

Supermarkets Instructions

1. Food Acquisition Survey:

Anonymously complete one of the following options on a separate page or pages. Do not tell your instructor which option you completed. Do not include your name or the pledge on either Option A or Option B. The pledge on this page indicates your completion of this portion. You will be given a participation grade for this portion.

Option A. Complete an anonymous survey, provided on a separate page.

Option B. Submit an alternative INDIVIDUAL assignment that may require you to read material we have not covered. Critique the design of the survey for possible statistical bias. Turn in a printed copy no longer than 2 pages. The critique must include whether or not the survey or its administration might be statistically biased, and if so, what type of bias is exhibited. You may include an improved version of the survey to clarify your comments. Base your critique at least on our text. If you use other valid sources, include citations and a brief bibliography; if you use web information, provide the url.

2. Food Acquisition Survey Reaction:

Anonymously complete the separate page provided. The pledge on this page indicates your completion of this portion. You will be given a participation grade for this portion.

3. Food Acquisition Survey Evaluation:

In a short paragraph on the back of this page, evaluate how well the survey from Part 1, Option A could be analyzed to answer the following questions. Answer this even if you did not complete the survey. Provide sample survey questions if the Survey in this assignment would not be adequate. This portion is not anonymous and will be graded for content.

Q1. How do shoppers travel to their main store and how far do they travel to get there?

Q2. In what type of store (eg., supermarket, mass merchandiser, convenience store) do U.S. households typically shop for groceries?

Q3. Do store and travel mode differ by participation in food assistance programs or food security status?

(These questions are explicitly stated in the report "Where Do Americans Usually Shop for Food and How Do They Travel To Get There?", EIB-138. There is no need to read the report.)

Turn this page in separately from the other portions of the assignment.

Supermarkets Survey

Food Acquisition Survey: Option A.

- Do not include your name or the pledge on this page. On a separate sheet of paper, you will complete the pledge indicating that you have completed this survey or the alternative assignment. You will be given a participation grade for this portion.
- No one will be identified with her/his responses.
- A summary of the responses will be reported to the class for analysis.
- A summary of responses may be used in educational presentations and publications.

Rationale:

The following quote is taken from an study that we will use. "Ensuring that Americans have adequate access to food is an important policy goal. In the 2008 Farm Bill, the U.S. Congress directed the U.S. Department of Agriculture (USDA) Economic Research Service (ERS) to learn more about food access limitations."

In order for us to better understand the survey process in general and the statistics involved, and to understand this study in particular, complete the following survey, or complete the alternative option.

Answer the following questions to the best of your ability without reading any other information. Consider your own "household" which may be where you lived before coming to SU or your place here. Consider what was typical for the last six month period. *Circle the best answer or fill in a value.*

1) Which best describes your household? urban rural

2) Estimate the number of supermarkets/grocery stores "near" your household.

If urban,

- a) less than 0.5 mi=0.8 km b) 0.5 mi to less than 1 mi=1.6km
c) 1 mi or more.

If rural,

- a) less than 5 mi=8km b) 5 mi to less than 10 mi=16km
c) 10 mi or more.

3) Estimate the one-way travel time and distance to the most common food store for your household:

time: ____ minutes

distance: ____ mi or ____ km (fill in one of the units)

4) What is the primary food source for your household?

- a) supermarket/grocery store b) discount store c) warehouse club d) convenience store e) ethnic food store
f) farmer's market g) dollar store h) other

5) What is the primary transportation to shop for food in your household?

- a) Walk b) Bus c) Taxi d) Ride Bicycle e) Drive Own Car f) Drive Someone Else's Car g) Someone Else Drives

Food Acquisition Survey Reaction

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- No one will be identified with her/his responses.
- A summary of the responses will be reported to the class for analysis.
- A summary of responses may be used in educational presentations and publications. This information would help me, and possibly others, to design surveys.

Indicate the extent to which you agree with this statement:

The survey made me feel uncomfortable

___ Strongly agree ___ Agree ___ Neutral ___ Disagree ___ Strongly disagree

Brief explanation (optional but greatly appreciated)