



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.

1. How long have you been shopping at Harold's? _____

2. Please rate the following characteristics of Harold's on a scale from low to high:

	<i>Very poor</i>			<i>Average</i>			<i>Excellent</i>
Quality of products (e.g., freshness, appearance)	1	2	3	4	5	6	7
Value of products (what you get for what you pay)	1	2	3	4	5	6	7
Healthiness of products	1	2	3	4	5	6	7
Support of the local community	1	2	3	4	5	6	7

3. Are there other reasons why you shop at Harold's?

4. Is Harold's the primary grocery store where you do your food shopping? ☐ Yes ☐ No

5. How likely are you to choose to shop at Harold's over another grocery store in the area?
☐ Very unlikely ☐ Unlikely ☐ Likely ☐ Very likely

6. How often do you shop for **fresh produce** at Harold's?
☐ Never ☐ Less than once a month ☐ A couple of times a month ☐ About once a week ☐ More than once a week

7. 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
In general	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At Harold's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Have you ever noticed any signs, logos, or labels identifying **locally grown** produce at Harold's?

☐ Yes ☐ No

9. Do you ever buy any of the **locally grown** produce the signs/logos/labels promote?

☐ Yes ☐ No

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

- | | |
|---|---|
| <input type="checkbox"/> My county | <input type="checkbox"/> The Southeast |
| <input type="checkbox"/> Western North Carolina | <input type="checkbox"/> 100 miles from the store |
| <input type="checkbox"/> North Carolina | <input type="checkbox"/> Other: |
| <input type="checkbox"/> The Appalachian Region | |

11. 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**)

- | | |
|---|--|
| <input type="checkbox"/> Local food is of high quality | <input type="checkbox"/> Local food is fresher |
| <input type="checkbox"/> Buying local supports the local economy | <input type="checkbox"/> Local food has fewer pesticides, herbicides, hormones, etc. |
| <input type="checkbox"/> Local food is nutritious/healthy | <input type="checkbox"/> Buying local food supports local farmers |
| <input type="checkbox"/> Local food has lower environmental impacts | <input type="checkbox"/> Buying locally lets you know where your food comes from |

Other: _____

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

- | | | | | |
|---|---|--|--|--|
| <input type="checkbox"/> Less than once
per week | <input type="checkbox"/> About once
per week | <input type="checkbox"/> A couple of times
per week | <input type="checkbox"/> About once a
day | <input type="checkbox"/> More than once a
day |
|---|---|--|--|--|

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

14. Do you know the names of any of the farms where Harold's 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.

15. 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

(go to question 16)

☐ Non-locally grown

(go to question 17)

☐ Don't know

(go to question 17)

16. 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

(go to question 18)

☐ Non-locally grown

(go to question 17)

☐ Don't know

(go to question 17)

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

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

- | | |
|---|--|
| <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): _____

19. 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

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

21. Are you the primary food shopper for your household?

- ☐ Yes ☐ No

22. How old are you?

- | | |
|-----------------------------------|--------------------------------|
| <input type="checkbox"/> Under 20 | <input type="checkbox"/> 50-59 |
| <input type="checkbox"/> 20-29 | <input type="checkbox"/> 60-69 |
| <input type="checkbox"/> 30-39 | <input type="checkbox"/> 70+ |
| <input type="checkbox"/> 40-49 | |

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

- | | |
|---|---|
| <input type="checkbox"/> Less than \$20,000 | <input type="checkbox"/> \$80,000 to \$99,999 |
| <input type="checkbox"/> \$20,000 to \$39,999 | <input type="checkbox"/> \$100,000 + |
| <input type="checkbox"/> \$40,000 to \$59,999 | <input type="checkbox"/> Student |
| <input type="checkbox"/> \$60,000 to \$79,999 | |

24. 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

25. What is your gender? _____

26. How many people live in your household? _____

27. What is your zip code? _____

28. Is Western North Carolina the location of your primary residence? ☐ Yes ☐ No

29. Have you ever heard of the nonprofit ASAP (Appalachian Sustainable Agriculture Project)?
☐ Yes ☐ No

30. Did you take this survey when it was offered to Harold's shoppers during the early summer of last year (2013)?
☐ Yes ☐ No

Would you be willing to participate in a follow-up survey for this project in the fall of 2014? If you are interested, please provide your contact information below:

Name: _____

Phone: _____

Email: _____

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 **20%** more expensive, which would you choose?

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☐ Locally grown

(go to question 16)

☐ Non-locally grown

(go to question 17)

☐ Don't know

(go to question 17)

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

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(go to question 17)

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(go to question 17)

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☐ Locally grown

(go to question 16)

☐ Non-locally grown

(go to question 17)

☐ Don't know

(go to question 17)

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

(go to question 18)

☐ Non-locally grown

(go to question 17)

☐ Don't know

(go to question 17)

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

☐ Locally grown

(go to question 16)

☐ Non-locally grown

(go to question 17)

☐ Don't know

(go to question 17)

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

(go to question 18)

☐ Non-locally grown

(go to question 17)

☐ Don't know

(go to question 17)

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

*For example, if non-local tomatoes cost \$0.75/lb. and locally grown tomatoes cost \$0.98/lb.

☐ Locally grown

☐ Non-locally grown

☐ Don't know

