

Frequencies - Wasatch Front Agriculture Study 2011

1 WHEN SHOPPING FOR FOOD, HOW OFTEN DO YOU CHECK TO SEE WHERE THE PRODUCT COMES FROM?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Always	55	13.8	13.8	13.8
	2 Sometimes	235	58.8	58.8	72.5
	3 Never	107	26.8	26.8	99.3
	5 Don't Know	3	.8	.8	100.0
	Total	400	100.0	100.0	

2 HOW IMPORTANT IS THE FOLLOWING WHEN SHOPPING FOR FOOD? PRICE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Important	7	1.8	1.8	1.8
	2 2	10	2.5	2.5	4.3
	3 3	51	12.8	12.8	17.0
	4 4	114	28.5	28.5	45.5
	5 5 - Very Important	218	54.5	54.5	100.0
	Total	400	100.0	100.0	

3 HOW IMPORTANT IS THE FOLLOWING WHEN SHOPPING FOR FOOD? FRESHNESS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Important	6	1.5	1.5	1.5
	2 2	3	.8	.8	2.3
	3 3	11	2.8	2.8	5.0
	4 4	64	16.0	16.0	21.0
	5 5 - Very Important	316	79.0	79.0	100.0
	Total	400	100.0	100.0	

95% said freshness was important or very important when shopping for food.

4 HOW IMPORTANT IS THE FOLLOWING WHEN SHOPPING FOR FOOD? NUTRITIONAL VALUE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Important	9	2.3	2.3	2.3
	2 2	7	1.8	1.8	4.0
	3 3	53	13.3	13.3	17.3
	4 4	125	31.3	31.3	48.5
	5 5 - Very Important	206	51.5	51.5	100.0
	Total	400	100.0	100.0	

5 HOW IMPORTANT IS THE FOLLOWING WHEN SHOPPING FOR FOOD? ORGANICALLY GROWN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Important	117	29.3	29.3	29.3
	2 2	89	22.3	22.3	51.5
	3 3	101	25.3	25.3	76.8
	4 4	54	13.5	13.5	90.3
	5 5 - Very Important	38	9.5	9.5	99.8
	6 Don't Know/ Unsure	1	.3	.3	100.0
	Total	400	100.0	100.0	

23% said organically grown food was important when shopping for food.

6 HOW IMPORTANT IS THE FOLLOWING WHEN SHOPPING FOR FOOD? BRAND NAME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Important	73	18.3	18.3	18.3
	2 2	89	22.3	22.3	40.5
	3 3	133	33.3	33.3	73.8
	4 4	62	15.5	15.5	89.3
	5 5 - Very Important	42	10.5	10.5	99.8
	6 Don't Know/ Unsure	1	.3	.3	100.0
	Total	400	100.0	100.0	

7 HOW IMPORTANT IS THE FOLLOWING WHEN SHOPPING FOR FOOD? **LOCALLY GROWN**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Important	28	7.0	7.0	7.0
	2 2	51	12.8	12.8	19.8
	3 3	98	24.5	24.5	44.3
	4 4	99	24.8	24.8	69.0
	5 5 - Very Important	121	30.3	30.3	99.3
	6 Don't Know/ Unsure	3	.8	.8	100.0
	Total	400	100.0	100.0	

55% said locally grown was important when shopping for food.

8 HOW IMPORTANT IS THE FOLLOWING WHEN SHOPPING FOR FOOD? LOCATION OF STORE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Important	12	3.0	3.0	3.0
	2 2	34	8.5	8.5	11.5
	3 3	66	16.5	16.5	28.0
	4 4	116	29.0	29.0	57.0
	5 5 - Very Important	171	42.8	42.8	99.8
	6 Don't Know/ Unsure	1	.3	.3	100.0
	Total	400	100.0	100.0	

9 HOW IMPORTANT IS THE FOLLOWING WHEN SHOPPING FOR FOOD? GOING TO A PARTICULAR STORE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Important	38	9.5	9.5	9.5
	2 2	55	13.8	13.8	23.3
	3 3	113	28.3	28.3	51.5
	4 4	97	24.3	24.3	75.8
	5 5 - Very Important	93	23.3	23.3	99.0
	6 Don't Know/ Unsure	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

10 DURING TYPICAL SUMMER MONTHS, LIKE THIS SUMMER OR LAST SUMMER, APPROXIMATELY HOW OFTEN DO YOU SHOP AT A FARMERS MARKET OR A ROADSIDE STAND?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	98	24.5	24.5	24.5
	2 Once or Twice	114	28.5	28.5	53.0
	3 About Once a Month	71	17.8	17.8	70.8
	4 A Few Times a Month	50	12.5	12.5	83.3
	5 Weekly	56	14.0	14.0	97.3
	6 More Often than Weekly	11	2.8	2.8	100.0
	Total	400	100.0	100.0	

11 IN THE LAST MONTH, APPROXIMATELY HOW OFTEN DID YOU EAT OUT AT A RESTAURANT OR GET FAST FOOD?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 Never	25	6.3	6.3	6.3
	1 Once	54	13.5	13.5	19.8
	2 Twice	90	22.5	22.5	42.3
	3 Once a Week	125	31.3	31.3	73.5
	4 A Few Times a Week	86	21.5	21.5	95.0
	5 Practically Every Day	20	5.0	5.0	100.0
	Total	400	100.0	100.0	

13 DO YOU AGREE OR DISAGREE? A SMALL PORTION OF THE EXISTING TAX ON FOOD SHOULD BE SPENT TO PROTECT UTAH FARMLAND.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	125	31.3	31.3	31.3
	2 Agree	177	44.3	44.3	75.5
	3 Neither Agree nor Disagree	41	10.3	10.3	85.8
	4 Disagree	39	9.8	9.8	95.5
	5 Strongly Disagree	6	1.5	1.5	97.0
	6 Don't Know/ Unsure	12	3.0	3.0	100.0
	Total	400	100.0	100.0	

14 DO YOU AGREE OR DISAGREE? LOCAL, STATE, AND FEDERAL GOVERNMENT AGENCIES DO A GOOD JOB OF INSPECTING OUR FOOD AND ENSURING ITS SAFETY.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	47	11.8	11.8	11.8
	2 Agree	194	48.5	48.5	60.3
	3 Neither Agree nor Disagree	53	13.3	13.3	73.5
	4 Disagree	68	17.0	17.0	90.5
	5 Strongly Disagree	17	4.3	4.3	94.8
	6 Don't Know/ Unsure	21	5.3	5.3	100.0
	Total	400	100.0	100.0	

15 DO YOU AGREE OR DISAGREE? FARMING AND RANCHING ARE IMPORTANT TO THE FUTURE OF THE STATE OF UTAH.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	244	61.0	61.0	61.0
	2 Agree	144	36.0	36.0	97.0
	3 Neither Agree nor Disagree	6	1.5	1.5	98.5
	4 Disagree	2	.5	.5	99.0
	5 Strongly Disagree	2	.5	.5	99.5
	6 Don't Know/ Unsure	2	.5	.5	100.0
	Total	400	100.0	100.0	

16 DO YOU AGREE OR DISAGREE? THE CONTINUED DEVELOPMENT OF FARMLAND INTO SUBDIVISIONS OR SHOPPING MALLS WILL EVENTUALLY LEAD TO GREATER DEPENDENCE ON FOREIGN FOOD.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	169	42.3	42.3	42.3
	2 Agree	152	38.0	38.0	80.3
	3 Neither Agree nor Disagree	20	5.0	5.0	85.3
	4 Disagree	48	12.0	12.0	97.3
	5 Strongly Disagree	9	2.3	2.3	99.5
	6 Don't Know/ Unsure	2	.5	.5	100.0
	Total	400	100.0	100.0	

17 DO YOU AGREE OR DISAGREE? BIO-TECHNOLOGY IN AGRICULTURE, INCLUDING MODIFYING SEEDS TO INCREASE PRODUCTION AND CREATING INSECT-RESISTANT CROPS, THREATENS OUR FOOD SAFETY AND PURITY.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	80	20.0	20.0	20.0
	2 Agree	116	29.0	29.0	49.0
	3 Neither Agree nor Disagree	74	18.5	18.5	67.5
	4 Disagree	80	20.0	20.0	87.5
	5 Strongly Disagree	27	6.8	6.8	94.3
	6 Don't Know/ Unsure	23	5.8	5.8	100.0
	Total	400	100.0	100.0	

18 DO YOU AGREE OR DISAGREE? FARMERS AND RANCHERS ARE RESPONSIBLE STEWARDS OF THE LAND.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	129	32.3	32.3	32.3
	2 Agree	208	52.0	52.0	84.3
	3 Neither Agree nor Disagree	36	9.0	9.0	93.3
	4 Disagree	16	4.0	4.0	97.3
	5 Strongly Disagree	4	1.0	1.0	98.3
	6 Don't Know/ Unsure	7	1.8	1.8	100.0
	Total	400	100.0	100.0	

19 DO YOU AGREE OR DISAGREE? LIVESTOCK GRAZING ON PUBLIC LANDS IS ACCEPTABLE.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	122	30.5	30.5	30.5
	2 Agree	185	46.3	46.3	76.8
	3 Neither Agree nor Disagree	41	10.3	10.3	87.0
	4 Disagree	39	9.8	9.8	96.8
	5 Strongly Disagree	5	1.3	1.3	98.0
	6 Don't Know/ Unsure	8	2.0	2.0	100.0
	Total	400	100.0	100.0	

19A DO YOU AGREE OR DISAGREE? THE UTAH LEGISLATURE SHOULD SET ASIDE TAXPAYER DOLLARS INTO THE LERAY-MCALLISTER FUND TO HELP PROTECT LOCAL FARMLAND.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	71	17.8	17.8	17.8
	2 Agree	137	34.3	34.3	52.0
	3 Neither Agree nor Disagree	64	16.0	16.0	68.0
	4 Disagree	47	11.8	11.8	79.8
	5 Strongly Disagree	7	1.8	1.8	81.5
	6 Don't Know/ Unsure	74	18.5	18.5	100.0
	Total	400	100.0	100.0	

20 DO YOU THINK WOLVES SHOULD BE ALLOWED TO ROAM FREE IN UTAH, KNOWING THAT THEY ATTACK WILDLIFE AND LIVESTOCK?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	162	40.5	40.5	40.5
	2 No	187	46.8	46.8	87.3
	3 Don't Know/ Unsure	51	12.8	12.8	100.0
	Total	400	100.0	100.0	

21 DO YOU THINK SOME OF THE TAXES THAT ARE REQUIRED TO BE PAID TO COUNTIES WHEN FARMLAND IS DEVELOPED INTO SUBDIVISIONS OR SHOPPING MALLS SHOULD BE DIVERTED TO A FUND THAT PROTECTS OTHER FARMLAND? (NOT SPENT ON ROADS & SCHOOLS)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	203	50.8	50.8	50.8
	2 No	138	34.5	34.5	85.3
	3 Don't Know/ Unsure	59	14.8	14.8	100.0
	Total	400	100.0	100.0	

22 IF FARMLAND IS TO BE PROTECTED FROM DEVELOPMENT IN UTAH, WHO DO YOU THINK SHOULD TAKE THE LEAD IN MAKING IT HAPPEN?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Farmers	93	23.3	23.3	23.3
	2 Consumers	22	5.5	5.5	28.8
	3 US Department of Agriculture	25	6.3	6.3	35.0
	4 Utah Department of Agriculture & Food	145	36.3	36.3	71.3
	5 City/ County Government	71	17.8	17.8	89.0
	6 No Need to Protect Farmland	4	1.0	1.0	90.0
	7 Don't Know/ Unsure	40	10.0	10.0	100.0
	Total	400	100.0	100.0	

23 DO YOU THINK DISCHARGES INTO THE ENVIRONMENT FROM FARMS AND RANCHES ARE THE SAME KIND OF DISCHARGES THAT COME FROM FACTORIES AND HEAVY INDUSTRIES?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	57	14.3	14.3	14.3
	2 No	303	75.8	75.8	90.0
	3 Don't Know/ Unsure	40	10.0	10.0	100.0
	Total	400	100.0	100.0	

24 WHERE DO YOU GET MOST OF YOUR NEWS AND INFORMATION?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Newspaper	88	22.0	22.0	22.0
	2 Radio	32	8.0	8.0	30.0
	3 Internet	97	24.3	24.3	54.3
	4 Television	156	39.0	39.0	93.3
	5 Magazines	5	1.3	1.3	94.5
	6 Word of Mouth	14	3.5	3.5	98.0
	7 Don't Know/ Unsure	8	2.0	2.0	100.0
	Total	400	100.0	100.0	

25 HAVE YOU EVER LIVED ON A FARM OR RANCH?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Currently	23	5.8	5.8	5.8
	2 In the Past	147	36.8	36.8	42.5
	3 Never	230	57.5	57.5	100.0
	Total	400	100.0	100.0	

26 HAVE EITHER OF YOUR PARENTS LIVED ON A FARM OR RANCH?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Currently	24	6.0	6.0	6.0
	2 In the Past	229	57.3	57.3	63.3
	3 Never	146	36.5	36.5	99.8
	4 Don't Know/ Refused	1	.3	.3	100.0
	Total	400	100.0	100.0	

27 HAVE ANY OTHER RELATIVES LIVED ON A FARM OR RANCH?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Currently	101	25.3	25.3	25.3
	2 In the Past	180	45.0	45.0	70.3
	3 Never	117	29.3	29.3	99.5
	4 Don't Know/ Refused	2	.5	.5	100.0
	Total	400	100.0	100.0	

28 AGE GROUP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 18 to 30	23	5.8	5.8	5.8
	2 31 to 50	140	35.0	35.0	40.8
	3 51 to 70	162	40.5	40.5	81.3
	4 71 or Older	73	18.3	18.3	99.5
	5 Refused	2	.5	.5	100.0
	Total	400	100.0	100.0	

29 GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Male	185	46.3	46.3	46.3
	2 Female	215	53.8	53.8	100.0
	Total	400	100.0	100.0	

30 ANNUAL HOUSEHOLD INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Less than \$30,000	61	15.3	15.3	15.3
	2 \$30,000 to \$49,999	75	18.8	18.8	34.0
	3 \$50,000 to \$74,999	69	17.3	17.3	51.3
	4 \$75,000 to \$99,999	60	15.0	15.0	66.3
	5 \$100,000 or More	43	10.8	10.8	77.0
	6 Don't Know/ Refused	92	23.0	23.0	100.0
	Total	400	100.0	100.0	

31 COUNTY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Cache	21	5.3	5.3	5.3
	2 Weber	45	11.3	11.3	16.5
	3 Davis	60	15.0	15.0	31.5
	4 Salt Lake	196	49.0	49.0	80.5
	5 Utah	78	19.5	19.5	100.0
	Total	400	100.0	100.0	