

Q: x1 *****

Hello, my name is _____ and I'm calling from the Center for Rural Studies at the University of Vermont. We are calling Chittenden County residents, to get your opinions on several important local food issues.

Your household was randomly selected for our research study.

The survey will take less than 10 minutes and your participation is completely voluntary. Do you have time to answer some questions?

- 1. Yes
- 2. No

[IF NO] Is there a better time to call you back? [RECORD DATE/TIME ON SHEET]

[IF NO TO CALLBACK] Thank you for your time. Goodbye.

[CODE REFUSAL ON CALL SHEET; DIAL NEXT PHONE NUMBER AND BEGIN AGAIN.]

Q: x2 *****

Are you 18-years-old or older?

- 1. Yes
- 2. No

[IF NO] Is there someone else at home who is 18-years-old or older?

[IF NO] Is there a time when could I call back to speak with him or her?

Q: x3 *****

Are you the primary shopper in the household?

- 1. Yes
- 2. No

[IF NO] Is the primary shopper home?

[IF NO] Is there a time when could I call back to speak with him or her?

Q: x4 *****

Thank you for agreeing to participate! All of your answers will remain strictly confidential and the survey should take less than 10 minutes.

To begin, I have some questions about how you choose food products.

Q: q1 *****

When you're buying food products, what's the most important factor in your decision?

[INTERVIEWER: READ THE LIST. SELECT FIRST CHOICE. READ NEXT.]

- Price
- Quality
- Organic
- Locally grown
- Don't know [DO NOT READ]
- Refused [DO NOT READ]

What is the second most important factor?

What is the third most important factor?

Q: q2a *****

Please listen to the following statements and indicate your level of agreement.

I usually buy the same brand

- 1. Strongly agree
- 2. Agree
- 3. Neither agree nor disagree
- 4. Disagree
- 5. Strongly disagree
- 6. Don't know [DO NOT READ]
- 7. Refused [DO NOT READ]

Q: q2b *****

I usually buy what's on sale

- 1.Strongly agree
- 2.Agree
- 3.Neither agree nor disagree
- 4.Disagree
- 5.Strongly disagree
- 6.Don't know [DO NOT READ]
- 7.Refused [DO NOT READ]

Q: q2f *****

I usually buy the least expensive option

- 1.Strongly agree
- 2.Agree
- 3.Neither agree nor disagree
- 4.Disagree
- 5.Strongly disagree
- 6.Don't know [DO NOT READ]
- 7.Refused [DO NOT READ]

Q: q2c *****

I can usually find a local option for any product that I want to buy

- 1.Strongly agree
- 2.Agree
- 3.Neither agree nor disagree
- 4.Disagree
- 5.Strongly disagree
- 6.Don't know [DO NOT READ]
- 7.Refused [DO NOT READ]

Q: q2g *****

I usually buy the local option when it is available

- 1.Strongly agree
- 2.Agree
- 3.Neither agree nor disagree
- 4.Disagree
- 5.Strongly disagree
- 6.Don't know [DO NOT READ]
- 7.Refused [DO NOT READ]

Q: q2d *****

I usually make a shopping list

- 1.Strongly agree
- 2.Agree
- 3.Neither agree nor disagree
- 4.Disagree
- 5.Strongly disagree
- 6.Don't know [DO NOT READ]
- 7.Refused [DO NOT READ]

Q: q2h *****

I usually buy the organic option when it is available

- 1.Strongly agree
- 2.Agree
- 3.Neither agree nor disagree
- 4.Disagree
- 5.Strongly disagree
- 6.Don't know [DO NOT READ]
- 7.Refused [DO NOT READ]

Q: q2e *****

I usually read nutritional labels when they are available

- 1.Strongly agree
- 2.Agree
- 3.Neither agree nor disagree
- 4.Disagree
- 5.Strongly disagree
- 6.Don't know [DO NOT READ]
- 7.Refused [DO NOT READ]

Q: q2i *****

I usually use coupons when I shop

- 1.Strongly agree
- 2.Agree
- 3.Neither agree nor disagree
- 4.Disagree
- 5.Strongly disagree
- 6.Don't know [DO NOT READ]
- 7.Refused [DO NOT READ]

Q: q2j *****

I usually buy the same products regardless of season

- 1.Strongly agree
- 2.Agree
- 3.Neither agree nor disagree
- 4.Disagree
- 5.Strongly disagree
- 6.Don't know [DO NOT READ]
- 7.Refused [DO NOT READ]

Q: q2k *****

I usually compare several items and buy the best value

- 1.Strongly agree
- 2.Agree
- 3.Neither agree nor disagree
- 4.Disagree
- 5.Strongly disagree
- 6.Don't know [DO NOT READ]
- 7.Refused [DO NOT READ]

Q: q2L *****

I usually compare several items and buy the one of the highest quality

- 1.Strongly agree
- 2.Agree
- 3.Neither agree nor disagree
- 4.Disagree
- 5.Strongly disagree
- 6.Don't know [DO NOT READ]
- 7.Refused [DO NOT READ]

Q: q3 *****

How satisfied are you with the availability of local food in your area during the summer months?

- 1.Very satisfied
- 2.Satisfied
- 3.Neither satisfied nor unsatisfied
- 4.Unsatisfied
- 5.Very unsatisfied
- 6.Don't know [DO NOT READ]
- 7.Refused [DO NOT READ]

Q: q4 *****

How satisfied are you with the availability of local food in your area during the winter months?

- 1.Very satisfied
- 2.Satisfied
- 3.Neither satisfied nor unsatisfied
- 4.Unsatisfied
- 5.Very unsatisfied
- 6.Don't know [DO NOT READ]
- 7.Refused [DO NOT READ]

Q: q5 *****

T: 5 5

How satisfied are you with the QUALITY of local food in your area?

- 1.Very satisfied
- 2.Satisfied
- 3.Neither satisfied nor unsatisfied
- 4.Unsatisfied
- 5.Very unsatisfied
- 6.Don't know [DO NOT READ]
- 7.Refused [DO NOT READ]

Q: q6 *****

How satisfied are you with the PRICE of local food in your area?

- 1.Very satisfied
- 2.Satisfied
- 3.Neither satisfied nor unsatisfied
- 4.Unsatisfied
- 5.Very unsatisfied
- 6.Don't know [DO NOT READ]
- 7.Refused [DO NOT READ]

Q: x5 *****

Now, I'm going to ask you some questions about the different places that you shop for food.

Q: q7a *****

During the past seven days, have you bought food at a GROCERY store?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q7a > 1) SKIPTO q9a

Q: q7b *****

What's the name of that store?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q7c *****

In the past seven days, how many times did you visit this store?

- 1. 1 time
- 2. 2 times
- 3. 3 times
- 4. 4 times
- 5. 5 times
- 6. 6 times
- 7. 7 times or greater
- 8. Don't know [DO NOT READ]
- 9. Refused [DO NOT READ]

Q: q7d *****

T: 5 5

What do you like most about shopping at this store?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q7e *****

Approximately, how much did you spend on ALL of the food items that you purchased?

[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

\$

- 998 DON'T KNOW [DO NOT READ]
- 999 REFUSED [DO NOT READ]

Q: q7f *****

Were there any local, Vermont food products available for sale at this store?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q7f > 1) SKIPTO q7j

Q: q7g *****

Did you buy any local food products?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q7g > 1) SKIPTO q7j

Q: q7h *****

To the best of your knowledge, how much did you spend on local food at this location?

[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

\$

- 998 DON'T KNOW [DO NOT READ]
- 999 REFUSED [DO NOT READ]

Q: q7i *****

What local food products did you buy?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q7j *****
Yes or no; are you interested in seeing more local food at this location?
1. Yes
2.No
3.Don't know [DO NOT READ]
4.Refused [DO NOT READ]

Q: q7k *****
In the past seven days, did you shop at any other [grocery] stores?
1. Yes
2.No
3.Don't know [DO NOT READ]
4.Refused [DO NOT READ]
IF (q7k > 1) SKIPTO q9a

Q: q8b *****
What's the name of that store?
[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q8c *****
T: 5 5
In the past seven days, how many times did you visit this store?
1.1 time
2.2 times
3.3 times
4.4 times
5.5 times
6.6 times
7.7 times or greater
8.Don't know [DO NOT READ]
9.Refused [DO NOT READ]

Q: q8d *****
What do you like most about shopping at this store?
[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q8e *****
Approximately, how much did you spend on ALL of the food items you purchased?
[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

\$
998 DON'T KNOW [DO NOT READ]
999 REFUSED [DO NOT READ]

Q: q8f *****
Were there any local, Vermont food products available for sale at this store?
1. Yes
2.No
3.Don't know [DO NOT READ]
4.Refused [DO NOT READ]
IF (q8f > 1) SKIPTO q8j

Q: q8g *****
Did you buy any local food products?
1. Yes
2.No
3.Don't know [DO NOT READ]
4.Refused [DO NOT READ]
IF (q8g > 1) SKIPTO q8j

Q: q8h *****
To the best of your knowledge, how much did you spend on local food at this location?
[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

\$
998 DON'T KNOW [DO NOT READ]
999 REFUSED [DO NOT READ]

Q: q8j *****
What local food products did you buy?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q8j *****
Yes or no; are you interested in seeing more local food at this location?
1.Yes
2.No
3.Don't know [DO NOT READ]
4.Refused [DO NOT READ]

Q: q9a *****
During the past seven days, have you bought food at a GENERAL store?
1.Yes
2.No
3.Don't know [DO NOT READ]
4.Refused [DO NOT READ]
IF (q9a > 1) SKIPTO q10a

Q: q9b *****
What's the name of that store?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q9c *****
In the past seven days, how many times did you visit this store?
1.1 time
2.2 times
3.3 times
4.4 times
5.5 times
6.6 times
7.7 times or greater
8.Don't know [DO NOT READ]
9.Refused [DO NOT READ]

Q: q9d *****
What do you like most about shopping at this store?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q9e *****
Approximately, how much did you spend on ALL of the food items you purchased?
[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

\$
998 DON'T KNOW [DO NOT READ]
999 REFUSED [DO NOT READ]

Q: q9f *****
Were there any local, Vermont food products available for sale at this store?
1.Yes
2.No
3.Don't know [DO NOT READ]
4.Refused [DO NOT READ]

IF (q9f > 1) SKIPTO q9j

Q: q9g *****
Did you buy any local food products?
1.Yes
2.No
3.Don't know [DO NOT READ]
4.Refused [DO NOT READ]

IF (q9g > 1) SKIPTO q9j

Q: q9h *****

To the best of your knowledge, how much did you spend on local food at this location?

[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

\$

998 DON'T KNOW [DO NOT READ]

999 REFUSED [DO NOT READ]

Q: q9i *****

What local food products did you buy?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q9j *****

Yes or no; are you interested in seeing more local food at this location?

1.Yes

2.No

3.Don't know [DO NOT READ]

4.Refused [DO NOT READ]

Q: q10a *****

During the past seven days, have you bought food at a Wholesale Club, such as COSTCO?

1.Yes

2.No

3.Don't know [DO NOT READ]

4.Refused [DO NOT READ]

IF (q10a > 1) SKIPTO q11a

Q: q10b *****

What's the name of that store?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q10c *****

In the past seven days, how many times did you visit this store?

1.1 time

2.2 times

3.3 times

4.4 times

5.5 times

6.6 times

7.7 times or greater

8.Don't know [DO NOT READ]

9.Refused [DO NOT READ]

Q: q10d *****

What do you like most about shopping at this store?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q10e *****

Approximately, how much did you spend on ALL of the food items you purchased?

[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

\$

998 DON'T KNOW [DO NOT READ]

999 REFUSED [DO NOT READ]

Q: q10f *****

Were there any local, Vermont food products available for sale at this store?

1.Yes

2.No

3.Don't know [DO NOT READ]

4.Refused [DO NOT READ]

IF (q10f > 1) SKIPTO q10j

Q: q10g *****
Did you buy any local food products?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q10g > 1) SKIPTO q10j

Q: q10h *****

To the best of your knowledge, how much did you spend on local food at this location?

[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

\$

- 998 DON'T KNOW [DO NOT READ]
- 999 REFUSED [DO NOT READ]

Q: q10i *****

What local food products did you buy?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q10j *****

Yes or no; are you interested in seeing more local food at this location?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

Q: q11a *****

T: 5 5

During the past seven days, have you bought food at a Superstore or "big box" store, such as Wal-Mart?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q11a > 1) SKIPTO q12a

Q: q11b *****

T: 5 5

What's the name of that store?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q11c *****

T: 5 5

In the past seven days, how many times did you visit this store?

- 1. 1 time
- 2. 2 times
- 3. 3 times
- 4. 4 times
- 5. 5 times
- 6. 6 times
- 7. 7 times or greater
- 8. Don't know [DO NOT READ]
- 9. Refused [DO NOT READ]

Q: q11d *****

What do you like most about shopping at this store?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q11e *****

Approximately, how much did you spend on ALL of the food items you purchased?

[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

\$

- 998 DON'T KNOW [DO NOT READ]
- 999 REFUSED [DO NOT READ]

Q: q11f *****

Were there any local, Vermont food products available for sale at this store?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q11f > 1) SKIPTO q11j

Q: q11g *****

Did you buy any local food products?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q11g > 1) SKIPTO q11j

Q: q11h *****

To the best of your knowledge, how much did you spend on local food at this location?

[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

\$

- 998 DON'T KNOW [DO NOT READ]
- 999 REFUSED [DO NOT READ]

Q: q11i *****

T: 5 5

What local food products did you buy?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q11j *****

Yes or no; are you interested in seeing more local food at this location?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

Q: q12a *****

During the past seven days, have you bought food at a Farmers Market?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q12a > 1) SKIPTO q13a

Q: q12b *****

T: 5 5

What's the name of that farmers market?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q12c *****

In the past seven days, how many times did you visit this market?

- 1. 1 time
- 2. 2 times
- 3. 3 times
- 4. 4 times
- 5. 5 times
- 6. 6 times
- 7. 7 times or greater
- 8. Don't know [DO NOT READ]
- 9. Refused [DO NOT READ]

Q: q12d *****

What do you like most about shopping at this market?
[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q12e *****

Approximately, how much did you spend on ALL of the food items that you purchased?
[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

\$

998 DON'T KNOW [DO NOT READ]
999 REFUSED [DO NOT READ]

Q: q13a *****

During the past seven days, have you received any food from a CSA farm?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q13a > 1) SKIPTO q14a

Q: q13b *****

What's the name of the CSA farm?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q13c *****

What do you like most about shopping at this CSA?
[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q13d *****

How much did you spend on the CSA share this year?

\$

998 DON'T KNOW [DO NOT READ]
999 REFUSED [DO NOT READ]

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Q: q14a *****

T: 5 5
During the past seven days, have you bought groceries anywhere else?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q14a > 1) SKIPTO q15

Q: q14b *****

What's the name of that store?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q14c *****

In the past seven days, how many times did you visit this store?

- 1.1 time
- 2.2 times
- 3.3 times
- 4.4 times
- 5.5 times
- 6.6 times
- 7.7 times or greater
- 8. Don't know [DO NOT READ]
- 9. Refused [DO NOT READ]

Q: q14d *****

What do you like most about shopping at this store?
[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q14e *****

Approximately, how much did you spend on ALL of the food items that you purchased?
[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

\$

998 DON'T KNOW [DO NOT READ]
999 REFUSED [DO NOT READ]

Q: q14f *****

Were there any local, Vermont food products available for sale at this store?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q14f > 1) SKIPTO q14j

Q: q14g *****

Did you buy any local food products?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q14g > 1) SKIPTO q14j

Q: q14h *****

To the best of your knowledge, how much did you spend on local food at this location?

[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

\$

998 DON'T KNOW [DO NOT READ]

999 REFUSED [DO NOT READ]

Q: q14i *****

What local food products did you buy?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q14j *****

Yes or no; are you interested in seeing more local food at this location?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

Q: q15 *****

Yes or no; were the past seven days similar to a typical shopping week for you?

- 1. Yes - it was a typical week
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q15 = 1) SKIPTO q20a

Q: q16 *****

How were the past seven days different?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q20a *****

Generally, are you satisfied with your current options of places to shop for food?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q20a = 1) SKIPTO q21a

IF (q20a = 3) SKIPTO q21a

IF (q20a = 4) SKIPTO q21a

Q: q20b *****

What do you think is currently missing?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q21a *****

Are you generally satisfied with your current options of places to shop for LOCAL food?

- 1. Yes
- 2.No
- 3.Don't know [DO NOT READ]
- 4.Refused [DO NOT READ]

IF (q21a = 1) SKIPTO q23

IF (q21a = 3) SKIPTO q23

IF (q21a = 4) SKIPTO q23

Q: q21b *****

What do you think is missing?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q23 *****

Are there any specific products that you would like to buy locally, but haven't been able to find?

- 1. Yes - there are things I can't find
- 2.No
- 3.Don't know [DO NOT READ]
- 4.Refused [DO NOT READ]

IF (q23 = 2) SKIPTO q25

IF (q23 = 3) SKIPTO q25

IF (q23 = 4) SKIPTO q25

Q: q24 *****

Would you please name some of those items?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q25 *****

Generally, are you satisfied with the selection of local foods in your area?

- 1. Yes
- 2.No
- 3.Don't know [DO NOT READ]
- 4.Refused [DO NOT READ]

Q: q26 *****

In your opinion, what is the greatest barrier to buying local food?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q27 *****

In your opinion, what would be the best way to overcome this barrier?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q30 *****

During the past year, have you or the members of your household had a vegetable garden?

- 1. Yes
- 2.No
- 3.Don't know [DO NOT READ]
- 4.Refused [DO NOT READ]

Q: q31 *****

During the past year, have you or the members of your household raised any animals for food or food products?

- 1. Yes
- 2.No
- 3.Don't know [DO NOT READ]
- 4.Refused [DO NOT READ]

Q: q32 *****

During the past year, have you or the members of your household hunted for food?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

Q: q33 *****

During the past year, have you or the members of your household fished for food?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

Q: q35 *****

Have you ever heard of the term, community supported agriculture or CSA?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

Q: x6 *****

For the purposes of this study, we have defined this term as follows:

Community Supported Agriculture (or CSA) is a system where members pay in advance for a share of farm products and receive a basket of food each week. Typically in Vermont, a CSA share of vegetables and fruit costs about \$20 per week and feeds a family of four.

[INTERVIEWER: Press 1 to Continue]

Q: q36 *****

Have you ever been a member of a CSA farm?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q36 = 2) SKIPTO q38

IF (q36 = 3) SKIPTO q38

IF (q36 = 4) SKIPTO q38

Q: q37 *****

During this past year, were you or are you currently a member of a CSA farm?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q37 = 2) SKIPTO q37c

IF (q37 = 3) SKIPTO q38

IF (q37 = 4) SKIPTO q38

Q: q37b *****

Why are you a member of a CSA farm?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

IF (q37 = 1) SKIPTO q38

Q: q37c *****

Why are you no longer a member of a CSA?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: q38 *****

Next year, do you think that a CSA farm share sounds like an option that you might consider?

- 1. Yes
- 2. No
- 3. Don't know [DO NOT READ]
- 4. Refused [DO NOT READ]

IF (q38 = 2) SKIPTO x7
 IF (q38 = 3) SKIPTO x7
 IF (q38 = 4) SKIPTO x7

Q: q39 *****

Hypothetically, if you were to join a CSA next year, what would be the best way to receive a share?

- 1. Have the share delivered to your home
- 2. Have share delivered to your work
- 3. Have shares picked up on the CSA farm
- 4. Other (specify): _____
- 5. Don't know [DO NOT READ]
- 6. Refused [DO NOT READ]

Q: q40 *****

From the following list, which local food products would you be the most interested in buying from a CSA? Select all that apply.

- Eggs
- Beef
- Poultry
- Maple syrup
- Dairy products, such as cheese
- Honey
- Fruit
- Vegetables
- Don't know/refused [DO NOT READ]

[INTERVIEWER: SELECT ALL THAT APPLY, THEN SELECT NEXT]

Q: q41 *****

If you were to join a CSA farm, which of the following would interest you the most?

- 1. Products only during the summer months
- 2. Products only during the winter months
- 3. Products all year long
- 4. Don't know [DO NOT READ]
- 5. Refused [DO NOT READ]

Q: x7 *****

Finally, I have just a few more demographic questions to ask you. All of your responses will be kept strictly confidential.

[INTERVIEWER: Press 1 to Continue]

Q: d1 *****

What is the highest level of education that you have completed?

[INTERVIEWER, LISTEN TO THE ANSWER AND CHOOSE THE MOST APPROPRIATE OPTION BELOW]

- 1. <9th grade
- 2. 9-12 grade (no diploma)
- 3. High School graduate (incl. GED)
- 4. Some college (no degree)
- 5. Associates/technical
- 6. Bachelor
- 7. Post graduate/professional
- 8. Don't Know [DO NOT READ]
- 9. Refused [DO NOT READ]

Q: d2 *****

How many members are there in your household?

[INTERVIEWER: TYPE IN NUMBER AND PRESS NEXT]

#

- 98 DON'T KNOW [DO NOT READ]
- 99 REFUSED [DO NOT READ]

Q: d3 *****

How many people in your household are under the age of 18?

[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

#

98 DON'T KNOW [DO NOT READ]

99 REFUSED [DO NOT READ]

IF (d3 = 0) SKIP TO d4

IF (d3 = 98) SKIP TO d4

IF (d3 = 99) SKIP TO d4

Q: d3b *****

What are the ages of the children in your household?

[INTERVIEWER: ENTER AGES AS FOLLOWS: 2,6,7]

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: d4 *****

How many years have you lived in Vermont, including any earlier periods?

[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

#

998 DON'T KNOW [DO NOT READ]

999 REFUSED [DO NOT READ]

Q: d5 *****

In what year were you born?

[INTERVIEWER: TYPE IN NUMBER AND PRESS ENTER]

#

9998 DON'T KNOW [DO NOT READ]

9999 REFUSED [DO NOT READ]

Q: d6 *****

What's your current occupation?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: d7 *****

What town do you live in?

[INTERVIEWER: CLICK ON NEXT TO CONTINUE]

Q: d8 *****

Do you live in a rural, suburban, or urban area?

1.Rural

2.Suburban

3.Urban

4.Don't know [DO NOT READ]

5.Refused [DO NOT READ]

Q: d9 *****

Was your household's TOTAL income in 2006 more or less than \$50,000?

1.More

2.Less

3.Don't Know [DO NOT READ]

4.Refused [DO NOT READ]

IF (d9 = 1) SKIP TO d11

IF (d9 = 3) SKIP TO d13

IF (d9 = 4) SKIP TO d13

Q: d10 *****

Was it more or less than \$25,000?

1.More

2.Less

3.Don't Know [DO NOT READ]

4.Refused [DO NOT READ]

IF (d10 = 1) SKIP TO d13

IF (d10 = 2) SKIP TO d13

IF (d10 = 3) SKIP TO d13

IF (d10 = 4) SKIP TO d13

Q: d11 *****
Was it more or less than \$65,000?

- 1.More
- 2.Less
- 3.Don't Know [DO NOT READ]
- 4.Refused [DO NOT READ]

IF (d11 = 2) SKIPTO d13
IF (d11 = 3) SKIPTO d13
IF (d11 = 4) SKIPTO d13

Q: d12 *****
Was it more or less than \$100,000?

- 1.More
- 2.Less
- 3.Don't Know [DO NOT READ]
- 4.Refused [DO NOT READ]

Q: d13 *****
[INTERVIEWER: CODE GENDER. ONLY ASK QUESTION IF GENDER IS NOT DISCERNABLE FROM PARTICIPANT'S VOICE AND CONVERSATION]

And finally, please state your gender?

- 1.Male
- 2.Female
- 3.Don't Know [DO NOT READ]
- 4.Refused [DO NOT READ]

[INTERVIEWER: IF REFUSAL, KEY BEST GUESS AS MALE OR FEMALE]

Q: q118 *****
That was my final question. Thank you for your time.

[INTERVIEWER: END CALL, PRESS 1 TO CONTINUE]

Q: q119 *****
[INTERVIEWER: PLEASE RECORD PHONE NUMBER FROM CALL SHEET]
Phone number:

[INTERVIEWER: PRESS ENTER TO CONTINUE]

Q: q120 *****
[INTERVIEWER: PLEASE TYPE YOUR FIRST AND LAST INITIALS]
Initials:

[INTERVIEWER: PRESS ENTER TO CONTINUE]

Q: End *****
Respondent number: has been saved to the disk.

[INTERVIEWER: PRESS 1 TO END SURVEY]

Q: End2 *****