

Frequencies - Wasatch Front Agriculture Study 2013

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	54	13.5	13.5	13.5
	2 Sometimes	213	53.3	53.3	66.8
	3 Never	117	29.3	29.3	96.0
	4 Depends/ Other	9	2.3	2.3	98.3
	5 Don't Know	7	1.8	1.8	100.0
	Total	400	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Important	2	.5	.5	.5
	2 2	10	2.5	2.5	3.0
	3 3	71	17.8	17.8	20.8
	4 4	120	30.0	30.0	50.8
	5 5 - Very Important	193	48.3	48.3	99.0
	6 Don't Know/ Unsure	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 2	1	.3	.3	.3
	3 3	9	2.3	2.3	2.5
	4 4	65	16.3	16.3	18.8
	5 5 - Very Important	324	81.0	81.0	99.8
	6 Don't Know/ Unsure	1	.3	.3	100.0
	Total	400	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Important	6	1.5	1.5	1.5
	2 2	5	1.3	1.3	2.8
	3 3	48	12.0	12.0	14.8
	4 4	115	28.8	28.8	43.5
	5 5 - Very Important	223	55.8	55.8	99.3
	6 Don't Know/ Unsure	3	.8	.8	100.0
	Total	400	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Important	160	40.0	40.0	40.0
	2 2	76	19.0	19.0	59.0
	3 3	82	20.5	20.5	79.5
	4 4	45	11.3	11.3	90.8
	5 5 - Very Important	32	8.0	8.0	98.8
	6 Don't Know/ Unsure	5	1.3	1.3	100.0
	Total	400	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Important	89	22.3	22.3	22.3
	2 2	76	19.0	19.0	41.3
	3 3	129	32.3	32.3	73.5
	4 4	68	17.0	17.0	90.5
	5 5 - Very Important	35	8.8	8.8	99.3
	6 Don't Know/ Unsure	3	.8	.8	100.0
	Total	400	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Important	27	6.8	6.8	6.8
	2 2	50	12.5	12.5	19.3
	3 3	107	26.8	26.8	46.0
	4 4	105	26.3	26.3	72.3
	5 5 - Very Important	107	26.8	26.8	99.0
	6 Don't Know/ Unsure	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Important	17	4.3	4.3	4.3
	2 2	26	6.5	6.5	10.8
	3 3	77	19.3	19.3	30.0
	4 4	140	35.0	35.0	65.0
	5 5 - Very Important	138	34.5	34.5	99.5
	6 Don't Know/ Unsure	2	.5	.5	100.0
	Total	400	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Important	52	13.0	13.0	13.0
	2 2	61	15.3	15.3	28.3
	3 3	99	24.8	24.8	53.0
	4 4	94	23.5	23.5	76.5
	5 5 - Very Important	91	22.8	22.8	99.3
	6 Don't Know/ Unsure	3	.8	.8	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	80	20.0	20.0	20.0
	2 Once or Twice	123	30.8	30.8	50.8
	3 About Once a Month	63	15.8	15.8	66.5
	4 A Few Times a Month	65	16.3	16.3	82.8
	5 Weekly	53	13.3	13.3	96.0
	6 More Often than Weekly	14	3.5	3.5	99.5
	7 Don't Know/ Unsure	2	.5	.5	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	17	4.3	4.3	4.3
	1 Once	61	15.3	15.3	19.5
	2 Twice	94	23.5	23.5	43.0
	3 Once a Week	112	28.0	28.0	71.0
	4 A Few Times a Week	102	25.5	25.5	96.5
	5 Practically Every Day	11	2.8	2.8	99.3
	6 Don't Know/ Unsure	3	.8	.8	100.0
	Total	400	100.0	100.0	

13 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	87	21.8	21.8	21.8
	2 Agree	187	46.8	46.8	68.5
	3 Neither	54	13.5	13.5	82.0
	4 Disagree	46	11.5	11.5	93.5
	5 Strongly Disagree	12	3.0	3.0	96.5
	6 Don't Know/ Unsure	14	3.5	3.5	100.0
	Total	400	100.0	100.0	

14 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	44	11.0	11.0	11.0
	2 Agree	181	45.3	45.3	56.3
	3 Neither	64	16.0	16.0	72.3
	4 Disagree	80	20.0	20.0	92.3
	5 Strongly Disagree	20	5.0	5.0	97.3
	6 Don't Know/ Unsure	11	2.8	2.8	100.0
	Total	400	100.0	100.0	

15 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	215	53.8	53.8	53.8
	2 Agree	164	41.0	41.0	94.8
	3 Neither	15	3.8	3.8	98.5
	4 Disagree	4	1.0	1.0	99.5
	5 Strongly Disagree	2	.5	.5	100.0
	Total	400	100.0	100.0	

16 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	128	32.0	32.0	32.0
	2 Agree	162	40.5	40.5	72.5
	3 Neither	33	8.3	8.3	80.8
	4 Disagree	52	13.0	13.0	93.8
	5 Strongly Disagree	14	3.5	3.5	97.3
	6 Don't Know/ Unsure	11	2.8	2.8	100.0
	Total	400	100.0	100.0	

17 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	87	21.8	21.8	21.8
	2 Agree	118	29.5	29.5	51.3
	3 Neither	68	17.0	17.0	68.3
	4 Disagree	80	20.0	20.0	88.3
	5 Strongly Disagree	22	5.5	5.5	93.8
	6 Don't Know/ Unsure	25	6.3	6.3	100.0
	Total	400	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	123	30.8	30.8	30.8
	2 Agree	211	52.8	52.8	83.5
	3 Neither	42	10.5	10.5	94.0
	4 Disagree	6	1.5	1.5	95.5
	5 Strongly Disagree	3	.8	.8	96.3
	6 Don't Know/ Unsure	15	3.8	3.8	100.0
	Total	400	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	106	26.5	26.5	26.5
	2 Agree	208	52.0	52.0	78.5
	3 Neither	39	9.8	9.8	88.3
	4 Disagree	28	7.0	7.0	95.3
	5 Strongly Disagree	7	1.8	1.8	97.0
	6 Don't Know/ Unsure	12	3.0	3.0	100.0
	Total	400	100.0	100.0	

19A AGREE OR DISAGREE? THE UTAH LEGISLATURE SHOULD SET ASIDE TAXPAYER DOLLARS INTO A FUND TO PROTECT LOCAL FARMLAND.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	93	23.3	23.3	23.3
	2 Agree	170	42.5	42.5	65.8
	3 Neither	57	14.3	14.3	80.0
	4 Disagree	52	13.0	13.0	93.0
	5 Strongly Disagree	13	3.3	3.3	96.3
	6 Don't Know/ Unsure	15	3.8	3.8	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 SHOULD BE DIVERTED TO A FUND THAT PROTECTS OTHER FARMLAND -- EVEN IF IT MEANS THOSE TAXES DON'T GO TO LOCAL ROADS AND SCHOOLS?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	194	48.5	48.5	48.5
	2 No	102	25.5	25.5	74.0
	3 Don't Know/ Unsure	104	26.0	26.0	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	140	35.0	35.0	35.0
	2 No	201	50.3	50.3	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	83	20.8	20.8	20.8
	2 Consumers	24	6.0	6.0	26.8
	3 US Department of Agriculture	28	7.0	7.0	33.8
	4 Utah Department of Agriculture and Food	143	35.8	35.8	69.5
	5 City/ County Government	77	19.3	19.3	88.8
	6 No Need to Protect Farmland	4	1.0	1.0	89.8
	7 Don't Know/ Unsure	41	10.3	10.3	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	45	11.3	11.3	11.3
	2 No	315	78.8	78.8	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	96	24.0	24.0	24.0
	2 Radio	29	7.3	7.3	31.3
	3 Internet	99	24.8	24.8	56.0
	4 Television	145	36.3	36.3	92.3
	5 Magazines	6	1.5	1.5	93.8
	6 Word of Mouth	17	4.3	4.3	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	27	6.8	6.8	6.8
	2 In the Past	143	35.8	35.8	42.5
	3 Never	225	56.3	56.3	98.8
	4 Don't Know/ Refused	5	1.3	1.3	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	241	60.3	60.3	66.3
	3 Never	127	31.8	31.8	98.0
	4 Don't Know/ Refused	8	2.0	2.0	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	124	31.0	31.0	31.0
	2 In the Past	182	45.5	45.5	76.5
	3 Never	88	22.0	22.0	98.5
	4 Don't Know/ Refused	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

28 AGE GROUP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 18 to 30	27	6.8	6.8	6.8
	2 31 to 50	129	32.3	32.3	39.0
	3 51 to 70	152	38.0	38.0	77.0
	4 71 or Older	88	22.0	22.0	99.0
	5 Refused	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

29 GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Male	184	46.0	46.0	46.0
	2 Female	216	54.0	54.0	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	56	14.0	14.0	29.3
	3 \$50,000 to \$74,999	77	19.3	19.3	48.5
	4 \$75,000 to \$99,999	56	14.0	14.0	62.5
	5 \$100,000 or More	76	19.0	19.0	81.5
	6 Don't Know/ Refused	74	18.5	18.5	100.0
	Total	400	100.0	100.0	

31 COUNTY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Cache	20	5.0	5.0	5.0
	2 Weber	42	10.5	10.5	15.5
	3 Davis	56	14.0	14.0	29.5
	4 Salt Lake	187	46.8	46.8	76.3
	5 Utah	95	23.8	23.8	100.0
	Total	400	100.0	100.0	