

## Appendix: Survey Instrument

### Consent form and introduction

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*The survey instrument began with an informed consent statement that explained the study's purpose, voluntary nature of participation, confidentiality measures, and data protection procedures. Following IRB requirements, participants were provided with contact information for both the research team and the university's IRB office and were informed that proceeding with the survey indicated their consent to participate.*

Q1 By answering the next question, you are indicating that you voluntarily agree to participate in this survey. Thank you for considering our survey today.

- Continue
- Exit survey

### Screening Questions

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Q2 Please select your age from the categories below.

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 and older

Q3 Which classification best describes your household income in US dollars before taxes?

- Under \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

Q4 In which state do you currently reside?

- (Selection from the list of states)

Q5 In general, which of the following best describes your role when grocery shopping for your household?

- Primary shopper
- Share responsibility
- Not primary shopper
- Don't know

Q6 Do you or any household member work for:

- A marketing research company
- An advertising or public relations agency
- A newspaper or magazine publisher, radio or TV station
- A food products farmer, manufacturer, distributor or seller
- A tourism agency
- None of the above

### **Choice experiment**

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Q7 Cheap talk: In the next section, you will be presented with sets of pictures featuring different types of vine-ripe tomatoes. The tomatoes vary in price, production method, and location, as well as other quality attributes. Based on what you see in the pictures, we will ask you to choose the tomatoes you would purchase in a real-life situation. If you would not purchase any of the tomato options, you will have the option to opt out.

Please make your selection as if you were actually at the store making a real purchase. Keep in mind that spending more on these products means less money available for other purchases. Studies have shown that people often state a higher willingness to pay than what they are actually willing to pay for a good. This is known as hypothetical bias. For example, in a recent study, 80% of people said they would buy a new food product when it was hypothetical, but only 43% actually bought it when they had to pay for it in a grocery store.

Q8 Choice Experiment

*As described in the “Choice Experiment Design” section of the paper, each respondent was presented with 8 choice sets. Each choice set contained two tomato profiles with varying attributes (origin, certifications, price) and an opt-out option.*

Among those three options, which one would you choose if you were shopping at your regular grocery store?

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## Program Logo Recall

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Q9 The Fresh from Florida program is a marketing and promotional program designed to increase awareness of Florida's agriculture and to help farmers market their products more effectively. Participants in the program can use the "Fresh from Florida" logo, as shown in the figure below, to help consumers identify Florida's brand. Before this survey, do you recall seeing the Fresh from Florida logo, as shown below? (for instance, at the grocery store, on fruit and vegetable displays, or any other location like at the farmers market).

- Yes
- No



## Opinion of Florida Questions

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Q10 Please rate how much you agree with the following statements (7-point Likert scale from Strongly disagree to Strongly agree):

- Florida should be a model of inspiration to other states
- I would be happier if I could live in Florida
- My opinion of Floridians is very positive

Q11 Have you ever vacationed or visited Florida?

- Yes, quite frequently
- Yes, once in a while
- Never, but I am interested in visiting
- Never, and I am not interested in visiting

## Shopping Behavior

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Q12 Where have you shopped for food in the past 30 days? (Select all that apply)

- Supermarkets
- Fresh format stores (e.g., Whole Foods, Wild Oats, Fresh Market)
- Convenience store (e.g., Gas Station, 7-11, Quick Check)
- Specialty or ethnic food stores (e.g. fish market, Chinese store)
- Super-centers (e.g., Wal-Mart, Super Target, Super Kmart, Meijer, Fred Meyer)
- Warehouse clubs (e.g., Costco, Sam's Club, BJ's)
- Mass merchandisers (e.g., traditional Wal-Mart, Target and Kmart stores)
- Dollar stores (e.g., Family Dollar, Dollar General, Dollar Tree, Fred's, 99 Cents Only)
- Drugstores (e.g., Walgreens, CVS, Rite Aid)
- Internet grocery stores (e.g., Fresh Direct, AmazonFresh)
- Military commissaries
- Farmer's market / Produce Stand (including free-standing carts)
- Community supported agriculture (CSA)
- Other (e.g., mini-club, deep discount drugstore)
- None of the above

Q13 Have you ordered groceries from any of the following in the past 30 days?

- A store physically located in your area for pick-up
- A store physically located in your area for delivery
- An online store for delivery
- No, I mainly shop at brick-and-mortar stores

## Demographics

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Q14 In what year were you born?

- Selection of a year from 1900 to 2022

Q15 Generally speaking, do you usually think of yourself as a Republican, Democrat, Independent, or something else?

- Republican
- Democrat
- Independent
- Something else

Q16 What is your current employment status?

- Full-time
- Part-time
- A Homemaker
- Retired
- Unemployed
- Student

Q17 Which of the following would you say best represents your race?

- White or Caucasian
- Black or African American
- American Indian/Native American or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other

Q18 Are you of Spanish, Hispanic, or Latino origin?

- Yes
- No

Q19 What is your current marital status?

- Married
- Living together in a relationship
- Widowed
- Divorced/separated
- Single/never married

Q20 What is the highest level of education that you completed?

- Some high school or less
- High school diploma or GED
- Some college, but no degree
- Associates or technical degree
- Bachelor's degree
- Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS etc.)

Q21 Please indicate the number of individuals currently living in your household (including yourself) for each age category below. If you do not have any household members within a particular age category, please enter "0".

- Children under 6
- Children 6-9
- Children 10-12
- Teenagers 13-17
- Adults 18 years and older

Q22 Which of the following best describes the area you live in?

- An urban area
- A suburban area
- A rural area