Consumer Survey

Montgomery County Farm to Community Planning Project

Survey Administration Site \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Survey Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Survey Administered By \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**RECRUITMENT SCRIPT:**

Hello. Can I ask you a few questions about eating, gardening, growing, and selling food? It will take about 10 minutes. This survey is voluntary, and your responses are not connected in any way to your benefits or health care. Your responses will be kept confidential. This means that your responses will NOT be shared with ANYONE outside the study INCLUDING the Department of Health NOR the Department of Social Services.

This survey is a part of a larger study about how local foods can be made better available to more residents of Montgomery County while supporting regional farmers at the same time. It’s funded by the USDA and Southern SARE and administered by Virginia Tech and the Friends of the Farmers Market, which is based in Blacksburg, VA. If you have additional questions or comments, you can contact the farmers market through email or phone ([bbfarmersmarket@gmail.com](mailto:bbfarmersmarket@gmail.com) and 540.239.8290) or Virginia Tech IRB at 540.231.4991.

**AFTER PARTICIPANT AGREES TO PARTICIPATE:**

Are you over the age of 18? (IF YES, CONTINUE. IF NO, THANK THEM FOR THEIR TIME BUT THEY CANNOT PARTICIPATE IN THE SURVEY). Thank you for agreeing to participate in this survey. We value your opinion. I’m going to ask you three sets of questions. The first set is about the foods you eat and where you get them. The second set is about gardening, growing, and selling food. The last set of questions is just to get basic information. Also, whenever a question uses the word “local,” for the purpose of this survey, local will mean it’s grown or produced within 50 miles of the county’s borders.

Are you ready to start?

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| **Current Consumption** |
| **1. Where do you obtain or buy most of your fresh fruits and vegetables? Second most? Third most?** (SURVEYOR: Place “1” on the line next to most, “2” next to the second most, and “3” next to third most. If they inquire about seasonality, ask where they buy the most during peak season).  \_\_\_ Large Chain Food Store (Walmart, Kroger) \_\_\_ Grow at Home or in a Community Garden \_\_\_ Friend or Family Member \_\_\_ Convenience Store or Gas Station Store \_\_\_ Food Pantry \_\_\_ Roadside Stand  \_\_\_ Dollar Store \_\_\_ Community Supported Agriculture (CSA) or Work Exchange  \_\_\_ Farmers Market \_\_\_ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_ Small/Independent Grocery Store (Eats, Wades, etc)  **1.a.** (IF YES – OMIT QUESTION IF FOOD PANTRY IS #1 LOCATION) **Why do you obtain most of your fruits and vegetables food from the #1 location?**    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **2. How often do you eat or cook with fresh (not canned or frozen) fruits and vegetables?** (SURVEYOR: Read options)  a. Every or Most Meals  c. Half of My Meals  d. A Quarter of My Meals  e. Occasional Meals  f. Rarely or None of My Meals  **For the next few questions, I’d like to know how strongly you agree or disagree with the statement I’ll read. The first statement is:**  **3. There are enough local fruits and vegetables where I usually shop. Do you…**   1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree   **4. I know how to cook with fresh fruits and vegetables. Do you…**   1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree   **5. I can easily find or use my own transportation when I buy or obtain fruits and vegetables. Do you…**   1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree     **6. How do you currently travel to obtain your food or groceries?**  \_\_\_ Own Vehicle \_\_\_ Public Transportation \_\_\_ Taxi  \_\_\_ Borrowed Vehicle \_\_\_ Walk \_\_\_ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_ Carpool/Friend \_\_\_ Bike    **7. Do you eat any foods that are grown or raised locally? This could be something from a neighbor, family member, or**  **your own garden.** YES / NO / NOT SURE  **7.a. (IF YES) What types of local foods you eat?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **7.b. (IF YES) Where do you buy or obtain those foods most of the time?**  \_\_\_ Large Chain Food Store (Walmart, Kroger) \_\_\_ Grow at Home or in a Community Garden \_\_\_ Friend or Family Member \_\_\_ Convenience Store or Gas Station Store \_\_\_ Food Pantry \_\_\_ Roadside Stand  \_\_\_ Dollar Store \_\_\_ Community Supported Agriculture (CSA) or Work Exchange  \_\_\_ Farmers Market \_\_\_ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_ Small/Independent Grocery Store (Eats, Wades, etc)  **Tell me again how strongly you agree or disagree with the statements I read.**  **8. Locally-grown or raised food is of better quality than other foods. Do you…**   1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree   **9. It’s important that my food has not been sprayed with chemicals. Do you…**   1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree   **10. A farmers market in my community would increase the amount of fresh fruits and vegetables I eat. Do you…**   1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree   **11. I have enough information on the prices, times, and locations of farmers markets. Do you…**   1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree   **12. What is the BEST way for you to get information about food prices, food stores, and farmers markets? (Check all that apply):**  \_\_\_ Local television news \_\_\_ Mail  \_\_\_ Local newspaper \_\_\_ Facebook  \_\_\_ Flyers through my child’s school \_\_\_ Email  \_\_\_ Radio \_\_\_ Web/Internet  \_\_\_ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_    **13. Did you know before this survey that SNAP/EBT (formerly called FoodStamps) can be used at the Blacksburg Farmers Market?**  YES / NO  **14. Did you know that the Blacksburg Farmers Market often offers a SNAP matching program which gives you double the amount of SNAP money to buy food there up to $10?** YES / NO |

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| **Gardening and Entrepreneurship** | |
| **Now I’m going to ask you questions about growing your own food and/or starting a business.**  **How strongly do you agree or disagree with this statement?**  **15. I know how to grow my own food. Do you…**   1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree   **16. Farming or growing my own food is part of my family history. Do you…**   1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree   **17. Farming can help Montgomery County’s economy. Do you…**   1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree   **18. Do you have a vegetable garden at home that supplies some of your food** (does NOT incl. community garden)**?** YES / NO  **19. Do you currently participate in a community garden**? YES / NO  **19.a.** (IF YES) **Which one? Where is it located?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **20. I have enough information on community gardens and how to participate. Do you…**   1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree   **Now for the last few questions…**  **How strongly do you agree or disagree with this statement:**  **21. A community garden in my neighborhood would increase the amount of produce I eat. Do you…**   1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree   **22. Where would be a convenient location for a community garden?**  \_\_\_\_ In My Neighborhood \_\_\_\_ At a Social Services or WIC Office  \_\_\_\_ Where I Work \_\_\_\_ At a Food Pantry  \_\_\_\_ At the Nearest Library \_\_\_\_ At My Church  \_\_\_\_ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **23. Are you interested in starting your own food-based business**? **Examples include a catering business, a baking business, a farm business, or preserving jams or jellies for sale.** YES / NO  **Last statement:**  **24. Food business incubators are appearing more frequently across the United States. At these places, people can rent Department of Health-inspected kitchen space to start their own food businesses. A food business incubator would be beneficial to my community. Do you…**   1. Strongly Agree 2. Agree 3. Neutral 4. Disagree 5. Strongly Disagree | |
| **Demographic Information** |  |
| **Now just some basic information questions.**  **Which describes your gender?** \_\_\_\_ Male \_\_\_\_ Female \_\_\_\_ Other  **What is your age range?**   1. 18-24 2. 25-34 3. 35-44 4. 45-54 5. 55-64 6. 65+   **Are you currently in the military or a military veteran?** YES – Current Military / YES – Veteran / NO  **Where is your community or neighborhood?**  Allegheny Springs / Belview / Belmont / Bethel /Blacksburg / Camp Alta Mons / Catawba / Childress / Christiansburg / Ellet / Elliston / Graysontown / Ironto / Lafayette /Longshop / McCoy / Merrimac / Mount Tabor / New Ellet / Pilot / Plum Creek / Price Mountain / Prices Fork / Riner / Rogers / Sugar Grove / Vicker / Warm Hearth / Whitethorne / Yellow Sulfur / Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **What is your zipcode?** \_\_\_\_\_\_\_\_\_\_\_\_  **How many children live in your home?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **What is your household income? We ask this question so we know we are talking to the right audience.**  \_\_\_\_ $0-9,999  \_\_\_\_ $10,000-19,999  \_\_\_\_$20,000-29,999  \_\_\_\_$30,000-39,999  \_\_\_\_$40,000-49,999  \_\_\_\_$50,000-59,999  \_\_\_\_$60,000-69,999  \_\_\_\_$70,000+ | |

**Would you like to add any comments about your personal food history, or any trends you’ve noticed over time in your community related to food stores, farming, or access to healthy food?**

**Can we contact you about participating in a group discussion about your ideas and concerns about buying food and growing food in Montgomery County? It will take place in late spring or early summer and be approximately 1 hour in length.** (IF YES) **May I have the best way to contact you?** (RECORD THIS INFORMATION ON CONTACT SHEET).

**Thank you very much for participating in the survey. We really appreciate your time and opinions.**