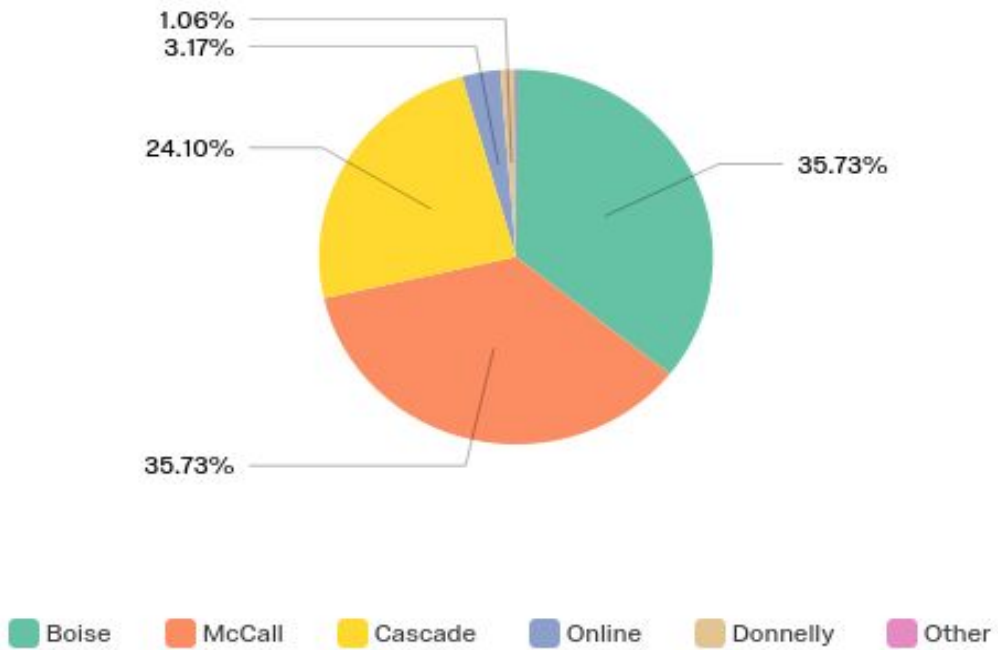


Default Report

Quantifying Interest in Local Food in Valley County, Idaho

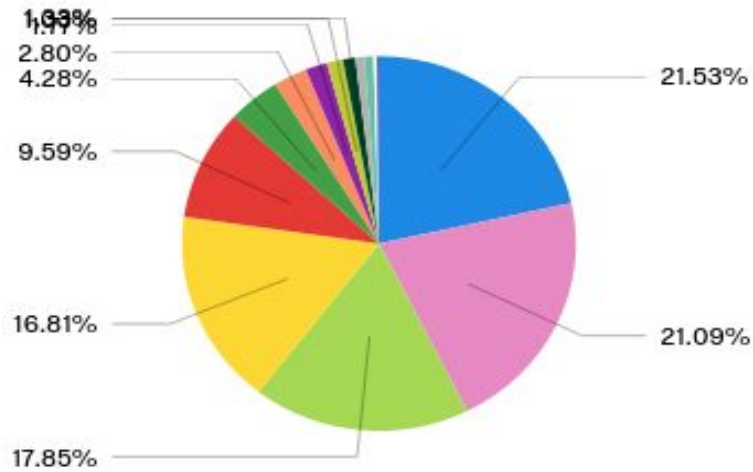
April 16th 2019, 6:49 pm MDT

Q4 – Where do you purchase or shop for most of your food? TEXT - Topics



#	Answer	%	Count
1	Boise	14.68%	169
2	McCall	14.68%	169
3	Albertsons	12.68%	146
4	Ridley's Family Markets	12.42%	143
5	WinCo Foods	10.51%	121
6	Cascade	9.90%	114
7	D9 Grocery	9.90%	114
8	Costco Wholesale	5.65%	65
9	Farmer's Market	2.52%	29
10	Walmart	1.65%	19
11	Online	1.30%	15

12	Fred Meyer	1.04%	12
13	Trader Joe's	0.78%	9
14	Boise Co-op	0.61%	7
15	Donnelly	0.43%	5
16	Gas Station	0.43%	5
17	Whole Foods Market	0.43%	5
18	Natural Grocers	0.17%	2
19	Huckleberry Garden	0.09%	1
20	Ontario	0.09%	1
	Total	100%	1151



- Albertsons
- Ridley's Family Markets
- WinCo Foods
- D9 Grocery
- Costco Wholesale
- Farmer's Market
- Walmart
- Fred Meyer
- Trader Joe's
- Boise Co-op
- Gas Station
- Whole Foods Market
- Natural Grocers
- Huckleberry Garden

Q5 - How far from home do you typically travel to the place you purchase or shop for food?

#	Answer	%	Count
1	Less than 1 mile	8.97%	35
2	1-5 miles	21.79%	85
3	6-10 miles	11.79%	46
4	11-25 miles	13.85%	54
5	26-50 miles	6.41%	25
6	51-100 miles	23.33%	91
7	100+ miles	5.38%	21
8	Other/Additional Comments:	8.46%	33
	Total	100%	390

Q6 - When you shop for or purchase food, do you think about where your food comes from?

#	Answer	%	Count
1	None of the time	7.95%	26
2	Some of the time	46.79%	153
3	Most of the time	30.28%	99
4	All of the time	14.98%	49
	Total	100%	327

Q7 - Do you prefer to eat organic food products?

#	Answer	%	Count
1	Yes	33.64%	110
2	Sometimes	41.90%	137
3	No	23.55%	77
4	What do you mean by "organic"?	0.92%	3
	Total	100%	327

Q8 - Do you prefer to eat non-genetically modified (non-GMO) food products?

#	Answer	%	Count
1	Yes	52.45%	171
2	Sometimes	23.93%	78
3	No	21.47%	70
4	What does "genetically modified" mean?	2.15%	7
	Total	100%	326

Q9 - The definition of local food can vary. For the purposes of this survey, local food is food that has been produced in Valley County. Are there local food options available at your local grocery store or market?

#	Answer	%	Count
1	Never	44.34%	145
2	Sometimes	32.72%	107
3	About half the time	0.92%	3
4	Most of the time	0.31%	1
5	Always	0.61%	2
6	I don't know	21.10%	69
	Total	100%	327

Q11 - Do you find it affordable to purchase local foods?

#	Answer	%	Count
1	Yes	54.46%	61
2	No	45.54%	51
	Total	100%	112

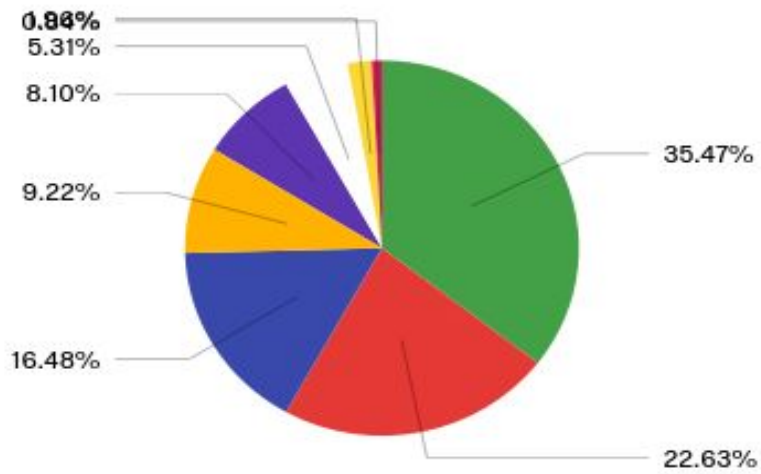
Q12 - Do you grow, raise, hunt, fish, gather, or produce any food for your home?

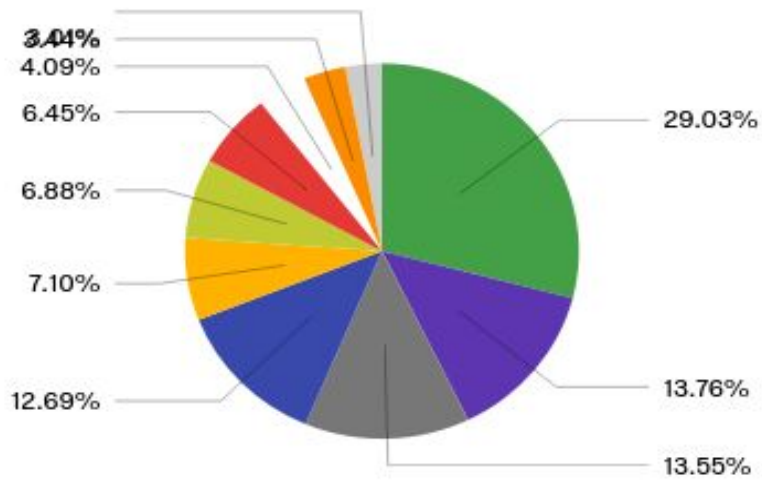
#	Answer	%	Count
1	Yes	70.95%	232
2	No	29.05%	95
	Total	100%	327

Q13 – If so, what foods do you produce? TEXT - Topics

#	Answer	%	Count
1	vegetable	19.04%	135
2	Garden	17.91%	127
3	hunt	11.42%	81
4	Berries	9.03%	64
5	Big Game	8.89%	63
6	fish	8.32%	59
7	Livestock	4.65%	33
8	herbs	4.51%	32
9	fruit	4.23%	30
10	Gather	4.09%	29
11	eggs	2.68%	19
12	mushroom	2.26%	16
13	Preserving	0.99%	7

14	Upland Game Bird	0.85%	6
15	Other	0.56%	4
16	dairy	0.42%	3
17	Waterfowl	0.14%	1
	Total	100%	709





- Vegetables
- Berries
- Big Game
- Fish
- Livestock
- Herbs
- Fruit
- Eggs
- Mushrooms
- PIEWIDGET.ALL_OTHERS

Q14 - If you had the resources, would you be interested in producing your own food?

#	Answer	%	Count
1	Yes	63.44%	59
2	No	36.56%	34
	Total	100%	93

Q35 - If so, what additional resources would you need to produce your own food? Select all that apply.

#	Answer	%	Count
1	Time	27.56%	35
2	Money	16.54%	21
3	Land	19.69%	25
4	Education	18.11%	23
5	Physical Health	6.30%	8
6	Other:	11.81%	15
	Total	100%	127

Q35_6_TEXT - Other:

Other: - Text

Supplies

less freezing nights

Necessary equipment

Longer growing season

Deer proof fencing

Probably a green house due to short growing season in the mountains.

equipment

More sunlight in my yard

Weather restrictions need indoor growing

Water source on property

Fencing to keep deer out

Tools to till the ground and cages to protect plants from being eaten by animals

Seeds or plants that do well in our region

Q15 - Would you be interested in seeing more local food products available at your local grocery store or market?

#	Answer	%	Count
1	Yes	97.79%	310
2	No	2.21%	7
	Total	100%	317

Q16 - How likely would you be to purchase local food if it was available at your local grocery store or market?

#	Answer	%	Count
1	Extremely likely	68.97%	220
2	Somewhat likely	29.47%	94
3	Somewhat unlikely	1.25%	4
4	Extremely unlikely	0.31%	1
	Total	100%	319

Q17 - What types of local food would you like to purchase if they were available at your local grocery store or market? Select all that apply.

#	Answer	%	Count
1	Fresh Fruit	9.89%	278
2	Dried Fruit	4.02%	113
3	Frozen Fruit	4.09%	115
4	Canned Fruit	2.20%	62
5	Fresh Vegetables	10.53%	296
6	Frozen Vegetables	4.34%	122
7	Canned Vegetables	2.42%	68
8	Fresh Herbs	7.86%	221

9	Dried Herbs	4.27%	120
10	Mushrooms	6.58%	185
11	Grains	4.09%	115
12	Processed Grains (like pasta, bread, or pastries)	3.59%	101
13	Dry beans or other legumes	4.48%	126
14	Dairy Products	6.83%	192
15	Eggs	9.10%	256
16	Meat Products	8.07%	227
17	Honey or other sweeteners	7.65%	215
	Total	100%	2812

Q18 - Would you be willing to buy food products directly from a local food producer?

#	Answer	%	Count
1	Yes	97.81%	312
2	No	2.19%	7
	Total	100%	319

Q34 - What types of products would you be willing to travel to buy directly from a local food producer? Select all that apply.

#	Answer	%	Count
1	Fresh Fruit	12.16%	262
2	Dried Fruit	3.67%	79
3	Frozen Fruit	2.97%	64
4	Canned Fruit	1.81%	39
5	Fresh Vegetables	12.53%	270

6	Frozen Vegetables	3.20%	69
7	Canned Vegetables	2.18%	47
8	Fresh Herbs	7.89%	170
9	Dry Herbs	3.71%	80
10	Mushrooms	6.17%	133
11	Grains	3.62%	78
12	Processed Grains (like pasta, bread, or pastries)	3.48%	75
13	Dry beans or other legumes	3.62%	78
14	Dairy Products	7.01%	151
15	Eggs	9.01%	194
16	Meat Products	9.29%	200
17	Honey or other sweeteners	7.66%	165
	Total	100%	2154

Q20 - How far would you be willing to travel to buy the products you selected in the previous question directly from a local food producer?

#	Answer	%	Count
1	Less than 1 mile	0.00%	0
2	1-5 miles	9.21%	28
3	6-10 miles	24.01%	73
4	11-25 miles	34.21%	104
5	26-50 miles	19.74%	60
6	51-100 miles	9.87%	30
7	100+ miles	2.96%	9
	Total	100%	304

Q21 - Including yourself, how many people live in your household?

#	Answer	%	Count
1	1	9.24%	29
2	2	51.91%	163

3	3	15.92%	50
4	4	12.42%	39
5	5	7.64%	24
6	6	1.91%	6
7	More than 6	0.96%	3
	Total	100%	314

Q22 - What is your marital status?

#	Answer	%	Count
1	Single, never married	6.47%	20
2	Married/Partnered	83.50%	258
3	Widowed	3.24%	10
4	Divorced/Separated	6.80%	21
	Total	100%	309

Q23 - What is your average annual income?

#	Answer	%	Count
1	Less than \$20,000	4.21%	12
2	\$20,000 to \$34,999	16.49%	47
3	\$35,000 to \$49,999	16.14%	46
4	\$50,000 to \$74,999	28.77%	82
5	\$75,000 to \$99,999	18.95%	54
6	Over \$100,000	15.44%	44
	Total	100%	285

Q24 - What is your current employment status?

#	Answer	%	Count
1	Employed full time (40 or more hours per week)	43.23%	134
2	Employed part time (up to 39 hours per week)	9.35%	29
3	Unemployed and currently looking for work	0.97%	3
4	Unemployed and not currently looking for work	1.29%	4
5	Student	0.97%	3
6	Retired	28.06%	87
7	Homemaker	3.55%	11
8	Self-employed	12.26%	38
9	Unable to work	0.32%	1
	Total	100%	310

Q25 - How would you describe yourself? Select all that apply.

#	Answer	%	Count
1	American Indian or Alaska Native	2.26%	7
2	Asian	0.32%	1
3	Black or African American	0.00%	0
4	Hispanic, Latino, or of Spanish origin	2.26%	7
5	Native Hawaiian or Other Pacific Islander	0.00%	0
6	White	95.16%	295
	Total	100%	310

Q26 - What is your gender?

#	Answer	%	Count
1	Male	20.06%	62
2	Female	76.70%	237
3	Other Identification:	0.00%	0
4	Prefer not to Answer	3.24%	10
	Total	100%	309

Q27 - What is your age?

#	Answer	%	Count
1	18-24	1.94%	6
2	25-34	11.61%	36
3	35-44	20.65%	64
4	45-54	18.06%	56
5	55-64	24.19%	75
6	65-74	18.06%	56
7	75-84	5.16%	16
8	85 or older	0.32%	1
	Total	100%	310

Q28 - What is your zip code?

#	Answer	%	Count
1	83611 (Cascade)	52.40%	164
2	83615 (Donnelly)	15.02%	47
3	83635 (Lake Fork)	1.92%	6
4	83638 (McCall)	30.35%	95
5	83677 (Yellow Pine)	0.32%	1
	Total	100%	313

Q29 - Are you a seasonal resident of Valley County?

#	Answer	%	Count
1	Yes	8.28%	26
2	No	91.72%	288
	Total	100%	314