

# Harvesting Insights: Rural Community Members' Perceptions of Agritourism in Oklahoma

## Instrument

### Citation:

Caruso, A. C., King, A. E. H., & Coleman, B. M. (2024). Harvesting insights: Rural community members' perceptions of agritourism in Oklahoma. *Advancements in Agricultural Development*, 5(4), 84–98. <https://doi.org/10.37433/aad.v5i4.535>

### Community Member's Perceptions of Agritourism

Thank you for participating in our research study of perceptions of agritourism. This research will help gather information and data regarding agritourism in rural [STATE]. By continuing with this survey, you agree that you are over the age of 18, live in a rural community, and give your consent for your data to be used in this study. You will receive no payment for participating in this study. Your participation is greatly appreciated. If you have any questions, please contact principal investigator.

1. Do you know what agritourism is?
  - a. Yes
  - b. No

If = Yes, Display This Question

2. Briefly explain what agritourism is: \_\_\_\_\_

3. Have you ever visited or participated in an agritourism experience?
  - a. Yes
  - b. No
  - c. Not sure

4. Please select which agritourism experiences you have participated in or visited.
  - a. Pumpkin patch
  - b. Hayride
  - c. Hunting guide services
  - d. Fishing guide services
  - e. Farmers market
  - f. Farm to dinner experience
  - g. U-Pick Experiences
  - h. On farm concerts
  - i. On farm weddings
  - j. Other on farm events

- k. Hiking
- l. Other (please specify) \_\_\_\_\_

5. How many agritourism operations are you aware of in your county?

- a. 0
- b. 1-3
- c. 4-7
- d. 7+

**Select your level of agreement with each of the following statements:**

6. There are enough agritourism operations in my county.

- a. Strongly disagree
- b. Somewhat disagree
- c. Neither agree nor disagree
- d. Somewhat agree
- e. Strongly agree

7. Agritourism should be expanded in my county.

- a. Strongly disagree
- b. Somewhat disagree
- c. Neither agree nor disagree
- d. Somewhat agree
- e. Strongly agree

8. Agritourism is beneficial to my county.

- a. Strongly disagree
- b. Somewhat disagree
- c. Neither agree nor disagree
- d. Somewhat agree
- e. Strongly agree

**Select your level of agreement with each of the following statements:**

9. Agritourism brings tourism to my county.

- a. Strongly disagree
- b. Somewhat disagree
- c. Neither agree nor disagree
- d. Somewhat agree
- e. Strongly agree

10. My county has enough resources to sustain agritourism.

- a. Strongly disagree
- b. Somewhat disagree
- c. Neither agree nor disagree
- d. Somewhat agree
- e. Strongly agree

11. Agritourism brings value to my community.

- a. Strongly disagree
- b. Somewhat disagree
- c. Neither agree nor disagree
- d. Somewhat agree
- e. Strongly agree

12. Do you have anything else to add regarding agritourism?

---

13. What is your connection with agriculture?

- a. None
- b. I am a farmer or rancher
- c. I grew up on a farm or ranch
- d. Grandparents or other relatives had a farm or ranch
- e. Other (please specify): \_\_\_\_\_

If, I am a farmer or rancher, Display This Question:

14. Would you consider adding agritourism to your operation?

- a. Yes
- b. Maybe
- c. No