

Customer Survey



Thank you for taking this survey, which is being conducted by ASAP (a non-profit based in Asheville, NC) and UNC-Asheville. When you have finished your survey, please fold it and deposit it in the box. Your answers to this survey will remain confidential.

Is today your first visit to Katuah Market? _____ Yes _____ No

Please rate the following characteristics of Katuah Market on a scale from low to high:

	<i>Very poor</i>			<i>Average</i>			<i>Excellent</i>	<i>Don't know</i>
Quality of products (e.g., freshness, appearance)	1	2	3	4	5	6	7	<input type="checkbox"/>
Value of products (what you get for what you pay)	1	2	3	4	5	6	7	<input type="checkbox"/>
Healthiness of products	1	2	3	4	5	6	7	<input type="checkbox"/>
Support of the local community	1	2	3	4	5	6	7	<input type="checkbox"/>

Are there other reasons why you shop at Katuah Market? _____

Which grocery stores did you primarily shop at prior to the opening of Katuah Market? (Please list your top 2-3) _____

How likely are you to choose to shop at Katuah Market over another grocery store in the area?

☐ Very unlikely ☐ Unlikely ☐ Likely ☐ Very likely

Do you/have you shopped for **fresh produce** at Katuah Market?

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☐ Yes

☐ No

How frequently do you buy **locally grown** food in season:

- ☐ Never ☐ Less than once a month ☐ A couple of times a month ☐ About once a week ☐ More than once a week

When you see fresh food in a grocery store labeled as “local,” where do you assume it came from?

- ☐ My county ☐ The Southeast
☐ Western North Carolina ☐ 100 miles from the store
☐ North Carolina ☐ Other:
☐ The Appalachian Region

If you were trying to convince someone else - a family member, friend, or colleague - to buy **locally grown** food, what reasons would you give them? (**Select your TOP 3 reasons**)

- ☐ Local food is of high quality ☐ Local food is fresher
☐ Buying local supports the local economy ☐ Local food has fewer pesticides, hormones, etc.
☐ Local food is nutritious/healthy ☐ Buying local food supports local farmers
☐ Local food has lower environmental impacts ☐ Buying locally lets you know where your food comes from

Other: _____

How often do you eat fresh fruits and vegetables? (raw or cooked)

- ☐ Less than once per week ☐ About once per week ☐ A couple of times per week ☐ About once a day ☐ More than once a day

When deciding on the produce you purchase, what criteria do you use? (ex: color, texture, local, organic, on sale, etc.). Please list: _____

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Do you know the names of any of the farms where **Katuah Market** gets its **fresh produce**?
(please list):

In the following three questions, you will be asked to choose between two products: a locally grown and a non-locally grown product. Please pay particular attention to the price difference. Other than the price difference, assume that the products are identical in size, color, freshness, etc.

At the grocery store, if you had to choose between a non-locally grown item and a **locally grown** item that was **10%** more expensive, which would you choose?

*For example, if non-local tomatoes cost \$0.75/lb. and locally grown tomatoes cost \$0.83/lb.

☐ Locally grown

☐ Non-locally grown

☐ Don't know

(go to question 16)

(go to question 17)

(go to question 17)

What if the price of the **locally grown** item was **20%** more expensive than the non-locally grown product?

*For example, if non-local tomatoes cost \$0.75/lb. and locally grown tomatoes cost \$0.90/lb.

☐ Locally grown

☐ Non-locally grown

☐ Don't know

(go to question 18)

(go to question 17)

(go to question 17)

What if the price of the **locally grown** item cost **the same as** the non-locally grown produce?

*For example, if non-local tomatoes cost \$0.75/lb. and locally grown tomatoes cost \$0.75/lb.

☐ Locally grown

☐ Non-locally grown

☐ Don't know

What makes a sign/logo identifying locally grown food believable or trustworthy to you? Mark all that apply:

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- | | |
|---|--|
| <input type="checkbox"/> Identified by farm name | <input type="checkbox"/> Identified by location |
| <input type="checkbox"/> Certified by an independent third party | <input type="checkbox"/> State marketing program (e.g., Got to be NC) |
| <input type="checkbox"/> A picture or story about the farm/farmer | <input type="checkbox"/> The store has labeled it with their own signage |

Other (explain):

Have you ever seen this logo?



- ☐ I've never seen it
- ☐ I have seen it but don't pay attention to it
- ☐ I have seen it and use it to find local products

If you saw the Appalachian Grown logo (from question 19) labeling food at a grocery store, what would you assume about that product?

Are you the primary food shopper for your household?

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- ☐ Yes ☐ No

How old are you?

- ☐ Under 20 ☐ 50-59
☐ 20-29 ☐ 60-69
☐ 30-39 ☐ 70+
☐ 40-49

Which choice best describes your household income for the past year?

- ☐ Less than \$20,000 ☐ \$80,000 to \$99,999
☐ \$20,000 to \$39,999 ☐ \$100,000 +
☐ \$40,000 to \$59,999 ☐ Student
☐ \$60,000 to \$79,999

Which choice best describes the highest level of education you have completed?

- ☐ Less than high school diploma ☐ College graduate
☐ High school graduate/GED ☐ Graduate school
☐ Some college

What is your gender? _____

How many people live in your household? _____

What is your zip code? _____

Is Western North Carolina the location of your primary residence?

- ☐ Yes ☐ No

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Have you ever heard of the nonprofit ASAP (Appalachian Sustainable Agriculture Project)?

☐Yes ☐No

Would you be willing to participate in a follow-up survey for this project in the fall of 2014? All follow-up participants will receive one of ASAP's Appalachian Grown reusable shopping bags! If you are interested, please provide your contact information below:

Name: _____

Phone: _____

Email: _____

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☐ Non-locally grown

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(go to question 16)

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What if the price of the **locally grown** item was **30%** more expensive than the non-locally grown product?

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☐ Non-locally grown

☐ Don't know

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☐ State marketing program (e.g., Got to Be NC)

☐ A picture or story about the farm/farmer

☐ The store has labeled it with their own signage

Other (explain): _____

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What if the price of the **locally grown** item was **40%** more expensive than the non-locally grown product?

*For example, if non-local tomatoes cost \$0.75/lb. and locally grown tomatoes cost \$1.05/lb.

☐ Locally grown

☐ Non-locally grown

☐ Don't know

(go to question 18)

(go to question 17)

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Other (explain): _____

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☐ Non-locally grown

☐ Don't know

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What if the price of the **locally grown** item was **50%** more expensive than the non-locally grown product?

*For example, if non-local tomatoes cost \$0.75/lb. and locally grown tomatoes cost \$1.13/lb.

☐ Locally grown

☐ Non-locally grown

☐ Don't know

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Other (explain): _____
