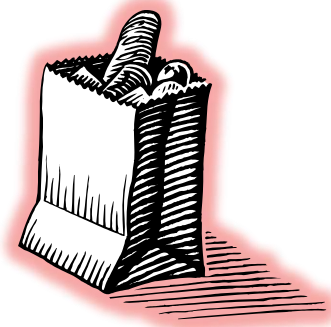


Milliken Community Food Consumer Survey Results

Total surveys completed = 200.



1. Currently where do you shop for food? The top 3 places are:

| | |
|--------------------------|-------------------------------------|
| Name: Walmart (66%) | City/town: Greeley/Loveland |
| Name: King Soopers (47%) | City/town: Greeley/Loveland/Windsor |
| Name: Hays Market (42%) | City/town: Johnstown |

2. What are the 3 most important reasons you shop for food where you do? (Please choose only 3.)

| | |
|--------------------------------|---|
| <u>56%</u> Convenient location | <u>37%</u> Freshness |
| <u>79%</u> Right price | <u>9%</u> Able to get cultural products |
| <u>37%</u> Produce quality | <u>13%</u> Able to get local products |
| <u>51%</u> Good variety | <u>10%</u> Able to get organic products |
| <u>16%</u> Food is safe | <u>3%</u> Other: _____ |

3. Do you grow or harvest your own food?

29% -Yes 71% -No

If yes, what do you grow? (see attached summary)

And why? → (Check all that apply.)

| | |
|--------------------------------|------------------------------------|
| <u>73%</u> Like gardening | <u>33%</u> To feed me/my family |
| <u>64%</u> Tastes better | <u>52%</u> Keep costs down |
| <u>55%</u> Healthy | <u>15%</u> Concern for food safety |
| <u>6%</u> Can't find elsewhere | |

4. If affordable fresh fruits, vegetables, grains, dairy, or meats and beans were available year round in Milliken, would you buy them?

59% Yes, definitely 29% Yes, probably 12% Maybe 0% Probably not

If yes, what food items would you buy? (Check all that apply.)

| | |
|---------------------------------|------------------------|
| <u>95%</u> Fruits | <u>83%</u> Fresh meats |
| <u>97%</u> Vegetables | <u>45%</u> Fresh beans |
| <u>53%</u> Whole grain products | <u>63%</u> Fresh dairy |

5. What does the phrase "eat well" mean to you?

(see attached summary)

6. What does "local produce" mean to you? (Check all that apply.)

| | | | |
|------------------------------|------------------------|-----------------------------------|---|
| <u>80%</u> Grown in Colorado | <u>38%</u> Tastes good | <u>20%</u> Organic | <u>8%</u> Pricey |
| <u>65%</u> Fresh | <u>38%</u> Healthy | <u>51%</u> Supports local economy | <u>2%</u> Other:(grown in Weld/Milliken/Larimer/NOCO) |

7. In the past 12 months, how often did you shop at:

| | 1 time | 2 times | 3 times | 4+ times | Did not visit |
|--|--------|---------|---------|----------|---------------|
| Milliken Summer Farmer's Market | 13% | 13% | 12% | 9% | 53% |
| Fruit and veggie truck. | 11% | 11% | 4% | 3% | 71% |
| Roadside food stands | 11% | 13% | 5% | 5% | 65% |
| Other Farmer's Markets(Greeley, Johnstown, Berthoud, Longmont) | 11% | 12% | 14% | 11% | 53% |

If you did, why?
(Check all that apply.)→ 77% Fresher produce 34% Convenient
50% Support local business 12% Better selection
36% Lower cost 2% Other:(fun/social/tastes better/scheduling)

8. In the past 12 months, how often did you buy the following specialty food items?

| | 1 time | 2 times | 3 times | 4+ times | Did not buy | Don't know |
|--|--------|---------|---------|----------|-------------|------------|
| Food labeled organic | 5% | 16% | 16% | 17% | 31% | 15% |
| Food grown or produced in Colorado | 2% | 8% | 12% | 45% | 10% | 24% |

9. How much do you agree or disagree with the following?

| | Strongly Agree | Agree | Neither Agree nor disagree | Disagree | Strongly Disagree |
|---|----------------|-------|----------------------------|----------|-------------------|
| I like to buy food grown in Colorado | 54% | 36% | 10% | 0% | <1% |
| I like to buy food from a farmer's market if it's affordable. | 43% | 46% | 9% | 2% | <1% |
| I like to grow my own food | 26% | 24% | 31% | 12% | 8% |
| It costs too much to eat organic foods | 35% | 33% | 23% | 8% | 1% |
| It costs too much to eat fresher, healthier foods | 17% | 29% | 24% | 23% | 7% |

10. In the past 12 months, did you or anyone in your home NEED and/or USE any of these food assistance programs?

| | Did not need | Needed and used | Needed but did not use |
|---|--------------|-----------------|------------------------|
| Food stamp program (SNAP) | 80% | 7% | 13% |
| WIC services | 82% | 9% | 9% |
| Free or reduced school lunch and/or breakfast programs. | 74% | 21% | 6% |
| Food bank programs | 81% | 8% | 10% |
| Meal programs (Meals on Wheels, Churches, Salvation Army) | 90% | 4% | 7% |
| Summer food service program | 88% | 4% | 8% |
| Child backpack program | 87% | 4% | 9% |

11. In the past 12 months, how often did the following occur?

| | Never | Rarely | Some of the time | Most of the time | Always |
|---|-------|--------|------------------|------------------|--------|
| Cut down on the size of my/family meals due to lack of food | 56% | 17% | 20% | 5% | 2% |
| Worried about having enough food to eat for me/my family | 51% | 22% | 20% | 4% | 4% |
| Shopped for the least expensive food available | 19% | 14% | 28% | 25% | 15% |

12. What makes it hard for you to eat as many fresh fruits and vegetables as you would like? (Check all that apply.)

- 65% It is not hard; I am happy with the amount of fruits and vegetables I eat.
- 8% Fresh fruits and vegetables are not available where I shop.
- 28% Fresh fruits and vegetables are too expensive where I shop.
- 10% Fresh fruits and vegetables are poor quality where I shop.
- 12% I do not have enough time to prepare meals with fresh fruits and vegetables at home.
- 5% I do not know how to cook vegetables.
- 5% Other (explain): (see attached summary)

13. If available in Milliken, would you use, participate or support:

| | Yes | Maybe | No |
|--|-----|-------|-----|
| Community garden plots (affordable growing spaces for community members) | 41% | 32% | 27% |
| Year-round farmer's market | 58% | 36% | 6% |
| Gardening education classes or programs | 38% | 34% | 28% |
| Affordable cooking and nutrition classes in the community | 39% | 39% | 22% |
| Farm-to-school (local schools using fresh, local produce) | 52% | 30% | 17% |

14. Are you the person most responsible for planning the meals in your home? 85% Yes 15% No

15. Including YOU, how many people (adults and children) do you shop for food? Average = 3.5 people (Range = 1 to 11)

How many are children under 18 years old? Average = 1.5 children (Range 0 to 5)

16. What is your age: Average = 45 yrs (18-34 yrs=32%; 35-54 yrs=43%; 55 yrs plus = 25%)

17. What is your height? How much do you weigh? Average = 170 pounds (Overweight or obese = 68%)

18. Are you Latino, Chicano, or Hispanic? 43% Yes 57% No

19. What is your yearly family income?

| | | |
|--------------------------------|--------------------------------|--------------------------------|
| <u>16%</u> Under \$15,000 | <u>21%</u> \$25,000 - \$34,999 | <u>16%</u> \$50,000 - \$74,999 |
| <u>18%</u> \$15,000 - \$24,999 | <u>17%</u> \$35,000 - \$49,999 | <u>11%</u> \$75,000 or more |

20. How much money does your household spend per month on food?

| | | | |
|--------------------------|--------------------------|--------------------------|----------------------|
| <u>4%</u> Under \$100 | <u>23%</u> \$201 - \$300 | <u>20%</u> \$401 - \$500 | <u>3%</u> \$601- 700 |
| <u>12%</u> \$101 - \$200 | <u>21%</u> \$301 - \$400 | <u>11%</u> \$501 - \$600 | <u>6%</u> Over \$700 |