RAPPAHANNOCK-RAPIDAN REGIONAL FOOD BRAND SURVEY RESULTS & ANALYSIS

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WHO RESPONDED?

RACE: 96% of respondents identified as white.
AGE: 61% of respondents 50 years of age or older, 28% between the ages of 35 - 49.
INCOME: 40% between $50,000 - $100,000 and 25% between $100,000 - $150,000
EDUCATION: 38% Graduate level degrees, 32% Bachelor, 23% Some college

OBSERVATIONS AND ANALYSIS

These questions cannot live in a vacuum. They are most valuable when examined in context of one another and their interconnectivity is analyzed, telling a more complete story. Questions 3, 4, and 6 in particular are working together to tell us a story about the shopping patterns of this group of people, while Questions 10 and 11 tell us their priorities.

When you put all of that information together you reveal three subsets of people/perspectives.

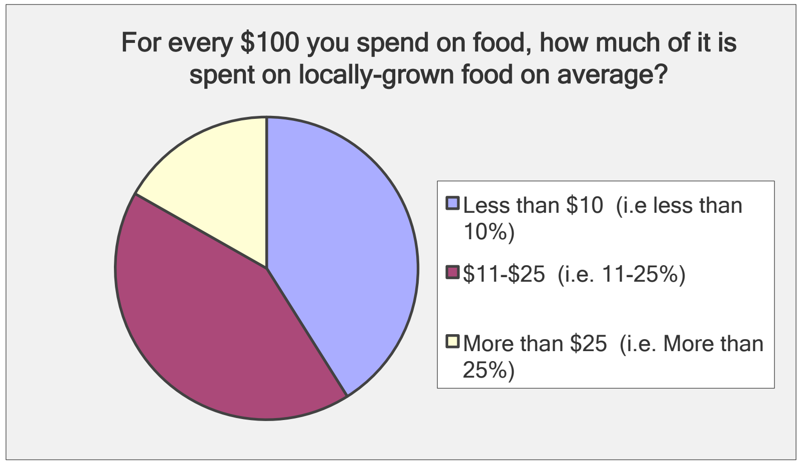
1. A small/medium sized group of people that would probably buy local if it was offered in their chain grocery store for around the same price as everything else. The benefit and community value of buying local does not resonate with them, or they haven't had much exposure to the freshness of local products, or they do not have the time and financial privilege to pay more and hop all over town to track it down.
2. A larger group who is still mindful of costs and convenience, but like going to the farmer's market and chatting with the farmers, or have extra time to swing by the local specialty market to pick up ingredients for dinner that night. This group probably has a better understanding of how buying local impacts the local economy and has the flexibility in time/finances to do this occasionally. They may have a couple of favorite products, like John's bacon or the spinach from THAT farm that they always buy. They are not opposed to grabbing produce from Kroger when they make their big shopping runs.
3. A small group of people with a more dispensable income and/or really adamant about locally grown products. They are willing to pay whatever the local product costs, and will make multiple stops around town to pick up everything they need. They are likely the ones that put selection as their main obstacle to buying local.

*Organic is listed as important to a number of respondents, and the issue was raised that local does not mean organic.

QUESTIONS

Q1 – 12% of the respondents report living outside of the Rappahannock Rapidan 5 county region.

Q3 – 51% of people said they grocery shop once a week or less. This likely means they are planners and one-stop shoppers who head out to their large grocery chain or Wal-Mart and pick up everything on their list for the next week or two. They choose from what is offered at that store. This is important to the analysis of the rest of the survey.



3 Words to describe food from RRR

Top 7 (20% or higher)	Bottom 7 (5% or lower)
Quality	Visionary
Wholesome	Daring
Nourishing	Refined
Neighborly	Exciting
Trusted	Compassion
*Heritage	Unique/Original
*Traditional	Conventional

Notes: 12 people wrote in Fresh.

What do you like best about food grown in the region?

Fresh, Taste/Flavor, Support local economy/farmer
Other common themes included relationships with farms/growers and the knowledge or access to knowledge about the food's story

Top Obstacles

Inconvenience, Price, Selection, Lack of Information

How much more will you spend on local food?

For 34% affordability is most important, 41% seek a combination of affordability/local (they are most likely swayed by convenience), and 25% prefer local regardless of cost (they actively seek out local products and generally refuse to buy produce at the grocery store)