Results from 2016 research survey on consumption of local produce in Virginia
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Introduction
There appears to be a lack of published research study data on consumer motivations for purchasing local produce in Virginia. Additionally, the level of consumer awareness of labels such as “local,” “pesticide-free,” “certified organic,” “grown in Virginia,” or “superfood,” and the influence such labels have on purchasing decisions in Virginia has not been previously researched. The purpose of this extension information bulletin is provide Virginia Cooperative Extension educators with relevant study graphics and tables that can be used in posters, slide presentations, and written communications to inform Virginia food producers regarding local food data that may enhance local food sales through improved product labeling or market outlet placement in Virginia communities. The authors believe the data as presented permits the reader to draw logical conclusions regarding consumer motivations for purchasing local produce in Virginia.

Study Distribution
In order to assess the consumption of local produce in Virginia, an online survey was conducted from June 13, 2016 until June 30, 2016. To disseminate the survey statewide, an online survey web link and email request was sent to Virginia Cooperative Extension personnel utilizing the Virginia Cooperative Extension list serve. Within the email request, the study researchers requested assistance in distributing the survey to clientele of Virginia Cooperative Extension.

Study Response Results
A total of 655 responses were recorded. However, respondents were not required to answer each question in order to complete the survey. Respondents had the choice to answer all or some of the questions. The following survey results reflect the total number of responses recorded for each survey question asked. Data collection and analysis was performed utilizing Qualtrics® analytical software.

Study Respondent Characteristics

Figure 1. Gender and age by response count
Figure 2. Gender and education by percentage

Male:
- 1% Other
- 5% Some
- 17% High School
- 47% Some College
- 29% College Degree
- 7% Graduate Degree

Female:
- 2% Other
- 7% Some
- 12% High School
- 42% Some College
- 36% College Degree
- 3% Graduate Degree

Legend:
- All Others
- Some
- High School
- Some College
- College Degree
- Graduate Degree

Other, please specify:

Figure 3. Cultural heritage by response count

<table>
<thead>
<tr>
<th>Heritage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>51</td>
</tr>
<tr>
<td>African born</td>
<td></td>
</tr>
<tr>
<td>Alaska Native</td>
<td></td>
</tr>
<tr>
<td>Native American</td>
<td>4</td>
</tr>
<tr>
<td>Asian</td>
<td>7</td>
</tr>
<tr>
<td>Caucasian</td>
<td>438</td>
</tr>
<tr>
<td>Latino</td>
<td>9</td>
</tr>
<tr>
<td>Middle Eastern</td>
<td>1</td>
</tr>
<tr>
<td>Native Hawaiian</td>
<td>1</td>
</tr>
<tr>
<td>Other, please specify</td>
<td>19</td>
</tr>
</tbody>
</table>
Table 1. Number of people residing in a household by cultural heritage (N=537)

<table>
<thead>
<tr>
<th>Cultural Heritage</th>
<th>One</th>
<th>Two</th>
<th>Three</th>
<th>Four</th>
<th>Five</th>
<th>Six or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>8</td>
<td>21</td>
<td>7</td>
<td>11</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>African born</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alaska Native</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Native American</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Asian</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Caucasian</td>
<td>70</td>
<td>236</td>
<td>58</td>
<td>56</td>
<td>17</td>
<td>8</td>
</tr>
<tr>
<td>Latino</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Middle Eastern</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Native Hawaiian</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>11</td>
<td>1</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 2. Income and household size (N=507)

<table>
<thead>
<tr>
<th>Income</th>
<th>One</th>
<th>Two</th>
<th>Three</th>
<th>Four</th>
<th>Five</th>
<th>Six or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $20,000</td>
<td>9</td>
<td>10</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>$20,000-$39,999</td>
<td>28</td>
<td>18</td>
<td>6</td>
<td>6</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>$40,000-$59,999</td>
<td>28</td>
<td>39</td>
<td>11</td>
<td>6</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>$60,000-$79,999</td>
<td>6</td>
<td>40</td>
<td>17</td>
<td>6</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>$80,000-$99,999</td>
<td>4</td>
<td>50</td>
<td>10</td>
<td>15</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>6</td>
<td>101</td>
<td>18</td>
<td>40</td>
<td>9</td>
<td>2</td>
</tr>
</tbody>
</table>

Travel distance related data

From the study findings, the majority of females and males typically travel less than 11 miles to purchase fresh produce in Virginia (Table 3a). It appears that the older consumers become, the less distance they travel to purchase fresh produce (Table 3b). Interestingly, the majority of respondents with earned income of $100,000 or more, traveled less than 11 miles to purchase fresh produce (Table 3c). Various cultural backgrounds are depicted in Table 3d.revealing preferred travel distances less than 21 miles for the majority of Caucasian and African American respondents.

Table 3a. Miles traveled to purchase fresh produce by gender (N=540)

<table>
<thead>
<tr>
<th>Gender</th>
<th>0-10</th>
<th>11-20</th>
<th>21-30</th>
<th>31-40</th>
<th>41-50</th>
<th>51 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>83</td>
<td>24</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Female</td>
<td>294</td>
<td>82</td>
<td>24</td>
<td>16</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>
Table 3b. Miles traveled to purchase fresh produce by age (N=538)

<table>
<thead>
<tr>
<th>Age</th>
<th>0-10</th>
<th>11-20</th>
<th>21-30</th>
<th>31-40</th>
<th>41-50</th>
<th>51 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>9</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>25-44</td>
<td>83</td>
<td>26</td>
<td>8</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>45-64</td>
<td>192</td>
<td>52</td>
<td>16</td>
<td>13</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>65 and above</td>
<td>90</td>
<td>27</td>
<td>5</td>
<td>5</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 3c. Miles traveled to purchase fresh produce by income (N=509)

<table>
<thead>
<tr>
<th>Income</th>
<th>0-10</th>
<th>11-20</th>
<th>21-30</th>
<th>31-40</th>
<th>41-50</th>
<th>51 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $20,000</td>
<td>14</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>$20,000-$39,999</td>
<td>42</td>
<td>11</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>$40,000-$59,999</td>
<td>66</td>
<td>16</td>
<td>7</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>$60,000-$79,999</td>
<td>40</td>
<td>19</td>
<td>8</td>
<td>5</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>$80,000-$99,999</td>
<td>62</td>
<td>16</td>
<td>3</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>130</td>
<td>33</td>
<td>3</td>
<td>6</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 3d. Miles traveled to purchase fresh produce by cultural heritage (N=531)

<table>
<thead>
<tr>
<th>Cultural Heritage</th>
<th>0-10</th>
<th>11-20</th>
<th>21-30</th>
<th>31-40</th>
<th>41-50</th>
<th>51 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>39</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>African born</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Alaska Native</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Native American</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Asian</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Caucasian</td>
<td>303</td>
<td>88</td>
<td>23</td>
<td>17</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Latino</td>
<td>6</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Middle Eastern</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Native Hawaiian</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>11</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

Food dollars spent per month data
From the study findings in Table 4a, the majority of females spent $101-300 per month on food (N = 145) and $301-500 monthly (N = 162). The majority of male respondents spent $101-300 per month on food (N = 48) and $301-500 monthly (N = 39). Additional study findings related to food dollars spent monthly by income, age, and cultural income are depicted in this section.
Table 4a. Dollars spent per month on food by gender (N=536)

<table>
<thead>
<tr>
<th>Gender</th>
<th>$0-100</th>
<th>$101-300</th>
<th>$301-500</th>
<th>$501-800</th>
<th>$801-1000</th>
<th>$1001-3000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>4</td>
<td>48</td>
<td>39</td>
<td>13</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>Female</td>
<td>14</td>
<td>145</td>
<td>162</td>
<td>72</td>
<td>22</td>
<td>6</td>
</tr>
</tbody>
</table>

Table 4b. Dollars spent per month on food by income (N=528)

<table>
<thead>
<tr>
<th>Income</th>
<th>$0-100</th>
<th>$101-300</th>
<th>$301-500</th>
<th>$501-800</th>
<th>$801-1000</th>
<th>$1001-3000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $20,000</td>
<td>3</td>
<td>11</td>
<td>6</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>$20,000-$39,999</td>
<td>3</td>
<td>38</td>
<td>15</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>$40,000-$59,999</td>
<td>7</td>
<td>40</td>
<td>34</td>
<td>6</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>$60,000-$79,999</td>
<td>1</td>
<td>26</td>
<td>31</td>
<td>13</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>$80,000-$99,999</td>
<td>1</td>
<td>24</td>
<td>40</td>
<td>14</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>1</td>
<td>39</td>
<td>66</td>
<td>42</td>
<td>18</td>
<td>9</td>
</tr>
</tbody>
</table>

Table 4c. Dollars spent per month on food by age (N=534)

<table>
<thead>
<tr>
<th>Age</th>
<th>$0-100</th>
<th>$101-300</th>
<th>$301-500</th>
<th>$501-800</th>
<th>$801-1000</th>
<th>$1001-3000</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>25-44</td>
<td>2</td>
<td>37</td>
<td>47</td>
<td>18</td>
<td>11</td>
<td>7</td>
</tr>
<tr>
<td>45-64</td>
<td>7</td>
<td>95</td>
<td>113</td>
<td>44</td>
<td>14</td>
<td>2</td>
</tr>
<tr>
<td>65 and above</td>
<td>7</td>
<td>56</td>
<td>38</td>
<td>21</td>
<td>5</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 4d. Dollars spent per month on food by cultural heritage (N=526)

<table>
<thead>
<tr>
<th>Cultural Heritage</th>
<th>$0-100</th>
<th>$101-300</th>
<th>$301-500</th>
<th>$501-800</th>
<th>$801-1000</th>
<th>$1001-3000</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>2</td>
<td>23</td>
<td>21</td>
<td>4</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>African born</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Alaska Native</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Native American</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Asian</td>
<td>0</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Caucasian</td>
<td>16</td>
<td>150</td>
<td>157</td>
<td>75</td>
<td>27</td>
<td>9</td>
</tr>
<tr>
<td>Latino</td>
<td>1</td>
<td>3</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Middle Eastern</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Native Hawaiian</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>9</td>
<td>8</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Additional study graphics

In the sections to follow, additional study graphics are included that can be used by educators in posters, slide presentations, and written communications to inform Virginia food producers regarding local food data that may enhance local food sales through improved product labeling or market outlet placement in Virginia communities. The appendices section contains a list of tables (Appendix A) and list of figures (Appendix B).
Vegetable consumption demographics

Figure 4a. Vegetable consumption by gender (N=595)

Figure 4b. Vegetable consumption by age (N=536)
Figure 4c. Vegetable consumption by cultural heritage (N=528)
Fruit consumption demographics

Figure 5a. Fruit consumption by gender (N=538)

Figure 5b. Fruit consumption by age (N=538)
Figure 5c. Fruit consumption by cultural heritage (N=528)

- **African American**
  - 12%
  - 18%
  - 20%
  - 61%

- **African born**
  - No data

- **Alaska Native**
  - No data

- **Native American**
  - 28%
  - 76%

- **Asian**
  - 43%
  - 67%

- **Caucasian**
  - 8%
  - 18%
  - 26%
  - 50%

- **Latino**
  - 33%
  - 44%
  - 22%

- **Middle Eastern**
  - 100%

- **Native Hawaiian**
  - 100%

- **Other, please specify**
  - 5%
  - 32%
  - 37%
  - 26%

Legend:
- **All Others**
- **Every Day**
- **4 or more times per week**
- **2-3 times per week**
- **Once per week**
- **Rarely**
- **Never**
Consumer motivation for eating food by demographic categories

Ease of preparation

Figure 6a. It is important that the food I eat each day is easy to prepare by gender

Figure 6b. It is important that the food I eat each day is easy to prepare by age
Figure 6c. It is important that the food I eat each day is easy to prepare by income

- **Less than $20,000**
  - Not at all Important: 27%
  - A little important: 30%
  - Moderately Important: 23%
  - Very Important: 36%

- **$20,000-$39,999**
  - Not at all Important: 14%
  - A little important: 22%
  - Moderately Important: 48%
  - Very Important: 16%

- **$40,000-$59,999**
  - Not at all Important: 3%
  - A little important: 19%
  - Moderately Important: 34%
  - Very Important: 43%

- **$60,000-$79,999**
  - Not at all Important: 1%
  - A little important: 31%
  - Moderately Important: 32%
  - Very Important: 35%

- **$80,000-$99,999**
  - Not at all Important: 4%
  - A little important: 25%
  - Moderately Important: 35%
  - Very Important: 36%

- **$100,000 or more**
  - Not at all Important: 6%
  - A little important: 31%
  - Moderately Important: 24%
  - Very Important: 40%
Figure 6d. It is important that the food I eat each day is easy to prepare by cultural heritage.

- African American: 46%, 34%, 14%, 6%
- African born: No data
- Alaska Native: No data
- Native American: 26%, 30%, 25%, 10%
- Asian: 29%, 14%, 67%
- Caucasian: 32%, 26%, 39%, 4%
- Latino: 44%, 22%, 22%, 11%
- Middle Eastern: 100%
- Native Hawaiian: 100%
- Other, please specify: 37%, 32%, 26%, 6%
Not expensive

Figure 7a. It is important that the food I eat each day is not expensive by gender

![Pie charts showing food importance by gender](image)

- Not at all important
- A little important
- Moderately important
- Very important

Figure 7b. It is important that the food I eat each day is not expensive by age

![Pie charts showing food importance by age](image)

- Not at all important
- A little important
- Moderately important
- Very important
Figure 7c. It is important that the food I eat each day is not expensive by income

- **Less than $20,000**
  - Not at all Important: 27%
  - A little important: 18%
  - Moderately important: 50%
  - Very important: 5%

- **$20,000-$39,999**
  - Not at all Important: 37%
  - A little important: 18%
  - Moderately important: 45%
  - Very important: 0%

- **$40,000-$59,999**
  - Not at all Important: 36%
  - A little important: 14%
  - Moderately important: 50%
  - Very important: 0%

- **$60,000-$79,999**
  - Not at all Important: 31%
  - A little important: 24%
  - Moderately important: 45%
  - Very important: 0%

- **$80,000-$99,999**
  - Not at all Important: 2%
  - A little important: 24%
  - Moderately important: 47%
  - Very important: 27%

- **$100,000 or more**
  - Not at all Important: 17%
  - A little important: 31%
  - Moderately important: 49%
  - Very important: 3%
Figure 7d. It is important that the food I eat each day is not expensive by cultural heritage
Familiarity

Figure 8a. It is important that the food I eat each day is familiar by gender

Figure 8b. It is important that the food I eat each day is familiar by age
Figure 8c. It is important that the food I eat each day is familiar by income

- **Less than $20,000**
  - Not at all Important: 9%
  - A little important: 23%
  - Moderately Important: 27%
  - Very Important: 41%

- **$20,000-$39,999**
  - Not at all Important: 16%
  - A little important: 32%
  - Moderately Important: 41%
  - Very Important: 12%

- **$40,000-$59,999**
  - Not at all Important: 20%
  - A little important: 34%
  - Moderately Important: 16%
  - Very Important: 30%

- **$60,000-$79,999**
  - Not at all Important: 14%
  - A little important: 38%
  - Moderately Important: 22%
  - Very Important: 27%

- **$80,000-$99,999**
  - Not at all Important: 18%
  - A little important: 29%
  - Moderately Important: 20%
  - Very Important: 33%

- **$100,000 or more**
  - Not at all Important: 9%
  - A little important: 34%
  - Moderately Important: 27%
  - Very Important: 30%
Figure 8d. It is important that the food I eat each day is not expensive by cultural heritage.
No additives

Figure 9a. It is important that the food I eat each day contains no additives by gender

Figure 9b. It is important that the food I eat each day contains no additives by age
Figure 9c. It is important that the food I eat each day contains no additives by income

- **Less than $20,000**
  - Not at all Important: 5%
  - A little important: 5%
  - Moderately important: 32%
  - Very Important: 59%

- **$20,000-$39,999**
  - Not at all Important: 3%
  - A little important: 15%
  - Moderately important: 47%
  - Very Important: 34%

- **$40,000-$59,999**
  - Not at all Important: 8%
  - A little important: 17%
  - Moderately important: 42%
  - Very Important: 33%

- **$60,000-$79,999**
  - Not at all Important: 7%
  - A little important: 19%
  - Moderately important: 41%
  - Very Important: 33%

- **$80,000-$99,999**
  - Not at all Important: 5%
  - A little important: 13%
  - Moderately important: 47%
  - Very Important: 35%

- **$100,000 or more**
  - Not at all Important: 6%
  - A little important: 16%
  - Moderately important: 45%
  - Very Important: 34%

Legend:
- Red: Not at all Important
- Purple: A little important
- Blue: Moderately important
- Green: Very Important
Figure 9d. It is important that the food I eat each day contains no additives by cultural heritage.
Nutritious

Figure 10a. It is important that the food I eat each day is nutritious by gender

![Pie charts showing nutritive importance by gender]

Figure 10b. It is important that the food I eat each day is nutritious by age

![Pie charts showing nutritive importance by age]
Figure 10c. It is important that the food I eat each day is nutritious by income.

- Less than $20,000:
  - Very Important: 77%
  - Moderately Important: 23%

- $20,000-$39,999:
  - Very Important: 70%
  - Moderately Important: 23%
  - Not at all Important: 2%

- $40,000-$59,999:
  - Very Important: 63%
  - Moderately Important: 36%
  - A little important: 4%

- $60,000-$79,999:
  - Very Important: 68%
  - Moderately Important: 35%
  - A little important: 3%

- $80,000-$99,999:
  - Very Important: 69%
  - Moderately Important: 27%
  - A little important: 4%

- $100,000 or more:
  - Very Important: 68%
  - Moderately Important: 30%
  - A little important: 3%
Figure 10d. It is important that the food I eat each day is nutritious by cultural heritage
Tastes good

Figure 11a. It is important that the food I eat each day tastes good by gender

![Pie chart showing the percentage of males and females who think their food tastes good.](chart11a)

- Male: 13% Not at all Important, 87% Very Important
- Female: 10% Not at all Important, 90% Very Important

Legend:
- All Others
- Not at all Important
- A little important
- Moderately Important
- Very Important

Figure 11b. It is important that the food I eat each day tastes good by age

![Pie charts showing the percentage of people in different age groups who think their food tastes good.](chart11b)

- 18-24: 10% Not at all Important, 90% Very Important
- 25-44: 13% Not at all Important, 87% Very Important
- 45-64: 9% Not at all Important, 91% Very Important
- 65 and above: 1% Not at all Important, 99% Very Important

Legend:
- All Others
- Not at all Important
- A little important
- Moderately Important
- Very Important
Figure 11c. It is important that the food I eat each day tastes good by income

- Less than $20,000: 86% Very Important, 14% Not at all Important
- $20,000-$39,999: 88% Very Important, 2% Not at all Important
- $40,000-$59,999: 91% Very Important, 1% Not at all Important
- $60,000-$79,999: 91% Very Important, 1% Not at all Important
- $80,000-$99,999: 91% Very Important, 9% Not at all Important
- $100,000 or more: 90% Very Important, 10% Not at all Important
Figure 11d. It is important that the food I eat each day tastes good by cultural heritage
Ease of availability

Figure 12a. It is important that the food I eat each day is easily available in shops and supermarkets by gender

![Pie chart showing food availability by gender.]

Legend:
- Red: Not at all Important
- Purple: A little important
- Blue: Moderately Important
- Green: Very Important

Figure 12b. It is important that the food I eat each day easily available in shops and supermarkets by age

![Pie charts showing food availability by age groups.]

Legend:
- Red: Not at all Important
- Purple: A little important
- Blue: Moderately Important
- Green: Very Important
Figure 12c. It is important that the food I eat each day easily available in shops and supermarkets by income.
Figure 12d. It is important that the food I eat each day easily available in shops and supermarkets by cultural heritage.
Good value

Figure 13a. It is important that the food I eat each day is a good value for the money by gender

Figure 13b. It is important that the food I eat each day a good value for the money by age
Figure 13c. It is important that the food I eat each day a good value for the money by income.
Figure 13d. It is important that the food I eat each day a good value for the money by cultural heritage.
Packaged in an environmentally friendly way

Figure 14a. It is important that the food I eat each day is packaged in an environmentally friendly way by gender

Figure 14b. It is important that the food I eat each day is packaged in an environmentally friendly way by age
Figure 14c. It is important that the food I eat each day is packaged in an environmentally friendly way by income.
Figure 14d. It is important that the food I eat each day is packaged in an environmentally friendly way by cultural heritage.

- African American: 12% Very Important, 36% Moderately Important, 20% A little Important, 33% Not at all Important
- African born: No Data
- Alaska Native: No Data
- Native American: 50% Very Important, 50% Moderately Important
- Asian: 43% Very Important, 29% Moderately Important, 29% A little Important, 9% Not at all Important
- Caucasian: 29% Very Important, 24% Moderately Important, 20% A little Important, 3% Not at all Important
- Latino: 44% Very Important, 33% Moderately Important, 22% A little Important, 1% Not at all Important
- Middle Eastern: 100% Not at all Important
- Native Hawaiian: 100% Not at all Important
- Other, please specify: 32% Very Important, 27% Moderately Important, 11% A little Important, 10% Not at all Important

Legend:
- Red: Not at all important
- Purple: A little important
- Blue: Moderately important
- Green: Very important
From countries approved politically

Figure 15a. It is important that the food I eat each day comes from countries I approve of politically by gender

![Pie chart showing importance by gender]

- Male: Not at all important: 22%, A little important: 21%, Moderately important: 35%, Very important: 22%
- Female: Not at all important: 23%, A little important: 26%, Moderately important: 24%, Very important: 27%

Figure 15b. It is important that the food I eat each day comes from countries I approve of politically by age

![Pie chart showing importance by age]

- 18-24: Not at all important: 19%, A little important: 18%, Moderately important: 34%, Very important: 30%
- 25-44: Not at all important: 19%, A little important: 18%, Moderately important: 34%, Very important: 30%
- 45-64: Not at all important: 22%, A little important: 24%, Moderately important: 27%, Very important: 28%
- 65 and above: Not at all important: 28%, A little important: 28%, Moderately important: 20%, Very important: 24%
Figure 15c. It is important that the food I eat each day comes from countries I approve of politically by income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Not at all Important</th>
<th>A little important</th>
<th>Moderately Important</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $20,000</td>
<td>23%</td>
<td>45%</td>
<td>27%</td>
<td>5%</td>
</tr>
<tr>
<td>$20,000-$39,999</td>
<td>22%</td>
<td>26%</td>
<td>24%</td>
<td>29%</td>
</tr>
<tr>
<td>$40,000-$59,999</td>
<td>14%</td>
<td>26%</td>
<td>32%</td>
<td>28%</td>
</tr>
<tr>
<td>$60,000-$79,999</td>
<td>31%</td>
<td>26%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>$80,000-$99,999</td>
<td>26%</td>
<td>21%</td>
<td>21%</td>
<td>32%</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>21%</td>
<td>29%</td>
<td>25%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Legend:
- Red: Not at all Important
- Purple: A little important
- Blue: Moderately Important
- Green: Very Important
Figure 15d. It is important that the food I eat each day comes from countries I approve of politically by cultural heritage

- African American: 20% Very Important, 36% Moderately Important, 28% A little Important, 16% Not at all Important
- African Born: No Data
- Alaska Native: No Data
- Native American: 32% Very Important, 67% Moderately Important, 1% A little Important, 0% Not at all Important
- Asian: 43% Very Important, 29% Moderately Important, 29% A little Important, 0% Not at all Important
- Caucasian: 26% Very Important, 27% Moderately Important, 27% A little Important, 0% Not at all Important
- Latino: 44% Very Important, 33% Moderately Important, 22% A little Important, 0% Not at all Important
- Middle Eastern: 100% Not at all Important
- Native Hawaiian: 100% Not at all Important
- Other, please specify: 42% Very Important, 42% Moderately Important, 11% A little Important, 6% Not at all Important

Legend: Red = Not at all Important, Purple = A little Important, Blue = Moderately Important, Green = Very Important
Simple cooking

Figure 16a. It is important that the food I eat each day can be cooked very simply by gender

- Male
  - Not at all important: 17%
  - A little important: 4%
  - Moderately important: 33%
  - Very important: 46%
- Female
  - Not at all important: 29%
  - A little important: 20%
  - Moderately important: 22%
  - Very important: 47%

Figure 16b. It is important that the food I eat each day can be cooked very simply by age

- 18-24
  - Not at all important: 30%
  - A little important: 30%
  - Moderately important: 22%
  - Very important: 10%
- 25-44
  - Not at all important: 30%
  - A little important: 32%
  - Moderately important: 22%
  - Very important: 5%
- 45-64
  - Not at all important: 26%
  - A little important: 21%
  - Moderately important: 4%
  - Very important: 45%
- 65 and above
  - Not at all important: 22%
  - A little important: 28%
  - Moderately important: 5%
  - Very important: 46%
Figure 16c. It is important that the food I eat each day can be cooked very simply by income.
Figure 16d. It is important that the food I eat each day can be cooked very simply by cultural heritage.
Weight control

Figure 17a. It is important that the food I eat each day helps me control my weight by gender

Figure 17b. It is important that the food I eat each day helps me control my weight by age
Figure 17c. It is important that the food I eat each day helps me control my weight by income
Figure 17d. It is important that the food I eat each day helps me control my weight by cultural heritage.

- African American: 46%, 28%, 18%, 5%
- African born: No data
- Alaska Native: No data
- Native American: 33%, 62%, 1%
- Asian: 33%, 17%, 17%, 21%
- Caucasian: 33%, 11%, 20%, 42%
- Latino: 33%, 22%, 22%
- Middle Eastern: 100%
- Native Hawaiian: 100%
- Other, please specify: 16%, 19%, 32%, 42%

Colors: Red: Not at all important, Blue: A little important, Light blue: Moderately important, Green: Very important
Coping with stress

Figure 18a. It is important that the food I eat each day helps me cope with stress by gender

![Pie chart showing food importance by gender]

- Male: 11% Not at all Important, 20% A little important, 39% Moderately Important, 39% Very Important
- Female: 10% Not at all Important, 22% A little important, 33% Moderately Important, 34% Very Important

Figure 18b. It is important that the food I eat each day helps me cope with stress by age

![Pie charts showing food importance by age]

- 18-24: 40% Not at all Important, 30% A little important, 30% Moderately Important, 10% Very Important
- 25-44: 12% Not at all Important, 34% A little important, 34% Moderately Important, 20% Very Important
- 45-64: 11% Not at all Important, 23% A little important, 33% Moderately Important, 31% Very Important
- 65 and above: 10% Not at all Important, 20% A little important, 39% Moderately Important, 31% Very Important

Legend:
- Red: Not at all Important
- Blue: A little important
- Light blue: Moderately Important
- Green: Very Important
Figure 18c. It is important that the food I eat each day helps me cope with stress by income.

- Less than $20,000:
  - Not at all Important: 14%
  - A little important: 18%
  - Moderately Important: 32%
  - Very Important: 36%

- $20,000-$39,999:
  - Not at all Important: 21%
  - A little important: 26%
  - Moderately Important: 26%
  - Very Important: 28%

- $40,000-$59,999:
  - Not at all Important: 11%
  - A little important: 21%
  - Moderately Important: 38%
  - Very Important: 30%

- $60,000-$79,999:
  - Not at all Important: 8%
  - A little important: 32%
  - Moderately Important: 28%
  - Very Important: 32%

- $80,000-$99,999:
  - Not at all Important: 11%
  - A little important: 20%
  - Moderately Important: 36%
  - Very Important: 33%

- $100,000 or more:
  - Not at all Important: 8%
  - A little important: 20%
  - Moderately Important: 36%
  - Very Important: 36%
Figure 18d. It is important that the food I eat each day helps me cope with stress by cultural heritage.
Cheers up

Figure 19a. It is important that the food I eat each day cheers me up by gender

![Pie charts showing cheers by gender]

- Not at all important
- A little important
- Moderately important
- Very important

Figure 19b. It is important that the food I eat each day cheers me up by age

![Pie charts showing cheers by age]

- Not at all important
- A little important
- Moderately important
- Very important
Figure 19c. It is important that the food I eat each day cheers me up by income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Not at all Important</th>
<th>A little important</th>
<th>Moderately Important</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $20,000</td>
<td>32%</td>
<td>18%</td>
<td>18%</td>
<td>32%</td>
</tr>
<tr>
<td>$20,000-$39,999</td>
<td>17%</td>
<td>14%</td>
<td>31%</td>
<td>39%</td>
</tr>
<tr>
<td>$40,000-$59,999</td>
<td>23%</td>
<td>14%</td>
<td>30%</td>
<td>32%</td>
</tr>
<tr>
<td>$60,000-$79,999</td>
<td>16%</td>
<td>16%</td>
<td>40%</td>
<td>28%</td>
</tr>
<tr>
<td>$80,000-$99,999</td>
<td>18%</td>
<td>22%</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>15%</td>
<td>22%</td>
<td>35%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Legend: Not at all Important, A little important, Moderately important, Very important
Figure 19d. It is important that the food I eat each day cheers me up by cultural heritage.
No time to prepare

Figure 20a. It is important that the food I eat each day takes no time to prepare by gender

Figure 20b. It is important that the food I eat each day no time to prepare by age
Figure 20c. It is important that the food I eat each day no time to prepare by income

- Less than $20,000:
  - Not at all Important: 5%
  - A little Important: 23%
  - Moderately Important: 32%
  - Very Important: 41%

- $20,000-$39,999:
  - Not at all Important: 12%
  - A little Important: 28%
  - Moderately Important: 20%
  - Very Important: 40%

- $40,000-$59,999:
  - Not at all Important: 21%
  - A little Important: 20%
  - Moderately Important: 34%
  - Very Important: 9%

- $60,000-$79,999:
  - Not at all Important: 9%
  - A little Important: 27%
  - Moderately Important: 54%
  - Very Important: 9%

- $80,000-$99,999:
  - Not at all Important: 12%
  - A little Important: 17%
  - Moderately Important: 29%
  - Very Important: 41%

- $100,000 or more:
  - Not at all Important: 8%
  - A little Important: 23%
  - Moderately Important: 27%
  - Very Important: 42%
Figure 20d. It is important that the food I eat each day no time to prepare by cultural heritage

- **African American**
  - 25%
  - 34%
  - 25%
  - 10%

- **African born**
  - No data

- **Alaska Native**
  - No data

- **Native American**
  - 33%
  - 67%

- **Asian**
  - 14%
  - 43%
  - 43%

- **Caucasian**
  - 10%
  - 26%
  - 41%

- **Latino**
  - 11%
  - 33%
  - 55%

- **Middle Eastern**
  - 100%

- **Native Hawaiian**
  - 100%

- **Other, please specify**
  - 11%
  - 22%
  - 33%
  - 33%

Legend:
- Red: Not at all important
- Light blue: A little important
- Dark blue: Moderately important
- Green: Very important
Makes me feel good

Figure 21a. It is important that the food I eat each day makes me feel good by gender

![Pie chart for male and female gender categories showing importance levels by color: Not at all important, A little important, Moderately important, Very important.]

Figure 21b. It is important that the food I eat each day makes me feel good by age

![Pie charts for different age groups (16-24, 25-44, 45-64, 65 and above) showing importance levels by color: Not at all important, A little important, Moderately important, Very important.]

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Virginia Tech – Virginia State University
www.ext.vt.edu
Figure 21c. It is important that the food I eat each day makes me feel good by income
Figure 21d. It is important that the food I eat each day makes me feel good by cultural heritage.
**Country of origin label**

Figure 22a. It is important that the food I eat each day has country of origin clearly labeled by gender

![Pie chart showing country of origin labeling preferences by gender.](image1)

- Not at all important
- A little important
- Moderately important
- Very important

Figure 22b. It is important that the food I eat each day has country of origin clearly labeled by age

![Pie charts showing country of origin labeling preferences by age.](image2)

- Not at all important
- A little important
- Moderately important
- Very important
Figure 22c. It is important that the food I eat each day has country of origin clearly labeled by income.
Figure 22d. It is important that the food I eat each day has country of origin clearly labeled by cultural heritage.

Legend:
- Red: Not at all Important
- Light Blue: A little Important
- Blue: Moderately Important
- Green: Very Important

African American

African born

Alaska Native

Native American

Asian

Caucasian

Latino

Middle Eastern

Native Hawaiian

Other, please specify
What I usually eat

Figure 23a. It is important that the food I eat each day is what I usually eat by gender

[Pie charts showing the distribution of food importance by gender.]

Figure 23b. It is important that the food I eat each day is what I usually eat by age

[Pie charts showing the distribution of food importance by age group.]
Figure 23c. It is important that the food I eat each day is what I usually eat by income

- **Less than $20,000**
  - Not at all Important: 32%
  - A little important: 41%
  - Moderately Important: 27%
  - Very Important: 10%

- **$20,000-$39,999**
  - Not at all Important: 12%
  - A little important: 30%
  - Moderately Important: 40%
  - Very Important: 18%

- **$40,000-$59,999**
  - Not at all Important: 20%
  - A little important: 33%
  - Moderately Important: 17%
  - Very Important: 10%

- **$60,000-$79,999**
  - Not at all Important: 12%
  - A little important: 39%
  - Moderately Important: 15%
  - Very Important: 34%

- **$80,000-$99,999**
  - Not at all Important: 12%
  - A little important: 33%
  - Moderately Important: 14%
  - Very Important: 39%

- **$100,000 or more**
  - Not at all Important: 8%
  - A little important: 28%
  - Moderately Important: 25%
  - Very Important: 39%

Legend:
- Red: Not at all Important
- Purple: A little important
- Blue: Moderately Important
- Green: Very Important
Figure 23d. It is important that the food I eat each day is what I usually eat by cultural heritage
Figure 23e. It is important that the food I eat each day is what I usually eat by area type

- **Urban/City**
  - Not at all Important: 10%
  - A little Important: 27%
  - Moderately Important: 40%
  - Very Important: 23%

- **Suburbs**
  - Not at all Important: 12%
  - A little Important: 39%
  - Moderately Important: 16%
  - Very Important: 34%

- **Rural**
  - Not at all Important: 11%
  - A little Important: 31%
  - Moderately Important: 21%
  - Very Important: 37%
Can be bought close by

Figure 24a. It is important that the food I eat each day can be bought in shops close to where I live or work by gender

![Pie chart showing food availability by gender](image)

- Male: 32% Not at all Important, 16% A little important, 8% Moderately Important, 46% Very Important
- Female: 38% Not at all Important, 13% A little important, 6% Moderately Important, 43% Very Important

![Label for pie chart](image)

Figure 24b. It is important that the food I eat each day can be bought in shops close to where I work by age

![Pie chart showing food availability by age](image)

- 18-24: 40% Not at all Important, 40% A little important, 20% Moderately Important, 40% Very Important
- 25-44: 33% Not at all Important, 13% A little important, 8% Moderately Important, 47% Very Important
- 45-64: 40% Not at all Important, 12% A little important, 6% Moderately Important, 44% Very Important
- 65 and above: 35% Not at all Important, 17% A little important, 6% Moderately Important, 42% Very Important

![Label for pie chart](image)
Figure 24c. It is important that the food I eat each day can be bought in shops close to where I live or work by income
Figure 24d. It is important that the food I eat each day can be bought in shops close to where I live or work by cultural heritage.
Figure 24e. It is important that the food I eat each day can be bought in shops close to where I live or work by area type.

Urban/City
- 40% (Very Important)
- 42% (Moderately Important)
- 15% (A little important)
- 4% (Not at all important)

Suburbs
- 36% (Very Important)
- 46% (Moderately Important)
- 16% (A little important)
- 4% (Not at all important)

Rural
- 37% (Very Important)
- 44% (Moderately Important)
- 11% (A little important)
- 8% (Not at all important)
Is cheap
Figure 25a. It is important that the food I eat each day is cheap by gender

![Pie Chart](image)

- Male:
  - Not at all important: 14%
  - A little important: 10%
  - Moderately important: 36%
  - Very important: 40%

- Female:
  - Not at all important: 14%
  - A little important: 33%
  - Moderately important: 39%
  - Very important: 14%

Figure 25b. It is important that the food I eat each day is cheap by age

- 18-24:
  - Not at all important: 11%
  - A little important: 33%
  - Moderately important: 66%

- 25-44:
  - Not at all important: 16%
  - A little important: 29%
  - Moderately important: 41%

- 45-64:
  - Not at all important: 14%
  - A little important: 12%
  - Moderately important: 37%
  - Very important: 37%

- 65 and above:
  - Not at all important: 10%
  - A little important: 32%
  - Moderately important: 40%
  - Very important: 17%

Legend:
- Red: Not at all important
- Blue: A little important
- Light Blue: Moderately important
- Green: Very important
Figure 25c. It is important that the food I eat each day is cheap by income
Figure 25d. It is important that the food I eat each day is cheap by cultural heritage.
Labeled “certified organic”

Figure 26a. It is important that the food I eat each day is labeled “certified organic” by gender

- Male
  - Not at all important: 14%
  - A little important: 34%
  - Moderately important: 23%
  - Very important: 29%

- Female
  - Not at all important: 13%
  - A little important: 25%
  - Moderately important: 31%
  - Very important: 31%

Figure 26b. It is important that the food I eat each day is labeled “certified organic” by age

- 18-24
  - Not at all important: 40%
  - A little important: 40%
  - Moderately important: 20%

- 25-64
  - Not at all important: 12%
  - A little important: 28%
  - Moderately important: 30%
  - Very important: 30%

- 45-64
  - Not at all important: 14%
  - A little important: 26%
  - Moderately important: 26%
  - Very important: 31%

- 65 and above
  - Not at all important: 13%
  - A little important: 28%
  - Moderately important: 28%
  - Very important: 32%
Figure 26c. It is important that the food I eat each day is labeled “certified organic” by income.
Figure 26d. It is important that the food I eat each day is labeled “certified organic” by cultural heritage.

- African American
- African Born
- Alaska Native
- Native American
- Asian
- Caucasian
- Latino
- Middle Eastern
- Native Hawaiian
- Other, please specify

Legend:
- Not at all important
- A little important
- Moderately important
- Very important
Figure 26e. It is important that the food I eat each day is labeled “certified organic” versus number of times I eat fruit each week
Figure 26f. It is important that the food I eat each day is labeled “certified organic” versus number of times I eat vegetables each week.
Figure 26g. It is important that the food I eat each day is labeled “certified organic” versus how often I look at labels.
Figure 27a. It is important that the food I eat each day is grown in Virginia by gender

Figure 27b. It is important that the food I eat each day is grown in Virginia by age
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Figure 27d. It is important that the food I eat each day is grown in Virginia by cultural heritage.
Figure 27e. It is important that the food I eat each day is grown in Virginia versus how often I look at labels

- **Never**: 78%
- **Seldom**: 44%
- **Sometimes**: 33%
- **Frequently/Regularly**: 52%
- **Always**: 42%

Legend:
- Red: Not at all important
- Purple: A little important
- Blue: Moderately important
- Green: Very important
Pesticide free label

Figure 28a. It is important that the food I eat each day is labeled “pesticide free” by gender

![Pie charts showing gender distribution](chart28a.png)

- Male: Not at all important 22%, A little important 28%, Moderately important 22%, Very important 39%
- Female: Not at all important 12%, A little important 17%, Moderately important 32%, Very important 39%

Figure 28b. It is important that the food I eat each day is labeled “pesticide free” by age

![Pie charts showing age distribution](chart28b.png)

- 18-24: Not at all important 30%, A little important 20%, Moderately important 20%, Very important 31%
- 25-44: Not at all important 24%, A little important 24%, Moderately important 21%, Very important 31%
- 45-64: Not at all important 12%, A little important 17%, Moderately important 38%, Very important 33%
- 65 and above: Not at all important 12%, A little important 16%, Moderately important 27%, Very important 46%
Figure 28c. It is important that the food I eat each day is labeled “pesticide free” by income
Figure 28d. It is important that the food I eat each day is labeled “pesticide free” by cultural heritage.
Figure 28d. It is important that the food I eat each day is labeled “pesticide free” versus how often I look at labels.
Figure 28e. It is important that the food I eat each day is labeled “pesticide free” versus number of times I eat fruit each week.
Figure 28f. It is important that the food I eat each day is labeled “pesticide free” versus number of times I eat vegetables each week.

- **Every Day**
  - Not at all Important: 16%
  - A little important: 41%
  - Moderately Important: 31%
  - Very Important: 12%

- **4 or more times per week**
  - Not at all Important: 16%
  - A little important: 31%
  - Moderately Important: 23%
  - Very Important: 31%

- **2-3 Times per week**
  - Not at all Important: 28%
  - A little important: 21%
  - Moderately Important: 30%
  - Very Important: 21%

- **Once a week**
  - Not at all Important: 20%
  - A little important: 40%
  - Moderately Important: 20%
  - Very Important: 20%

- **Rarely**
  - Not at all Important: 100%

- **Never**
  - Not at all Important: 100%
Labeled “Virginia Grown”

Figure 29a. It is important that the food I eat each day is labeled “Virginia Grown” by gender

![Pie charts showing the percentage of males and females who find it important to eat food labeled “Virginia Grown.”]

Figure 29b. It is important that the food I eat each day is labeled “Virginia Grown” by age

![Pie charts showing the percentage of different age groups who find it important to eat food labeled “Virginia Grown.”]
Figure 29c. It is important that the food I eat each day is labeled “Virginia Grown” by income.
Figure 29d. It is important that the food I eat each day is labeled “Virginia Grown” by cultural heritage.
Figure 29e. It is important that the food I eat each day is labeled “Virginia Grown” versus how often I look at labels.
Figure 29f. It is important that the food I eat each day is labeled “Virginia Grown” versus number of times I eat fruit each week

- **Every Day**: 11% Very Important, 24% Moderately Important, 42% A little important, 23% Not at all important
- **4 or more times per week**: 8% Very Important, 32% Moderately Important, 41% A little important, 19% Not at all important
- **2-3 times per week**: 18% Very Important, 29% Moderately Important, 34% A little important, 20% Not at all important
- **Once per week**: 12% Very Important, 29% Moderately Important, 47% A little important, 12% Not at all important
- **Rarely**: 42% Very Important, 33% Moderately Important, 8% A little important, 17% Not at all important
- **Never**: NO DATA
Figure 29g. It is important that the food I eat each day is labeled “Virginia Grown” versus number of times I eat vegetables each week
Superfood label

Figure 30a. It is important that the food I eat each day is labeled a “superfood” by gender

Figure 30b. It is important that the food I eat each day is labeled a “superfood” by age
Figure 30c. It is important that the food I eat each day is labeled a “superfood” by income.
Figure 30d. It is important that the food I eat each day is labeled a “superfood” by cultural heritage.
Figure 30e. It is important that the food I eat each day is labeled a “superfood” versus how often I look at labels.

- **Never**: 78%
  - Not at all important: 11%
  - A little important: 11%
  - Moderately important: 18%
  - Very important: 30%

- **Seldom**: 46%
  - Not at all important: 4%
  - A little important: 10%
  - Moderately important: 18%
  - Very important: 33%

- **Sometimes**: 51%
  - Not at all important: 5%
  - A little important: 18%
  - Moderately important: 33%
  - Very important: 18%

- **Frequently/Regularly**: 43%
  - Not at all important: 18%
  - A little important: 18%
  - Moderately important: 33%
  - Very important: 33%
Figure 30f. It is important that the food I eat each day is labeled a “superfood” versus number of times I eat fruit each week.

- **Every Day**: 
  - Not at all important: 6%
  - A little important: 19%
  - Moderately important: 34%
  - Very important: 41%

- **4 or more times per week**: 
  - Not at all important: 3%
  - A little important: 20%
  - Moderately important: 29%
  - Very important: 48%

- **2-3 times per week**: 
  - Not at all important: 5%
  - A little important: 18%
  - Moderately important: 32%
  - Very important: 45%

- **Once per week**: 
  - Not at all important: 21%
  - A little important: 18%
  - Moderately important: 41%
  - Very important: 38%

- **Rarely**: 
  - Not at all important: 17%
  - A little important: 33%
  - Moderately important: 50%

- **Never**: 
  - No data

Legend:
- Red: Not at all important
- Purple: A little important
- Blue: Moderately important
- Green: Very important
Figure 30g. It is important that the food I eat each day is labeled a “superfood” versus number of times I eat vegetables each week.

- **Every Day**
  - Not at all Important: 18%
  - A little important: 43%
  - Moderately Important: 33%
  - Very Important: 5%

- **4 or more times per week**
  - Not at all Important: 22%
  - A little important: 44%
  - Moderately Important: 30%
  - Very Important: 4%

- **2-3 Times per week**
  - Not at all Important: 19%
  - A little important: 61%
  - Moderately Important: 26%
  - Very Important: 4%

- **Once a week**
  - Not at all Important: 80%
  - A little important: 20%

- **Rarely**
  - Not at all Important: 100%

- **Never**
  - Not at all Important: 100%
Other Questions

Table 4. Where do you shop for fruits and vegetables?

<table>
<thead>
<tr>
<th>Shop Type</th>
<th>Never</th>
<th>Rarely</th>
<th>Sometimes</th>
<th>Frequently</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chain grocery store (i.e. Wal-Mart, Kroger, Food Lion)</td>
<td>2%</td>
<td>8%</td>
<td>18%</td>
<td>55%</td>
<td>17%</td>
</tr>
<tr>
<td>Local grocery store (i.e. Ellwood Thompson's Local Market)</td>
<td>27%</td>
<td>29%</td>
<td>29%</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>Specialty food store (such as Tom Leonard's, Fresh Market)</td>
<td>26%</td>
<td>35%</td>
<td>28%</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>Health/Natural Food Store (i.e. Whole Foods)</td>
<td>27%</td>
<td>35%</td>
<td>24%</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>Convenience Store</td>
<td>69%</td>
<td>23%</td>
<td>6%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Food Co-op</td>
<td>60%</td>
<td>21%</td>
<td>11%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Farmers Market</td>
<td>6%</td>
<td>18%</td>
<td>36%</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>Community Supported Agriculture</td>
<td>46%</td>
<td>18%</td>
<td>14%</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td>Direct from farm producers</td>
<td>24%</td>
<td>21%</td>
<td>25%</td>
<td>22%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Figure 31. I consider fruits and vegetables to be local ONLY if they are produced this far from my home by response count.
Figure 32. How often do you look at labels to see where fruits and vegetables are grown?

- Never: 18
- Seldom: 52
- Sometimes: 128
- Always: 181
- Frequently/Regularly: 207

Figure 33. When purchasing food, I do not care where it is grown

- Strongly agree: 13
- Agree: 34
- Neither Agree nor Disagree: 102
- Disagree: 200
- Strongly Disagree: 215

Figure 34. What % of the fruits and vegetables you purchased last year (2015) were produced locally?

- 26-50%: 206
- 1-25%: 190
- 51-75%: 119
- 76-100%: 47
- None: 3
Figure 35. I buy and eat locally grown because...

- **Strongly Agree**
  - I am supporting local businesses and my community: 329
  - Food quality/tastes better: 280
  - It is better for the environment when food does not travel far: 274
  - It is fresh: 289
  - Products are expensive: 345

- **Agree**
  - I am supporting local businesses and my community: 174
  - Food quality/tastes better: 169
  - It is better for the environment when food does not travel far: 143
  - It is fresh: 170

- **Neither Agree nor Disagree**
  - I am supporting local businesses and my community: 39
  - Food quality/tastes better: 70
  - It is better for the environment when food does not travel far: 104

- **Disagree**
  - I am supporting local businesses and my community: 3
  - Food quality/tastes better: 5
  - It is better for the environment when food does not travel far: 9
  - It is fresh: 2

- **Strongly Disagree**
  - I am supporting local businesses and my community: 16
  - Food quality/tastes better: 17
  - It is better for the environment when food does not travel far: 20
  - It is fresh: 13
  - Products are expensive: 46
Table 5. Factors limiting the amount of locally grown foods purchased

<table>
<thead>
<tr>
<th>Limiting Factors</th>
<th>Very Limiting</th>
<th>Moderately Limiting</th>
<th>Not Limiting</th>
<th>Don’t Know</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unavailability or limited selection of local foods in your area</td>
<td>18%</td>
<td>51%</td>
<td>28%</td>
<td>4%</td>
<td>544</td>
</tr>
<tr>
<td>Seasonality (i.e. available only certain times of the year)</td>
<td>27%</td>
<td>58%</td>
<td>13%</td>
<td>2%</td>
<td>546</td>
</tr>
<tr>
<td>Not knowing whether food is truly local, as labeled</td>
<td>13%</td>
<td>31%</td>
<td>48%</td>
<td>9%</td>
<td>542</td>
</tr>
<tr>
<td>High price</td>
<td>17%</td>
<td>45%</td>
<td>36%</td>
<td>2%</td>
<td>543</td>
</tr>
<tr>
<td>Farmers market days and times are inconvenient</td>
<td>17%</td>
<td>42%</td>
<td>39%</td>
<td>2%</td>
<td>545</td>
</tr>
<tr>
<td>Congestion/Traffic/Parking at farmers market</td>
<td>11%</td>
<td>21%</td>
<td>63%</td>
<td>5%</td>
<td>543</td>
</tr>
<tr>
<td>Lacking transportation to market locations</td>
<td>3%</td>
<td>7%</td>
<td>87%</td>
<td>3%</td>
<td>540</td>
</tr>
<tr>
<td>Lacking storage capacity/refrigeration for large quantity purchases</td>
<td>11%</td>
<td>26%</td>
<td>61%</td>
<td>2%</td>
<td>544</td>
</tr>
<tr>
<td>Lack of knowledge to prepare local foods</td>
<td>4%</td>
<td>11%</td>
<td>83%</td>
<td>2%</td>
<td>541</td>
</tr>
<tr>
<td>Lack of transportation to market locations</td>
<td>3%</td>
<td>5%</td>
<td>90%</td>
<td>2%</td>
<td>540</td>
</tr>
</tbody>
</table>

Table 6. Reasons why an individual consumes locally grown fruits/vegetables

<table>
<thead>
<tr>
<th>Reason</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is fun to create meals that are good</td>
<td>37%</td>
<td>37%</td>
<td>24%</td>
<td>2%</td>
<td>1%</td>
<td>543</td>
</tr>
<tr>
<td>Other people close to the individual nag her/him to consume local foods</td>
<td>3%</td>
<td>7%</td>
<td>41%</td>
<td>32%</td>
<td>17%</td>
<td>541</td>
</tr>
<tr>
<td>The individual likes to find new ways to create meals that are good</td>
<td>24%</td>
<td>45%</td>
<td>26%</td>
<td>4%</td>
<td>1%</td>
<td>541</td>
</tr>
<tr>
<td>Other people close to individual insist on local foods</td>
<td>4%</td>
<td>18%</td>
<td>43%</td>
<td>23%</td>
<td>12%</td>
<td>537</td>
</tr>
<tr>
<td>Individual takes pleasure in fixing healthy meals</td>
<td>38%</td>
<td>47%</td>
<td>11%</td>
<td>3%</td>
<td>0%</td>
<td>540</td>
</tr>
<tr>
<td>Other people close to individual will be upset if local foods are not consumed</td>
<td>2%</td>
<td>9%</td>
<td>45%</td>
<td>28%</td>
<td>16%</td>
<td>539</td>
</tr>
<tr>
<td>For the satisfaction of eating well</td>
<td>42%</td>
<td>44%</td>
<td>11%</td>
<td>2%</td>
<td>1%</td>
<td>543</td>
</tr>
<tr>
<td>It is expected of the individual</td>
<td>6%</td>
<td>12%</td>
<td>48%</td>
<td>20%</td>
<td>13%</td>
<td>537</td>
</tr>
</tbody>
</table>
Figure 36. In your experience, how much more do local fruits/vegetables cost over non-local products? (N=537)

Figure 37. How much more are you willing to pay for local fruits/vegetables than you currently pay for non-local products? (N=533)
Figure 38. What type of area do you live in? (N=543)

For further information, contact Dr. Theresa Nartea at tnartea@vsu.edu or Dr. Venkatapparao Mummalaneni at vmummalaneni@vsu.edu. Funding for this study was provided through a USDA-FSMIP grant award.
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Figure 24b. It is important that the food I eat each day can be bought in shops close to where I work by age
Figure 24c. It is important that the food I eat each day can be bought in shops close to where I live or work by income
Figure 24d. It is important that the food I eat each day can be bought in shops close to where I live or work by cultural heritage
Figure 24e. It is important that the food I eat each day can be bought in shops close to where I live or work by area type
Figure 25a. It is important that the food I eat each day is cheap by gender
Figure 25b. It is important that the food I eat each day is cheap by age
Figure 25c. It is important that the food I eat each day is cheap by income
Figure 25d. It is important that the food I eat each day is cheap by cultural heritage
Figure 26a. It is important that the food I eat each day is labeled “certified organic” by gender
Figure 26b. It is important that the food I eat each day is labeled “certified organic” by age
Figure 26c. It is important that the food I eat each day is labeled “certified organic” by income
Figure 26d. It is important that the food I eat each day is labeled “certified organic” by cultural heritage
Figure 26e. It is important that the food I eat each day is labeled “certified organic” versus number of times I eat fruit each week
Figure 26f. It is important that the food I eat each day is labeled “certified organic” versus number of times I eat vegetables each week
Figure 26g. It is important that the food I eat each day is labeled “certified organic” versus how often I look at labels
Figure 27a. It is important that the food I eat each day is grown in Virginia by gender
Figure 27b. It is important that the food I eat each day is grown in Virginia by age
Figure 27c. It is important that the food I eat each day is grown in Virginia by income
Figure 27d. It is important that the food I eat each day is grown in Virginia by cultural heritage
Figure 27e. It is important that the food I eat each day is grown in Virginia versus how often I look at labels
Figure 28a. It is important that the food I eat each day is labeled “pesticide free” by gender
Figure 28b. It is important that the food I eat each day is labeled “pesticide free” by age
Figure 28c. It is important that the food I eat each day is labeled “pesticide free” by income
Figure 28d. It is important that the food I eat each day is labeled “pesticide free” by cultural heritage
Figure 28d. It is important that the food I eat each day is labeled “pesticide free” versus how often I look at labels
Figure 28e. It is important that the food I eat each day is labeled “pesticide free” versus number of times I eat fruit each week
Figure 28f. It is important that the food I eat each day is labeled “pesticide free” versus number of times I eat vegetables each week
Figure 29b. It is important that the food I eat each day is labeled “Virginia Grown” by age
Figure 29c. It is important that the food I eat each day is labeled “Virginia Grown” by income
Figure 29d. It is important that the food I eat each day is labeled “Virginia Grown” by cultural heritage
Figure 29e. It is important that the food I eat each day is labeled “Virginia Grown” versus how often I look at labels
Figure 29f. It is important that the food I eat each day is labeled “Virginia Grown” versus number of times I eat fruit each week
Figure 29g. It is important that the food I eat each day is labeled “Virginia Grown” versus number of times I eat vegetables each week
Figure 30a. It is important that the food I eat each day is labeled a “superfood” by gender
Figure 30b. It is important that the food I eat each day is labeled a “superfood” by age
Figure 30c. It is important that the food I eat each day is labeled a “superfood” by income
Figure 30d. It is important that the food I eat each day is labeled a “superfood” by cultural heritage
Figure 30e. It is important that the food I eat each day is labeled a “superfood” versus how often I look at labels
Figure 30f. It is important that the food I eat each day is labeled a “superfood” versus number of times I eat fruit each week
Figure 30g. It is important that the food I eat each day is labeled a “superfood” versus number of times I eat vegetables each week
Figure 31. I consider fruits and vegetables to be local ONLY if they are produced this far from my home by response count.
Figure 32. How often do you look at labels to see where fruits and vegetables are grown?
Figure 33. When purchasing food, I do not care where it is grown
Figure 34. What % of the fruits and vegetables you purchased last year (2015) were produced locally?
Figure 35. I buy and eat locally grown because...
Figure 36. In your experience, how much more do local fruits/vegetables cost over non-local products?

Figure 37. How much more are you willing to pay for local fruits/vegetables than you currently pay for non-local products?

Figure 38. What type of area do you live in?