

Appendix A: Transparency Details for Northern Wisconsin Local Food Poll

1. This project was sponsored by Northland College.
2. The Center for Rural Communities conducted the study on behalf of the sponsor.
3. The project was funded by a grant from the Otto-Bremer Foundation.
4. The questionnaire was conducted via telephone as a CATI survey. Please see Appendix B for the questionnaire.
5. The population under the study was residents of Ashland, Bayfield, Burnett, Douglas, Iron, Oneida, Price, Sawyer, Vilas, and Washburn Counties in Wisconsin over the age of 18.
6. Both cell phones and land lines were included in the sampling frame. Both cell phone and landline phone numbers were limited by county residency within the ten-county region. If households had both cell phone and landline numbers, only one number was selected before the sampling frame was produced.
7. The sample of names and phone numbers was purchased from ListGIANT, an online data broker.
8. For the cell phone sample, interviewers asked for the person listed with the phone number in the sample. If that person was unavailable, the interviewers asked for another member of the household 18 or older to take the survey. The interviews also asked respondents if they were driving and only interviewed those respondents who were not driving. For respondents who were driving, the interview was rescheduled for a later time.
9. For the landline sample, interviewers asked for the person listed with the phone number in the sample. If that person was unavailable, the interviewers asked for another member of the household 18 or older to take the survey.
10. The sample was randomly selected.
11. The total number of completed interviews is 444 (355 landline and 89 cell phone) with a cooperation rate of 31.3%. The margin of error is +/-4.6 at the 95% confidence level. The survey data were weighted to reflect US Census American Community Survey 5-year estimates (2011-2015) figures of gender and education across the ten county area of northern Wisconsin.
12. The sample size and margin of error for reported subsets of the data are in Table 1 below.

Table 1. Sampling Error

Population (Household Ten County Region)	Sample Size	Sampling Error (at 95% confidence level)
147,121	444	0.046

13. The survey was administered in English only by telephone between November 30th of 2016 and January 15th of 2017.

Appendix B: Survey Instrument Programmed in Sawtooth WinCATI.

Q: 1

Hello, my name is [INTERVIEWER NAME]

I'm calling from the Northland College Center for Rural Communities.

We're conducting a poll about how people in the Northwoods get their food.

We're not marketing or selling anything, we're collecting opinions of people living in northern Wisconsin to inform the public and policymakers about our community's food needs.

Hello, my name is [INTERVIEWER NAME]

I'm calling from the Center for Rural Communities at Northland College.

We called a few days ago to ask you some questions about your household's food choices, and I'm calling today to complete the poll.

Q: 2

May I speak with [NAME OF CONTACT]?

Q: 3

[IF NEW PERSON COMES TO PHONE, REPEAT INTRO]

Are you someone who could answer questions about your household's food choices?

1 Yes

0 No

SKP I1A_AnyAdult 0

Q: 4

The poll takes about 10 minutes, are you willing to participate?

1 Yes

0 No

SKP InstQa 1

Q: 5

This poll will inform the public and policy makers about the opinions of people living in the ten northern-most counties in Wisconsin.

It will only take about 10 minutes, would you consider participating?

1 Yes

0 No

SKP Refused 0

Q: 6

Thank you. I would like to confirm that you qualify.

Q: 7

Are you at least 18 years old?

1 Yes

0 No

SKP I2_Resident 1

Q: 8

Is there another person who is 18 or older at home who could answer questions about how your household gets food?

1 Yes

0 No

[IF "YES" INTERVIEWER ASKS TO SPEAK WITH ADULT AND CLICK NEXT
TO REPEAT INTRODUCTION AND ASK THEM IF THEY ARE WILLING TO PARTICIPATE]

SKP Inst10 0

Q: 9

Which county are you a resident of? For our purposes, we consider you a resident if you own property or if you live in a county for at least 6 months out of the year. [Respondent self identifies]

1. Ashland
2. Bayfield
3. Douglas
4. Iron
5. Vilas
6. Oneida
7. Price
8. Sawyer
9. Washburn
10. Burnett
11. Other

Q: 10

We are including both cell phones and landlines in this study. Did I reach you on your cell phone?

1 Yes

0 No

IF (ANS = 0) SKIPTO Inst11

Q: 11

Are you driving?

1 Yes

0 No

IF (ANS = 0) SKIPTO Inst11

IF (ANS = 1) SKIPTO Inst10

Q: 12

Is there another time when we could call back?

1 Yes

0 No

IF (ANS = 0) SKP Refused

IF (ANS = 1) SKP Inst4_callback

Q: 13

Thank you, we will call back another time.

Q: 14

Ok, thank you!

Your participation is completely voluntary, you may skip any question you don't want to answer, and you can end the survey at any time.

Your responses are completely confidential. Your name and phone number will not be recorded with your responses.

You can ask questions during the survey, and at the end of the survey I will provide you with a telephone number to call if you have questions.

Now we will get started.

Q: 15

First, I am going to ask about grocery shopping.

Please tell me if you or someone in your home regularly buys food for your household at the following places.

By 'regularly' we mean that you buy food that you eat at least a few times a week.

Q: 16

At a convenience store or gas station?

1 Yes

0 No

9 DK

Q: 17

At a superstore like Walmart or Target?

- 1 Yes
- 0 No
- 9 DK

Q: 18

At a supermarket such as IGA, SuperOne, Cub or HyVee?

- 1 Yes
- 0 No
- 9 DK

Q: 19

At a co-op or natural food store?

- 1 Yes
- 0 No
- 9 DK

Q: 20

At a small neighborhood market?

- 1 Yes
- 0 No
- 9 DK

Q: 21

Now I'm going to ask about eating out. Do you or members of your household regularly dine or get food at the following places?

[If they ask: by 'regularly' we mean that you eat at these places at least a few times a month.]

Q: 22

A sit down restaurant?

- 1 Yes
- 0 No
- 9 DK

Q: 23

Fast food places?

- 1 Yes
- 0 No
- 9 DK

Q: 24

We are also interested in learning if people buy food directly from farmers.
Please tell me if your household purchases food in the following ways.

Q: 25

Through a Community Supported Agriculture, or CSA, program?

1 Yes

0 No

9 DK

Q: 26

At a farmers' market?

1 Yes

0 No

9 DK

Q: 27

Picking at a farm, such as berries or apples?

1 Yes

0 No

9 DK

Q: 28

Buying directly on the farm?

1 Yes

0 No

9 DK

Q: 29

At an off-farm food stand, such as a corn stand?

1 Yes

0 No

9 DK

Q: 30

Some people get food from others without paying money, through sharing, exchange or donation.
Please tell me if your household gets food in the following ways.

Q: 31

Food shared by friends, family or neighbors?

1 Yes

0 No

9 DK

Q: 32

From a community or school garden?

1 Yes

0 No

9 DK

Q: 33

How about from a community group, such as a church or food bank?

1 Yes

0 No

9 DK

Q: 34

Do you get food through trade or exchange of goods or services?

1 Yes

0 No

9 DK

Q: 35

By fishing?

1 Yes

0 No

9 DK

Q: 36

How about ricing?

1 Yes

0 No

9 DK

Q: 37

Do you tap trees for syrup?

1 Yes

0 No

9 DK

Q: 38

Do you gather fruits, nuts, wild vegetables, mushrooms or herbs from the forest?

1 Yes

0 No

9 DK

Q: 39

And finally, we're interested in learning if people grow or raise their own food.
Does your household...

Q: 40

Grow fruits or vegetables?

1 Yes

0 No

9 DK

Q: 41

Raise animals for meat?

1 Yes

0 No

9 DK

Q: 42

Raise animals for eggs, milk or honey?

1 Yes

0 No

9 DK

Q: 43

Now we would like to understand how much of your food comes from each of these places.
You said that your household gets food by

Would you say that, over the past year, "Most", "Quite a bit", "Some" or "Just a little" of your food came from each of these places?

I will read the options again.

Q: 44

Purchased from a store? [Read list]

- 4 Most
- 3 Quite a bit
- 2 Some
- 1 Or, just a little
- 9 DK [Don't read]

Q: 45

Dining or eating out? [Read list]

- 4 Most
- 3 Quite a bit
- 2 Some
- 1 Or, just a little
- 9 DK [Don't read]

Q: 46

Directly from a farmer? [Read list]

- 4 Most
- 3 Quite a bit
- 2 Some
- 1 Or, just a little
- 9 DK [Don't read]

Q: 47

Through sharing, exchange or donation? [Read list]

- 4 Most
- 3 Quite a bit
- 2 Some
- 1 Or, just a little
- 9 DK [Don't read]

Q: 48

By hunting, fishing or gathering? [Read list]

- 4 Most
- 3 Quite a bit
- 2 Some
- 1 Or, just a little
- 9 DK [Don't read]

Q: 49

By growing or raising your own food? [Read list]

- 4 Most
- 3 Quite a bit
- 2 Some
- 1 Or, just a little
- 9 DK [Don't read]

Q: 50

We have mentioned several ways of getting food. Would you like to get more of your food in any of the following ways? You may choose more than one. [Read list, mark all that apply]

- 1 By purchasing from stores
- 2 By dining or eating out
- 3 By buying directly from a farmer
- 4 Through sharing, exchange or donation
- 5 By hunting, fishing or gathering
- 6 Or by growing or raising your own food
- 9 DK

[Offer to read the list again - pause after each option]

Q: 51

What keeps you from purchasing from stores as much as you would like? I will read a list of reasons, you may choose more than one.

- 1 Too expensive
- 2 Don't have time
- 3 Lack transportation
- 4 Too far away
- 5 Not physically able
- 6 Other (please specify)
- 7 DK [don't read]

Q: 52

What keeps you from eating out as much as you would like?

I will read a list of reasons, you may choose more than one.

- 1 Too expensive
- 2 Don't have time
- 3 Lack transportation
- 4 Too far away
- 5 Not enough options
- 6 Not physically able
- 7 Other (please specify)
- 8 DK [don't read]

Q: 53

What keeps you from purchasing directly from a farmer as much as you would like?

I will read a list of reasons, you may choose more than one.

- 1 Too expensive
- 2 Don't have time
- 3 Don't know how
- 4 Lack transportation
- 5 Too far away
- 6 Not physically able
- 7 Don't know a farmer or where to go
- 8 There are seasonal limitations
- 9 Other (please specify)
- 10 DK [don't read]

Q: 54

What keeps you from sharing or exchanging food as much as you would like?

I will read a list of reasons, you may choose more than one.

- 1 Don't have enough to share or exchange
- 2 Don't have time
- 3 Don't know how
- 4 Lack transportation
- 5 Too far away
- 6 Not physically able
- 7 Don't have land, space or equipment or would need more
- 8 Don't know people or organizations who would share or exchange
- 9 Seasonal limitations
- 10 Other (please specify)
- 11 DK [don't read]

Q: 55

What keeps you from hunting, fishing or foraging as much as you would like?
I will read a list of reasons, you may choose more than one.

- 1 Too expensive
- 2 Don't have time
- 3 Don't know how
- 4 Lack transportation
- 5 Too far away
- 6 Not physically able
- 7 Don't have land or access to land
- 8 Seasonal limitations
- 9 License restrictions
- 10 Not enough game/fish/or berries in forests or lakes
- 11 Other (please specify)
- 12 DK [don't read]

Q: 56

What keeps you from growing or raising as much food as you would like?
I will read a list of reasons, you may choose more than one.

- 1 Too expensive
- 2 Don't have time
- 3 Don't know how
- 4 Not physically able
- 5 Don't have land, space or equipment or would need more
- 6 Seasonal limitations
- 7 Other (please specify)
- 8 DK [don't read]

Q: 57

Ok, we really appreciate your time. We just have a few more questions about your attitudes and opinions toward food.
Please tell me if you strongly agree, agree, are neutral, disagree or strongly disagree with the following statements:

Q: 58

Cost is an important consideration for my household when making food choices. [Read options]

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 9 DK

Q: 59

Health is one of the most important factors for my household when making food choices.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 9 DK

Q: 60

Members of my household do not want to spend a lot of time getting or making food.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 9 DK

Q: 61

Members of my household value having access to a wide variety of foods from around the world anytime.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 9 DK

Q: 62

It is important to my household that we raise or gather our own food.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 9 DK

Q: 63

Consumers should choose food produced locally whenever they can.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 9 DK

Q: 64

People have a right to know what's in their food.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 9 DK

Q: 65

There should be more government oversight of large-scale industrial agriculture.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 9 DK

Q: 66

The state of Wisconsin should NOT sell public areas that are used for hunting, fishing and gathering.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 9 DK

Q: 67

There should be restrictions on the amount of salt, sugar and fat in foods marketed to children.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 9 DK

Q: 68

My household has enough money to spend on food in order to meet our needs.

- 5 Strongly Agree
- 4 Agree
- 3 Neutral
- 2 Disagree
- 1 Strongly Disagree
- 9 DK

Q: 69

Please answer Yes or No to the following question: In the past year, did you or anyone in your household have to cut the size of meals or skip meals because there wasn't enough food?

- 1 Yes
- 0 No
- 9 DK

Q: 70

How often did this happen? [Read options]

- 3 Almost every month
- 2 Some months but not every month
- 1 Only 1 or 2 months
- 9 DK

Q: 71

You mentioned that your household

If you were unable to do these types of activities, would your household be able to get enough food in other ways to meet your needs?

- 1 Yes
- 0 No
- 9 DK

Q: 72

To conclude, I have just a few more questions to ensure that our survey results are representative.

Q: 73

What year were you born?

Q: 74

Are you Hispanic or Latino(a)?

Yes

No

Q: 75

What race or races do you best identify with?

MARK ALL THAT APPLY

LET RESPONDENTS SELF-IDENTIFY

IF CONFUSED, PROMPT WITH LIST

IF THEY ASK, THEY MAY CHOOSE MORE THAN ONE

IF THEY SAY MULTIRACIAL, ASK THEM IF THEY WOULD BE WILLING TO SPECIFY FROM THE LIST

- 1 White
- 2 Black/African American
- 3 Native American/American Indian
- 4 Alaskan Native
- 5 Asian
- 6 Native Hawaiian and Other Pacific Islander
- 7 Other (Please Specify)

Q: 76

What is your highest level of education?

LET RESPONDENT SELF IDENTIFY

- 1 Less than high school
- 2 Some high school, no diploma
- 3 High school graduate (includes equivalency)
- 4 Some college (no degree)
- 5 2-year degree
- 6 4-year degree
- 7 Graduate or professional degree

Q: 77

How many people live in your household? Include yourself in your response.

If (D1_gender = 1 & D6_hhold = 1) SKP D7_property

Q: 78

Are there any infants under the age of one in your household?

- 1 Yes
- 0 No

Q: 79

Do you own or rent your primary residence?

[If participant asks, a primary residence is a person's "main home" where they live in]

- 1 Own
- 2 Rent

Q: 80

How would you describe where you live? [Read options]

- 1 In town
- 2 At the edge of town
- 3 In the country
- 4 On a reservation

Q: 81

What was your approximate household income before taxes last year?

LET RESPONDENT SELF IDENTIFY, BUT OFFER TO LIST THE RANGES IF NEEDED

- 1 Less than \$14,999
- 2 \$15,000 to \$24,999
- 3 \$25,000 to \$34,999
- 4 \$35,000 to \$49,999
- 5 \$50,000 to \$74,999
- 6 \$75,000 to \$99,999
- 7 \$100,000 or more
- 8 Unsure/ Don't Know

Q: 82

This is the end of the poll. Thank you so much for your participation.

Is there anything you would like to add?

Q: 77

Would you like to receive a postcard notification when the results are available?

- 1 Yes
- 0 No

Q: 78

Do you have any questions for me?

Would you like the phone number for the Center for Rural Communities so you can reach us with questions?

[If they would like the phone number, READ: 715-682-1282]

I hope you have a great day/evening!

Q: 79

Thank you for your time, have a great (day / evening). [INTERVIEWER HANGS UP]

Q: 80

I'm sorry but we need to speak with someone who is 18 or older who knows how your household gets food.

Thank you for your time!

Q: 81

Sorry but we are only including residents of 10 particular counties in this study.

Thank you for your time, have a great (day / evening).

[INTERVIEWER HANGS UP]