

ARDP Questions for Online Map Interface 6/17/15

Pre-Survey

Introduction to pre-survey

Thank you for accessing 2014 **Chemical Use Maps** on this secure website! These maps show section-level use of key whitefly chemistries in all major production areas of Arizona. **The purpose of these maps is to help inform pesticide use decisions**, based on knowledge of previous use patterns, to avoid overuse of key chemistries and to discourage development of resistance in whitefly (*Bemisia tabaci*) populations that can impact Arizona / California crops.

University of Arizona Cooperative Extension is conducting **anonymous** surveys to measure PCA & grower awareness, knowledge, and intended use of the Chemical Use Maps. This Pre-Survey consists of 6 questions and should take **less than 5 minutes** of your time.

After you have viewed and used the maps, **please complete the Post-survey** to provide us with feedback on the usefulness of the **Chemical Use Maps** and how this website can be improved.

Thank you! Your feedback is important to us and helps guide our programs.

Questions

1. Which category best describes your role in whitefly management?

- a. Grower
- b. PCA
- c. Other

2. Please indicate which **county** in which you primarily grow / manage crops.

Arizona:

Cochise Graham LaPaz Maricopa Mohave
 Pima Pinal Yuma

California:

Imperial Riverside

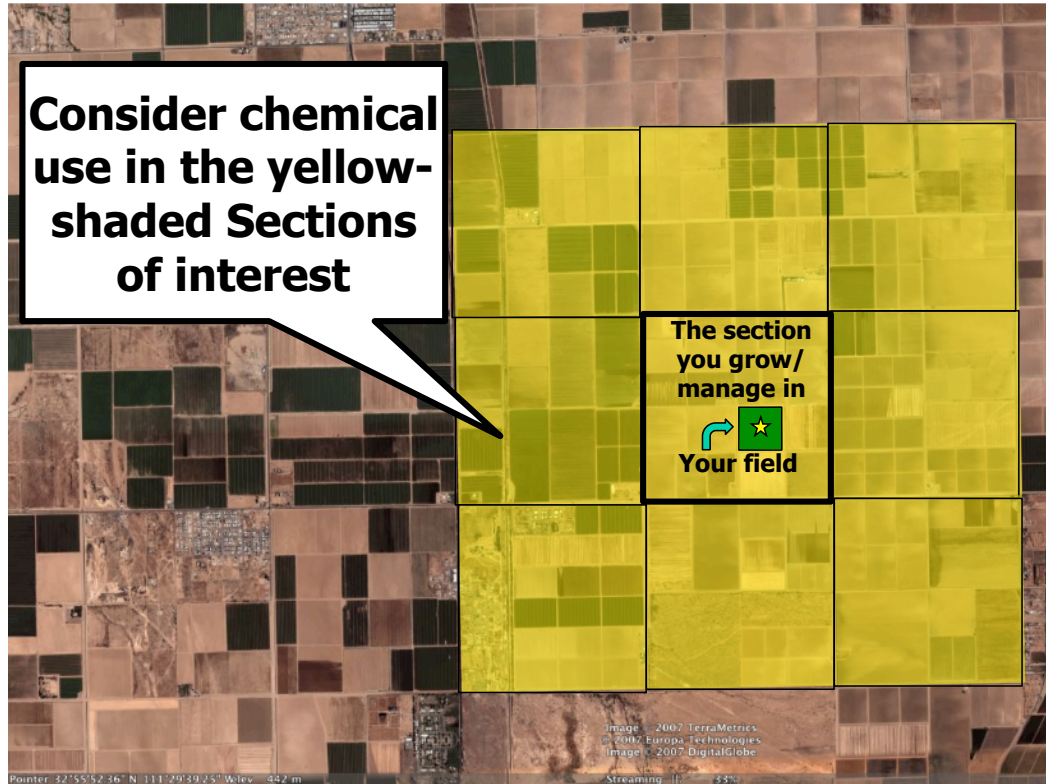
3. Other than price, to what extent **are you a decision-maker for whitefly sprays** for the crops you grow / manage? (select best fit)

- a. I am the **primary decision-maker** for whitefly insecticide use
- b. I have a **large influence** on whitefly insecticide decisions
- c. I have a **small influence** on whitefly insecticide decisions
- d. I have a **no influence** on whitefly insecticide decisions

4. To what degree **are you knowledgeable** about the previous year's insecticide use in the Sections surrounding fields for which you made insecticide decisions this year? (refer to image)

- a. Extremely knowledgeable (76 – 100%)

- b. _____ Very knowledgeable (51 – 75%)
- c. _____ Knowledgeable (26 – 50%)
- d. _____ Somewhat knowledgeable (1 – 25%)
- e. _____ Not knowledgeable (0%)



5. To what degree does your knowledge about the previous year's chemical use in the Sections surrounding your field influence your insecticide decisions for whitefly control? (refer to image)

- a. _____ I always consider this (100%)
- b. _____ 76 to 99% of the time
- c. _____ 51 to 75% of the time
- d. _____ 26 to 50% of the time
- e. _____ 1 to 25% of the time
- f. _____ It is not something I consider (0%)

Post-Survey

Introduction to post-survey

Thank you for accessing UA Cooperative Extension 2014 **Chemical Use Maps**! This **anonymous** Post-Survey consists of 10 questions and should take about 5 minutes of your time.

Please provide us with feedback on the usefulness of the **Chemical Use Maps** and how the maps and website can be improved. Your feedback is important to us and helps guide our programs.

Thank you!

Questions

1. How would you **rate your overall experience** today accessing **Chemical Use Maps** through this website?

- a. Excellent
- b. Very good
- c. Good
- d. Okay, but could be improved
- e. Poor
- f. Very poor

Comments (optional): _____

2. How easy was it for you to identify which Chemical Use map(s) you were interested in?

- a. Very easy
- b. Easy
- c. Not so easy
- d. Difficult
- e. Very difficult

Comments (optional): _____

3. How easy was it for you to access and compare **Chemical Use Maps**?

- f. Very easy
- g. Easy
- h. Not so easy
- i. Difficult
- j. Very difficult

Comments (optional): _____

4. How could we improve your user experience? [Open-ended]

Comments (optional): _____

5. What type of device did you use to access our website?

- a. Laptop or Desktop computer
- b. Tablet
- c. Smart Phone
- d. Other (please specify) _____

6. To what degree do you anticipate **Chemical Use Maps** will improve your knowledge about the previous year's insecticide use in the Sections surrounding fields for which you made insecticide decisions this year?

- e. Large improvement
- f. Moderate improvement
- g. Small improvement
- h. No improvement

7. To what degree do you anticipate **Chemical Use Maps** will improve your confidence in managing whiteflies in your crops?

- a. Large improvement
- b. Moderate improvement
- c. Small improvement
- d. No improvement

8. What is the likelihood that you or your PCA / grower will use Chemical Use Maps this year?

- a. Will not use
- b. Will consider using
- c. Will likely use
- d. Will definitely use

9. What is the likelihood that chemical use maps influence your insecticide use decisions?

- a. Will not influence my decisions
- b. Is not likely to influence my decisions
- c. Is likely to influence my decisions
- d. Will definitely influence my decisions

10. Other Comments (optional):

Exit Screen: Informed consent for follow-up survey

We would like to contact you after the end of the field season to ask you about how the **Chemical Use Maps** influenced your pesticide decisions. The purpose of this brief phone survey will be to determine the usefulness and impact of this project.

If you agree, we may contact you by phone with a short questionnaire (taking 5-10 minutes of your time). At that time, you may agree or decline to participate. Your participation is voluntary and may be declined now by clicking "No" below. In this case, you will not be contacted for the follow up survey. If you respond "Yes", please provide a phone number where you may be reached in the space provided.

10. Would you be willing to participate in a brief survey about your use of the **Chemical Use Maps** after the end of the current field season?

- a. No.
- b. Yes

If you responded yes please provide your name and a phone number where we may contact you in the future. **Your contact information will not be shared with anyone.**