



PUBLIC OPINION POLL

LOCAL FOODS

Center for Rural Communities
NORTHLAND COLLEGE

NORTHERN WISCONSIN LOCAL FOODS PUBLIC OPINION POLL FACT SHEET

The Northland College Center for Rural Communities conducted a telephone public opinion poll on local foods between November 30th of 2016 and January 15th of 2017. A random sample of households in Ashland, Bayfield, Burnett, Douglas, Iron, Oneida, Price, Sawyer, Vilas, and Washburn counties were selected to participate. Both landlines and cell phones were included in the sample. If homes had both landlines and cell phones only one number was selected before the sampling frame was produced. The final sample included 444 residents of the ten county area in northern Wisconsin. The margin of error is +/- 4.6 at the 95% confidence level.

The poll included questions focused on local food procurement behaviors, preferences, and values. Specifically, the poll included seven sections: food sources, proportion of food by source, preferences for increasing food source, barriers to obtaining food (per source), food attitudes and values, food security, and demographics. The results are summarized below. 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.

Contents

Food Sources.....	2
<i>Groceries</i>	2
<i>Dining</i>	2
<i>Food from Farmers</i>	2
<i>Share, Exchange, Donation</i>	2
<i>Hunting, Fishing, Foraging</i>	2
<i>Self-Subsistence</i>	3
Food Source Proportions.....	4
Preferences	4
Barriers.....	4
Attitudes and Values	7
Household Food Security	10
Demographics	11
Contact.....	133

Food Sources

Groceries

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

	Yes
Convenience store or gas station	16.4%
Co-op or natural food store	22.9%
Superstore like Walmart or Target	52.9%
Small neighborhood market	69.7%
Supermarket like IGA, Super One...	85.6%

Dining Out

Do you or members of your household regularly dine or get food at the following places?

	Yes
Fast food restaurants	37.6%
Sit down restaurant	58.1%

Food from Farms

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.

	Yes
Community Supported Agriculture (CSA)	6.7%
Buying directly from a farm	26.2%
Picking at a farm (e.g. berries)	32.3%
Farmers' Market	50.9%
Off-farm food stand	57.3%

Food Shared/Exchanged/Donated

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.

	Yes
Community or school garden	3.4%
Goods/Services trade or exchange	6.0%
Community group, like a church	7.3%
Food shared by friends, family, neighbors	24.9%

Hunting/Fishing/Foraging

Some households in the Northwoods get their food by hunting, fishing or foraging. Does your household get your food by...

	Yes
Ricing	5.4%
Syruping	14.2%
Foraging from the forest	31.2%
Hunting	43.9%
Fishing	50.2%

Self-subsistence

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

	Yes
Raise animals for meat	8.9%
Raise animals for eggs, milk, or honey	11.1%
Grow produce	57.6%

Totals for All Food Sources

Summary of Total respondents acquiring food from a specific source (in descending order)

Percent of entire sample by food source	
Supermarket	85.6%
Sit down restaurant	58.1%
Growing	57.6%
Off-farm food stand	57.3%
Superstore	52.9%
Farmer's Market	50.9%
Fishing	50.2%
Hunting	43.9%
Fast food restaurant	37.6%
You pick	32.3%
Gathering	31.2%
Neighborhood market	29.9%
From farmer	26.2%
Share	24.9%
Co-op	22.7%
Convenience store or gas station	16.5%
Tapping trees	14.2%
Raising product	11.1%
Raising meat	8.9%
Food bank	7.3%
CSA	6.8%
Trade or exchange	6.0%
Ricing	5.4%
Community garden	3.4%

Aggregated Food Sources

Aggregate food by source (% of respondents who said yes to at least one source per grouping).

	Yes
Stores	99.0%

Farm direct	75.0%
Dining out	67.6
Hunt/fished/foraged	65.6%
Grown/raised	58.5%
Farm direct	33.4%

Preferences

The percentage of respondents who said they would prefer to get more food from the following sources (from the total sample).

	Prefer More
Dining out	6.7%
Stores	9.9%
Share/exchange/donation	13.8%
Hunt/fished/foraged	25.5%
Grown/raised	33.2%
Farm direct	41.9%

Barriers

Food from Stores

For participants who said they would prefer to get more of their food from stores, they were asked about barriers related to each source of food (% of total sample who identified item as a barrier)

	Yes
Too expensive	4.3%
Too far away	2.9%
Don't have time	0.9%
Not physically able	1.8%
Not enough options	0.7%
Lack transportation	0.2%
Other	0.2%

Dining out

For participants who said they would prefer to get more of their food from stores, they were asked about barriers related to each source of food (% of total sample who identified item as a barrier)

	Yes
Too expensive	4.3%
Not enough options	2.5%
Too far away	1.6%
Don't have time	0.9%
Social constraints	0.7%
Lack Transportation	0.5%
Other	0.5%
Not physically able	0.0%

Farm direct

For participants who said they would prefer to get more of their food from stores, they were asked about barriers related to each source of food (% of total sample who identified item as a barrier)

	Yes
There are seasonal limitations	16.9%
Don't know where to go	18.0%
Not enough time	11.3%
Too far away	13.1%
Too expensive	5.4%
Other	4.7%
Don't know how	3.4%
Not enough farmers or supply	3.2%
Not physically able	1.8%
Generally inconvenient	1.8%
Lack Transportation	0.9%
No need to get food from farmer	0.9%
Prohibitive laws/regulations	0.7%

Shared/exchanged/donated

For participants who said they would prefer to get more of their food from stores, they were asked about barriers related to each source of food (% of total sample who identified item as a barrier)

	Yes
Don't know how	6.5%
Don't know right people or groups	6.3%
Not enough to share/exchange	5.0%
Don't have enough space or resources	4.1%
Don't have time	3.2%
There are seasonal limitations	2.9%
Too far away	2.3%
Not physically able	1.1%
Lack Transportation	0.2%

Hunting/fishing/foraging

For participants who said they would prefer to get more of their food from stores, they were asked about barriers related to each source of food (% of total sample who identified item as a barrier)

	Yes
Don't have time	12.4%
There are seasonal limitations	6.1%
Not enough game/fish/resources	5.2%
Not physically able	3.8%
License restrictions	3.4%
Don't know how	2.7%
Don't have land or access to land	2.3%
Too far away	1.6%
Other	1.6%
Lack skill or luck	0.9%
Too expensive	0.7%
Lack Transportation	0.7%

Grown or raised yourself

For participants who said they would prefer to get more of their food from stores, they were asked about barriers related to each source of food (% of total sample who identified item as a barrier)

Don't have time	14.9%
Don't have space or resources needed	12.8%
There are seasonal limitations	12.4%
Not physically able	4.5%
Don't know how	2.5%
Too much work	2.3%
Soil quality	1.4%
Deer/wildlife	1.1%
Too expensive	1.1%
Not interested	0.5%
Other	0.2%

Attitudes and Values

Please answer a few questions regarding your attitudes and opinions toward food. Please tell me if you strongly agree, agree, are neutral, disagree or strongly disagree with the following statements:

Cost is an important consideration for my household when making food choices

Strongly Disagree	1.3%
Disagree	8.0%
Neutral	9.6%
Agree	38.1%
Strongly Agree	42.3%
Don't Know	0.7%

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

Strongly Disagree	0.3%
Disagree	4.1%
Neutral	6.7%
Agree	43.0%
Strongly Agree	45.9%

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

Strongly Disagree	8.9%
Disagree	37.9%
Neutral	14.3%
Agree	28.8%
Strongly Agree	9.4%
Don't Know	0.7%

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

Strongly Disagree	4.0%
Disagree	30.0%
Neutral	17.3%
Agree	38.8%
Strongly Agree	8.0%
Don't Know	2.0%

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

Strongly Disagree	5.2%
Disagree	35.0%
Neutral	16.6%
Agree	27.0%
Strongly Agree	16.0%
Don't Know	0.1%

Consumers should choose food produced locally whenever they can

Strongly Disagree	0.2%
Disagree	4.7%
Neutral	4.6%
Agree	49.2%
Strongly Agree	40.8%
Don't Know	0.4%

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

Strongly Disagree	0.0%
Disagree	0.9%
Neutral	0.7%
Agree	29.5%
Strongly Agree	68.8%

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

Strongly Disagree	8.9%
Disagree	18.7%
Neutral	14.0%
Agree	31.1%
Strongly Agree	18.2%
Don't Know	9.0%

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

Strongly Disagree	1.0%
Disagree	7.0%
Neutral	10.3%
Agree	41.8%
Strongly Agree	35.4%
Don't Know	4.4%

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

Strongly Disagree	2.4%
Disagree	10.1%
Neutral	8.4%
Agree	39.8%
Strongly Agree	37.9%
Don't Know	1.4%

Household Food Security

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

Disagree	5.7%
Neutral	3.0%
Agree	91.3%

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?

Yes	3.6%
No	96.4%

In the past year, how often did you or anyone in your household have to cut the size of meals or skip meals because there wasn't enough food?

1 or 2 months	5.3%
Some months but not every month	49.5%
Almost every month	38.4%
Don't Know	6.8%

If you were unable to [hunt, fish, rice, syrup, or gather] would your household get enough food in other ways to meet your needs?

Yes	95.6%
No	3.5%
Don't know	0.9%

Demographics*†

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

County of Residence	
Ashland	11.7%
Bayfield	8.6%
Burnett	4.6%
Douglas	17.8%
Iron	4.2%
Oneida	14.1%
Price	13.1%
Sawyer	8.6%
Vilas	9.9%
Washburn	7.4%

Gender	
Male	38.5%
Female	61.3%
Other/Does not identify	0.2%

Age	
18-24	0.2%
25-34	1.9%
35-44	4.9%
45-54	13.1%
55-59	7.7%
60-64	13.8%
65-74	33.8%
75-84	19.8%
85 and over	4.9%

Hispanic or Latino/a	
Yes	0.7%
No	99.3%

Race	
White	94.9%
Black/African American	0.2%
Native American/ American Indian	1.9%
Asian	0.2%
Other	2.4%

Education Level	
Less than high school	1.4%
Some high school, no diploma	2.3%
High school graduate (includes equivalency)	22.8%
Some college	21.2%
2-year degree	13.2%
4-year degree	23.7%
Graduate or professional degree	15.3%

Household Size	
1-2	77.5%
3-4	17.7%
5 or more	4.8%

Minors in Household	
1-2	74.2%
3-4	19.4%
5 or more	6.5%

Infants in Household	
Yes	2.7%
No	97.3%

Property Owners	
Own	92.2%
Rent	7.8%

Income		
Less than \$14,999		4.8%
\$15,000 to \$24,999		8.5%
\$25,000 to \$34,999		7.3%
\$35,000 to \$49,999		15.5%
\$50,000 to \$74,999		20.3%
\$75,000 to \$99,999		11.5%
\$100,000 or more		12.1%
Unsure		20.0%

*The demographics are unweighted and reflect the actual demographic make-up of the sample from the poll.

†Due to rounding error, some totals may not add up to exactly 100 percent.

Contact

For more information about the poll, contact Brandon Hofstedt, Faculty Director, Center for Rural Communities at crc@northland.edu.

The Center for Rural Communities applies research based solutions to social and economic challenges, partners with community members to build on local knowledge, and promotes the long-term health and vitality of rural communities in the north woods region. For more information, visit us at <https://www.northland.edu/sustain/crc/>