

NORTHEAST IOWA LOCAL FOOD SURVEY CLAYTON 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

Clayton Brief Summary

Northeast Iowa Food and Farm Coalition is seeking input on food purchasing and use in Clayton 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 agricultural 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 Clayton 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 124 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 286 households within Clayton 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 Clayton County within a known margin of error. The sampling frame included households located in Clayton 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 124 completed questionnaires. Table 1 shows the disposition of the questionnaires. Twenty-two questionnaires were returned undeliverable, while 132 failed to respond or refused to complete the questionnaire. However, one household who returned the questionnaire reported living in a county other than Clayton. Therefore, those respondent's responses were then included in the respective reported county. In addition, there were two households added to the sample due to the respondent reporting he or

Table 1. Questionnaire disposition

	Number
Returned Useable	122
No Response/Refused	132
Undeliverable due to address	22
Deceased	4
Not in Clayton County	1
Other	5
<i>Total Mailed</i>	286

she lived in Clayton County, but received a different county questionnaire. The adjusted response rate for Clayton County is 47.5%.

This summary includes responses for 124 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 +/-9% from results that would have occurred if all residents in Clayton 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 51% and 69% 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 (63%) report living in Clayton County for 31 years or more. Over half of those living within Clayton County reside in town (60%); whereas, 40% of respondents live outside of city limits. Guttenberg and McGregor are the most frequently cited cities in which respondents living outside of city limits call home. Figure 1 depicts the length of residence within Clayton County.

Figure 1. Length of residence in Clayton County (n=124)

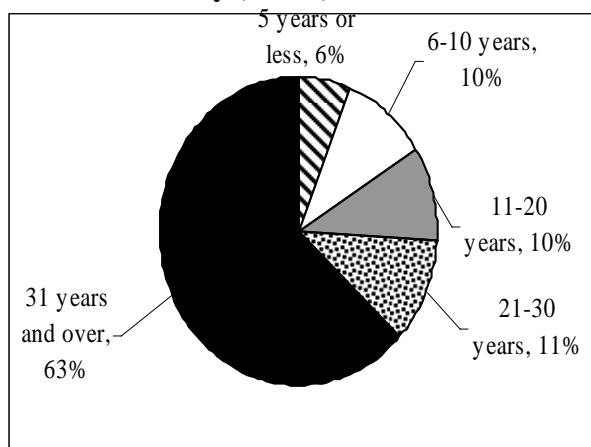


Table 2 summarizes respondent demographics and lists corresponding county figures from the 2000 United States Census of Population. To determine the potential for bias, respondent characteristics are compared with 2000 Census of Population figures. This comparison is made under the assumption that, while six years old, Census figures provide acceptable indicators of adults and households within Clayton County. The average age for questionnaire respondents is 57.1 years with a mean income range between \$25,000 and \$34,999. Gender comparisons between survey respondents and Census figures indicate an

Table 2. Respondent characteristics

	Survey	2000 Census
	Percent	
Sex (n=119; 13,952)		
Female	71	51
Male	29	49
Age (n=111; 13,952)		
Less than 45 years	22	44
45-64	40	31
65 years or more	38	25
Income (n=105; 7,831)		
\$14,999 or less	13	16
\$15,000-\$34,999	37	35
\$35,000-\$49,999	19	22
\$50,000-\$74,999	19	18
\$75,000 or more	12	9

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. Over two-thirds of respondents (68%) eat three meals on a typical day. Of those meals, on average, 76% are eaten at home. In addition, a majority of households with children reported their oldest child eats three meals on a typical day (76%) and again, more than a majority of those meals are eaten at home (67%).

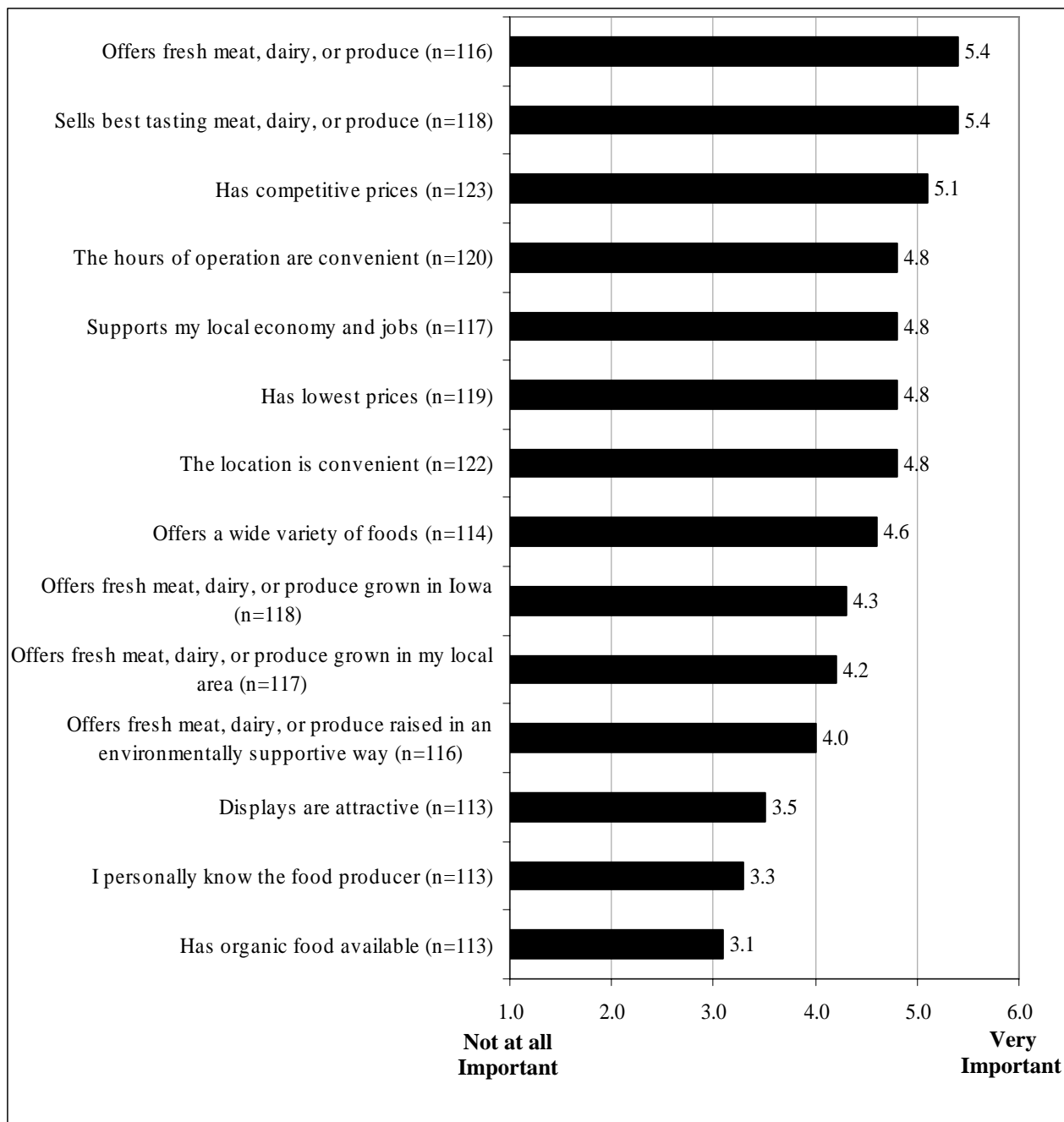
Respondents were asked to give importance ratings for factors influencing decisions made about where to purchase food for their household. As shown in Figure 2 (page 4), “offers fresh meat, dairy, or produce” is the most important factor with an average value of 5.4 on a scale of 1 to 6 (1 = ‘not at 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 respondent 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 14 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 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 2.5, 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=1.8).

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 half would shop local if they were available (63%). 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 likely), and not sure if they would be more

Figure 2. Importance ratings for factors influencing food purchasing decisions



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 (66%), vegetables (91%), fruit (89%), and dairy products (51%).

Figure 3. Agreement with food safety statements

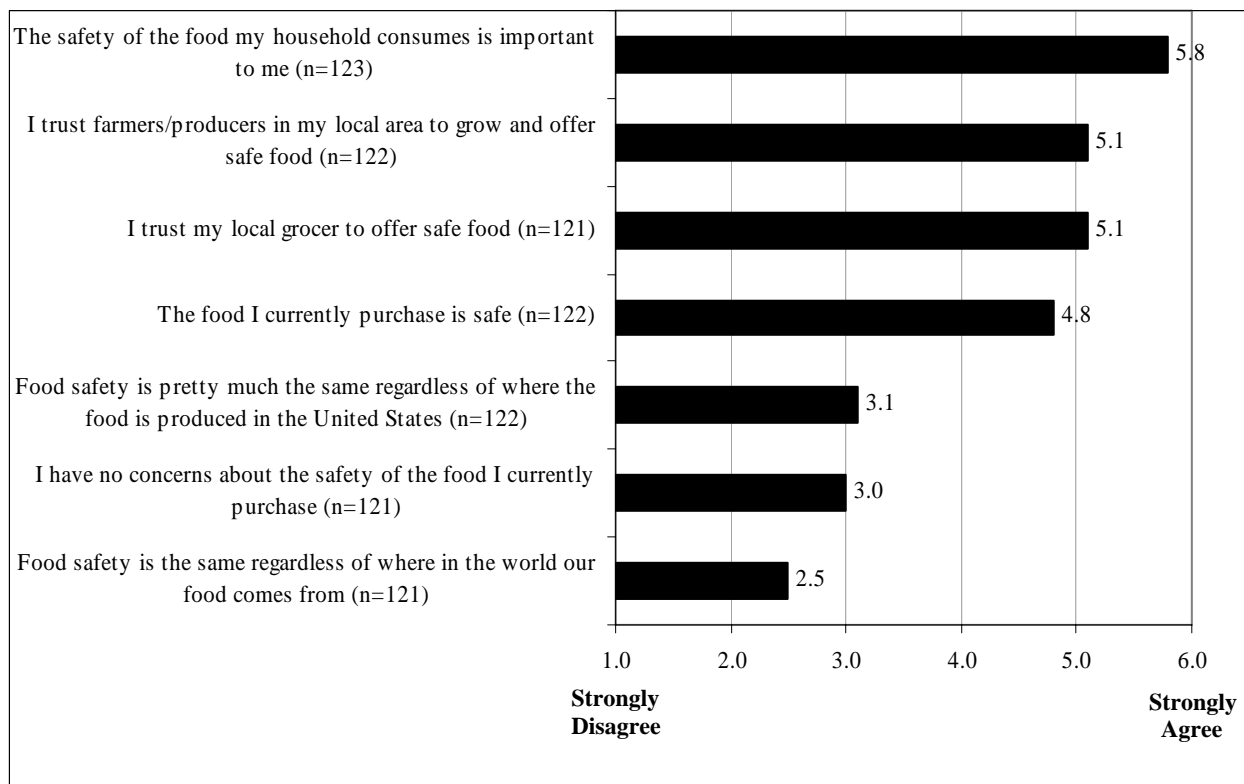


Figure 4. Highest agreement for food purchasing habit statements

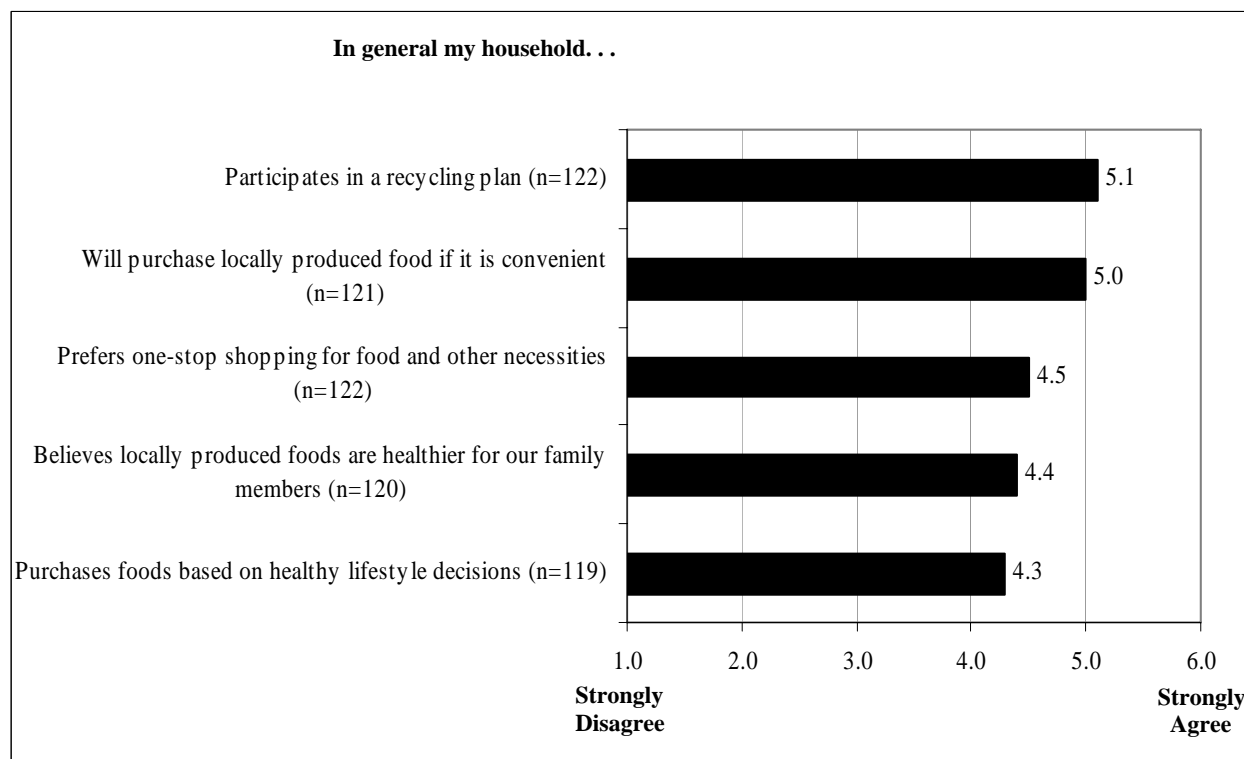


Figure 5. Lowest agreement for food purchasing habit statements

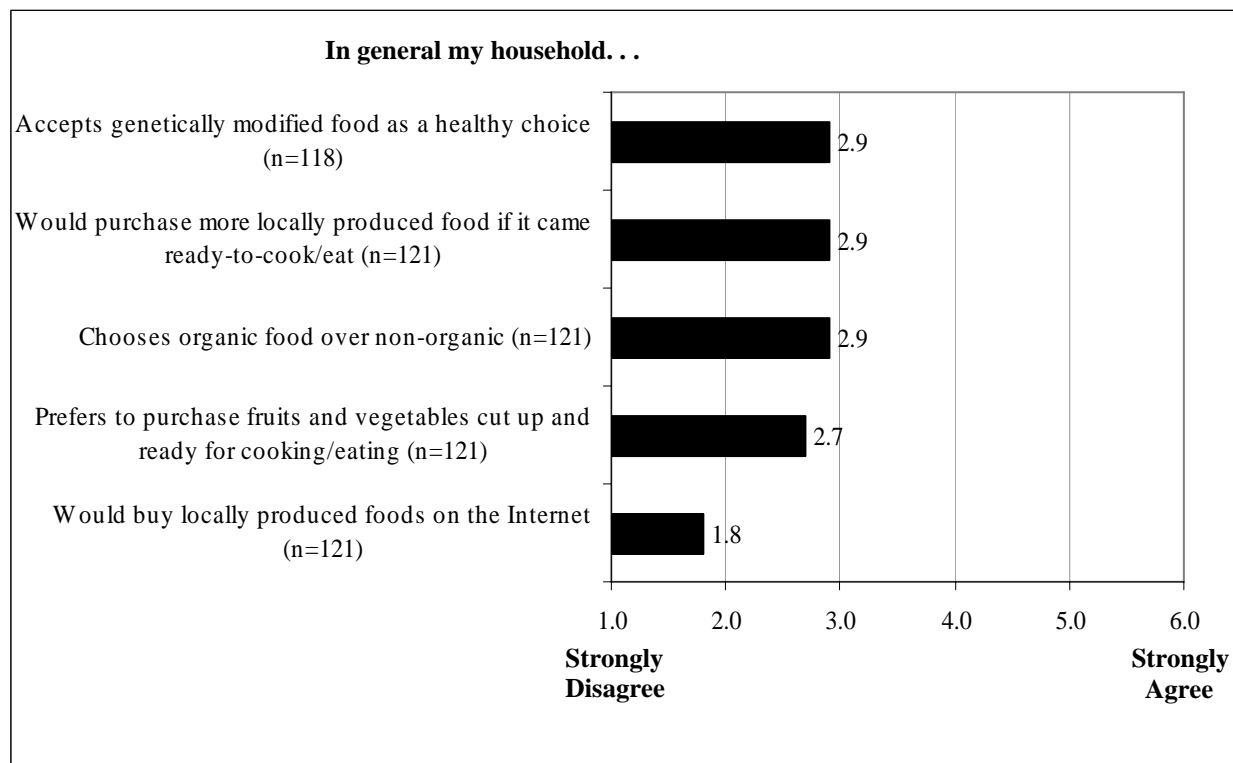
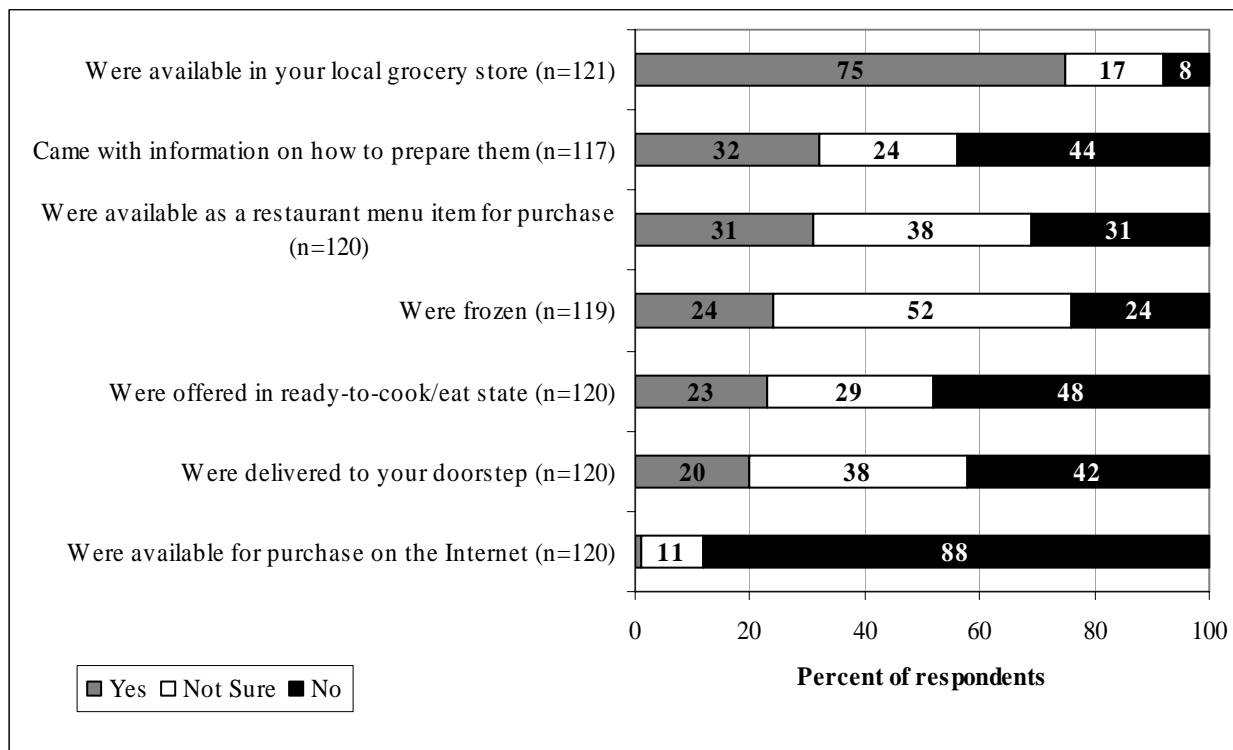


Figure 6. Likely to purchase *locally produced* foods based on how food is distributed¹



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 – CLAYTON 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=117)

- 1. No 2% → **IF NO, please ask the primary food shopper to complete this questionnaire.**
- 2. Yes 98%

Aa. Approximately what percentage of your household’s weekly food needs do you purchase during a typical week? _____ % (n=106)
 Mean=72.3%¹, (S.D.=32.4²), Minimum=5%, Maximum=100%

B. How many meals do you, personally, eat on a typical day? _____ (n=115)

1=2% 2=27% 3=68% 4=2% 8=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=122)	Mean=76.0%, (S.D.=22.3), Minimum=10%, Maximum=100%
Work/school (n=119)	Mean=11.2%, (S.D.=17.5), Median=.0%, Minimum=0%, Maximum=75%
In fast food restaurant (n=119)	Mean=2.9%, (S.D.=6.9), Median=.0%, Minimum=0%, Maximum=50%
In non-fast food restaurant (n=119).....	Mean=7.1%, (S.D.=13.3), Median=2.0%, Minimum=0%, Maximum=90%
On the run (n=119).....	Mean=2.5%, (S.D.=7.1), Median=.0%, Minimum=0%, Maximum=50%
At another person’s home (n=119).....	Mean=.6%, (S.D.=2.3), Median=.0%, Minimum=0%, Maximum=19%
Total	100 %

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.

D. Do you have children or stepchildren under the age of 18 years living in your household? (n=123)

- 1. No 81% —→ **If NO, please skip to Question G on page 2.**
- 2. Yes 19% —→

Da. How old is your oldest child? _____ years (n=20)					
2	10%	10	5%	15	10%
3	5%	11	5%	16	5%
4	5%	13	5%	17	20%
6	5%	14	10%	18	5%
7	10%				

E. How many meals does your oldest child (under 18 years) eat on a typical day? _____ (n=21)
 2=10% 3=76% 4=14%

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

	<u>% of weekly meals</u>
At home (n=23).....	Mean=67.4%, (S.D.=18.1), Minimum=30%, Maximum=100%
Work/school (n=23).....	Mean=23.8%, (S.D.=15.0), Minimum=0%, Maximum=60%
In fast food restaurant (n=23)	Mean=3.6%, (S.D.=5.9), Median=1.0%, Minimum=0, Maximum=25%
In non-fast food restaurant (n=23)	Mean=2.0%, (S.D.=3.2), Median=.0%, Minimum=0%, Maximum=10%
On the run (n=23)	Mean=1.6%, (S.D.=3.8), Median=1.6%, Minimum=0%, Maximum=15%
At another person’s home (n=23)	Mean=1.6%, (S.D.=3.5), Median=.0%, Minimum=0%, Maximum=10%
Total	100 %

G. Who does the majority of the cooking in your household? (n=124)

- 1. I do 87%
- 2. Another adult in the household 10%
- 3. No one cooks; I/we either eat out or use prepared foods --
- 4. Other (Please specify) _____ 3%
 - 50/50 spouse and myself
 - I eat meals at _____ restaurant or bring some home and my husband is away all week for work.
 - Spouse and I share cooking meals
 - Share meal preparation

H. How many miles from home do you typically travel to shop for food? (If less than 1 mile, please write “0.”) _____ miles (n=123)

Mean=14.0, (S.D.=11.7), 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=123)

- 1. No 37%
- 2. Yes 63% →

Ia. If YES, CIRCLE ALL of the following statements that apply to your experience with *locally produced food*. (n=78)

- 1. Seldom think of where food is produced when shopping for food. 23%
- 2. Don't really care where food is produced, so long as it is safe. 27%
- 3. Usually shop local, if available. 71%
- 4. Always shop local first. 15%
- 5. Other (specify) _____ 8%
 - More expensive but good, can't use food stamps
 - Farmer's Market – available summer only
 - My own garden
 - Shop organic, don't know where produced
 - Buy only where I trust

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=121)

- 1. _____ miles from my home (n=44) 37%
 Mean=23.7, (S.D.=26.2), Median=15.0, Minimum=1, Maximum=100
- 2. At my county border 10%
- 3. At the border of the northeast Iowa five-county region (includes Allamakee, Clayton, Fayette, Howard, & Winneshiek County) 20%
- 4. At the Iowa state line 8%
- 5. Don't know 22%
- 6. Other (specify) _____ 3%
 - Two blocks
 - I live in a farm community so it is all around me.
 - Where else available?
 - Local producers come to our Farmer's Market – eggs from local hobby farmer, my own garden
 - Shop at Oneota Coop/Decorah as a member
 - Don't understand the question
 - Summer months produce my own vegetables and meats are home produced and butchered

K. In the past 12 months, where have you obtained food for your household? (Circle the numbers for ALL that apply) (n=123)

- 1. Grocery store 100%
- 2. Food pantry/shelf 5%
- 3. Senior meal program 7%
- 4. Personal, family, or friend's garden 58%
- 5. Food Stamps 2%
- 6. Women/Infant Children's Program (WIC) 1%
- 7. Farmer's Market 45%
- 8. Meals with family/friends 37%
- 9. Grocery items from family/friends 13%

(continued on following page)

K. (Continued)

10. Directly from local farmers	21%
11. Grown/raised own meat or dairy products	17%
12. Local hunting or fishing	46%
13. Roadside produce stand	28%
14. Senior Farmer’s Market food vouchers	3%
15. Direct mail or Internet	--
16. Meat locker	36%
17. Community garden	1%
18. Community Sustainable Agriculture (CSA) farm shares purchase	--

L. What types of foods do you grow/raise? (Circle the numbers for ALL that apply) (n=124)

1. Do not grow/raise any food	40%
2. Meat	11%
3. Vegetables	57%
4. Fruit	24%
5. Dairy products	1%
6. Other (Please specify) _____	3%
Very small on 3 and 4	
Eggs	
Nuts	
Lettuce and onions	
Sweet corn	

M. What types of locally grown foods would you be interested in buying? (Circle the numbers for ALL that apply) (n=122)

1. I would not buy locally grown foods	3%
2. Meat	66%
3. Vegetables	91%
4. Fruit	89%
5. Dairy products	51%
6. Other (Please specify) _____	5%
Jams	
Locally baked breads and other foods	
Breads	
Eggs probably all other	
Honey, sorghum, grains, 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=116)..... Mean=5.4, (S.D.=1.0), Minimum=1, Maximum=6	1%	1%	3%	12%	19%	64%
2. Sells best tasting meats, dairy, or produce (n=118).. Mean=5.4, (S.D.=.9), Minimum=1, Maximum=6	1%	--	3%	11%	28%	57%

(continued on following page)

N. (Continued)

	How important?					
	Not at all Important			Very Important		
3. Has lowest prices (n=119)..... Mean=4.8, (S.D.=1.2), Minimum=1, Maximum=6	1%	4%	10%	23%	23%	39%
4. Displays are attractive (n=113)..... Mean=3.5, (S.D.=1.5), Minimum=1, Maximum=6	13%	17%	16%	29%	15%	10%
5. Offers a wide variety of foods (n=114)..... Mean=4.6, (S.D.=1.3), Minimum=1, Maximum=6	4%	4%	7%	24%	33%	28%
6. Has organic food available (n=113)..... Mean=3.1, (S.D.=1.8), Minimum=1, Maximum=6	27%	16%	20%	12%	11%	14%
7. Offers fresh meat, dairy, or produce raised in an environmentally supportive way (n=116)..... Mean=4.0, (S.D.=1.5), Minimum=1, Maximum=6	7%	8%	20%	23%	21%	21%
8. Offers fresh meats, dairy, or produce grown in my local area (n=117)..... Mean=4.2, (S.D.=1.4), Minimum=1, Maximum=6	5%	7%	17%	32%	18%	21%
9. Offers fresh meats, dairy, or produce grown in Iowa (n=118)..... Mean=4.3, (S.D.=1.4), Minimum=1, Maximum=6	5%	3%	17%	26%	25%	24%
10. Supports my local economy and jobs (n=117)..... Mean=4.8, (S.D.=1.2), Minimum=1, Maximum=6	1%	4%	8%	23%	31%	33%
11. Has competitive prices (n=123)..... Mean=5.1, (S.D.=1.0), Minimum=1, Maximum=6	1%	2%	2%	19%	34%	42%
12. I personally know the food producer (n=113)..... Mean=3.3, (S.D.=1.6), Minimum=1, Maximum=6	16%	19%	21%	19%	15%	10%
13. The location is convenient (n=122)..... Mean=4.8, (S.D.=1.1), Minimum=1, Maximum=6	2%	2%	9%	22%	36%	29%
14. The hours of operation are convenient (n=120)..... Mean=4.8, (S.D.=1.1), Minimum=1, Maximum=6	1%	2%	8%	26%	35%	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=123)..... Mean=5.8, (S.D.=.6), Minimum=3, Maximum=6	--	--	1%	4%	10%
2. I trust my local grocer to offer safe food (n=121)..... Mean=5.1, (S.D.=1.1), Minimum=1, Maximum=6	1%	1%	8%	17%	28%	45%
3. I trust farmers/producers in my local area to grow and offer safe food (n=122)..... Mean=5.1, (S.D.=1.0), Minimum=2, Maximum=6.	--	2%	5%	16%	34%	43%

(continued on following page)

P. (Continued)

	Strongly Disagree				Strongly Agree	
4. Food safety is pretty much the same regardless of where the food is produced in the United States (n=122)..... Mean=3.1, (S.D.=1.6), Minimum=1, Maximum=6	16%	25%	22%	16%	12%	9%
5. Food safety is the same regardless of where in the world our food comes from (n=121)..... Mean=2.5, (S.D.=1.6), Minimum=1, Maximum=6	31%	35%	12%	9%	5%	8%
6. The food I currently purchase is safe (n=122) Mean=4.8, (S.D.=1.0), Minimum=1, Maximum=6	1%	--	7%	29%	35%	28%
7. I have no concerns about the safety of the food I currently purchase (n=121) Mean=3.0, (S.D.=1.8), Minimum=1, Maximum=6	36%	12%	9%	17%	14%	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				Strongly Agree	
1. Prefers one-stop shopping for food and other necessities (n=122)..... Mean=4.5, (S.D.=1.3), Minimum=1, Maximum=6	3%	3%	15%	24%	30%	25%
2. Buys food based on what's on sale or coupon offers (n=123)..... Mean=4.1, (S.D.=1.3), Minimum=1, Maximum=6	2%	10%	15%	32%	25%	16%
3. Thinks <i>locally produced</i> food tastes better (n=121) Mean=4.2, (S.D.=1.2), Minimum=1, Maximum=6	2%	5%	22%	32%	23%	16%
4. Chooses organic food over non-organic (n=121) Mean=2.9, (S.D.=1.5), Minimum=1, Maximum=6	22%	25%	24%	14%	7%	8%
5. Believes it is important to know where your food is grown and/or processed (n=122)..... Mean=4.2, (S.D.=1.3), Minimum=1, Maximum=6	4%	4%	25%	26%	20%	21%
6. Will purchase <i>locally produced</i> food if it is convenient (n=121) Mean=5.0, (S.D.=.9), Minimum=1, Maximum=6	1%	--	5%	20%	46%	28%
7. Accepts genetically modified food as a healthy choice (n=118) Mean=2.9, (S.D.=1.4), Minimum=1, Maximum=6	20%	21%	21%	26%	8%	4%
8. Will go out of our way to purchase <i>locally produced</i> food (n=120) Mean=3.4, (S.D.=1.4), Minimum=1, Maximum=6	14%	11%	23%	32%	11%	9%
9. Prefers to purchase fruits and vegetables cut up and ready for cooking/eating (n=121) Mean=2.7, (S.D.=1.4), Minimum=1, Maximum=6	24%	22%	26%	13%	13%	2%
10. Is willing to pay a little more for <i>locally produced</i> food (n=120) Mean=3.7, (S.D.=1.4), Minimum=1, Maximum=6	8%	10%	21%	32%	18%	11%

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P. (Continued)

In general, my household ...	Strongly Disagree			Strongly Agree		
11. Is having difficulty finding <i>locally produced</i> foods (n=122) Mean=3.9, (S.D.=1.4), Minimum=1, Maximum=6	7%	5%	24%	30%	21%	13%
12. Wants to support local farmers, but can't afford to spend more for our food (n=121)..... Mean=3.9, (S.D.=1.4), Minimum=1, Maximum=6	8%	8%	22%	28%	18%	16%
13. Can't understand why <i>locally produced</i> food costs more (n=122) Mean=3.7, (S.D.=1.4), Minimum=1, Maximum=6	10%	12%	21%	28%	18%	11%
14. Believes <i>locally produced</i> foods are healthier for our family members (n=120) Mean=4.4, (S.D.=1.2), Minimum=1, Maximum=6	4%	--	19%	30%	27%	20%
15. Would purchase more <i>locally produced</i> food if it came ready-to-cook/eat (n=121) Mean=2.9, (S.D.=1.5), Minimum=1, Maximum=6	20%	20%	26%	17%	12%	5%
16. Believes buying locally is healthier for community residents (n=121) Mean=4.2, (S.D.=1.3), Minimum=1, Maximum=6	5%	6%	9%	40%	22%	18%
17. Participates in a recycling plan (n=122) Mean=5.1, (S.D.=1.3), Minimum=1, Maximum=6	4%	3%	7%	10%	22%	54%
18. Would buy <i>locally produced</i> foods on the Internet (n=121) Mean=1.8, (S.D.=1.2), Minimum=1, Maximum=6	59%	20%	8%	9%	3%	1%
19. Purchases foods based on healthy lifestyle decisions (n=119) Mean=4.3, (S.D.=1.4), Minimum=1, Maximum=6	6%	6%	13%	24%	32%	19%
20. Purchases foods necessary to meet special dietary needs (n=121) Mean=3.8, (S.D.=1.5), Minimum=1, Maximum=6	9%	11%	20%	20%	30%	10%
21. Is willing to purchase <i>locally produced</i> beverages and/or wines (n=119)..... Mean=3.7, (S.D.=1.6), Minimum=1, Maximum=6	12%	14%	15%	19%	26%	14%
22. Would purchase <i>locally produced</i> foods, but is unable to find them (n=120)..... Mean=3.8, (S.D.=1.2), Minimum=1, Maximum=6	5%	10%	23%	38%	16%	8%

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=117; 120)	Mean=\$52.18, (S.D.=30.6), Minimum=\$.0, Maximum=\$150.00	3%
2. Wholesale food store (like Sam's Club) (n=63; 122).....	Mean=\$6.67, (S.D.=17.3), Median=\$.0, Minimum=\$.0, Maximum=\$100.00	48%
3. Convenience store/gas station (n=107; 120) ...	Mean=\$5.79, (S.D.=11.6), Median=\$.0, Minimum=\$.0, Maximum=\$80.00	11%

(continued on following page)

Q. (CONTINUED)

	How much spent per week	Not Available
4. Specialty food store (meat locker, health food store, bakery) (n=86; 120).....	Mean=\$3.37, (S.D.=6.2), Median=\$.0, Minimum=\$.0, Maximum=\$25.00	28%
5. Farmer's Market (n=88; 121;).....	Mean=\$3.07, (S.D.=6.0), Median=\$.0, Minimum=\$.0, Maximum=\$25.00	27%
6. Local cooperative food store (n=62; 122)	Mean=\$2.90, (S.D.=9.4), Median=\$.0, Minimum=\$.0, Maximum=\$50.00	49%
7. Directly from local producers (n=74; 120).....	Mean=\$2.54, (S.D.=6.8), Median=\$.0, Minimum=\$.0, Maximum=\$40.00	38%
8. Prepared food eaten away from home (fast food, non-fast food restaurant) (n=111; 120) ..	Mean=\$17.95, (S.D.=18.3), Median=\$20.00, Minimum=\$.0, Maximum=\$120.00	8%
9. Other (specify) _____(n=120; 120)...	Mean=\$2.03, (S.D.=9.5), Median=\$.0, Minimum=\$.0, Maximum=\$60.00	--
Meal site		
Wal-Mart		
Personal garden produce		
Eating out twice a month		
Prepared at _____ restaurant		
School I work		
TOTAL SPENT PER WEEK (n=120)	Mean=\$86.27, (S.D.=47.8), Minimum=\$.0, Maximum=\$268.00	

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=123)

- 1. Yes, raise all the meat we eat 3%
- 2. Yes, some 10%
- 3. No, do not raise any of our meat 84%
- 4. We do not eat meat 1%
- 5. Other (Please specify) _____ 2%
 - Hunting
 - Hunt – 4-5 deer/year
 - Purchase half steer at a time from _____ (farmer) and freeze
 - Wild game and fish

Please skip to Question T below.

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=119).....	8%	92%
2. Full-service counter at the grocery store (n=113).....	35%	65%
3. Superstore (for example, Wal-Mart) (n=113).....	49%	51%
4. Local meat locker (n=109)	59%	41%
5. Wholesale club (n=108).....	97%	3%
6. Farmer's Market (n=108)	90%	10%
7. Directly from a farmer (n=110)	72%	28%
8. Through mail catalogs/on the Internet (n=106)	100%	--
9. Other (specify) _____ (n=58)	97%	3%
Grocery store - not pre-packaged		
Vendors at restaurant		

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

	<u>No</u>	<u>Not Sure</u>	<u>Yes</u>
1. Were frozen (n=119).....	24%	52%	24%
2. Were offered in ready-to-cook/eat state (for example, chopped vegetables, fruit in bite-sized pieces) (n=120).....	48%	29%	23%
3. Came with information on how to prepare them (n=117).....	44%	24%	32%
4. Were available in your local grocery store (n=121).....	8%	17%	75%
5. Were delivered to your doorstep (n=120).....	42%	38%	20%
6. Were available for purchase on the Internet (n=120).....	88%	11%	1%
7. Were available as a restaurant menu item for purchase (n=120)	31%	38%	31%

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=120)

Clayton 98%
 Delaware 2%

B. Approximately how many years have you lived in your county? _____ years (n=121)

5 years or less 6%
 6-10 years 10%
 11-20 years 10%
 21-30 years 11%
 31 years and over 63%

Mean=40.2, (S.D.=23.4), Minimum=1, Maximum=87

C. What is your 5 digit postal zip code? _____ (n=124)

52035 Colesburg	1%	52072 St. Olaf	2%
52042 Edgewood	8%	52076 Strawberry Point	11%
52043 Elkader	12%	52077 Volga	2%
52047 Farmersburg	3%	52141 Elgin	2%
52048 Garber	2%	52156 Luana	2%
52049 Garnavillo	5%	52157 McGregor	15%
52052 Guttenberg	15%	52158 Marquette	1%
52053 Holy Cross	2%	52159 Monona	13%
52066 North Buena Vista	1%	52162 Postville	2%
52071 Saint Donatus	1%		

D. Which of the following best describes where you currently live? (n=121)

- | | | | |
|---------------------------------------|-----|-----|---|
| 1. In town | 60% | } → | What community do you call home? _____
(n=43) |
| 2. Outside city limits, not on a farm | 18% | | |
| 3. Outside city limits, on a farm | 22% | | |

Postville	5%	Forelich	2%
Elgin	2%	McGregor	14%
Monona	7%	Clermont	2%
Luana	5%	North Buena Vista	5%
Guttenberg	14%	Strawberry Point	9%
Garnavillo	7%	Volga	2%
Elkader	9%	Farmersburg	2%
Edgewood	12%	Garber	3%

E. Which statement best describes your current housing arrangement? (n=124)

- | | |
|----------------------------------|-----|
| 1. Rent | 9% |
| 2. Own | 90% |
| 3. Other (please describe) _____ | 1% |
- _____ (family) own this home
Winter in Arizona

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=124)

Mean	2.21	persons
S.D.	1.11	
Minimum	1.00	person
Maximum	7.00	persons

Self gender (n=119)

Male	29%
Female	71%

Self age (n=111)

Average	57.1	years
S.D.	16	
Range	23-87	years

(continued on following page)

E. (Continued)

Respondents reporting a spouse	77	
Average spouse's age	52.1	years
Spouse age range	28-83	years
Spouse's sex		
Male	79%	
Female	21%	
Respondents reporting one or more children	22 cases had	minor child
Average minor child age	10.3	years
Minor child age range	0-18	years
Minor child's sex		
Male	52%	
Female	48%	
Adult children		
Adult children in household	9	cases had one or more adult children
Adult children's age range	19-50	years
Adult child's sex		
Male	55%	
Female	45%	
Grandchild in household	3	cases had grandchildren in household
Average grandchild age	10	
Range	0-16	years
Grandchild's sex		
Male	0%	
Female	100%	
Live-in boyfriend, girlfriend, or fiancée in household	3	cases
Average live-in age	27.7	years
Range	20-37	years
Live-in boyfriend, girlfriend, or fiancée's sex		
Male	67%	
Female	33%	
Stepchildren in household	1	cases
Average stepchild age	8.0	years
Stepchild's sex		
Male	100%	
Female	0%	
Sister/Brother/In-law in household	1	cases
Average sister/brother/in-law age	18.0	years
Sister/Brother/In-law sex		
Male	100%	
Female	0%	

F. What is the highest level of formal education that you have completed? (n=123)

- | | |
|------------------------------------|-----|
| 1. Less than high school diploma | 4% |
| 2. High school diploma or GED | 44% |
| 3. Some college, no degree | 24% |
| 4. Associates degree | 7% |
| 5. Bachelors degree | 15% |
| 6. Graduate or professional degree | 6% |

G. Would you say your health in general is ... (n=124)

- | | |
|--------------|-----|
| 1. Excellent | 15% |
| 2. Very good | 36% |
| 3. Good | 36% |
| 4. Fair | 11% |
| 5. Poor | 2% |

H. What is your employment status? (Circle the number for ALL that apply) (n=109)

- | | | |
|---|-----|---|
| 1. Employed or self-employed full-time | 44% | <div style="border: 1px solid black; padding: 2px; display: inline-block;"> <input type="checkbox"/> </div> |
| 2. Employed or self-employed part-time | 15% | |
| 3. Student | 2% | |
| 4. Full-time homemaker | 15% | |
| 5. Retired or disabled | 31% | |
| 6. Unemployed or looking for employment | -- | |
| 7. Other (specify _____) | 2% | |
| Volunteer some | | |
| Work 5 to 6 months | | |

Ha. In what city do you work or attend school? _____ (n=56)

- | | |
|----------------------|-----|
| Postville | 1% |
| Monona | 5% |
| Prairie du Chien, WI | 16% |
| Decorah | 2% |
| Guttenberg | 16% |
| Garnavillo | 4% |
| Elkader | 20% |
| Manchester | 4% |
| Edgewood | 7% |
| Marquette | 1% |
| McGregor | 1% |
| North Buena Vista | 2% |
| Dubuque | 4% |
| Strawberry Point | 2% |
| St. Olaf | 4% |
| West Union | 5% |
| Sumner | 2% |
| Osterdock | 2% |
| Genoa, WI | 2% |

Hb. Outside of caring for home and family, how many hours per week on average do you typically work/attend school? ___ hours (n=51)

Mean=39.6, (S.D.=13.2), Minimum=8, Maximum=75

I. What is your current marital status? (n=110)

- 1. Married or living with a partner 75%
- 2. Divorced 10%
- 3. Separated --
- 4. Widowed 10%
- 5. Never married 5%

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=79)

- 1. Employed or self-employed full-time 54%
- 2. Employed or self-employed part-time 10%
- 3. Student 3%
- 4. Full-time homemaker 3%
- 5. Retired or disabled 35%
- 6. Unemployed or looking for employment 1%
- 7. Other (specify _____) 1%

Ja. In what city does she/he work or attend school? _____ (n=41)

Monona	5%
Prairie du Chien, WI	17%
Guttenberg	7%
Garnavillo	3%
Elkader	12%
Manchester	3%
Edgewood	5%
McGregor	3%
North Buena Vista	3%
Ossian	3%
Luxemberg	3%
Dubuque	7%
Marion	2%
Strawberry Point	7%
Independence	2%
Sand Springs	2%
St. Olaf	5%
Volga	2%
Calmar	5%
Garber	2%
Fort Dodge	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=45.5, (S.D.=14.0), Minimum=10, 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=108)	60%	19%	21%
2. At least one child receives free or reduced price school lunches (n=95)	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=105)

1. Under \$5,000	1%
2. \$5,000-9,999	6%
3. \$10,000-14,999	6%
4. \$15,000-24,999	19%
5. \$25,000-34,999	18%
6. \$35,000-49,999	19%
7. \$50,000-74,999	19%
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.

Hopefully this will create a market for the small farmer and provide a better source of food for the residents of Iowa. We enjoy the extra local grown food that the county pays for. There are a lot of seniors who depend on the food we get from the farmers market. Hope it is continued. Thank you very much.

Own a grain farm and live in town.

We can't get food stamps because household income is too high. Can't afford to buy much food as it is; How are we to "buy" local when we can barely afford cheap, discounted food?

Q-1: We use home canned food so amount is low. Usually shop for 2 weeks or month at a time; Q-5: Farmer's Market available only in summer – not close to home. F-6: Two year teacher's diploma. K-15: We do not own a computer.

This is to justify your job: If we did not have to pay your wages, we would have enough for ourselves and our families. You take from the production and give it to the lazy and non-production like yourselves. _____

Would like to be given the opportunity to purchase food that has been prepared (wine, jams, candy, etc.) at restaurants and convenience stores, as well as at grocery stores in our area; Some have stores have begun the process on the same.

I think food vouchers should be given to more individuals to be used to buy food at local Farmers Markets and farmers! It's great this opportunity is being offered to senior citizens although some of us in the younger generation would like to give our children the opportunity to experience the pleasure of locally grown produce, but cannot afford to do so! It would also help to produce a free cookbook for these individuals, including photos of the produce so people know what was what, how to prepare the produce and different ways to use the produce to create a meal! Sunflower Fields just outside of Postville, Iowa offered a photo once with their products labeling them, and would send out newsletters with tips and recipes with their produce! This was a great idea but would be better compiled in a cookbook for consumers to use all year around! Their produce is good, but expensive for those with low income! Information on canning and proper freezing of your own produce and meats would also be great, along with things as soups, sauces, jams, jellies, juices, etc. This would also help consumers maximize the use of local produce available and lower the health risks of using chemically altered processed foods found in the stores!

Raised on farm, prefer locally grown produce!

Our food and water is contaminated with chemicals. Someone has to control farmers with over applications of these. They might produce more but they are destroying our environment!

I am sorry I cannot help you. I am in assisted living and no connection with food, or cooks. All is fine.

I would shop at our local Farmer's Market more but they are only good spring into summer months. It would be nice to have a coop style store in our town.

My spouse is a full-time farmer – owner/operator of a cattle feeding operation.

I think local food co-ops are excellent "seeds" or starting points for members of a community to learn to make local choices (which I value). We are members of Willie Street Co-op in Madison, WI and New PI in Iowa City but they are so distant we rarely get there. We also utilize Oneota Co-op in Decorah on the rare occasion we are driving through. We really wish there was something closer to Guttenberg.

It would be nice to have more locally grown products (of high quality) available for purchase; especially, meat like chicken, high quality bread products. Enjoy growing my own vegetables, grapes, and berries. I do give produce away when I have excess or am not going to use it.

M. (Continued)

Perhaps a website to contact local organic farmers for meat, dairy, veggies, and fruits; The Decorah Farmer's Market is excellent, but the one in Guttenberg is not dependable. It is most unfortunate that half my neighbors take their tax dollars to Prairie du Chien for a decent grocery store.

Local food is more expensive than the commercial. So when money is short you buy what is cheaper.

I would like to know what percent of produce available at the grocery store is locally produced. I would like to have more options/more vendors for produce in Clayton County if have to travel 25 miles for a large selection of quality produce.

To whom it may concern – I'm an 86 year old person. I may not have filled out the survey to your satisfaction so please take my age into account. _____

Being alone and senior who is limited by diet to the foods that are purchased, much of this form does not apply.

I already filled out one of these a few weeks ago. You're spending unnecessary money sending another one. My husband also received one. More money wasted!

We would most likely buy locally but won't go to a farm and wander around the garden and pick the stuff we need.

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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