APPENDIX 2 CONSUMER SURVEY RESULTS

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INTRODUCTION

The following information was compiled from surveys that were distributed by interns and staff of Growing Partners. Important questions were identified by Growing Partners' Staff by researching other Food Security Assessments and by a number of draft surveys that were distributed to a number of organizations that have been dealing with food issues in La Plata County for a number of years. (See Chapter 1, Assessment Methodology)

The majority of surveys were distributed at a festival celebrating local food menus called 'Taste of Durango' as well as at the Durango Farmer's Market, Farmer's Appreciation Day at Durango Natural Foods, Durango households, commodities distributions and other venues (
Table 1 and Figure 1).

Table 1. Locations where surveys were distributed and the number of surveys filled out at each venue/location

Venue/location	No.
Commodities Distribution	11
Durango Farmers' Market	16
Durango Household	16
Farmers Appreciation Day, DNF	13
Mountain Valley Market, Bayfield	3
Pediatric Association of Durango Office	4
Shared Harvest Community Garden	7
Swadeshi Festival	3
Taste of Durango	21
Total Number of Respondents	**94**

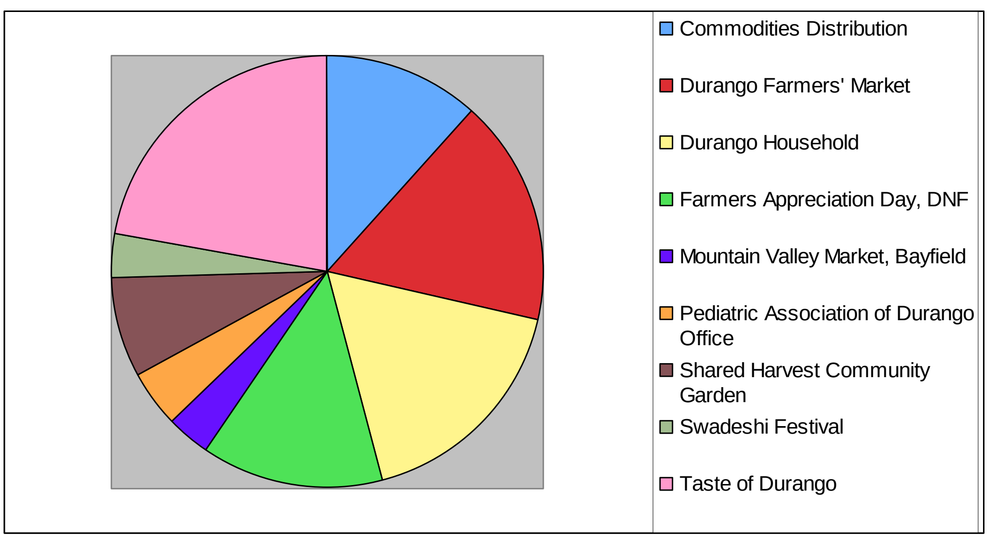

Figure 1. Venues/locations where surveys were distributed and completed

The survey questions were divided into 4 sections: 1) Demographics, 2) the Food You Eat, 3) Food Related Problems or Concerns, and 4) Food Assets and Resources. The number of people that answered a particular question was recorded as the number of respondents. The number of times a particular answer was chosen, especially in questions where the person surveyed was asked to pick their top 3 choices was recorded as the number of responses. Often, respondents chose several answers and they were recorded as responses.

DEMOGRAPHICS

There were 94 respondents that completed a survey. Out of the 94 respondents, 32 were men and 62 were women, 76 Caucasians, 10 Hispanics, 5 Native Americans, 1 Asian and 2 mixed race. The majority of respondents were between 18 and 39 years old and 80 of the surveys were completed by the primary shopper of the household. Of the 94 respondents, 83 cooked and prepped food for the family. The majority of those surveyed had some college education including work towards a graduate degree (

Table **2**). Income distribution among respondents was bimodal with a peak for incomes between $10,000 and $20, 000 (26%) and a peak for incomes greater than $50,000 (30%) (Figure 2). This bimodality was seen in the surveys completed at the Farmer's Market where the majority were either unemployed, low income or had incomes greater than $50,000 (Table 6). The majority (67 of 91 responses) of respondents did not have children in the household. Half of the respondents were the only adult in the household. Most of the respondents had not utilized any food assistant programs and the majority stated that their health was good to very good.

Table 2. Summary of survey Demographics

Sex:	**No. Respondents: 94**
Male	32 (34%)
Female	62 (66%)
Race:	**No. Respondents: 94**
African American	0
Asian	1
Caucasian	76
Hispanic	11
Native American	5
Other:	1 each 1,2 & 2,3
Age:	**No. Respondents: 94**
Under 18	2 (2%)
18 – 29	32 (34%)
30 – 49	37 (39%)
50 – 64	13 (14%)
65 – 74	6 (6%)
75+	4 (4%)
Education level:	**No. Respondents: 94**
Some high school	9 (10%)
High school Diploma	5 (5%)
Some college	23 (24%)
College degree	30 (32%)
Some graduate work	4 (4%)
Graduate degree	21 (22%)
6th grade	2 (2%)
Are you the primary food shopper/buyer:	**No. Respondents: 94**
Yes	80 (85%)
No	14 (15%)
Do you cook/prep food for the family?	**No. Respondents: 94**
Yes	83 (88%)
No, who does?	11 (12%)
Household income?	**No. Respondents: 94**
Less than $10,000	19 (20%)

$10,000 - $20,000	24 (26%)
$20,000 - $30,000	3 (3%)
$30,000 - $50,000	16 (17%)
More than $50,000	28 (30%)
Unemployed	0
Retired	4 (4%)
Children (under 18 years old) in the home?	**No. Respondents: 91**
Yes, how many?	24 (26%)
No	67 (74%)
How many adults live in the household?	**No. Respondents: 92**
1	46 (50%)
2	42 (46%)
3-5	4 (4%)
More than 5	0
In general, would you say your health is:	**No. Respondents: 93**
Excellent	29 (31%)
Very good	50 (54%)
Fair	10 (11%)
Poor	4 (4%)
What Food Assistance Programs have you or your family used in the past year?	**90 Respondents, 97 Responses**
Food Stamp Program	9 (9%)
WIC	2 (2%)
Commodities Program	6 (6%)
Free or reduced School Lunch Program	3 (3%)
Soup Kitchen	0
Food Share: Catholic Charities	1 (1%)
Food Bank	1 (1%)
Other:	0
None	74 (76%)

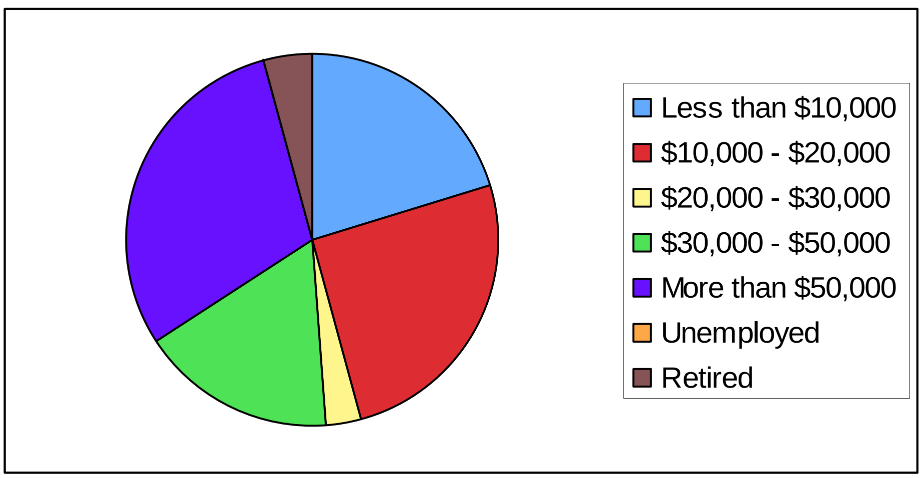

Figure 2. Household income distribution for respondents

THE FOOD YOU EAT

When asked "what does it mean to you to 'eat well'" respondents listed factors such as fresh food, balanced meals, local foods, enough food, organic foods, fruits and vegetables. Nutrition (26%) was cited as the primary reason for food choices that the respondents made as well as reasons such as price 18%), taste (18%) and whether or not the food was locally grown (13%) (

Table 3 and

Figure 3). Family and culture influenced the way respondents ate as well as factors such as availability, education and special nutritional needs (Figure 4). This was true for each race category (Table 7). Nutrition, price, taste and locally grown were also important for each race category and income distribution (

Table 8 and

Table 10). The majority of the respondents shopped at standard grocery stores and a number of respondents shopped at local natural food stores. They used personal vehicles to reach the store and most of the respondents shopped at their particular stores of choice for convenience in location and the quality of the food at the store. The majority of shoppers across all income distributions shopped at City Market except for the $10,000 - $20,000 income range who shopped at both City market and at Nature's Oasis (Figure 5,

Table 9). Instant foods were low on the list of what respondents would like to see more of in stores (3%) and locally grown foods were at the top of the list (28%). The frequency that respondents ate outside of the home varied from every day (9%) to less than once a month (16%). Taste was the primary reason that respondents frequented the places that they ate at outside of the home.

Table 3. Summary of The Food You Eat

Please select the TOP THREE factors that are most important to you when making food choices:	**94 Respondents, 282 Responses**
Convenience	16 (6%)
Price	50 (18%)
Taste	49 (18%)
Locally-grown	36 (13%)
Safe	10 (4%)
Nutritious	72 (26%)
Brand name	5 (2%)
Certified organic	37 (13%)
Other:	1 (0%)
Why do you eat the way you do/What influences the way you eat? (TOP THREE)	**92 Respondents, 232 Responses**
Family/culture	51 (22%)
Price	37 (16%)
Availability	41 (18%)
Education	48 (21%)
Friends	9 (4%)
Advertising/trends	1 (0%)
Special nutritional needs	25 (11%)
Other:	20 (9%)

Where do you purchase most of your food?	88 Respondents, 136 Responses
Wal-Mart	14 (10%)
City Market	48 (35%)
DNF (Durango Natural Foods)	24 (18%)
Nature's Oasis	33 (24%)
Albertson's	9 (7%)
Mountain Valley	2 (1%)
Farms Directly	1 (1%)
Restaurants	2 (1%)
Farmer's Market	3 (2%)
How do you get there?	**93 Respondents, 107 Responses**
Personal vehicle	75 (70%)
Walk/Bike	29 (27%)
Public transportation/bus	1 (1%)
Other:	2 (2%)
Why do you shop there?	**90 Respondents, 137 Responses**
Location/convenience	50 (36%)
Price	12 (30%)
Transportation	0
Quality	40 (29%)
Other, please explain:	17 (12%)
What would you like to see more of in local grocery stores (TOP THREE)?	**Respondents 91, Responses 260**
Locally-grown foods	73 (28%)
Fresh fruits and vegetables	28 (11%)
Healthy foods	40 (15%)
Organic foods	46 (18%)
Bulk foods	30 (12%)
Ethnic foods	30 (12%)
Instant foods	8 (3%)
Other, please specify:	5 (2%)
How often do you eat outside of the home?	**94 Respondents, 94 Responses**
About every day	9 (10%)
A few times a week	32 (34%)
Once a week	16 (17%)
A few times a month	22 (23%)
Less than once a month	15 (16%)
What about those places keeps you coming back?	**88 Respondents, 168 Responses**
Convenience/location	32 (18%)
Price	33 (19%)
Taste	71 (40%)
Locally-grown ingredients	22 (12%)
Certified organic ingredients	13 (7%)
Other:	7 (4%)

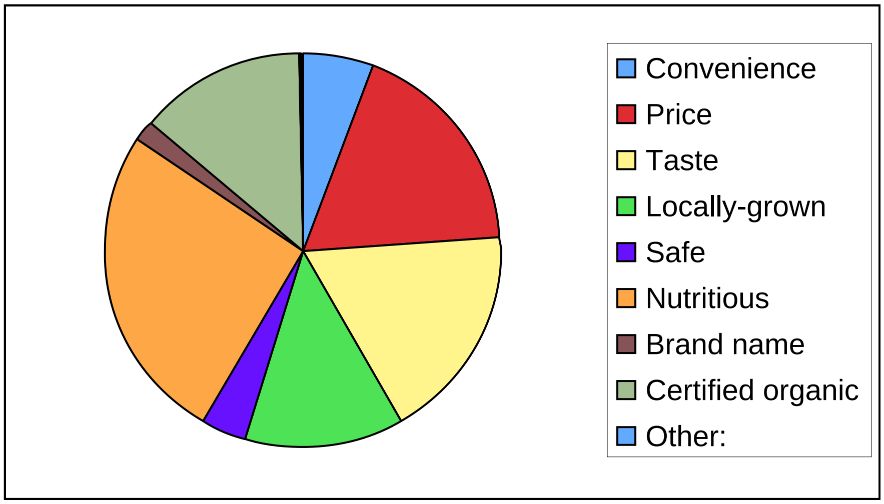

Figure 3. The top 3 factors that were most important to respondents when making food choices

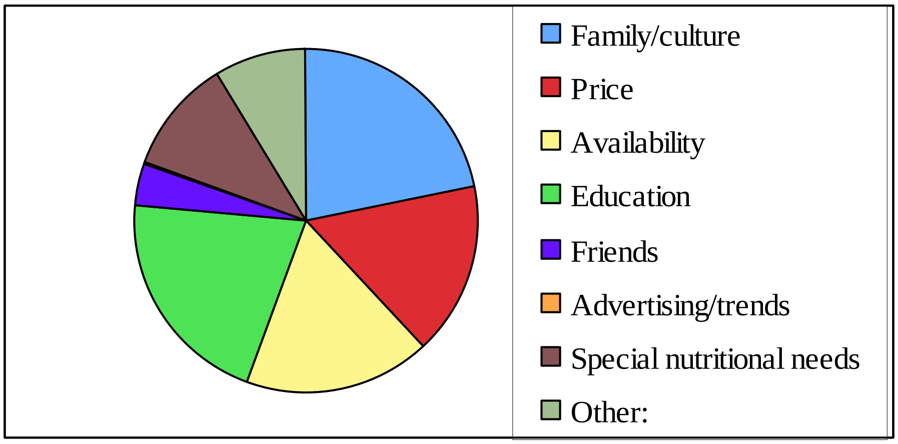

Figure 4. Factors that influence the way respondents ate

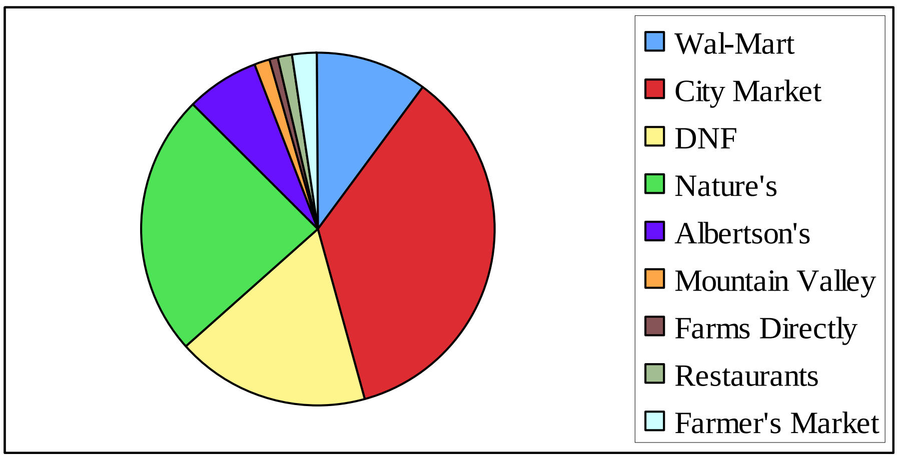

Figure 5. Where respondents shopped in La Plata County

FOOD RELATED PROBLEMS OR CONCERNS

The majority of those surveyed (57%) stated that the cost of living affected their ability to 'eat well.' Of the 57% the majority (34%) listed personal income as the reason (

Table 4) Price, taste, nutrition and locally grown were factors that were important to respondents for all income categories (

Table 10). Out of the 93 respondents that answered the question of whether or not they felt food was generally unaffordable, 52% answered 'yes.' The primary solution that the respondents used to deal with expensive food was to shop for less expensive items. Pesticide residue (22%) was the primary concern regarding the food that they ate. Price, getting to the store (transportation) and whether or not the food was organic were factors also at the top of the list. (

Table 4 and Figure 6).

Table 4. Summary of Food Related Problems or Concerns

Do you feel the cost-of-living in La Plata County affects your ability to 'eat well'?	**93 Respondents, 93 Responses**
Yes	53 (57%)
No (skip to Q24)	40 43%)
What issues, relative to cost-of-living, affect your ability to 'eat well' in La Plata County? (TOP THREE)	**54 Respondents, 124 Responses**
Personal income too low	42 (34%)
High fuel/heating costs	23 (19%)
High rent/lack of affordable housing	32 (26%)
High mortgage payment	11 (9%)
Transportation	10 (8%)
Childcare costs/child related expenses	1 (1%)
Other:	5 (4%)
Do you *ever* feel that food is (generally) unaffordable?	**93 Respondents, 93 Responses**
Yes	48 (52%)
No (skip to Q26)	43 (46%)
If you have ever felt food is unaffordable, have you: (check all that apply)	**50 Respondents, 82 Responses**
Limited the size of a meal due to the lack of money?	20 (24%)
Skipped a meal due to lack of money?	14 (17%)
Worried about having enough to eat for yourself or your family?	3 (4%)
Gone to the Food Bank or Soup Kitchen to get/eat food?	4 (5%)
Shopped for the LEAST expensive food available?	32 (39%)
Other:	9 (11%)
Do you have any of the following concerns about the food you eat? (TOP THREE)	**91 Respondents, 282 Responses**
Pesticide residue	62 (22%)
Food safety	33 (12%)
Price	49 (17%)

Variety/selection	20 (7%)
Transportation (getting there)	49 (17%)
How far the food you eat travels	37 (13%)
Whether the food you eat is organic or not	43 (15%)
The amount of time it takes to prepare/cook meals	17 (6%)
Finding culturally appropriate foods	8 (3%)
Other:	3 (1%)

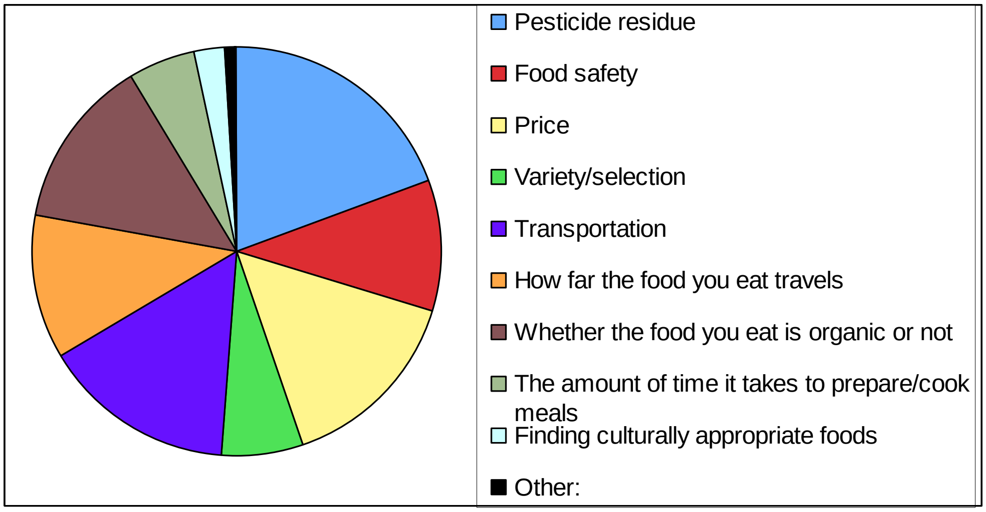

Figure 6. The major food concerns to respondents

FOOD ASSETS AND RESOURCES

Local farms, gardens and food outlets such as the Farmer's Market were considered by a number of respondents as "food resources" in the community. A large number of respondents (46%) stated that they grew/harvested some of their own food and chose 'liking to garden as a hobby' (24%), freshness/taste (23%) and control of growing practices (18%) as reasons for liking to grow and harvest some of their food (

Table 5). Farm-to-School (21%) and Community Garden Plots (17%) were chosen as programs that they would like to see implemented in the community (Figure 7).

Table 5. Summary of Food Assets and Resources

Do you grow/harvest any of your own food?	**93 Respondents, 93 Responses**
Yes, what do you grow/harvest?	43 (46%)
No (skip to Q30)	50 (54%)
Why do you grow your own food?	**44 Respondents, 137 Responses**
Like to garden/hobby	33 (24%)
Freshness/taste	32 (23%)
To feed myself and my family	(19 14%)
For specific varieties I can't find elsewhere	7 (5%)
Cost of food from the grocery store	13 (9%)
Control over growing practices/food safety	25 (18%)

Other:	8 (6%)
Which of the following 'food programs' would you like to see in our community?	**88 Respondents, 365 Responses**
Farm-to-School – local schools serving fresh, local produce	75 (21%)
Community garden plots – affordable growing spaces for all community members	63 (17%)
Community kitchens – affordable kitchen space for all community members	30 (8%)
Horticultural therapy	24 (7%)
Food buying clubs	31 (8%)
A WIC Farmers' Market Nutrition Program – issuing food coupons specifically for fresh, farmers' market produce	38 (10%)
Affordable food purchasing & cooking classes	34 (9%)
Farm-to-chef – local restaurants receiving fresh, local produce through a grower-run distribution system	64 (18%)
Other:	6 (2%)

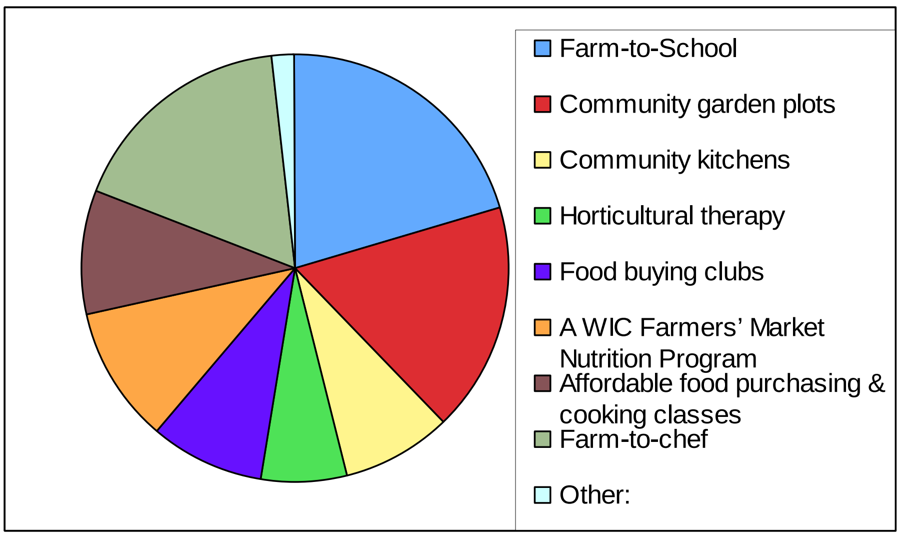

Figure 7. Food programs that respondents would like to see in La Plata County

Table 6. Income distribution across venue (location survey was taken).

The majority of respondents who filled out surveys at the Durango Farmers' market had incomes greater than $50,000. The majority of respondents with incomes between $10,000 and $20,000 were from surveys filled out at the Taste of Durango.

	Income						
Venue	**Less than $10,000**	**$10,000 - $20,000**	**$20,000 - $30,000**	**$30,000 - $50,000**	**More than $50,000**	**Un-employed**	**Total**
Durango Household	5	2	1	2	5	1	16
Pediatric Association of Durango Office				1	3		4
Mountain Valley Market, Bayfield				2	1		3
Durango Farmers' Market	3	2		1	9	1	16
Swadeshi Festival	1			1	1		3
Shared Harvest Community Garden				1	6		7
Commodities Distribution	5	3	2			1	11
Taste of Durango	2	11		5	2	1	21
Farmers Appreciation Day, DNF	3	6		3	1		13
Total No. Respondents	**19**	**24**	**3**	**16**	**28**	**4**	**94**
Frequency							
Durango Household	26%	8%	33%	13%	18%	25%	17%
Pediatric Association of Durango Office	0%	0%	0%	6%	11%	0%	4%
Mountain Valley Market, Bayfield	0%	0%	0%	13%	4%	0%	3%
Durango Farmers' Market	16%	8%	0%	6%	32%	25%	17%
Swadeshi Festival	5%	0%	0%	6%	4%	0%	3%
Shared Harvest Community Garden	0%	0%	0%	6%	21%	0%	7%
Commodities Distribution	26%	13%	67%	0%	0%	25%	12%
Taste of Durango	11%	46%	0%	31%	7%	25%	22%
Farmers Appreciation Day, DNF	16%	25%	0%	19%	4%	0%	14%

Table 7. Influence on food choice across race categories.

Across race categories, family/culture, price, availability and education were the factors that primarily influenced the way respondents ate.

	Race						
Top 3 Influences	**Asian**	**Caucasian**	**Hispanic**	**Native American**	**African Amer./ Asian**	**Hispanic/ Asian**	**Total**
Total No. Respondents	1	74	10	5	1	1	92
Family/culture	1	41	5	3	1	0	51
Price	0	28	5	3	1	0	37
Availability	1	32	4	2	1	1	41
Education	0	40	5	2	0	1	48
Friends	0	8	1	0	0	0	9
Advertising/trends	0	1	0	0	0	0	1
Special nutritional needs	1	17	3	1	0	0	22
Other:	0	20	1	0	0	1	22
Tot No. Responses	**3**	**179**	**24**	**11**	**3**	**3**	**223**
Frequency							
Family/culture	33%	23%	21%	27%	33%	0%	23%
Price	0%	16%	21%	27%	33%	0%	17%
Availability	33%	18%	17%	18%	33%	33%	18%
Education	0%	22%	21%	18%	0%	33%	22%
Friends	0%	4%	4%	0%	0%	0%	4%
Advertising/trends	0%	1%	0%	0%	0%	0%	0%
Special nutritional needs	33%	9%	13%	9%	0%	0%	10%
Other:	0%	11%	4%	0%	0%	33%	10%

Table 8. Respondents food choices across respondents' race category.

Price and taste were important factors across all incomes as well as were locally grown food and the nutritional quality of the food.

	Race						
Top 3 Factors	**Asian**	**Caucasian**	**Hispanic**	**Native American**	**African Amer./ Asian**	**Hispanic/ Asian**	**Total**
No. Respondents	**1**	**76**	**10**	**5**	**1**	**1**	**94**
Convenience	0	14	0	2	0	0	16
Price	0	38	7	4	1	0	50
Taste	0	37	8	2	1	1	49
Locally-grown	1	32	1	1	0	1	36
Safe	0	9	1	0	0	0	10
Nutritious	1	60	6	3	1	1	72
Brand name	0	0	4	1	0	0	5
Certified organic	1	32	2	2	0	0	37
Other:	0	2	0	0	0	0	2
Total No. Responses	**3**	**224**	**29**	**15**	**3**	**3**	**277**
Frequency							
Convenience	0%	6%	0%	13%	0%	0%	6%
Price	0%	17%	24%	27%	33%	0%	18%

Taste	0%	17%	28%	13%	33%	33%	18%
Locally-grown	33%	14%	3%	7%	0%	33%	13%
Safe	0%	4%	3%	0%	0%	0%	4%
Nutritious	33%	27%	21%	20%	33%	33%	26%
Brand name	0%	0%	14%	7%	0%	0%	2%
Certified organic	33%	14%	7%	13%	0%	0%	13%

Table 9. Shopping locations across income distributions of respondents.

The majority of shoppers across income distributions shopped at City Market except for in the 10-20,000 dollar range who shopped at both City Market and at Nature's Oasis.

	Income Distribution						
Shopping Locations	**Less than $10,000**	**$10,000 - $20,000**	**$20,000 - $30,000**	**$30,000 - $50,000**	**More than $50,000**	**Un-employed**	**Total**
Total No. Respondents	**17**	**23**	**2**	**15**	**27**	**4**	**88**
Albertson's	0	1	0	2	5	0	8
City Market	7	10	1	11	17	2	48
DNF	5	8	0	5	5	0	23
Farm Stand	0	1	0	0	0	0	1
Farmers' Market	1	2	0	0	3	1	7
Mountain Valley	0	0	0	1	1	0	2
Nature's Oasi	2	13	0	6	10	1	32
restaurants	1	1	0	0	0	0	2
Wal-Mart	4	3	1	0	4	1	13
No. Responses	**20**	**39**	**2**	**25**	**46**	**5**	**137**
Frequency							
Albertson's	0%	3%	0%	8%	11%	0%	6%
City Market	35%	26%	50%	44%	37%	40%	35%
DNF	25%	21%	0%	20%	11%	0%	17%
Farm Stand	0%	3%	0%	0%	0%	0%	1%
Farmers' Market	5%	5%	0%	0%	7%	20%	5%
Mountain Valley	0%	0%	0%	4%	2%	0%	1%
Nature's Oasis	10%	33%	0%	24%	22%	20%	23%
restaurants	5%	3%	0%	0%	0%	0%	1%
Wal-Mart	20%	8%	50%	0%	9%	20%	9%

Table 10. Factors important to the respondents food choice across respondents income distributions.

Price and taste were important factors for all incomes as well as locally grown food and nutritious food.

	Income						
Top 3 Factors	**Less than $10,000**	**$10,000 - $20,000**	**$20,000 - $30,000**	**$30,000 - $50,000**	**More than $50,000**	**Un-employed**	**Total**
No. Respondents	**19**	**24**	**3**	**16**	**28**	**4**	**94**
Convenience	2	1	1	4	5	3	16
Price	15	12	1	8	11	3	50
Taste	9	14	1	11	13	1	49
Locally-grown	3	11	-	7	13	2	36

Safe	1	1	1	1	6	-	10
Nutritious	11	20	3	12	24	2	72
Brand name	4	1	-	-	-	-	5
Certified organic	7	13	-	4	12	1	37
Other:	-	-	-	1	-	-	1
No. Responses	**52**	**73**	**7**	**48**	**84**	**12**	**276**
Frequency							
Convenience	4%	1%	14%	8%	6%	25%	6%
Price	29%	16%	14%	17%	13%	25%	18%
Taste	17%	19%	14%	23%	15%	8%	18%
Locally-grown	6%	15%	0%	15%	15%	17%	13%
Safe	2%	1%	14%	2%	7%	0%	4%
Nutritious	21%	27%	43%	25%	29%	17%	26%
Brand name	8%	1%	0%	0%	0%	0%	2%
Certified organic	13%	18%	0%	8%	14%	8%	13%
Other:	0%	0%	0%	1%	0%	0%	1%