



# Consumer Survey: Rappahannock-Rapidan Regional Food Brand

**\* 1. What County do you live in?**

**\* 2. How many people are in your household?**

- 1
- 2
- 3 or more

**\* 3. How often does your household shop for groceries?**

- More than twice per week
- Twice per week
- Once per week
- Less than once per week



## Consumer Survey: Rappahannock-Rapidan Regional Food Brand

**\* 4. Where do you shop for groceries? (check all that apply)**

- Superstore (e.g. Walmart, SuperTarget)
- Chain Grocery Store (e.g. Giant, Safeway, Weis Markets)
- Small Independent Store (e.g. Messick's Farm Market, Yoder's Country Market, Moving Meadows Bakery)
- Farmers Market
- Community Supported Agriculture (CSA)
- On-Farm/Road-side Stand or Direct from Farmer (not including CSA shares)
- On-line Service (e.g. Relay Foods, Amazon Pantry, Blue Apron)

**\* 5. How do you define local food?**

- Grown in my county
- Grown in my region of the state
- Grown in my state
- Grown in my region of the U.S. (e.g. east coast)
- Grown in the U.S.A.

**\* 6. What percentage of your average weekly food budget is spent on locally-grown food?**

- 0-10%
- 11-25%
- More than 25%



# Consumer Survey: Rappahannock-Rapidan Regional Food Brand

**\* 7. When you think about food from the Rappahannock-Rapidan Region, what words come to mind first? (Please pick your top THREE choices)**

- |                                      |                                     |                                       |
|--------------------------------------|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> Passionate  | <input type="checkbox"/> Visionary  | <input type="checkbox"/> Original     |
| <input type="checkbox"/> Quality     | <input type="checkbox"/> Neighborly | <input type="checkbox"/> Conventional |
| <input type="checkbox"/> Exciting    | <input type="checkbox"/> Connected  | <input type="checkbox"/> Comfort      |
| <input type="checkbox"/> Compassion  | <input type="checkbox"/> Reliable   | <input type="checkbox"/> Heritage     |
| <input type="checkbox"/> Daring      | <input type="checkbox"/> Unique     | <input type="checkbox"/> Refined      |
| <input type="checkbox"/> Dependable  | <input type="checkbox"/> Trusted    | <input type="checkbox"/> Rustic       |
| <input type="checkbox"/> Traditional | <input type="checkbox"/> Nourishing | <input type="checkbox"/> Wholesome    |

Other (please specify)

**8. What do you like best about food grown in the region?**



# Consumer Survey: Rappahannock-Rapidan Regional Food Brand

**\* 9. Which of the following benefits would make you more likely to buy local food?**

	Much more likely	Somewhat more likely	No effect
Tastes Better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fresher	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better for the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supports the local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supports your neighbors' farm/business/job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preserves the community's rural character	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preserves local heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allows consumers to know where their food comes from	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Part of a healthy lifestyle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)



## Consumer Survey: Rappahannock-Rapidan Regional Food Brand

**\* 10. What is your greatest obstacle to buying locally-grown food? (please rank the following with 1 being the greatest)**



Inconvenience



Price



Selection



Lack of information

**\* 11. Would you spend more for Local Food, and if so how much?**

- I would never pay more than the non-local product
- I would pay up to 5% more
- I would pay up to 10% more
- I would pay greater than 10% more



# Consumer Survey: Rappahannock-Rapidan Regional Food Brand

## 12. Which of the following do you read or listen to? (Check all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Culpeper Star-Exponent | <input type="checkbox"/> Edible Blue Ridge Magazine |
| <input type="checkbox"/> Culpeper Times         | <input type="checkbox"/> Edible DC Magazine         |
| <input type="checkbox"/> Fauquier Now           | <input type="checkbox"/> WJMA (103.1)               |
| <input type="checkbox"/> Fauquier Times         | <input type="checkbox"/> SAM FM (105.5)             |
| <input type="checkbox"/> Madison Eagle          | <input type="checkbox"/> WINC FM (92.5)             |
| <input type="checkbox"/> Orange County Review   | <input type="checkbox"/> B101.5                     |
| <input type="checkbox"/> Rappahannock News      | <input type="checkbox"/> WWWV (97.5)                |
| <input type="checkbox"/> Other (please specify) |   |



## Consumer Survey: Rappahannock-Rapidan Regional Food Brand

*The following questions are optional, but your cooperation will allow us to better understand and serve our region's consumers.*

**13. What is your age?**

- 18-24
- 25-34
- 35-49
- 50-64
- 65+

**14. To which race or ethnicity do you identify? (check all that apply)**

- White, non-Hispanic
- Black or African-American
- Hispanic or Latino
- American Indian or Alaskan Native
- Asian
- Native Hawaiian or other Pacific Islander
- Other

**15. What is your annual household income level?**

- Less than \$20,000
- \$20,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or More

**16. What is the highest level of school you have completed?**

- Less than high school degree
- High school degree or equivalent
- Some college but no degree
- Associate degree
- Bachelor degree
- Graduate degree