

# **NORTHEAST IOWA LOCAL FOOD SURVEY HOWARD COUNTY**



## **Brief Summary**

*Presented to:*

**Northeast Iowa Food & Farm Coalition**

*Presented by:*

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**IOWA STATE UNIVERSITY**  
University Extension

*Helping Iowans become their best.*

**CD-DIAL No. 188  
June 2007**

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# *Northeast Iowa Local Food Survey*

## **Howard Brief Summary**

Northeast Iowa Food and Farm Coalition is seeking input on food purchasing and use in Howard 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 Howard 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 92 individuals who returned useable questionnaires.

### **Survey Methodology**

The Northeast Iowa Food and Farm Coalition, in collaboration with CD-DIAL, developed a ten page questionnaire. A total of 222 households within Howard 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 Howard County within a known margin of error. The sampling frame included households located in Howard County selected from a database of all Iowa heads of households.

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

Mailings resulted in 92 completed questionnaires. Table 1 shows the disposition of the questionnaires. Twelve questionnaires were returned undeliverable, while 113 failed to respond or refused to complete the questionnaire. However, one household who returned the questionnaire reported living in a county other than Howard which was included in the five county sample. Therefore, for analysis this questionnaire was included in the appropriate reported county. The adjusted response rate for Howard County is 44.7%.

**Table 1. Questionnaire disposition**

	<b>Number</b>
Returned Useable	92
No Response/Refused	113
Undeliverable due to address	12
Deceased	3
Not in Howard County	1
Other	1
<i><b>Total Mailed</b></i>	<b>222</b>

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 Howard 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 (56%) report living in Howard County for 31 years or more. Over half of those living within Howard County reside in town (58%); whereas, 42% of respondents live outside of city limits. Cresco is the most frequently cited city in which respondents living outside of city limits call home. Figure 1 depicts the length of residence within Howard County.

**Figure 1. Length of residence in Howard County (n=90)**

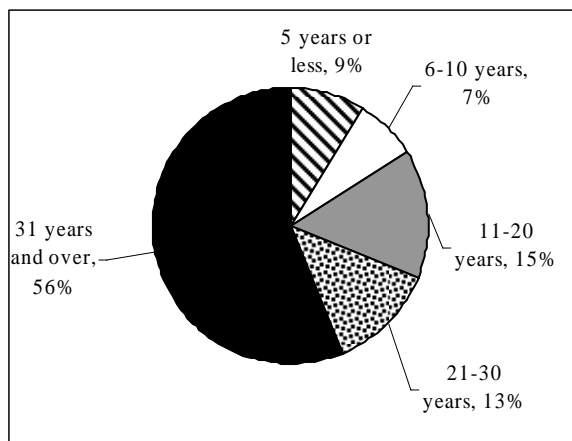


Table 2 summarizes respondent demographics and lists corresponding county figures from the 2000 United States Census of Population. To determine the potential for bias, respondent characteristics are compared with 2000 Census of Population figures. This comparison is made under the assumption that, while six years old, Census figures provide acceptable indicators of adults and households within Howard County. The average age for questionnaire respondents is 54.5 years with a mean income range between \$35,000 and \$49,999. Gender comparisons between survey respondents and Census figures indicate an under-representation of males in the survey

**Table 2. Respondent characteristics**

	Survey	2000 Census
	Percent	
<b>Sex (n=88; 7,317)</b>		
Female	81	51
Male	19	49
<b>Age (n=78; 7,317)</b>		
Less than 45 years	28	44
45-64	42	29
65 years or more	30	27
<b>Income (n=83; 3,982)</b>		
\$14,999 or less	9	18
\$15,000-\$34,999	40	33
\$35,000-\$49,999	18	20
\$50,000-\$74,999	15	19
\$75,000 or more	18	10

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

## Results

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

In general, several questions addressed eating habits. Over half of respondents (62%) eat three meals on a typical day. Of those meals, on average, 73% are eaten at home. In addition, a majority of households with children reported their oldest child eats three meals on a typical day (62%) and again, more than a majority of those meals are eaten at home (62%).

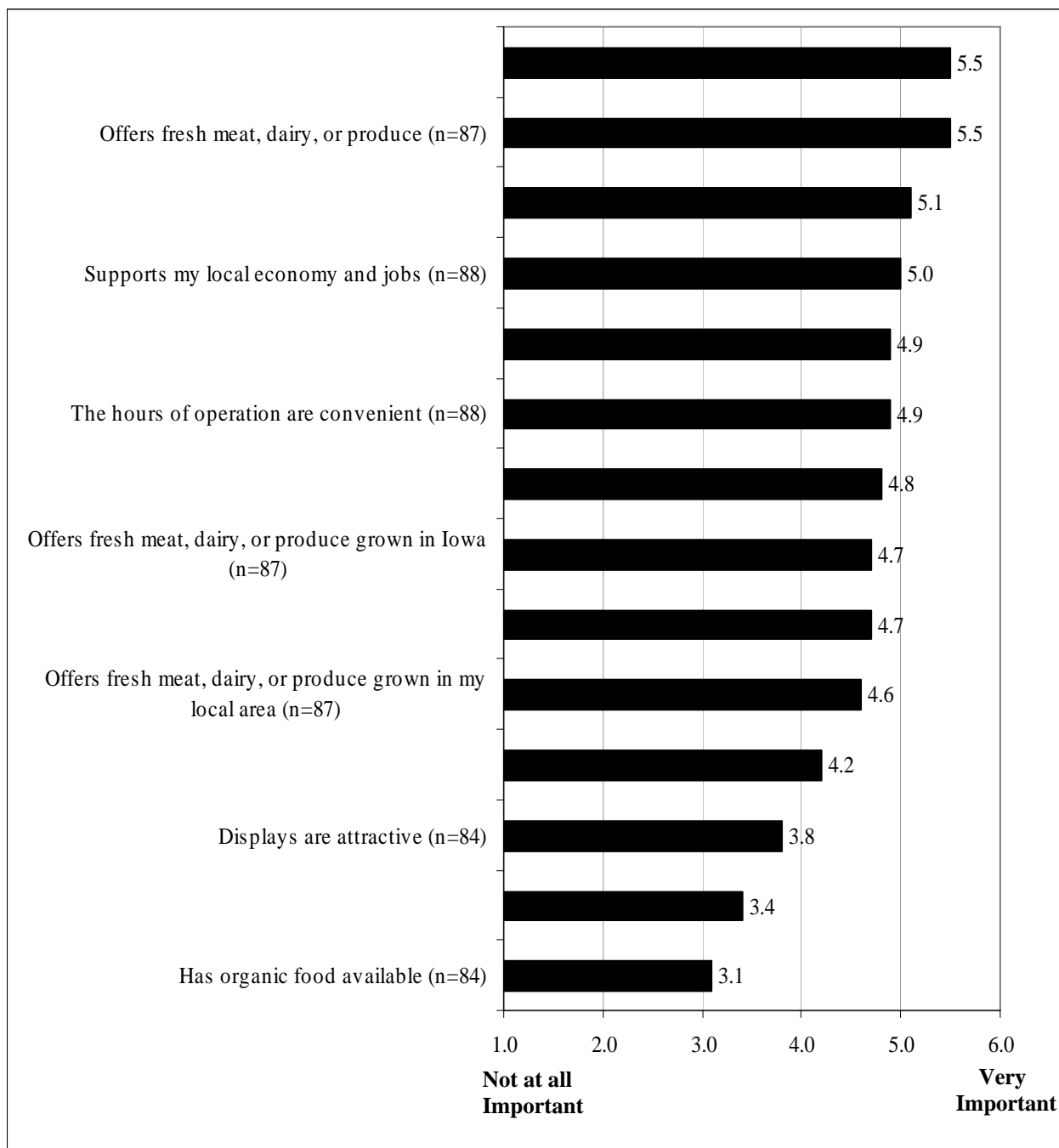
Respondents were asked to give importance ratings for factors influencing decisions made about where to purchase food for their household. As shown in Figure 2 (page 4), “sells best tasting meats, dairy, or produce” and “offers fresh meat, dairy, or produce” are the two most important factors with an 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 15.0 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 5.8 on a scale of 1 to 6 (1 = ‘strongly disagree’ and 6 = ‘strongly agree’). The lowest mean rating is 2.4, 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 5.0 on a scale of 1 to 6 (1 = ‘strongly disagree’ and 6 = ‘strongly agree’). Those statements with the highest agreement are shown in Figure 4. It is also important to look at statements for which respondents expressed the lowest level of agreement. As shown in Figure 5 (page 6), survey participants agreed the least with the statement “in general, my household would buy *locally produced* foods on the Internet” (M=2.0).

Respondents were asked to consider several statements regarding the purchase of *locally produced* foods. Of those who have heard of the concept *locally produced* food, over half would shop local if they were available (65%). The likelihood they would purchase *locally produced* foods based on several different factors was included. Over half of respondents (59%) 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

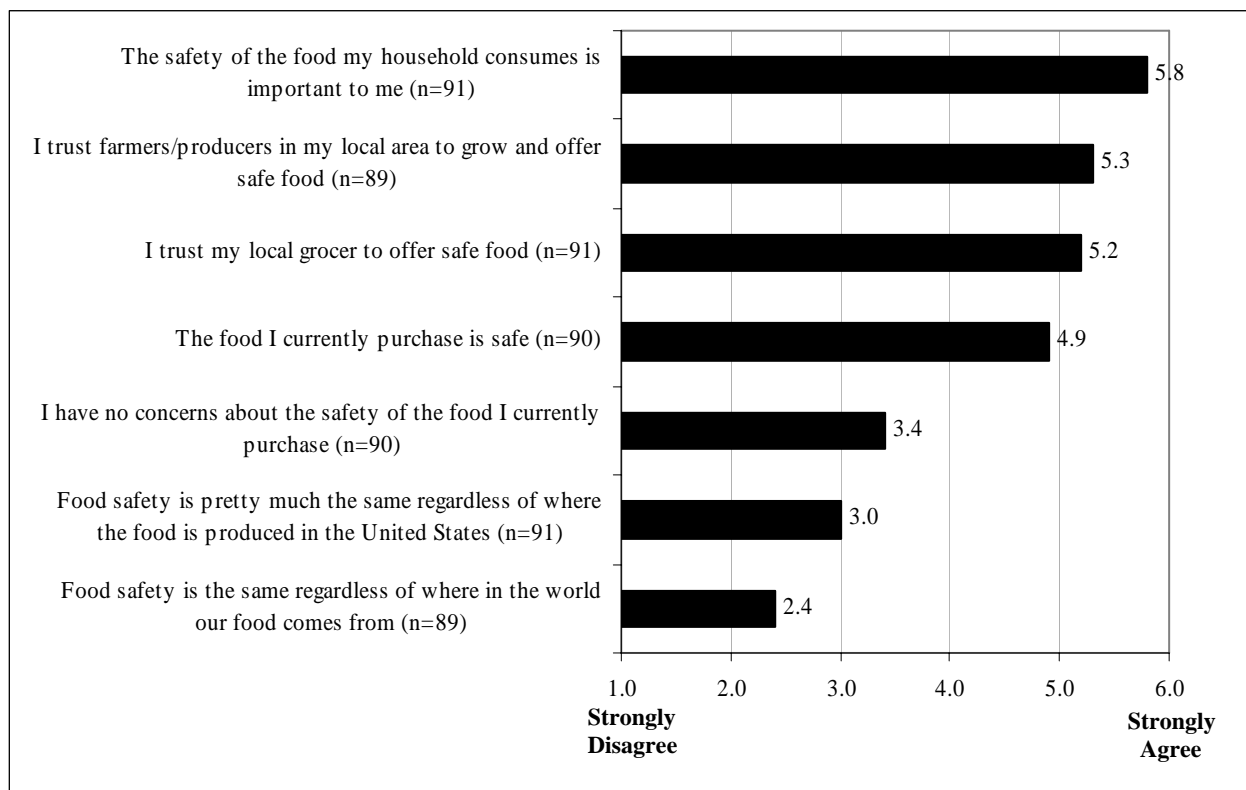
**Figure 2. Importance ratings for factors influencing food purchasing decisions**



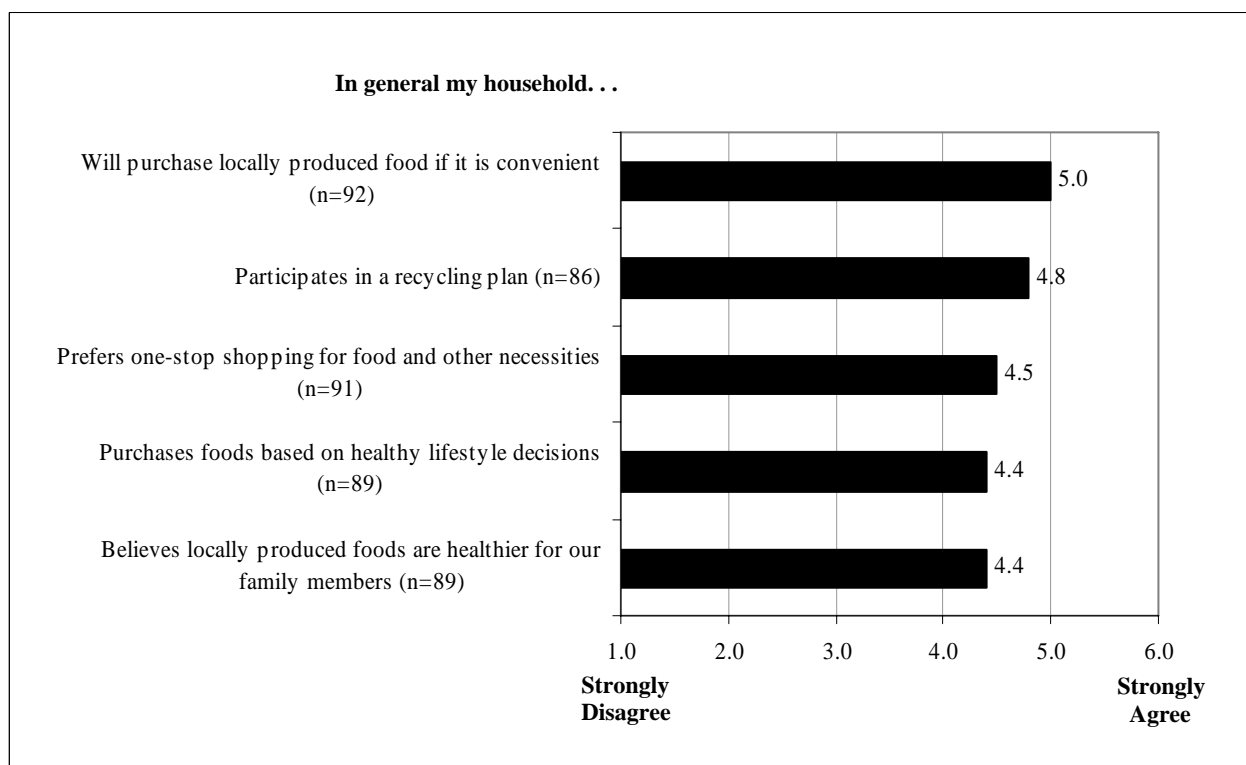
sure if they would be more likely, or not sure if they would be more likely to purchase *locally produced* foods based on different distribution methods. In addition, a majority

of respondents are interested in buying several locally produced foods. Some of these foods include: meat (67%), vegetables (87%), fruit (83%), and dairy (53%).

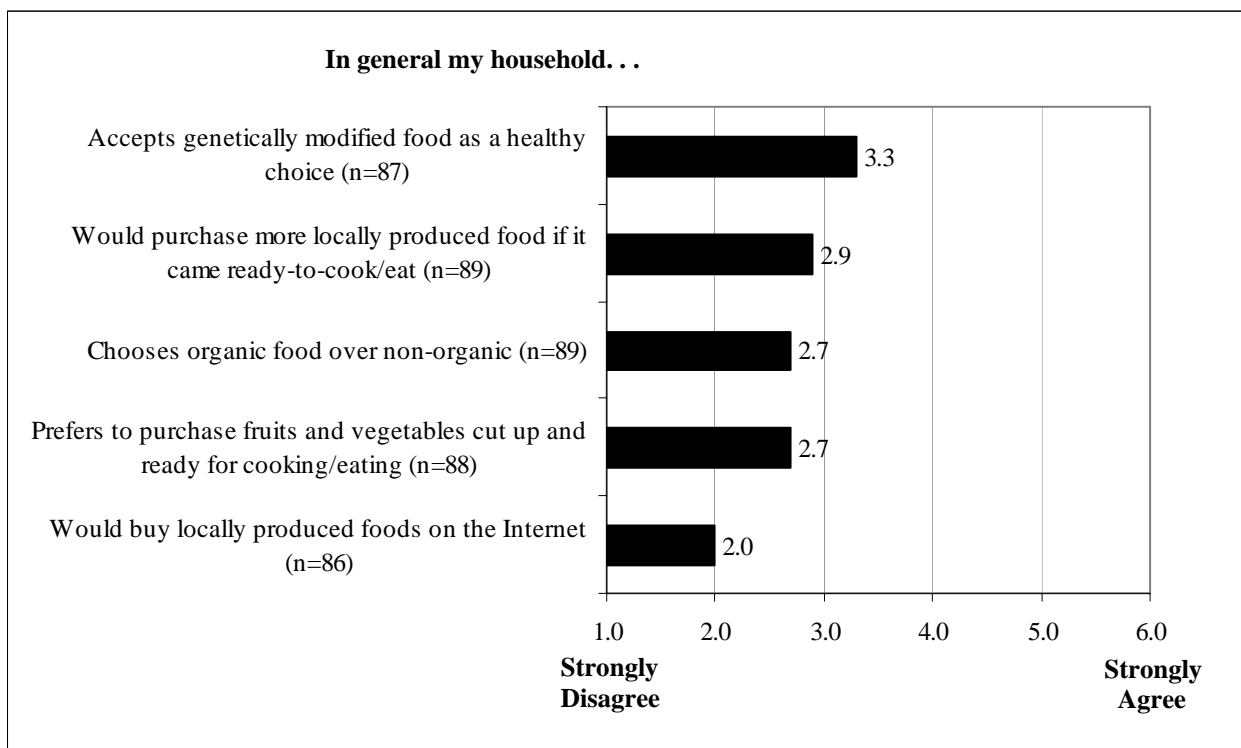
**Figure 3. Agreement with food safety statements**



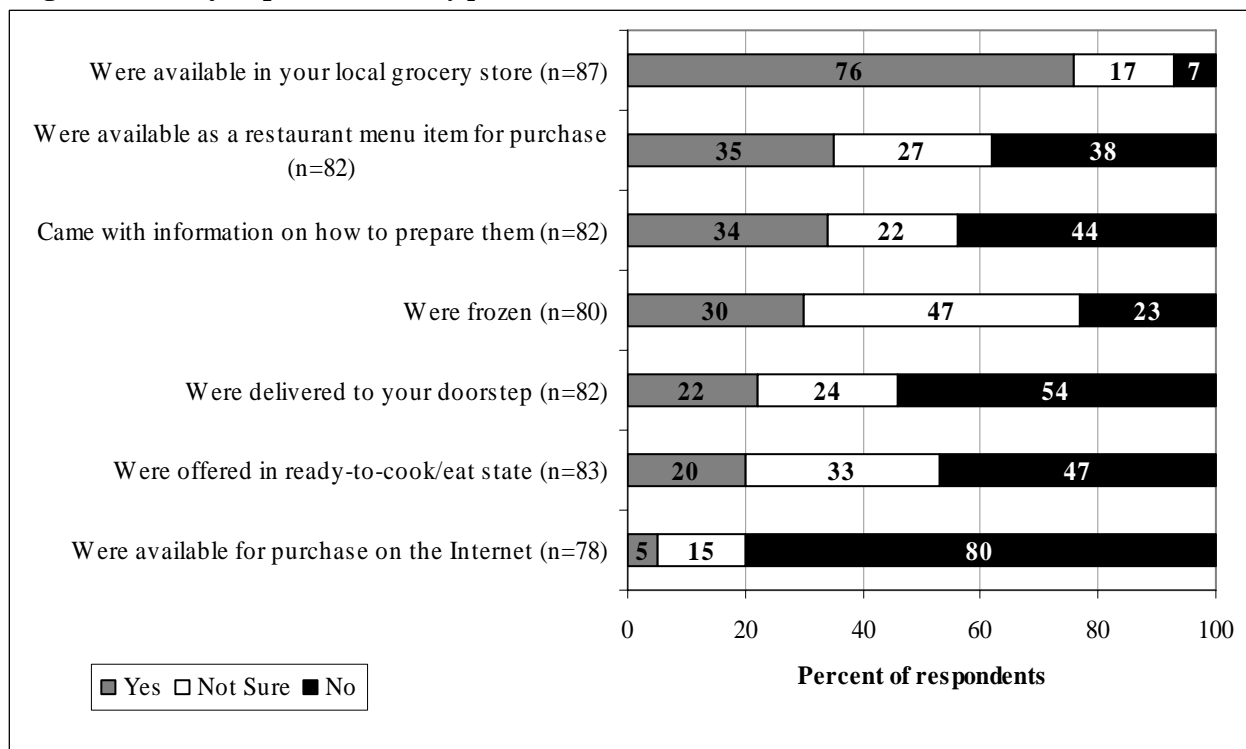
**Figure 4. Highest agreement for food purchasing habit statements**



**Figure 5. Lowest agreement for food purchasing habit statements**



**Figure 6. Likely to purchase *locally produced* foods based on how food is distributed<sup>1</sup>**



<sup>1</sup> 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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<sup>i</sup>The 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 – HOWARD 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=83)**

1. No 4% → **IF NO, please ask the primary food shopper to complete this questionnaire.**
2. Yes 96% →

**Aa. Approximately what percentage of your household's weekly food needs do you purchase during a typical week? \_\_\_\_\_ % (n=72)**

Mean=69.9%, (S.D.=32.0), Minimum=5%, Maximum=100%

**B. How many meals do you, personally, eat on a typical day? \_\_\_\_\_ (n=86)**

1=2% 2=34% 3=62% 4=2%

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

	<u>% of weekly meals</u>
At home (n=90).....	Mean=72.6%, (S.D.=25.8), Minimum=10%, Maximum=100%
Work/school (n=87).....	Mean=16.9%, (S.D.=21.5), Median=.0%, Minimum=0%, Maximum=90%
In fast food restaurant (n=86) .....	Mean=2.6%, (S.D.=4.6), Median=.0%, Minimum=0%, Maximum=25%
In non-fast food restaurant (n=86).....	Mean=4.9%, (S.D.=8.7), Median=.0%, Minimum=0%, Maximum=50%
On the run (n=85) .....	Mean=2.4%, (S.D.=7.0), Median=.0%, Minimum=0%, Maximum=36%
At another person's home (n=85)	Mean=1.0%, (S.D.=4.7), Median=.0%, Minimum=0%, Maximum=40%
<b>Total</b>	<b>100%</b>

**D. Do you have children or stepchildren under the age of 18 years living in your household? (n=92)**

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

**Da. How old is your oldest child? \_\_\_\_\_ years (n=23)**

1	13%	9	4%	16	4%
2	5%	10	18%	17	13%
3	5%	12	9%	18	4%
4	4%	14	4%	19	4%
6	4%	15	9%		

<sup>1</sup>Mean 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.

<sup>2</sup>Standard 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=21)**  
 2=14% 3=62% 4=14% 5=5% 6=5%

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

	<u>% of weekly meals</u>
At home (n=22).....	Mean=61.7%, (S.D.=23.3), Minimum=10%, Maximum=100%
Work/school (n=21) .....	Mean=21.2%, (S.D.=15.2), Minimum=0%, Maximum=40%
In fast food restaurant (n=20).....	Mean=3.6%, (S.D.=5.8), Median=.5%, Minimum=0%, Maximum=20%
In non-fast food restaurant (n=20)	Mean=1.9%, (S.D.=5.7), Median=.0%, Minimum=0%, Maximum=25%
On the run (n=20).....	Mean=2.6% (S.D.=6.4), Median=.0%, Minimum=0% Maximum=20%
At another person’s home (n=20)	Mean=7.3%, (S.D.=15.1), Median=.0%, Minimum=0%, Maximum=65%
<b>Total</b>	<b>100%</b>

**G. Who does the majority of the cooking in your household? (n=90)**

- |  |     |
|--|-----|
| 1. I do  | 88% |
| 2. Another adult in the household                          | 12% |
| 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 (n=90)**

Mean=15.0, (S.D.=15.9), Median=13.0, Minimum=Less than 1 mile, Maximum=60

**I. Before you received this questionnaire, had you heard of the concept of *locally produced food*? (Circle ONE response) (n=91)**

1. No 35%
2. Yes 65% →

**Ia. If YES, CIRCLE ALL of the following statements that apply to your experience with *locally produced food*. (n=59)**

- |   |     |
|---|-----|
| 1. Seldom think of where food is produced when shopping for food.   | 17% |
| 2. Don’t really care where food is produced, so long as it is safe. | 32% |
| 3. Usually shop local, if available.                                | 59% |
| 4. Always shop local first.   | 37% |
| 5. Other (specify) _____  | 12% |
| Summer only vegetable and fruits local Mennonite grown              |     |
| Homegrown   |     |
| We sell beef at Farmer’s Market.                                    |     |
| Occasionally purchase local   |     |
| Farmer’s Market – locker  |     |
| Food store  |     |
| We grow our own.  |     |

**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=88)**

1. _____ miles from my home (n=35)	40%
Mean=29.1, (S.D.=26.8), Median=20.0, Minimum=0, Maximum=100	
2. At my county border	2%
3. At the border of the northeast Iowa five-county region (includes Allamakee, Clayton, Fayette, Howard, & Winneshiek County)	19%
4. At the Iowa state line	9%
5. Don't know	29%
6. Other (specify) _____	1%
Minnesota, Iowa, Wisconsin grown	
Floyd County	

**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	2%
3. Senior meal program	3%
4. Personal, family, or friend's garden	57%
5. Food Stamps	2%
6. Women/Infant Children's Program (WIC)	--
7. Farmer's Market	51%
8. Meals with family/friends	41%
9. Grocery items from family/friends	12%
10. Directly from local farmers	25%
11. Grown/raised own meat or dairy products	17%
12. Local hunting or fishing	30%
13. Roadside produce stand	21%
14. Senior Farmer's Market food vouchers	4%
15. Direct mail or Internet	3%
16. Meat locker	41%
17. Community garden	2%
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=91)**

1. Do not grow/raise any food	34%
2. Meat	19%
3. Vegetables	60%
4. Fruit	20%
5. Dairy products	4%
6. Other (Please specify) _____	3%
One tomato plant	
Hunt our own venison	

**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 1%
- 2. Meat 67%
- 3. Vegetables 87%
- 4. Fruit 83%
- 5. Dairy products 53%
- 6. Other (Please specify) \_\_\_\_\_ 5%
  - Bakery products
  - No meat from hog setups, meat stinks. Also, no beef with antibiotics.
  - All
  - Grain cereals
  - I wash all fruits and vegetables.
  - If organic

**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 Important</u>				<u>Very Important</u>	
1. Offers fresh meats, dairy, or produce (n=87) ..... Mean=5.5, (S.D.=.8), Minimum=3, Maximum=6	--	--	3%	8%	20%	69%
2. Sells best tasting meats, dairy, or produce (n=86) ... Mean=5.5, (S.D.=.8), Minimum=3, Maximum=6	--	--	2%	11%	22%	65%
3. Has lowest prices (n=85) ..... Mean=4.7, (S.D.=1.3), Minimum=1, Maximum=6	2%	4%	13%	19%	25%	37%
4. Displays are attractive (n=84) ..... Mean=3.8, (S.D.=1.6), Minimum=1, Maximum=6	11%	11%	19%	23%	17%	19%
5. Offers a wide variety of foods (n=82)..... Mean=4.9, (S.D.=1.1), Minimum=1, Maximum=6	1%	2%	6%	23%	32%	36%
6. Has organic food available (n=84)..... Mean=3.1, (S.D.=1.8), Minimum=1, Maximum=6	26%	18%	17%	14%	11%	14%
7. Offers fresh meat, dairy, or produce raised in an environmentally supportive way (n=85) ..... Mean=4.2, (S.D.=1.6), Minimum=1, Maximum=6	8%	9%	17%	14%	22%	30%
8. Offers fresh meats, dairy, or produce grown in my local area (n=87) ..... Mean=4.6, (S.D.=1.3), Minimum=1, Maximum=6	1%	8%	12%	22%	28%	29%
9. Offers fresh meats, dairy, or produce grown in Iowa (n=87)..... Mean=4.7, (S.D.=1.3), Minimum=1, Maximum=6	2%	6%	7%	24%	24%	37%
10. Supports my local economy and jobs (n=88)..... Mean=5.0, (S.D.=1.1), Minimum=1, Maximum=6	3%	1%	2%	13%	44%	37%
11. Has competitive prices (n=87) ..... Mean=5.1, (S.D.=1.0), Minimum=2, Maximum=6	--	1%	8%	18%	28%	45%
12. I personally know the food producer (n=85) ..... Mean=3.4, (S.D.=1.5), Minimum=1, Maximum=6	14%	17%	24%	25%	8%	12%

(continued on following page)

**N. (Continued)**

	How important?					
	<u>Not at all Important</u>			<u>Very Important</u>		
13. The location is convenient (n=86) ..... Mean=4.8, (S.D.=1.2), Minimum=1, Maximum=6	2%	4%	2%	29%	29%	34%
14. The hours of operation are convenient (n=88)..... Mean=4.9, (S.D.=1.1), Minimum=1, Maximum=6	1%	5%	2%	27%	30%	35%

**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.**

	<u>Strongly Disagree</u>		<u>Strongly Agree</u>			
	1. The safety of the food my household consumes is important to me (n=91) ..... Mean=5.8, (S.D.=.6), Minimum=3, Maximum=6	--	--	1%	3%	14%
2. I trust my local grocer to offer safe food (n=91)..... Mean=5.2, (S.D.=1.0), Minimum=2, Maximum=6	--	3%	2%	14%	33%	48%
3. I trust farmers/producers in my local area to grow and offer safe food (n=89) ..... Mean=5.3, (S.D.=.9 Minimum=3 Maximum=6	--	--	5%	14%	33%	48%
4. Food safety is pretty much the same regardless of where the food is produced in the United States (n=91) ..... Mean=3.0, (S.D.=1.8), Minimum=1, Maximum=6	25%	20%	21%	11%	6%	17%
5. Food safety is the same regardless of where in the world our food comes from (n=89)..... Mean=2.4, (S.D.=1.7), Minimum=1, Maximum=6	43%	23%	14%	5%	3%	12%
6. The food I currently purchase is safe (n=90) ..... Mean=4.9, (S.D.=.9), Minimum=2, Maximum=6	--	1%	6%	23%	44%	26%
7. I have no concerns about the safety of the food I currently purchase (n=90) ..... Mean=3.4, (S.D.=2.0), Minimum=1, Maximum=6	31%	8%	6%	11%	27%	17%

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

<b>In general, my household ...</b>	<u>Strongly Disagree</u>		<u>Strongly Agree</u>			
	1. Prefers one-stop shopping for food and other necessities (n=91) ..... Mean=4.5, (S.D.=1.4), Minimum=1, Maximum=6	3%	8%	10%	25%	26%
2. Buys food based on what's on sale or coupon offers (n=90) ..... Mean=4.0, (S.D.=1.5), Minimum=1, Maximum=6	10%	11%	11%	23%	29%	16%
3. Thinks <i>locally produced</i> food tastes better (n=87)..... Mean=4.3, (S.D.=1.2), Minimum=1, Maximum=6	2%	3%	20%	32%	23%	20%
4. Chooses organic food over non-organic (n=89) ..... Mean=2.7, (S.D.=1.5), Minimum=1, Maximum=6	25%	27%	21%	13%	7%	7%

(continued on following page)

**P. (Continued)**

<b>In general, my household ...</b>	<b>Strongly Disagree</b>			<b>Strongly Agree</b>		
5. Believes it is important to know where your food is grown and/or processed (n=90)..... Mean=4.1, (S.D.=1.5), Minimum=1, Maximum=6	5%	10%	21%	20%	21%	23%
6. Will purchase <i>locally produced</i> food if it is convenient (n=92)..... Mean=5.0, (S.D.=.9), Minimum=2, Maximum=6	--	1%	4%	19%	41%	35%
7. Accepts genetically modified food as a healthy choice (n=87)..... Mean=3.3, (S.D.=1.5), Minimum=1, Maximum=6	13%	17%	29%	21%	9%	11%
8. Will go out of our way to purchase <i>locally produced</i> food (n=90)..... Mean=3.7, (S.D.=1.3), Minimum=1, Maximum=6	6%	11%	25%	32%	16%	10%
9. Prefers to purchase fruits and vegetables cut up and ready for cooking/eating (n=88)..... Mean=2.7, (S.D.=1.5), Minimum=1, Maximum=6	30%	23%	15%	18%	8%	6%
10. Is willing to pay a little more for <i>locally produced</i> food (n=89)..... Mean=4.0, (S.D.=1.4), Minimum=1, Maximum=6	7%	7%	15%	33%	28%	10%
11. Is having difficulty finding <i>locally produced</i> foods (n=89)..... Mean=3.6, (S.D.=1.3), Minimum=1, Maximum=6	10%	11%	15%	40%	18%	6%
12. Wants to support local farmers, but can't afford to spend more for our food (n=89)..... Mean=3.8, (S.D.=1.5), Minimum=1, Maximum=6	7%	12%	21%	25%	19%	16%
13. Can't understand why <i>locally produced</i> food costs more (n=88)..... Mean=3.6, (S.D.=1.5), Minimum=1, Maximum=6	10%	17%	23%	16%	21%	13%
14. Believes <i>locally produced</i> foods are healthier for our family members (n=89)..... Mean=4.4, (S.D.=1.3), Minimum=1, Maximum=6	5%	3%	15%	21%	35%	21%
15. Would purchase more <i>locally produced</i> food if it came ready-to-cook/eat (n=89)..... Mean=2.9, (S.D.=1.5), Minimum=1, Maximum=6	21%	25%	21%	12%	15%	6%
16. Believes buying locally is healthier for community residents (n=89)..... Mean=4.2, (S.D.=1.5), Minimum=1, Maximum=6	6%	7%	19%	20%	25%	23%
17. Participates in a recycling plan (n=86)..... Mean=4.8, (S.D.=1.5), Minimum=1, Maximum=6	5%	6%	13%	8%	20%	48%
18. Would buy <i>locally produced</i> foods on the Internet (n=86)..... Mean=2.0, (S.D.=1.3), Minimum=1, Maximum=6	55%	16%	16%	7%	2%	4%
19. Purchases foods based on healthy lifestyle decisions (n=89)..... Mean=4.4, (S.D.=1.4), Minimum=1, Maximum=6	6%	3%	10%	29%	26%	26%

(continued on following page)

**P. (Continued)**

<b>In general, my household ...</b>	<b>Strongly Disagree</b>				<b>Strongly Agree</b>	
20. Purchases foods necessary to meet special dietary needs (n=90)..... Mean=4.0, (S.D.=1.6), Minimum=1, Maximum=6	9%	9%	19%	22%	20%	21%
21. Is willing to purchase <i>locally produced</i> beverages and/or wines (n=87) ..... Mean=3.6, (S.D.=1.6), Minimum=1, Maximum=6	16%	12%	14%	22%	26%	10%
22. Would purchase <i>locally produced</i> foods, but is unable to find them (n=87) ..... Mean=3.3, (S.D.=1.3), Minimum=1, Maximum=6	14%	10%	22%	38%	14%	2%

**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 (n=83; 86) .....	Mean=\$59.29, (S.D.=29.7), Minimum=\$.0, Maximum=\$125.000	4%
2. Wholesale food store (like Sam’s Club) (n=43; 86).....	Mean=\$11.16, (S.D.=39.3), Median=\$.0, Minimum=\$.0, Maximum=\$250.00	50%
3. Convenience store/gas station (n=79; 85) .....	Mean=\$7.09, (S.D.=11.1), Median=\$2.00 Minimum=\$.0, Maximum=\$60.00	7%
4. Specialty food store (meat locker, health food store, bakery) (n=70; 85).....	Mean=\$5.65, (S.D.=8.6), Median=\$.0, Maximum=\$.0, Maximum=\$40.00	18%
5. Farmer’s Market (n=69; 85).....	Mean=\$6.38, (S.D.=8.0), Median=\$5.00 Minimum=\$.0, Maximum=\$30.00	19%
6. Local cooperative food store (n=46; 85)	Mean=\$2.39, (S.D.=14.8), Median=.\$0, Minimum=\$.0, Maximum=\$100.00	46%
7. Directly from local producers (n=56; 85)	Mean=\$2.66, (S.D.=8.2), Median=\$.0, Minimum=\$.0, Maximum=\$50.00	34%
8. Prepared food eaten away from home (fast food, non-fast food restaurant) (n=80; 85).....	Mean=\$27.58, (S.D.=100.5), Median=\$10.00 Minimum=\$.0, Maximum=\$900.00	6%
9. Other (specify) _____ (n=85; 85) . Baked goods We seldom buy weekly, on an as need basis. Staples Work vending machines Dollar Store	Mean=\$.45, (S.D.=2.5), Median=\$.0, Minimum=\$.0, Maximum=\$20.00	--
<b>TOTAL SPENT PER WEEK (n=86)</b>	Mean=\$108.08, (S.D.=108.5), Median=\$85.00 Minimum=\$.0, Maximum=\$955.00	

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=91)**

- |  |     |
|--|-----|
| 1. Yes, raise all the meat we eat  | 7%  |
| 2. Yes, some   | 11% |
| 3. No, do not raise any of our meat  | 78% |
| 4. We do not eat meat → <span style="border: 1px solid black; padding: 2px;">Please skip to Question T below.</span> | --  |
| 5. Other (Please specify) _____  | 4%  |
- We buy from farmers we know and have the local locker process it.  
 Live in town  
 Hunt deer and small game  
 Hunting pheasants, deer  
 We hunt deer.  
 We harvest deer from our property.

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

	Usually purchase?	
	<u>No</u>	<u>Yes</u>
1. Pre-packaged at the grocery store (n=79).....	22%	78%
2. Full-service counter at the grocery store (n=82) .....	17%	83%
3. Superstore (for example, Wal-Mart) (n=72) .....	60%	40%
4. Local meat locker (n=75) .....	44%	56%
5. Wholesale club (n=67) .....	91%	9%
6. Farmer's Market (n=68) .....	78%	22%
7. Directly from a farmer (n=72).....	69%	31%
8. Through mail catalogs/on the Internet (n=66).....	97%	3%
9. Other (specify) _____ (n=39).....	97%	3%

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

	Not		
	<u>No</u>	<u>Sure</u>	<u>Yes</u>
1. Were frozen (n=80).....	23%	47%	30%
2. Were offered in ready-to-cook/eat state (for example, chopped vegetables, fruit in bite-sized pieces) (n=83) .....	47%	33%	20%
3. Came with information on how to prepare them (n=82).....	44%	22%	34%
4. Were available in your local grocery store (n=87).....	7%	17%	76%
5. Were delivered to your doorstep (n=82) .....	54%	24%	22%
6. Were available for purchase on the Internet (n=78).....	80%	15%	5%
7. Were available as a restaurant menu item for purchase (n=82) .	38%	27%	35%

**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=88)**

Howard 96%  
 Mitchell 4%

**B. Approximately how many years have you lived in your county? \_\_\_\_\_ years (n=90)**

5 years or less 9%  
 6-10 years 7%  
 11-20 years 15%  
 21-30 years 13%  
 31 years and over 56%

Mean=37.4, (S.D.=22.5), Minimum=Less than 1 year, Maximum=94

**C. What is your 5 digit postal zip code? \_\_\_\_\_ (n=90)**

50466 Riceville	13%	52154 Lawler	2%
50603 Alta Vista	1%	52155 Lime Springs	9%
50628 Elma	15%	52163 Protivin	2%
52134 Chester	7%	52736 Clinton	1%
52136 Cresco	50%		

**D. Which of the following best describes where you currently live? (n=86)**

1. In town 58%
2. Outside city limits, not on a farm 12%
3. Outside city limits, on a farm 30%

**What community do you call home? \_\_\_\_\_ (n=32)**

Cresco	31%	Jerico	3%
Chester	13%	Lourdes	3%
Riceville	6%	Lime Springs	6%
LeRoy, MN	3%	Saratoga	3%
Protivin	10%	Alta Vista	3%
Elma	19%		

**E. Which statement best describes your current housing arrangement? (n=90)**

1. Rent 8%
2. Own 90%
3. Other (please describe) \_\_\_\_\_ 2%
  - Working agreement
  - Live in apartment

**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> (for example, spouse, child, stepchild)
		M	F	
<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	

**Total household size (n=92)**

Mean	2.47	persons
S.D.	1.37	
Minimum	1.00	person
Maximum	6.00	persons

**Self gender (n=88)**

Male	19%
Female	81%

**Self age (n=78)**

Average	54.6	years
S.D.	16.5	
Range	21-94	years

**Respondents reporting a spouse**

	66	
Average spouse's age	52.6	years
Spouse age range	22-86	years

**Spouse's sex**

Male	80%
Female	20%

**Respondents reporting one or more children** 24 cases had minor child

Average minor child age	9.3	years
Minor child age range	0-18	years

**Minor child's sex**

Male	67%
Female	33%

**Adult children**

Adult children in household	2	cases had one or more adult children
Adult children's age range	21-22	years

**Adult child's sex**

Male	50%
Female	50%

(continued on following page)

**E. (Continued)**

<b>Grandchild in household</b>	2 cases had grandchildren in household
Average grandchild age	7.5
Range	2-23 years
<b>Grandchild's sex</b>	
Male	40%
Female	60%
<b>Live-in boyfriend, girlfriend, or fiancé in household</b>	1 cases
Average live-in age	25.0 years
<b>Live-in boyfriend, girlfriend, or fiancée's sex</b>	
Male	100%
Female	0%
<b>Parent/In-law in household</b>	1 cases
Average Parent/in-law age	79.0 years
<b>Parent/In-law sex</b>	
Male	0%
Female	100%
<b>Friend in household</b>	1 cases
Average friend age	25.0 years
<b>Friend sex</b>	
Male	100%
Female	0%
<b>Other in household</b>	2 cases
Average other age	19.0 years
Range	3-35 years
<b>Other sex</b>	
Male	50%
Female	50%

**F. What is the highest level of formal education that you have completed? (n=91)**

1. Less than high school diploma	6%
2. High school diploma or GED	48%
3. Some college, no degree	19%
4. Associates degree	9%
5. Bachelors degree	12%
6. Graduate or professional degree	6%

**G. Would you say your health in general is ... (n=91)**

1. Excellent	14%
2. Very good	44%
3. Good	32%
4. Fair	10%
5. Poor	--

**H. What is your employment status? (Circle the number for ALL that apply) (n=86)**

1. Employed or self-employed full-time	54%
2. Employed or self-employed part-time	9%
3. Student	2%
4. Full-time homemaker	16%
5. Retired or disabled	26%
6. Unemployed or looking for employment	1%
7. Other (specify _____)	1%
Seasonal work	

**Ha. In what city do you work or attend school? \_\_\_\_\_ (n=43)**

Decorah	2%
Cresco	51%
New Hampton	7%
Ridegway	5%
Riceville	5%
Austin, MN	2%
Elma	7%
Rochester, MN	7%
Charles City	2%
Osage	7%
Preston, MN	5%

**Hb. Outside of caring for home and on family, how many hours per week on average do you typically work/attend school? \_\_ hours (n=43)**

Mean=43.2, (S.D.=10.5),  
Minimum=18, Maximum=65

**I. What is your current marital status? (n=85)**

1. Married or living with a partner	77%
2. Divorced	7%
3. Separated	--
4. Widowed	11%
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=65)**

- 1. Employed or self-employed full-time 65%
- 2. Employed or self-employed part-time 8%
- 3. Student --
- 4. Full-time homemaker 2%
- 5. Retired or disabled 25%
- 6. Unemployed or looking for employment --
- 7. Other (specify \_\_\_\_\_) 5%
  - Farmer
  - Farmers
  - Employed on farm

**Ja. In what city does she/he work or attend school? \_\_\_\_\_ (n=34)**

Decorah	3%
Cresco	52%
Fairbank	3%
Riceville	12%
Protivin	3%
Elma	12%
Rochester, MN	6%
Lime Springs	3%
Clear Lake	3%
Mitchell	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=35)**

Mean=45.9, (S.D.=15.0), Minimum=14, Maximum=100

**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=84).....	45%	36%	19%
2. At least one child receives free or reduced price school lunches (n=71)	42%	4%	54%

**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 3%
- 2. \$5,000-9,999 4%
- 3. \$10,000-14,999 2%
- 4. \$15,000-24,999 13%
- 5. \$25,000-34,999 27%
- 6. \$35,000-49,999 18%
- 7. \$50,000-74,999 15%
- 8. \$75,000-99,999 10%
- 9. \$100,000 and over 8%

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

The \_\_\_\_ provide food products at Farmer's Market. I don't feel comfortable buying from them as I am not sure about the safety of the product - with \_\_\_\_\_ and \_\_\_\_\_.

**M. (Continued)**

We enjoy and look forward to the Farmer’s Market in the spring and summer. We buy their baked goods as well as fresh produce. We also appreciate our local locker plant and would hate to lose it. I’d like to be able to buy fish caught in our rivers and lakes and wild meat like deer and pheasant, etc. Also homemade bread

I am extremely glad you are taking an interest in the life styles and changes in life styles of NE Iowa. It is dramatically changing because of the Mennonite influence. My husband has said repeatedly that Iowa State University should be studying this. Changes have been huge in our area. Schools, local businesses, churches are crumbling. We live 2 miles from the Mennonite auction house so we see first hand how it is changing the “Face of Iowa!”

We raise cattle full-time. For the past 9 years, we have sold beef at a local Minnesota Farmer’s Market, 3 years at an Iowa Farmer’s Market. The farm is a family farm, husband grew up on it. I’ve lived here 35 years.

I do not typically do grocery shopping on a weekly basis. I go to the grocery store about once per month and do major stocking up. I also have a very well-stocked pantry and freezer to allow this type of shopping which I prefer. We do purchase milk and bread weekly at convenience stores. We would be interested in a source for purchasing locally grown meat since we no longer raise our own.

We need more locally grown organic foods.

These hog pits and buildings stink and is unhealthy. You can’t enjoy your yard because of smell.

We have a local auction house that is 10 miles from us. Is available spring, summer, and fall (*Illegible*) by the Mennonites

Food co-op in Decorah, but seldom use

There are a lot of hungry elderly in Iowa who will choose between whether to buy food or their meds, which they need to take. Why can’t big organization like this take care of the elderly; anyone on Medicare, anyone who is drawing Social Security? They have earned that right and we should take care of the elderly. No elderly person in America should be going hungry. We should take care of our own for free!! Other countries treat their elderly better by 100% than America. Why? Help the elderly!!

We need locally grown food with limited or no chemicals and livestock that is raised on pasture, not confinement. I’m very excited to see the local farm markets. I’ve been getting more and more people to buy from the local producers.

I enjoy the \_\_\_\_\_, \_\_\_\_\_ life style, and commute to Wisconsin for much of my health and dental care.

Farmer’s Market baked goods should have to be state inspected.

There are many Mennonites in our community and they raise fruits and vegetables and sell them at the Cedar Valley Auction House, south of Riceville, west of Elma. I buy from this auction and from the local farmers who raise vegetables and fruits.

**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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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.