

NORTHEAST IOWA LOCAL FOOD SURVEY ALLAMAKEE 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.

**CD-DIAL No. 185
June 2007**

Table of Contents

List of Tables and Figures..... ii
Brief Summary..... 1
 Survey Methodology..... 1
 Profile of Respondents..... 2
 Results..... 3
Appendix A: Percent Distributions for Northeast Iowa Local Food Survey -
 Allamakee County Resident Survey 8

List of Tables

| | | |
|----------|---------------------------------|---|
| Table 1. | Questionnaire disposition..... | 1 |
| Table 2. | Respondent characteristics..... | 2 |

List of Figures

| | | |
|-----------|--|---|
| Figure 1. | Length of residence in Allamakee County..... | 2 |
| Figure 2. | Importance ratings for factors influencing food purchasing decisions | 4 |
| Figure 3. | Agreement with food safety statements | 5 |
| Figure 4. | Highest agreement for food purchasing habit statements | 5 |
| Figure 5. | Lowest agreement for food purchasing habit statements..... | 6 |
| Figure 6. | Likely to purchase <i>locally produced</i> foods based on how food is distributed..... | 6 |

Northeast Iowa Local Food Survey

Allamakee Brief Summary

Northeast Iowa Food and Farm Coalition is seeking input on food purchasing and use in Allamakee 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 Allamakee 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. However, this summary only discusses results from 92 individuals within Allamakee County 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 Allamakee 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 Allamakee County within a known margin of error. The sampling frame included households located in Allamakee County selected from a database of all Iowa heads of households.

Questionnaires were distributed using a four-phase mailing process¹. 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 92 completed questionnaires. Table 1 shows the disposition of the questionnaires. Thirty questionnaires were returned undeliverable, while 92 failed to respond or refused to complete the questionnaire. However, three households who returned the questionnaires reported living in a county other than Allamakee. Therefore, those respondent's responses were included in the respective reported county. The adjusted response rate for Allamakee County is 50%.

Table 1. Questionnaire disposition

| | Number |
|------------------------------|---------------|
| Returned Useable | 92 |
| No Response/Refused | 92 |
| Undeliverable due to address | 30 |
| Not in Allamakee County | 3 |
| Deceased | 5 |
| <i>Total Mailed</i> | 222 |

This summary includes responses for 92 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 Allamakee 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 half of respondents (62%) report living in Allamakee County for 31 years or more. Nearly half of those living within Allamakee County reside in town (45%); whereas, 55% of respondents live outside of city limits. Waukon was the most frequently cited city in which respondents living outside city limits call home. Figure 1 depicts the length of residence within Allamakee County.

Figure 1. Length of residence in Allamakee County (n=92)

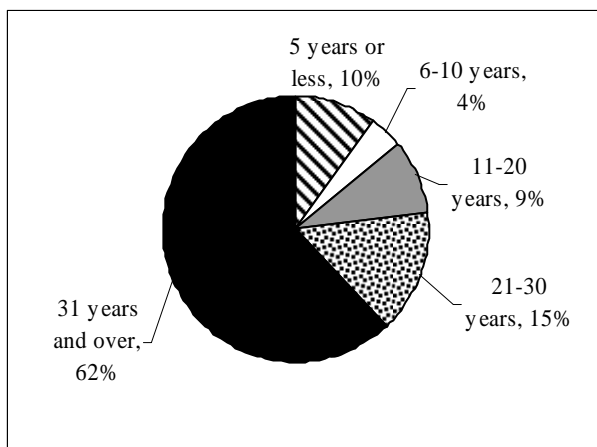


Table 2 summarizes respondent demographics and lists corresponding county figures from the 2000 United States Census of Population. To determine the potential for bias, respondent characteristics are compared with 2000 Census of Population figures. This comparison is made under the assumption that, while six years old, Census figures provide acceptable indicators of adults and households within Allamakee County. The average age for questionnaire respondents is 54.7 years with a mean income between \$35,000 and \$49,999. Gender comparisons between survey respondents and Census figures indicate an

Table 2. Respondent characteristics

| | Survey | 2000 Census |
|-----------------------------|---------|-------------|
| | Percent | |
| Sex (n=92; 10,944) | | |
| Female | 62 | 50 |
| Male | 38 | 50 |
| Age (n=77;10,944) | | |
| Less than 45 years | 29 | 43 |
| 45-64 | 42 | 32 |
| 65 years or more | 29 | 25 |
| Income (n=83; 5,730) | | |
| \$14,999 or less | 16 | 16 |
| \$15,000-\$34,999 | 31 | 36 |
| \$35,000-\$49,999 | 19 | 21 |
| \$50,000-\$74,999 | 22 | 16 |
| \$75,000 or more | 12 | 11 |

under-representation of males in the survey 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. Nearly three-fourths of respondents (73%) eat three meals on a typical day. Of those meals, on average, 78% 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 (69%).

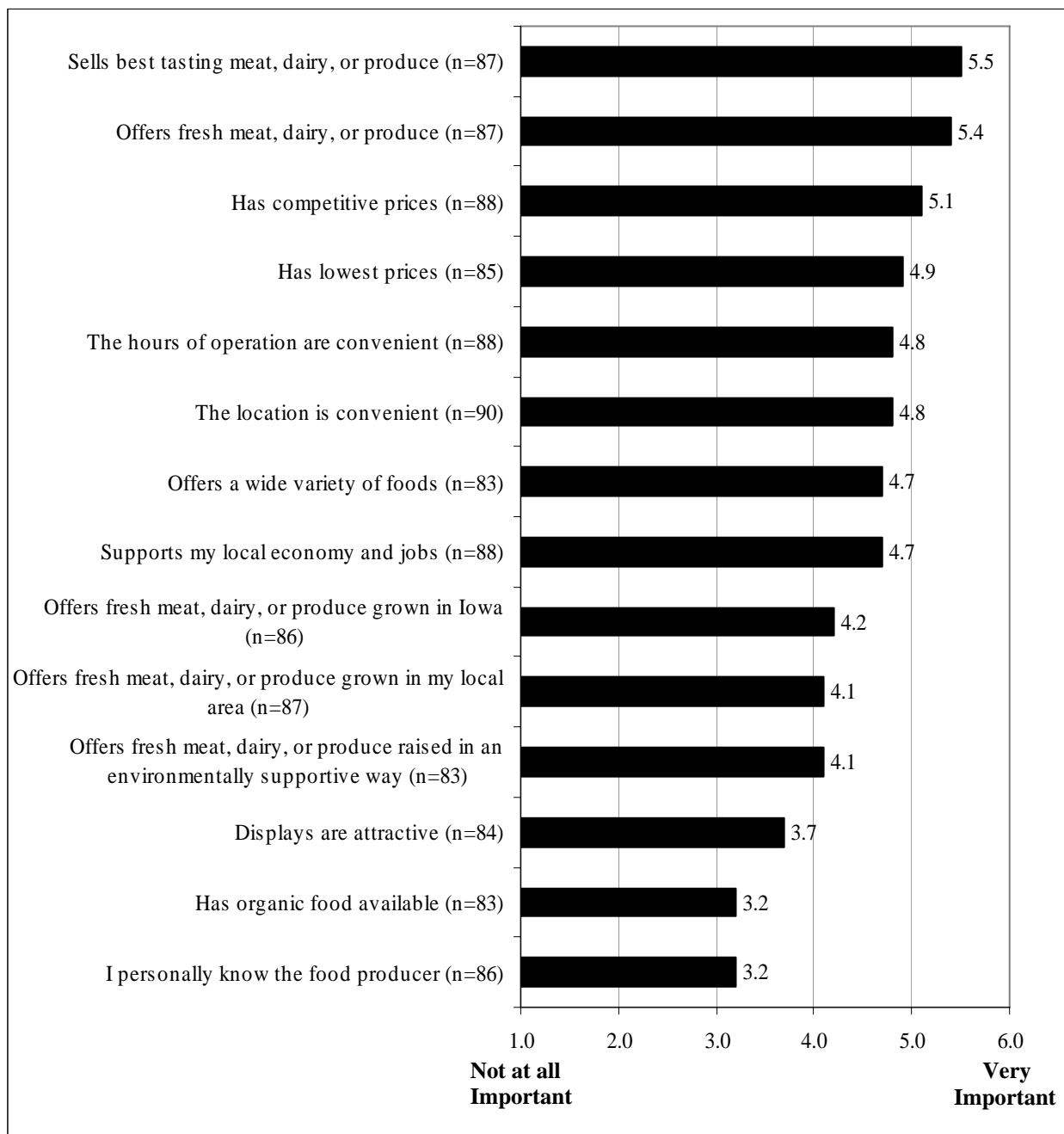
Respondents were asked to give importance ratings for factors influencing decisions made about where to purchase food for their household. As shown in Figure 2 (page 4), “sells best tasting meat, dairy, or produce” is the most important factor with an average value of 5.5 on a scale of 1 to 6 (1 = ‘not 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 11.6 miles to shop for food.

Survey participants also reported on several questions regarding food safety. Figure 3 (page 5) illustrates the mean ratings for each of the food safety statements. As shown in Figure 3, the statement “the safety of the food my household consumes is important to me” has the highest mean rating of 5.7 on a scale of 1 to 6 (1 = ‘strongly disagree’ and 6 = ‘strongly agree’). The lowest mean rating is 2.8, 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 “will purchase *locally produced* food if it is convenient,” received the highest average rating of 4.9 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=1.7).

Respondents were asked to consider several statements regarding the purchase of *locally produced* foods. Of those who have heard of the concept *locally produced* foods, over half would shop local if they were available (51%). The likelihood they would purchase *locally produced* foods based on several different factors was included. Over two thirds of respondents (71%) 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 who stated no, (would not be more likely), yes, (would be more

Figure 2. Importance ratings for factors influencing food purchasing decisions



likely), and not sure if they would be more likely to purchase *locally produced* foods based on different distribution methods. In

addition, over half of respondents are interested in buying locally grown meat (60%), vegetables (85%), and fruit (69%).

Figure 3. Agreement with food safety statements

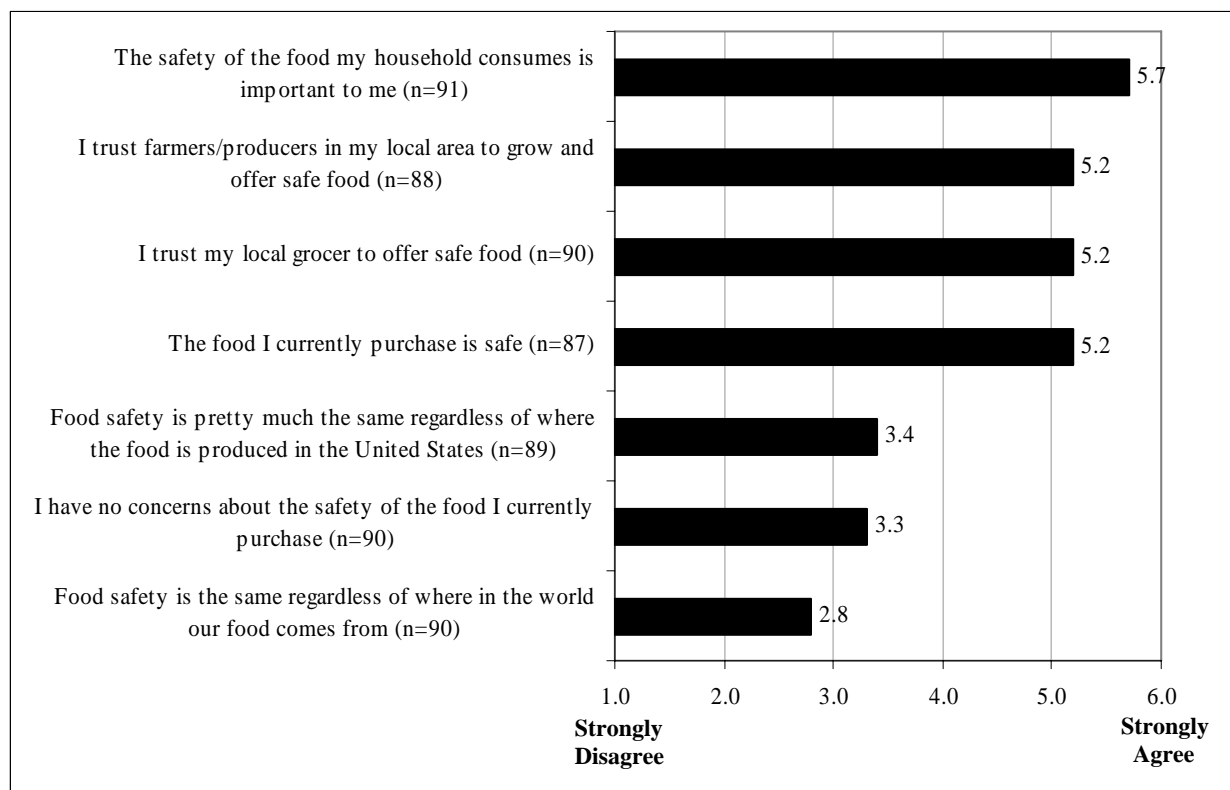


Figure 4. Highest agreement for food purchasing habit statements

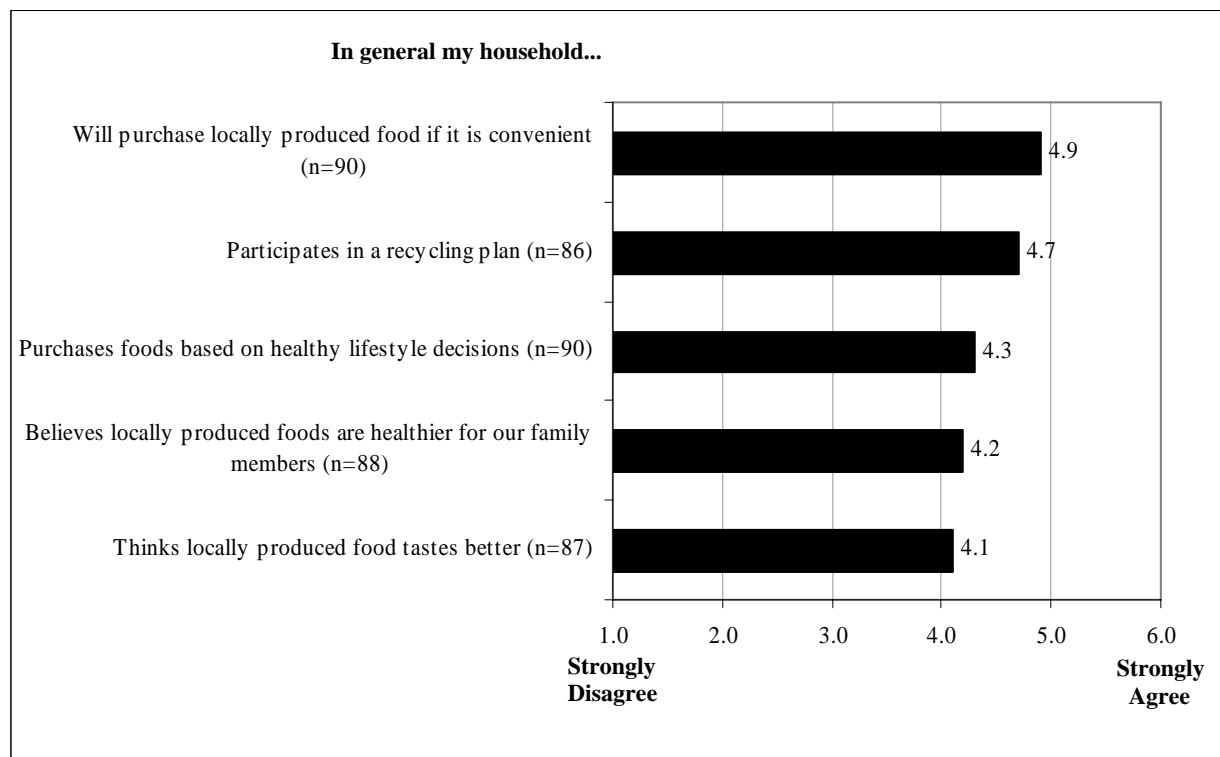


Figure 5. Lowest agreement for food purchasing habit statements

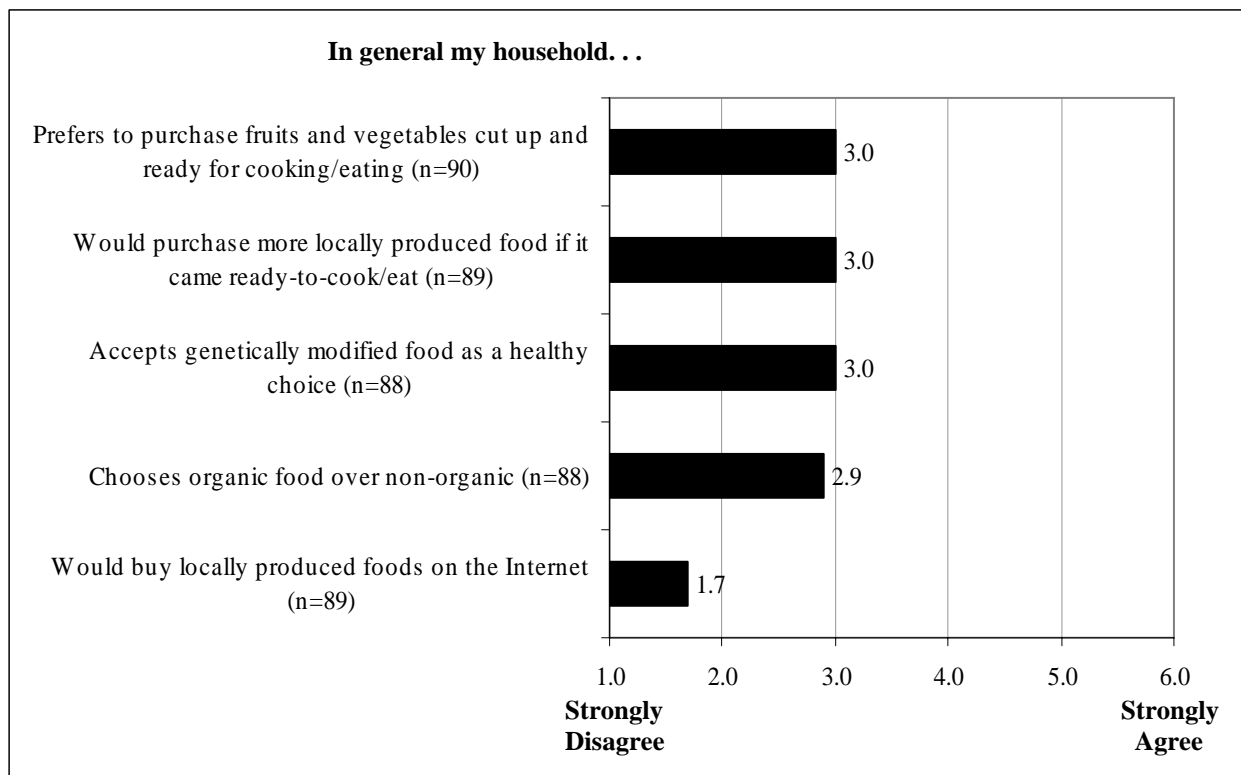
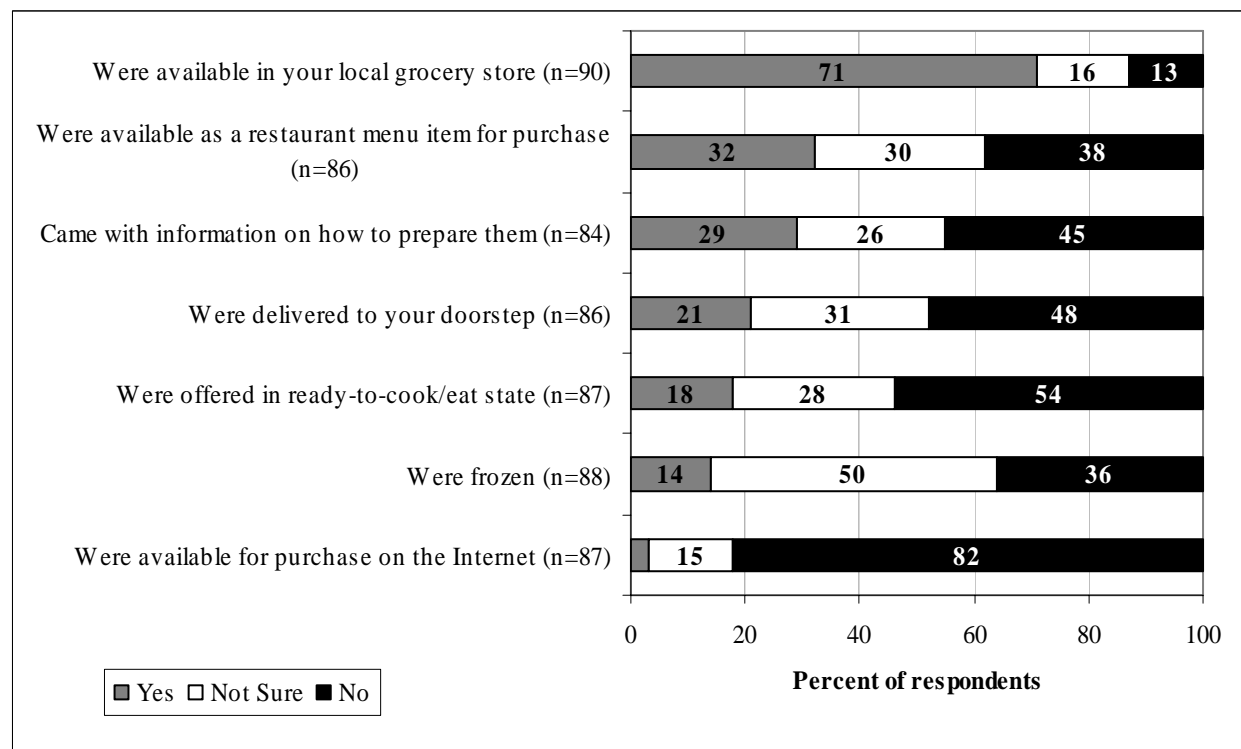


Figure 6. Likely to purchase *locally produced* foods based on how food is distributed¹



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.

Prepared by:

Christie Graeve, Research Assistant

Katie Malone, Research Assistant

Kathlene Larson, CD-DIAL Research Director

Lori Merritt, Office Assistant

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 FOOD SURVEY – ALLAMAKEE 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=80)

- 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=66)
 Mean=72.6%, (S.D.=32.6), Minimum=1%, Maximum=100%

B. How many meals do you, personally, eat on a typical day? _____ (n=85)

1=6% 2=20% 3=73% 4=1%

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

| | <u>% of weekly meals</u> |
|---|--|
| At home (n=88)..... | Mean=78.1%, ¹ (S.D.=22.9 ²), Minimum=2%, Maximum=100% |
| Work/school (n=84)..... | Mean=8.6%, (S.D.=16.0), Median=.0%, Minimum=0%, Maximum=95% |
| In fast food restaurant (n=82) | Mean=2.9%, (S.D.=5.0), Median=.0%, Minimum=0%, Maximum=25% |
| In non-fast food restaurant (n=82)..... | Mean=5.5%, (S.D.=10.3), Median=1.0%, Minimum=0%, Maximum=50% |
| On the run (n=82) | Mean=2.7%, (S.D.=9.4), Median=.0%, Minimum=0%, Maximum=75% |
| At another person’s home (n=82)..... | Mean=1.2%, (S.D.=5.8), Median=.0%, Minimum=0%, Maximum=50% |
| Total | 100% |

D. Do you have children or stepchildren under the age of 18 years living in your household? (n=89)

- 1. No 69% → **If NO, please skip to Question G on page 2.**
- 2. Yes 31% →

Da. How old is your oldest child? _____ years (n=26)

| | | | | | | | |
|---|-----|---|----|----|-----|----|-----|
| 1 | 3% | 6 | 8% | 11 | 3% | 16 | 23% |
| 4 | 8% | 8 | 3% | 14 | 12% | 18 | 8% |
| 5 | 12% | 9 | 8% | 15 | 12% | | |

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=27)

1=7% 2=11% 3=78% 4=4%

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

| | <u>% of weekly meals</u> |
|-------------------------------------|---|
| At home (n=28)..... | Mean=68.6%, (S.D.=17.7), Minimum=25%, Maximum=100% |
| Work/school (n=28) | Mean=24.6%, (S.D.=16.0), Minimum=0%, Maximum=50% |
| In fast food restaurant (n=27)..... | Mean=3.3%, (S.D.=6.5), Median=.0%, Minimum=0%, Maximum=25% |
| In non-fast food restaurant (n=27) | Mean=.9%, (S.D.=2.3), Median=.0%, Minimum=0%, Maximum=10% |
| On the run (n=27)..... | Mean=1.1%, (S.D.=2.9), Median=.0%, Minimum=0%, Maximum=10% |
| At another person's home (n=27) | Mean=1.7%, (S.D.=5.2), Median=.0%, Minimum=0%, Maximum=25% |
| Total | 100% |

G. Who does the majority of the cooking in your household? (n=89)

- | | |
|--|-----|
| 1. I do | 83% |
| 2. Another adult in the household | 11% |
| 3. No one cooks; I/we either eat out or use prepared foods | 1% |
| 4. Other (Please specify) _____ | 5% |
| Both me and my wife | |
| Spouse and I | |
| We do | |
| 50/50 | |

H. How many miles from home do you typically travel to shop for food? (If less than 1 mile, please write "0.") _____ miles (n=90)

Mean=11.6, (S.D.=10.9), Minimum=Less than 1 mile, Maximum=50

I. Before you received this questionnaire, had you heard of the concept of *locally produced food*? (Circle ONE response) (n=89)

1. No 28%
2. Yes 72% →

Ia. If YES, CIRCLE ALL of the following statements that apply to your experience with *locally produced food*. (n=63)

- | | |
|---|-----|
| 1. Seldom think of where food is produced when shopping for food. | 27% |
| 2. Don't really care where food is produced, so long as it is safe. | 41% |
| 3. Usually shop local, if available. | 51% |
| 4. Always shop local first. | 22% |
| 5. Other (specify) _____ | 10% |
| Food Co-op | |
| Have a big garden of my own | |
| People's Coop in Lax is where about 90% of one's shopping is done. | |
| Farmer's Market first | |
| Farmer's Market shopper | |
| Garden | |

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=87)

| | |
|---|-----|
| 1. _____ miles from my home (n=33) | 38% |
| Mean=32.0, (S.D.=45.0), Median=22.0, Minimum=0, Maximum=250 | |
| 2. At my county border | 6% |
| 3. At the border of the northeast Iowa five-county region (includes Allamakee, Clayton, Fayette, Howard, & Winneshiek County) | 23% |
| 4. At the Iowa state line | 3% |
| 5. Don't know | 23% |
| 6. Other (specify) _____ | 7% |
| Too far as I have to hire a ride | |
| Within the states directly surrounding my home state | |
| Neighbor | |
| Coop – wholesale produce coop | |
| In my own garden | |
| Would depend on the quality | |
| This is for the birds. | |
| Houston Co. Minnesota | |
| Iowa, Wisconsin, Minnesota | |

K. In the past 12 months, where have you obtained food for your household? (Circle the numbers for ALL that apply) (n=91)

| | |
|--|------|
| 1. Grocery store | 100% |
| 2. Food pantry/shelf | 3% |
| 3. Senior meal program | 1% |
| 4. Personal, family, or friend's garden | 50% |
| 5. Food Stamps | 3% |
| 6. Women/Infant Children's Program (WIC) | 1% |
| 7. Farmer's Market | 20% |
| 8. Meals with family/friends | 39% |
| 9. Grocery items from family/friends | 9% |
| 10. Directly from local farmers | 22% |
| 11. Grown/raised own meat or dairy products | 26% |
| 12. Local hunting or fishing | 41% |
| 13. Roadside produce stand | 28% |
| 14. Senior Farmer's Market food vouchers | -- |
| 15. Direct mail or Internet | -- |
| 16. Meat locker | 24% |
| 17. Community garden | -- |
| 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=89)

| | |
|---------------------------------|-----|
| 1. Do not grow/raise any food | 35% |
| 2. Meat | 23% |
| 3. Vegetables | 55% |
| 4. Fruit | 26% |
| 5. Dairy products | 6% |
| 6. Other (Please specify) _____ | 6% |

L6. Other types of food you grow/raise (continued)

- No place to plant
- Don't grow any; do not have a garden
- I quit farming 2 years ago.
- Get beef from my dad; he raises it.
- Poultry

M. What types of locally grown foods would you be interested in buying? (Circle the numbers for ALL that apply) (n=89)

- 1. I would not buy locally grown foods 2%
- 2. Meat 60%
- 3. Vegetables 85%
- 4. Fruit 69%
- 5. Dairy products 46%
- 6. Other (Please specify) _____ 8%
 - Unknown for sure on any answers
 - Honey
 - Local mill flour products
 - Everything is pretty available locally.
 - All above
 - Any

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=87) Mean=5.4, (S.D.=1.1), Minimum=1, Maximum=6 | 2% | 2% | 2% | 7% | 20% | 67% |
| 2. Sells best tasting meats, dairy, or produce (n=87) ... Mean=5.5, (S.D.=1.0), Minimum=1, Maximum=6 | 1% | 2% | 2% | 5% | 20% | 70% |
| 3. Has lowest prices (n=85) Mean=4.9, (S.D.=1.3), Minimum=1, Maximum=6 | 1% | 5% | 13% | 12% | 25% | 44% |
| 4. Displays are attractive (n=84) Mean=3.7, (S.D.=1.6), Minimum=1, Maximum=6 | 16% | 5% | 26% | 13% | 27% | 13% |
| 5. Offers a wide variety of foods (n=83) Mean=4.7, (S.D.=1.2), Minimum=1, Maximum=6 | 4% | 2% | 7% | 22% | 35% | 30% |
| 6. Has organic food available (n=83) Mean=3.2, (S.D.=1.9), Minimum=1, Maximum=6 | 29% | 13% | 16% | 8% | 18% | 16% |
| 7. Offers fresh meat, dairy, or produce raised in an environmentally supportive way (n=83) Mean=4.1, (S.D.=1.6), Minimum=1, Maximum=6 | 10% | 5% | 28% | 8% | 25% | 24% |
| 8. Offers fresh meats, dairy, or produce grown in my local area (n=87) Mean=4.1, (S.D.=1.5), Minimum=1, Maximum=6 | 9% | 3% | 20% | 27% | 16% | 25% |
| 9. Offers fresh meats, dairy, or produce grown in Iowa (n=86) Mean=4.2, (S.D.=1.4), Minimum=1, Maximum=6 | 9% | -- | 19% | 24% | 29% | 19% |
| 10. Supports my local economy and jobs (n=88) Mean=4.7, (S.D.=1.3), Minimum=1, Maximum=6 | 5% | 2% | 6% | 26% | 31% | 30% |

(continued on following page)

N. (Continued)

| | How important? | | | | | |
|---|----------------------|-----|-----|----------------|-----|-----|
| | Not at all Important | | | Very Important | | |
| 11. Has competitive prices (n=88)..... Mean=5.1, (S.D.=1.0), Minimum=1, Maximum=6 | 1% | 1% | 3% | 18% | 35% | 42% |
| 12. I personally know the food producer (n=86) Mean=3.2, (S.D.=1.6), Minimum=1, Maximum=6 | 22% | 14% | 23% | 15% | 15% | 11% |
| 13. The location is convenient (n=90) Mean=4.8, (S.D.=1.3), Minimum=1, Maximum=6 | 4% | 1% | 8% | 13% | 39% | 35% |
| 14. The hours of operation are convenient (n=88)..... Mean=4.8, (S.D.=1.3), Minimum=1, Maximum=6 | 6% | 1% | 5% | 16% | 40% | 32% |

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 to Strongly Agree | | | | | |
|---|-------------------------------------|-----|-----|-----|-----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 1. The safety of the food my household consumes is important to me (n=91) Mean=5.7, (S.D.=.6), Minimum=2, Maximum=6 | -- | 1% | -- | 2% | 18% | 79% |
| 2. I trust my local grocer to offer safe food (n=90)..... Mean=5.2, (S.D.=1.0), Minimum=1, Maximum=6 | 1% | 1% | 6% | 9% | 34% | 49% |
| 3. I trust farmers/producers in my local area to grow and offer safe food (n=88) Mean=5.2, (S.D.=1.1), Minimum=1, Maximum=6 | 2% | 2% | 3% | 8% | 31% | 54% |
| 4. Food safety is pretty much the same regardless of where the food is produced in the United States (n=89) Mean=3.4, (S.D.=1.7), Minimum=1, Maximum=6 | 21% | 10% | 23% | 18% | 11% | 17% |
| 5. Food safety is the same regardless of where in the world our food comes from (n=90)..... Mean=2.8, (S.D.=1.8), Minimum=1, Maximum=6 | 34% | 18% | 16% | 11% | 4% | 17% |
| 6. The food I currently purchase is safe (n=87) Mean=5.2, (S.D.=.8), Minimum=3, Maximum=6 | -- | -- | 3% | 13% | 44% | 40% |
| 7. I have no concerns about the safety of the food I currently purchase (n=90) Mean=3.3, (S.D.=1.9), Minimum=1, Maximum=6 | 36% | 7% | 3% | 16% | 26% | 12% |

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 to Strongly Agree | | | | | |
|---|-------------------------------------|----|-----|-----|-----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 1. Prefers one-stop shopping for food and other necessities (n=90)..... Mean=4.2, (S.D.=1.4), Minimum=1, Maximum=6 | 7% | 3% | 21% | 22% | 27% | 20% |
| 2. Buys food based on what's on sale or coupon offers (n=89) Mean=4.1, (S.D.=1.4), Minimum=1, Maximum=6 | 6% | 9% | 15% | 27% | 24% | 19% |

(continued on following page)

P. (Continued)

| In general, my household ... | Strongly Disagree | | | | Strongly Agree | |
|---|-------------------|-----|-----|-----|----------------|-----|
| | 8% | 5% | 20% | 29% | 18% | 20% |
| 3. Thinks <i>locally produced</i> food tastes better (n=87)..... Mean=4.1, (S.D.=1.4), Minimum=1, Maximum=6 | 8% | 5% | 20% | 29% | 18% | 20% |
| 4. Chooses organic food over non-organic (n=88)..... Mean=2.9, (S.D.=1.5), Minimum=1, Maximum=6 | 23% | 21% | 23% | 19% | 5% | 9% |
| 5. Believes it is important to know where your food is grown and/or processed (n=90)..... Mean=4.0, (S.D.=1.6), Minimum=1, Maximum=6 | 10% | 7% | 23% | 17% | 21% | 22% |
| 6. Will purchase <i>locally produced</i> food if it is convenient (n=90)..... Mean=4.9, (S.D.=1.1), Minimum=1, Maximum=6 | 3% | -- | 7% | 19% | 40% | 31% |
| 7. Accepts genetically modified food as a healthy choice (n=88)..... Mean=3.0, (S.D.=1.6), Minimum=1, Maximum=6 | 26% | 15% | 24% | 17% | 9% | 9% |
| 8. Will go out of our way to purchase <i>locally produced</i> food (n=89)..... Mean=3.3, (S.D.=1.5), Minimum=1, Maximum=6 | 17% | 11% | 29% | 24% | 11% | 8% |
| 9. Prefers to purchase fruits and vegetables cut up and ready for cooking/eating (n=90)..... Mean=3.0, (S.D.=1.5), Minimum=1, Maximum=6 | 14% | 27% | 27% | 14% | 8% | 10% |
| 10. Is willing to pay a little more for <i>locally produced</i> food (n=89)..... Mean=3.6, (S.D.=1.5), Minimum=1, Maximum=6 | 14% | 9% | 19% | 29% | 20% | 9% |
| 11. Is having difficulty finding <i>locally produced</i> foods (n=85)..... Mean=3.7, (S.D.=1.4), Minimum=1, Maximum=6 | 8% | 11% | 22% | 32% | 12% | 15% |
| 12. Wants to support local farmers, but can't afford to spend more for our food (n=90)..... Mean=3.7, (S.D.=1.5), Minimum=1, Maximum=6 | 10% | 11% | 21% | 28% | 13% | 17% |
| 13. Can't understand why <i>locally produced</i> food costs more (n=88)..... Mean=3.7, (S.D.=1.7), Minimum=1, Maximum=6 | 9% | 24% | 9% | 22% | 17% | 19% |
| 14. Believes <i>locally produced</i> foods are healthier for our family members (n=88)..... Mean=4.2, (S.D.=1.4), Minimum=1, Maximum=6 | 5% | 5% | 21% | 25% | 26% | 18% |
| 15. Would purchase more <i>locally produced</i> food if it came ready-to-cook/eat (n=89)..... Mean=3.0, (S.D.=1.5), Minimum=1, Maximum=6 | 23% | 19% | 24% | 17% | 10% | 7% |
| 16. Believes buying locally is healthier for community residents (n=88)..... Mean=3.9, (S.D.=1.5), Minimum=1, Maximum=6 | 10% | 9% | 14% | 30% | 23% | 14% |
| 17. Participates in a recycling plan (n=86)..... Mean=4.7, (S.D.=1.5), Minimum=1, Maximum=6 | 6% | 6% | 11% | 14% | 20% | 43% |
| 18. Would buy <i>locally produced</i> foods on the Internet (n=89)..... Mean=1.7, (S.D.=1.2), Minimum=1, Maximum=6 | 66% | 15% | 7% | 9% | 2% | 1% |

(continued on following page)

P. (Continued)

| In general, my household ... | Strongly Disagree | | | | Strongly Agree | |
|---|-------------------|-----|-----|-----|----------------|-----|
| | | | | | | |
| 19. Purchases foods based on healthy lifestyle decisions (n=90) Mean=4.3, (S.D.=1.4), Minimum=1, Maximum=6 | 4% | 7% | 14% | 32% | 17% | 26% |
| 20. Purchases foods necessary to meet special dietary needs (n=89) Mean=3.9, (S.D.=1.8), Minimum=1, Maximum=6 | 16% | 10% | 14% | 18% | 15% | 27% |
| 21. Is willing to purchase <i>locally produced</i> beverages and/or wines (n=88) Mean=3.3, (S.D.=1.6), Minimum=1, Maximum=6 | 21% | 13% | 18% | 23% | 14% | 11% |
| 22. Would purchase <i>locally produced</i> foods, but is unable to find them (n=87) Mean=3.5, (S.D.=1.4), Minimum=1, Maximum=6 | 8% | 13% | 29% | 28% | 13% | 9% |

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=86; 88) | Mean=\$59.94, (S.D.= 35.1), Minimum=\$5.00, Maximum=\$150.000 | 2% |
| 2. Wholesale food store (like Sam’s Club) (n=54; 89)..... | Mean=\$5.74, (S.D.=17.1), Median=\$.0, Minimum=\$.0, Maximum=\$100.00 | 39% |
| 3. Convenience store/gas station (n=81; 88) | Mean=\$8.60, (S.D.=16.0), Median=\$2.00 Minimum=\$.0, Maximum=\$100.00 | 8% |
| 4. Specialty food store (meat locker, health food store, bakery) (n=73; 88)..... | Mean=\$2.45, (S.D.=5.1), Median=\$.0, Maximum=\$.0, Maximum=\$25.00 | 17% |
| 5. Farmer’s Market (n=64; 88)..... | Mean=\$1.91, (S.D.=5.5), Median=\$.0, Minimum=\$.0, Maximum=\$30.00 | 27% |
| 6. Local cooperative food store (n=58; 88) | Mean=\$4.24, (S.D.=25.6), Median=\$.0, Minimum=\$.0, Maximum=\$200.00 | 34% |
| 7. Directly from local producers (n=63; 88) | Mean=\$1.84, (S.D.=7.2), Median=\$.0, Minimum=\$.0, Maximum=\$50.00 | 28% |
| 8. Prepared food eaten away from home (fast food, non-fast food restaurant) (n=82; 88)..... | Mean=\$18.16, (S.D.=18.9), Median=\$15.00, Minimum=\$.0, Maximum=\$100.00 | 7% |
| 9. Other (specify) _____ (n=87) | Mean=\$1.72, (S.D.=9.4), Median=\$.0, Minimum=\$.0, Maximum=\$80.00 | |
| Schools | | |
| Varies – single person household | | |
| Lunch at work | | |
| Wal-Mart | | |
| Purchased for low income family members | | |
| TOTAL SPENT PER WEEK (n=87) | Mean=\$97.52, (S.D.=58.7), Minimum=\$.0, Maximum=\$270.00 | |

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=88)

- 1. Yes, raise all the meat we eat 4%
- 2. Yes, some 18%
- 3. No, do not raise any of our meat 74%
- 4. We do not eat meat → Please skip to Question T below. 1%
- 5. Other (Please specify) _____ 3%
 - We purchase small amounts of seafood and smoked meats.
 - Last summer we canned homegrown chickens; probably won't do it again.
 - Family member raises beef.
 - Fish and turkey grocery store

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=82)..... | 7% | 93% |
| 2. Full-service counter at the grocery store (n=81) | 17% | 83% |
| 3. Superstore (for example, Wal-Mart) (n=73) | 56% | 44% |
| 4. Local meat locker (n=73) | 66% | 34% |
| 5. Wholesale club (n=69) | 97% | 3% |
| 6. Farmer's Market (n=70) | 93% | 7% |
| 7. Directly from a farmer (n=70)..... | 64% | 36% |
| 8. Through mail catalogs/on the Internet (n=70)..... | 100% | -- |
| 9. Other (specify) _____ (n=32)..... | 97% | 3% |

Usually Fareway, Quillan's
Food Coop – locally produced
Hunting, fishing

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

| | No | Not Sure | Yes |
|---|-----|----------|-----|
| 1. Were frozen (n=88)..... | 36% | 50% | 14% |
| 2. Were offered in ready-to-cook/eat state (for example, chopped vegetables, fruit in bite-sized pieces) (n=87) | 54% | 28% | 18% |
| 3. Came with information on how to prepare them (n=84)..... | 45% | 26% | 29% |
| 4. Were available in your local grocery store (n=90)..... | 13% | 16% | 71% |
| 5. Were delivered to your doorstep (n=86) | 48% | 31% | 21% |
| 6. Were available for purchase on the Internet (n=87)..... | 82% | 15% | 3% |
| 7. Were available as a restaurant menu item for purchase (n=86) . | 38% | 30% | 32% |

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)

Allamakee 100%

B. Approximately how many years have you lived in your county? _____ years (n=92)

5 years or less 10%
 6-10 years 4%
 11-20 years 9%
 21-30 years 15%
 31 years and over 62%

Mean=39.6, (S.D.=23.4), Minimum=1, Maximum=87

C. What is your 5 digit postal zip code? _____ (n=92)

| | | | |
|---------------------|-----|------------------|-----|
| 52140 Dorchester | 3% | 52160 New Albin | 7% |
| 52146 Harpers Ferry | 7% | 52162 Postville | 10% |
| 52151 Lansing | 13% | 52170 Waterville | 8% |
| 52156 Luana | 1% | 52172 Waukon | 47% |
| 51259 Monona | 4% | | |

D. Which of the following best describes where you currently live? (n=88)

- 1. In town 45%
- 2. Outside city limits, not on a farm 21%
- 3. Outside city limits, on a farm 34%

What community do you call home? _____ (n=29)

| | | | |
|------------|-----|---------------|----|
| Postville | 14% | Harpers Ferry | 7% |
| Waukon | 42% | New Albin | 3% |
| Monona | 7% | Lansing | 3% |
| Luana | 7% | Dorchester | 7% |
| Waterville | 10% | | |

E. Which statement best describes your current housing arrangement? (n=91)

- 1. Rent 17%
- 2. Own 82%
- 3. Other (please describe) _____ 1%
 Rent a lot

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=92)

| | | |
|---------|------|---------|
| Mean | 2.35 | persons |
| S.D. | 1.20 | |
| Minimum | 1.00 | person |
| Maximum | 6.00 | persons |

Self gender (n=85)

| | |
|--------|-----|
| Male | 38% |
| Female | 62% |

Self age (n=77)

| | | |
|---------|-------|-------|
| Average | 54.7 | years |
| S.D. | 16 | |
| Range | 26-89 | years |

Respondents reporting a spouse

| | | |
|----------------------|-------|-------|
| | 51 | |
| Average spouse's age | 50.0 | years |
| Spouse age range | 27-87 | years |

Spouse's sex

| | |
|--------|-----|
| Male | 69% |
| Female | 31% |

Respondents reporting one or more children

82 cases had adult or minor child

| | | |
|-------------------------|------|-------|
| Average minor child age | 9.1 | years |
| Minor child age range | 0-18 | years |

Minor child's sex

| | |
|--------|-----|
| Male | 42% |
| Female | 58% |

Adult children

| | | |
|-----------------------------|----|-------------------------------------|
| Adult children in household | 1 | case had one or more adult children |
| Adult children's age range | 19 | years |

Grandchild in household

| | | |
|------------------------|-------|-------------------------------------|
| | 1 | case had grandchildren in household |
| Average grandchild age | 13 | |
| Range | 12-14 | years |

(continued on following page)

E. (Continued)

Grandchild's sex

| | |
|--------|-----|
| Male | 50% |
| Female | 50% |

Live-in boyfriend, girlfriend, or fiancé in household

| | |
|---------------------|-------------|
| | 3 cases |
| Average live-in age | 54.0 years |
| Range | 47-61 years |

Live-in boyfriend, girlfriend, or fiancée's sex

| | |
|--------|-----|
| Male | 33% |
| Female | 67% |

Stepchildren in household

| | |
|-----------------------|-------------|
| | 2 cases |
| Average stepchild age | 17.0 years |
| Range | 16-18 years |

Stepchild's sex

| | |
|--------|------|
| Male | 0% |
| Female | 100% |

Sister/Brother/In-law in household

| | |
|-----------------------------------|-------------|
| | 2 cases |
| Average sister/brother/in-law age | 70.0 years |
| Range | 60-80 years |

Stepchild's sex

| | |
|--------|------|
| Male | 100% |
| Female | 0% |

F. What is the highest level of formal education that you have completed? (n=92)

| | |
|------------------------------------|-----|
| 1. Less than high school diploma | 9% |
| 2. High school diploma or GED | 41% |
| 3. Some college, no degree | 22% |
| 4. Associates degree | 7% |
| 5. Bachelors degree | 14% |
| 6. Graduate or professional degree | 7% |

G. Would you say your health in general is ... (n=92)

| | |
|--------------|-----|
| 1. Excellent | 10% |
| 2. Very good | 40% |
| 3. Good | 40% |
| 4. Fair | 10% |
| 5. Poor | -- |

H. What is your employment status? (Circle the number for ALL that apply) (n=87)

- | | |
|---|-----|
| 1. Employed or self-employed full-time | 41% |
| 2. Employed or self-employed part-time | 15% |
| 3. Student | -- |
| 4. Full-time homemaker | 13% |
| 5. Retired or disabled | 35% |
| 6. Unemployed or looking for employment | -- |
| 7. Other (specify _____) | 3% |
- Full-time – transitioning to part-time and retirement
 Work a few hours a week outside home
 Seasonal part-time
 Farming

Ha. In what city do you work or attend school? _____ (n=40)

- | | |
|----------------------|-----|
| Postville | 10% |
| Waukon | 30% |
| Elgin | 2% |
| Monona | 7% |
| Prairie du Chien, WI | 7% |
| Luana | 2% |
| Waterville | 5% |
| Decorah | 8% |
| New Albin | 3% |
| Guttenberg | 3% |
| Lansing | 12% |
| LaCrosse, WI | 2% |
| Dorchester | 3% |
| Ossian | 3% |
| Calmar | 3% |

Hb. Outside of caring for home and on family, how many hours per week on average do you typically work/attend school? __ hours (n=35)

Mean=41.3, (S.D.=17.7), Minimum=0, Maximum=80

I. What is your current marital status? (n=90)

- | | |
|-------------------------------------|-----|
| 1. Married or living with a partner | 72% |
| 2. Divorced | 8% |
| 3. Separated | -- |
| 4. Widowed | 16% |
| 5. Never married | 4% |

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?

- 1. Employed or self-employed full-time (n=63) 62%
- 2. Employed or self-employed part-time (n=63) 6%
- 3. Student (n=64) --
- 4. Full-time homemaker (n=64) 3%
- 5. Retired or disabled (n=64) 31%
- 6. Unemployed or looking for employment (n=64) --
- 7. Other (specify _____) (n=64) --
Seasonal part-time

Ja. In what city does she/he work or attend school? _____ (n=35)

- Postville 9%
- Waukon 34%
- Prairie du Chien, WI 22%
- Decorah 6%
- Harpers Ferry 3%
- New Albin 2%
- Lansing 3%
- LaCrosse, WI 9%
- Dorchester 6%
- Cresco 3%
- Caledonia, MN 3%

Jb. Outside of caring for home and family, how many hours per week on average does he/she typically work/attend school? __ hours (n=33)

Mean=45.3, (S.D.=12.2), Minimum=10, Maximum=70

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=83)..... | 55% | 29% | 16% |
| 2. At least one child receives free or reduced price school lunches (n=71) | 49% | 6% | 45% |

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=83)

- 1. Under \$5,000 2%
- 2. \$5,000-9,999 9%
- 3. \$10,000-14,999 5%
- 4. \$15,000-24,999 13%
- 5. \$25,000-34,999 18%
- 6. \$35,000-49,999 19%
- 7. \$50,000-74,999 22%
- 8. \$75,000-99,999 7%
- 9. \$100,000 and over 5%

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

My _____ is divorced and comes to eat sometimes or at least 3 times a week he does work for me like the shoveling, sometimes laundry, and any care on my _____.

M. (Continued)

We farmed for 30 years so are very aware of where the foods come from. I truly believe city people need to know more about the farmers' situations. Like they don't set the price for the products and how much the farmer really receives for his products.

We have a good source of food in small towns.

Need more discounts on food

We have tried participating in the CSA program. We seemed to get more "extreme" vegetables compared to the ordinary varieties. We also felt the quality of the product did not line up with the price that was paid.

I have purchased items at the Food Coop in LaCrosse and would purchase more there if it was closer. I like to have the choice of organic and other environmentally safe grown food.

We increasingly purchase locally as a conservation policy. We are increasing our use of home grown fruits and vegetables and adjust our life style to allow this. We will increase our use of locally grown products and services as our awareness of availability increases.

I loved farming - was black angus (sic). I did not mind paying income tax. The older people had a home to go to but now we vote for a school every six months. I and the nursing home are in bad shape. I thought I would never see a war but we lost every one since. "Locally produced" as a term doesn't influence me unless the product(s) are certified organic. Local producers can use methods that are bad for the environment and create products that may not be healthy for consumption.

We support Fareway as our _____ works there. We do buy fresh from grocery. Local Farmer's Market stand seasonally and if convenient

_____ in Waukon unsanitary

I think in this day and age, people are shopping at places such as Wal-Mart because they can get better prices for all goods. I know in our day to day lives we usually stop where it's convenient but only buy what is needed.

I just received the (3-12-07) so sorry it's late.

All farms in Iowa be organic

Cheaper food but great quality is preferred, home or local grown. Thank you.

Locally grown - I would purchase only if I know the person and the condition of the operation. My spouse works in the food industry and is amazed by the poor quality of meat that (some) farmers will feed his own family. With meat it's how the cattle are fed which makes a good quality product. You can't beat a corn fed Iowa beef from the right farmer. We count on our State Inspectors in the food industry.

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

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Jack M. Payne, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.