

ALLAMAKEE COUNTY

# NE IOWA FOOD SURVEY



*Winter, 2007*

**Sponsored by  
Northeast Iowa Food and Farm Coalition**

**In cooperation with  
Community Development – Data Information & Analysis Laboratory  
Iowa State University Extension – Department of Sociology  
Ames, IA**

**Please have the person who purchases most of the household food complete the survey.  
Thank you for responding to this questionnaire. Please complete and return it as soon  
as possible. Mail your questionnaire in the enclosed, postage-paid envelope to:**

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

**IOWA STATE UNIVERSITY**  
University Extension

***Helping Iowans become their best.***

## NORTHEAST IOWA LOCAL FOOD SURVEY

**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?**

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

**Aa. Approximately what percentage of your household's weekly food needs do you purchase during a typical week? \_\_\_\_\_ %**

**B. How many meals do you, personally, eat on a typical day? \_\_\_\_\_**

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

	<u>% of weekly meals</u>
At home.....	_____ %
Work/school.....	_____ %
In fast food restaurant .....	_____ %
In non-fast food restaurant .....	_____ %
On the run .....	_____ %
At another person's home .....	_____ %
<b>Total</b>	<b>100 %</b>

**D. Do you have children or stepchildren under the age of 18 years living in your household?**

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

**Da. How old is your oldest child? \_\_\_\_\_ years**

**E. How many meals does your oldest child (under 18 years) eat on a typical day? \_\_\_\_\_**

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

	<u>% of weekly meals</u>
At home.....	_____ %
Work/school.....	_____ %
In fast food restaurant .....	_____ %
In non-fast food restaurant .....	_____ %
On the run .....	_____ %
At another person's home .....	_____ %
<b>Total</b>	<b>100 %</b>

**G. Who does the majority of the cooking in your household?**

1. I do
2. Another adult in the household
3. No one cooks; I/we either eat out or use prepared foods
4. Other (Please specify) \_\_\_\_\_

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

\_\_\_\_\_ miles

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

1. No
2. Yes

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

1. Seldom think of where food is produced when shopping for food.
2. Don't really care where food is produced, so long as it is safe.
3. Usually shop local, if available.
4. Always shop local first.
5. Other (specify) \_\_\_\_\_

**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)**

1. \_\_\_\_\_ miles from my home
2. At my county border
3. At the border of the northeast Iowa five-county region (includes Allamakee, Clayton, Fayette, Howard, & Winneshiek County)
4. At the Iowa state line
5. Don't know
6. Other (specify) \_\_\_\_\_

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

1. Grocery store
2. Food pantry/shelf
3. Senior meal program
4. Personal, family, or friend's garden
5. Food Stamps
6. Women/Infant Children's Program (WIC)
7. Farmer's Market
8. Meals with family/friends
9. Grocery items from family/friends

**(continued on following page)**

**K. (Continued)**

10. Directly from local farmers
  11. Grown/raised own meat or dairy products
  12. Local hunting or fishing
  13. Roadside produce stand
  14. Senior Farmer’s Market food vouchers
  15. Direct mail or Internet
  16. Meat locker
  17. Community garden
  18. Community Sustainable Agriculture (CSA) farm shares purchase
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**L. What types of foods do you grow/raise? (Circle the numbers for ALL that apply)**

1. Do not grow/raise any food
2. Meat
3. Vegetables
4. Fruit
5. Dairy products
6. Other (Please specify) \_\_\_\_\_

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

1. I would not buy locally grown foods
2. Meat
3. Vegetables
4. Fruit
5. Dairy products
6. Other (Please specify) \_\_\_\_\_

**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?					
	<u>Not at all</u> <u>Important</u>					<u>Very</u> <u>Important</u>
1. Offers fresh meats, dairy, or produce .....	1	2	3	4	5	6
2. Sells best tasting meats, dairy, or produce.....	1	2	3	4	5	6
3. Has lowest prices .....	1	2	3	4	5	6
4. Displays are attractive .....	1	2	3	4	5	6
5. Offers a wide variety of foods .....	1	2	3	4	5	6
6. Has organic food available .....	1	2	3	4	5	6
7. Offers fresh meat, dairy, or produce raised in an environmentally supportive way .....	1	2	3	4	5	6
8. Offers fresh meats, dairy, or produce grown in my local area.....	1	2	3	4	5	6
9. Offers fresh meats, dairy, or produce grown in Iowa .....	1	2	3	4	5	6

(continued on following page)

**N. (Continued)**

	How important?					
	<b>Not at all Important</b>					<b>Very Important</b>
10. Supports my local economy and jobs .....	1	2	3	4	5	6
11. Has competitive prices.....	1	2	3	4	5	6
12. I personally know the food producer .....	1	2	3	4	5	6
13. The location is convenient .....	1	2	3	4	5	6
14. The hours of operation are convenient .....	1	2	3	4	5	6

**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	2	3	4	5	6	1	2	3	4	5	6
1. The safety of the food my household consumes is important to me .....	1	2	3	4	5	6						
2. I trust my local grocer to offer safe food.....	1	2	3	4	5	6						
3. I trust farmers/producers in my local area to grow and offer safe food.....	1	2	3	4	5	6						
4. Food safety is pretty much the same regardless of where the food is produced in the United States ..	1	2	3	4	5	6						
5. Food safety is the same regardless of where in the world our food comes from.....	1	2	3	4	5	6						
6. The food I currently purchase is safe .....	1	2	3	4	5	6						
7. I have no concerns about the safety of the food I currently purchase .....	1	2	3	4	5	6						

**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	2	3	4	5	6	1	2	3	4	5	6
1. Prefers one-stop shopping for food and other necessities .....	1	2	3	4	5	6						
2. Buys food based on what's on sale or coupon offers .....	1	2	3	4	5	6						
3. Thinks <i>locally produced</i> food tastes better .....	1	2	3	4	5	6						
4. Chooses organic food over non-organic .....	1	2	3	4	5	6						
5. Believes it is important to know where your food is grown and/or processed.....	1	2	3	4	5	6						
6. Will purchase <i>locally produced</i> food if it is convenient.....	1	2	3	4	5	6						
7. Accepts genetically modified food as a healthy choice.....	1	2	3	4	5	6						

(continued on following page)

**P. (Continued)**

<b>In general, my household ...</b>	<b>Strongly Disagree</b>			<b>Strongly Agree</b>		
8. Will go out of our way to purchase <i>locally produced</i> food.....	1	2	3	4	5	6
9. Prefers to purchase fruits and vegetables cut up and ready for cooking/eating .....	1	2	3	4	5	6
10. Is willing to pay a little more for <i>locally produced</i> food .....	1	2	3	4	5	6
11. Is having difficulty finding <i>locally produced</i> foods .....	1	2	3	4	5	6
12. Wants to support local farmers, but can't afford to spend more for our food.....	1	2	3	4	5	6
13. Can't understand why <i>locally produced</i> food costs more .....	1	2	3	4	5	6
14. Believes <i>locally produced</i> foods are healthier for our family members .....	1	2	3	4	5	6
15. Would purchase more <i>locally produced</i> food if it came ready-to-cook/eat.....	1	2	3	4	5	6
16. Believes buying locally is healthier for community residents .....	1	2	3	4	5	6
17. Participates in a recycling plan .....	1	2	3	4	5	6
18. Would buy <i>locally produced</i> foods on the Internet .....	1	2	3	4	5	6
19. Purchases foods based on healthy lifestyle decisions .....	1	2	3	4	5	6
20. Purchases foods necessary to meet special dietary needs .....	1	2	3	4	5	6
21. Is willing to purchase <i>locally produced</i> beverages and/or wines.....	1	2	3	4	5	6
22. Would purchase <i>locally produced</i> foods, but is unable to find them .....	1	2	3	4	5	6

**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.**

	<b>How much spent per week</b>	<b>Not Available</b>
1. Grocery Store .....	\$ _____	1
2. Wholesale food store (like Sam's Club).....	_____	1
3. Convenience store/gas station .....	_____	1
4. Specialty food store (meat locker, health food store, bakery).....	_____	1
5. Farmer's Market.....	_____	1
6. Local cooperative food store .....	_____	1
7. Directly from local producers.....	_____	1
8. Prepared food eaten away from home (fast food, non-fast food restaurant).....	_____	1
9. Other (specify) _____	\$ _____	
<b>TOTAL SPENT PER WEEK</b>		<b>\$ _____</b>

**R. Does your household raise any of the meat you eat?**

1. Yes, raise all the meat we eat
2. Yes, some
3. No, do not raise any of our meat

4. We do not eat meat → Please skip to Question T below.

5. Other (Please specify) \_\_\_\_\_

**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 .....	1	2
2. Full-service counter at the grocery store .....	1	2
3. Superstore (for example, Wal-Mart) .....	1	2
4. Local meat locker .....	1	2
5. Wholesale club .....	1	2
6. Farmer's Market .....	1	2
7. Directly from a farmer .....	1	2
8. Through mail catalogs/on the Internet .....	1	2
9. Other (specify) _____ .....	1	2

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

	Usually purchase?		
	No	Not Sure	Yes
1. Were frozen .....	1	2	3
2. Were offered in ready-to-cook/eat state (for example, chopped vegetables, fruit in bite-sized pieces) .....	1	2	3
3. Came with information on how to prepare them .....	1	2	3
4. Were available in your local grocery store .....	1	2	3
5. Were delivered to your doorstep .....	1	2	3
6. Were available for purchase on the Internet .....	1	2	3
7. Were available as a restaurant menu item for purchase .....	1	2	3

**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?** \_\_\_\_\_

**B. Approximately how many years have you lived in your county?** \_\_\_\_\_ years

**C. What is your 5 digit postal zip code?** \_\_\_\_\_

**D. Which of the following best describes where you currently live?**

1. In town
  2. Outside city limits, not on a farm
  3. Outside city limits, on a farm
- What community do you call home? \_\_\_\_\_

**E. Which statement best describes your current housing arrangement?**

1. Rent
2. Own
3. Other (please describe) \_\_\_\_\_

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

**F. What is the highest level of formal education that you have completed?**

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

**G. Would you say your health in general is ...**

1. Excellent
2. Very good
3. Good
4. Fair
5. Poor

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

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

**Ha. In what city do you work or attend school?** \_\_\_\_\_

**Hb. Outside of caring for home and family, how many hours per week on average do you typically work/attend school?** \_\_\_\_\_ hours

**I. What is your current marital status?**

1. Married or living with a partner
2. Divorced
3. Separated
4. Widowed
5. Never married

**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
2. Employed or self-employed part-time
3. Student
4. Full-time homemaker
5. Retired or disabled
6. Unemployed or looking for employment
7. Other (specify \_\_\_\_\_)

**Ja. In what city does she/he work or attend school?** \_\_\_\_\_

**Jb. Outside of caring for home and family, how many hours per week on average does he/she typically work/attend school?** \_\_\_\_\_ hours

**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.....	1	2	3
2. At least one child receives free or reduced price school lunches .....	1	2	3

**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.**

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

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

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**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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