

NORTHEAST IOWA LOCAL FOOD SURVEY WINNESHIEK COUNTY



Brief Summary

Presented to:

Northeast Iowa Food & Farm Coalition

Presented by:

**Community Development-Data Information and Analysis Laboratory
Ames, Iowa**

IOWA STATE UNIVERSITY
University Extension

Helping Iowans become their best.

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Northeast Iowa Local Food Survey

Winneshiek Brief Summary

Northeast Iowa Food and Farm Coalition is seeking input on food purchasing and use in Winneshiek County. The information will be used to develop a plan to provide safe, high quality food for Northeast Iowa county residents. The goal is to create new economic opportunities for locally grown agriculture products.

The Northeast Iowa Food and Farm Coalition requested technical assistance from the Community Development - Data Information and Analysis Laboratory (CD-DIAL) to conduct a survey of county residents. CD-DIAL is a unit operated by Extension Sociology at Iowa State University. The laboratory provides training and technical assistance to organizations that wish to conduct needs assessments, public opinion surveys, or program evaluation. CD-DIAL provided technical assistance with questionnaire design, data collection, and summary report writing.

A random sample of Winneshiek County residents was selected to receive the questionnaire as part of a larger regional sample. Counties included in the regional sample are Allamakee, Clayton, Fayette, Howard, and Winneshiek. This summary discusses results from 96 individuals who returned useable questionnaires.

Survey Methodology

The Northeast Iowa Food and Farm Coalition, in collaboration with CD-DIAL, developed a ten page questionnaire. A total of 222 households within Winneshiek County were randomly selected to receive questionnaires. These households were identified in a database maintained by CD-DIAL through InfoUSA (Omaha, NE). A

random sample allows for a known confidence level that the results will represent the residents of Winneshiek County within a known margin of error. The sampling frame included households located in Winneshiek County selected from a database of all Iowa heads of households.

Questionnaires were distributed using a four-phase mailing process. Responses were tracked using a number, which was stamped on the back of the return envelope. This procedure was approved by Iowa State University’s Institutional Review Board. Confidentiality of respondents was maintained with a set of procedures that included separate case numbers for respondents and password protected files. After data entry, all completed questionnaires are shredded.

Mailings resulted in 96 completed questionnaires. Table 1 shows the disposition of the questionnaires. Thirty-two questionnaires were returned undeliverable, while 93 failed to respond or refused to complete the questionnaire. However, three households who received a questionnaire other than Winneshiek claimed they lived in Winneshiek County. Therefore, those respondent’s responses were analyzed with the other Winneshiek questionnaires. The adjusted response rate for Winneshiek County is 50.0%.

Table 1. Questionnaire disposition

	Number
Returned Useable	93
No Response/Refused	92
Undeliverable due to address	32
Deceased	1
Other	4
<i>Total Mailed</i>	222

This summary includes responses for 96 respondents who completed useable questionnaires. Assuming respondents are not different from non-respondents, this allows us to conclude with 95% confidence that the results obtained from the survey are within +/-10% from results that would have occurred if all residents in Winneshiek County had a chance to participate. For example, if 60% of respondents agree with a statement, we can generalize to the population by inferring that somewhere between 50% and 70% of the population agree with the statement. We cannot conclude this with complete certainty, but rather we conclude this will be true 95% of the time.

Some important points should be made at this point to guide the reader in the interpretation of this summary. The term respondent refers to the person who completed the questionnaire. Percentages reported in the tables and figures typically reflect the views of those who answered the question and not other household members. The corresponding number of respondents (N) providing answers for each item will be listed next to each item in the tables and figures. Statistics based on less than 30 respondents are unreliable estimates and are not shown in the tables and figures.

Profile of Respondents

Over two thirds of respondents (70%) report living in Winneshiek County for 31 years or more. Nearly half of those living within Winneshiek County reside in town (47%); whereas, 53% of respondents live outside of city limits. Decorah is the most frequently cited city in which respondents living outside of city limits call home. Figure 1 depicts the length of residence within Winneshiek County.

Figure 1. Length of residence in Winneshiek County (n=95)

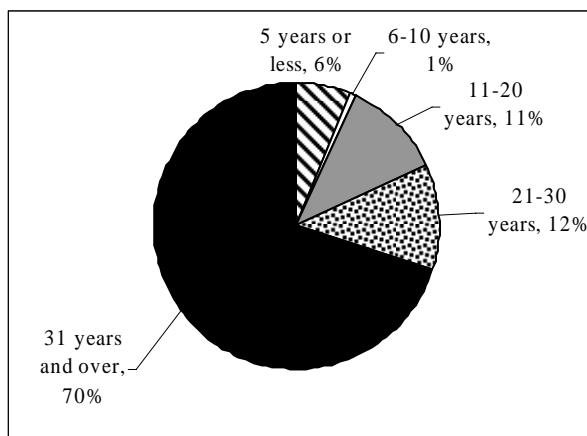


Table 2 summarizes respondent demographics and lists corresponding county figures from the 2000 United States Census of Population. To determine the potential for bias, respondent characteristics are compared with 2000 Census of Population figures. This comparison is made under the assumption that, while six years old, Census figures provide acceptable indicators of adults and households within Winneshiek County. The average age for questionnaire respondents is 54.0 years with a mean income range between \$35,000 and \$49,999. Gender comparisons between survey respondents and Census figures indicate an under-representation of males in the survey

Table 2. Respondent characteristics

	Survey	2000 Census
	Percent	
Sex (n=88; 16,410)		
Female	74	51
Male	26	49
Age (n=87;16,410)		
Less than 45 years	30	53
45-64	42	27
65 years or more	28	20
Income (n=91;7,762)		
\$14,999 or less	2	15
\$15,000-\$34,999	30	30
\$35,000-\$49,999	9	21
\$50,000-\$74,999	34	21
\$75,000 or more	25	13

sample. However, this difference in comparison to Census proportions is likely the result of instructions in the questionnaire regarding who should complete the survey. The questionnaire asked that the household member who is responsible for the shopping complete the questionnaire.

Results

Responses for all questions in the Northeast Iowa Local Food Survey may be found in Appendix A (Percent Distributions). This Results section provides a brief summary of key questions within the questionnaire.

In general, several questions addressed eating habits. Over half of respondents (62%) eat three meals on a typical day. Of those meals, on average, 69% of them are eaten at home. In addition, a majority of households with children reported their oldest child eats three meals on a typical day (78%) and again, more than a majority of those meals are eaten at home (60%).

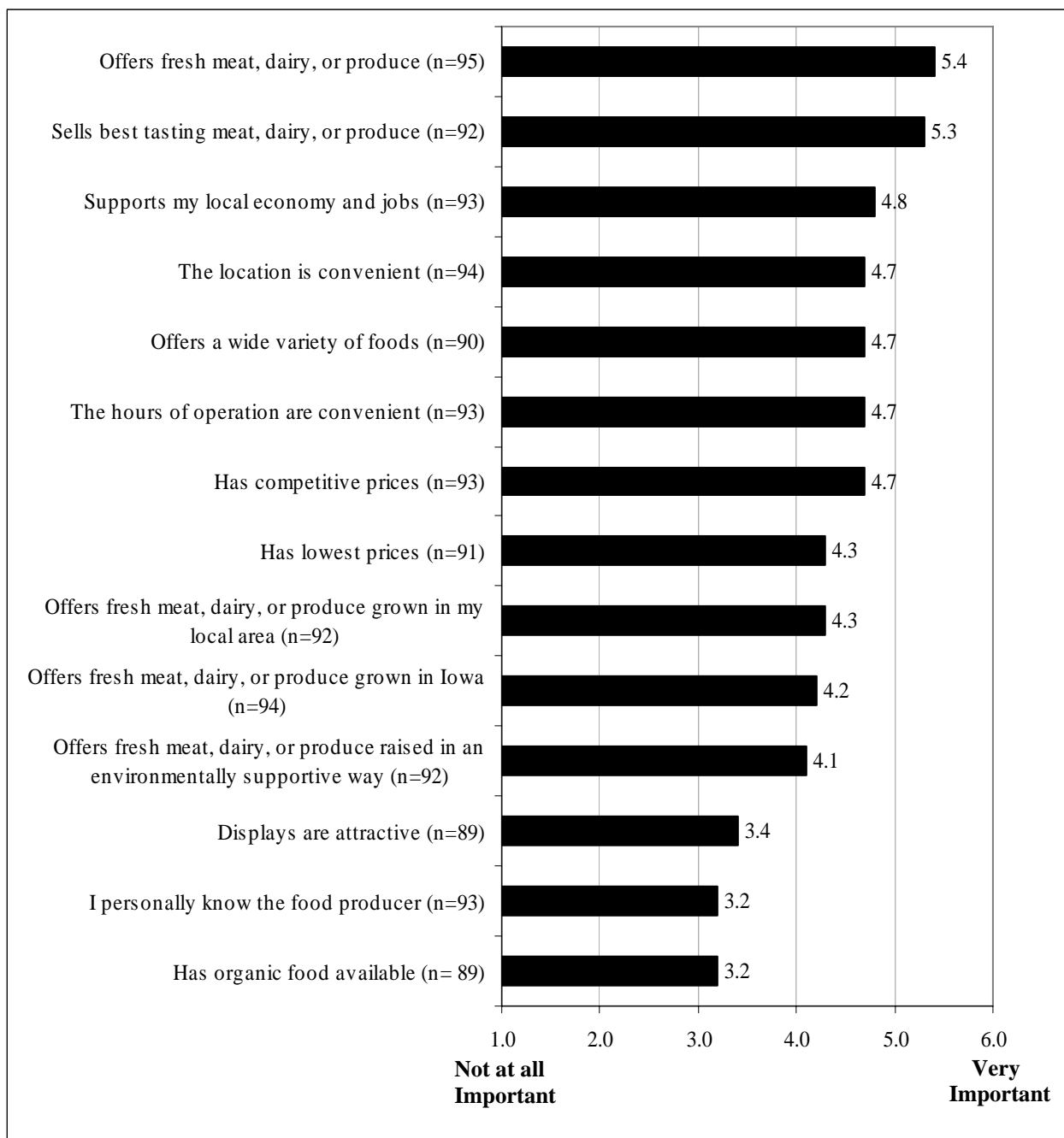
Respondents were asked to give importance ratings for factors influencing decisions made about where to purchase food for their household. As shown in Figure 2 (page 4), “offers fresh meat, dairy, or produce” is the most important factors with an average value of 5.4 on a scale of 1 to 6 (1 = ‘not at all important’ and 6 = ‘very important’). The responses for each factor influencing purchasing decisions were then compared based on a number of respondent characteristics, including: whether the household has children, and whether respondents had heard about *locally produced* food before they had received the questionnaire. After all these comparisons were analyzed, no comparisons were statistically significant. In addition, survey participants, on average, travel 9.0 miles to shop for food.

Survey participants also reported on several questions regarding food safety. Figure 3 illustrates the mean ratings for each of the food safety statements. As shown in Figure 3 (page 5), the statement “the safety of the food my household consumes is important to me” has the highest mean rating of 5.8 on a scale of 1 to 6 (1 = ‘strongly disagree’ and 6 = ‘strongly agree’). The lowest mean rating is 2.3, which was given for the statement “Food safety is the same regardless of where in the world our food comes from.”

Food purchasing habits of each of the survey individuals was assessed with a series of statements about general food purchasing habits of each household. The top five statements which, on average, respondents most agreed with are illustrated in Figure 4 (page 5). The statement “participates in a recycling plan,” received the highest average rating of 5.1 on a scale of 1 to 6 (1 = ‘strongly disagree’ and 6 = ‘strongly agree’). Those statements with the highest agreement are shown in Figure 4. It is also important to look at statements for which respondents expressed the lowest level of agreement. As shown in Figure 5 (page 6), survey participants agreed the least with the statement “in general, my household would buy *locally produced* foods on the Internet” (M=2.0).

Respondents were asked to consider several statements regarding the purchase of *locally produced* foods. Of those who have heard of the concept *locally produced* food, over three-fourths would shop local if they were available (77%). The likelihood they would purchase *locally produced* foods based on several different factors was included. A little less than half of respondents (47%) would be more likely to purchase *locally produced* foods if they were available at the local grocery store. Figure 6 (page 6) displays the percentage of people

Figure 2. Importance ratings for factors influencing food purchasing decisions



who stated no, (would not be more likely), yes, (would be more likely), and not sure if they would be more likely to purchase *locally produced* foods based on different

distribution methods. In addition, a majority of respondents are interested in buying several locally produced foods. Some of these foods include: meat (64%), vegetables (86%), and fruit (83%).

Figure 3. Agreement with food safety statements

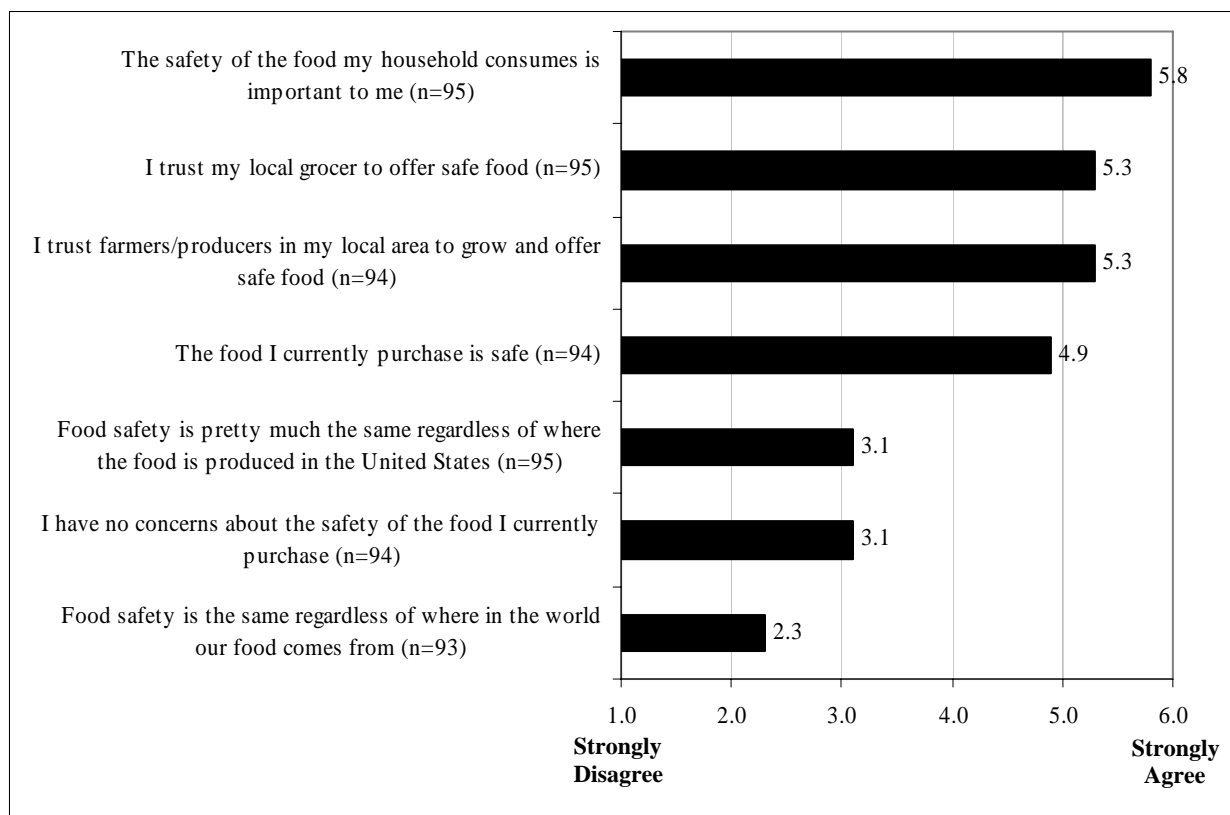


Figure 4. Highest agreement for food purchasing habit statements

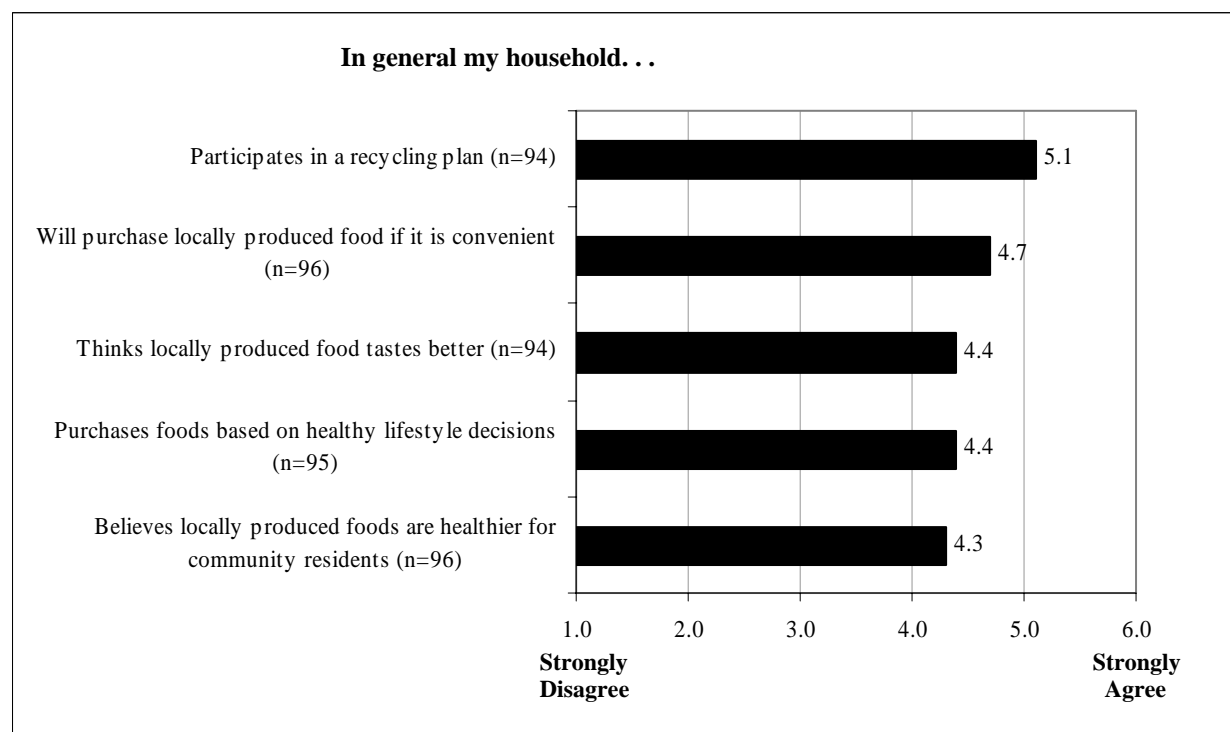


Figure 5. Lowest agreement for food purchasing habit statements

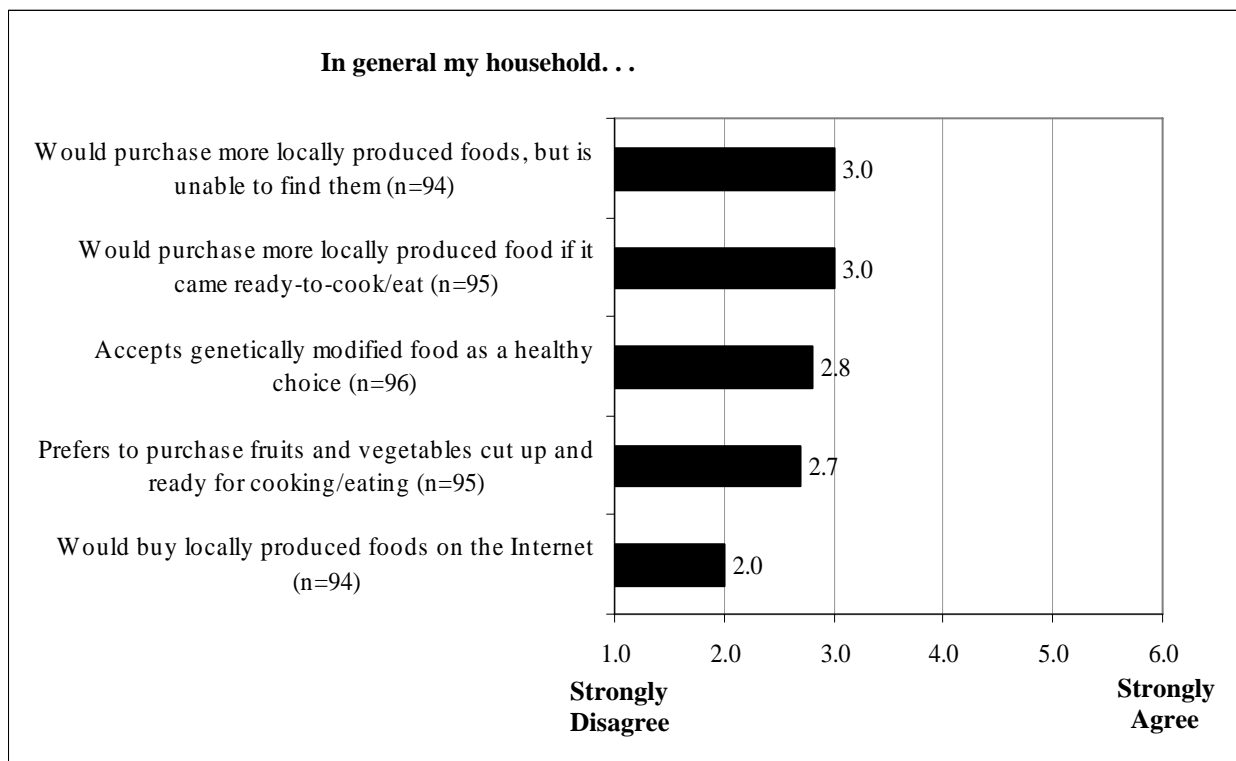
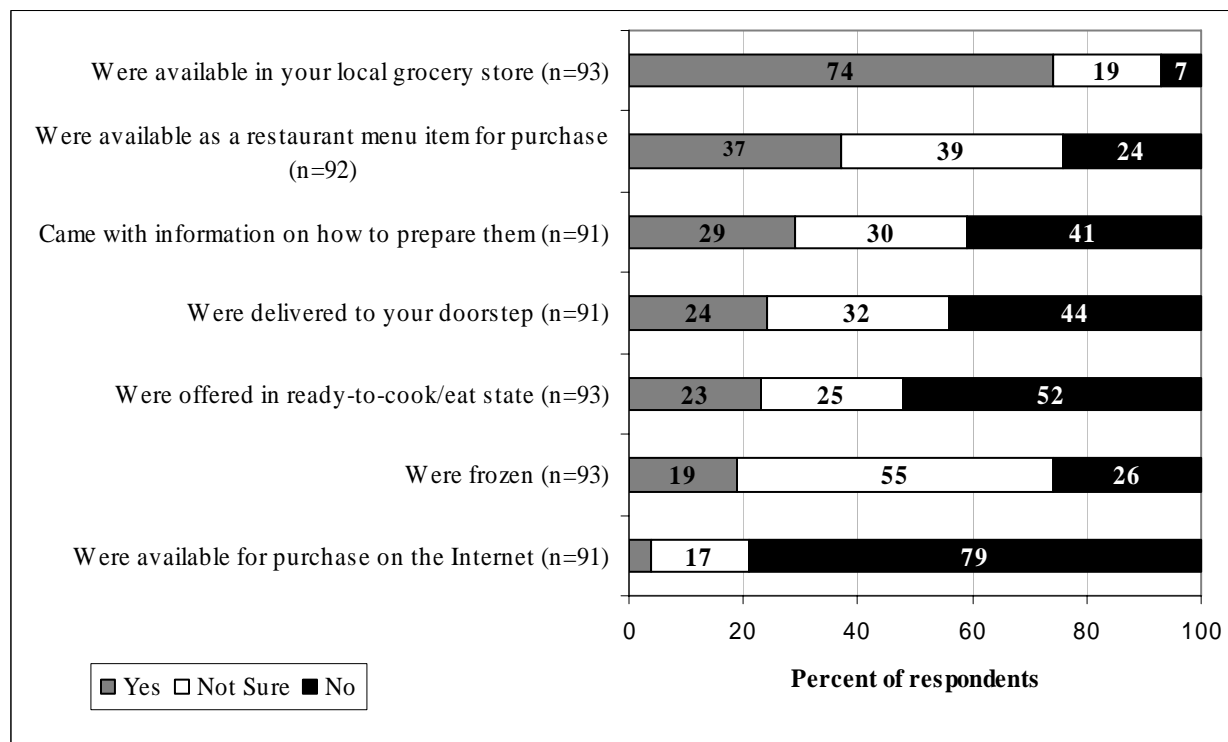


Figure 6. Likely to purchase *locally produced* foods based on how food is distributed¹



¹ Percentages less than 5% are not labeled.

The information in this brief summary is information perceived to be important by CD-DIAL staff after analysis of the data and conversations with the Northeast Iowa Food and Farm Coalition. However, the information in this summary should not limit the scope of future planning efforts. Other areas of concern than those discussed might emerge that also need to be addressed. It is important now that the Northeast Iowa Food and Farm Coalition interprets the information contained in this summary and begins a

planning process for the future of the county. Please refer to the appendix that follows to see a complete listing of results of the survey, including the frequency distributions and comments to open-ended questions. This information will also be helpful in any future planning efforts.

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ⁱThe process included:

- An announcement postcard.
- A cover letter, a copy of the questionnaire, and a postage-paid return envelope addressed to Iowa State University.
- A thank you/reminder postcard, mailed to everyone in the sample approximately one week after the first questionnaire.
- A replacement questionnaire, including cover letter, and a postage-paid return envelope, mailed to those who had failed to respond two weeks after the first mailing.

APPENDIX A: PERCENT DISTRIBUTIONS FOR NORTHEAST IOWA LOCAL FOOD SURVEY – WINNESHIEK COUNTY

Instructions: The primary food shopper in your household should complete this survey. As the primary shopper responds, note that some questions apply to you personally, while others apply to your entire household. Responses are usually made by circling a number or filling in a blank. You will also be given a chance to write your overall comments at the end of the questionnaire.

A. Are you the primary food shopper for your household? (n=91)

1. No 3% → **IF NO, please ask the primary food shopper to complete this questionnaire.**
2. Yes 97% →

Aa. Approximately what percentage of your household's weekly food needs do you purchase during a typical week? _____ % (n=76)

Mean=74.8%, (S.D.=26.8), Minimum=10%, Maximum=100%

B. How many meals do you, personally, eat on a typical day? _____ (n=93)

1=2% 2=33% 3=62% 4=3%

C. What percentage of the meals that you, personally, eat in a week are usually eaten...

	<u>% of weekly meals</u>
At home (n=95).....	Mean=69.2%, ¹ (S.D.=21.8 ²), Minimum=15%, Maximum=100%
Work/school (n=91).....	Mean=16.2%, (S.D.=18.5), Median=10.0%, Minimum=0%, Maximum=80%
In fast food restaurant (n=90)	Mean=4.0%, (S.D.=6.8), Median=.0%, Minimum=0%, Maximum=25%
In non-fast food restaurant (n=90).....	Mean=6.5%, (S.D.=9.3), Median=5.0%, Minimum=0%, Maximum=50%
On the run (n=91)	Mean=3.1%, (S.D.=8.6), Median=.0%, Minimum=0%, Maximum=50%
At another person's home (n=90).....	Mean=1.7%, (S.D.=3.5), Median=.0%, Minimum=0%, Maximum=20%
Total	100%

D. Do you have children or stepchildren under the age of 18 years living in your household? (n=96)

1. No 75% → **If NO, please skip to Question G on page 2.**
2. Yes 25% →

Da. How old is your oldest child? _____ years (n=24)

2	4%	6	4%	10	9%	15	8%
3	4%	7	8%	12	4%	16	13%
4	9%	8	4%	13	8%	17	4%
5	9%	9	4%	14	8%		

¹Mean is the average of all of the responses to a question. Mean is calculated by summing the value of all responses and dividing by the total number of persons responding to the question.

²Standard deviation (S.D.) is a measure of the variability in the way responses to a question are distributed. The more the responses cluster around the mean, the smaller the standard deviation. A standard deviation higher than the mean represents a group of responses that are not normally distributed – i.e., not in the typical, bell-shaped curve.

E. How many meals does your oldest child (under 18 years) eat on a typical day? _____ (n=23)
 2=13% 3=78% 4=9%

F. What percentage of the weekly meals for your household's oldest child are usually eaten...

	<u>% of weekly meals</u>
At home (n=24).....	Mean=59.7%, (S.D.=16.7), Minimum=25%, Maximum=95%
Work/school (n=24)	Mean=28.8%, (S.D.=15.5), Minimum=0%, Maximum=50%
In fast food restaurant (n=23).....	Mean=3.5%, (S.D.=4.6), Median=.0%, Minimum=0%, Maximum=10%
In non-fast food restaurant (n=23)	Mean=2.2%, (S.D.=3.6), Median=.0%, Minimum=0%, Maximum=10%
On the run (n=23).....	Mean=2.5%, (S.D.=5.8), Median=.0%, Minimum=0%, Maximum=25%
At another person's home (n=23)	Mean=3.8%, (S.D.=10.8), Median=.0%, Minimum=0%, Maximum=50%
Total	100%

G. Who does the majority of the cooking in your household? (n=95)

- | | |
|--|-----|
| 1. I do | 85% |
| 2. Another adult in the household | 10% |
| 3. No one cooks; I/we either eat out or use prepared foods | -- |
| 4. Other (Please specify) _____ | 5% |
| Or our 17 year old | |
| 50-50 between spouses | |
| 50/50 he and I do | |
| I cook a little bit, but mostly eat out or prepare foods. | |
| 1 & 2 | |
| I do and my husband helps sometimes. | |

H. How many miles from home do you typically travel to shop for food? (If less than 1 mile, please write "0.") _____ miles (n=95)

Mean=8.6, (S.D.=8.3), Minimum=Less than 1 mile, Maximum=40

I. Before you received this questionnaire, had you heard of the concept of *locally produced food*? (Circle ONE response) (n=95)

1. No 23%
 2. Yes 77% →

Ia. If YES, CIRCLE ALL of the following statements that apply to your experience with *locally produced food*. (n=73)

- | | |
|--|-----|
| 1. Seldom think of where food is produced when shopping for food. | 14% |
| 2. Don't really care where food is produced, so long as it is safe. | 33% |
| 3. Usually shop local, if available. | 47% |
| 4. Always shop local first. | 33% |
| 5. Other (specify) _____ | 11% |
| No Wal-Mart | |
| Prefer locally produced, but expensive for us so buy mass-produced more often | |
| Farmers Market | |
| Produce comes from our garden | |
| Organic first, local second | |
| Summertime at Farmers Market | |
| I shop a combination of local grown and supermarket. | |
| I consider foods' origins along with a number of other factors, including whether or not it's organic, price, appearance, etc. | |

J. If you drew a line from your home to the farthest point where you would consider food to be *locally produced*, how far away is that point? (Circle ONE number and fill in any necessary blanks) (n=94)

- | | |
|---|-----|
| 1. _____ miles from my home (n=37) | 40% |
| Mean=39.1, (S.D.=56.6), Median=20.0, Minimum=0, Maximum=300 | |
| 2. At my county border | 7% |
| 3. At the border of the northeast Iowa five-county region (includes Allamakee, Clayton, Fayette, Howard, & Winneshiek County) | 28% |
| 4. At the Iowa state line | 6% |
| 5. Don't know | 15% |
| 6. Other (specify) _____ | 4% |
| Would prefer even U.S. grown | |
| Only one store here ____ mile away and small selection and high prices so we go to Decorah 3 times a month. | |
| Midwest upper | |
| Tri-state area | |
| 5-county and Southeast Minnesota | |
| Don't care | |

K. In the past 12 months, where have you obtained food for your household? (Circle the numbers for ALL that apply) (n=96)

- | | |
|--|------|
| 1. Grocery store | 100% |
| 2. Food pantry/shelf | 1% |
| 3. Senior meal program | 3% |
| 4. Personal, family, or friend's garden | 56% |
| 5. Food Stamps | 1% |
| 6. Women/Infant Children's Program (WIC) | 2% |
| 7. Farmer's Market | 49% |
| 8. Meals with family/friends | 51% |
| 9. Grocery items from family/friends | 16% |
| 10. Directly from local farmers | 34% |
| 11. Grown/raised own meat or dairy products | 17% |
| 12. Local hunting or fishing | 32% |
| 13. Roadside produce stand | 20% |
| 14. Senior Farmer's Market food vouchers | 3% |
| 15. Direct mail or Internet | 2% |
| 16. Meat locker | 32% |
| 17. Community garden | 1% |
| 18. Community Sustainable Agriculture (CSA) farm shares purchase | 1% |

L. What types of foods do you grow/raise? (Circle the numbers for ALL that apply) (n=96)

- | | |
|--|-----|
| 1. Do not grow/raise any food | 42% |
| 2. Meat | 17% |
| 3. Vegetables | 51% |
| 4. Fruit | 25% |
| 5. Dairy products | 4% |
| 6. Other (Please specify) _____ | 2% |
| Fruit trees on our farm | |
| None | |
| A few vegetables | |
| I make sweet pickles, beets pickles, rhubarb | |

M. What types of locally grown foods would you be interested in buying? (Circle the numbers for ALL that apply) (n=95)

- 1. I would not buy locally grown foods 4%
- 2. Meat 64%
- 3. Vegetables 86%
- 4. Fruit 83%
- 5. Dairy products 43%
- 6. Other (Please specify) _____ 6%
 - Honey
 - Any that could be grown
 - All types if convenient and competitively priced
 - Any that are within a competitive price range
 - Baked goods
 - Eggs

N. How IMPORTANT are the following factors in your decision about where to purchase your household’s food? Circle one number between 1 (Not at all Important) and 6 (Very Important).

	How important?					
	Not at all Important				Very Important	
1. Offers fresh meats, dairy, or produce (n=95) Mean=5.4, (S.D.=1.0), Minimum=1, Maximum=6	1%	2%	3%	6%	24%	64%
2. Sells best tasting meats, dairy, or produce (n=92) ... Mean=5.3, (S.D.=.9), Minimum=1, Maximum=6	1%	1%	1%	11%	37%	49%
3. Has lowest prices (n=91) Mean=4.3, (S.D.=1.3), Minimum=1, Maximum=6	2%	6%	17%	29%	24%	22%
4. Displays are attractive (n=89) Mean=3.4, (S.D.=1.5), Minimum=1, Maximum=6	10%	22%	20%	19%	23%	6%
5. Offers a wide variety of foods (n=90)..... Mean=4.7, (S.D.=1.0), Minimum=2, Maximum=6	--	3%	8%	29%	37%	23%
6. Has organic food available (n=89)..... Mean=3.2, (S.D.=1.6), Minimum=1, Maximum=6	22%	12%	19%	23%	14%	10%
7. Offers fresh meat, dairy, or produce raised in an environmentally supportive way (n=92) Mean=4.1, (S.D.=1.4), Minimum=1, Maximum=6	4%	14%	12%	25%	30%	15%
8. Offers fresh meats, dairy, or produce grown in my local area (n=92) Mean=4.3, (S.D.=1.2), Minimum=1, Maximum=6	2%	5%	18%	26%	32%	17%
9. Offers fresh meats, dairy, or produce grown in Iowa (n=94)..... Mean=4.2, (S.D.=1.2), Minimum=1, Maximum=6	2%	6%	18%	30%	28%	16%
10. Supports my local economy and jobs (n=93)..... Mean=4.8, (S.D.=1.1), Minimum=1, Maximum=6	1%	3%	5%	27%	32%	32%
11. Has competitive prices (n=93)..... Mean=4.7, (S.D.=1.1), Minimum=1, Maximum=6	1%	2%	10%	24%	37%	26%
12. I personally know the food producer (n=93) Mean=3.2, (S.D.=1.5), Minimum=1, Maximum=6	16%	18%	20%	25%	15%	6%

(continued on following page)

N. (Continued)

	How important?					
	Not at all Important			Very Important		
13. The location is convenient (n=94) Mean=4.7, (S.D.=1.0), Minimum=1, Maximum=6	1%	2%	6%	34%	33%	24%
14. The hours of operation are convenient (n=93)..... Mean=4.7, (S.D.=1.1), Minimum=1, Maximum=6	1%	2%	8%	29%	32%	28%

O. To what extent do you DISAGREE or AGREE with the following statements about food SAFETY? Circle one number between 1 (Strongly disagree) and 6 (Strongly agree) for each statement.

	Strongly Disagree						Strongly Agree					
	1. The safety of the food my household consumes is important to me (n=95) Mean=5.8, (S.D.=.7), Minimum=2, Maximum=6	--	1%	1%	3%	11%	84%					
2. I trust my local grocer to offer safe food (n=95)..... Mean=5.3, (S.D.=.9), Minimum=3, Maximum=6	--	--	5%	14%	30%	51%						
3. I trust farmers/producers in my local area to grow and offer safe food (n=94) Mean=5.3, (S.D.=.9), Minimum=3, Maximum=6	--	--	5%	12%	31%	52%						
4. Food safety is pretty much the same regardless of where the food is produced in the United States (n=95) Mean=3.1, (S.D.=1.6), Minimum=1, Maximum=6	15%	28%	19%	18%	8%	12%						
5. Food safety is the same regardless of where in the world our food comes from (n=93)..... Mean=2.3, (S.D.=1.5), Minimum=1, Maximum=6	37%	29%	14%	9%	3%	8%						
6. The food I currently purchase is safe (n=94) Mean=4.9, (S.D.=.9), Minimum=3, Maximum=6	--	--	6%	21%	47%	26%						
7. I have no concerns about the safety of the food I currently purchase (n=94) Mean=3.1, (S.D.=1.9), Minimum=1, Maximum=6	36%	10%	6%	11%	27%	10%						

P. To what extent do you DISAGREE or AGREE with the following statements about the food purchasing habits of your household?

In general, my household ...	Strongly Disagree						Strongly Agree					
	1. Prefers one-stop shopping for food and other necessities (n=95) Mean=4.0 (S.D.=1.4), Minimum=1, Maximum=6	6%	12%	14%	27%	26%	15%					
2. Buys food based on what's on sale or coupon offers (n=96) Mean=3.7, (S.D.=1.4), Minimum=1, Maximum=6	7%	16%	21%	24%	21%	11%						
3. Thinks <i>locally produced</i> food tastes better (n=94)..... Mean=4.4, (S.D.=1.2), Minimum=1, Maximum=6	2%	6%	12%	28%	36%	16%						
4. Chooses organic food over non-organic (n=95) Mean=3.1, (S.D.=1.5), Minimum=1, Maximum=6	21%	14%	23%	23%	12%	7%						

(continued on following page)

P. (Continued)

In general, my household ...	Strongly Disagree			Strongly Agree		
5. Believes it is important to know where your food is grown and/or processed (n=96)..... Mean=4.0, (S.D.=1.3), Minimum=1, Maximum=6	3%	9%	23%	26%	25%	14%
6. Will purchase <i>locally produced</i> food if it is convenient (n=96)..... Mean=4.7 (S.D.=1.1), Minimum=1, Maximum=6	2%	2%	9%	21%	42%	24%
7. Accepts genetically modified food as a healthy choice (n=96)..... Mean=2.8, (S.D.=1.4), Minimum=1, Maximum=6	21%	27%	21%	23%	3%	5%
8. Will go out of our way to purchase <i>locally produced</i> food (n=94)..... Mean=3.5, (S.D.=1.2), Minimum=1, Maximum=6	4%	18%	30%	28%	14%	6%
9. Prefers to purchase fruits and vegetables cut up and ready for cooking/eating (n=95)..... Mean=2.7, (S.D.=1.3), Minimum=1, Maximum=6	20%	29%	23%	18%	8%	2%
10. Is willing to pay a little more for <i>locally produced</i> food (n=94)..... Mean=4.0, (S.D.=1.2), Minimum=1, Maximum=6	2%	10%	20%	33%	26%	9%
11. Is having difficulty finding <i>locally produced</i> foods (n=94)..... Mean=3.4, (S.D.=1.2), Minimum=1, Maximum=6	4%	18%	33%	26%	13%	6%
12. Wants to support local farmers, but can't afford to spend more for our food (n=96)..... Mean=3.6, (S.D.=1.5), Minimum=1, Maximum=6	9%	18%	22%	22%	16%	13%
13. Can't understand why <i>locally produced</i> food costs more (n=95)..... Mean=3.4, (S.D.=1.5), Minimum=1, Maximum=6	11%	23%	18%	24%	17%	7%
14. Believes <i>locally produced</i> foods are healthier for our family members (n=95)..... Mean=4.3, (S.D.=1.4), Minimum=1, Maximum=6	2%	4%	15%	31%	34%	14%
15. Would purchase more <i>locally produced</i> food if it came ready-to-cook/eat (n=95)..... Mean=3.0, (S.D.=1.1), Minimum=1, Maximum=6	14%	28%	20%	21%	12%	5%
16. Believes buying locally is healthier for community residents (n=96)..... Mean=4.3, (S.D.=1.3), Minimum=1, Maximum=6	4%	4%	15%	32%	28%	17%
17. Participates in a recycling plan (n=94)..... Mean=5.1, (S.D.=1.6), Minimum=2, Maximum=6	--	4%	7%	17%	19%	53%
18. Would buy <i>locally produced</i> foods on the Internet (n=94)..... Mean=2.0, (S.D.=1.2), Minimum=1, Maximum=6	48%	27%	10%	10%	2%	3%
19. Purchases foods based on healthy lifestyle decisions (n=95)..... Mean=4.4, (S.D.=1.2), Minimum=1, Maximum=6	3%	1%	19%	27%	30%	20%

(continued on following page)

P. (Continued)

In general, my household ...	Strongly Disagree				Strongly Agree	
20. Purchases foods necessary to meet special dietary needs (n=94)..... Mean=3.6, (S.D.=1.5), Minimum=1, Maximum=6	10%	20%	12%	27%	21%	10%
21. Is willing to purchase <i>locally produced</i> beverages and/or wines (n=93) Mean=4.0, (S.D.=1.4), Minimum=1, Maximum=6	4%	14%	18%	24%	25%	15%
22. Would purchase <i>locally produced</i> foods, but is unable to find them (n=94) Mean=3.0, (S.D.=1.5), Minimum=1, Maximum=6	17%	25%	26%	13%	12%	7%

Q. On average, how much do you usually spend per week to feed members of your household at the following sources/locations? If the location is not available in your area, please circle the number for “Not Available.” Please sum the dollar amounts with the TOTAL SPENT PER WEEK.

	How much spent per week	Not Available
1. Grocery Store (n=90; 90)	Mean=\$67.59 (S.D.= 43.1), Minimum=\$10.00, Maximum=\$300.00	--
2. Wholesale food store (like Sam’s Club) (n=56; 90).....	Mean=\$3.95, (S.D.=10.9), Median=\$.0, Minimum=\$.0, Maximum=\$60.00	38%
3. Convenience store/gas station (n=85; 91)	Mean=\$7.72, (S.D.=15.1), Median=\$.0, Minimum=\$.0, Maximum=\$100.00	7%
4. Specialty food store (meat locker, health food store, bakery) (n=83; 91).....	Mean=\$7.09 (S.D.=16.3), Median=\$.0, Maximum=\$.0, Maximum=\$100.00	9%
5. Farmer’s Market (n=82; 91).....	Mean=\$3.80, (S.D.=8.2), Median=\$.0, Minimum=\$.0, Maximum=\$50.00	10%
6. Local cooperative food store (n=79; 91)	Mean=\$13.00, (S.D.=63.2), Median=\$.0, Minimum=\$.0, Maximum=\$550.00	13%
7. Directly from local producers (n=82; 91)	Mean=\$3.20, (S.D.=7.3), Median=\$.0, Minimum=\$.0, Maximum=\$30.00	10%
8. Prepared food eaten away from home (fast food, non-fast food restaurant) (n=88; 90).....	Mean=\$22.97, (S.D.=33.9), Median=\$20.00, Minimum=\$.0, Maximum=\$200.00	2%
9. Other (specify) _____ (n=90; 90) Home grown – freeze and can Schwann’s/Captain’s Choice Deli food	Mean=\$1.56 (S.D.=7.2), Median=\$.0, Minimum=\$.0, Maximum=\$50.00	--
TOTAL SPENT PER WEEK (n=90)	Mean=\$120.15, (S.D.=87.4), Minimum=\$25.00, Maximum=\$700.00	

Mean, (S.D.), Median, Minimum, Maximum reflect only those who did not answer “not available.”

R. Does your household raise any of the meat you eat? (n=95)

- | | |
|--|-----|
| 1. Yes, raise all the meat we eat | 6% |
| 2. Yes, some | 10% |
| 3. No, do not raise any of our meat | 81% |
| 4. We do not eat meat → Please skip to Question T below. | 1% |
| 5. Other (Please specify) _____ | 2% |
- My parents raise all the meat we eat.
Family members at different location raise some of our meat
75%

S. Do you usually purchase meat at any of the following locations? Meat includes chicken, pork, fish, turkey, beef, or specialty meats.

	Usually purchase?	
	No	Yes
1. Pre-packaged at the grocery store (n=83).....	35%	65%
2. Full-service counter at the grocery store (n=85)	6%	94%
3. Superstore (for example, Wal-Mart) (n=77)	66%	34%
4. Local meat locker (n=79)	60%	40%
5. Wholesale club (n=75)	93%	7%
6. Farmer's Market (n=74)	80%	20%
7. Directly from a farmer (n=77).....	61%	39%
8. Through mail catalogs/on the Internet (n=74).....	99%	1%
9. Other (specify) _____ (n=36).....	92%	8%

Coop
Grocery store
Schwann's/Captain's Choice

T. Would you be more likely to purchase *locally produced* foods if they ...?

	Not Sure		
	No	Not Sure	Yes
1. Were frozen (n=93).....	26%	55%	19%
2. Were offered in ready-to-cook/eat state (for example, chopped vegetables, fruit in bite-sized pieces) (n=93)	52%	25%	23%
3. Came with information on how to prepare them (n=91).....	41%	30%	29%
4. Were available in your local grocery store (n=93).....	7%	19%	74%
5. Were delivered to your doorstep (n=91)	44%	32%	24%
6. Were available for purchase on the Internet (n=91).....	79%	17%	4%
7. Were available as a restaurant menu item for purchase (n=92) .	24%	39%	37%

The rest of this questionnaire requests information to give an accurate description of persons who responded to the survey. To protect confidentiality, your responses are combined with responses from others so that individual information cannot be identified.

A. In which county do you live? _____ (n=92)

Winneshiek 100%

B. Approximately how many years have you lived in your county? _____ years (n=95)

5 years or less 6%
 6-10 years 1%
 11-20 years 11%
 21-30 years 12%
 31 years and over 70%

Mean=40.2, (S.D.=24.9), Minimum=1, Maximum=90

C. What is your 5 digit postal zip code? _____ (n=95)

52101 Decorah	63%	52161 Ossian	9%
52132 Calmar	4%	52165 Ridgeway	4%
52133 Castalia	2%	52168 Spillville	3%
52136 Cresco	2%	52171 Waucoma	2%
52144 Fort Atkinson	10%	52172 Waukon	1%

D. Which of the following best describes where you currently live? (n=89)

1. In town 47%
2. Outside city limits, not on a farm 24%
3. Outside city limits, on a farm 29%

What community do you call home? _____ (n=38)

Waukon	5%	Fort Atkinson	8%
Decorah	32%	Buffton	5%
Ossian	7%	Hesper	3%
Calmar	7%	Spillville	8%
Kendalville	3%	Festina	3%
Ridgeway	5%	Highlandville	3%
Freeport	5%	Lawler	3%
Burr Oak	3%		

E. Which statement best describes your current housing arrangement? (n=95)

1. Rent 8%
2. Own 90%
3. Other (please describe) _____ 2%
 - Life lease after selling land to our _____
 - Own mobile home on rented land

E. Please indicate the AGE, SEX, and RELATIONSHIP TO YOU of each person living in your household during the majority of the year. Do not include children who lived away at college.

Be sure to include yourself!

<u>Person</u>	<u>Age</u>	<u>Sex</u>		<u>Relationship to you</u>
		M	F	(for example, spouse, child, stepchild)
YOU		1	2	SELF
2		1	2	
3		1	2	
4		1	2	
5		1	2	
6		1	2	
7		1	2	
8		1	2	

Total household size (n=96)

Mean	2.48	persons
S.D.	1.26	
Minimum	1.00	person
Maximum	6.00	persons

Self gender (n=88)

Male	26%
Female	74%

Self age (n=87)

Average	54.0	years
S.D.	16.6	
Range	22-91	years

Respondents reporting a spouse

66

Average spouse's age	56.2	years
Spouse age range	24-86	years

Spouse's sex

Male	77%
Female	23%

Respondents reporting one or more children 22 cases had minor child

Average minor child age	8.22	years
Minor child age range	1-17	years

Minor child's sex

Male	51%
Female	49%

Adult children

5 cases had one or more adult children

Average adult child age	26.2	
Adult children's age range	21-43	years

Adult child's sex

Male	60%
Female	40%

(continued on following page)

E. (Continued)

Stepchild in household	1 cases had stepchildren in household
Average stepchild age	11.5
Range	10-13 years
Stepchild's sex	
Male	100%
Female	0%
Live-in boyfriend, girlfriend, or fiancé in household	3 cases
Average live-in age	38.7 years
Range	30-52 years
Live-in boyfriend, girlfriend, or fiancée's sex	
Male	67%
Female	33%
Parent/In-law in household	1 cases
Average Parent/in-law age	52.0 years
Parent/In-law sex	
Male	100%
Female	0%
Friend in household	1 cases
Average friend age	25.0 years
Friend sex	
Male	100%
Female	0%
Other in household	2 cases
Average other age	19.0 years
Range	3-35 years
Other sex	
Male	50%
Female	50%

F. What is the highest level of formal education that you have completed? (n=95)

1. Less than high school diploma	3%
2. High school diploma or GED	34%
3. Some college, no degree	23%
4. Associates degree	11%
5. Bachelors degree	15%
6. Graduate or professional degree	14%

G. Would you say your health in general is ... (n=95)

- | | |
|--------------|-----|
| 1. Excellent | 19% |
| 2. Very good | 51% |
| 3. Good | 28% |
| 4. Fair | 2% |
| 5. Poor | -- |

H. What is your employment status? (Circle the number for ALL that apply) (n=93)

- | | |
|---|-----|
| 1. Employed or self-employed full-time | 51% |
| 2. Employed or self-employed part-time | 18% |
| 3. Student | 1% |
| 4. Full-time homemaker | 11% |
| 5. Retired or disabled | 23% |
| 6. Unemployed or looking for employment | 1% |
| 7. Other (specify _____) | 3% |
| Factory | |
| _____ | |
| Part-time | |

Ha. In what city do you work or attend school? _____ (n=55)

- | | |
|----------------|-----|
| Waukon | 4% |
| Decorah | 80% |
| Cresco | 4% |
| Marquette | 1% |
| Ossian | 1% |
| West Union | 2% |
| New Hampton | 2% |
| Fort Atkinson | 2% |
| Festina | 2% |
| Fredericksburg | 2% |

Hb. Outside of caring for home and on family, how many hours per week on average do you typically work/attend school? __ hours (n=53)

Mean=43.7, (S.D.=16.2), Minimum=12, Maximum=100

I. What is your current marital status? (n=93)

- | | |
|-------------------------------------|-----|
| 1. Married or living with a partner | 76% |
| 2. Divorced | 8% |
| 3. Separated | 1% |
| 4. Widowed | 8% |
| 5. Never married | 7% |

Ia. If you are NOT currently married or living with a partner, please skip to Question K.

J. What is your spouse/partner's employment status? (n=70)

- 1. Employed or self-employed full-time 66%
- 2. Employed or self-employed part-time 9%
- 3. Student --
- 4. Full-time homemaker 1%
- 5. Retired or disabled 24%
- 6. Unemployed or looking for employment --
- 7. Other (specify _____) --

Ja. In what city does she/he work or attend school? _____ (n=44)

- Waukon 5%
- Decorah 73%
- Cresco 7%
- Elkader 2%
- Calmar 5%
- Waterloo 2%
- Ridgeway 2%
- Mabel, MN 2%
- Mt. Pleasant 2%

Jb. Outside of caring for home and family, how many hours per week on average does he/she typically work/attend school? __ hours (n=37)

Mean=47.7, (S.D.=15.0), Minimum=0, Maximum=80

K. Are the following statements true for your household?

	<u>No</u>	<u>Yes</u>	<u>Doesn't Apply</u>
1. One or more adults work more than one, full-time job (n=87).....	60%	28%	12%
2. At least one child receives free or reduced price school lunches (n=74)	39%	4%	57%

L. Income level is requested in order to understand how the needs of individuals and families differ depending on their level of income. Please circle ONE response to show your total 2006 gross household income (before taxes) from all sources. (n=91)

- 1. Under \$5,000 --
- 2. \$5,000-9,999 1%
- 3. \$10,000-14,999 1%
- 4. \$15,000-24,999 17%
- 5. \$25,000-34,999 13%
- 6. \$35,000-49,999 9%
- 7. \$50,000-74,999 34%
- 8. \$75,000-99,999 17%
- 9. \$100,000 and over 8%

M. This space is provided for any comments or suggestions you would like to share with the Northeast Iowa Food and Farm Coalition.

Iowa is the lowest paid in a lot of fields. It is hard to convince our kids to stay in Iowa. Our oldest is a senior and states she won't be able to pay for college if she doesn't move away.
We would/do try to support locally grown food programs. We do utilize our local food co-op.

M. (Continued)

- Question N was hard to answer because some of the question was written positive and some was negative (example 10 and 13). Ten is written in the positive direction and 13 in the negative direction so you really had to redo the questions carefully and think about how the question is worded and if I really agree or disagree to give you a true answer. You almost lost me at this point.
- We have Farmer's Markets in the summer and fall so we buy there when we find them. I grow a small garden and don't use chemical products in the garden. I don't buy meat from _____t because I don't think it is as careful with freshness as they should be. I buy in Fareway for over 35 years and never have gotten bad meat. It is fresh and the display is clean and attractive.
- Retired but when our farm did have our pork and beef, fruit trees, hired men and when kids were small did lots of cooking.
- I would like to do all of my shopping at the local coop (or at least 80-90%), but I find it too expensive to do routine shopping there right now. We buy more special items there. As our 3 _____ get into school and our income rises, we'll shop more at the coop and farmer's markets.
- While organic foods may be healthier, we cannot afford the higher prices.
- I grew up in Winn. Co., was active in 4-H 8 years. Since the day I was married we have gardened for pleasure and especially for having healthy food. We grow our own potatoes, sweet corn, squash, peas, beans, onions, beets, strawberries, apples, raspberries, cucumbers, garlic, Kohlrabi, grapes, watermelon, zucchini, spinach, tomatoes, and lettuce. Along with this comes freezing and canning fruit, veggies, jams, soups, etc. For several years we have not had to buy potatoes. They keep in our cold storage area. Also, I never purchase jam or jellies. We are always kept busy. My husband can successfully grow lettuce, spinach, beans, and peas twice or three times in a season. Question #1 was difficult. We do purchase our eggs, milk, bread, and all meats at the store, plus fruit, kiwi, oranges, apples, grapefruit, articles such as flour, sugar, peanut butter, etc.
- Even though there are farms everywhere, there is very little local food available, even in the co-op. The only reliable source of local food is the Farmers Market, only in the summer. I know local farming practices are not very ecologically safe. I always prefer organic food. I would prefer local food if it were produced without genetic modification and/or pesticides. Luckily, what little local food that is available usually qualifies or is organic anyway.
- Local grown is great if convenient and competitively priced. Organic is too expensive and not any safer or healthier.
- I would purchase more at the local coop or farmers market but the food costs more and money is very tight.
- I would be interested in buying more locally grown food so long as it is economically feasible and convenient. I am in a position where I must budget my money and time very wisely.
- I would be interested in education on the differences and advantages and disadvantages between organic foods, (especially from big organic farms) and locally produced foods (that may have been treated with pesticides). This was filled out by _____. _____ - sister in-law, lives in _____, but owns farms in Winneshiek county.
- We need more Farmer's Markets. All year round Farmer's Markets would be great. Also, they need to be more available, (not enough hours). Only available twice a week for 6 hours and in the summer only in my city As much as possible we raise and can our own vegetables.

Thank you for completing this questionnaire. Please fold it from top to bottom and return it in the enclosed, postage-paid envelope to:

**Iowa State University CD-DIAL
317 East Hall
Ames, IA 50011-1070**

... and justice for all

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