

**Consumer Perceptions of Word Use in Front Panel Labels:
Study of the Use of the “Vermont” Name**

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Introduction

In October 2004, the State of Vermont, Office of the Attorney General, contracted with the University of Vermont, Center for Rural Studies, to conduct a study with the goal of understanding consumers' perceptions of the use of the word "Vermont" on product labels.

The study answers two research questions:

1. What are consumers' perceptions of products front panel labels that contain the word "Vermont?"
2. Do consumers care if (1) a product is made in Vermont, (2) the main ingredients/materials for the product come from Vermont, and/or (3) if the company is based in Vermont?

The Office of the Attorney General also made several specific requests that the study. First, the study had to be generalizable to both an in-state and out-of-state population. Second, the study had to include a list of products provided by the Attorney General, which covered the word "Vermont" describing a company name and product ingredients. Finally, the study had to make use of professionally designed mock-ups incorporating the aforementioned product list.

The study was designed to inform the Office of the Attorney General's rule making process. To avoid any possibility of bias, researchers were specifically instructed not to look at any drafts of the proposed rule or to discuss the rule with any parties knowledgeable of the rule.

The following document describes the research method, presents the findings, and offers a discussion of the findings.

Methods

Introduction

The study was conducted by the University of Vermont, Center for Rural Studies at the request of the State of Vermont, Office of the Attorney General. The study methods, including the survey methods, and methods of analysis and reporting, were developed by the Center in discussions with Attorney General's staff. The study methods, along with a description of the consumer characteristics of the respondents, are described below.

Survey Methods

Survey Instruments. The survey instruments, named Version A (Appendix A) and Version B (Appendix B), were developed by CRS staff based on discussions with AG staff. Alternate versions of the two survey instruments were created with both the labels and questions reordered to limit any possible bias. The survey instruments included mock-up labels and survey questions.

A total of 12 mock-up labels were created by professional graphic designers, each of which varied in product type and in the placement of the word "Vermont" in the label. The word "Vermont" was either placed near a specific ingredient, near a company name, or in some other relationship to the product. Each survey instrument contained six of these mock-up labels.

The survey questions examined (1) consumers' perceptions of the mock-up labels, (2) whether a product's connection to Vermont influences consumers' decision to purchase a product, and (3) the various characteristics of the consumers. The three following questions accompanied each mock-up label in order to determine consumers' perceptions of that label:

1. Do you think that the company is based in Vermont?
2. Do you think that the product was made in Vermont?
3. Do you think that any of the main ingredients come from Vermont?

For each question, consumers could respond: yes; no; or can't tell. Respondents were able to indicate whether their decision to purchase a product is influenced by: (1) the product being "made in Vermont;" (2) whether any of the main ingredients come from Vermont; or (3) the company is based in Vermont. Finally, a series of questions were asked to determine the both the demographic and shopping characteristics of each consumer.

Drafts of the survey instruments were then reviewed at two separate meetings. The first meeting included representatives from the Vermont Agency of Agriculture, the Agency of Economic Development, and the Office of the Attorney General. The second meeting was a public meeting. Comments and suggestions from each of these meeting were reviewed and considered by CRS and AG staff. CRS staff edited and finalized the survey instrument, which included conducting pretests of the instruments.

Survey Process. The survey instruments were mailed to a random sample of in-state (Vermont) and out-of-state (New York and Massachusetts) households. The active surveying process began January 2005 and ended March 2005, with the cutoff date for receiving responses set as March 15, 2005. Any responses received after the deadline were not included in the analysis due to time restrictions on the completion of the study.

The sample for the survey was drawn through simple random sampling, using preexisting mailing lists of Vermont, New York, and Massachusetts as the sampling frame.

The research methods and materials used were approved by the Committees on Human Research at the University of Vermont. Only residents over the age of eighteen were allowed to participate. All respondents voluntarily participated in this study.

As of March 15, 2005, a total of 5,900 households were contacted, yielding 1,308 usable completed responses. The response rate was just over 22 percent. Of the 1,308 responses, 671 were responses to Version A and 637 were responses to Version B of the survey. The results based on a group of this size have a confidence interval of 95 percent with a margin of error of plus or minus 4 percentage points. This means that if the survey were repeated, 95 percent of the time the results would be plus or minus 4 percent of the number reported. These confidence limits and error rates are within acceptable ranges for social science research.

Table 1 presents the characteristics of the survey respondents. It is important to keep in mind that the survey was sent to households, not to individuals. Those members of the household who

were the primary shoppers were more likely to be the one to actually complete the survey for the household.

Table 1: Characteristics of the Survey Respondents.

		Frequency	Percent
Gender	Female	805	61.8%
	Male	498	38.2%
Age	18 to 34	126	10.2%
	35 to 64	844	68.6%
	65 and greater	261	21.2%
State	In-state	815	62.3%
	Out-of-state	493	37.7%
Shopping characteristics	Primary shopper	916	70.9%
	Secondary shopper	126	9.8%
	Split shopper	210	16.3%
	Not a shopper	39	3.0%

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Analysis and Reporting

The survey results were analyzed using the statistics program SPSS 12.1 (Statistical Package for the Social Sciences). Frequencies and descriptive statistics were calculated for each of the variables.

It was determined whether a product's connection to Vermont influences consumers' decision to purchase a product based on consumer responses to the survey questions. Specifically, we examined whether consumers said that they are influenced by (1) a product being "made in Vermont," (2) whether a product's "ingredients/materials come from Vermont," and (3) whether the "company is based in Vermont."

Two tables are presented for each product. The first table reports the total values for only those respondents who indicate that their decision to purchase a product is influenced by: (1) the product being "made in Vermont;" (2) whether any of the main ingredients come from Vermont; or (3) the company is based in Vermont. The second table for each product presents the total, in-state, and out-of-state values of the general population, regardless of the influence of "Vermont" on purchasing decisions.

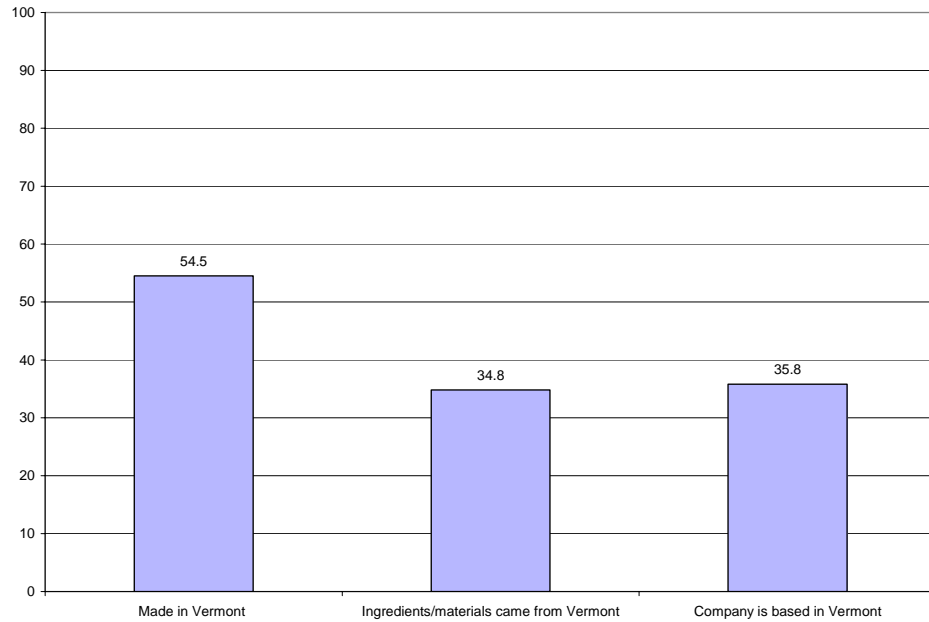
In each table there are three possible responses- yes, no, and can't tell (C.T.)- to the three perception questions asked for each label:

1. Do you think that the company is based in Vermont?
2. Do you think that the product was made in Vermont?
3. Do you think that any of the main ingredients come from Vermont?

Results

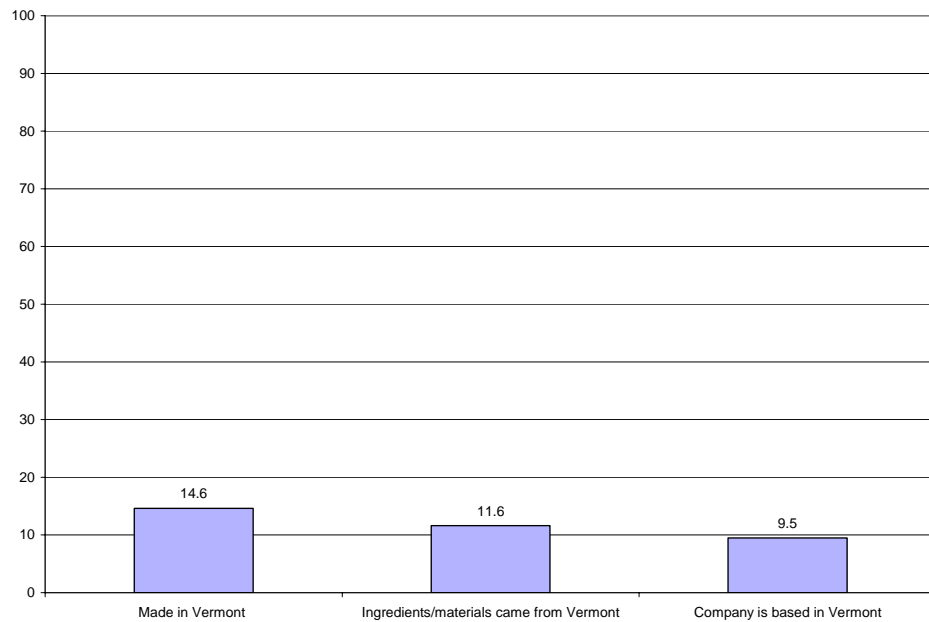
Section I- Influence of Vermont on the Purchasing Decision

Figure 1: Percent of Households Who are Influenced by a Product's Association with Vermont for In-state Respondents (n=815).



Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Figure 2: Percent of Households Who are Influenced by a Product's Association with Vermont for Out-of-state Respondents (n=493).



Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Section II- Consumer Perceptions of Front Panel Labels

Product 1.

Image 1: Rosa's- Vermont Salsa



Table 2: Perceptions of “Rosa’s- Vermont Salsa” by Consumers who are Influenced by a Vermont Connection.

	Total			In-state			Out-of-state		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	56.5% (95)	14.9% (25)	28.6% (48)	57.4% (81)	15.6% (22)	27.0% (38)	51.9% (14)	11.1% (3)	37.0% (10)
Product was made in Vermont	43.5% (104)	18.0% (43)	38.5% (92)	42.5% (85)	18.0% (36)	39.5% (79)	48.7% (19)	17.9% (7)	33.3% (13)
Main ingredients from Vermont	18.5% (30)	29.0% (47)	52.5% (85)	18.0% (24)	24.8% (33)	57.1% (76)	20.7% (6)	48.3% (14)	31.0% (9)

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Table 3: Perceptions of “Rosa’s- Vermont Salsa” by the General Population.

	Total (n=658)			In-state (n=388)			Out-of-state (n=270)		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	48.8%	16.7%	34.5%	52.3%	18.0%	29.6%	43.7%	14.8%	41.5%
Product was made in Vermont	45.6%	17.9%	36.5%	44.1%	18.8%	37.1%	47.8%	16.7%	35.6%
Any of the main ingredients from Vermont	18.2%	28.0%	53.8%	17.5%	26.0%	56.4%	19.3%	30.7%	50.0%

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Product 2.

Image 2: Vermont Muffin Company- Corn Muffins



Table 4: Perceptions of “Vermont Muffin Company- Corn Muffins” by Consumers who are Influenced by a Vermont Connection.

	Total			In-state			Out-of-state		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	70.0% (119)	5.9% (10)	24.1% (41)	69.0% (98)	5.6% (8)	25.4% (36)	75.0% (21)	7.1% (2)	17.9% (5)
Product was made in Vermont	53.3% (129)	7.9% (19)	38.8% (51)	51.5% (104)	8.9% (18)	39.6% (80)	62.5% (25)	2.5% (1)	35.0% (14)
Main ingredients from Vermont	26.8% (44)	15.2% (25)	57.9% (95)	26.9% (36)	13.4% (18)	59.7% (80)	26.7% (8)	23.3% (7)	50.0% (15)

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Table 5: Perceptions of “Vermont Muffin Company- Corn Muffins” by the General Population.

	Total (n=668)			In-state (n=391)			Out-of-state (n=277)		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	70.1%	5.2%	24.7%	68.5%	5.6%	25.8%	72.2%	4.7%	23.1%
Product was made in Vermont	58.5%	7.5%	34.0%	52.2%	8.4%	39.4%	67.5%	6.1%	7.5%
Any of the main ingredients from Vermont	28.3%	15.4%	56.3%	24.3%	15.3%	60.4%	33.9%	15.5%	50.5%

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Product 3.

Image 3: Mountain Orchard Cider Mill- Vermont Apple Cider

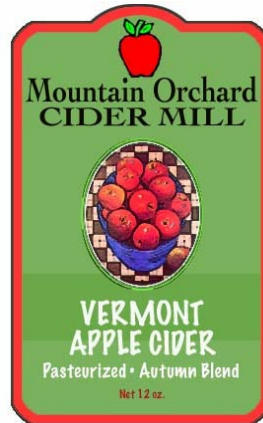


Table 6: Perceptions of “Mountain Orchard Cider Mill- Vermont Apple Cider” by Consumers who are Influenced by a Vermont Connection.

	Total			In-state			Out-of-state		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	64.5% (109)	5.3% (9)	30.2% (51)	66.0% (93)	3.5% (5)	30.5% (43)	57.1% (16)	14.3% (4)	28.6% (8)
Product was made in Vermont	71.4% (172)	3.7% (9)	24.9% (60)	71.6% (144)	3.5% (7)	24.9% (50)	70.0% (28)	5.0% (2)	25.0% (10)
Main ingredients from Vermont	79.8% (130)	2.5% (4)	17.8% (29)	79.7% (106)	3.0% (4)	17.3% (23)	80.0% (24)	0.0% (0)	20.0% (6)

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Table 7: Perceptions of “Mountain Orchard Cider Mill- Vermont Apple Cider” by the General Population.

	Total (n=663)			In-state (n=389)			Out-of-state (n=274)		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	58.5%	5.0%	36.5%	60.2%	6.2%	33.7%	56.2%	3.3%	40.5%
Product was made in Vermont	70.5%	3.5%	26.1%	68.6%	3.6%	27.8%	73.1%	3.3%	23.6%
Any of the main ingredients from Vermont	76.7%	2.6%	20.8%	73.5%	2.8%	23.7%	81.1%	2.2%	16.7%

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Product 4.

Image 4: Mountain Orchard Cider Mill- Vermont Cider

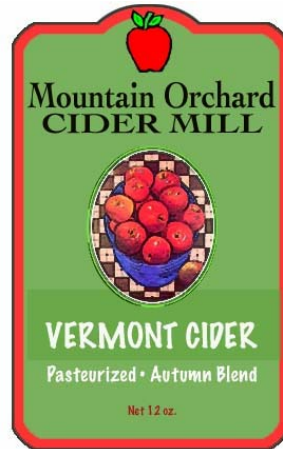


Table 8: Perceptions of “Mountain Orchard Cider Mill- Vermont Cider” by Consumers who are Influenced by a Vermont Connection.

	Total			In-state			Out-of-state		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	45.0% (76)	10.1% (17)	45.0% (76)	48.7% (73)	10.0% (15)	41.3% (62)	15.8% (3)	10.5% (2)	73.7% (14)
Product was made in Vermont	58.2% (159)	5.9% (16)	35.9% (98)	59.8% (144)	5.4% (13)	34.9% (84)	46.9% (15)	9.4% (3)	43.8% (14)
Main ingredients from Vermont	68.4% (121)	2.3% (4)	29.4% (52)	74.7% (112)	2.0% (3)	23.3% (35)	33.3% (9)	3.7% (1)	63.0% (17)

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Table 9: Perceptions of “Mountain Orchard Cider Mill- Vermont Cider” by the General Population.

	Total (n=661)			In-state (n=418)			Out-of-state (n=213)		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	48.0%	7.4%	44.5%	47.1%	9.3%	43.6%	49.8%	3.8%	46.5%
Product was made in Vermont	55.6%	5.7%	38.7%	64.6%	5.3%	30.1%	38.0%	6.6%	55.4%
Any of the main ingredients from Vermont	60.5%	3.5%	36.0%	74.9%	1.4%	23.7%	32.4%	7.5%	60.1%

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Product 5.

Image 5: Jefferson Farms- Vermont Specialty Cheddar Cheese



Table 10: Perceptions of “Jefferson Farms- Vermont Specialty Cheddar Cheese” by Consumers who are Influenced by a Vermont Connection.

	Total			In-state			Out-of-state		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	46.4% (78)	14.9% (25)	38.7% (65)	45.6% (68)	16.1% (24)	38.3% (57)	52.6% (10)	5.3% (1)	42.1% (8)
Product was made in Vermont	47.8% (129)	13.0% (35)	39.3% (106)	45.2% (108)	14.2% (34)	40.6% (97)	67.7% (21)	3.2% (1)	29.0% (9)
Main ingredients from Vermont	46.9% (82)	6.3% (11)	46.9% (82)	47.0% (70)	7.4% (11)	45.6% (68)	46.2% (12)	0.0% (0)	53.8% (14)

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Table 11: Perceptions of “Jefferson Farms- Vermont Specialty Cheddar Cheese” by the General Population.

	Total (n=626)			In-state (n=416)			Out-of-state (n=210)		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	53.4%	10.7%	35.9%	45.5%	14.4%	40.2%	69.2%	3.3%	27.5%
Product was made in Vermont	52.4%	10.1%	37.5%	46.9%	14.2%	38.9%	63.3%	1.9%	34.8%
Any of the main ingredients from Vermont	46.6%	6.2%	47.1%	45.7%	7.5%	46.9%	48.6%	3.8%	47.6%

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Product 6.

Image 6: Vermont Dairy Company- Monterey Jack Cheese

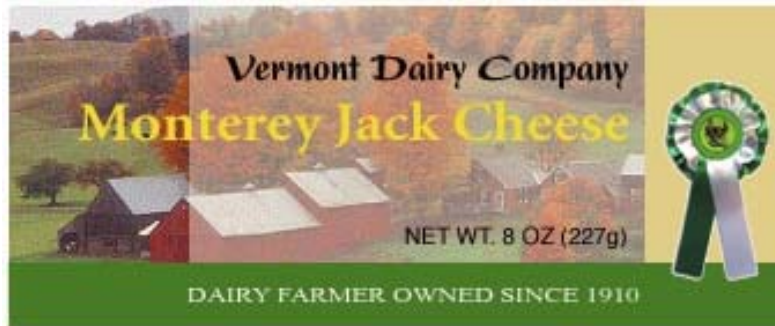


Table 12: Perceptions of “Vermont Dairy Company- Monterey Jack Cheese” by Consumers who are Influenced by a Vermont Connection.

	Total			In-state			Out-of-state		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	79.8% (134)	6.0% (10)	14.3% (24)	86.6% (129)	5.4% (8)	8.1% (12)	26.3% (5)	10.5% (2)	63.2% (12)
Product was made in Vermont	73.5% (200)	5.1% (14)	21.3% (58)	72.9% (175)	5.4% (13)	21.7% (52)	78.1% (25)	3.1% (1)	18.8% (6)
Main ingredients from Vermont	68.8% (121)	1.7% (3)	29.5% (52)	65.3% (98)	2.0% (3)	32.7% (49)	88.5% (23)	0.0% (0)	11.5% (3)

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Table 13: Perceptions of “Vermont Dairy Company- Monterey Jack Cheese” by the General Population.

	Total (n=626)			In-state (n=413)			Out-of-state (n=213)		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	76.1%	3.8%	20.1%	84.6%	3.9%	11.6%	59.6%	3.8%	36.6%
Product was made in Vermont	70.8%	4.8%	24.4%	71.0%	5.1%	23.9%	70.3%	4.2%	25.5%
Any of the main ingredients from Vermont	72.5%	2.1%	25.4%	67.3%	1.9%	30.8%	82.6%	2.3%	15.0%

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Product 7.

Image 7: Redfern Farms Vermont Gourmet Jam- Black Raspberry



Table 14: Perceptions of “Redfern Farms Vermont Gourmet Jam- Black Raspberry” by Consumers who are Influenced by a Vermont Connection.

	Total			In-state			Out-of-state		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	56.8% (96)	8.9% (15)	34.3% (58)	58.9% (83)	7.8% (11)	33.3% (47)	46.4% (13)	14.3% (4)	39.3% (11)
Product was made in Vermont	56.8% (137)	7.5% (18)	35.7% (86)	54.7% (110)	9.0% (18)	36.3% (73)	67.5% (27)	0.0% (0)	32.5% (13)
Main ingredients from Vermont	52.8% (86)	4.9% (8)	42.3% (69)	50.4% (67)	5.3% (7)	44.4% (59)	63.3% (19)	3.3% (1)	33.3% (10)

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Table 15: Perceptions of “Redfern Farms Vermont Gourmet Jam- Black Raspberry” by the General Population.

	Total (n=664)			In-state (n=389)			Out-of-state (n=275)		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	54.4%	9.5%	36.1%	53.5%	11.1%	35.5%	55.6%	7.3%	37.1%
Product was made in Vermont	61.1%	7.2%	31.6%	55.3%	8.7%	36.0%	69.5%	5.1%	25.5%
Any of the main ingredients from Vermont	55.1%	5.6%	39.3%	46.8%	7.2%	46.0%	66.9%	3.3%	29.8%

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Product 8.

Image 8: Redfern Farms- Vermont Blackberry Jam



Table 16: Perceptions of “Redfern Farms- Vermont Blackberry Jam” by Consumers who are Influenced by a Vermont Connection.

	Total			In-state			Out-of-state		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	36.1% (61)	14.2% (24)	49.7% (84)	34.0% (51)	16.0% (24)	50.0% (75)	52.6% (10)	0.0% (0)	47.4% (9)
Product was made in Vermont	40.4% (110)	8.5% (23)	51.1% (139)	35.8% (86)	9.2% (22)	55.0% (132)	75.0% (24)	3.1% (1)	21.9% (7)
Main ingredients from Vermont	67.4% (118)	2.9% (5)	29.7% (52)	68.0% (102)	3.3% (5)	28.7% (43)	64.0% (16)	0.0% (0)	36.0% (9)

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Table 17: Perceptions of “Redfern Farms- Vermont Blackberry Jam” by the General Population.

	Total (n=626)			In-state (n=415)			Out-of-state (n=211)		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	40.7%	9.7%	49.6%	32.1%	12.2%	55.6%	57.5%	4.7%	37.7%
Product was made in Vermont	43.3%	9.3%	47.4%	39.0%	10.1%	50.8%	51.7%	7.6%	40.8%
Any of the main ingredients from Vermont	58.7%	5.7%	35.6%	64.6%	4.8%	30.6%	47.2%	7.5%	45.3%

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Product 9.

Image 9: Smith's of Vermont- Smoked Hams



Table 18: Perceptions of “Smith’s of Vermont- Smoked Hams” by Consumers who are Influenced by a Vermont Connection.

	Total			In-state			Out-of-state		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	79.9% (135)	7.1% (12)	13.0% (22)	82.0% (123)	7.3% (11)	10.7% (16)	63.2% (12)	5.3% (1)	31.6% (6)
Product was made in Vermont	64.3% (175)	7.0% (19)	28.7% (78)	61.8% (149)	7.5% (18)	30.7% (74)	83.9% (26)	3.2% (1)	12.9% (4)
Main ingredients from Vermont	54.0% (95)	4.0% (7)	42.0% (74)	48.7% (73)	4.7% (7)	46.7% (70)	84.6% (22)	0.0% (0)	15.4% (4)

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Table 19: Perceptions of “Smith’s of Vermont- Smoked Hams” by the General Population.

	Total (n=626)			In-state (n=417)			Out-of-state (n=209)		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	80.1%	4.5%	15.5%	82.8%	5.5%	11.7%	74.6	2.4%	23.0%
Product was made in Vermont	66.9%	5.0%	28.1%	63.8%	6.7%	29.5%	73.2%	1.4%	25.4%
Any of the main ingredients from Vermont	63.%	4.6%	32.1%	55.4%	6.5%	38.1%	78.9%	1.0%	20.1%

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Product 10.

Image 10: Vermont Maple Company- Maple Syrup

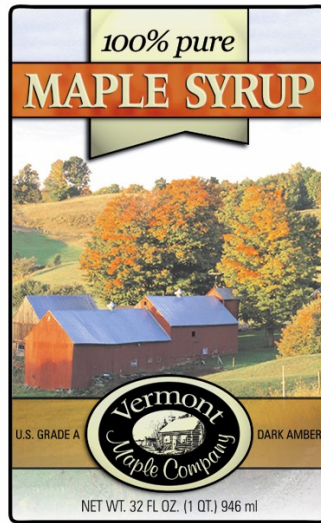


Table 20: Perceptions of “Vermont Maple Company- Maple Syrup” by Consumers who are Influenced by a Vermont Connection.

	Total			In-state			Out-of-state		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	72.3% (102)	7.1% (10)	20.6% (29)	72.3% (102)	7.1% (10)	20.6% (29)	N/A	N/A	N/A
Product was made in Vermont	65.2% (131)	9.5% (19)	25.4% (51)	65.2% (131)	9.5% (19)	25.4% (51)	N/A	N/A	N/A
Main ingredients from Vermont	67.4% (89)	4.5% (6)	28.0% (37)	67.4% (89)	4.5% (6)	28.0% (37)	N/A	N/A	N/A

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Table 21: Perceptions of “Vermont Maple Company- Maple Syrup” by the General Population (In-state only).

	Total (n=388)			In-state (n=388)			Out-of-state (n=000)		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	72.7%	5.7%	21.6%	72.7%	5.7%	21.6%	N/A	N/A	N/A
Product was made in Vermont	65.8%	6.7%	27.5%	65.8%	6.7%	27.5%	N/A	N/A	N/A
Any of the main ingredients from Vermont	64.3%	3.9%	31.8%	64.3%	3.9%	31.8%	N/A	N/A	N/A

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Product 11.

Image 11: Vermont Sweaters Incorporated- Wool Sweaters



Table 22: Perceptions of “Vermont Sweaters Incorporated- Wool Sweaters” by Consumers who are Influenced by a Vermont Connection.

	Total			In-state			Out-of-state		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	62.1% (105)	4.7% (8)	33.1% (56)	63.1% (89)	5.0% (7)	31.9% (45)	57.1% (16)	3.6% (1)	39.3% (11)
Product was made in Vermont	44.4% (107)	9.5% (23)	46.1% (111)	44.8% (90)	10.0% (20)	45.3% (91)	42.5% (17)	7.5% (3)	50.0% (20)
Main ingredients from Vermont	36.2% (59)	11.0% (18)	52.8% (86)	38.3% (51)	9.0% (12)	52.6% (70)	26.7% (8)	20.0% (6)	53.3% (16)

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Table 23: Perceptions of “Vermont Sweaters Incorporated- Wool Sweaters” by the General Population.

	Total (n=667)			In-state (n=390)			Out-of-state (n=277)		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	57.6%	6.7%	35.7%	59.7%	7.9%	32.3%	54.5%	5.1%	40.4%
Product was made in Vermont	47.2%	9.9%	42.9%	43.6%	10.8%	45.6%	52.3%	8.7%	39.0%
Any of the main ingredients from Vermont	34.8%	11.4%	53.8%	32.3%	9.7%	57.9%	38.3%	13.7%	48.0%

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Product 12.

Image 12: Countryworks- Vermont Pine Chest



Table 24: Perceptions of “Countryworks- Vermont Pine Chest” by Consumers who are Influenced by a Vermont Connection.

	Total			In-state			Out-of-state		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	29.2% (49)	17.9% (30)	53.0% (89)	25.3% (38)	20.0% (30)	54.7% (82)	61.1% (11)	0.0% (0)	38.9% (7)
Product was made in Vermont	33.5% (91)	15.1% (41)	51.1% (139)	27.0% (65)	16.6% (40)	56.0% (135)	83.9% (26)	3.2% (1)	12.9% (4)
Main ingredients from Vermont	53.7% (95)	6.8% (12)	39.5% (70)	51.3% (77)	8.0% (12)	40.7% (61)	66.7% (18)	0.0% (0)	33.3% (9)

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Table 25: Perceptions of “Countryworks- Vermont Pine Chest” by the General Population.

	Total (n=631)			In-state (n=418)			Out-of-state (n=213)		
	Yes	No	C.T.	Yes	No	C.T.	Yes	No	C.T.
Company based in Vermont	39.9%	11.9%	48.3%	24.8%	16.2%	58.9%	69.5%	3.3%	27.2%
Product was made in Vermont	41.4%	12.0%	46.4%	30.1%	15.3%	54.5%	63.4%	5.6%	31.0%
Any of the main ingredients from Vermont	48.7%	7.1%	44.2%	49.3%	8.1%	42.6%	47.4%	5.2%	47.4%

Source: 2005 Label Perception Survey, Center for Rural Studies, University of Vermont

Discussion Summary

Are buying decisions influenced by “Vermont”?

- Over half of Vermonters (54.5%) reported that “made in Vermont” influences their buying decisions.
- More than one-third of Vermonters (34.8% and 35.8%) reported that “ingredients come from Vermont” and “company is based in Vermont” influence their buying decisions.
- One-sixth (14.6%) of those living out of state reported “made in Vermont” influences their buying decisions.
- Just over one in ten (11%) of those living out of state reported “ingredients come from Vermont” influences their buying decisions.
- Just under one in ten (9.5%) of those living out of state reported “company based in Vermont” influences their buying decisions.

Of respondents who reported being influenced by “Vermont”ⁱ:

Table 26 summarizes the percent of respondents who answered “yes” to “main ingredients come from Vermont,” “company based in Vermont,” and “product is made in Vermont,” for each label.

Table 26: Percent of Affirmative (Yes) Responses.

Label	“company based in Vermont”	“product made in Vermont”	“main ingredients come from Vermont”
Word “Vermont” placed near a specific ingredient			
Mountain Orchard Cider Mill- Vermont Apple Cider	64.5%	71.4%	79.8%
Mountain Orchard Cider Mill- Vermont Cider	45.0%	58.2%	68.4%
Jefferson Farms- Vermont Specialty Cheddar Cheese	46.4%	47.8%	46.9%
Redfern Farms- Vermont Blackberry Jam	36.1%	40.4%	67.4%
Countryworks- Vermont Pine Chest	29.2%	33.5%	53.7%
Word “Vermont” placed near a company name			
“Vermont Muffin Company- Corn Muffins”	70.0%	53.3%	26.8%
Vermont Dairy Company- Monterey Jack Cheese	79.8%	73.5%	68.8%
Smith’s of Vermont- Smoked Hams	79.9%	64.3%	54.0%
Vermont Maple Company- Maple Syrup	72.3%	65.2%	67.4%
Vermont Sweaters Incorporated- Wool Sweaters	62.1%	44.4%	36.2%
Word “Vermont” in some other relationship to the product			
“Rosa’s- Vermont Salsa”	56.5%	43.5%	18.5%
Redfern Farms Vermont Gourmet Jam- Black Raspberry	56.8%	56.8%	52.8%

For Rosa’s Vermont Salsa, 18.5% of respondents indicated that “main ingredients come from Vermont.” For Vermont Muffin Company, 26.8% of respondents indicated that “main ingredients come from Vermont.” Compared to the average across products, these percentages are 30 percentage points lower than the average. These products have many ingredients.

- Across all labels:
 - Over half of respondents perceived that the “main ingredients come from Vermont.”
 - Over half of respondents perceived that the “company is based in Vermont.”
 - Over half of respondents perceived that the “product is made in Vermont.”
- On average, for labels that place the word Vermont near a specific ingredient (Vermont apple cider, Vermont blackberry jam, Vermont pine chest):
 - Over 67% perceived that the “main ingredients come from Vermont.”
 - Over 43% of respondents perceived that the “company is based in Vermont.”
 - Over 48% perceived that “the product is made in Vermont.”
- On average, for labels that place Vermont near a company name (Vermont Muffin Company, Vermont Dairy Company, Smith’s of Vermont, Vermont Maple Company, Vermont Sweaters Inc.):
 - Almost 73% of respondents perceived that the “company is based in Vermont.”
 - 60% perceived that the “product is made in Vermont.”
 - Over 50% perceived that the “main ingredients come from Vermont.”
- On average, for labels that place the word Vermont in some other relationship to the product (Rosa’s Vermont salsa, Vermont specialty, Vermont gourmet jam, Vermont cider):
 - Over 50% of respondents perceived that the “company is based in Vermont.”
 - Over 50 perceived that the “the product is made in Vermont.”
 - 47% perceived that the “main ingredients come from Vermont.”

ⁱ Note: While we report totals and in-state versus out-of-state breakouts for those who are influenced by “Vermont,” we base our summary on the totals. For out-of-state respondents, the final numbers of respondents, once “influenced by Vermont” is accounted for, are too small to analyze as a separate category.