

## Constant Contact Survey Results

**Survey Name:** Summer CSA 2012 Survey




**Response Status:** Partial & Completed

**Filter:** None




8/16/2012 2:03 PM CDT

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Why did you join a CSA?

Answer	0%	100%	Number of Response(s)	Response Ratio
Desire to know where/how my food is grown			41	37.6 %
Seeking Good Value			0	0.0 %
Desire fresh veggies			61	55.9 %
Other			7	6.4 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>109</b>	<b>100%</b>

How would you rate the quality of the veggies/fruit you received in our Summer 2012 CSA program?

Answer	0%	100%	Number of Response(s)	Response Ratio
Outstanding			45	41.2 %
Good			56	51.3 %
Okay			8	7.3 %
Disappointing			0	0.0 %
Bloody Awful			0	0.0 %
Other			0	0.0 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>109</b>	<b>100%</b>




What about value? Did you receive what was conveyed to you when you signed up?

Answer	0%	100%	Number of Response(s)	Response Ratio
Good Value			85	77.9 %
Okay Value			22	20.1 %
Disappointing			2	1.8 %
Bloody Awful			0	0.0 %
Other			0	0.0 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>109</b>	<b>100%</b>



How would you rate the amount/quality/timing of communications received from Wood Duck Farm?

Answer	0%	100%	Number of Response(s)	Response Ratio
Excellent			80	73.3 %
Good			24	22.0 %
Average			7	6.4 %
Poor			1	<1 %
Too Much			0	0.0 %
Not Enough			0	0.0 %
Other			0	0.0 %
<b>Totals</b>			<b>109</b>	<b>100%</b>

How would you rate the way your shares were delivered?

Answer	0%	100%	Number of Response(s)	Response Ratio
Great			75	68.8 %
Good			31	28.4 %
Satisfactory			2	1.8 %
Below Satisfactory			1	<1 %
Poor			0	0.0 %
<b>Totals</b>			<b>109</b>	<b>100%</b>

Will you participate in future Wood Duck Farm CSA programs and/or refer this program to a friend?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			97	88.9 %
Maybe			11	10.0 %
Probably Not			1	<1 %
Heck No! This Program Bites!!!			0	0.0 %
Other			0	0.0 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>109</b>	<b>100%</b>

What suggestions do have that might improve your future experience with our CSA program? Please provide your input.

39 Response(s)

Have you been part of other CSAs previously? What differentiates , good and/or bad, WDF apart from the others?

Answer	0%	100%	Number of Response(s)	Response Ratio
fresher produce			5	10.6 %
better variety			10	21.2 %
closer location			6	12.7 %
Other			15	31.9 %
<b>Totals</b>			<b>47</b>	<b>100%</b>

At what location do you pick up your shares?

Answer	0%	100%	Number of Response(s)	Response Ratio
Heights			18	16.8 %
Upper Kirby/West Montrose 4208 McDuffie Street			3	2.8 %
Clear Lake Cullen's American Grill			9	8.4 %
Energy Corridor/West Houston Bean Coffee			8	7.4 %
Greenway Plaza Dunn's Coffee			4	3.7 %
Humble Fall Creek			3	2.8 %
Kingwood			10	9.3 %
Museum District St. Paul's Methodist			14	13.0 %
Seabrook Coffee Oasis			6	5.6 %
West University Water2Wine			4	3.7 %
The Woodlands			8	7.4 %
West Central Houston The Moveable Feast			9	8.4 %
The Farm			1	<1 %
Woodlands Home Delivery Program			10	9.3 %
<b>Totals</b>			<b>107</b>	<b>100%</b>

What can we do to improve your share pickup process?

Answer	0%	100%	Number of Response(s)	Response Ratio
longer pickup hours			12	12.2 %
a closer pickup location			8	8.1 %
better packing			8	8.1 %
better host			0	0.0 %
nothing			71	72.4 %
Other			3	3.0 %
<b>Totals</b>			<b>98</b>	<b>100%</b>

Were you new to the CSA in 2012? How did you find us?

Answer	0%	100%	Number of Response(s)	Response Ratio
Review site like Yelp			0	0.0 %
Google search			18	21.9 %
Urban Harvest Farmers Mkt			6	7.3 %
Local Harvest.org			12	14.6 %
Word of mouth			39	47.5 %
Other			8	9.7 %
<b>Totals</b>			<b>82</b>	<b>100%</b>

What is the best way for us to communicate with you about CSA reminders/recipes/farm updates etc?  
(check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
E-mail			105	99.0 %
Email via Constant Contact			5	4.7 %
Twitter			5	4.7 %
Google+			1	<1 %
Blog readers			1	<1 %
Yahoo or Google Groups			1	<1 %
FaceBook			9	8.4 %
Other			0	0.0 %
<b>Totals</b>			<b>106</b>	<b>100%</b>

Do you have a Facebook account?

If yes, on average, how often you do use Facebook?

Answer	0%	100%	Number of Response(s)	Response Ratio
several times/day			29	31.1 %
about once/day			30	32.2 %
about once/week			10	10.7 %
less often than once/week			15	16.1 %
Other			6	6.4 %
<b>Totals</b>			<b>93</b>	<b>100%</b>

Are you a fan of Wood Duck Farm on Facebook?

Answer	0%	100%	Number of Response(s)	Response Ratio
yes			23	23.9 %
no			23	23.9 %
Did not know that WDF had a Facebook page			55	57.2 %
<b>Totals</b>			<b>96</b>	<b>100%</b>

Do you have a Twitter account? If yes, on average, how often do you use Twitter?

Answer	0%	100%	Number of Response(s)	Response Ratio
several times/day			9	15.0 %
about once/day			5	8.3 %
about once/week			3	5.0 %
less often than once/week			17	28.3 %
Other			17	28.3 %
<b>Totals</b>			<b>60</b>	<b>100%</b>

Do you follow WDF on Twitter?

Answer	0%	100%	Number of Response(s)	Response Ratio
yes			1	1.1 %
no			49	55.6 %
did not know WDF had a Twitter account			39	44.3 %
Other			1	1.1 %
<b>Totals</b>			<b>88</b>	<b>100%</b>

Which of the following would you most like to see improved on the website? (Check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Make information easier to find and better organized			10	10.0 %
Improve the design (look & feel, colors, layout, etc)			5	5.0 %
More timely information (news, updates, etc)			14	14.0 %
Recipes and tips for storing and cooking WDF produce			64	64.0 %
Health and nutrition facts			19	19.0 %
Nothing			20	20.0 %
Other			2	2.0 %
<b>Totals</b>			<b>100</b>	<b>100%</b>