

Dear Valued Resident of Campbell County, Kentucky:

The Campbell County Cooperative Extension Service is seeking your feedback about the production, purchase, and consumption of locally grown foods in our county. We are reaching out to you, as a resident of Campbell County, to provide your feedback in hopes to improve the lives of our producers and consumers here in the county. In return for 15 minutes of your time, you will receive the opportunity to participate in a drawing for one of ten \$50 checks as a token of our appreciation. This information will be utilized in the following ways:

- Presented to Farmers' Markets to improve their marketing and vendors.
- Presented to farmers in the county to improve their knowledge of the consumer base.
- Provide the Campbell County Cooperative Extension Service with a better understanding of consumers to provide programs and educational events.

To be eligible to participate in this survey, you must currently reside in Campbell County, Kentucky and be 18 years of age or older. If you meet these conditions and are interested in participating, you can find the survey at the bottom of the page.

Your response to the survey is confidential. Upon completion of this survey, you may choose to provide your name, phone number, and email address in order to be entered into a drawing for one of ten \$50 checks. This act is completely voluntary and your personal information will be kept strictly confidential. We will not use personal identifying information on research documents, presentations, or publications. You must complete the survey by **July 24, 2020** (post marked or otherwise received) to be eligible for the drawing. If chosen, we will email you to get information on where to send your check. Your odds for receiving this check depend on the number of responses we receive. We expect that 1 out of every 40 participants will receive a check.

Your participation is voluntary. If you do participate, you are free to discontinue the survey at any time and/or skip questions. By completing the survey, you give consent to us to use your answers in our data analysis. The survey will take about 15 minutes to complete.

If you have questions about the study, please feel free to ask. Our email addresses are provided at the bottom of the page.

If you have questions, suggestions, or complaints about your rights as a research volunteer, contact the staff in the University of Kentucky Office of Research Integrity at 859-257-9428 or toll-free at 1-866-400- 9426.

If you wish to complete this survey in a **digital format**, you may do so by going to the following link, or scanning the following QR Code:

[https://uky.az1.qualtrics.com/jfe/form/SV\\_6zn255Ht0HZ4Hul](https://uky.az1.qualtrics.com/jfe/form/SV_6zn255Ht0HZ4Hul)



If you wish to complete this survey in a **paper format**, please do so by completing this form and **placing it in the postage paid return envelope provided**. You may also personally deliver this survey to the Campbell County Cooperative Extension Office at **3500 Alexandria Pike, Highland Heights, KY 41076**.

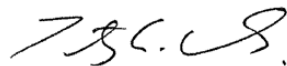
Thanks for taking time to complete this survey,



Sarah Stolz, *Horticulture Agent*  
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Conner Richardson, *Horticulture Intern*  
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When answering the following questions, please mark your answer by **COMPLETELY** filling in the box associated with your choice.

**[Q1] Please rate your general interest in locally grown or processed food items.**

Not Interested  1      Somewhat Interested  3      Extremely Interested  5  
 2       4

**[Q2] Please indicate the methods that you have used within the past year when purchasing local food directly from farms.**

	Never/rarely	Sometimes (2-3 times)	Regularly (4 times or more)
Farmers market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roadside farm stand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Supported Agriculture subscription	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**[Q3] Please indicate your familiarity with any of the Farmer's Market locations in Campbell County.**

Not at all Familiar       Somewhat Familiar       Very Familiar

**[Q4] Please list the TOP reasons that you WOULD shop at a Farmer's Market in Campbell County.**

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**[Q5] Please list the TOP reasons that you WOULD NOT shop at a Farmer's Market in Campbell County.**

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**[Q6] Please indicate the number of times that you have shopped at each Campbell County Farmer's Market location in the past 12 months.**

	0	1-4	5-9	10-14	15+
Highland Heights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alexandria	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fort Thomas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**[Q7] How likely are you to recommend a Campbell County Farmers' Market to a friend?**

Not a regular farm market patron or don't know	<input type="checkbox"/>
Not very likely	<input type="checkbox"/>
Somewhat likely	<input type="checkbox"/>
Highly likely	<input type="checkbox"/>

**[Q8] Please indicate which of the following pages you follow on social media (mark all that apply).**

- Campbell County Agriculture and Horticulture       Campbell County Farmers Market
- Fort Thomas Farmers' Market

**[Q9] Please help us understand your orientation to food, shopping, and the community. Indicate how frequently you do the following:**

	None or Rarely	Sometimes	Frequently
I ask vendors about their business practices.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I recycle.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I buy in bulk to save money.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I take extra time to shop for the lowest price.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I volunteer with youth organizations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I take kids to the store.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I monitor my calorie intake.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I watch or read health-related media.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I help organize groups or meetings in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I attend social functions in organized in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I buy organic foods when lower priced non-organic alternatives are available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>







**[Q17] Please indicate the race/ethnicity in which you most align.**

- White     Black or African American     Asian     Hispanic  
 Other \_\_\_\_\_     Prefer Not to Answer

**[Q18] Please indicate your age.**

- 18-25     26-35     36-45     46-55  
 56-65     66+     Prefer Not to Answer

**[Q19] Please indicate the size of your household.**

- 1     2     3     4     5+

**[Q20] What is your zip code of residence in Kentucky?**

\_\_\_\_\_

**[Q21] If you wish to be entered into the drawing for 1 of 10 \$50 checks, please provide your NAME, MAILING ADDRESS, and EMAIL ADDRESS to be contacted if you win.**

**In order to be considered for this drawing, your survey must be postmarked, hand-delivered, or completed online NO LATER THAN July 24, 2020. Winners will be notified shortly following.**

**LIMIT ONE ENTRY PER PERSON.**

NAME (First Last) \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

\*\* The Campbell County Cooperative Extension Service will NOT sell your address or personal information or use it in any way, other than to contact you if you win a prize. This information will remain confidential, and your name or address will not remain connected to any answers that you may have provided. \*\*

