TRAINING: SURVEYING SHOPPERS AT FARMERS MARKETS

SNAP-Ed Evaluation Team | May 2023
Hello from the SNAP-Ed evaluation team!

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What will we cover today?

- Project background
- Building a survey
- Data collection
- Sharing and applying findings
PROJECT BACKGROUND
How did this project get started?
What are the goals of this project?

Ask consistent questions about topics that will help us improve our work in farmers markets and better support our participants.
How were the modules developed?

- Survey Review
- Literature Review
What do the modules include?

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BUILDING A SURVEY
What do you want to learn?

experience needs
- travel time
- food interests

barriers
- improvements costs
- communication
- incentives
- where else shop
- other resources used
- transportation needs

motivation
- culture community
Who do you want to hear from?
What do you already know?

National data
- USDA Economic Research Service
- USDA Agriculture Marketing Service

WA data
- WSFMA data (state and/or county-level)
- SNAP Market Match data

Local data
- Market attendance?
- EBT/SMM redemption?
- Sales data?
Rapid Market Assessment (Dot Survey) can work well for a few questions of interest.
Which module(s) are right for you?

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Screening Questions

Provides information about participation in food assistance programs, such as SNAP

Provides information about which market participants are visiting if you or your partner(s) work with multiple markets

Do you or someone in your household currently participate in any of the following food programs? Please check all that apply.

- WIC
- WIC Farmers Market Nutrition Program (FMNP)
- Senior Farmers Market Nutrition Program (FMNP)
- SNAP/EBT/Food Stamps/Basic Food
- Free or Reduced-Price School Meals
- Fresh Bucks
- SNAP Market Match
- SNAP Produce Match (at grocery stores)
- Food banks or pantries
- Free meal programs
- Unsure
- Other:

Which farmers market are you attending today?

- Farmers Market 1
- Farmers Market 2
- Farmers Market 3
EBT Use Questions

How long have you been receiving EBT, food stamps, or SNAP benefits?

- I just started
- Less than a year
- More than a year

How did you pay for your items at the farmers market today? Please check all that apply.

- Cash
- Debit/credit card
- SNAP/EBT/Food Stamps/Basic Food
- WIC Farmers Market Nutrition Program (FMNP)
- Senior Farmers Market Nutrition Program (FMNP)
- SNAP Market Match
- Other: ______________________

How difficult or easy is it to use SNAP (also known as EBT/Food Stamps/Basic Food) at the farmers market?

- Very difficult
- Somewhat difficult
- Somewhat easy
- Very easy
SNAP Market Match Use Questions

Have you ever seen or heard about SNAP Market Match before today?
SNAP Market Match description: At more than 100 participating markets, customers who use SNAP benefits at farmers markets can receive extra funds in the form of SNAP Market Match currency for fruits and vegetables.

- Yes
- No
- Not sure

Where did you learn about the SNAP Market Match program? Please check all that apply.
- Farmers market
- School
- Food bank/pantry
- DSHS office/CSO
- WIC clinic
- Healthcare clinic
- Community center
- Transit or bus station
- Social media
- Friend or family member
- Other: __________________________

What year did you start using SNAP Market Match?
Your answer: __________________________

How often have you used SNAP Market Match to get fruits and vegetables at the farmers market this season?
- Today in my first time
- 1-3 times this year
- 3-5 times this year
- 5+ times this year

How much do you agree with these statements about the SNAP Market Match program?

- I shop at farmers markets more often because of SNAP Market Match
- I buy more at farmers markets because of SNAP Market Match
- SNAP Market Match helps me eat more fresh fruits and vegetables
- My household has more money to spend on other daily needs because of SNAP Market Match.
Shopper Experience Questions

How did you get to the farmers market today?
- Walk
- Bike
- Personal car
- Carpool
- Public transportation
- Other: __________

During the farmers market season (ADD SEASON DATES), how often do you shop at a farmers market?
- More than once a week
- About once a week
- About once or twice a month
- About once a month
- Less than once a month
- First time visiting a farmers market

What made you decide to shop at this farmers market? Please check all that apply.
- The location was convenient
- Variety of products
- Variety of vendors
- Farmers Market accepts food benefits (SNAP/Basic Food, SNAP Market Match, FMNP, etc.)
- Family-friendly environment / kids activities
- At-market programming or entertainment (cooking demonstrations, live music, etc.)
- Supporting local farmers
- Feeling a sense of community
- Other: __________

Did you buy any of the following items at the farmers market today? Please check all that apply.
- Vegetables
- Fruit
- Meat
- Seafood
- Dairy
- Eggs
- Grains and breads
- Beans/legumes and nuts
- Other: __________
Improvement Suggestion Questions

What makes it difficult to shop at the farmers market? Please check all that apply.

- Market location
- Market schedule
- Transportation to market
- Parking at market
- Cost of shopping at market
- Accessibility within the market
- Language
- Feeling comfortable
- Finding the products I am looking for
- Other: ___________________

What changes would improve your experience at this farmers market?

Your answer: ___________________

Are you interested in getting more involved in this farmers market? Please check all that apply.

- Volunteer at the market
- Join a community advisory group
- Help promote the market
- Join the board or a committee
- Not interested

What do you think would make others in your community want to visit the farmers market?

Your answer: ___________________

What is your email address or phone number? We will follow-up to share about opportunities for involvement.

Your answer: ___________________
Promotion Feedback Questions

Where have you seen or heard about the farmers market? Please check all that apply.

- Transit or bus station
- DSHS office
- WIC office
- Newsletter
- OlyCAP
- Food bank
- Clinic
- School
- Word of mouth
- Radio
- Instagram
- Facebook
- Twitter
- I haven’t seen or heard about the farmers market
- Other: __________

What would you like to hear more about in farmers market communications? Please check all that apply.

- Market hours and locations
- Vendor stories or profiles
- What’s available at the market
- Culturally relevant recipes
- Events and programs at markets
- Opportunities for bulk or discounted products
- Other: __________

What is your preferred way to receive information about the farmers market? Please check all that apply.

- Website
- Facebook
- Instagram
- Radio
- Email Newsletter
- Text message reminders
- At market
- Other: __________
Any other questions to add?

What do partners want to learn?

Are you working on any specific/special projects?

???
Let’s recap…

What do you want to know?

- National data
- Check out USDA resources
- County/regional data
- Check out WSFMA resources
- SMM data
- Reach out to DOH FVIP team

How much do you want to know?

- Just a few questions
  - Try a Rapid Market Assessment (Dot Survey)
- Many questions
- What topics are you interested in?
  - EBT use and redemption
    - Use the EBT Use module!
  - SMM use and redemption
    - Use the SMM Use module!
  - Shopper profile
    - Use the FM Experience module!
  - How we can improve the FM for customers
    - Use the Improvement Suggestions module!
  - Feedback on our promotional efforts
    - Use the Promotion module!
DATA COLLECTION
Some pointers to keep in mind:

- Communication
- Timing
- Types of surveys
- Sample size
- Data collector(s)
**BEFORE:** Who do you need to talk to?

- **What** do they want to learn?
- **When** is a good time for data collection?
- **How** can you share data and support next steps?
**BEFORE:** When should you collect data?
**BEFORE:** How should you collect data?

- **Paper**
- **Electronic**
**BEFORE:** How many people do you need to survey?
BEFORE: Who should collect the data?
Day of: Setting yourself up for success!

1. Gather your materials
2. Represent your organization
3. Strategic set-up
Day of: A few things to note...

Market attendance on day of data collection

How many people you offer the survey to

Factors that might increase or decrease your response
SHARING + APPLYING FINDINGS
Who should you share your data with?

- Your Partner(s)
- Your Shoppers
- SNAP-Ed Evaluation Team
What should you share with your partner(s)?

### Data sharing checklist - partners

- How you distributed the survey
- Survey date(s)
- Attendance on survey date(s)
- Number of people who completed the survey
- Number of people you asked to complete the survey
- Response rate
- Survey question analysis
How can you identify next steps?

*Share findings
  • Brief report

Collaborative analysis
  • Gallery walk
  • Data walk
  • Data placemats

*Application
  • What, So what, Now what?
  • 15% Solutions
What should you share with shoppers?

Data sharing checklist - shoppers

- How you distributed the survey
- Survey date(s)
- Attendance on survey date(s)
- Number of people who completed survey
- Number of people you asked to complete the survey
- Response rate
- Next steps based on survey data

Survey context

Key focus
How can you share with shoppers?

- **Poster**
- **Social media post**
- **Newsletter**
- **Flyer/handout**
Reporting Data in PEARS

1. Start by navigating to the **PSE module**, then upload your data using the ‘**File Attachments**’ option at the bottom of the ‘General Information’ tab.
Next, you’ll click on the ‘**Individual Effectiveness**’ section on the right-hand menu, then select ‘**YES**’ to indicate that you are evaluating individual effectiveness at this site through your survey.

**Individual Effectiveness**

To demonstrate the impact of an environmental-level change, changes in individuals at this site or organization can be evaluated. In this section, you are given the opportunity to report on the effectiveness of your PSE work at the individual-level.

**Are you evaluating individual-level effectiveness for PSE work at this site or organization during the current reporting year of October 1, 2022 - September 30, 2023 (SNAP-Ed)?** *

- Yes
Next, you’ll add information about the assessment tool. Select ‘Survey’ then ‘Other’. Then you can type in ‘Farmers Market Survey Module(s)’. Next you’ll add the date and a brief description of findings.
Q&A + DISCUSSION
Q&A | Discussion

What questions do you have for us?
What resources are available?

FM Survey Module Toolkit
• You can find it here!

FM Survey Module Google Form
• Access granted upon request to the email below!

Ongoing support
• Email us at SNAPedEvaluation@doh.wa.gov!
To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.