

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? (n=132)

- 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=111)
 Mean=78.1%, (S.D.=27.8), Minimum=0%, Maximum=100%

B. How many meals do you, personally, eat on a typical day? _____ (n=133)

1=3% 2=24% 3=73%

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

	<u>% of weekly meals</u>
At home (n=132)	Mean=78.7% ¹ , (S.D.=22.3 ²), Minimum=1%, Maximum=100%
Work/school (n=124)	Mean=7.9%, (S.D.=14.3), Median=.0%, Minimum=0%, Maximum=60%
In fast food restaurant (n=123).....	Mean=4.7%, (S.D.=11.6), Median=.0%, Minimum=0%, Maximum=75%
In non-fast food restaurant (n=122)	Mean=6.3%, (S.D.=11.8), Median=1.0%, Minimum=0%, Maximum=80%
On the run (n=122).....	Mean=1.8%, (S.D.=5.4), Median=.0%, Minimum=0%, Maximum=30%
At another person's home (n=122)	Mean=.7%, (S.D.=2.0), Median=.0%, Minimum=0%, Maximum=10%
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=135)

- 1. No 76% → **If NO, please skip to Question G on page 2.**
- 2. Yes 24% →

Da. How old is your oldest child? _____ years (n=33)					
2	6%	10	9%	15	3%
3	6%	11	6%	16	22%
4	6%	12	6%	17	9%
7	3%	13	6%	21	3%
9	12%	14	3%		

E. How many meals does your oldest child (under 18 years) eat on a typical day? _____ (n=32)
 2=16% 3=81% 4=3%

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

	<u>% of weekly meals</u>
At home (n=33).....	Mean=60.0%, (S.D.=19.0), Minimum=20%, Maximum=98%
Work/school (n=33).....	Mean=33.2%, (S.D.=19.8), Minimum=0%, Maximum=70%
In fast food restaurant (n=33)	Mean=1.9%, (S.D.=3.4), Median=.0%, Minimum=0%, Maximum=10%
In non-fast food restaurant (n=33)	Mean=1.5%, (S.D.=3.3), Median=.0%, Minimum=0%, Maximum=10%
On the run (n=33)	Mean=.9%, (S.D.=2.3), Median=1.0%, Minimum=0%, Maximum=10%
At another person's home (n=33)	Mean=2.5%, (S.D.=5.9%), Median=.0%, Minimum=0%, Maximum=25%
Total	100 %

G. Who does the majority of the cooking in your household? (n=134)

- 1. I do 85%
- 2. Another adult in the household 10%
- 3. No one cooks; I/we either eat out or use prepared foods 1%
- 4. Other (Please specify) _____ 4%
 - Shared
 - Either my husband or I
 - Share duty
 - Both #1 and #3
 - My spouse
 - We go out.

H. How many miles from home do you typically travel to shop for food? (If less than 1 mile, please write "0.") _____ miles (n=134)

Mean=13.0, (S.D.=16.8), Median=8.0, Minimum=Less than 1 mile, Maximum=100

I. Before you received this questionnaire, had you heard of the concept of *locally produced food*? (Circle ONE response) (n=135)

- 1. No 27%
- 2. Yes 73% →

Ia. If YES, CIRCLE ALL of the following statements that apply to your experience with *locally produced food*. (n=95)

- 1. Seldom think of where food is produced when shopping for food. 27%
- 2. Don't really care where food is produced, so long as it is safe. 27%
- 3. Usually shop local, if available. 61%
- 4. Always shop local first. 33%
- 5. Other (specify) _____ 14%
 - Farmer's Market
 - Try to shop where locally grown and organic
 - We have a garden/ homegrown meat (beef)
 - Home garden
 - Look for sellers who had a good reputation for quality merchandise
 - Local is better
 - Locally does not provide variety so one time a week we go to larger grocery stores.
 - Where we can get it for less money
 - Raise as much as we can
 - Raise 85-90% of food in our garden and freeze for winter
 - Not much food is grown locally; we do garden!
 - Grow my own
 - Meat bought from local farmer

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=134)

- 1. _____ miles from my home (n=43) 33%
 Mean=23.1, (S.D.=33.9), Median=10, Minimum=0, Maximum=200
- 2. At my county border 5%
- 3. At the border of the northeast Iowa five-county region (includes Allamakee, Clayton, Fayette, Howard, & Winneshiek County) 22%
- 4. At the Iowa state line 9%
- 5. Don't know 28%
- 6. Other (specify) _____ 3%
 - Farmer's Market in summer, Iowa town
 - Not far, any of my neighbors produce food in summer gardens
 - Do grow some garden in the summer
 - But I also consider SE Minnesota and SW Wisconsin because they are in driving area.
 - We produce our own vegetables

K. In the past 12 months, where have you obtained food for your household? (Circle the numbers for ALL that apply) (n=135)

- 1. Grocery store 100%
- 2. Food pantry/shelf 2%
- 3. Senior meal program 6%
- 4. Personal, family, or friend's garden 50%
- 5. Food Stamps 5%
- 6. Women/Infant Children's Program (WIC) 2%

(continued on following page)

K. (Continued)

7. Farmer's Market	56%
8. Meals with family/friends	39%
9. Grocery items from family/friends	9%
10. Directly from local farmers	24%
11. Grown/raised own meat or dairy products	13%
12. Local hunting or fishing	24%
13. Roadside produce stand	24%
14. Senior Farmer's Market food vouchers	7%
15. Direct mail or Internet	4%
16. Meat locker	34%
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=133)

1. Do not grow/raise any food	43%
2. Meat	11%
3. Vegetables	56%
4. Fruit	27%
5. Dairy products	2%
6. Other (Please specify) _____	5%
Chickens (some years) not every year	
Chickens, ducks	
Herbs and flowers	
Herbs, sage, chives, tarragon, parsley, etc.	
Many flowers, instead	
Herbs	
None	

M. What types of locally grown foods would you be interested in buying? (Circle the numbers for ALL that apply) (n=134)

1. I would not buy locally grown foods	5%
2. Meat	57%
3. Vegetables	85%
4. Fruit	81%
5. Dairy products	47%
6. Other (Please specify) _____	6%
Bread and rolls	
Fruit I don't grow/have	
Organic fruit and vegetables	
Honey	
Honey	
Based on experience, usually food stands, Farmer's Markets charge more than what I can pay in a grocery store.	
Honey	
Has to be quality!	

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=130)..... Mean=5.3, (S.D.=1.1), Minimum=1, Maximum=6	2%	--	6%	7%	23%	62%
2. Sells best tasting meats, dairy, or produce (n=125) Mean=5.3, (S.D.=1.1), Minimum=1, Maximum=6	1%	2%	4%	11%	24%	58%
3. Has lowest prices (n=131)..... Mean=4.7, (S.D.=5.0), Minimum=1, Maximum=6	2%	5%	10%	22%	24%	37%
4. Displays are attractive (n=124)..... Mean=3.6, (S.D.=1.6), Minimum=1, Maximum=6	12%	16%	19%	24%	14%	15%
5. Offers a wide variety of foods (n=125)..... Mean=5.0, (S.D.=1.2), Minimum=1, Maximum=6	3%	2%	4%	18%	34%	39%
6. Has organic food available (n=125)..... Mean=2.6, (S.D.=1.7), Minimum=1, Maximum=6	36%	22%	13%	11%	11%	7%
7. Offers fresh meat, dairy, or produce raised in an environmentally supportive way (n=126)..... Mean=3.9, (S.D.=1.6), Minimum=1, Maximum=6	9%	15%	12%	24%	20%	20%
8. Offers fresh meats, dairy, or produce grown in my local area (n=127)..... Mean=4.1, (S.D.=1.5), Minimum=1, Maximum=6	5%	11%	17%	22%	24%	21%
9. Offers fresh meats, dairy, or produce grown in Iowa (n=127)..... Mean=4.5, (S.D.=1.4), Minimum=1, Maximum=6	3%	3%	20%	17%	28%	29%
10. Supports my local economy and jobs (n=130)..... Mean=4.8, (S.D.=1.3), Minimum=1, Maximum=6	3%	3%	8%	20%	28%	38%
11. Has competitive prices (n=126)..... Mean=5.1, (S.D.=1.0), Minimum=1, Maximum=6	1%	1%	5%	19%	33%	41%
12. I personally know the food producer (n=125)..... Mean=3.2, (S.D.=1.6), Minimum=1, Maximum=6	22%	14%	21%	22%	10%	11%
13. The location is convenient (n=128)..... Mean=4.9, (S.D.=1.0), Minimum=1, Maximum=6	2%	--	4%	25%	38%	31%
14. The hours of operation are convenient (n=129)..... Mean=4.8, (S.D.=1.2), Minimum=1, Maximum=6	3%	2%	6%	26%	30%	33%

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=132)..... Mean=5.8, (S.D.=.5), Minimum=2, Maximum=6	--	1%	--	2%	10%
2. I trust my local grocer to offer safe food (n=132)..... Mean=5.4, (S.D.=.8), Minimum=2, Maximum=6	--	2%	4%	9%	23%	62%

(continued on following page)

O. (Continued)

	Strongly Disagree				Strongly Agree	
3. I trust farmers/producers in my local area to grow and offer safe food (n=131) Mean=5.4, (S.D.=.8), Minimum=2, Maximum=6	--	1%	2%	8%	32%	57%
4. Food safety is pretty much the same regardless of where the food is produced in the United States (n=129)..... Mean=3.4, (S.D.=1.7), Minimum=1, Maximum=6	20%	15%	20%	16%	16%	13%
5. Food safety is the same regardless of where in the world our food comes from (n=131)..... Mean=2.3, (S.D.=1.5), Minimum=1, Maximum=6	42%	22%	15%	8%	8%	5%
6. The food I currently purchase is safe (n=130) Mean=5.2, (S.D.=.8), Minimum=3, Maximum=6	--	--	3%	12%	47%	38%
7. I have no concerns about the safety of the food I currently purchase (n=130) Mean=3.5, (S.D.=2.0), Minimum=1, Maximum=6	30%	6%	11%	9%	26%	18%

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=129) Mean=4.3, (S.D.=1.5), Minimum=1, Maximum=6	7%	9%	8%	22%	28%	26%
2. Buys food based on what's on sale or coupon offers (n=128) Mean=4.0, (S.D.=1.3), Minimum=1, Maximum=6	6%	5%	21%	31%	21%	16%
3. Thinks <i>locally produced</i> food tastes better (n=130) Mean=4.4, (S.D.=1.3), Minimum=1, Maximum=6	3%	2%	19%	28%	26%	22%
4. Chooses organic food over non-organic (n=128) Mean=2.5, (S.D.=1.4), Minimum=1, Maximum=6	34%	22%	19%	16%	4%	5%
5. Believes it is important to know where your food is grown and/or processed (n=128) Mean=4.1, (S.D.=1.5), Minimum=1, Maximum=6	7%	10%	14%	26%	23%	20%
6. Will purchase <i>locally produced</i> food if it is convenient (n=131) Mean=5.0, (S.D.=1.0), Minimum=1, Maximum=6	1%	2%	6%	15%	40%	36%
7. Accepts genetically modified food as a healthy choice (n=126) Mean=3.1, (S.D.=1.5), Minimum=1, Maximum=6	18%	20%	24%	21%	9%	8%
8. Will go out of our way to purchase <i>locally produced</i> food (n=127) Mean=3.4, (S.D.=1.4), Minimum=1, Maximum=6	10%	17%	23%	28%	15%	7%
9. Prefers to purchase fruits and vegetables cut up and ready for cooking/eating (n=130) Mean=2.7, (S.D.=1.4), Minimum=1, Maximum=6	27%	23%	21%	20%	6%	3%

(continued on following page)

P. (Continued)

In general, my household ...	Strongly Disagree				Strongly Agree	
10. Is willing to pay a little more for <i>locally produced</i> food (n=129) Mean=3.9, (S.D.=1.3), Minimum=1, Maximum=6	6%	10%	16%	35%	20%	13%
11. Is having difficulty finding <i>locally produced</i> foods (n=124) Mean=3.9, (S.D.=1.4), Minimum=1, Maximum=6	7%	11%	20%	24%	29%	9%
12. Wants to support local farmers, but can't afford to spend more for our food (n=128)..... Mean=3.9, (S.D.=1.5), Minimum=1, Maximum=6	7%	13%	19%	20%	27%	14%
13. Can't understand why <i>locally produced</i> food costs more (n=125) Mean=3.9, (S.D.=1.6), Minimum=1, Maximum=6	9%	14%	15%	26%	14%	22%
14. Believes <i>locally produced</i> foods are healthier for our family members (n=127) Mean=4.3, (S.D.=1.3), Minimum=1, Maximum=6	1%	10%	13%	33%	19%	24%
15. Would purchase more <i>locally produced</i> food if it came ready-to-cook/eat (n=127) Mean=2.9, (S.D.=1.5), Minimum=1, Maximum=6	20%	23%	24%	17%	10%	6%
16. Believes buying locally is healthier for community residents (n=128) Mean=4.2, (S.D.=1.2), Minimum=1, Maximum=6	2%	4%	23%	34%	19%	18%
17. Participates in a recycling plan (n=125) Mean=5.1, (S.D.=1.3), Minimum=1, Maximum=6	1%	6%	6%	9%	23%	55%
18. Would buy <i>locally produced</i> foods on the Internet (n=127) Mean=1.7, (S.D.=1.2), Minimum=1, Maximum=6	67%	17%	7%	4%	1%	4%
19. Purchases foods based on healthy lifestyle decisions (n=127) Mean=4.3, (S.D.=1.5), Minimum=1, Maximum=6	7%	5%	13%	24%	24%	27%
20. Purchases foods necessary to meet special dietary needs (n=127) Mean=3.8, (S.D.=1.8), Minimum=1, Maximum=6	21%	9%	8%	15%	26%	21%
21. Is willing to purchase <i>locally produced</i> beverages and/or wines (n=126) Mean=3.4, (S.D.=1.8), Minimum=1, Maximum=6	25%	6%	13%	24%	18%	14%
22. Would purchase <i>locally produced</i> foods, but is unable to find them (n=127)..... Mean=3.6, (S.D.=1.4), Minimum=1, Maximum=6	12%	7%	29%	26%	15%	11%

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=132; 132).....	Mean=\$60.95, (S.D.=33.1), Minimum=\$.0, Maximum=\$200.00	--
2. Wholesale food store (like Sam’s Club) (n=67; 132).....	Mean=\$8.36, (S.D.=19.2), Median=\$.0, Minimum=\$.0, Maximum=\$100.00	49%
3. Convenience store/gas station (n=121; 132).....	Mean=\$4.40, (S.D.=10.6), Median=\$.0, Minimum=\$.0, Maximum=\$100.00	8%
4. Specialty food store (meat locker, health food store, bakery) (n=104; 132).....	Mean=\$3.68, (S.D.=6.6), Median=\$.0, Minimum=\$.0, Maximum=\$30.00	21%
5. Farmer’s Market (n=107; 132).....	Mean=\$6.40, (S.D.=20.5), Median=\$.0, Minimum=\$.0, Maximum=\$200.00	19%
6. Local cooperative food store (n=69; 132).....	Mean=\$.80, (S.D.=3.6), Median=\$.0, Minimum=\$.0, Maximum=\$20.00	48%
7. Directly from local producers (n=84; 132).....	Mean=\$1.12, (S.D.=3.4), Median=\$.0, Minimum=\$.0, Maximum=\$20.00	36%
8. Prepared food eaten away from home (fast food, non-fast food restaurant) (n=127; 132).....	Mean=\$14.70, (S.D.=19.4), Median=\$10.00, Minimum=\$.0, Maximum=\$100.00	4%
9. Other (specify) _____ (n=132; 132)..... “Schwann’s” ice-cream/fish Pot lucks, church dinners Fruit and vegetables – food side stand The only time we eat out is doctor appointment. Schwann’s	Mean=\$.42, (S.D.=2.2), Median=\$.0, Minimum=\$.0, Maximum=\$15.00	--
TOTAL SPENT PER WEEK (n=131)	Mean=\$93.16, (S.D.=59.8), Minimum=\$20.00, Maximum=\$500.00	

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=131)

1. Yes, raise all the meat we eat 4%
2. Yes, some 9%
3. No, do not raise any of our meat 86%
4. We do not eat meat --
5. Other (Please specify) _____ 1%

We buy a half beef from a farmer who lives over 100 miles from us – _____ friends.
Our son raises meat.

→ 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?	
	<u>No</u>	<u>Yes</u>
1. Pre-packaged at the grocery store (n=126).....	21%	79%
2. Full-service counter at the grocery store (n=123)	18%	82%
3. Superstore (for example, Wal-Mart) (n=115)	72%	28%
4. Local meat locker (n=111)	60%	40%
5. Wholesale club (n=109)	93%	7%
6. Farmer's Market (n=114).....	86%	14%
7. Directly from a farmer (n=113).....	73%	27%
8. Through mail catalogs/on the Internet (n=111).....	97%	3%
9. Other (specify) _____ (n=58).....	98%	2%

Chicken FFA boys
Wholesale distributors like Bisco and Reinhard Foods

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

	Usually purchase?		
	<u>No</u>	<u>Not Sure</u>	<u>Yes</u>
1. Were frozen (n=124)	28%	52%	20%
2. Were offered in ready-to-cook/eat state (for example, chopped vegetables, fruit in bite-sized pieces) (n=124)	58%	23%	19%
3. Came with information on how to prepare them (n=123).....	37%	25%	38%
4. Were available in your local grocery store (n=127).....	3%	15%	82%
5. Were delivered to your doorstep (n=124)	48%	29%	23%
6. Were available for purchase on the Internet (n=124).....	80%	15%	5%
7. Were available as a restaurant menu item for purchase (n=124)	36%	30%	34%

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=131)

Fayette 100%

B. Approximately how many years have you lived in your county? _____ years (n=133)

5 years or less 6%
6-10 years 5%
11-20 years 10%
21- 30 years 15%
31 years and over 64%

Mean=42.6, (S.D.=23.4), Minimum=2, Maximum=85

C. What is your 5 digit postal zip code? _____ (n=132)

50606 Arlington	6%	52142 Fayette	7%
50629 Fairbank	1%	52147 Hawkeye	3%
50655 Maynard	5%	52157 McGregor	1%
50662 Oelwein	31%	52164 Randalia	2%
50671 Stanley	1%	52169 Wadena	6%
50674 Sumner	2%	52171 Waucoma	3%
52135 Clermont	6%	52175 West Union	18%
52141 Elgin	8%		

D. Which of the following best describes where you currently live? (n=130)

1. In town	62%			
2. Outside city limits, not on a farm	12%	→	What community do you call home? _____ (n=43)	
3. Outside city limits, on a farm	26%			

Elgin	5%	Arlington	14%
Clermont	5%	Fayette	12%
West Union	16%	Oelwein	14%
Eldorado	2%	Waucoma	5%
Hawkeye	7%	Fairbank	2%
Sumner	2%	Maynard	5%
St. Lucas	2%	Westgate	2%
Wadena	5%	Randalia	2%

E. Which statement best describes your current housing arrangement? (n=133)

- 1. Rent 9%
- 2. Own 90%
- 3. Other (please describe) _____ 1%
 - Corporate housing
 - Senior citizen

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=135)

Mean	2.31	persons
S.D.	1.27	
Minimum	1.00	person
Maximum	6.00	persons

(continued on following page)

E. (Continued)

Self gender (n=129)

Male	27%
Female	73%

Self age (n=121)

Average	59.4	years
S.D.	15.6	
Range	25-85	years

Respondents reporting a spouse

	85	
Average spouse's age	54.6	years
Spouse age range	25-83	years

Spouse's sex

Male	78%
Female	22%

Respondents reporting one or more children

31 cases had minor child

Average minor child age	13.1	years
Minor child age range	0-18	years

Minor child's sex

Male	55%
Female	45%

Adult children

Adult children in household	5	cases had one or more adult children
Adult children's age range	20-27	years

Adult child's sex

Male	40%
Female	60%

Grandchild in household

2 cases had grandchildren in household

Average grandchild age	9.8	
Range	2-16	years

Grandchild's sex

Male	60%
Female	40%

Live-in boyfriend, girlfriend, or fiancé in household

2 cases

Average live-in age	33.5	years
Range	25-42	years

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

Male	50%
Female	50%

Stepchildren in household

1 cases

Average stepchild age	18.0	years
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Stepchild's sex

Male	0%
Female	100%

E. (Continued)

Sister/Brother/In-law in household	1 cases
Average sister/brother/in-law age	70.0 years
Sister/Brother/In-law sex	
Male	0%
Female	100%
Parent/In-law in household	2 cases
Average sister/brother/in-law age	78.0 years
Parent/In-law sex	
Male	0%
Female	100%
Friend in household	1 cases
Average sister/brother/in-law age	42.0 years
Friend sex	
Male	0%
Female	100%
Other in household	2 cases
Average sister/brother/in-law age	36.0 years
Other sex	
Male	0%
Female	100%

F. What is the highest level of formal education that you have completed? (n=134)

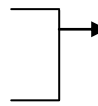
1. Less than high school diploma	8%
2. High school diploma or GED	35%
3. Some college, no degree	20%
4. Associates degree	7%
5. Bachelors degree	20%
6. Graduate or professional degree	10%

G. Would you say your health in general is ... (n=134)

1. Excellent	14%
2. Very good	41%
3. Good	34%
4. Fair	10%
5. Poor	1%

H. What is your employment status? (Circle the number for ALL that apply) (n=130)

- 1. Employed or self-employed full-time 39%
- 2. Employed or self-employed part-time 11%
- 3. Student 1%
- 4. Full-time homemaker 12%
- 5. Retired or disabled 42%
- 6. Unemployed or looking for employment 2%
- 7. Other (specify _____) 3%
 - Farm wife
 - Wild game
 - Caretaker mother
 - Cook



Ha. In what city do you work or attend school? _____ (n=54)

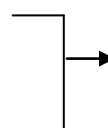
Elgin	1%
Prairie du Chien, WI	1%
Decorah	2%
Clermont	2%
Strawberry Point	2%
Independence	4%
Calmar	2%
West Union	33%
Wadena	2%
Fayette	11%
Oelwein	28%
Waucoma	2%
Hazleton	2%
New Hampton	2%
Waterloo	6%

Hb. Outside of caring for home and family, how many hours per week on average do you typically work/attend school? _____ hours (n=42)

Mean=36.0, (S.D.=17.2),
Minimum=0, Maximum=72

I. What is your current marital status? (n=128)

- 1. Married or living with a partner 67%
- 2. Divorced 11%
- 3. Separated --
- 4. Widowed 16%
- 5. Never married 6%



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=83)

- 1. Employed or self-employed full-time 53%
- 2. Employed or self-employed part-time 6%
- 3. Student --
- 4. Full-time homemaker 4%
- 5. Retired or disabled 35%
- 6. Unemployed or looking for employment 2%
- 7. Other (specify _____) 4%
 - Truck driver OTR – works from 40-70 hours per week
 - Computer Specialist II

Ja. In what city does she/he work or attend school? _____ (n=36)

- Postville 6%
- Elgin 8%
- Elkader 2%
- Manchester 2%
- Dubuque 3%
- Independence 8%
- West Union 28%
- Sumner 3%
- Fayette 6%
- Oelwein 22%
- Waucoma 3%
- Winthrop 3%
- Hazleton 3%
- Waterloo 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=46.3, (S.D.=19.4), Minimum=0, Maximum=90

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=122)...	58%	17%	25%
2. At least one child receives free or reduced price school lunches (n=109)	44%	6%	50%

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=121)

- 1. Under \$5,000 3%
- 2. \$5,000-9,999 7%
- 3. \$10,000-14,999 12%
- 4. \$15,000-24,999 12%
- 5. \$25,000-34,999 13%
- 6. \$35,000-49,999 24%
- 7. \$50,000-74,999 17%
- 8. \$75,000-99,999 5%
- 9. \$100,000 and over 7%

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

It seems like the Northeast corner of Iowa doesn't exist unless you want something? The roads never get fixed up this way and the only time we're thought of is when it's election time.

Finding ways to help local restaurants and small growers living locally would really be great for us and Iowa's economy.

I feel this is a great opportunity to market farm products. The wine industry seems to be picking up. Also, there is a lot of interest in "organic" meat, milk, etc. I think the farmers need help marketing their products in the area.

This interesting, never filled out like this before. It was simple to do and didn't take that long.

It is hard to answer these type questions. Too many ways to answer and not everything is important to food purchasing.

Have to travel out of town for Farmer's Market but like to get fruit there or else produce from Fareway stores because the produce from Fareway is so much better than most grocery stores. Locally grown could mean food grown in neighboring states!!

I am a strong believer in buying locally as I believe it benefits my city, community, and state. I do buy as much as possible locally. We have a Farmer's Market in the warm months. I attend and buy every week. These are fresh, delicious fruits and vegetables at a fair price. Many of the growers are people I know and trust.

I get Farmer's Market coupon and they are very nice and helpful. I really enjoy the producers. Thank you very much.

I support and encourage Farmer's Market. Would buy from local growers as much as possible, if available.

I really appreciate the Farmer's Market but it is hard to buy locally during such a short growing season. I shop at the local Fareway store. Is the meat I buy there grown locally?

I would like to see a local place to purchase fresh foods, local foods, bulk food (perhaps coop oatmeal, cheese, etc.), local honey, nuts, and apples. Could include local citizens – quilt sales, oil, local furniture, baskets, clothing, etc.; could perhaps be weekly.

We have a small garden for veggies and 2 apple trees (cherry tree). We produce sweet corn on farm for family and friends.

We would buy some strawberries and raspberries and apples. We would buy locally produced melons and fruit. We would buy small amounts of maple syrup. We should buy more at Farmer's Markets in Oelwein and areas near home. Organic foods are okay but not a necessity. Buy only very small amounts of home baked goods (none from Amish). Farm produce should be sold by people who are clean and have clean clothes. Oelwein school has small greenhouse and hope to sell plants for gardens.

The Farmer's Market system in Iowa will always struggle unless they are located in "Fareway" competitive spots. The seasonal nature and outdoor locations work against habits and convenience. My daughter lives in _____ and gets good stuff on a contractual basis from growers in Wisconsin. This seems to work well.

I feel most of the food I purchase is safe. The food at a Farmer's Market could be just as contaminated as food from other areas. The only product I would be concerned about would be chicken that is shipped in. I am very careful in cleaning that. Otherwise I do my shopping at Fareway grocery and I trust in them to have a good product.

I will buy all I can locally and locally grown.

My daughter completed survey.

1. We buy locally grown beef. 2. Seven months of the year, we eat at fast food restaurant. 3. IDA does not allow restaurants to buy locally produced food.

March 3, 2007 – Thank you for choosing me to fill this out. I was working and caring for other family members with health problems. Even my long deceased grandparents after I was born and growing up; I've done a lot of jobs over the years to pay the bills when no one else would. Sickness never stopped me. So I know what it's like to go with that. Taxes took our home of 39 years away from us and the new owner wouldn't fix it up. We've been in the HUD program almost 10 years now and this rental is going bad from the 1993 floods. We just wish the Algin Farmer's Market could take the senior checks. But we manage without it. Mom's medicine take up mostly though little 19 and medicine (sic). (1 kidney, asthma, bad liver, bad irregular heart, glaucoma, deafness.) So am not complaining but am very thankful for everything that we have. We take care of the wildlife, too. Just bought 2 more 20 pound bags of birdseed. So should see us through quite awhile. Closing to get this in the mail. Again many thanks for everything. I hope you're all doing okay and are staying well and taking care of yourselves in these storms. Have a safe and joyous holiday season. Thank you all! _____

_____ This was the first year we had Farmer's Market coupons. We had more fresh vegetables and fruit than we ever had before. That was the summer of 2006.

Most of the produce in our area grocery store is not appealing. Not enough variety either. I usually consider the quality of our food over the price. Taste is the best indicator if I purchase it again. I travel over 30 miles one way to purchase quality fresh meat that I bring home and freeze.

We shop at our local stores because they benefit our own town and school district.

I may be old fashioned but meat and poultry don't have the flavor or texture it had in my day when livestock were pastured.

The closest locker to me is 10 to 15 miles away and I don't always have access to it.

M. Any comments/suggestions (continued)

All of my meat is non-hormonal but from a friend.

I believe many of these questions were pre-loaded. By that, I mean they are directed toward a pre-determined mind set. So in that respect, I believe your answers will be skewed.

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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