



LOCAL FOOD ACTION PLAN

CITY OF COLUMBUS & FRANKLIN COUNTY, OHIO

Franklin County, the City of Columbus and Local Matters are creating a food action plan to identify barriers and opportunities within the current local food system. Your responses are very important and will help shape recommendations that increase access to healthful food and grow the local economy.

The survey should take 5-10 minutes to complete and your response will be kept confidential. Please read each question carefully.

1. Did you learn about this survey through a postcard received at your home mailing address?
 - Yes
 - No
 - I don't know

First, we have questions about where you buy most of your food.

2. Where do you buy most of your food?
 - Supermarket (for example: Kroger, Giant Eagle)
 - Large Retail Store (for example: Target, WAL-MART, Meijer)
 - Small Grocery Store (for example: ALDI, IGA)
 - Convenience Store, carryout or Corner Store (e.g., gas station)
 - Partial Market (for example: Walgreens, Dollar store)
 - Premium Store (for example: Whole Foods, Lucky's)
 - International Stores (for example: Asian Food Markets)
 - Farmers' Market
 - Direct from Farmer
 - Other (please specify)



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3. How would you rate the quality of food sold in the store where you buy most of your food?

- Excellent
- Good
- Fair
- Poor
- I don't know

4. Please rate how important the following items are in your decisions about what food to buy.

	Not at all Important	Important	Very Important	Don't Know
Nutritional Value (e.g., healthier)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price (how much it costs)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taste compared to similar products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality (based on what I know or the brand)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Locally Grown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organically grown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grown without pesticides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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5. How do you get to the location where you buy most of your food? (choose all that apply)

- My own car
- Get a ride with a friend or family member
- Walk
- Bike
- Bus (COTA) with no transfers
- Bus (COTA) with one or more transfers
- Senior Bus or COTA on Demand
- Car2Go
- Taxi/Uber
- Other (please specify):

6. On average, how long does it take to get where you buy most of your food?

- 0-15 minutes
- 16-30 minutes
- 31-45 minutes
- More than 45 minutes



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7. Which of the following ways do you pay for your food (excluding food from restaurants)?
(Select all that apply)

- Credit card
- Cash (including debit card)
- SNAP benefits (Food Stamps)
- Women, Infants and Children (WIC)
- Other (please specify):

8. In the last 12 months, were you ever hungry but didn't eat because there wasn't enough money for food?

- Yes
- No
- I don't know

If you answered NO, please go to question 10.

9. In the past 12 months, how often were you ever hungry but didn't eat because there wasn't enough money for food?

- Almost every month
- Some months but not every month
- Only 1 or 2 months
- I don't know



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10. Which of the following do you feel is the biggest need in your neighborhood?

- Supermarket (for example: Kroger, Giant Eagle)
- Large Retail Store (for example: Target, WAL-MART, Meijer)
- Small Grocery Store (for example: ALDI, IGA)
- Convenience Store, Carryout or Corner Store (e.g., gas station)
- Partial Market (for example: Walgreens, Dollar store)
- Premium Store (for example: Whole Foods, Lucky's)
- International Stores (for example: Asian Food Markets)
- Farmers' Market
- Food Support Services (for example: food pantry, free meals, community meals, mobile markets)
- Other (Please specify):

11. Do you grow any of your own food?

- Yes
- No

If you answered NO, proceed to question 12. If you answered YES, please go to question 13.

12. Are you interested in growing your own food?

- Yes
- No
- I don't know



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13. Do you compost food scraps? (Compost: Biological process of breaking up organic waste such as food waste, leaves, grass trimmings, paper, coffee grounds, etc., used to improve soil structure and provide nutrients.)

- Yes
- No

If you answered NO, proceed to question 14. If you answered YES, please go to question 15.

14. Are you interested in composting? (Compost: biological process of breaking up of organic waste such as food waste, leaves, grass trimmings, paper, coffee grounds, etc., use to improve soil structure and provide nutrients.)

- Yes
- No
- I don't know



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For the purpose of the remainder of the survey, we are defining “local food” as food that is grown/raised or produced/made in Central Ohio including Franklin and the surrounding counties.

15. Using the definition above, do you buy any food that is grown or raised locally (in Franklin or the surrounding counties)?
- Yes
 - No
 - I don't know

If you answered No or I don't know – please go to question 25.

16. On average, how much of your monthly food budget is spent on locally grown or raised foods?
- All
 - Over half
 - Half
 - Less than half
 - None
 - I don't know

17. When you purchase locally grown and raised FRUITS and VEGETABLES are you willing to pay more, the same or less for those products as compared to fruits and vegetables that were not locally grown?
- More
 - The same
 - Less
 - I don't know

If you answered the same, less or I don't know, please go to question 19.

18. How much more are you willing to pay.....
- 1-5%
 - 6-10%
 - 11-20%
 - 20% or more



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19. When you purchase locally grown and raised MEATS are you willing to pay more, the same or less for those products as compares to meats that were not locally raised?

- More
- The same
- Less
- I don't know

If you answered the same, less or I don't know, please go to question 21.

20. How much more are you willing to pay.....

- 1-5%
- 6-10%
- 11-20%
- 20% or more

21. When you purchase locally grown and raised DAIRY (milk, yogurt, cheese) or EGGS are you willing to pay more, the same or less for those products as compared to similar products that were not locally raised?

- More
- The same
- Less
- I don't know

If you answered the same, less or I don't know, please go to question 23.

22. How much more are you willing to pay.....

- 1-5%
- 6-10%
- 11-20%
- 20% or more



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23. Where do you buy most of your locally grown or raised food? (select only one)

- Supermarket (for example: Kroger, Giant Eagle)
- Large Retail Store (for example: Target, WAL-MART, Meijer)
- Small Grocery Store (for example: ALDI, IGA)
- Convenience Store, Carryout or Corner Store (e.g., gas station)
- Partial Market (for example: Walgreens, Dollar store)
- Premium Store (for example: Whole Foods, Lucky's)
- International Stores (for example: Asian Food Markets)
- Farmers' Market
- Direct from Farmer
- Other (please specify):

24. What is the most important reason you buy locally grown or raised food? (select only one)

- Nutritional value (e.g. healthier)
- Tastes better
- Better for the environment
- Supports the local economy
- Other (please specify):



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25. What is stopping you from buying locally grown or raised foods? (**If you are currently buying locally grown or raised food, please skip this question and proceed to question 26).**

- Cost
- Availability
- Distance
- I don't know where to buy locally grown or raised food
- I don't know
- Other (please specify):

26. How interested are you in buying locally grown or raised.....

	Not Interested	Interested	Very Interested	Don't Know
Fruits and Vegetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dairy Products (milk,cheese, yogurt) or eggs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nuts, Beans, Soy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rice or grains	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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27. Where would you prefer to be able to buy locally grown or raised food? (select only one)

- Supermarket (for example: Kroger, Giant Eagle)
- Large Retail Store (for example: Target, WAL-MART, Meijer)
- Small Grocery Store (for example: ALDI, IGA)
- Convenience store, carryout or Corner Store (e.g., gas station)
- Partial Market (for example: Walgreens, Dollar store)
- Premium Store (for example: Whole Foods, Lucky's)
- International Stores (for example: Asian Food Markets)
- Farmers' Market
- Direct from Farmer
- Other (please specify):

Next we will talk about food that is produced or made locally in Central Ohio including Franklin and the surrounding counties (e.g., salsa, pies/baked goods, jams).

28. Using the definition above, do you buy any food that is produced or made locally (in Franklin or the surrounding counties)?

- Yes
- No
- I don't know

If you answered No or I don't know – please go to question 32.

29. On average, how much of your monthly food budget is spent on locally produced or made foods?

- All
- Over half
- Half
- Less than half
- None
- I don't know



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30. Where do you buy most of your locally produced or made food? (select only one)

- Supermarket (for example: Kroger, Giant Eagle)
- Large Retail Store (for example: Target, WAL-MART, Meijer)
- Small Grocery Store (for example: ALDI, IGA)
- Convenience store, carryout or Corner Store (e.g., gas station)
- Partial Market (for example: Walgreens, Dollar store)
- Premium Store (for example: Whole Foods, Lucky's)
- International Stores (for example: Asian Food Markets)
- Farmers' Market
- Direct from Farmer
- Other (please specify):

31. What is the most important reason you buy locally produced or made food? (select only one)

- Nutritional value (e.g. healthier)
- Tastes better
- Better for the environment
- Supports the local economy
- Other (please specify):

32. What is stopping you from buying locally grown or raised foods? **(If you are currently buying locally grown or raised food, please skip this question and go to question 23).**

- Cost
- Availability
- Distance
- I don't know where to buy locally grown or raised food
- I don't know
- Other (please specify):



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Finally we need to ask you a few questions about your background. This information, as with all of the information provided in this survey, will remain confidential.

33. Please provide the zip code of where you live?

34. Which of the following most closely describes your gender

- Female
- Male
- Transgender or other
- Don't know

35. Please describe yourself (include all that apply)....

- Hispanic or Latino Descent
- White/ Caucasian
- Black/African American
- Asian
- American Indian/Alaska Native
- Other (please describe)

36. What is your country of birth?

37. Is English the primary language spoken in your home?

- Yes
- No

Thank You for completing the survey. Please return your completed survey in the self-addressed stamped envelope provided by May 18, 2015.



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