

SURVEY QUESTIONNAIRE ADMINISTERED IN BOTH
ACTUAL MARKET TRANSACTIONS AND
HYPOTHETICAL DEMAND PORTIONS OF STUDY

PART A: ELASTICITY FROM PURCHASERS

[READ ALOUD]: Thank you for your business. It would help us a lot if you could answer a couple of questions about your purchase of these strawberries.

Q5: You said you would purchase _____ pints of strawberries at _____ per pint. Of these, how many pints would be for freezing, canning, or preserving?
_____ NUMBER

[READ ALOUD]: Please remember, we are not trying to sell you any more strawberries. But suppose our price had been lower, say thirty cents lower.

Q6: How many pints would you have bought if the price had been _____ (starting price - .30)?
_____ PRICE _____ QUANTITY

[IF QUANTITY HAS NOT CHANGED, GO TO SURVEY INTRODUCTION ON PAGE 4]

[IF QUANTITY HAS CHANGED, CONTINUE WITH Q7]

Q7: Of these additional _____ pints, how many would you use for freezing, canning, or preserving?
_____ NUMBER

[GO TO SURVEY INTRODUCTION ON PAGE 4]

PART B: PURCHASING AND CONSUMPTION HABITS

Q8: How long has it been since you last ate any foods?

_____ HOURS

Q9: How long has it been since you last ate a full course meal (main dish, salad, breads, desserts)?

_____ HOURS

Q10: In how many hours will you eat again?

_____ HOURS

Q10a: What type of meal will you eat? _____

Q11: How many permanent members are in your household?

_____ NUMBER

Q12: How many of the permanent members of your household do you regularly buy groceries for?

_____ NUMBER

Q13: Of these, how many eat strawberries? _____ NUMBER

Q14: Please give us your age and the ages of each of the permanent members of your household and their relationship, if any, to you.

_____ RESPONDENTS AGE

_____ SEX

Ages

Relationship

Q8: Do you currently have out-of-town visitors staying with you?

NO YES

If yes,
Q8a: how many? _____ NUMBER

It is important for our study that we know whether the permanent members of your household pool their incomes together to meet household expenses or whether they meet these expenses individually. Please indicate whether or not the members of your household share these expenses.

Q9: Does your household share FOOD expenses?

YES NO

Q9a: Does your household share HOUSING expenses, including rent or house payment and utilities?

YES NO

Q9b: Does your household share TRANSPORTATION expenses, such as vehicle payments, fuel, maintenance, insurance?

YES NO

PART C: BUDGET SHARE BREAKDOWN

Before continuing let us remind you that all your responses will be kept completely confidential. What we would like you to do now is to complete a Budget Share Breakdown Sheet in which you divide up your household's monthly expenditures among various general categories. In other words, we need to know how much you spend on things like food, housing, and transportation, as well as your monthly income and savings. The next page describes how each of these categories are defined.

BREAKDOWN SHEET

INCOME: What is the total monthly income, after taxes, of your whole household?

SAVINGS AND INVESTMENTS: Of this amount, how much is saved, or invested in stocks, bonds, annuities, IRA's, etc.?

HOUSING: The housing category includes not only your rent or house payment, but also utilities, maintenance, and any homeowners, mortgage, or renters insurance that you may have. How much do you spend monthly on these items?

TRANSPORTATION: By transportation expense, we mean total vehicle payments, fuel, maintenance, and vehicle insurance. How much do you spend in this category on a monthly basis?

PERSONAL CARE: Before we get to the food category, we need to know how much is spent monthly on such "personal care" items as shampoo, toothpaste, cosmetics, and so on. Many people buy these things at the grocery store, so you may have to estimate how much they contribute to your total grocery bill.

FOOD: Finally, the food category. Since this is the main point of our study, we need to get a little more detail here. First, we need to know the amount spent on food for "in-home-use." This is basically your total monthly grocery bill, after subtracting out all non-food items such as personal care, magazines, pet foods, tobacco, etc., that you may buy at the grocery store.

Next, how much do you spend eating out, per month?

Finally, how much do you spend monthly on alcoholic beverages and tobacco?

[CONTINUE WITH NEXT PAGE]

BUDGET BREAKDOWN

MONTHLY INCOME _____

MONTHLY SAVINGS & INVESTMENTS _____

MONTHLY HOUSING _____

MONTHLY TRANSPORTATION _____

MONTHLY PERSONAL CARE _____

MONTHLY FOOD: IN HOME _____

EAT OUT _____

ALC. & TOB. _____

TOTAL FOOD _____

Now, focus your attention on the FOOD category and the amount that you indicated as your monthly in home food expense. We would like your answer to some questions about how often you buy and eat fruit.

Q10: Do you buy most of your groceries at one store?

YES NO

[IF YES GO TO Q11]

[IF NO CONTINUE WITH Q10a]

Q10a: Is most of your grocery shopping done at some of the four largest grocery stores in Laramie (Albertsons, Buttrey's, Ideal, Safeway)?

YES NO

[IF YES GO TO Q12]

[IF NO CONTINUE WITH Q10b]

Q10b: Do you buy most of your groceries in Laramie?

YES NO

[GO TO Q12]

Q11: At what store do you buy most of your groceries?

[CONTINUE WITH Q12]

Q12: How many times per month do you make major grocery purchases?

_____ NUMBER

Q13: When was the last time you made a major grocery purchase?

Q14: Do you normally make your major fruit purchases at the same time as you make major food purchases?

YES NO

[IF YES GO TO Q17]

[IF NO CONTINUE WITH Q15]

Q15: How many times per month do you make major fruit purchases?
_____ TIMES PER MONTH

Q16: When was the last time you made a major fruit purchase?

[CONTINUE WITH Q17]

Q17: Try to recall your last major fruit purchase. Was this last fruit purchase representative of other purchases over the last month?

YES NO

[IF YES GO TO Q19]

[IF NO CONTINUE WITH Q18]

Q18: We have here a table which lists fruits that have been available recently in Laramie. Please indicate the quantities of fruits you purchased in the past month.

Q19: We have here a table which lists fruits that have been available recently in Laramie. Please indicate the quantities of fruits you purchased at your last major grocery purchase or the last time you purchased fruits.

LIST OF FRUITS AVAILABLE IN LARAMIE

FRUITS	UNITS SOLD BY	QUANTITY PURCHASED
Apples	individually/lb.	_____
Apricots	individually/lb.	_____
Avocados	individually/lb.	_____
Bananas	bunch	_____
Blueberries	pint	_____
Blackberries	½ pint	_____
Cherries	individually/lb.	_____
Coconut	individually/lb.	_____
Cantelope	individually/lb.	_____
Grapes	bunch/lb.	_____
Grapefruit	individually/lb.	_____
Honey Dew Melon	individually/lb.	_____
Kiwi Fruit	individually	_____
Lemons	individually	_____
Limes	individually	_____
Mangos	individually	_____
Nectarines	individually/lb.	_____
Oranges	individually/lb.	_____
Papayas	individually	_____
Peaches	individually/lb.	_____
Pears	individually/lb.	_____
Pineapples	individually/lb.	_____
Plums	individually/lb.	_____
Raspberries	½ pint	_____
Strawberries	pint	_____
Watermelon	individually/lb.	_____

Q24: Is this person presently:
Employed__ or Unemployed__
[IF UNEMPLOYED, GO TO END OF SURVEY]
[IF EMPLOYED, CONTINUE]

Q25: What is this person's occupation?

Q26: Is this person paid an hourly wage?

[IF NO GO TO Q27]

[IF YES CONTINUE WITH Q26a]

Q26a: What is the hourly wage?

\$ _____ PER HOUR

[CONTINUE WITH Q27]

Q27: How many weeks per year does this person work?

_____ WEEKS

Q28: On average, how many hours per week does this person work?

_____ HOURS

Q29: Approximately what percentage of household income does this person earn?

_____ %

Is this person presently:
Employed__ or Unemployed__
[IF UNEMPLOYED, GO TO END OF SURVEY]
[IF EMPLOYED, CONTINUE]

What is this person's occupation?

Is this person paid an hourly wage?

[IF NO GO TO Q27]

[IF YES CONTINUE WITH Q26a]

What is the hourly wage?

\$ _____ PER HOUR

[CONTINUE WITH Q27]

How many weeks per year does this person work?

_____ WEEKS

On average, how many hours per week does this person work?

_____ HOURS

Approximately what percentage of household income does this person earn?

_____ %