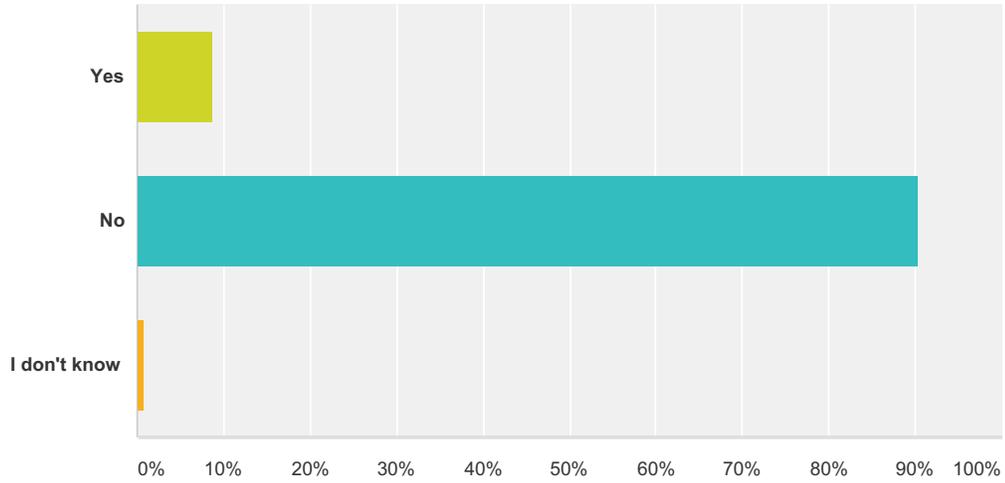


Q1 Did you learn about this survey through a postcard received at your home mailing address?

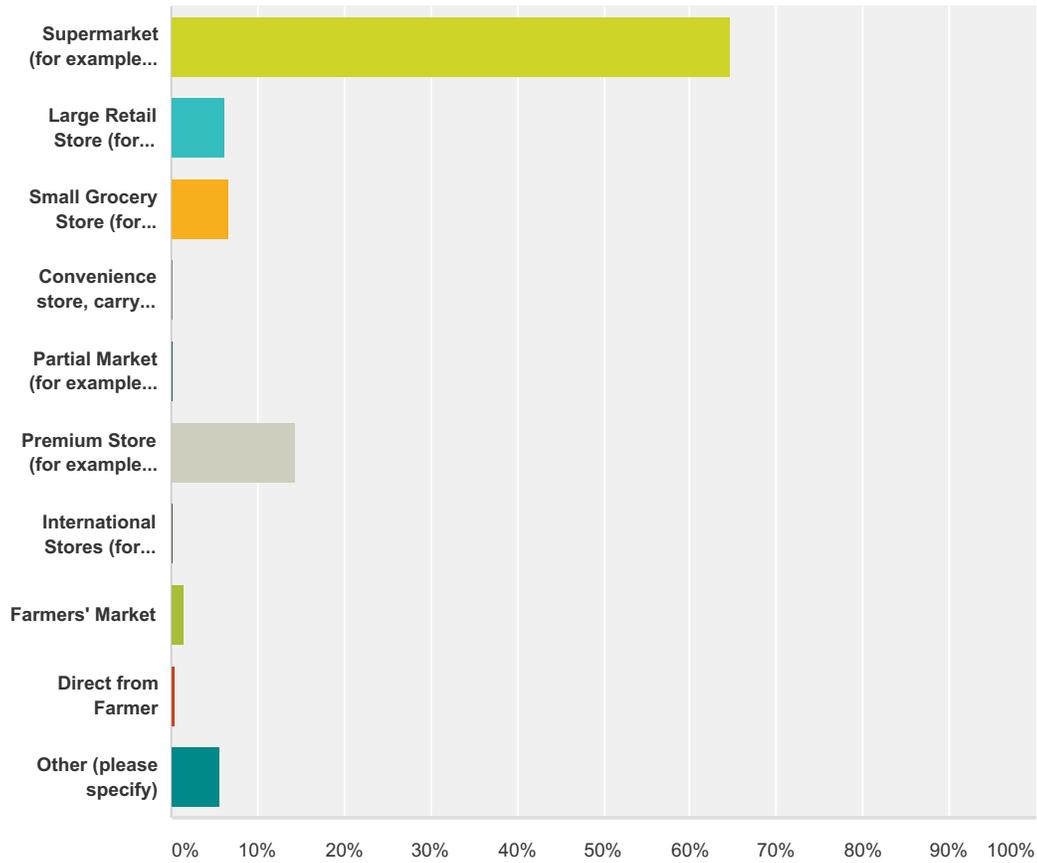
Answered: 530 Skipped: 0



Answer Choices	Responses
Yes	8.87% 47
No	90.38% 479
I don't know	0.75% 4
Total	530

Q2 Where do you buy most of your food?

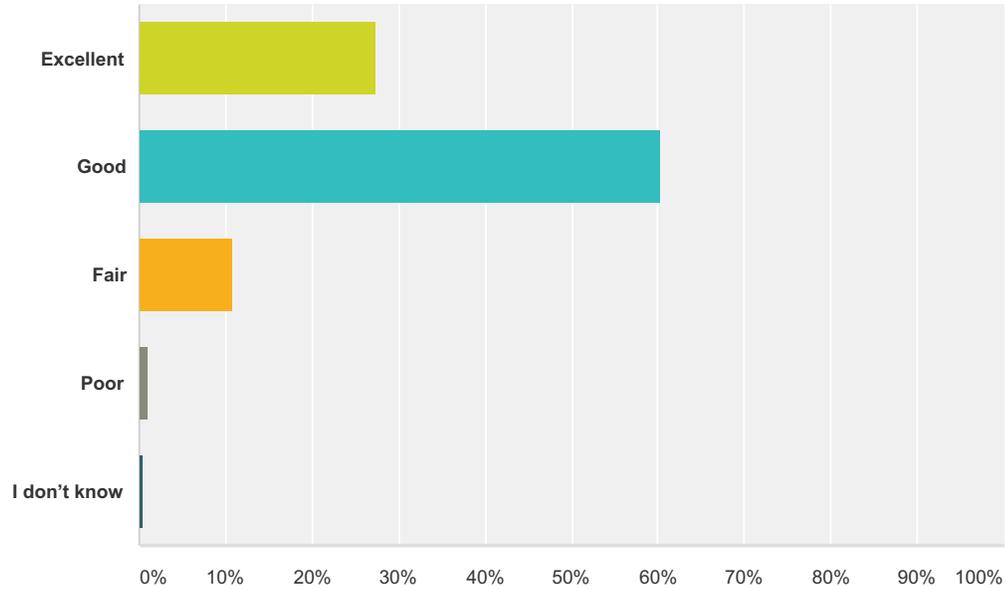
Answered: 530 Skipped: 0



Answer Choices	Responses
Supermarket (for example: Kroger, Giant Eagle)	64.72% 343
Large Retail Store (for example: Target, WAL-MART, Meijer)	6.23% 33
Small Grocery Store (for example: ALDI, IGA)	6.60% 35
Convenience store, carryout or Corner Store (e.g., gas station)	0.19% 1
Partial Market (for example: Walgreens, Dollar store)	0.19% 1
Premium Store (for example: Whole Foods, Lucky's)	14.34% 76
International Stores (for example: Asian Food Markets)	0.19% 1
Farmers' Market	1.51% 8
Direct from Farmer	0.38% 2
Other (please specify)	5.66% 30
Total	530

Q3 How would you rate the quality of food sold in the store where you buy most of your food?

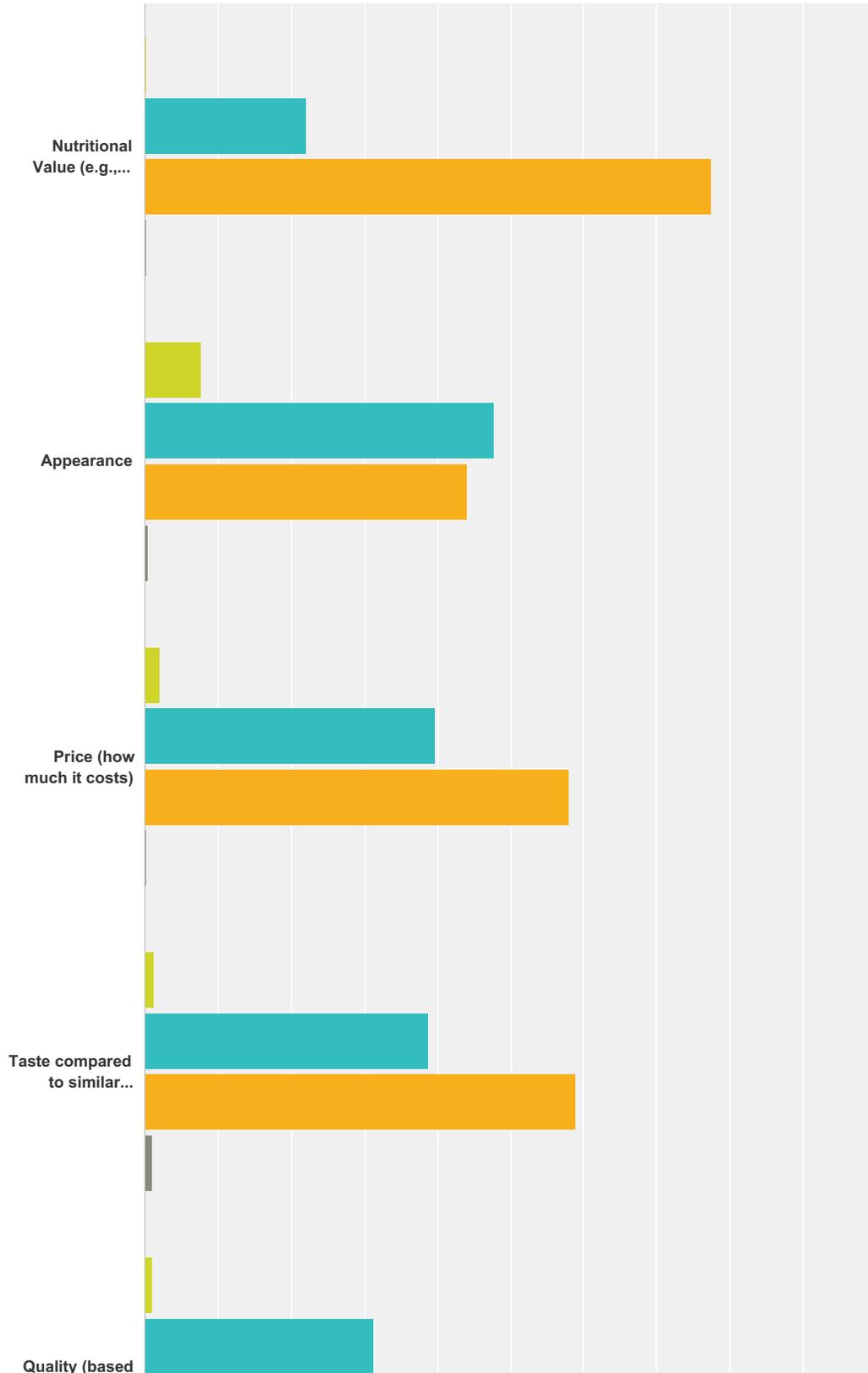
Answered: 530 Skipped: 0



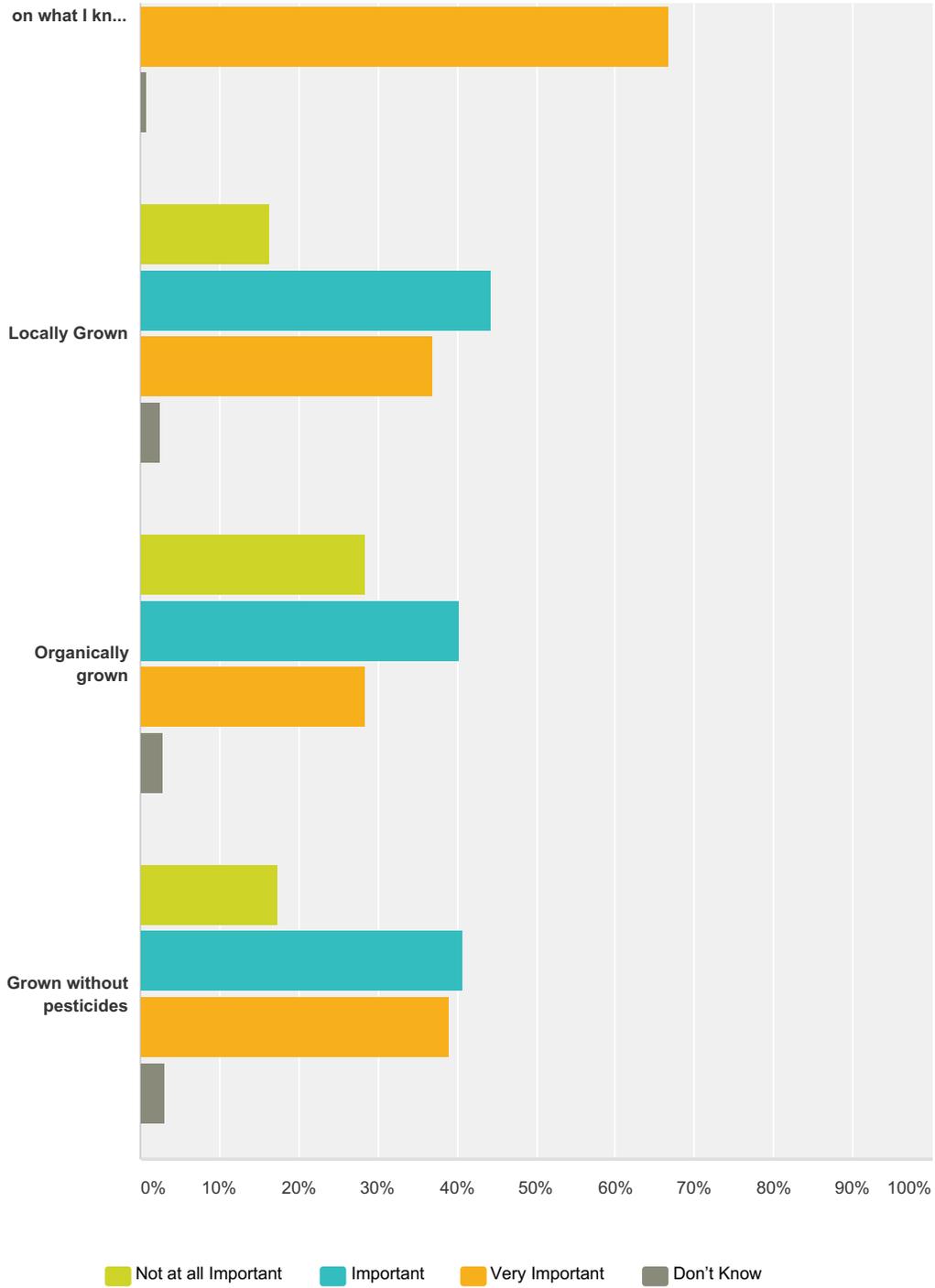
Answer Choices	Responses	
Excellent	27.36%	145
Good	60.38%	320
Fair	10.94%	58
Poor	0.94%	5
I don't know	0.38%	2
Total		530

Q4 Please rate how important the following items are in your decisions about what food to buy.

Answered: 530 Skipped: 0



Local Food Action Plan
Columbus City and Franklin County, Ohio
Consumer Survey



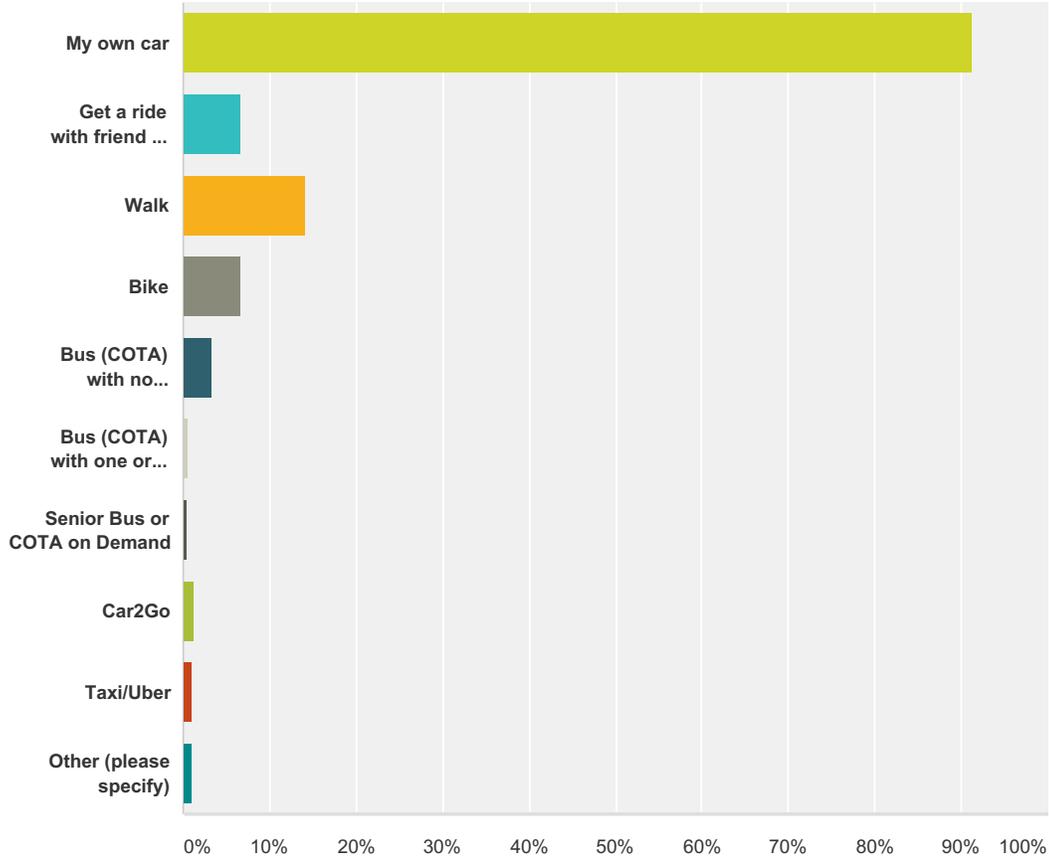
	Not at all Important	Important	Very Important	Don't Know	Total
Nutritional Value (e.g., healthier)	0.19% 1	22.10% 116	77.52% 407	0.19% 1	525
Appearance	7.78% 41	47.82% 252	44.02% 232	0.38% 2	527
Price (how much it costs)	2.09% 11	39.66% 209	58.06% 306	0.19% 1	527
Taste compared to similar products	1.34% 7	38.74% 203	58.97% 309	0.95% 5	524

Local Food Action Plan
 Columbus City and Franklin County, Ohio
 Consumer Survey

Quality (based on what I know or the brand)	1.14% 6	31.31% 165	66.79% 352	0.76% 4	527
Locally Grown	16.38% 86	44.19% 232	36.95% 194	2.48% 13	525
Organically grown	28.46% 148	40.19% 209	28.46% 148	2.88% 15	520
Grown without pesticides	17.30% 91	40.68% 214	38.97% 205	3.04% 16	526

Q5 How do you get to the location where you buy most of your food? (choose all that apply)

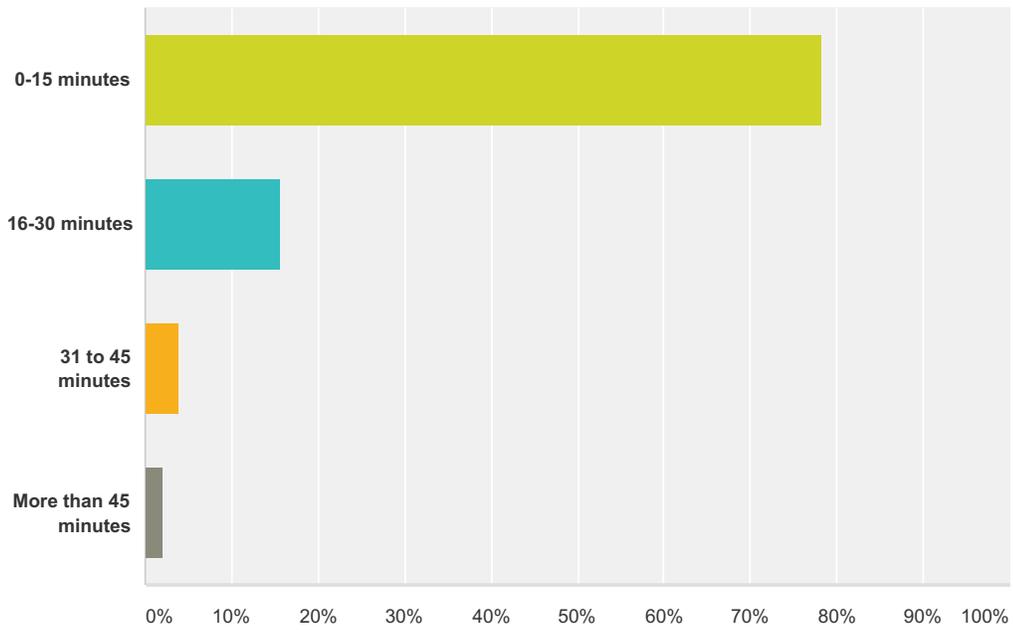
Answered: 530 Skipped: 0



Answer Choices	Responses
My own car	91.32% 484
Get a ride with friend or family member	6.60% 35
Walk	14.15% 75
Bike	6.60% 35
Bus (COTA) with no transfers	3.40% 18
Bus (COTA) with one or more transfers	0.57% 3
Senior Bus or COTA on Demand	0.38% 2
Car2Go	1.32% 7
Taxi/Uber	0.94% 5
Other (please specify)	1.13% 6
Total Respondents: 530	

Q6 On average, how long does it take you to get where you buy most of your food?

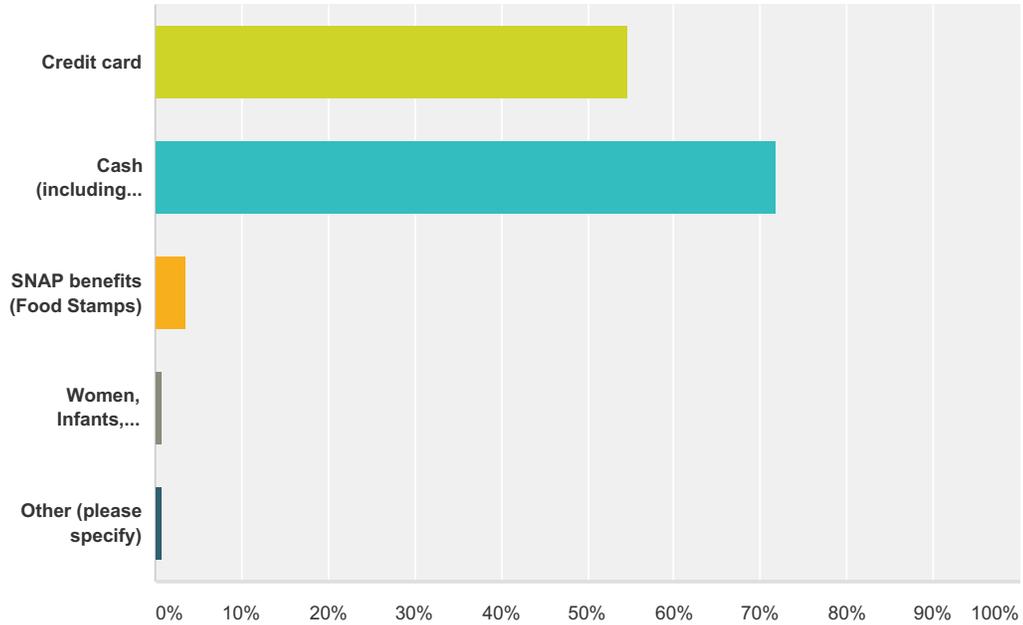
Answered: 530 Skipped: 0



Answer Choices	Responses	
0-15 minutes	78.30%	415
16-30 minutes	15.66%	83
31 to 45 minutes	3.96%	21
More than 45 minutes	2.08%	11
Total		530

Q7 Which of the following ways do you pay for your food (excluding food from restaurants)? (Select all that apply)

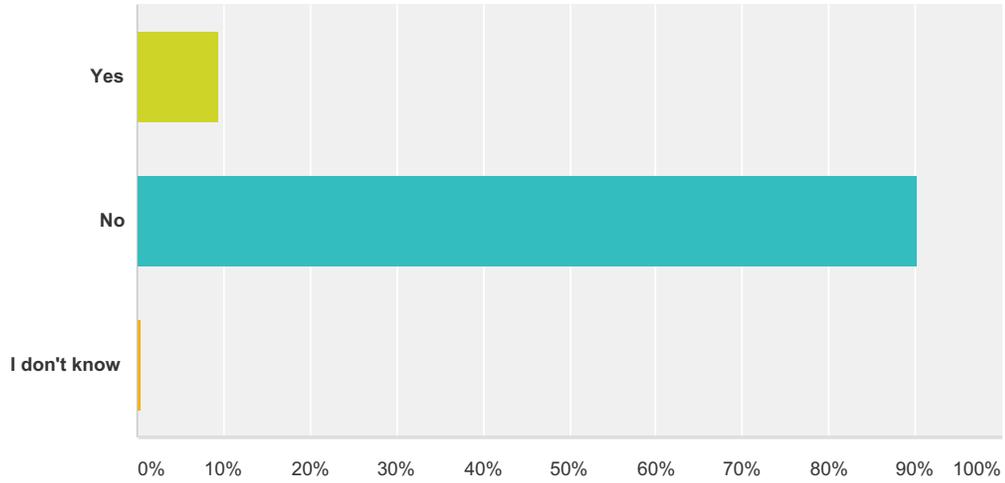
Answered: 530 Skipped: 0



Answer Choices	Responses
Credit card	54.72% 290
Cash (including Debit card)	71.89% 381
SNAP benefits (Food Stamps)	3.58% 19
Women, Infants, Children (WIC)	0.75% 4
Other (please specify)	0.75% 4
Total Respondents: 530	

Q8 In the last 12 months, were you ever hungry but didn't eat because there wasn't enough money for food?

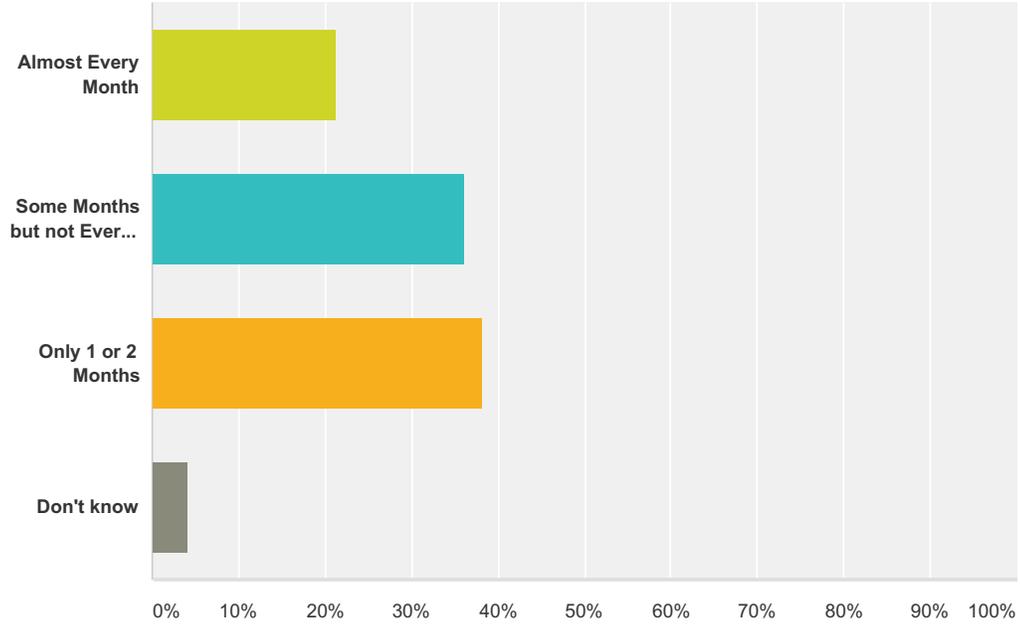
Answered: 530 Skipped: 0



Answer Choices	Responses
Yes	9.43% 50
No	90.19% 478
I don't know	0.38% 2
Total	530

Q9 In the past 12 months, how often were you ever hungry but didn't eat because there wasn't enough money for food?

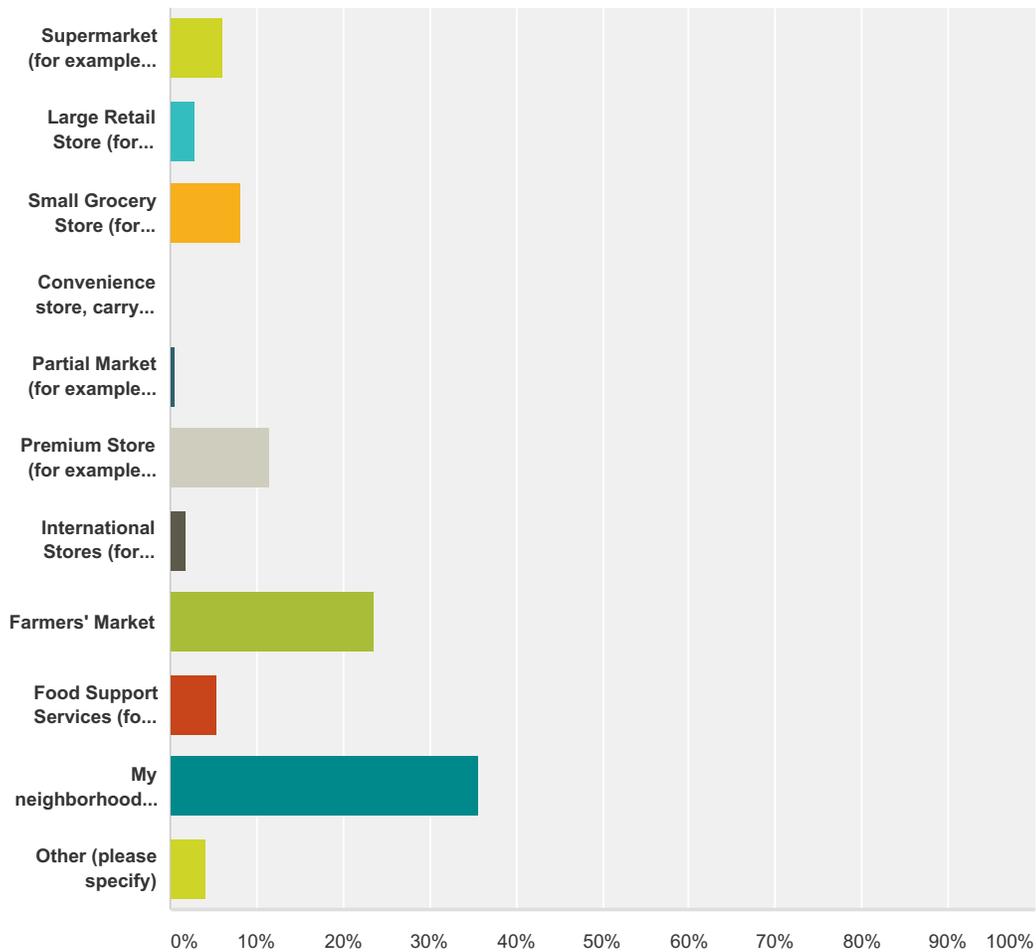
Answered: 47 Skipped: 483



Answer Choices	Responses
Almost Every Month	21.28% 10
Some Months but not Every Month	36.17% 17
Only 1 or 2 Months	38.30% 18
Don't know	4.26% 2
Total	47

Q10 Which of the following do you feel is the biggest need in your neighborhood?

Answered: 518 Skipped: 12



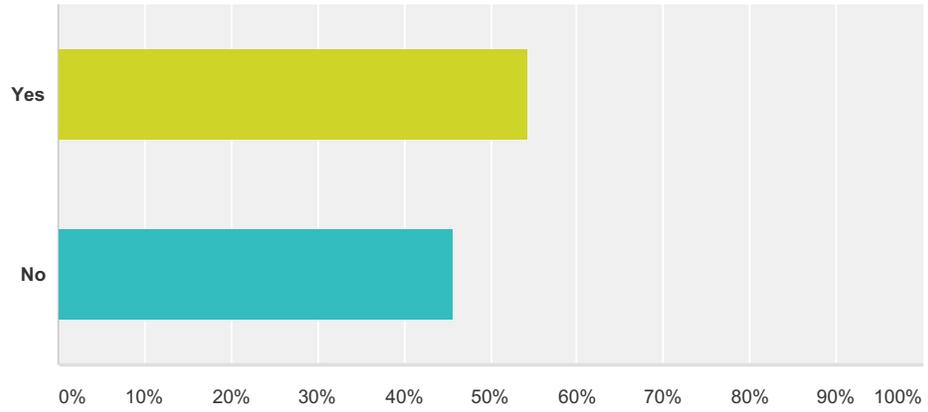
Answer Choices	Responses	
Supermarket (for example: Kroger, Giant Eagle)	5.98%	31
Large Retail Store (for example: Target, WAL-MART, Meijer)	2.90%	15
Small Grocery Store (for example: ALDI, IGA)	8.11%	42
Convenience store, carryout or Corner Store (e.g., gas station)	0.00%	0
Partial Market (for example: Walgreens, Dollar store)	0.58%	3
Premium Store (for example: Whole Foods, Lucky's)	11.58%	60
International Stores (for example: Asian Food Markets)	1.93%	10
Farmers' Market	23.55%	122
Food Support Services (for example: food pantry, free meals, community meals, mobile markets)	5.41%	28
My neighborhood has enough options for purchasing food.	35.71%	185

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Other (please specify)	4.25%	22
Total		518

Q11 Do you grow any of your own food?

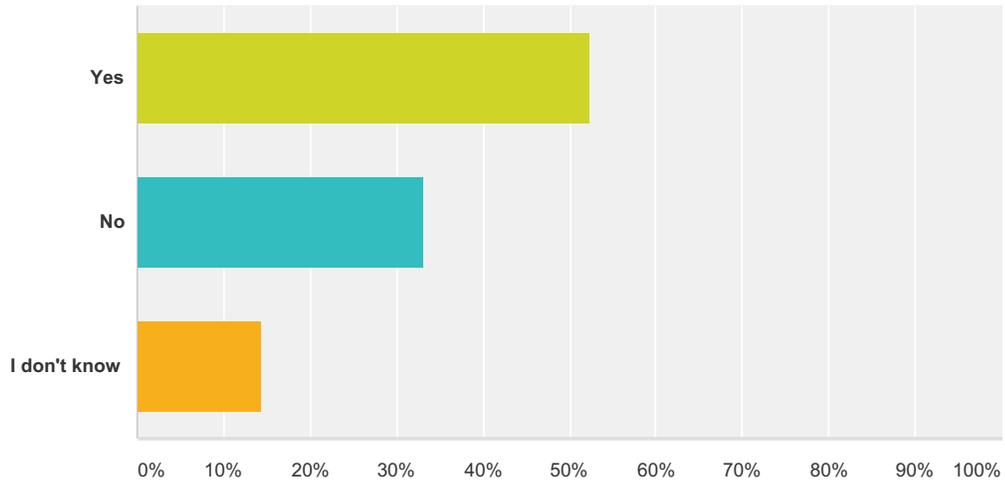
Answered: 518 Skipped: 12



Answer Choices	Responses
Yes	54.25% 281
No	45.75% 237
Total	518

Q12 Are you interested in growing your own food?

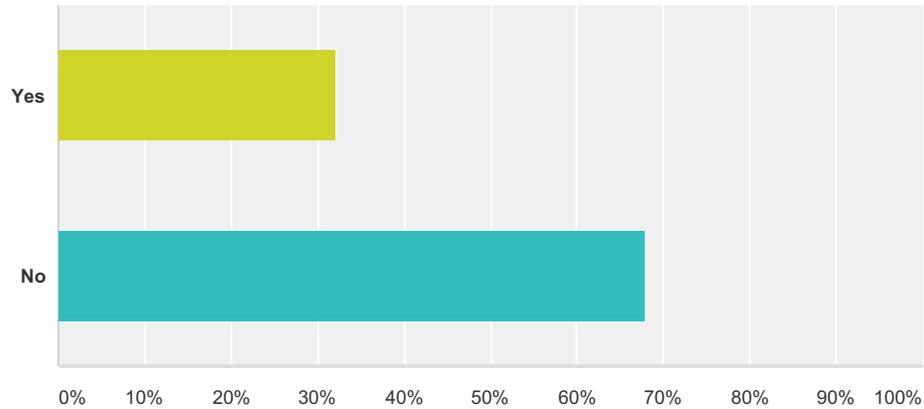
Answered: 235 Skipped: 295



Answer Choices	Responses
Yes	52.34% 123
No	33.19% 78
I don't know	14.47% 34
Total	235

Q13 Do you compost food scraps?
(Compost: biological process of breaking up of organic waste such as food waste, leaves, grass trimmings, paper, coffee grounds, etc., used to improve soil structure and provide nutrients.)

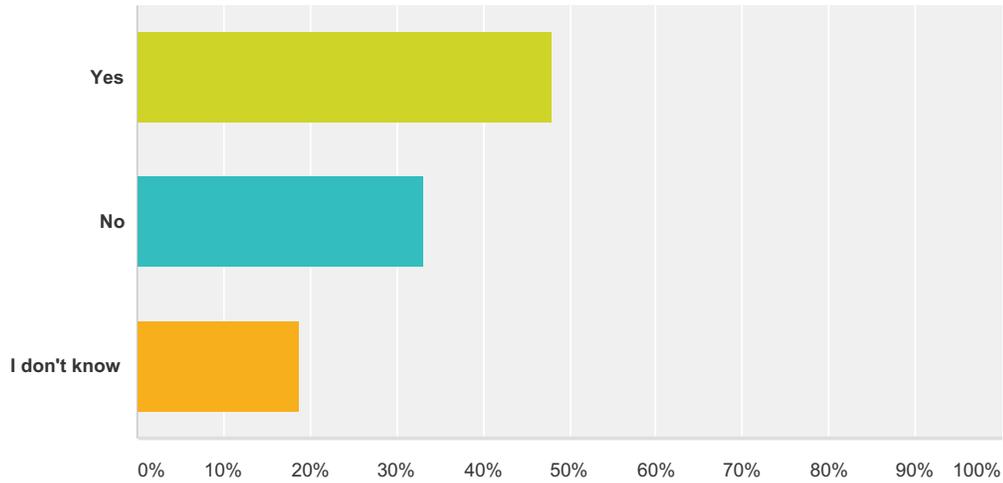
Answered: 517 Skipped: 13



Answer Choices	Responses
Yes	32.11% 166
No	67.89% 351
Total	517

**Q14 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., used to improve soil
 structure and provide nutrients.)**

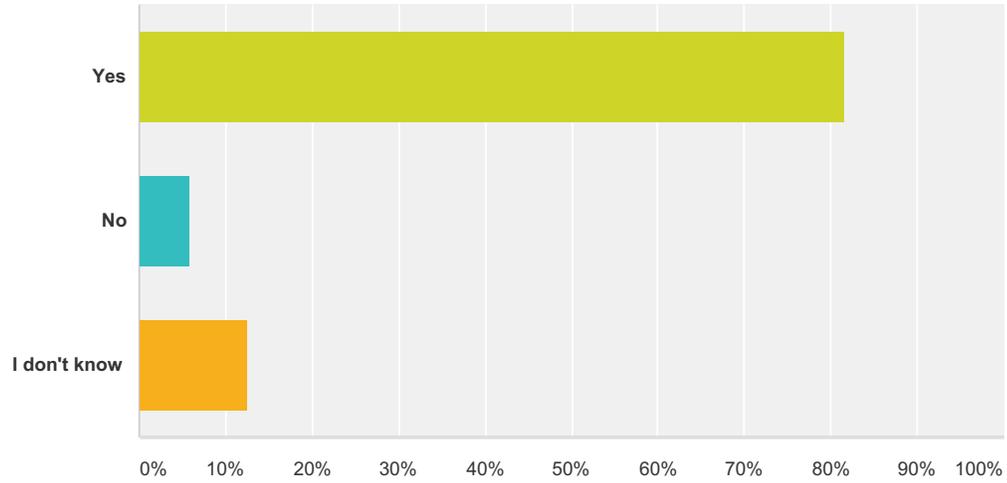
Answered: 350 Skipped: 180



Answer Choices	Responses
Yes	48.00% 168
No	33.14% 116
I don't know	18.86% 66
Total	350

Q15 Using the definition above, do you buy any food that is grown or raised locally (in Franklin or the surrounding counties)?

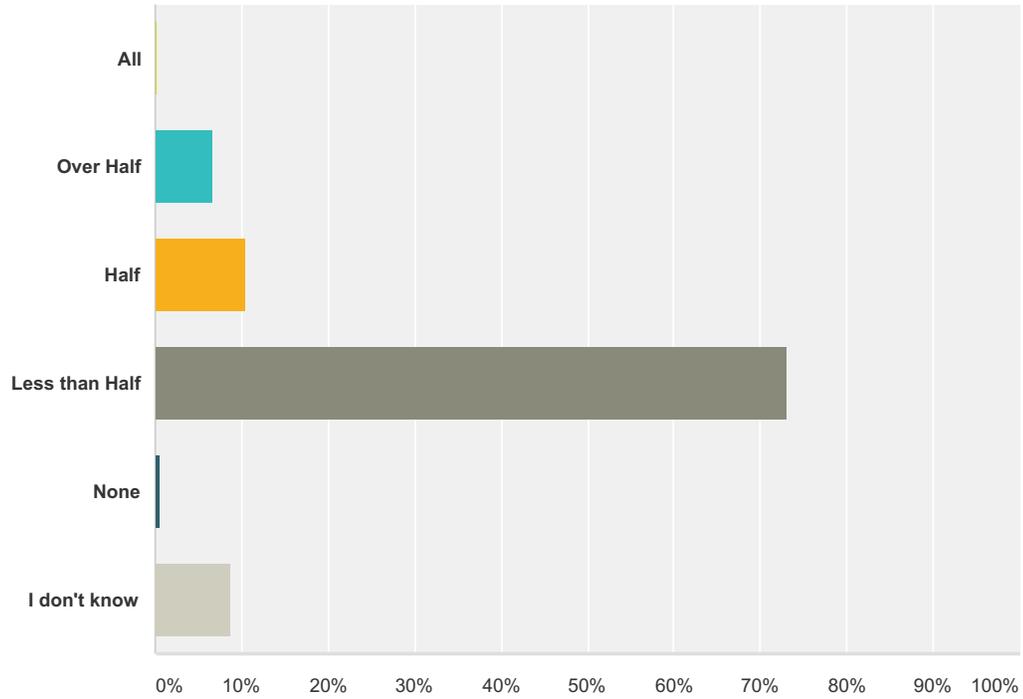
Answered: 515 Skipped: 15



Answer Choices	Responses	Count
Yes	81.55%	420
No	5.83%	30
I don't know	12.62%	65
Total		515

Q16 On average, how much of your monthly food budget is spent on locally grown or raised foods?

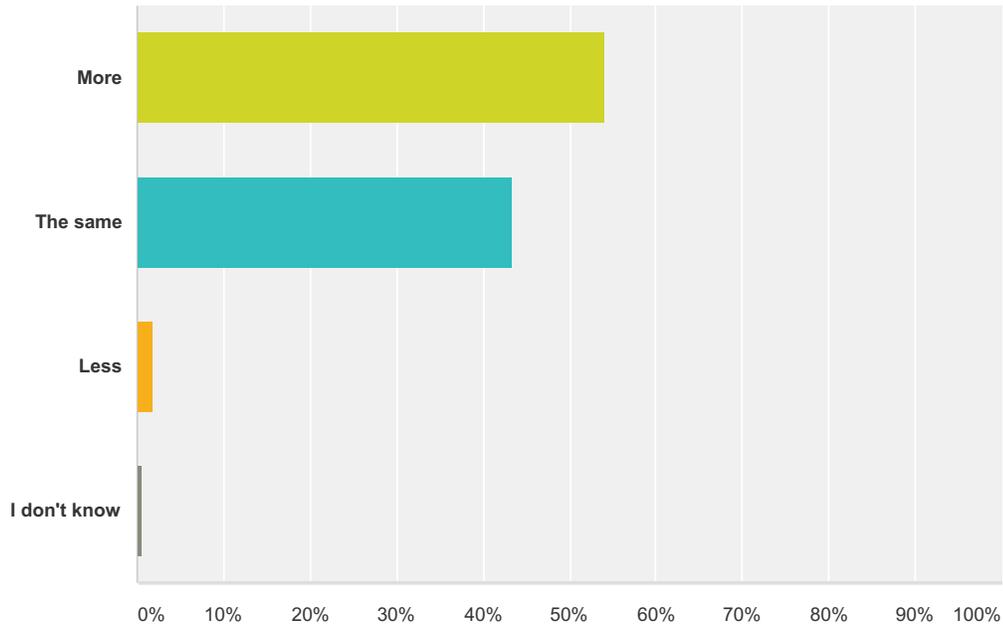
Answered: 420 Skipped: 110



Answer Choices	Responses
All	0.24% 1
Over Half	6.67% 28
Half	10.48% 44
Less than Half	73.10% 307
None	0.71% 3
I don't know	8.81% 37
Total	420

Q17 When you purchase locally grown or raised FRUITS and VEGETABLES are you willing to pay more, the same, or less for those products compared to fruits and vegetables that were not locally grown?

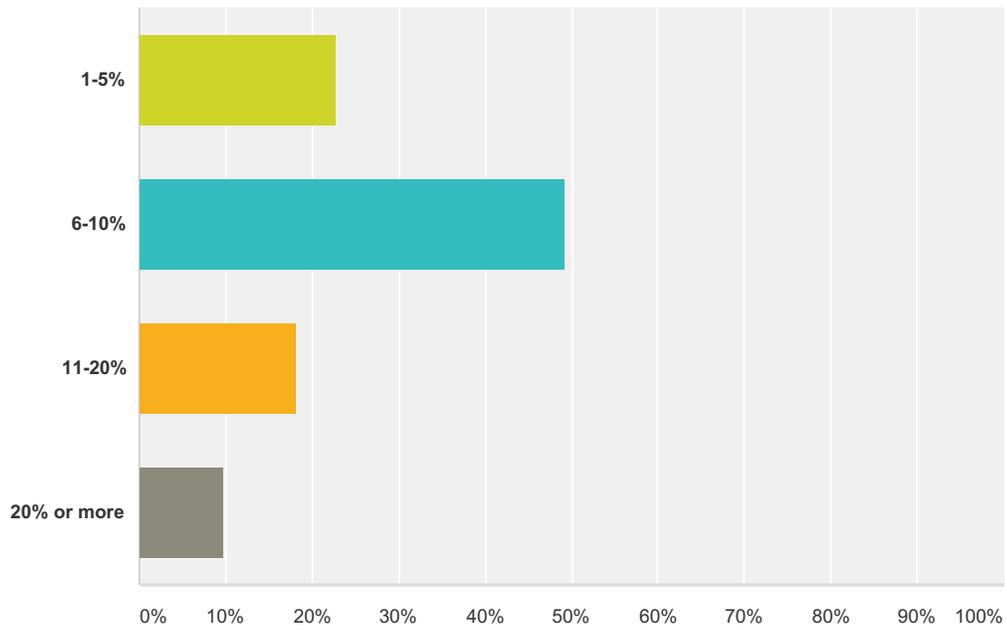
Answered: 420 Skipped: 110



Answer Choices	Responses
More	54.05% 227
The same	43.33% 182
Less	1.90% 8
I don't know	0.71% 3
Total	420

Q18 How much more are you willing to pay...

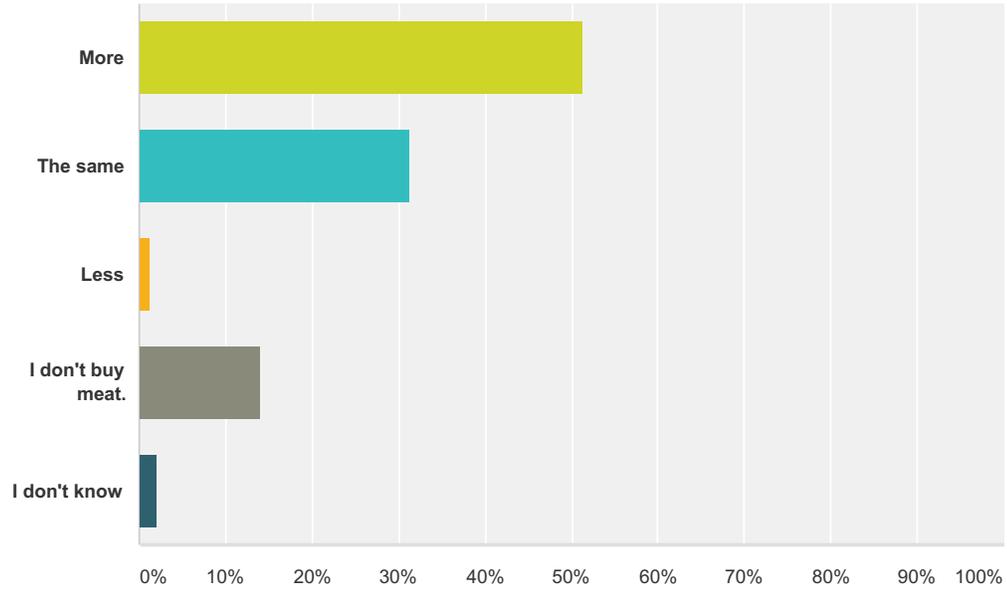
Answered: 225 Skipped: 305



Answer Choices	Responses
1-5%	22.67% 51
6-10%	49.33% 111
11-20%	18.22% 41
20% or more	9.78% 22
Total	225

Q19 When you purchase locally grown or raised MEATS are you willing to pay more, the same, or less for those products compared to meats that were not locally raised?

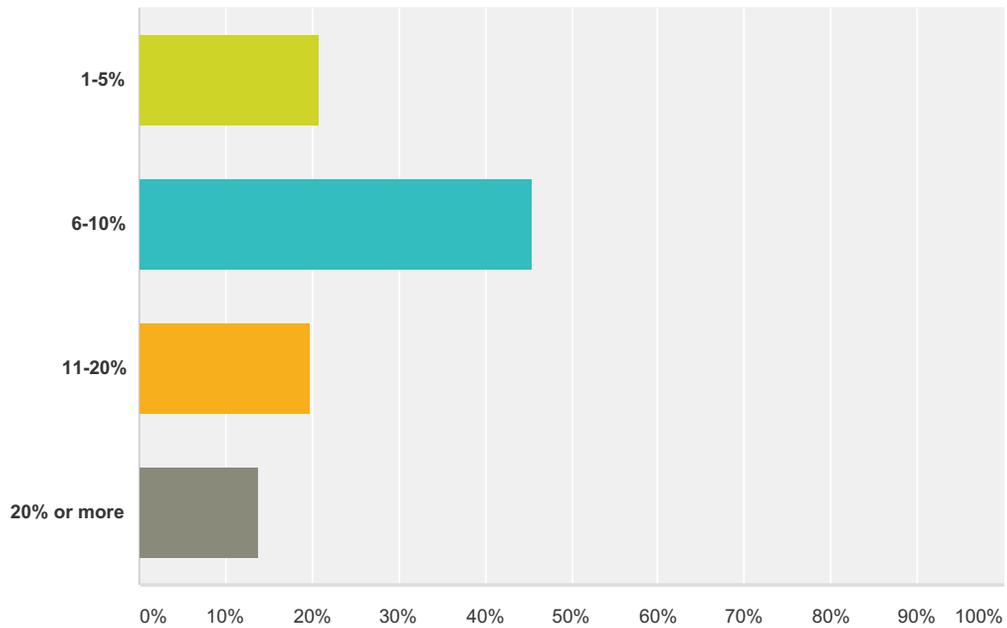
Answered: 417 Skipped: 113



Answer Choices	Responses
More	51.32% 214
The same	31.41% 131
Less	1.20% 5
I don't buy meat.	13.91% 58
I don't know	2.16% 9
Total	417

Q20 How much more are you willing to pay...

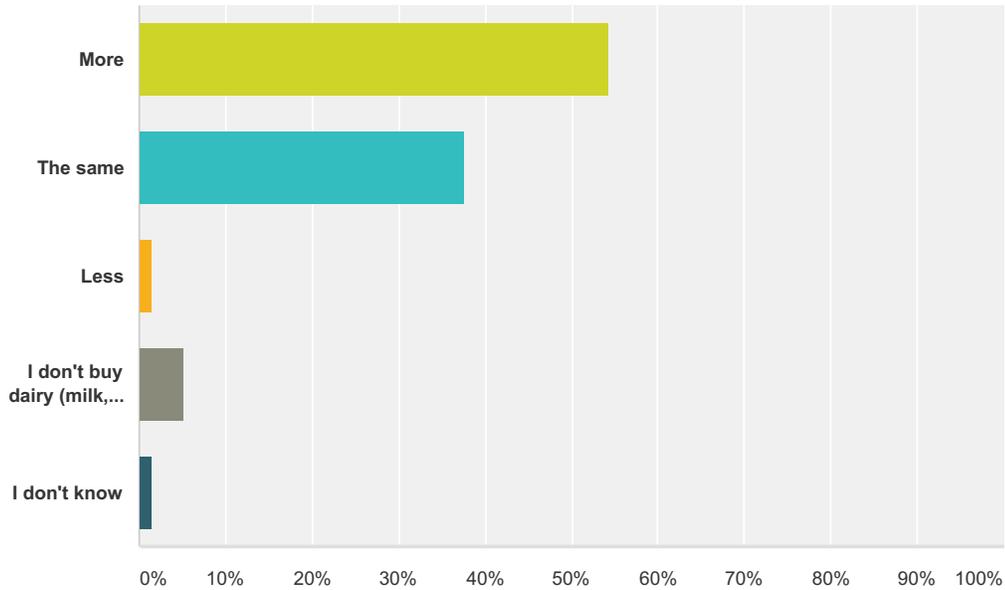
Answered: 211 Skipped: 319



Answer Choices	Responses
1-5%	20.85% 44
6-10%	45.50% 96
11-20%	19.91% 42
20% or more	13.74% 29
Total	211

Q21 When you purchase locally grown or raised DAIRY (milk, yogurt, cheese) or EGGS are you willing to pay more, the same, or less for those products compared to similar products that were not locally raised?

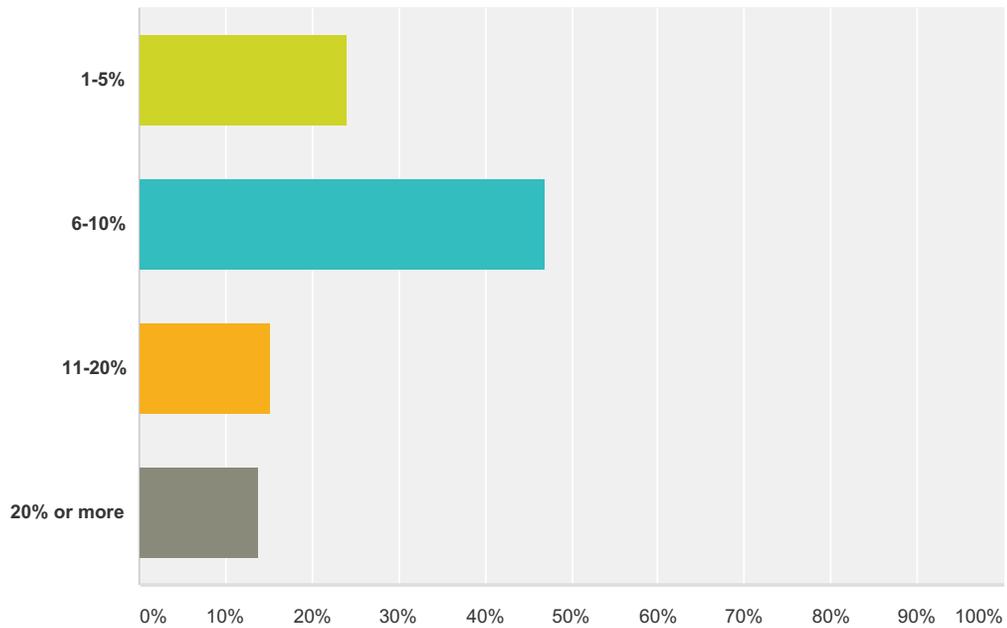
Answered: 416 Skipped: 114



Answer Choices	Responses
More	54.33% 226
The same	37.50% 156
Less	1.44% 6
I don't buy dairy (milk, yogurt, cheese) or eggs.	5.29% 22
I don't know	1.44% 6
Total	416

Q22 How much more are you willing to pay...

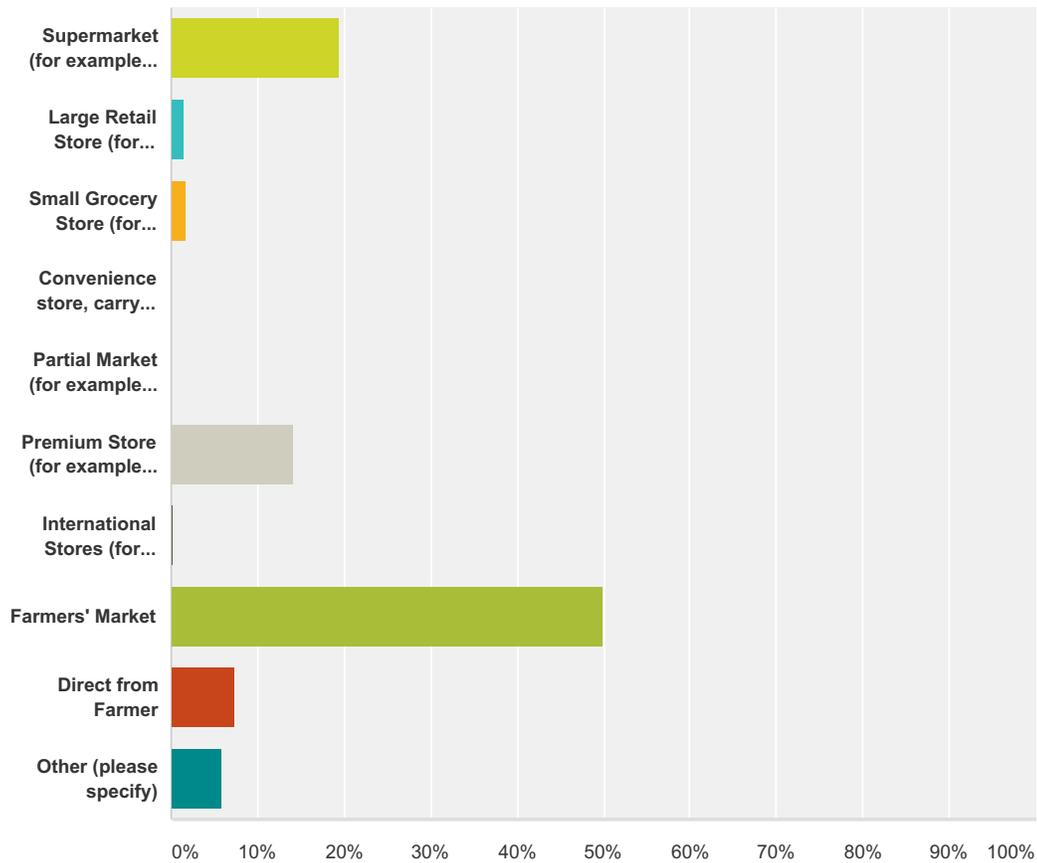
Answered: 224 Skipped: 306



Answer Choices	Responses	
1-5%	24.11%	54
6-10%	46.88%	105
11-20%	15.18%	34
20% or more	13.84%	31
Total		224

Q23 Where do you buy most of your locally grown or raised food? (select only one)

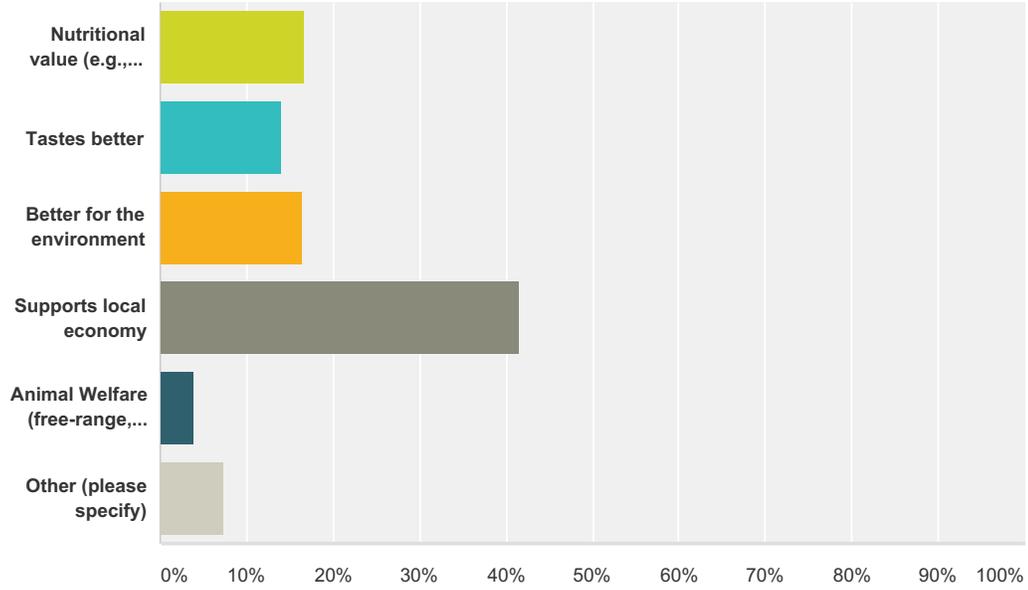
Answered: 413 Skipped: 117



Answer Choices	Responses
Supermarket (for example: Kroger, Giant Eagle)	19.37% 80
Large Retail Store (for example: Target, WAL-MART, Meijer)	1.45% 6
Small Grocery Store (for example: ALDI, IGA)	1.69% 7
Convenience store, carryout or Corner Store (e.g., gas station)	0.00% 0
Partial Market (for example: Walgreens, Dollar store)	0.00% 0
Premium Store (for example: Whole Foods, Lucky's)	14.29% 59
International Stores (for example: Asian Food Markets)	0.24% 1
Farmers' Market	49.88% 206
Direct from Farmer	7.26% 30
Other (please specify)	5.81% 24
Total	413

Q24 What is the most important reason you buy locally grown or raised food? (select only one)

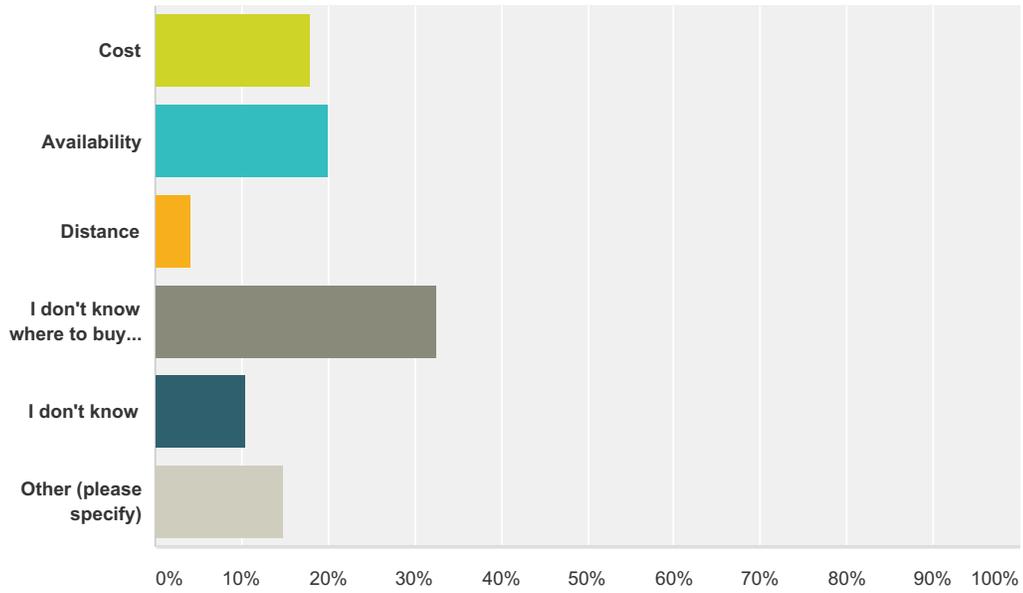
Answered: 413 Skipped: 117



Answer Choices	Responses
Nutritional value (e.g., healthier)	16.71% 69
Tastes better	14.04% 58
Better for the environment	16.46% 68
Supports local economy	41.65% 172
Animal Welfare (free-range, humane condition)	3.87% 16
Other (please specify)	7.26% 30
Total	413

Q25 What is the main reason you don't buy locally grown or raised foods?

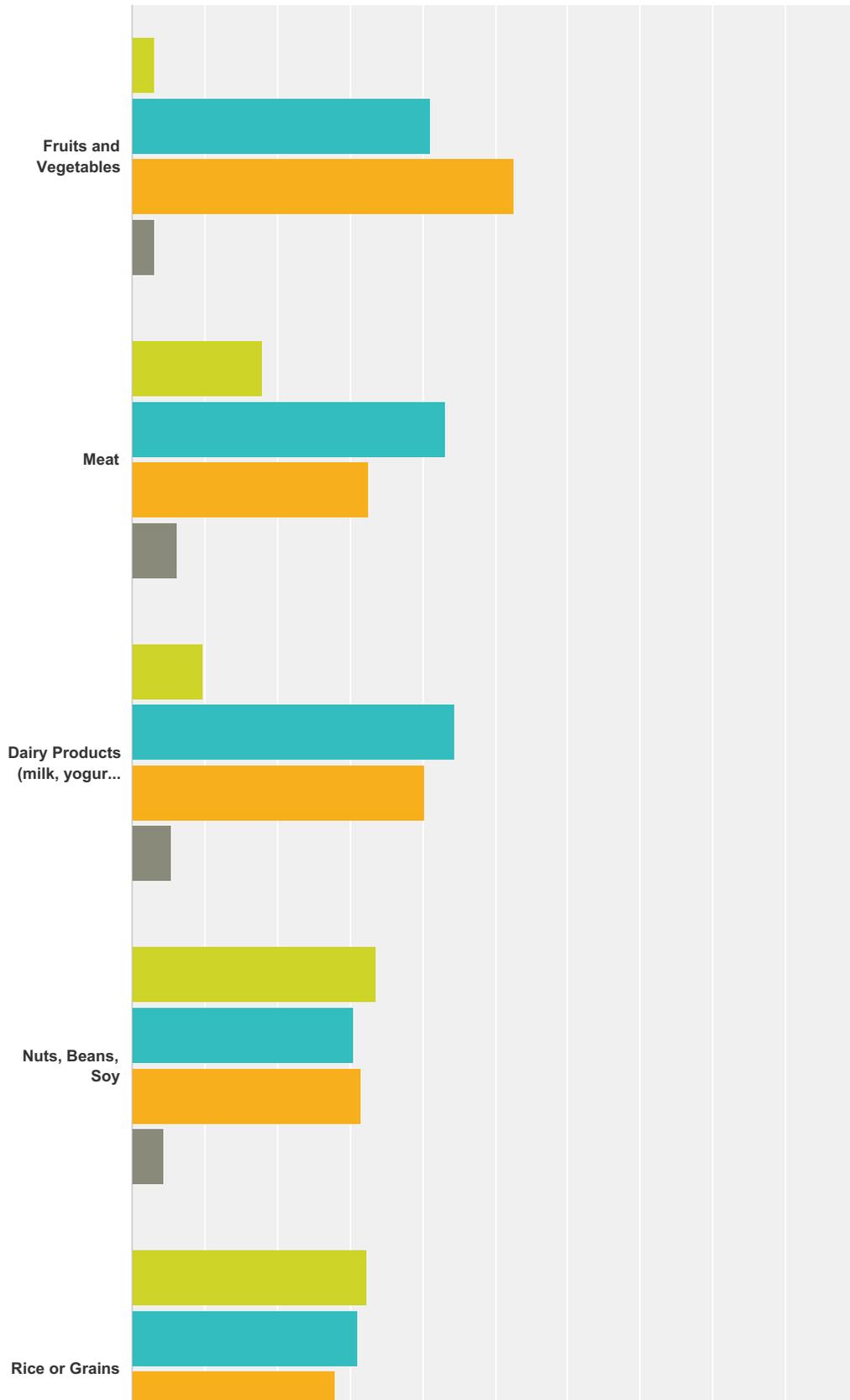
Answered: 95 Skipped: 435



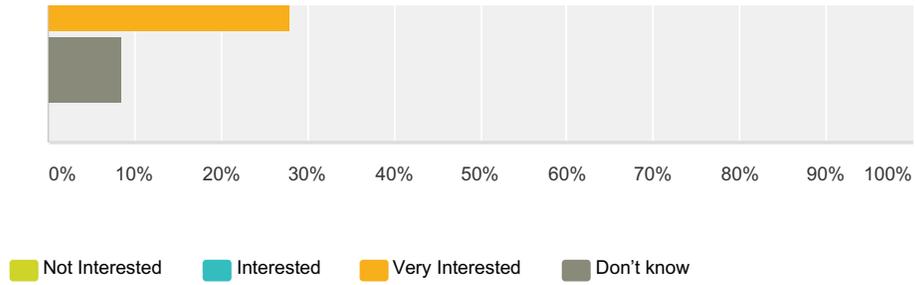
Answer Choices	Responses	Count
Cost	17.89%	17
Availability	20.00%	19
Distance	4.21%	4
I don't know where to buy locally grown or raised food	32.63%	31
I don't know	10.53%	10
Other (please specify)	14.74%	14
Total		95

Q26 How interested are you in buying locally grown or raised...

Answered: 95 Skipped: 435



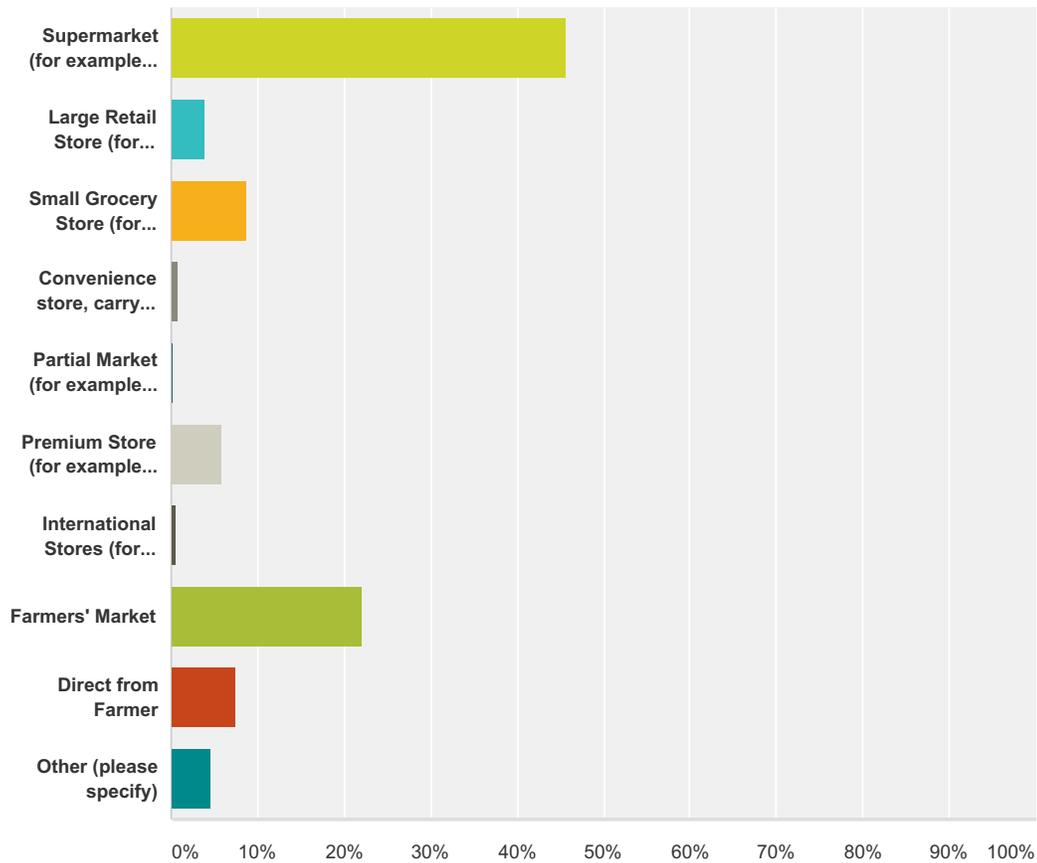
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	Not Interested	Interested	Very Interested	Don't know	Total
Fruits and Vegetables	3.16% 3	41.05% 39	52.63% 50	3.16% 3	95
Meat	17.89% 17	43.16% 41	32.63% 31	6.32% 6	95
Dairy Products (milk, yogurt, cheese) or eggs	9.78% 9	44.57% 41	40.22% 37	5.43% 5	92
Nuts, Beans, Soy	33.70% 31	30.43% 28	31.52% 29	4.35% 4	92
Rice or Grains	32.26% 30	31.18% 29	27.96% 26	8.60% 8	93

Q27 Where would you prefer to be able to buy locally grown or raised foods?

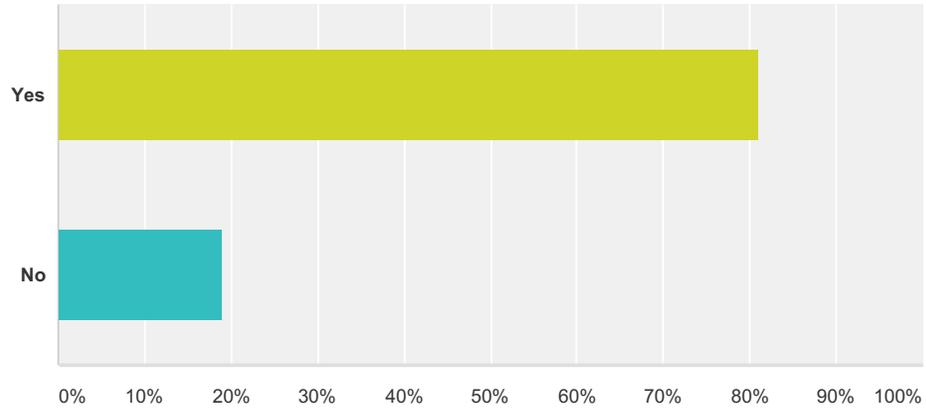
Answered: 507 Skipped: 23



Answer Choices	Responses
Supermarket (for example: Kroger, Giant Eagle)	45.76% 232
Large Retail Store (for example: Target, WAL-MART, Meijer)	3.94% 20
Small Grocery Store (for example: ALDI, IGA)	8.68% 44
Convenience store, carryout or Corner Store (e.g., gas station)	0.79% 4
Partial Market (for example: Walgreens, Dollar store)	0.20% 1
Premium Store (for example: Whole Foods, Lucky's)	5.92% 30
International Stores (for example: Asian Food Markets)	0.59% 3
Farmers' Market	22.09% 112
Direct from Farmer	7.50% 38
Other (please specify)	4.54% 23
Total	507

Q28 Using the definition above, do you buy any food that is produced or made locally (in Franklin or the surrounding counties)?

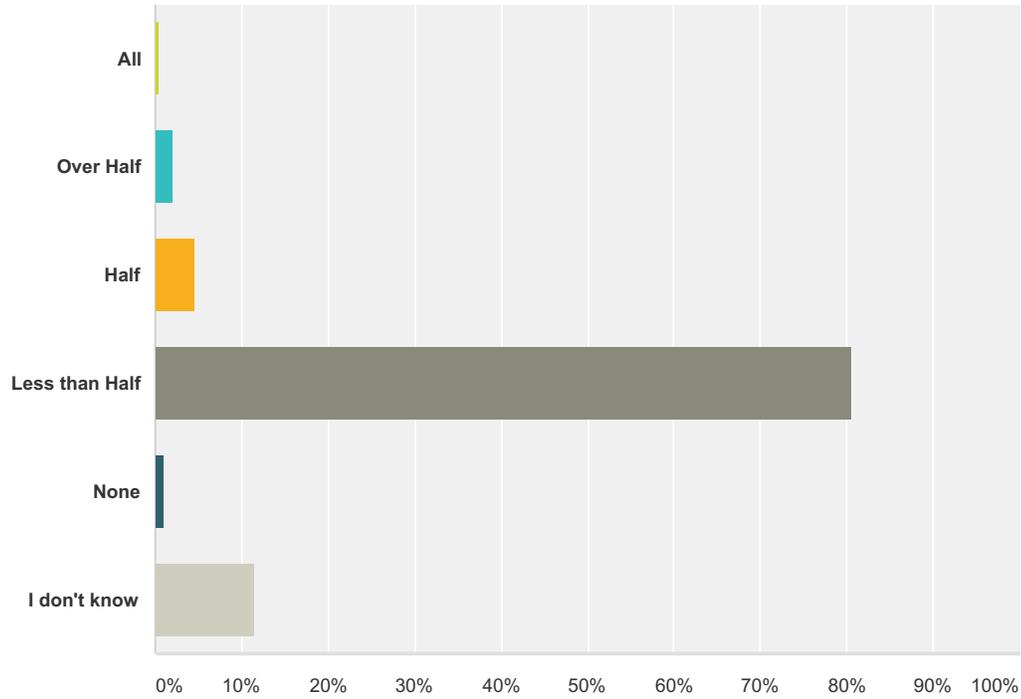
Answered: 500 Skipped: 30



Answer Choices	Responses	
Yes	81.00%	405
No	19.00%	95
Total		500

Q29 On average, how much of your monthly food budget is spent on locally produced or made foods?

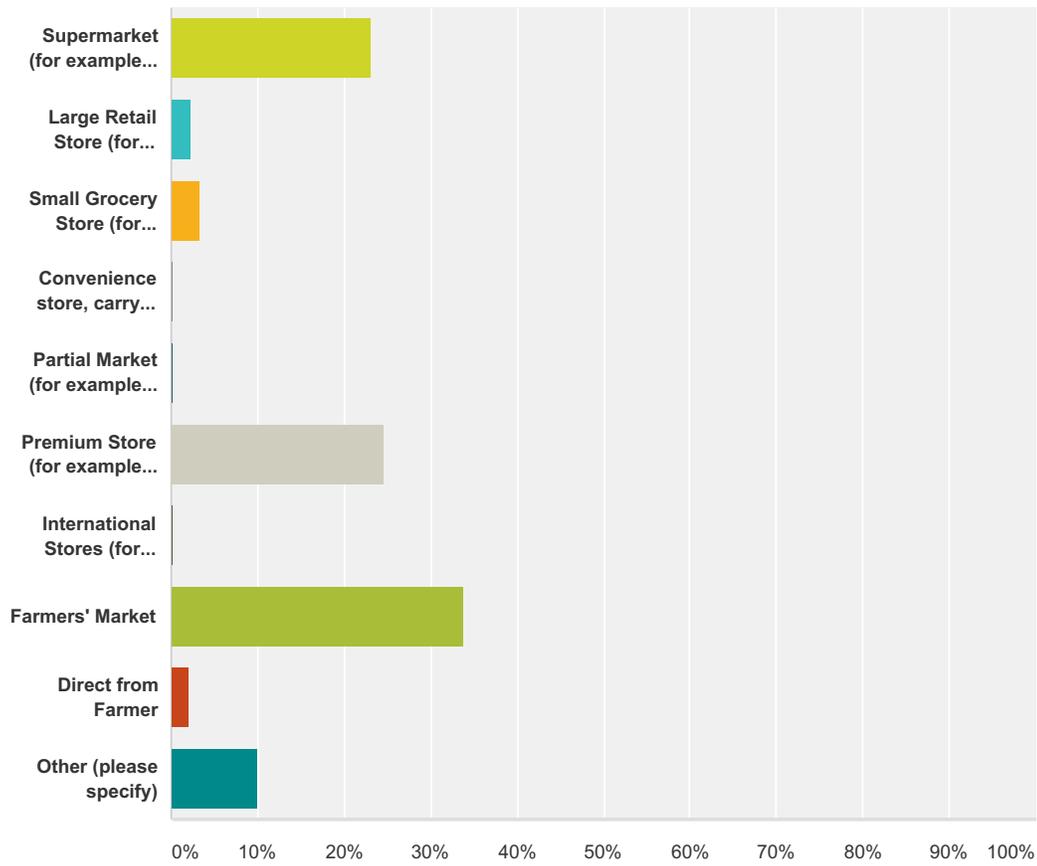
Answered: 401 Skipped: 129



Answer Choices	Responses
All	0.50% 2
Over Half	2.00% 8
Half	4.49% 18
Less than Half	80.55% 323
None	1.00% 4
I don't know	11.47% 46
Total	401

Q30 Where do you buy most of your locally produced or made food? (select only one)

Answered: 401 Skipped: 129



Answer Choices	Responses	
Supermarket (for example: Kroger, Giant Eagle)	23.19%	93
Large Retail Store (for example: Target, WAL-MART, Meijer)	2.24%	9
Small Grocery Store (for example: ALDI, IGA)	3.24%	13
Convenience store, carryout or Corner Store (e.g., gas station)	0.25%	1
Partial Market (for example: Walgreens, Dollar store)	0.25%	1
Premium Store (for example: Whole Foods, Lucky's)	24.69%	99
International Stores (for example: Asian Food Markets)	0.25%	1
Farmers' Market	33.92%	136
Direct from Farmer	2.00%	8
Other (please specify)	9.98%	40
Total		401

Q31 What is the most important reason you buy locally produced or made food? (select only one)

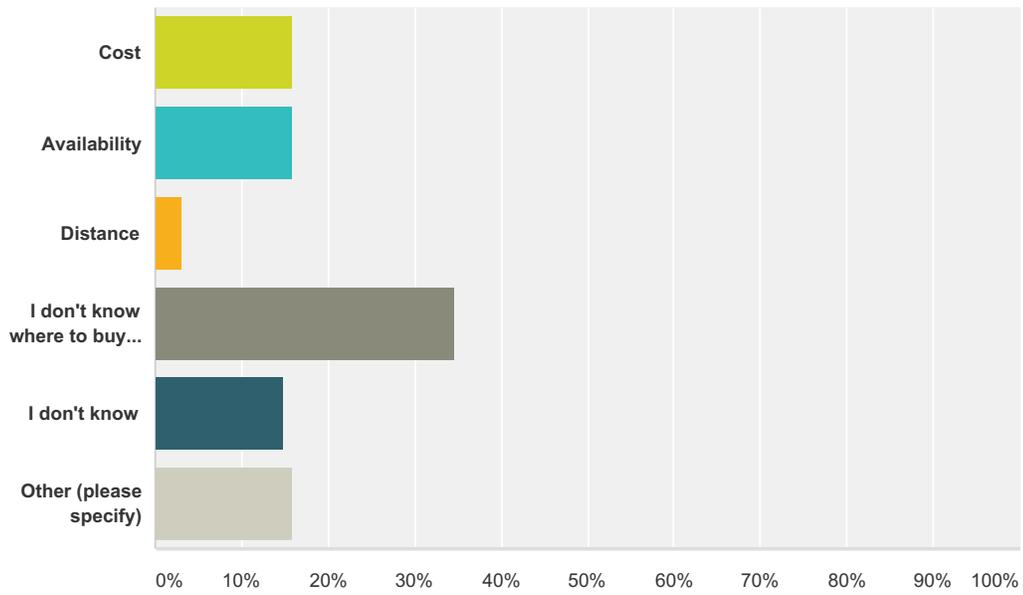
Answered: 0 Skipped: 530

! No matching responses.

Answer Choices	Responses
Nutritional value (e.g., healthier)	0.00% 0
Tastes better	0.00% 0
Better for the environment	0.00% 0
Supports local economy	0.00% 0
Other (please specify)	0.00% 0
Total	0

Q32 What is the main reason you don't buy locally produced or made foods?

Answered: 95 Skipped: 435



Answer Choices	Responses
Cost	15.79% 15
Availability	15.79% 15
Distance	3.16% 3
I don't know where to buy locally produced or made food	34.74% 33
I don't know	14.74% 14
Other (please specify)	15.79% 15
Total	95

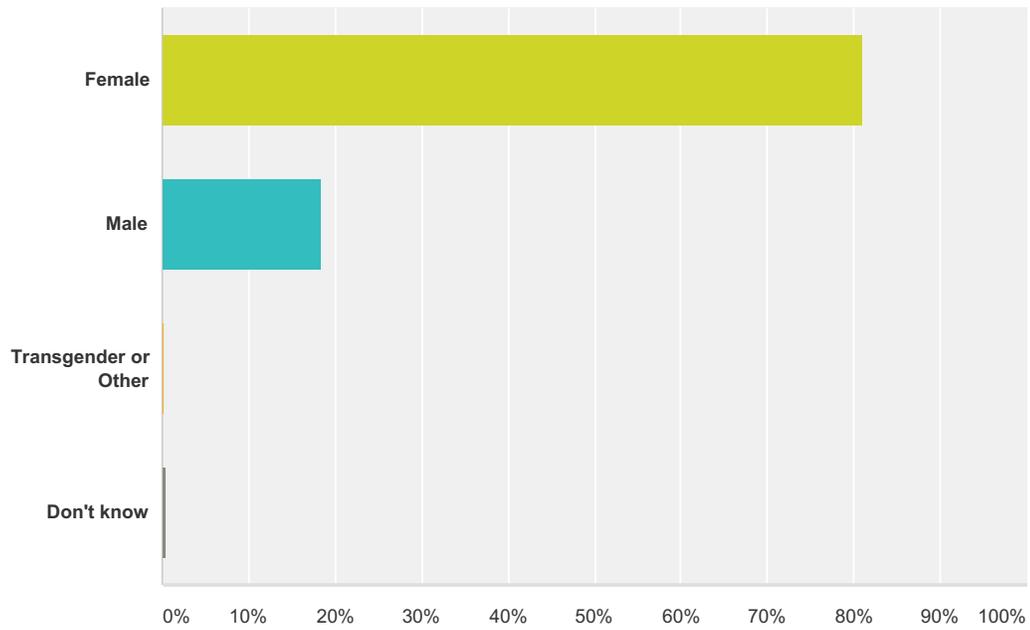
**Q33 Please provide the zip/postal code of
where you live.**

Answered: 487 Skipped: 43

Answer Choices	Responses
Name:	0.00% 0
Company:	0.00% 0
Address:	0.00% 0
Address 2:	0.00% 0
City/Town:	0.00% 0
State:	0.00% 0
ZIP:	100.00% 487
Country:	0.00% 0
Email Address:	0.00% 0
Phone Number:	0.00% 0

Q34 Which of the following most closely describes your gender?

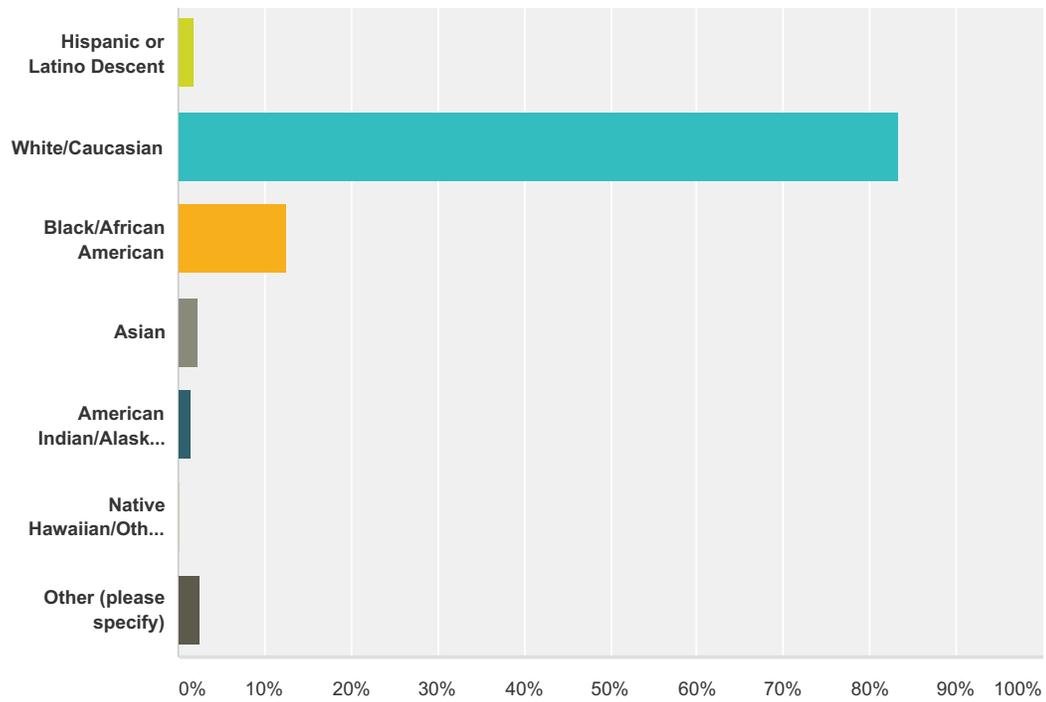
Answered: 491 Skipped: 39



Answer Choices	Responses	
Female	81.06%	398
Male	18.33%	90
Transgender or Other	0.20%	1
Don't know	0.41%	2
Total		491

Q35 Please describe yourself (include all that apply)...

Answered: 486 Skipped: 44



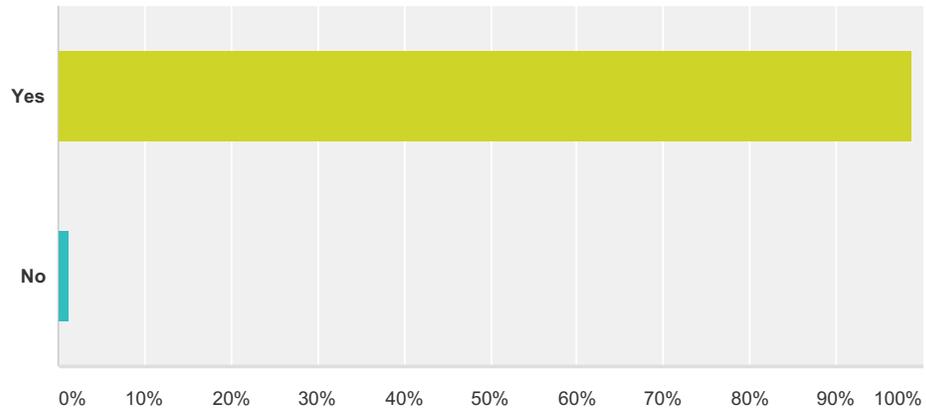
Answer Choices	Responses
Hispanic or Latino Descent	1.85% 9
White/Caucasian	83.33% 405
Black/African American	12.55% 61
Asian	2.26% 11
American Indian/Alaska Native	1.44% 7
Native Hawaiian/Other Pacific Islander	0.21% 1
Other (please specify)	2.47% 12
Total Respondents: 486	

Q36 What was your country of birth?

Answered: 480 Skipped: 50

Q37 Is English the primary language spoken in your home?

Answered: 489 Skipped: 41



Answer Choices	Responses
Yes	98.77% 483
No	1.23% 6
Total	489

**Q38 What is the primary language spoken
in your home?**

Answered: 9 Skipped: 521

Q39 If you would like to receive updates on the plan, please provide your email address below. We won't share your email address with anyone else.

Answered: 193 Skipped: 337