

2013

## 2013 Cranberry Growers Social Media Survey

Hilary A. Sandler

UMass Amherst, Cranberry Station, hsandler@umass.edu

Katherine Ghantous

UMass Amherst, Cranberry Station, kghantou@umass.edu

Follow this and additional works at: [https://scholarworks.umass.edu/cranberry\\_research\\_repts](https://scholarworks.umass.edu/cranberry_research_repts)



Part of the [Agriculture Commons](#)

---

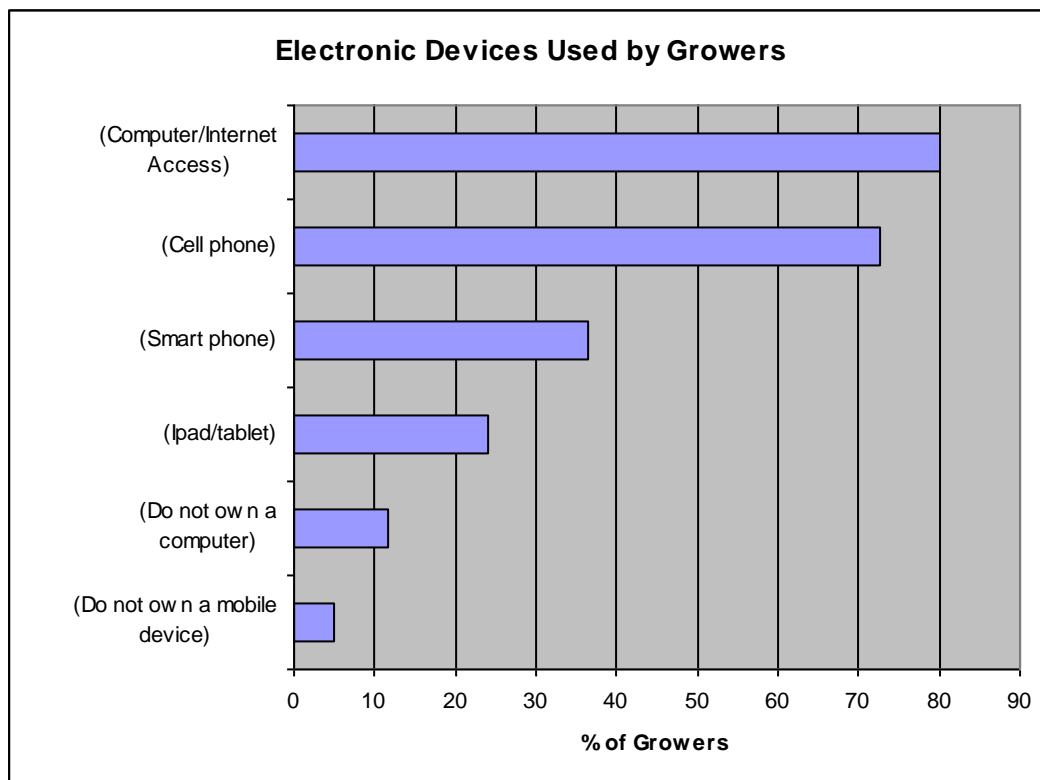
Sandler, Hilary A. and Ghantous, Katherine, "2013 Cranberry Growers Social Media Survey" (2013). *Cranberry Station Research Reports and Surveys*. 17.

Retrieved from [https://scholarworks.umass.edu/cranberry\\_research\\_repts/17](https://scholarworks.umass.edu/cranberry_research_repts/17)

This Article is brought to you for free and open access by the Cranberry Station Research Reports and Surveys at ScholarWorks@UMass Amherst. It has been accepted for inclusion in Cranberry Station Research Reports and Surveys by an authorized administrator of ScholarWorks@UMass Amherst. For more information, please contact [scholarworks@library.umass.edu](mailto:scholarworks@library.umass.edu).

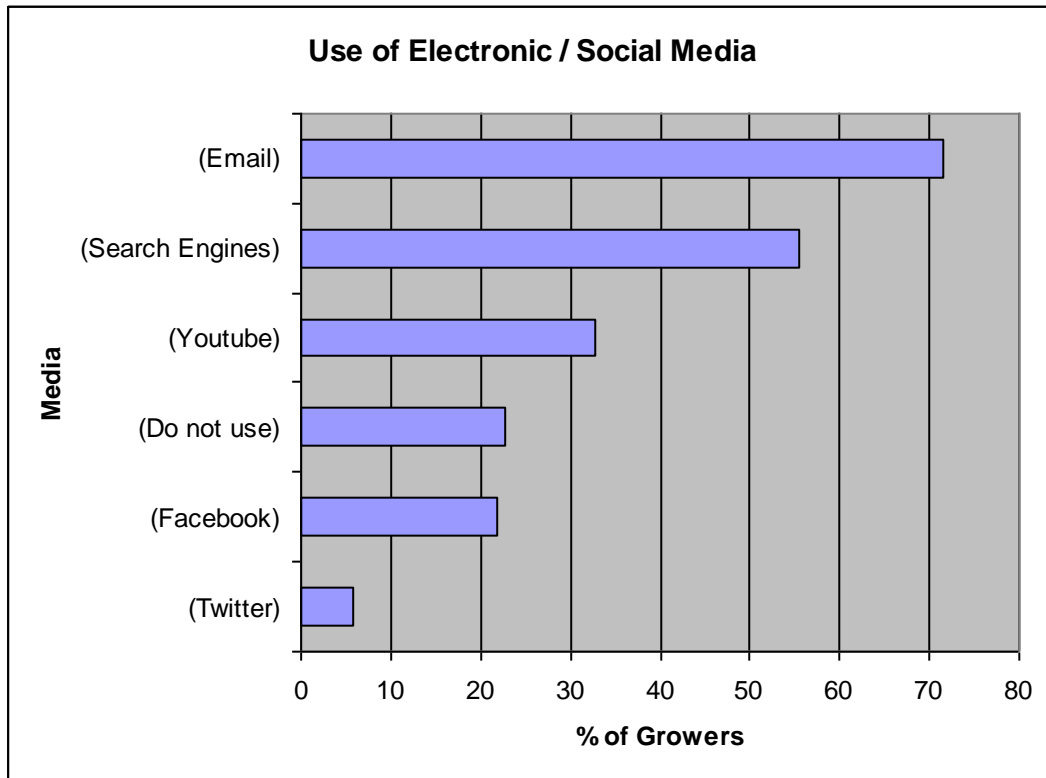
In an effort to find the most convenient way to relay information, we handed out a survey on media use. Growers at the 2013 UMass Extension Cranberry Research and Extension Update meeting were asked about their access and use of social media. We also asked if they would be interested in paying for registration fees by credit card.

Growers were asked about what kinds of electronics they have and use:



One hundred and twenty one people responded and 80% said they have or have access to a computer connected to the internet, 72% have a cell phone, 36% have a smart phone, about 24% have a tablet, 12% do not own a computer and 5% do not own a mobile device.

We asked what kind of social media and internet tools they use.



Out of 119 people who responded, 71% said they use e-mail, 55% use search engines, 33% use youtube, 23% do not use any of them, 22% use facebook, and 6% use twitter.

Next we asked how often people used social media and cranberry station extensions.

	Daily	Weekly	Monthly	Never	Total
Visit the Cranberry Station website	3	8	60	43	114
Use Social Media	26	17	12	58	113
	Always	Regularly	Occasionally	Never	
Call the IPM message at ext. 60	3	10	56	47	116
Read the IPM Message online	7	14	37	58	116

Social media was used the most daily (23%) and weekly (15%) (n=113). But visiting the cranberry station website had the most overall; 62% used it from daily to monthly, while only 49% used social media daily to monthly.

More people call the IPM message over all than they do read it online (59% vs. 50% respectively) (n=116). But more people read the IPM message online more often than they call for it (18% vs. 11% for always and regularly combined, respectively).

We asked everyone if they would be interested in getting electronic updates from us.

	Percent of growers		Total votes
	Yes	No	
Would you be interested in receiving electronic alerts for web site updates?	57	43	119
If we develop a facebook presence, Would you use it?	23	77	118
if YES, would you prefer to:			27
Like it	20		
Join a group	12		

57% said yes, they would be interested in receiving electronic updates while 43% said that they are not interested in that. We wondered if facebook would be a good venue for relaying information; 23% said that they would use it, while 77% decided that they would not use it. Of the 27 people that said that they would use a cranberry station facebook page, 20 people said they would “like” it, and 12 people said that they would join a group about it.

Lastly, we asked if people would be interested in paying for registration with a credit card.

	Percent of growers		Total votes
	Yes	No	
Would you like the option to pay for future meetings by credit card?	33	67	114
Would you be willing to pay a higher meeting fee (up to \$5) for this convenience?	19	81	112

33% said that they would like to pay for future meetings with a credit card while 67% said they do not need the option. Only 19% said that they would be willing to pay up to \$5 extra to pay with a credit card, and 81% said that they would not be willing to pay the extra fee to pay with a credit card.