Lauer Johnson Research
(202) 631-7723

Interviewer: _____

Respondent's Phone Number: _____

W.K. Kellogg Foundation

Date: _____

April 2012

Form:

Form A	51%
Form B	49

RECORD FROM SAMPLE:

Region:

Northeast	19%
Midwest	23
South	36
West	21

1. State: _____

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2. All in all, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the way things are going in the country these days?

Very satisfied	6%
Somewhat satisfied	24
Somewhat dissatisfied	35
Very dissatisfied	26
Not sure	10

3. Would you say you know a lot, a little, not too much, or nothing at all about where the fresh fruits and vegetables you buy come from?

A lot	23%
A little	40
Not too much	25
Nothing at all	11
Not sure	1

4. Is the nearest place to your home where you can buy fresh fruits and vegetables within walking distance, is it a short drive or ride away, or is it a long drive or ride for you to get fresh produce?

Walking distance	20%
Short drive	69
Long drive	10
Not sure	1

Here is a list of places where people get fresh fruit and vegetables. Please tell me if your have acquired produce from that type of place in the past year or so. **(RANDOM START)**

		Yes	No	Not sure
5.	Grocery store	95%	5%	-%
6.	A box delivered to your home weekly by a local farmer	5	94	-
7.	Your own garden or farm	45	55	-
8.	Convenience store	23	76	1
9.	Farmer's market or farm stand	70	30	1
10.	A big box super store like Target or Wal-mart	56	44	-

11. Thinking about that list again, which one do you use most often to get fresh fruits and vegetables? **(IF NEEDED, READ LIST WITH RANDOM START) (ACCEPT ONLY ONE RESPONSE)**

Grocery store	71%
A box delivered to your home	2
Your own garden or farm	6
Convenience store	-
Farmer's market or farm stand	14
Big box super store	7
Other (Vol.)	1
Not sure	-

12. Have you heard a great deal, some, not too much, or nothing at all about recent efforts to increase the availability of fresh fruits and vegetables for everyone in the United States?

Great deal	13%
Some	28
Not too much	27
Nothing at all	30
Not sure	3

13. Regardless of how you just answered, do you think it is very important, somewhat important, not too important, or not at all important to make sure all Americans have equal access to fresh fruits and vegetables?

Very important	68%
Somewhat important	25
Not too important	4
Not at all important	2
Not sure	1

Here are some words and phrases that might be used to describe fresh fruits and vegetables. For each, please tell me if it is very important, somewhat important, not too important, or not at all important to you that the fresh produce you purchase have that quality. **(RANDOM START)**

	Very Important	Somewhat Important	Not too Important	Not at all Important	Not Sure
14. Healthy	97%	2%	-%	-%	-%
15. Affordable	83	14	2	1	-
16. **A.** Grown in an environmentally friendly way	64	22	9	2	2
17. **B.** Organic	34	30	19	14	3
18. Harvested by someone who is paid a fair wage	60	28	7	3	2
19. Grown in your region rather than trucked in from thousands of miles away	64	25	7	3	1

Please tell me whether you strongly agree, partly agree, partly disagree, or strongly disagree with each of the following statements. **(RANDOM START)**

	Strongly Agree	Partly Agree	Partly Disagree	Strongly Disagree	Not Sure
20. I eat more whole grains and fresh fruits and vegetables now than I did five years ago.	68%	19%	7%	6%	1%
21. According to recent data, the average household spends 35 dollars per month on fresh fruits and vegetables. Knowing that, I would be willing to spend one dollar and fifty cents more per month on produce if paying more guaranteed a fair wage for those farm workers picking the produce.	60	28	6	4	2
22. I would be willing to pay more for fresh fruits and vegetables if I knew the additional money I was spending stayed in my community.	67	21	5	4	3
23. Washington, DC should shift its support more toward smaller, local fruit and and vegetable farmers and away from large farm businesses.	60	23	6	5	6
24. Washington, DC should provide more incentives to encourage the creation of new businesses that sell, process, and distribute locally produced healthy food.	62	21	6	6	5
25. **A.** The community should play a role in ensuring local fresh food is accessible to local residents.	67	22	4	2	4
26. **B.** State and local officials should play a role in ensuring local fresh food is accessible to local residents.	63	23	5	5	4
27. Washington, DC needs to do more to increase access to locally produced fresh food in communities throughout the country.	62	19	6	7	5

28. There are many programs across the country in California, Maryland, Michigan, and New York that are helping increase access to fresh fruits and vegetables in low income communities. I'd like to tell you about the program in Michigan that supports both low income families and Michigan farmers. The Double Up Food Bucks program uses funds raised from foundations and corporations to double the value of SNAP or food stamp benefits when they are used at farmer's markets. In other words, ten dollars in SNAP benefits will buy twenty dollars in fresh produce at a Michigan farmer's market. This allows low income families in Michigan to buy more healthy food and increases the demand for Michigan grown produce. After hearing this, do you strongly support, partly support, partly oppose, or strongly oppose the Double Up Food Bucks program?

Strongly support	46%
Partly support	35
Partly oppose	5
Strongly oppose	4
Not sure	10

29. Regardless of how you just answered, would you support or oppose a similar program at the national level that would help U.S. farmers and give low income families nationwide better access to fresh fruits and vegetables?

Support	75%
Oppose	13
Not sure	11

FINALLY, I'D LIKE TO ASK YOU A FEW QUESTIONS FOR COMPARISON PURPOSES ONLY

30. What is your age? **(READ LIST IF NECESSARY)**

18-24	10%
25-34	18
35-49	27
50-64	27
65 and over	17
Refused	2

31. What is the last grade of school you completed? **(READ LIST IF NECESSARY)**

Some high school or less	13%
High school/Voc./Tech graduate	34
Some college/2-year grad.	22
4-year college graduate	18
Postgraduate work or degree	11
Refused	2

32. Would you describe where you live as urban, suburban, or rural?

Urban	24%
Suburban	46
Rural	26
Not sure	3

33. Is your primary way of getting around a vehicle you own or lease, public transportation, or walking?

Car	85%
Public transportation	6
Walking	3
Other (Vol.)	5
Not sure/Refused	1

34. Do you, or does anyone in your household earn any part of your income from farming?

Yes	8%
No	90
Not sure	2

35. Are you of Hispanic descent or not?

Yes, Hispanic	13%
No, not Hispanic	75
Refused	12

36. What is your race – are you White, Black, Asian or of some other race?

White	72%
Black	12
Asian	3
Other	3
Hispanic (Vol.)	6
Refused	5

37. If you were asked to say which economic class you belong to, would you say you consider yourself: **(READ LIST IN ORDER)**...

Upper class	3%
Upper middle class	12
Middle class	42
Working class	28
OR	
Lower class?	11
(DON'T READ)	
Other (Vol.)	-
Not sure/Refused	5

38. And finally, for verification purposes, could you please tell me the state in which you currently live?

_____

THANK YOU. YOU HAVE BEEN MOST HELPFUL.

THIS INFORMATION IS TO BE RECORDED AFTER THE INTERVIEW IS COMPLETED

39. Respondent's Sex:

Male	49%
Female	51