than in other stores or markets
- A little higher than in other stores or markets
- About the same as in other stores or markets
- A little lower than in other stores or markets
- A lot lower than in other stores or markets

We are interested in the reasons you shop at { _____ FILL FARMERS MARKET _____ }. The items below ask about reasons that have to do with price, quality or convenience. When answering questions C9 to C26 please think about whether it is a reason you shop at { _____ FILL FARMERS MARKET _____ }.

C9. Do you shop at { _____ FILL FARMERS MARKET _____ } because it is close to where you live?

- No → **GO TO QUESTION C11**
- Yes

C10. How important is being close to where you live as a reason that you shop at { _____ FILL FARMERS MARKET _____ }?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C11. Do you shop at { _____ FILL FARMERS MARKET _____ } because it is easy for you to get to?

- No → **GO TO QUESTION C13, PAGE 15**
- Yes

C12. How important is being easy to get to as a reason that you shop at { _____ FILL FARMERS MARKET _____ }?

- Very important
- Somewhat important
- Only a little important
- Not at all important



C13. Do you shop at {_____ FILL FARMERS MARKET _____} because it is open at convenient times?

- No → GO TO QUESTION C15
 Yes

C14. How important is being open at convenient times as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C15. Do you shop at {_____ FILL FARMERS MARKET _____} because it has low prices on fresh fruits and vegetables?

- No → GO TO QUESTION C17
 Yes

C16. How important is having low prices on fresh fruits and vegetables as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C17. Do you shop at {_____ FILL FARMERS MARKET _____} because it has good specials or deals?

- No → GO TO QUESTION C19
 Yes

C18. How important is having good specials or deals as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C19. Do you shop at {_____ FILL FARMERS MARKET _____} because it sells high quality fruits and vegetables?

- No → GO TO QUESTION C21
 Yes

C20. How important is selling high quality fruits and vegetables as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C21. Do you shop at {_____ FILL FARMERS MARKET _____} because it takes your SNAP/EBT card?

- No → GO TO QUESTION C23, PAGE 16
 Yes

C22. How important is taking your SNAP/EBT card as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important



C23. Do you shop at {_____ FILL FARMERS MARKET _____} because you can use your WIC Farmers Market coupons there?

- No → GO TO QUESTION C25
 Yes

C24. How important is being able to use your WIC Farmers Market coupons as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C25. Do you shop at {_____ FILL FARMERS MARKET _____} because you can use your Senior Farmers Market coupons there?

- No → GO TO QUESTION C27
 Yes

C26. How important is being able to use your Senior Farmers Market coupons as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important

The next items are about more reasons that you may shop at {_____ FILL FARMERS MARKET _____}. For questions C27 through C42, please think only about {_____ FILL FARMERS MARKET _____}.

C27. Do you shop at {_____ FILL FARMERS MARKET _____} because it sells many different kinds of fresh fruits and vegetables?

- No → GO TO QUESTION C29
 Yes

C28. How important is selling many different kinds of fresh fruits and vegetables as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C29. Do you shop at {_____ FILL FARMERS MARKET _____} because it sells fruits and vegetables you can't find anywhere else?

- No → GO TO QUESTION C31
 Yes

C30. How important is selling fruits and vegetables you can't find anywhere else as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C31. Do you shop at {_____ FILL FARMERS MARKET _____} because it sells fruits and vegetables that are locally grown?

- No → GO TO QUESTION C33, PAGE 17
 Yes



C32. How important is selling fruits and vegetables that are locally grown as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C33. Do you shop at {_____ FILL FARMERS MARKET _____} because you have special health or diet issues?

- No → GO TO QUESTION C35
- Yes

C34. How important is having special health or diet issues as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C35. Do you shop at {_____ FILL FARMERS MARKET _____} because it is clean?

- No → GO TO QUESTION C37
- Yes

C36. How important is being clean as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C37. Do you shop at {_____ FILL FARMERS MARKET _____} because the staff and sellers are helpful?

- No → GO TO QUESTION C39
- Yes

C38. How important is having staff and sellers that are helpful as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C39. Do you shop at {_____ FILL FARMERS MARKET _____} because it is in a safe area?

- No → GO TO QUESTION C41
- Yes

C40. How important is being in a safe area as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
- Somewhat important
- Only a little important
- Not at all important

C41. Do you shop at {_____ FILL FARMERS MARKET _____} because there is parking nearby?

- No → GO TO QUESTION C43, PAGE 18
- Yes

C42. How important is having parking nearby as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
- Somewhat important
- Only a little important
- Not at all important



The next items are other reasons that you may shop at {_____ FILL FARMERS MARKET _____}. For questions C43 through C66, please think only about {_____ FILL FARMERS MARKET _____}.

C43. Do you shop at {_____ FILL FARMERS MARKET _____} because there are cooking demonstrations?

- No → GO TO QUESTION C45
 Yes

C44. How important is having cooking demonstrations as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C45. Do you shop at {_____ FILL FARMERS MARKET _____} because you can get prepared food or meals there?

- No → GO TO QUESTION C47
 Yes

C46. How important is being able to get prepared food or meals as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C47. Do you shop at {_____ FILL FARMERS MARKET _____} because it sells more than just food, like jewelry, art work, and clothes?

- No → GO TO QUESTION C49
 Yes

C48. How important is selling more than just food, like jewelry, art work, and clothes as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C49. Do you shop at {_____ FILL FARMERS MARKET _____} because it sells plants and seeds?

- No → GO TO QUESTION C51, PAGE 19
 Yes

C50. How important is selling plants and seeds as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important



C51. Do you shop at {_____ FILL FARMERS MARKET _____} because you can get health information, screening tests or exams, or vaccines there?

- No → GO TO QUESTION C53
 Yes

C52. How important is being able to get health information, screening tests or exams, or vaccines there as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C53. Do you shop at {_____ FILL FARMERS MARKET _____} because a social service worker is there?

- No → GO TO QUESTION C55
 Yes

C54. How important is having a social worker there as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C55. Do you shop at {_____ FILL FARMERS MARKET _____} because you can get nutrition information there?

- No → GO TO QUESTION C57
 Yes

C56. How important is being able to get nutrition information as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C57. Do you shop at {_____ FILL FARMERS MARKET _____} because it is a fun place to be?

- No → GO TO QUESTION C59
 Yes

C58. How important is being a fun place to be as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C59. Do you shop at {_____ FILL FARMERS MARKET _____} because there is entertainment or cultural activities (like live music or festivals)?

- No → GO TO QUESTION C61, PAGE 20
 Yes

C60. How important is having entertainment or cultural activities as a reason that you shop at {_____ FILL FARMERS MARKET _____}?

- Very important
 Somewhat important
 Only a little important
 Not at all important



C61. Do you shop at { _____ FILL FARMERS MARKET _____ } because you can meet people from your community there?

- No → **GO TO QUESTION C63**
 Yes

C62. How important is being able to meet people from your community as a reason that you shop at { _____ FILL FARMERS MARKET _____ }?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C63. Do you shop at { _____ FILL FARMERS MARKET _____ } because you can talk with the people who grow the fruits and vegetables?

- No → **GO TO QUESTION C65**
 Yes

C64. How important is being able to talk with the people who grow the fruits and vegetables as a reason that you shop at { _____ FILL FARMERS MARKET _____ }?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C65. Do you shop at { _____ FILL FARMERS MARKET _____ } for some other reason?

- No → **GO TO QUESTION C67**
 Yes

→ **Please tell us the reason:**

C66. How important is this other reason as a reason that you shop at { _____ FILL FARMERS MARKET _____ }?

- Very important
 Somewhat important
 Only a little important
 Not at all important

C67. Is there anything that keeps you from shopping for fresh fruits and vegetables at { _____ FILL FARMERS MARKET _____ } as much as you want to?

- No → **GO TO QUESTION C71, PAGE 21**
 Yes

C68. Which of these is a reason that keeps you from shopping for fresh fruits and vegetables at { _____ FILL FARMERS MARKET _____ } as much as you want to?

MARK ALL THAT APPLY.

- It's not close to where I live
 It's not easy to get to
 It's not in a safe area
 It's not close to public transportation
 It's not open on days or times that are convenient to me
 It is hard to park nearby
 None of these reasons

C69. Other reasons such as price, variety, and quality also affect how often people shop at farmers markets. Which of these reasons keep you from shopping at { _____ FILL FARMERS MARKET _____ } as much as you want to?

MARK ALL THAT APPLY.

- The prices are too high
 There aren't enough kinds of fresh fruits and vegetables available
 The fresh fruits and vegetables look like they are in bad condition
 None of these reasons



C70. What else keeps you from shopping at {_____ FILL FARMERS MARKET _____} as much as you want to?

MARK ALL THAT APPLY.

- I don't want anyone to see me use my SNAP/EBT card
- The staff and sellers don't speak my language
- It's easier to buy all my groceries at one store
- Some other reason

↳ **Please tell us why:**

- _____
- None of these reasons

C71. In the past year, how did you pay for fresh fruits and vegetables you bought at {_____ FILL FARMERS MARKET _____}?

MARK ALL THAT APPLY.

- SNAP/EBT card
- Cash
- Personal check
- Credit card or debit card
- WIC Cash Value (fruit and vegetable) Voucher
- WIC Farmers Market Nutrition Program Coupon
- Senior Farmers Market Nutrition Program Coupon
- Other

↳ **Please tell us how you paid:**

The next questions are about using your SNAP/EBT card at {_____ FILL FARMERS MARKET _____}.

C72. In the past year how many times did you use your SNAP/EBT card to buy fresh fruits and vegetables at {_____ FILL FARMERS MARKET _____}?

- Almost every time → **GO TO QUESTION C75, PAGE 22**
- Sometimes
- Almost never
- Never
- Didn't know market accepts SNAP/EBT card

C73. Why don't you use your SNAP/EBT card more often to buy fresh fruits and vegetables at {_____ FILL FARMERS MARKET _____}?

MARK ALL THAT APPLY.

- There are no signs posted that say this market takes SNAP/EBT
- I didn't know I could use my card here
- It takes too long to process the card
- I don't want anyone to see me use my SNAP/EBT card
- I do all my SNAP/EBT shopping at the grocery store
- I run out of money on my card
- Some other reason

↳ **Please tell us why:**



C74. Of the reasons you indicated in question C73, which is the one MOST IMPORTANT REASON you don't use your SNAP/EBT card at {_____ FILL FARMERS MARKET _____} more often?

MARK ONLY ONE ANSWER.

- There are no signs posted that say this market takes SNAP/EBT
- I didn't know I could use my card here
- It takes too long to process the card
- I don't want anyone to see me use my SNAP/EBT card
- I do all my SNAP/EBT shopping at the grocery store
- I run out of money on my card
- Some other reason

→ **Please tell us why:**

For these next questions please think only about using your SNAP/EBT card. Please do not include WIC or Senior Farmers Market Coupons in your answers.

C75. Does {_____ FILL FARMERS MARKET _____} give you any deals, coupons or other promotions to use your SNAP/EBT card?

- Yes
- No
- I don't know

GO TO SECTION E, PAGE 25

Think about the deals, coupons, or other promotions you get for using your SNAP/EBT card at {_____ FILL FARMERS MARKET _____}.

C76. What kind of deals, coupons, or other promotions does {_____ FILL FARMERS MARKET _____} give you when you use your SNAP/EBT card?

- A onetime deal at the beginning of the season
- A deal every time I shop
- Some other kind of deal
- I'm not sure

C77. How important are these deals, coupons, or other promotions for using your SNAP/EBT card in getting you to shop at {_____ FILL FARMERS MARKET _____}?

- Very important
- A little important
- Not very important
- Not important at all

C78. Do you think you shop at {_____ FILL FARMERS MARKET _____} more than you would if you didn't get these deals for using your SNAP/EBT card?

- Yes, I shop more because of the deals
- No, I don't shop more because of the deals

C79. Do you think you use more of your SNAP/EBT benefits at {_____ FILL FARMERS MARKET _____} than you would if you didn't get these deals?

- Yes, I use more of my SNAP/EBT benefits because of the deals
- No, I don't use more of my SNAP/EBT benefits because of the deals

C80. Do you think you or the people who live in your household eat more fresh fruits and vegetables than they would if you didn't get the deals for using your SNAP/EBT card at {_____ FILL FARMERS MARKET _____}?

- Yes, we eat more fresh fruits and vegetables because of the deals
- No, we don't eat more fresh fruits and vegetables because of the deals

GO TO SECTION E, PAGE 25



Section D Reasons for Not Shopping at a Farmers Market

D1. The following reasons can keep people from shopping at the farmers market. Do any of these reasons keep you from shopping at farmers markets?

MARK ALL THAT APPLY.

- It's not easy to get to
- It's not in a safe area
- It's not close to public transportation
- It's not open on days that are convenient to me
- It's not open at times that are convenient to me
- It's hard to park nearby
- None of these reasons

D2. Other reasons such as price, variety, and quality also affect whether people shop at farmers markets. Do any of these reasons keep you from shopping at farmers markets?

MARK ALL THAT APPLY.

- The prices are too high
- There aren't enough kinds of fresh fruits and vegetables available
- The fresh fruits and vegetables look like they are in bad condition
- None of these reasons

D3. The following are other reasons that keep people from shopping at farmers markets. Do any of these reasons keep you from shopping at farmers markets?

MARK ALL THAT APPLY.

- It's hard to find deals or get a good value for my money
- The staff and sellers don't speak my language
- It's easier to buy all my groceries at one store
- Some other reason

↳ **Please tell us why:**

D4. Before taking this survey, did you know that you could use your SNAP/EBT card at some farmers markets?

- No → **GO TO QUESTION D6, PAGE 24**
- Yes

D5. How did you know that you can use your SNAP/EBT card at these farmers markets?

MARK ALL THAT APPLY.

- Word of mouth
- Signs posted at the farmers market
- Signs posted somewhere other than the farmers market
- Flyer in the mail
- Some other way

↳ **Please tell us how:**

D6. Some farmers markets give you special deals or coupon when you use your SNAP/EBT card. Do you know about these deals?

- No
- Yes

D7. { _____ Text for question D7 will be randomly selected for each survey _____ }

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

D8. You can get more than just food at some farmers markets. Read the items listed in the table below. How likely are you to shop at a farmers market if these things are available?

MARK ONE ANSWER FOR EACH ITEM.

How likely are you to shop at a farmers market if...	Very likely	Somewhat likely	Only a little likely	Not at all likely	Not sure
There were cooking demonstrations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They sold prepared food or meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They sold jewelry, art work, or clothes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They sold plants and seeds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health information, screening tests or exams, or vaccinations were available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nutrition information was available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A social service worker was available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There was entertainment or cultural activities (like live music or other events)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There were activities for children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Something else ↳ Please tell us what: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CONTINUE TO THE NEXT PAGE



Section E About You and Your Household

This section is about the people who live in your household. This means you, your family, and other people who live with you and share food and food expenses with you.

- E1. Do you have children living in your household?**
 No → **GO TO QUESTION E4**
 Yes
- E2. In the past year, did any children who live in your household get free or reduced price lunch from the National School Lunch Program?**
 No
 Yes
- E3. In the past year, did any children who live in your household go to a Head Start program or a childcare program where they got free meals?**
 No
 Yes
- E4. In the past year, did you or anyone who lives in your household get help from WIC?**
 No
 Yes
- E5. In the past year, did you or anyone who lives in your household get WIC Farmers Market Nutrition Program coupons?**
 No
 Yes
- E6. In the past year, did you or anyone who lives in your household get Senior Farmers Market Nutrition Program coupons?**
 No
 Yes
- E7. In the past year, did you or anyone who lives in your household get help from Meals on Wheels or the Senior Nutrition Program?**
 No
 Yes
- E8. In the past year, did you or anyone who lives in your household get any other type of food assistance, such as from food banks, food pantries or other organizations?**
 No
 Yes
- E9. Are you:**
 Male
 Female
- E10. How old are you?**
 18-29 years old
 30-39 years old
 40-49 years old
 50-59 years old
 60 and older



E11. Choose the best answer below that describes your current situation.

MARK ALL THAT APPLY.

- Employed for wages
- I'm self-employed
- I've been out of work for more than 1 year
- I've been out of work for less than 1 year
- I'm a homemaker
- I'm retired
- I can't work

E12. What was your total household income last year, before taxes or other deductions?

- Under \$10,000
- \$10,000 - \$19,999
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- Over \$50,000

E13. Are you Hispanic, Latino/a, or of Spanish Origin?

- No
- Yes

E14. What race or races do you consider yourself?

MARK ALL THAT APPLY.

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

E15. Were you born outside of the United States, Puerto Rico, or other U.S. territories?

- No → **GO TO QUESTION E17**
- Yes

E16. How long have you lived in the United States?

- Less than 1 year
- 1 year but less than 5 years
- 5 years but less than 10 years
- 10 years or more

E17. What language or languages do you usually speak at home?

MARK ALL THAT APPLY.

- English
- Spanish
- Some other language or languages

→ Please tell us which ones:

E18. Including yourself, how many people are in your household with whom you share food and food expenses? Please don't count people who have separate SNAP/EBT benefits.

Write the number here:

E19. How many of these people are more than 60 years old?

Write the number here:

E20. How many are 5–17 years old?

Write the number here:

E21. How many are under 5 years old?

Write the number here:

Thank you for taking this survey. Please mail it back to us in the envelope provided. We'll mail your money for participation once we have your survey.



WESTAT MODERATOR'S GUIDE

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**Farmers Market
Focus Group Moderator Guide
FM Frequent Shoppers
Last revised: Sept 27, 2013**

Introduction

Thank you for joining us today for a discussion about food shopping at farmers' markets. My name is _____ . I will be leading the session today. I work for Westat, a research firm hired by the USDA Food and Nutrition Service to talk with you about food shopping at farmers' markets.

Ground Rules:

Before we get started, I would like to mention a few ground rules.

- Today's discussion should take about one hour.
- This is a research project, and your participation is voluntary.
- There are no wrong answers to any of the questions that we will be discussing today. Your opinions and experiences are important and we want to hear them.
- Participating in this study will not affect any of your SNAP benefits now or in the future.
- We would like to audio record this discussion, so that I can pay attention to all of you today, but also make sure that if I missed or forgot something, I'll be able to hear it again when I get home. We will destroy the recording and any other form you completed when our project is finished.
- We will not use your name or personal information in any reports. Your comments will be combined with comments from other focus group participants not only in this city, but also with

comments from participants in the two other cities where we will be holding similar discussions. Overall results from this study may be presented in meetings or oral presentations to the USDA Food and Nutrition Service. However, your name, and any personal information, will not be included in any reports or meetings.

- When reviewing the transcripts from today's session, it is helpful for me to know when we change speakers. So, please identify yourself by your first name when you speak. There are also name tags so others can easily respond directly to you.
- I'd like you to read the informed consent form that we handed you and make sure that I addressed everything that is in there before you sign it. Does anyone have any questions?

ANSWER ANY QUESTIONS

Okay, please sign and date your form and pass it forward to me.

- Before you leave today, I will give you all your stipend of \$60.00, to thank you for coming and sharing your opinions and insights with us.

If any of my questions are unclear, please let me know. Lots of times, participants get very enthusiastic about the topic and everyone has something to say – which is great! Except when I get back to listen to the audio recording, I won't be able to clearly hear anyone's comment. So please wait until someone is finished speaking before you speak.

If you need to use the restroom during this time, please feel free – the men's room is located [DIRECTIONS] and the women's room is located [DIRECTIONS].

If you haven't helped yourself to refreshments, please feel free to do so now OR anytime during our discussion.

Participant introductions

Tell us a little bit about yourself, specifically how long you've lived in <Name of CITY> and tell us something unique about yourself.. *[HAVE INTRO ITEMS LISTED ON A FLIP CHART]*

I. General Awareness and Use of Farmers' Markets

A. Today, we'll be focused on shopping at farmers' markets. There are a couple of Farmers Markets in your area but today I want you to focus your attention on the <Name of Farmers Market>.

How did you first find out about this farmer market?

PROBES:

- Got a letter in the mail
- Heard about it from a friend
- Heard about it at WIC/SNAP office
- Other sources – sign at grocery store, church, community center, etc.

A. How easy or difficult is it for you to get to this farmers' market from where you live?

- How far is the FM from where you all live? (e.g., 2 blocks, 1 mile, etc.)
- How do you get there? (e.g., public transit, drive, walk)

The <Farmers Market> is open every _____ from _____.

- During the last 12 months, how often would you estimate that you go shopping there?
- For how long [how many years] have you been shopping at this FM?

II. PURCHASING PATTERNS

A. What types of foods do you purchase at this Farmers Market?

- Do you purchase the same kinds of items each time you go to the Farmers Market, or do your purchases vary?
 - IF VARY: What are some of the reasons you purchase different items each time you go?

PROBES:

- Availability of specific items?
- Does it depend on when you first receive your SNAP benefits for the month compared to later in the month? (That is, does shopping vary based on the time period in the redemption month?)
- Does it depend on the amount / size of your benefit?

B. When these items are available at the Farmers Market, why do you purchase them there instead of a grocery store or corner market?

PROBES:

- Better quality?
- Lower cost?
- Organic / healthier?
- Give money to local farmers instead of large corporations?

C. In the month(s) when you shop at the Farmers Market, how much of your total benefits do you think you spend at the <Farmers Market>?

- Present flip chart and ask each respondent to identify the proportion of their total benefits spent by selecting from predetermined categories (e.g., 0-25%, 26-50%, etc. or in 10% increments.)

III. Perceived Benefits and Barriers to Shopping at Farmers Markets

A. What are some of the reasons you all have shopped at this Farmers Market?

PROBES [IF NOT ADDRESSED IN QUESTION II.B, ABOVE]:

- Quality and selection of fruits and vegetables (or other foods)
- Organic produce/local produce/ healthier foods available
- Bonus Bucks program (Bonus or incentive program)
- Accepts WIC, SNAP
- Location (proximity to home or work, ease of access, safe)
- Social experience (cultural events, fun atmosphere, meet other people in the community)
- Health information (food preparation/cooking demonstrations, social service rep available, offers health info/screenings/immunizations)

B. Incentives

Different farmers' markets offer different types of financial incentives to SNAP/EBT card users. For example, The <Farmers Market> offers \$ 5 for every \$10 spent using the SNAP/EBT card. It's called the <Name of the incentive program>.

- How many of you are aware of this "Bonus Bucks" incentive?
[ASK FOR SHOW OF HANDS]

Let's talk about the <Name of the incentive program> for a while. How did you learn that the <Farmers Market> had a SNAP-based Incentive Program for buying fruits and vegetables?

- How important is the <Name of the incentive program> in your decision to shop for fruit and vegetables at the market?
- For those of you who haven't heard about it, how do you think it would influence your decision to shop at the Farmers Market?
- Knowing about the incentive program, how much of your SNAP/EBT benefits do you think you would spend there?

C. Certainly not everyone shops at Farmers Markets. We have conducted surveys and found that people offer many reasons for not shopping at Farmers Markets. I am going to share some of those reasons with you and invite your reactions.

What are some of the reasons you think more SNAP recipients don't shop at Farmers Markets? What reasons have you heard?

[Use top four actual findings from the survey. For each, ask the following...]

Top reasons for Not Shopping at Farmers Market

66.8%	It's easier to buy all my groceries at one store
34.6%	It's not easy to get to
26.62	It's not open on days that are convenient to me
26.0	It's not open at convenient times
26.1	The prices are too high
21.1	It's hard to find deals or get a good value for my money

Does this issue ever keep you from shopping at the Farmers Market when you would like? Why or why not?

[After going through top four from survey]

Are there any other reasons you think more SNAP recipients don't shop at the <Farmers Market>? What reasons have you heard?

POTENTIAL PROBES: Anticipated Barriers & Issues

- Location is not convenient
- Location is not safe
- Not convenient to public transportation
- Days the market is open are not convenient
- Hours the market is open are not convenient
- Parking is difficult
- High prices of fresh fruits and vegetables
- Limited selection of fresh fruits and vegetables
- Poor quality of fresh fruits and vegetables
- Staff/vendors are not respectful
- Other shoppers are not respectful
- Staff vendors do not speak participants' language
- Prefer to buy all of their groceries at one store
- Hard to find deals or value for the money

IV. RECOMMENDATIONS

- A. What suggestions do you have for changes to the Farmers Market that would make it easier/more convenient for you to shop there? Explain.**
- B. What suggestions do you have for changes to the Farmers Market that would encourage others who are receiving SNAP benefits to shop there? Explain.**

V. CLOSE

Those are all the questions I had for you. Is there anything else about your experiences shopping at FM that I didn't ask about, but you think is important for me to consider when I write my report?

We truly appreciate your joining us, thank you.

WESTAT MODERATOR'S GUIDE

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**Farmers Market
Focus Group Moderator Guide
Non-Frequent Shoppers
Last revised Sept 27, 2013**

Introduction

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Appendix E Study Instruments

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- I'd like you to read the informed consent form that we handed you and make sure that I addressed everything that is in there before you sign it. Does anyone have any questions?

ANSWER ANY QUESTIONS

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- Before you leave today, I will give you all your stipend of \$60.00, to thank you for coming and sharing your opinions and insights with us.

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If you haven't helped yourself to refreshments, please feel free to do so now OR anytime during our discussion.

Participant introductions

I would like to start by having everyone introduce themselves. Please just use your first name. Tell us a little bit about yourself, specifically how long you've lived in <Name of city> and **tell us something unique about yourself?** *[HAVE INTRO ITEMS LISTED ON A FLIP CHART]*

VI. General Grocery Shopping

A. Chances are you shop at a lot of places for your groceries. Where do you **USUALLY** get your groceries?

What are some of the reasons you like to shop there?

As we just heard, people get their groceries from several different types of places, including grocery stores, convenience stores, and local markets. Now let's key in on shopping for Fresh fruits and vegetables.

Where do you specifically shop your fresh fruits and vegetables?

PROBES:

[FOR THOSE WHO SHOP AT MULTIPLE AND ALTERNATIVE LOCATIONS]

- What are some of these other locations? Are there more than one?
- Why do you buy your fruits and vegetables there instead of where you usually go for grocery shopping?

[FOR THOSE WHO BUY FRUITS & VEGETABLES AT THEIR USUAL STORE]

- Have you considered these other locations?
- What are your reactions to the reasons people have given for buying their fruits and vegetables at these other locations?

Appendix E
Study Instruments

- B. Thinking about all of the places where you do your grocery shopping, where do you think you spend most of your SNAP benefits? Why do you say that? Tell me more about that. .**

PROBE:

Where do you redeem most of your SNAP benefits when buying fruits and vegetables?

VII. Farmers' Market Awareness, Barriers, and Benefits

Local farmers' markets are another place people may go to purchase their fruits and vegetables.

- A. The <Name of Farmers Market> is a Farmer's Market near you. With a show of hands, how many of you have heard about this market?**

- B. OK, how many of you have thought about shopping there? [SHOW OF HANDS]**

How many have actually shopped there, even once? [SHOW OF HANDS]

[CAPTURE THE FOLLOWING ON A FLIP CHART]

For those who have never been, why not? Why did you end up not shopping at the farmers' market?

For those who went once or twice, why did you not go back to the farmers market?

PROBES:

- How convenient is the market to you in terms of location and ease of getting there? (public transportation, parking) Explain.
- The <Farmers Market> is open every _____ from _____.
- How convenient is the market in terms of its hours of operation, that is, is it open when usually do your shopping? Explain.
- How safe do you think the location is? Explain.
- How do you think the prices at the market compare to where you usually shop for your F&V? Explain.
- What do you think the quality of the F&V is like at the farmers' market compared to other places where you get F&V? Explain.
- How likely do you think it would be that you could find good deals on the products you want to purchase? Explain.
- How easy or difficult do you think it would be to use an EBT card or WIC vouchers at this market? Explain.

- To what extent do you think the vendors or other shoppers would be respectful towards you? Explain.
- How sanitary do you think conditions are at the market?

C. What do you think might be some of the benefits of shopping at a local Farmers Market?

[Just get their own ideas. Don't refer to probes below or put these ideas in their heads.]

The location is convenient
It sells fruits and vegetables that can't be found elsewhere
It is located in a safe neighborhood
The hours of operation are convenient
It offers incentives, specials or other deals – HOLD FOR SEPARATE DISCUSSION (SEE III, BELOW)
It sells high quality fruits and vegetables
It has a large selection of fresh fruits and vegetables
Can use SNAP/EBT card
The price of fruits and vegetables is reasonable
It sells locally grown fruits and vegetables
The days of operation are convenient
Staff/vendors are helpful
It is clean
It has parking available
Can use WIC Farmers Market coupons
Can use Senior Farmers Market coupons
Personal health or diet concerns
Offers cooking demonstrations
Offers prepared food or meals
Sells non-food items (such as jewelry, art work, clothing)
Sells plants and seeds
Offers health information, health screening, or immunizations
Has social service representative available
Has a fun atmosphere
Has entertainment or cultural activities
Allows for meeting other members of community
Can talk with vendors who grow the F&V

Appendix E
Study Instruments

- **Do you think Farmers Markets accept the SNAP EBT Card?**
- **Would you consider that to be a benefit of shopping at a Farmers Market?**

We've conducted some survey research about why SNAP recipients shoppers like to shop at Farmers Markets. I'm going to share some of these reasons with you and invite your reactions.

[Present These On Flip Chart One At A Time (recognizing first 3 are closely related) and Ask...]

- **What are your perceptions concerning this identified benefit?**

Top reasons for Shopping at Farmers Market

62.1%	Sells locally grown fruit and vegetables
59.25%	Sells high quality fruits and vegetables
55.84	Sells many different kinds of fresh fruit and vegetables
51.0	It's a fun place to be
50.41	Accepts SNAP/EBT card
45.42	Staff and sellers are helpful
39.73	in safe area
39.5	easy to get to
37.5	because it's close
32.0	low prices
26.8	cultural activities
24.3	convenient times of operation

VIII. Incentives

Different farmers' markets offer different types of financial incentives to SNAP/EBT card users. For example, The <Farmers Market> offers \$ 5 for every \$10 spent using the SNAP/EBT card. It's called the <Name of program>.

- How many of you are aware of this <Name of the incentive program>? [ASK FOR SHOW OF HANDS]
 - How did you find out about it?
- A. [FOR THOSE WHO WERE UNAWARE] **Does knowing about this incentive increase the likelihood that you would shop at this market? Explain.**
- [FOR INCREASE] **How often do you think would shop there?**
 - **Knowing about the incentive program, how much of your SNAP/EBT benefits do you think you would spend there?**
 - **How do you think this program would affect you or your family's consumption of fruits and vegetables?**
- B. [FOR THOSE WHO ARE AWARE, BUT DON'T SHOP THERE; AND FOR THOSE WHO SAY INCENTIVE WON'T INCREASE LIKELIHOOD OF SHOPPING]
- **What are your thoughts about the <Name of the incentive program>?**
 - **What causes you to say that the <Name of the incentive program> is not enough encouragement for you to shop at the farmers' market?**
 - **What about the <Name of the incentive program> would have to change to encourage you to shop at the farmers market?**

IX. Recommendations

- A. What changes would you suggest that might make the farmers' market a more attractive shopping option for you personally?**

- B. What changes would you suggest that might make the farmers' market a more attractive shopping option for SNAP participants more generally?**

THANK AND END

Those are all the questions I had for you. Thank you for sharing your time and thoughts with us. Does anyone have any questions for me?

We truly appreciate your joining us, thank you.

De acuerdo con el Acto de Reducción de Papeleo de 1995 (Paperwork Reduction Act of 1995), ninguna persona es requerida a responder a una recolección de información si no despliega un válido número de control de OMB. El válido número de control de OMB para esta recolección de información es 0584-0564. El tiempo requerido para completar esta recolección de información es calculada en un promedio de 60 minutos por respuesta, incluyendo el tiempo para revisar instrucciones, buscar en recursos de datos existentes, recopilar los datos necesitados y completar y revisar la recolección de información.

Farmers Market
Focus Group Moderator Guide
FM Frequent Shoppers
Based on Sep 1, 2013 Revisions

Introducción

Les agradezco que hayan venido hoy a esta charla acerca de la compra de alimentos en los mercados de agricultores. Me llamo _____ y voy a dirigir la charla de hoy. Trabajo para Westat, una compañía de estudios de investigación que fue contratada por el Servicio de Alimentos y Nutrición del Departamento de Agricultura de Estados Unidos (USDA por sus siglas en inglés) para organizar esta charla con ustedes acerca de la compra de alimentos en los mercados de agricultores.

Pautas generales:

Antes de comenzar, quisiera mencionarles algunas cosas.

- La charla de hoy durará una hora aproximadamente.
- Se trata de un estudio en el cual su participación es voluntaria.
- No hay respuestas incorrectas a las preguntas que les voy a hacer hoy. Sus opiniones y experiencias son importantes y queremos escucharlas.
- La participación en este estudio no afectará sus beneficios CalFresh (SNAP) ni ahora ni en el futuro.
- Quisiera grabar la charla para que pueda prestar atención a lo que ustedes tengan que decir, y así asegurarme de poder volver a escuchar la charla cuando llegue a casa, por si me olvidé de algo durante la misma. Al terminar nuestro proyecto destruiremos la grabación y todos los formularios que hayan completado.
- No vamos a usar su nombre ni su información personal en ningún informe. Sus comentarios se combinarán con los comentarios de participantes en otras charlas, no solo de esta ciudad, pero también de charlas similares a esta que se organizaron en otras dos ciudades. Es posible que resultados en general que salgan de este estudio sean presentados en presentaciones orales o en reuniones con el Servicio de Alimentos y Nutrición del Departamento de Agricultura de Estados

Appendix E Study Instruments

Unidos. Como se dijo antes, su nombre, o cualquier otra información personal, no será incluida en ningún reporte o durante estas reuniones.

- Cuando revise las transcripciones de la charla de hoy, me va a ser muy útil saber cuándo se cambia de persona que está hablando. Por lo tanto, por favor identifíquese por su primer nombre. También hay etiquetas con sus nombres para que las otras personas puedan responder con más facilidad al que toma la palabra.
- Por favor lean el Formulario de Consentimiento Informado que repartí antes. Quiero asegurarme que he explicado todos los puntos en el consentimiento antes de que lo firmen ustedes. ¿Alguien tiene alguna pregunta?

[MOD ANSWER QUESTIONS]

Bien, por favor firmen y pongan la fecha de hoy en el formulario y pásenmelo a mí.

- Antes de que se marchen hoy, les voy a entregar 60 dólares a cada uno como muestra de agradecimiento por haber venido a compartir sus opiniones e ideas.

Si alguna de las preguntas no les queda clara, por favor díganmelo. Hemos encontrado con frecuencia en estas charlas que los participantes hablan entusiasmadamente sobre el tema y todos tienen algo que decir. ¡Esto es absolutamente estupendo! Sin embargo, si todos hablan a la vez, cuando vuelva a escuchar la grabación no podré escuchar los comentarios con claridad. Por eso les pido que esperen hasta que la persona que está hablando acabe antes de empezar a comentar.

Siéntanse en libertad de salir a usar el baño durante la charla. El baño de los señores está [DIRECTIONS] y el baño para señoras está [DIRECTIONS].

Finalmente, pueden tomar de los refrigerios que tenemos ahora o en cualquier momento durante nuestra charla.

Presentaciones

Quisiera empezar pidiendo que todos se presenten al grupo. Por favor, diga solamente su primer nombre. Cuéntenos un poco acerca de usted, díganos cuánto tiempo lleva viviendo en San Diego y comparta algo único o interesante acerca de ustedes. [HAVE INRO INFO ON A FLIP CHART]

X. CONOCIMIENTO GENERAL Y USO DE LOS MERCADOS DE AGRICULTORES

A. Hoy nos vamos a enfocar en la compra de alimentos en el mercado de agricultores City Heights Farmers Market.

¿Cómo se enteraron por primera vez acerca de este mercado?

PROBES:

- Recibió una carta por correo
- Se lo dijo un amigo
- Se enteró en una oficina WIC/SNAP
- Otras fuentes – aviso en la tienda de comestibles, la iglesia, el centro comunitario, etc.

B. ¿Qué tan fácil o difícil es desplazarse desde su casa a este mercado de agricultores?

PROBES:

- ¿A qué distancia queda el mercado de agricultores de dónde viven ustedes? (p. ej., 2 manzanas, 1 milla, etc.)
- ¿Cómo se desplazan? (p.ej., transporte público, en automóvil, caminando)
- El mercado de agricultores City Heights Farmers Market está abierto cada sábado de 9:00 am a 1:00 pm, todo el año, excepto algunas por algunas semanas durante el invierno.

Durante el año, ¿con qué frecuencia calculan que hacen sus compras ahí?

- ¿Durante cuánto tiempo [cuantos años] llevan comprando en este mercado de agricultores?

XI. RUTINAS DE COMPRA

D. ¿Qué tipos de alimento compran en el mercado de agricultores?

- ¿Compran los mismos tipos de artículo cada vez que van al mercado de agricultores, o varían sus compras?
 - IF VARY: ¿Cuáles son algunas de las razones por las que compran artículos diferentes cada vez que visitan el mercado de agricultores?

PROBES:

- ¿Disponibilidad de artículos específicos?
- ¿Depende de cuándo reciben sus beneficios CalFresh (SNAP) por el mes, o comparan más adelante en el mes? (En otras palabras, ¿el ir de compras depende de cuándo se tiene acceso a los fondos que provienen de SNAP?)
- ¿El tamaño de sus beneficios?

E. Cuando estos artículos están disponibles en el mercado de agricultores, ¿por qué los compran ahí en lugar de una tienda de comestibles o el mercado de la esquina?

PROBES:

- ¿Mejor calidad?
- ¿Costo más bajo?
- ¿Orgánico / más saludable?
- ¿Para dar su dinero a los agricultores locales en lugar de a las grandes empresas?

F. Durante los meses en los que hacen compras en el mercado de agricultores, ¿cuánto de sus beneficios calculan que gastan en el City Heights Farmers Market?

[MOD - PRESENT FLIP CHART AND ASK EACH RESPONDENT TO IDENTIFY THE PROPORTION OF THEIR TOTAL BENEFITS SPENT BY SELECTING FROM PREDETERMINED CATEGORIES (E.G., 0-25%, 26-50%, ETC. AND/OR IN 10% INCREMENTS.)]

XII. PERCEPCIÓN DE BENEFICIOS Y OBSTÁCULOS PARA HACER LA COMPRA EN EL MERCADO DE AGRICULTORES

B. ¿Cuáles son algunas de las razones por las que ustedes han hecho compras en este mercado de agricultores?

PROBES [IF NOT ADDRESSED IN QUESTION II.B, ABOVE]:

- La calidad y la selección de frutas y vegetales (o de otros comestibles)
- Disponibilidad de productos frescos que son orgánicos / locales / más saludables
- Programa de bonos o incentivos
- Aceptan WIC, CalFresh (SNAP)
- Lugar (cercano a casa o trabajo, facilidad para llegar, seguridad)
- Experiencia social (eventos culturales, ambiente divertido, oportunidad para conocer otras personas de la comunidad)
- Información sobre la salud (preparación de alimentos /demostraciones de cocina, representante de los servicios sociales, se ofrecen información sobre la salud/exámenes / vacunaciones)

(SD) Los mercados de agricultores ofrecen distintos tipos de incentivos económicos para los usuarios de CalFresh (SNAP). Por ejemplo, el City Heights Farmers Market ofrece el programa Fresh Fund. Este programa le da (o parea) un \$1 por cada \$1 que usted gasta en frutas y verduras en este mercado utilizando su tarjeta CalFresh hasta un máximo de \$15 por semana.

¿Cuántos de ustedes sabían acerca de este incentivo? [ASK FOR SHOW OF HANDS]

Hablemos sobre el programa de bonos o incentivos Fresh Fund por ahora. ¿Cómo supieron que City Heights Farmers Market tiene un programa de bonos e incentivos por comprar frutas y vegetales?

¿Qué tan importante es este programa de bonos o incentivos Fresh Fund en su decisión de comprar frutas y vegetales en este mercado?

Esta pregunta va para los que no sabían acerca del programa Fresh Fund. ¿Creen que este programa tendrá influencia en su decisión de hacer las compras en el mercado de agricultores?

Ahora que se enteraron a cerca del programa de bonos o incentivos Fresh Fund, ¿Qué cantidad de su beneficio CalFresh (SNAP) piensan que gastarían en el mercado de agricultores?

C. Desde luego no todo el mundo hace las compras en un mercado de agricultores. Hemos llevado a cabo encuestas sobre este tema, y descubrimos que las personas tienen varias razones por las que no compran en el mercado de agricultores. Voy a compartir algunas de estas razones con ustedes pedirles que compartan sus reacciones. [USE TOP FOUR ACTUAL FINDINGS FROM THE SURVEY. FOR EACH ASK THE FOLLOWING]

- **66.8% - Prefieren hacer toda la compra de comestibles en una sola tienda** (It's easier to buy all my groceries at one store)
- **34.6% - El lugar no es conveniente/no es accesible por transporte público** (It's not easy to get to)
- **26.62 - Los días cuando el mercado abre no son convenientes** (It's not open on days that are convenient to me)
- **26.0% - Las horas cuando el mercado abre no son convenientes** (It's not open at convenient times)
- **26.1% - Altos precios de las frutas y vegetales frescos** (the prices are too high)
- **21.1% - Dificultad en encontrar buenos precios o adecuado valor por el dinero** (It's hard to find deals or get a good value for my money)

¿Esta barrera/ problema/complicación les ha prevenido o impedido alguna vez en hacer compras en el mercado de agricultores cuando querían hacerlo?

¿Por qué, o por qué no?

[AFTER GOING THROUGH TOP FOUR FROM SURVEY]

¿Hay algunas otras razones que ustedes piensen, o sepan, por la que más gente que recibe CalFres (SNAP) no hace compras en el mercado de agricultores City Heights Farmers Market?

POTENTIAL PROBES: Anticipated Barriers & Issues

- El lugar no es conveniente
- El lugar no es seguro
- No es accesible por transporte público
- Los días cuando el mercado abre no son convenientes
- Las horas cuando el mercado abre no son convenientes
- El estacionamiento es difícil
- Altos precios de las frutas y vegetales frescos
- Selección limitada de frutas y vegetales frescos
- Mala calidad de frutas y vegetales frescos
- El personal o los vendedores no le tratan con respeto
- Otros clientes no le tratan con respeto
- Los vendedores no hablan el idioma del participante
- Prefieren hacer toda la compra de comestibles en una sola tienda
- Dificultad en encontrar buenos precios o adecuado valor por el dinero

XIII. Recomendaciones

- C. ¿Qué sugerencias tienen para hacer cambios en el mercado de agricultores para que sea más fácil o conveniente para hacer compras ahí? Explíquennmelo.**

PROBE ON ASPECTS THE INCENTIVE PROGRAM
CONVENIENCE
VALUE

- D. ¿Qué sugerencias tienen para cambiar el mercado de agricultores para animar a otras personas que reciben beneficios CalFres (SNAP) a hacer sus compras ahí? Explíquennmelo.**

XIV. Cierre

Esas son todas las preguntas que tengo. ¿Hay algo más en sus experiencias haciendo compras en el mercado de agricultores que no les he preguntado pero que creen que es importante que tome en cuenta cuando escriba el informe?

Les agradecemos de verdad que hayan participado en la charla. Muchísimas gracias.

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Farmers Market
Focus Group Moderator Guide
FM Non-Shoppers
Based on Sep 8, 2013 Revisions

Introducción

Les agradezco que hayan venido hoy a esta charla acerca de la compra de alimentos en los mercados de agricultores. Me llamo _____ y voy a dirigir la charla de hoy. Trabajo para Westat, una compañía de estudios de investigación que fue contratada por el Servicio de Alimentos y Nutrición del Departamento de Agricultura de Estados Unidos (USDA por sus siglas en inglés) para organizar esta charla con ustedes acerca de la compra de alimentos en los mercados de agricultores.

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- Se trata de un estudio en el cual su participación es voluntaria.
- No hay respuestas incorrectas a las preguntas que les voy a hacer hoy. Sus opiniones y experiencias son importantes y queremos escucharlas.
- La participación en este estudio no afectará sus beneficios CalFresh (SNAP) ni ahora ni en el futuro.
- Quisiera grabar la charla para que pueda prestar atención a lo que ustedes tengan que decir, y así asegurarme de poder volver a escuchar la charla cuando llegue a casa, por si me olvidé de algo durante la misma. Al terminar nuestro proyecto destruiremos la grabación y todos los formularios que hayan completado.
- No vamos a usar su nombre ni su información personal en ningún informe. Sus comentarios se combinarán con los comentarios de participantes en otras charlas, no solo de esta ciudad, pero también de charlas similares a esta que se organizaron en otras dos ciudades. Es posible que resultados en general que salgan de este estudio sean presentados en presentaciones orales o en reuniones con el Servicio de Alimentos y Nutrición del Departamento de Agricultura de Estados

Unidos. Como se dijo antes, su nombre, o cualquier otra información personal, no será incluida en ningún reporte o durante estas reuniones.

- Cuando revise las transcripciones de la charla de hoy, me va a ser muy útil saber cuándo se cambia de persona que está hablando. Por lo tanto, por favor identifíquese por su primer nombre. También hay etiquetas con sus nombres para que las otras personas puedan responder con más facilidad al que toma la palabra.
- Por favor lean el Formulario de Consentimiento Informado que repartí antes. Quiero asegurarme que he explicado todos los puntos en el consentimiento antes de que lo firmen ustedes. ¿Alguien tiene alguna pregunta?

[MOD ANSWER QUESTIONS]

Bien, por favor firmen y pongan la fecha de hoy en el formulario y pásenmelo a mí.

- Antes de que se marchen hoy, les voy a entregar 60 dólares a cada uno como muestra de agradecimiento por haber venido a compartir sus opiniones e ideas.

Si alguna de las preguntas no les queda clara, por favor díganmelo. Hemos encontrado con frecuencia en estas charlas que los participantes hablan entusiasmadamente sobre el tema y todos tienen algo que decir. ¡Esto es absolutamente estupendo! Sin embargo, si todos hablan a la vez, cuando vuelva a escuchar la grabación no podré escuchar los comentarios con claridad. Por eso les pido que esperen hasta que la persona que está hablando acabe antes de empezar a comentar.

Siéntanse en libertad de salir a usar el baño durante la charla. El baño de los señores está [DIRECTIONS] y el baño para señoras está [DIRECTIONS].

Finalmente, pueden tomar de los refrigerios que tenemos ahora o en cualquier momento durante nuestra charla.

Presentaciones

Quisiera empezar pidiendo que todos se presenten al grupo. Por favor, diga solamente su primer nombre. Cuéntenos un poco acerca de usted, y díganos cuánto tiempo lleva viviendo en San Diego y comparta algo único o interesante acerca de usted. [HAVE INTRO INFO ON A FLIP CHART]

XV. COMPRA GENERAL DE ALIMENTOS

C. Probablemente ustedes hacen sus compras de alimentos en varios lugares. ¿Dónde hacen por lo GENERAL sus compras?

¿Cuáles son algunas de las razones por las que prefieren hacer sus compras ahí?

Como acabamos de escuchar, la gente compra sus alimentos en distintos lugares incluyendo tiendas de comestibles, tienda de conveniencia, y mercados locales. Ahora nos vamos a concentrar en la compra de frutas y vegetales frescos.

¿Dónde van de compras específicamente para comprar frutas y vegetales?

PROBES:

[FOR THOSE WHO SHOP AT MULTIPLE AND ALTERNATIVE LOCATIONS]

- ¿Cuáles son algunos de estos otros lugares? ¿Hay más de uno?
- ¿Por qué compran sus frutas y vegetales ahí en vez de comprarlos en el lugar donde normalmente hacen el resto de compras de alimentos?

[FOR THOSE WHO BUY FRUITS & VEGETABLES AT THEIR USUAL STORE]

- ¿Han pensado en ir a comprar a estos otros lugares?
- ¿Cuáles son sus reacciones a las razones que han dado las personas para comprar frutas y vegetales en estos otros lugares?

D. Piensen en todos los lugares donde compran sus frutas y vegetales. ¿Dónde calculan que gastan la mayoría de sus beneficios CalFresh (SNAP)?

¿De cómo llega a esa conclusión? Dígame más al respecto.

PROBE:

¿Dónde canjean la mayoría de sus beneficios CalFresh (SNAP) cuando compran frutas y vegetales?

XVI. CONOCIMIENTOS, OBSTÁCULOS Y BENEFICIOS DE LOS MERCADOS DE AGRICULTORES

Los mercados de agricultores locales son otro lugar donde la gente va a comprar frutas y vegetales.

D. El mercado de agricultores City Heights Farmers Market está cerca de donde ustedes viven. Levantando las manos, ¿cuántos de ustedes han oído hablar de este mercado?

E. Bien, ¿cuántos de ustedes han pensado en ir a ese mercado? [SHOW OF HANDS]

¿Cuántos de ustedes han ido de compras ahí, aunque sea una sola vez?

Esta pregunta va a las personas que nunca fueron ahí. ¿Por qué no? ¿Por qué terminaron por no ir de compras al mercado de agricultores?

[COLLECT INFORMATION ON FLIP CHART]

Esta pregunta va a las personal que fueron una o dos veces. ¿Por qué no regresaron más al mercado de agricultores?

[COLLECT INFORMATION ON FLIP CHART]

Appendix E
Study Instruments

PROBES:

- ¿Qué tan conveniente es el mercado respecto a la ubicación y a la facilidad de acceso? (transporte público, estacionamiento) Explíquenmelo.
- El Mercado de agricultores City Heights Farmers Market está abierto cada sábado de 9:00 am a 1:00 pm, todo el año, excepto algunas por algunas semanas durante el invierno.

¿Qué tan conveniente es el Mercado respecto al horario de atención, es decir, está abierto cuando normalmente ustedes hacen sus compras? Explíquenmelo.
- ¿Qué tan segura creen que es la ubicación? Explíquenmelo.
- ¿Cómo creen que se comparan los precios en el Mercado con los precios del lugar donde normalmente compran sus frutas y vegetales? Explíquenmelo.
- ¿Qué tal creen que es la calidad de las frutas y vegetales en el Mercado de agricultores en comparación con la de los otros lugares donde compran sus frutas y vegetales? Explíquenmelo.
- ¿Qué tan probable creen que es poder encontrar precios buenos en los productos que desean comprar? Explíquenmelo.
- ¿Qué tan fácil o tan difícil creen que es usar la tarjeta EBT o los cheques de WIC en este Mercado de agricultores? Explíquenmelo
- ¿Hasta qué punto creen que los vendedores o demás compradores los tratarán con respeto? Explíquenmelo
- ¿Cómo creen que es la higiene y la limpieza en el Mercado de agricultores?

F. ¿Cuáles creen que son algunos de los beneficios de hacer compras en un mercado de agricultores local?

JUST GET THEIR OWN IDEAS. DO NOT REFER TO PROBES BELOW OR PUT THESE IDEAS IN THEIR HEADS

- La ubicación es conveniente
- Venden frutas y vegetales que no se pueden encontrar en otra parte
- Está ubicado en un vecindario seguro
- El horario de atención es conveniente
- Ofrece incentivos, promociones u otros buenos precios – HOLD FOR SEPARATE DISCUSSION (SEE III, BELOW)
- Vende frutas y vegetales de alta calidad
- Tiene una gran selección de frutas y vegetales
- Se puede usar la tarjeta SNAP/EBT
- El precio de las frutas y los vegetales es razonable
- Vende frutas y vegetales cultivados en la zona
- Los días de funcionamiento son convenientes
- El personal y los vendedores ayudan a la clientela
- Es limpio
- Tiene estacionamiento disponible
- Se pueden usar los cupones de WIC para Mercados de agricultores
- Se pueden usar los cupones para personas de edad avanzada para Mercados de agricultores
- Salud personal o problemas con la dieta
- Ofrece demostraciones culinarias
- Ofrece comidas preparadas
- Vende artículos no comestibles (como joyas, artesanías o ropa)
- Vende plantas y semillas
- Ofrece información sobre la salud, exámenes o vacunas
- Tiene disponible un representante de los servicios sociales
- Es un lugar agradable para visitar
- Tiene actividades de entretenimiento o culturales
- Da lugar a conocerse con otros miembros de la comunidad
- Se puede hablar con los vendedores que cultivan las frutas y vegetales

¿Creen ustedes que el mercado de agricultores acepta su tarjeta EBT CalFresh (SNAP)?

¿Considerarían esto un beneficio o ventaja cuando van de compras al mercado de agricultores?

Hemos llevado a cabo encuestas sobre este tema, y descubrimos que las personas tienen varias razones por las que prefieren, o les gusta, comprar sus frutas y verduras en mercados de agricultores. Voy a compartir algunas de estas razones con ustedes y pedirles que compartan sus reacciones.

¿Cuáles son sus reacciones o impresiones sobre los siguientes cuatro beneficios que se identificaron a través de la encuesta?

[USE TOP FOUR ACTUAL FINDINGS FROM THE SURVEY]

62.1% - Vende frutas y vegetales cultivados en la zona (Sells locally grown fruit and vegetables)

59.25% - Vende frutas y vegetales de alta calidad (Sells high quality fruits and vegetables)

55.84 - Tiene una gran selección de frutas y vegetales (Sells many different kinds of fresh fruit and vegetables)

51% - Es un lugar agradable para visitar (It's a fun place to be)

50.41% - Se puede usar la tarjeta SNAP/EBT (Accepts SNAP/EBT card)

45.42% - El personal y los vendedores ayudan a la clientela (Staff and sellers are helpful)

39.73% - En un area segura (in safe area)

39.5% - Fácil de llegar (easy to get to)

37.5% - Porque queda cerca (because it's close)

32.0% - Precios bajos (low prices)

26.8% - Actividades culturales (cultural activities)

24.3% - Horario conveniente (convenient times of operation)

III INCENTIVOS

Los mercados de agricultores ofrecen distintos tipos de incentivos económicos para los usuarios de CalFresh (SNAP). Por ejemplo, el City Heights Farmers Market ofrece el programa Fresh Fund. Este programa le da (o parece) un \$1 por cada \$1 que usted gasta en frutas y verduras en este mercado utilizando su tarjeta CalFresh hasta un máximo de \$15 por semana. ¿Cuántos de ustedes sabían acerca de este incentivo? [ASK FOR SHOW OF HANDS] ¿Cómo se enteraron?

¿Cuántos de ustedes ya sabían acerca de este incentivo? [ASK FOR SHOW OF HANDS]

¿De cómo se enteraron de esto?

B. [FOR THOSE WHO WERE UNAWARE]

¿El saber acerca de este incentivo aumenta la probabilidad de que hagan compras en este mercado de agricultores? Explíquennelo.

- [FOR INCREASE] **¿Con qué frecuencia creen que harían compras allí?**
- **Ahora que saben acerca del programa de incentivos, ¿Qué tanta cantidad de sus beneficios CalFresh (SNAP) creen que gastarían allí?**
- **¿Cómo creen que este programa afectaría su consumo, o el consumo de su familia, de frutas y vegetales?**
-

C. [FOR THOSE WHO ARE AWARE, BUT DON'T SHOP; AND THOSE WHO SAY INCENTIVE WON'T INCREASE LIKELIHOOD OF SHOPPING]

¿Qué opinan del incentivo Fresh Fund?

¿Por qué el programa Fresh Fund no es motivación suficiente para ustedes ir a compra alimentos en mercado de agricultores?

¿Qué parte del programa de incentivos Fres Fund tendría que cambiar para animarlos a hacer sus compras en el mercado de agricultores?

IV RECOMENDACIONES

C. ¿Qué cambios sugerirían para que el mercado de agricultores fuera una opción más atractiva para ustedes personalmente para hacer compras?

D. ¿Qué cambios sugerirían para que el mercado de agricultores fuera una opción más atractiva para los participantes de CalFresh (SNAP), en general para hacer compras?

THANK AND END

Esas son todas las preguntas que tengo. Muchas gracias por compartir su tiempo y opiniones con nosotros. ¿Alguien desea hacer alguna pregunta?

Les agradecemos de verdad que hayan participado en la charla. Muchísimas gracias.

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Appendix F

Weighting Procedures

This appendix presents a summary of the statistical weighting procedures implemented on the client survey data. This appendix also discusses nonresponse adjustments and variance estimation.

Overview of Weighting Procedures

To approximate a representative sample for generalizability, the statistical technique of weighting is used. Thus, estimation purposes, sample weights were developed for survey respondents. Each respondent was assigned a base weight, reflecting his or her chance of selection. This value indicates how much each case will count in a statistical procedure. In the analytic results, the weighted percentages represent that of the entire population.

There is a person-level weight assigned to each eligible SNAP participant who completed the Farmers Market Task 2 survey. Through the use of weighted estimation, sample survey data can be used to draw valid inferences about the target population.

Two separate sets of weights have been developed for the following two subgroups of the target population.

Estimates obtained using the EBT-user set of weights reflect the SNAP participants who used their Electronic Benefit Transfer (EBT) card at a Task 2 eligible Farmers Market⁴ (FM) within 30 miles of their home address during the 12-month period of 7/1/2011 – 6/30/2012 (referred to as EBT users hereafter).

Estimates obtained using the EBT-nonuser set of weights reflect the SNAP participants who did not use their EBT card at a Farmers Market, but did use their EBT card at a store located within 2 miles of a Task 2 eligible market (catchment area) during the above mentioned 12 months,

⁴ A Task 2 eligible Farmers Market is defined by the following criteria: (1) The farmers market must have had at least \$1,000 of SNAP redemptions in the 2011 FM season; (2) must also have had nonzero redemption total in the most recent 6 months; and 3) for markets under umbrella organizations, only the ones that can be identified by their unique operation days and hours are included.

Appendix F Weighting Procedures

where the eligible market (the center of the catchment area) is within 30 miles of their home address (referred to as EBT nonusers hereafter).

The final weights for this study were developed in two main steps, which can be expressed as

$$W = w_{FM} \cdot w_{EBT}$$

where

w_{FM} is the market-level weight component; and

w_{EBT} is a person-level weight component, which is the product of a series of weight adjustment factors for the EBT users or nonusers.

Each of these two main steps includes several components, which will be described in detail in the next few sections.

F.1 Market-Level Weight

The market-level weight component was derived separately for farmers markets (to be used for EBT users' weight), and the catchment areas (to be used for EBT nonusers' weight).

The market level weight can be expressed as

$$w_{FM} = w_i^{(0)} \cdot A_c^{rk} = w_i^{T1} \cdot \frac{1}{p_i} \cdot A_c^{rk}$$

Where

$w_i^{(0)} = w_i^{T1} \cdot \frac{1}{p_i}$ is the market-level base weight for market i ;

A_c^{rk} is the raking ratio adjustment factor for interior cell c ;

w_i^{T1} is the Task 1 final market weight; and

p_i is the conditional selection probability of Task 2 market i .

The market-level base weight is the product of the Task 1 final market weight and the inverse of the Task 2 market conditional selection probability.

The market-level base weight was raking ratio adjusted to control totals based on Task 1 market weight of all markets that formed the frame for Task 2 market sampling. For raking market-level weights for users, a measure of size (MOS) reflecting the size of the market was included in base weights and the control totals, where the number of EBT cards uniquely associated with one and only one eligible market was used as the measure of size. The reason for including the size measure in the raking is that the unit of analysis for the study is SNAP participant, thus it is more appropriate to rake to the control totals that are number of EBT cards instead of number of markets. After the raking adjustment, the MOS was removed from the adjusted weights so that the sum of weights was the estimate of the number of responding Task 1 markets.

For nonusers, it would be ideal to use a similar size measure in the control totals for raking adjustment, that is, the number of EBT cards associated with one and only one catchment area surrounding the eligible farmers market. However, when requesting the ALERT data for the EBT nonusers, we had to reduce the number of catchment areas sent for data extraction to limit the work burden for the client, thus the count of EBT cards was not available for all catchment areas surrounding each of the eligible markets. As a result, the control totals for raking the nonuser market-level weight was simply the Task 1 market weight without any size measure.

F.2 Person-Level Weights

The final weights for the Task 2 survey are at the person level, which were derived based on the market-level weights, separately for EBT users and nonusers.

The final person-level weight can be expressed as

$$w_{ij} = w_{FM} \cdot \frac{1}{p_{ij}} \cdot A_i^{Rd} \cdot A_i^L \cdot A_i^{Rm} \cdot A_{ij}^{30M} \cdot f_{nr(c)}$$

Where

- w_{ij} is the SNAP participant's weight for EBT user or nonuser j in market or catchment area i ;
- $w_{FM} \cdot \frac{1}{p_{ij}}$ is the initial person-level weight, in which p_{ij} is the conditional selection probability of SNAP participant j from market or catchment area i ;

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- A_i^{Rd} is the EBT data-reduction factor for market or catchment area i ;
- A_i^L is the EBT data-loss factor for market or catchment area i ;
- A_i^{Rm} is the EBT data-removal factor for market or catchment area i ;
- A_{ij}^{30M} is the EBT 30-mile elimination factor for SNAP participant j in market or catchment area i ; and
- $f_{nr(c)}$ is the nonresponse adjustment factor for adjustment class c .

F.3 Person-level Base Weights

The person-level base weight is the product of three sets of components: (1) the market-level weight, (2) the inverse conditional selection probability of SNAP participants within a sample market or catchment area, and (3) a series of adjustments for differences between the initial EBT card counts in the sampled markets or catchment areas and the final counts in the final person-level sampling frame for the selection of the SNAP participant sample. The final person-level SNAP participant weights for the EBT users and nonusers were created by applying nonresponse adjustment to the person-level base weights.

F.3.1 Adjustments for Differences in EBT Data Counts

F.3.1.1 Data-reduction Factor

This adjustment was applied to EBT nonusers only, and was used to adjust for capping the number of EBT card numbers sent to state agencies for a few states to reduce the burden in response to requests from these state agencies. The capping was implemented by randomly subsampling the EBT card numbers from the original ALERT data. The adjustment factor was calculated at the market level and can be expressed as

$$A_i^{Rd} = \frac{N_i^{ALERT}}{N_i^{sent}}$$

where

N_i^{ALERT} is the count of EBT cards for nonusers extracted from the ALERT database for catchment area i ; and

N_i^{sent} is the count of EBT cards for nonusers sent to state agencies for catchment area i .

F.3.1.2 Data-loss Factor

This factor was calculated by market or catchment area to adjust for the difference between the number of EBT cards Westat sent to state agencies for obtaining contact information and the number returned from states. The adjustment factor was calculated at the market level and can be expressed as

$$A_i^L = \frac{N_i^{sent}}{N_i^{return}}$$

where

N_i^{return} is the count of EBT card numbers returned from state agencies for market or catchment area i

It should be pointed out that the shortfall of EBT cards in the data returned from state agencies can have various causes. Some loss should be classified as due to ineligibility, such as EBT cards not having been issued by the state in which the market is located, or SNAP participants losing their program eligibility due to income changes. Ideally, the calculation of state data loss factor should only include eligible EBT cards. However, information on the causes of data loss by states remains unknown to Westat, and the best effort we could do was to assume all lost EBT cards were eligible when calculating the factor. In other words, it was very likely this adjustment factor is larger than strictly necessary although to what degree is unknown.

F.3.1.3 Data-removal Factor

This factor adjusts for the difference between the counts of eligible EBT records returned from states and the counts after data processing and geocoding, where the geocoding was conducted

after data cleaning to determine the distance between SNAP participants' home address and the market.

In data processing, a portion of EBT card numbers returned from state agencies were dropped either because they were not eligible or they could not be included in the sampling frame due to lack of information. The ineligible records were those with SNAP participant's name field being "Guardian", "Public", "Teen", or "Challenge", and those EBT card numbers that failed to match the EBT card numbers that were originally sent to the state agencies. The ineligible EBT card numbers were excluded in calculating this factor. Among the eligible EBT card numbers, the most common reasons for data removal were missing names of SNAP participants, and missing or incorrect address information so that they could not be geocoded to determine the home-to-market distance. The adjustment factor was calculated at the market level and can be expressed as

$$A_i^{Rm} = \frac{N_i^{return} - N_i^{inelig}}{N_i^{geo}}$$

where

- N_i^{inelig} is the count of ineligible EBT cards returned from state agencies for market or catchment area i ;
- N_i^{geo} is the count of EBT cards after data processing and geocoding for market or catchment area i .

F.3.1.4 30-mile Elimination Factor

After obtaining the SNAP participants' contact information, a decision was made to eliminate households which had a distance of 30 miles or more from the sample market. This elimination would affect the SNAP participants who used their EBT cards at multiple markets or catchment areas.

Suppose a SNAP participant used his or her card at x eligible markets. However, only y of those x markets are within 30 miles of his or her home address. At an earlier step, we randomly associated each EBT card with one of those y markets. The weight for this case would need to be inflated by x/y to represent other similar EBT cards (card used at x eligible markets, but only y of

the x markets are within 30 miles of the home address) who were randomly associated with one of the $x - y$ markets that were out of range of the addresses.

This factor adjusts for the exclusion of EBT records with home-to-FM distance 30 miles or more. The adjustment factor was calculated at the person level separately for EBT users and nonusers, and can be expressed as

$$A_{ij}^{30M} = \frac{x_{ij}}{y_{ij}}$$

where

- x_{ij} is the number of markets or catchment areas that SNAP participant j in sample market or catchment area i was associated with;
- y_{ij} is the number of markets or catchment areas that SNAP participant j in sample market or catchment area i was associated with that were within 30 miles of home address.

F.3.2 Non-response Adjustment

As a final step, the person-level weights after the above mentioned adjustments were further adjusted for unit (SNAP participants) nonresponse within selected weighting classes.

Nonresponse almost always occurs in sample surveys. A “nonrespondent” is any sample unit that is eligible for the study but for which data are not obtained for any reason. Refusal, “not-at-home,” “language problems,” or “knowledgeable person not available” are some reasons why an eligible sample unit may not participate in a survey. The primary objective of adjusting the weights for nonresponse is to reduce bias. Nonresponse bias results when nonrespondents (1) differ from respondents and (2) comprise a large enough proportion of the population that such differences affect survey estimates.

Nonresponse adjustment is a two-step process. First, adjustment cells are defined. Then once the sample has been partitioned into these cells the actual weight adjustment can be calculated. Classification software may be used to identify weighting classes. CHAID (Chi-squared Automatic Interaction Detector) is a classification algorithm that divides a population into

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homogenous subgroups with a respect to a target characteristic (dependent variable). The target characteristic must be a categorical variable with either a nominal or ordinal categories. For nonresponse adjustment, CHAID can be used to form weighting classes that are homogenous in terms of response propensity.

The CHAID for Windows software distributed by SPSS can be used to undertake a CHAID analysis. The analysis in CHAID begins by dividing the population into two or more groups based on the categories of the best predictor. Each of these groups is then divided into smaller subgroups based on the best available predictor at each level. The splitting process continues until either there is no significant predictor remaining or the minimum cell size requirement is met. The CHAID software displays the final subgroups in the form of a tree diagram whose branches (nodes) correspond to the groups. It also produces a file of associated pseudo-code that can be used in SAS, with minor modifications, to create a SAS variable for indicating the group (i.e., the initial nonresponse adjustment cells).

Frame related variables are the default choice for constructing adjustment cells since they are available for respondents and nonrespondents alike. The nonresponse adjustment cells were formed separately for EBT users and nonusers. Among all frame variables that were included in the analysis, the CHAID software identified the following variables that were significant and used to form adjustment cells for EBT users and nonusers:

- FNS region (FNSREG);
- Three-category urban/rural code (METRO3);
- Incentive payment options (INCENTPAY); and
- Percent households on food stamp for the county (PCT_HH_FSC).

Exhibits F-1 and F-2 show the final adjustment cells.

Exhibit F-1. Nonresponse adjustment cells for EBT users

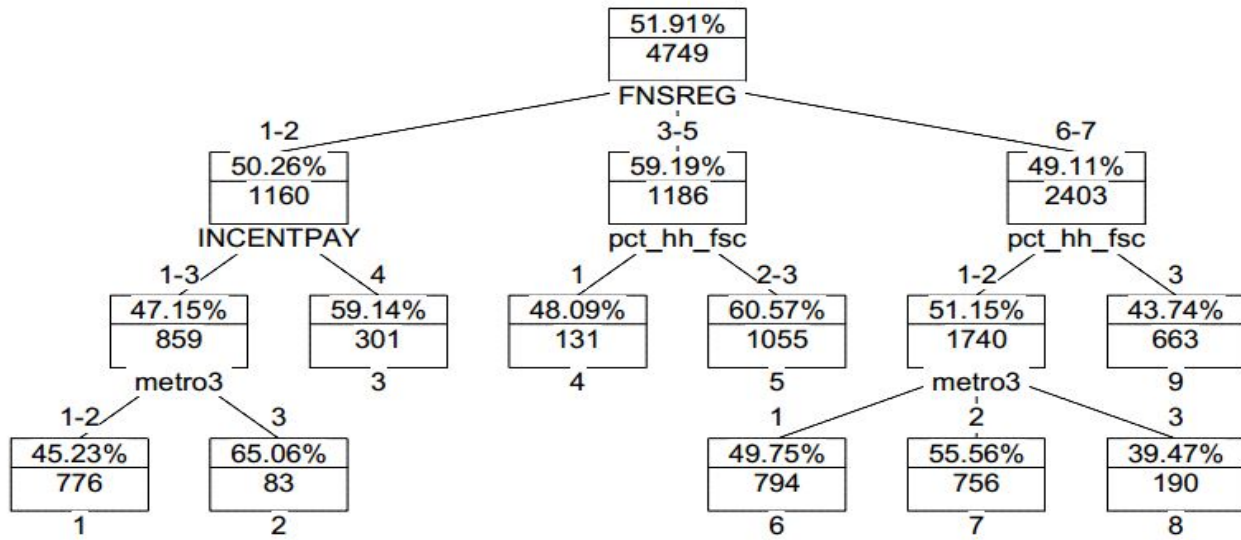
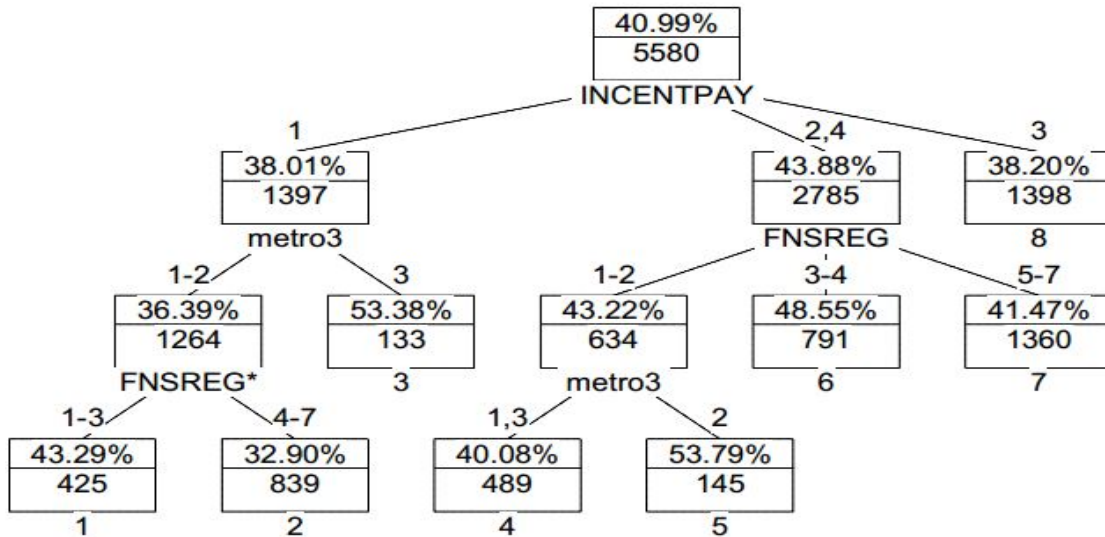


Exhibit F-2. Nonresponse adjustment cells for EBT nonusers



The basic expression for the nonresponse adjustment for cell c is

$$f_{nr(c)} = \frac{\sum_{p \in E(c)} w_{bw}}{\sum_{p \in R(c)} w_{bw}}$$

The numerator sums the base weights of all eligible persons (EBT users or nonusers) that fall within adjustment cell c , i.e. $p \in E(c)$. The denominator repeats the sum but includes only those persons in cell c that completed a questionnaire, $p \in R(c)$. The nonresponse adjusted person-level weight is the Task 2 final weight for EBT users and nonusers.

F.2 Variance Estimation

In addition to the full-sample weight, a set of 100 replicate weights was derived for each person (EBT user or nonuser). These replicate weights are used in calculating the sampling variance of estimates obtained from the data, using the jackknife repeated replication method. The jackknife repeated replication method allows for data analysis without the original sample design, protecting survey security and ease the task of estimating variances for nonlinear quantities. The basic idea of the paired jackknife variance estimator is to create the replicate weights so that use of the jackknife procedure results in an unbiased variance estimator for simple totals and means which is also reasonably efficient (i.e., has a low variance as a variance estimator). The jackknife variance estimator will then produce a consistent (but not fully unbiased) estimate of variance for (sufficiently smooth) nonlinear functions of total and mean estimates such as ratios, regression coefficients, and so forth (Shao and Tu, 1995). See Rust (1985) for a discussion of why this variance estimator is generally efficient (i.e., more reliable than alternative approaches requiring similar computational resources).

The method of deriving these weights was aimed at reflecting the features of the sample design appropriately, so that when the jackknife variance estimation procedure is implemented, approximately unbiased estimates of sampling variance are obtained. The calculation of replicate weighting factors was conducted in a series of steps. First, each of the markets was assigned to one of variance estimation strata. Then a random market in each variance estimation stratum was assigned a replicate factor of 0. Next the remaining market in the same variance stratum was assigned a complementary replicate factor of 2. All markets in the other variance estimation strata were assigned a replicate factor of exactly 1. This process was repeated for each

variance estimation stratum, so that distinct replicate factors were assigned to each market in the sample.

Variance strata were created within each market-level sampling stratum, defined by incentive status of the market. The next step was to sort markets by the sort variables for sample selection within the stratum, and then pair them off into variance strata. Sorting sample units by their order of sample selection reflects the implicit stratification and systematic sampling features of the sample design. Within each stratum with an even number of sampling units, all of the variance strata consisted of pairs of sampling units. However, within strata with an odd number of sampling units, all but one variance strata consisted of pairs of sampling units, while the last one consisted of three sampling units. Within each preliminary variance stratum containing a pair of sampling units, one sampling unit was randomly assigned as the first variance unit and the other as the second variance unit. Within each preliminary variance stratum containing three sampling units, the three first-stage units were randomly assigned variance units 1 through 3.

The above process created a total of 34 variance strata, and thus 34 replicates. Since the replicate weights were to be raking ratio adjusted to the control totals of Task 1 market weights along with the full sample market-level base weight, the Task 2 replicates should maintain the same structure as that of the Task 1. Given that the control totals for raking the Task 2 replicate weights were created based on 100 replicate weights of Task 1, it was desirable to create additional replicates so that the number of replicates for Task 2 can reach 100. The additional replicate weights from 35 to 100 were created as being equal to the full sample market base weight.

Each of the 100 replicate weights can be expressed as follows:

$$W(r) = W \times REPFAC(r)$$

where

W is the market base weight; and

$REPFAC(r)$ is the replicate factor for replicate r .

Variances for estimates are computed using the paired jackknife replicate variance procedure. This technique is applicable for common statistics, such as means, proportions and ratios, and

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differences between these for different subgroups, as well as for more complex statistics such as linear or logistic regression coefficients.

The jackknife estimate of the variance for any given statistic is given by the following formula:

$$v(\hat{t}) = \sum_{h=1}^H (\hat{t}_h - \hat{t})^2$$

Where

\hat{t} represents the full sample estimate of the given statistic, and

\hat{t}_h represents the corresponding estimate for replicate h .

For this study the jackknife variance estimator is based on 100 variance strata resulting in a set of 100 replicate weights assigned to each market.

References

- Shao, J., and Tu, D. (1995). *The Jackknife and the Bootstrap*. New York, NY: Springer.
- Rust, K. (1985). Variance Estimation for Complex Estimators in Sample Surveys. *Journal of Official Statistics*, 1(4): 381–397.

Appendix G

Summary of Findings Related to Plants and Seeds

This appendix includes data tables that present a summary of findings from the FMCS related to survey respondents' use and purchase of plants and seeds. A summary of responses to other questions related to plants and seeds are summarized as well.

Table G-1. Fresh Fruits and Vegetables Obtained from a Garden Grown by Individual, a Family Member or a Friend

	Shoppers		Nonshoppers	
	Unweighted Percent (Std. Error)	Unweighted N	Unweighted Percent (Std. Error)	Unweighted N
We received fresh fruits and vegetables from a garden grown by ourselves, a family member, or a friend				
Yes	66.5 (0.8)	2,124	40.0 (1.3)	587
No	33.5 (0.8)	1,070	60.0 (1.3)	884

Note: 4,752 survey respondents received this question. Missing observations are excluded in the denominator for calculating percentages.

Data Source: Shopping for Fresh Fruits and Vegetables Survey, Question A25.

Table G-2. Knowledge that SNAP/EBT Card could be Used to Purchase Plants or Seeds for Growing Fruits and Vegetables

	Shoppers		Nonshoppers	
	Unweighted Percent (Std. Error)	Unweighted N	Unweighted Percent (Std. Error)	Unweighted N
Before completing this survey, I knew I could use my SNAP/EBT card to buy plants or seeds for growing fruits and vegetables				
Yes	26.8 (0.8)	856	10.3 (0.8)	151
No	73.2 (0.8)	2,338	89.7 (0.8)	1,322

Note: 4,752 survey respondents received this question. Missing observations are excluded in the denominator for calculating percentages.

Data Source: Shopping for Fresh Fruits and Vegetables Survey, Question A26.

Appendix G
Summary of Findings Related to Plants and Seeds

Table G-3. Use of SNAP/EBT Card to Purchase Plants or Seeds for Growing Fruits and Vegetables

In the past year, I used my SNAP/EBT card to buy plants or seeds for growing fruits and vegetables	Shoppers		Nonshoppers	
	Unweighted Percent (Std. Error)	Unweighted N	Unweighted Percent (Std. Error)	Unweighted N
Yes	30.0 (1.2)	466	9.0 (1.4)	39
No	70.0 (1.2)	1,085	91.0 (1.4)	394

Note: 4,752 survey respondents received this question. Missing observations are excluded in the denominator for calculating percentages.

Data Source: Shopping for Fresh Fruits and Vegetables Survey, Question A27.

Table G-4. Purchase of Plants or Seeds at a Farmers Market

I bought plants or seeds at a farmers market	Shoppers		Nonshoppers	
	Unweighted Percent (Std. Error)	Unweighted N	Unweighted Percent (Std. Error)	Unweighted N
Yes	55.3 (2.2)	289	4.2 (2.9)	2
No	44.7 (2.2)	234	95.8 (2.9)	46

Note: 1,029 survey respondents received this question. This data is only among survey respondents who reported using their EBT card to buy any plants or seeds in the past year. Missing observations are excluded in the denominator for calculating percentages.

Data Source: Shopping for Fresh Fruits and Vegetables Survey, Question A28.

Table G-5. Likelihood to Purchase Plants or Seeds for Growing Fruits and Vegetables with SNAP/EBT Card in the Future

Likelihood to purchase plants or seeds for growing fruits and vegetables with SNAP/EBT card in the future	Shoppers		Nonshoppers	
	Unweighted Percent (Std. Error)	Unweighted N	Unweighted Percent (Std. Error)	Unweighted N
Very likely	41.5 (2.0)	253	25.5 (2.8)	61
Somewhat likely	24.3 (1.7)	148	24.3 (2.8)	58
Not very likely	13.0 (1.4)	79	20.9 (2.6)	50
Not at all likely	21.2 (1.7)	129	29.3 (2.9)	70

Note: 952 survey respondents received this question. This data is only among survey respondents who reported not using their EBT card to buy plants or seeds in the past year. Missing observations are excluded in the denominator for calculating percentages.

Data Source: Shopping for Fruits and Vegetable Survey, Question A29.

Appendix H

Exploratory Factor Analyses

Overview

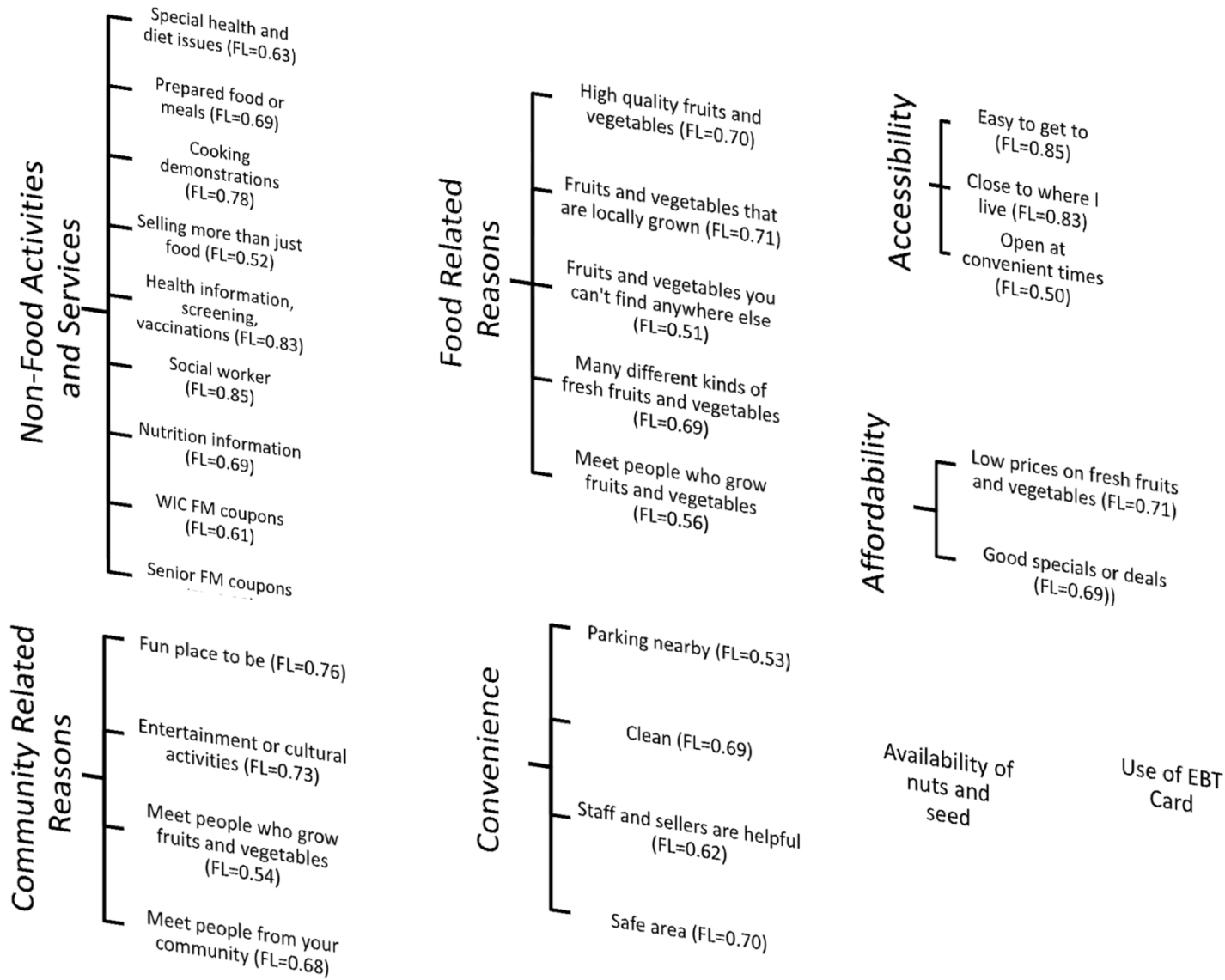
This appendix presents a summary of the exploratory factor analyses conducted to used to identify the primary reasons SNAP participants shop at FMs, by correlating variables to determine whether they measured conceptually similar things that can be grouped. SNAP participants' reasons for shopping at FMs were assessed by 28 yes/no questions designed to capture a range of possible reasons. Factor analysis determines the extent to which these reasons covary making it possible to consolidate the 28 reasons into broader categories that characterize the primary reasons SNAP participants shop at FMs.⁵

Summary of Results

The factor analysis yielded six factors characterizing SNAP participants' primary reasons for shopping at FMs. Figure H-1 summarizes the results of the factor analysis. The first factor, *non-food activities and services*, constituted nine items representing non-food related reasons for shopping at the FM, including being able to use special supplemental nutrition program for women, infants, and children (WIC) FM coupons; being able to use Senior FM coupons; having special health or diet issues; having cooking demonstrations; being able to get prepared food or meals; selling more than just food, such as jewelry, artwork, and clothes; being able to get health information, screening tests or exams, or vaccinations; having a social worker there; and being able to get nutrition information.

⁵ If a SNAP participant said that they shopped for a specific reason, they were asked how important (on a 4-point Likert scale) the reason was. These two questions were used to create a 5-point Likert scale representing how important each reason was in a SNAP participant's decision to shop at a FM (1=did not shop at a FM for this reason to 5=very important).

Figure H-1. Factor Analysis of Reasons for Shopping at Farmers Markets among SNAP Participants



The second factor, *community-related reasons*, included four items that described shopping for community-related reasons, including being a fun place to be, having entertainment or cultural activities, being able to meet people from the community, and being able to meet the people who grow the fruits and vegetables. The third factor, *food-related reasons*, included five items: selling high-quality fruits and vegetables, selling many different kinds of fruits and vegetables, selling fruits and vegetables that are locally grown, and being able to meet the people who grow the fruits and vegetables. It is interesting to note that the last item also loaded onto community-related reasons. This suggests that being able to talk with the people who grow the fruits and vegetables is important to participants who value interaction within the community as well as healthy food.

The fourth factor, *convenience*, included four items that describe the convenience of the shopping environment at the FM: being clean, having staff and sellers who are helpful, being in a safe area, and having parking nearby. The fifth factor, *accessibility*, included reasons related to ease of access to the FM: being close to where one lives, being easy to get to, and being open at convenient times. The sixth factor, *affordability*, included two items: having low prices on fruits and vegetables, and having good specials or deals.

Two of the reasons for shopping at FMs were unrelated to any of these six groups of reasons: availability of nuts and seeds, and option to use EBT card for purchases. This finding suggests that these two reasons are important but are separate from the six distinct factors discussed above.