**The effects of information about price anchoring:**

**Evidence from a choice experiment**

**Online Appendix: Survey Questionnaire**

Please use the following definitions for this survey:

**Organic:** The product meets the USDA federal requirements and is Certified Organic. Organic farming must demonstrate the protection of natural resources, conservation of biodiversity, and use of only approved substances (including pesticides).

**Conventional:** The product is produced with farming methods that use chemical fertilizers and pesticides.

**Section 1. Respondent Perceptions and Current Purchasing Behavior**

1. How often does your household purchase fresh produce from a grocery store?
   1. Never
   2. Once a month of less
   3. 2-3 times a month
   4. Weekly
   5. 2-3 times a week
   6. Daily
2. Do you/have you ever grown produce in your own personal garden or in a community garden?
   1. Yes
   2. No
3. On a scale from 1-10, with 10 best the most, how knowledgeable do you think you are about **organically grown fresh produce**?
4. Please indicate below how you would compare fresh produce (fruits and vegetables) that is **organically grown** to fresh produce that is **conventionally grown** for the following characteristics (For example, you find the freshness of organic food is what compared to conventionally grown foods):

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Inferior | Somewhat inferior | About the same | Somewhat superior | Superior | Not sure |
| Freshness |  |  |  |  |  |  |
| Quality (taste) |  |  |  |  |  |  |
| Nutritional Value |  |  |  |  |  |  |
| Food safety |  |  |  |  |  |  |
| Availability |  |  |  |  |  |  |
| Appearance |  |  |  |  |  |  |
| Produced without chemicals or pesticides |  |  |  |  |  |  |
| Reduction of potential food-borne illness |  |  |  |  |  |  |
| Reduction of potential long-term health issues |  |  |  |  |  |  |

1. Have you purchased any organically grown fresh produce in the past 12 months?
   1. Yes
   2. No
2. How often do you purchase organic fresh produce in the past 12 months?
   1. Once a month or less
   2. 2-3 times a month
   3. Weekly
   4. 2-3 times a week
   5. Daily
3. What are your reasons for purchasing organically grown produce? (Check all that apply)
   1. Healthy eating
   2. Quality of the produce
   3. Support local farms
   4. Knowing the farmers
   5. Sense of community
   6. Food safety concerns
   7. Environmental quality concerns
   8. Other \_\_\_\_\_\_\_\_\_\_\_\_\_
4. What is the biggest reason that you have not tried organically grown fresh fruits and vegetables?
   1. Price
   2. Farm stand/Farmers Markets hours of operation
   3. Variety/Choice of fresh produce
   4. Do not know about farms/farmers markets in my area
   5. Other \_\_\_\_\_\_\_\_\_\_\_\_\_
5. On a scale from 1-10, with 10 best the most, how knowledgeable do you think you are about **locally grown fresh produce**?
6. For fresh fruits and vegetables, indicate if you consider the following production locations to be “local”, “regional” (but not local), or “Neither”:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Local | Regional | Neither |
| Grown within a 50 mile radius of my home |  |  |  |
| Grown within a 100 mile radius of my home |  |  |  |
| Grown within a 300 mile radius of my home |  |  |  |
| Grown within a 500 mile radius of my home |  |  |  |
| Grown in my county |  |  |  |
| Grown in my state |  |  |  |
| Grown in the United States |  |  |  |

1. Please click on the level of agreement for **EACH** of the following statements about locally grown fresh produce (Here defined as grown within a 50-mile radius of your household).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Disagree | Neutral | Agree | Strongly Agree | Don’t Know |
| Locally grown fresh produce has more nutritional value than non-local produce. |  |  |  |  |  |  |
| Promoting locally grown fresh produce enhances social interactions and a sense of community. |  |  |  |  |  |  |
| Promoting locally grown fresh produce stimulates the local economy. |  |  |  |  |  |  |
| Locally grown fresh produce is safer (less risk of food allergy and pesticide exposure). |  |  |  |  |  |  |
| Growing fresh produce locally is less environmentally damaging than non-locally grown produce. |  |  |  |  |  |  |

1. Please indicate below how you would compare fresh produce (fruits and vegetables) that is **locally grown** to fresh produce that is **non-locally grown** for the following characteristics:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Inferior | Somewhat inferior | About the same | Somewhat superior | Superior | Not sure |
| Freshness |  |  |  |  |  |  |
| Quality (taste) |  |  |  |  |  |  |
| Nutritional Value |  |  |  |  |  |  |
| Food safety |  |  |  |  |  |  |
| Availability |  |  |  |  |  |  |
| Appearance |  |  |  |  |  |  |
| Produced without chemicals or pesticides |  |  |  |  |  |  |
| Reduction of potential food-borne illness |  |  |  |  |  |  |
| Reduction of potential long-term health issues |  |  |  |  |  |  |

1. When you are shopping for fresh produce, how important is it to you that the produce:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not Important | Somewhat Important | Important | Very Important | Not Considered |
| Is locally grown? |  |  |  |  |  |
| Is organically grown? |  |  |  |  |  |
| Is grown in this country? |  |  |  |  |  |
| Is grown with pesticides? |  |  |  |  |  |
| Supports the local economy? |  |  |  |  |  |
| Supports maintaining local farmland? |  |  |  |  |  |

1. Do you purchase **locally grown** foods during the winter months from supermarkets, heated greenhouses, winter farmers markets, etc?
   1. Yes
   2. No
2. Have you purchased any **locally grown** fresh produce in the past 12 months?
   1. Yes
   2. No
3. Over the past 12 months, how often have you purchased **local fresh foods** in your household?
   1. Once a month or less
   2. 2-3 times a month
   3. Weekly
   4. 2-3 times a week
   5. Daily
4. In the past 12 months, about what percentage of the **local** food came from the following vendors over the last 12 months:
   1. Supermarket (e.g. Market Basket, Shaws): \_\_\_\_\_
   2. Supercenter (e.g. Wal-Mart, Target): \_\_\_\_\_
   3. Health/Natural Supermarket (e.g. Whole Foods, Fresh Market): \_\_\_\_\_
   4. Farmers Markets: \_\_\_\_\_
   5. Direct from producers (e.g. Farm Stand, Community Supported Agriculture (CSA)): \_\_\_\_\_
   6. Corner/Convenience Store: \_\_\_\_\_
   7. Home or Community Garden: \_\_\_\_\_
   8. Neighbor’s garden: \_\_\_\_\_
5. In the past 12 months, what were your reasons for purchasing **local** produce? (Please check all the apply)
   1. Healthy eating
   2. Quality of the produce
   3. Support local farms
   4. Knowing the farmers
   5. Sense of community
   6. Food safety concerns
   7. Environmental quality concerns
   8. Other \_\_\_\_\_\_\_\_\_\_\_\_\_
6. What is the main reason that you have not tried **locally grown** fresh fruits and vegetables?
   1. Price
   2. Farm Stand/Farmers Markets hours of operation
   3. Variety/Choice of fresh produce
   4. Do not know about farms/farmers markets in my area
   5. Other \_\_\_\_\_\_\_\_\_\_\_\_\_
7. Rank the products in order from 1 (most) – 7 (least) of what you would be likely to buy **locally.**
   1. Tomatoes
   2. Cucumbers
   3. Carrots
   4. Snap peas
   5. Green beans
   6. Strawberries
   7. Greens
8. If there is produce not listed in Question 14 that you would prefer to purchase locally, please list it here: \_\_\_\_\_\_\_\_\_\_\_\_\_
9. Which of the following would most likely increase your likelihood of trying a new fruit or vegetable when buying from a local source? (Check all that apply)
   1. Recipe cards
   2. Taste test stations
   3. Mixed bags or bundles of produce
   4. Discounted specials
   5. Other \_\_\_\_\_\_\_\_\_\_\_
10. What are the best ways to supply you with information about local vendors? (Check all that apply)
    1. Newspapaer ads
    2. Social media
    3. Email newsletter
    4. Road signs
    5. Town websites
    6. Local event calendars
    7. Word of mouth
    8. Other \_\_\_\_\_\_\_\_\_\_\_\_\_
11. Approximately what **percentage** of your total weekly grocery food budget is spent on **all fresh produce**? \_\_\_\_\_\_\_\_\_\_\_\_\_
12. Of your dollars spent on fresh produce, about what percentage of that is spent on:
    1. Local produce: \_\_\_\_\_\_\_\_\_\_\_\_\_\_
    2. Organic produce: \_\_\_\_\_\_\_\_\_\_\_\_\_

**Section B. Choice Experiment Valuation**

Instructions: In this section of the survey you will be shown a set of hypothetical scenarios, each of which will ask you to compare and choose between 2 different tomatoes, of varying characteristics. These charateristics include its growing origins (i.e. local or non-local), whether it is organic or not, it’s appearance (i.e. whether it has blemishes or not), where it was purchased from (i.e. the local farmers market or the supermarket, and finally the price. Please choose your preferred tomato from each of the choice.  If you prefer neither bundle, select neither; and provide an explanation why.

Please consider “Locally grown” to mean that the product was grown within 50 miles from where it is purchased.

[Information Intervention] *Experience from previous similar surveys is that in uncertain and hypothetical situations, people often base their responses to questions on easily accessible information. That is, people often anchor their preferences for something based on the first piece of information they see, even though this information might be contrary to their actions in a similar, non-hypothetical situation. Throughout the following section, keep in mind that the price presented for each bundle does not necessarily reflect the actual value you might see in a marketplace. And more importantly, do not consider the proposed bundle prices as the “true” value of the bundle, particularly as they relate to your preferences for the vegetables.*

We will start each produce section by asking what you normally buy followed by the 6 bundle scenarios.

1. If and/or when purchasing fresh tomatoes, you would generally:

|  |  |  |
| --- | --- | --- |
|  | Yes | No |
| Buy locally grown |  |  |
| Buy organically grown |  |  |
| Avoid blemishes |  |  |
| Buy directly from the farmer |  |  |

1. If and/or when purchasing fresh tomatoes, you would generally pay:
   1. $0.01 - $1.00 / lb.
   2. $1.01 - $2.00 / lb
   3. $2.01 - $3.00 / lb
   4. $3.01 - $4.00 / lb
   5. $4.01 - $5.00 / lb
   6. More than $5.00 / lb
   7. I Do Not Buy Tomatoes
   8. I Do Not Know
2. Please chose the bundle you would most prefer if purchasing fresh tomatoes:

|  |  |
| --- | --- |
| Bundle A | Bundle B |
| Non-Locally grown | Locally grown |
| Certified Organically grown | Conventionally grown |
| Purchased directly from the farmer (e.g. farmers market) | Purchased directly from the farmer (e.g. farmers market) |
| Some blemishes or other irregularities | No blemishes or other irregularities |
| $1.99/lb. | $1.15/lb. |

1. Bundle A
2. Bundle B
3. Neither (prefer to stay with your current practice)
4. Please chose the bundle you would most prefer if purchasing fresh tomatoes:

|  |  |
| --- | --- |
| Bundle C | Bundle D |
| Locally grown | Non-Locally grown |
| Certified organically grown | Certified Organically grown |
| Purchased indirectly from the farmer (e.g. grocery store) | Purchased indirectly from the farmer (e.g. grocery store) |
| Some blemishes or other irregularities | No blemishes or other irregularities |
| $4.49/lb. | $0.91/lb. |

1. Bundle C
2. Bundle D
3. Neither (prefer to stay with your current practice)
4. If you chose he neither option above, what are the reasons? (Chose all the apply)
   1. I do not believe locally grown produce is genuine. It is hard to certify
   2. I’m satisfied with non-locally grown produce
   3. It is less productive to grow everything locally
   4. Growing produce locally has unpredictable impacts on the environment
   5. There is less variety if produce is grown locally
   6. The comparison is too complex
   7. Other \_\_\_\_\_\_\_\_\_\_\_

**Section C. Respondent Demographics**

1. In what year were you born (in YYYY format)? \_\_\_\_\_\_\_\_\_\_
2. What is the highest level of education you have completed?
   1. Did not graduate high school
   2. High school graduate/GED
   3. Some college education
   4. 4-year college degree
   5. Graduate degree
3. Including yourself, how many individuals live in your household? \_\_\_\_\_\_\_\_\_\_\_
4. How many people living in your household are under 18? \_\_\_\_\_\_\_\_\_\_\_
5. What is your zip code? \_\_\_\_\_\_\_\_\_\_\_
6. Which of the following best describes your current employment situation?
   1. Employed full time
   2. Employed part time
   3. Self-employed
   4. Unemployed
   5. Retired
   6. Student
   7. Home care
7. What was the total income of your household (before taxes) last year?
   1. Less than $15,000
   2. $15,000 - $29,999
   3. $30,000 - $44,999
   4. $45,000 - $59,999
   5. $60,000 - $74,999
   6. $75,000 - $89,999
   7. $90,000 - $104,999
   8. $105,000 and over
8. Are you aware of the SNAP program?
   1. Yes
   2. No
9. Are you a participant in the SNAP program?
   1. Yes
   2. No
10. How many years have you lived at your current location? \_\_\_\_\_\_\_\_\_\_\_