

Frequencies - Wasatch Front Agriculture & Food Study

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	56	14.0	14.0	14.0
	2 Sometimes	222	55.5	55.5	69.5
	3 Never	118	29.5	29.5	99.0
	5 Don't Know	4	1.0	1.0	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	8	2.0	2.0	2.0
	2 2	15	3.8	3.8	5.8
	3 3	61	15.3	15.3	21.0
	4 4	110	27.5	27.5	48.5
	5 5 - Very Important	204	51.0	51.0	99.5
	6 Don't Know/ Unsure	2	.5	.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	2	.5	.5	.5
	2 2	2	.5	.5	1.0
	3 3	13	3.3	3.3	4.3
	4 4	67	16.8	16.8	21.0
	5 5 - Very Important	313	78.3	78.3	99.3
	6 Don't Know/ Unsure	3	.8	.8	100.0
	Total	400	100.0	100.0	

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	12	3.0	3.0	3.0
	2 2	11	2.8	2.8	5.8
	3 3	47	11.8	11.8	17.5
	4 4	99	24.8	24.8	42.3
	5 5 - Very Important	229	57.3	57.3	99.5
	6 Don't Know/ Unsure	2	.5	.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	133	33.3	33.3	33.3
	2 2	76	19.0	19.0	52.3
	3 3	103	25.8	25.8	78.0
	4 4	51	12.8	12.8	90.8
	5 5 - Very Important	34	8.5	8.5	99.3
	6 Don't Know/ Unsure	3	.8	.8	100.0
	Total	400	100.0	100.0	

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	136	34.0	34.0	74.5
	4 4	61	15.3	15.3	89.8
	5 5 - Very Important	37	9.3	9.3	99.0
	6 Don't Know/ Unsure	4	1.0	1.0	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	41	10.3	10.3	10.3
	2 2	39	9.8	9.8	20.0
	3 3	113	28.3	28.3	48.3
	4 4	103	25.8	25.8	74.0
	5 5 - Very Important	101	25.3	25.3	99.3
	6 Don't Know/ Unsure	3	.8	.8	100.0
	Total	400	100.0	100.0	

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	23	5.8	5.8	5.8
	2 2	19	4.8	4.8	10.5
	3 3	76	19.0	19.0	29.5
	4 4	126	31.5	31.5	61.0
	5 5 - Very Important	149	37.3	37.3	98.3
	6 Don't Know/ Unsure	7	1.8	1.8	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	35	8.8	8.8	8.8
	2 2	54	13.5	13.5	22.3
	3 3	107	26.8	26.8	49.0
	4 4	97	24.3	24.3	73.3
	5 5 - Very Important	98	24.5	24.5	97.8
	6 Don't Know/ Unsure	9	2.3	2.3	100.0
	Total	400	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	88	22.0	22.0	22.0
	2 Once or Twice	119	29.8	29.8	51.8
	3 About Once a Month	72	18.0	18.0	69.8
	4 A Few Times a Month	67	16.8	16.8	86.5
	5 Weekly	45	11.3	11.3	97.8
	6 More Often than Weekly	9	2.3	2.3	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	19	4.8	4.8	4.8
	1 Once	52	13.0	13.0	17.8
	2 Twice	100	25.0	25.0	42.8
	3 Once a Week	101	25.3	25.3	68.0
	4 A Few Times a Week	106	26.5	26.5	94.5
	5 Practically Every Day	21	5.3	5.3	99.8
	6 Don't Know/ Unsure	1	.3	.3	100.0
	Total	400	100.0	100.0	

12 WHEN YOU HEAR NEWS STORIES FROM OTHER COUNTRIES ABOUT MAD COW DISEASE IN THEIR BEEF, HOW CONCERNED ARE YOU ABOUT THE SAFETY OF THE BEEF IN YOUR LOCAL SUPER MARKET?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1 - Not at All Concerned	98	24.5	24.5	24.5
	2 2	65	16.3	16.3	40.8
	3 3	93	23.3	23.3	64.0
	4 4	51	12.8	12.8	76.8
	5 5 - Very Concerned	87	21.8	21.8	98.5
	6 Don't Know/ Unsure	6	1.5	1.5	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	100	25.0	25.0	25.0
	2 Agree	202	50.5	50.5	75.5
	3 Neither Agree nor Disagree	38	9.5	9.5	85.0
	4 Disagree	37	9.3	9.3	94.3
	5 Strongly Disagree	3	.8	.8	95.0
	6 Don't Know/ Unsure	20	5.0	5.0	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	26	6.5	6.5	6.5
	2 Agree	192	48.0	48.0	54.5
	3 Neither Agree nor Disagree	72	18.0	18.0	72.5
	4 Disagree	71	17.8	17.8	90.3
	5 Strongly Disagree	20	5.0	5.0	95.3
	6 Don't Know/ Unsure	19	4.8	4.8	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	209	52.3	52.3	52.3
	2 Agree	162	40.5	40.5	92.8
	3 Neither Agree nor Disagree	18	4.5	4.5	97.3
	4 Disagree	6	1.5	1.5	98.8
	5 Strongly Disagree	2	.5	.5	99.3
	6 Don't Know/ Unsure	3	.8	.8	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	114	28.5	28.5	28.5
	2 Agree	195	48.8	48.8	77.3
	3 Neither Agree nor Disagree	33	8.3	8.3	85.5
	4 Disagree	31	7.8	7.8	93.3
	5 Strongly Disagree	10	2.5	2.5	95.8
	6 Don't Know/ Unsure	17	4.3	4.3	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	62	15.5	15.5	15.5
	2 Agree	151	37.8	37.8	53.3
	3 Neither Agree nor Disagree	66	16.5	16.5	69.8
	4 Disagree	67	16.8	16.8	86.5
	5 Strongly Disagree	20	5.0	5.0	91.5
	6 Don't Know/ Unsure	34	8.5	8.5	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	111	27.8	27.8	27.8
	2 Agree	225	56.3	56.3	84.0
	3 Neither Agree nor Disagree	34	8.5	8.5	92.5
	4 Disagree	13	3.3	3.3	95.8
	5 Strongly Disagree	3	.8	.8	96.5
	6 Don't Know/ Unsure	14	3.5	3.5	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	82	20.5	20.5	20.5
	2 Agree	221	55.3	55.3	75.8
	3 Neither Agree nor Disagree	44	11.0	11.0	86.8
	4 Disagree	31	7.8	7.8	94.5
	5 Strongly Disagree	8	2.0	2.0	96.5
	6 Don't Know/ Unsure	14	3.5	3.5	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	152	38.0	38.0	38.0
	2 No	173	43.3	43.3	81.3
	3 Don't Know/ Unsure	75	18.8	18.8	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	99	24.8	24.8	75.5
	3 Don't Know/ Unsure	98	24.5	24.5	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	66	16.5	16.5	16.5
	2 Consumers	27	6.8	6.8	23.3
	3 US Department of Agriculture	43	10.8	10.8	34.0
	4 Utah Department of Agriculture & Food	149	37.3	37.3	71.3
	5 City/ County Government	61	15.3	15.3	86.5
	6 No Need to Protect Farmland	6	1.5	1.5	88.0
	7 Don't Know/ Unsure	48	12.0	12.0	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 AND SHOULD BE REGULATED BY THE US EPA?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	146	36.5	36.5	36.5
	2 No	207	51.8	51.8	88.3
	3 Don't Know/ Unsure	47	11.8	11.8	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	106	26.5	26.5	26.5
	2 Radio	25	6.3	6.3	32.8
	3 Internet	102	25.5	25.5	58.3
	4 Television	140	35.0	35.0	93.3
	5 Magazines	3	.8	.8	94.0
	6 Word of Mouth	16	4.0	4.0	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	13	3.3	3.3	3.3
	2 In the Past	151	37.8	37.8	41.0
	3 Never	236	59.0	59.0	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	15	3.8	3.8	3.8
	2 In the Past	243	60.8	60.8	64.5
	3 Never	140	35.0	35.0	99.5
	4 Don't Know/ Refused	2	.5	.5	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	94	23.5	23.5	23.5
	2 In the Past	195	48.8	48.8	72.3
	3 Never	101	25.3	25.3	97.5
	4 Don't Know/ Refused	10	2.5	2.5	100.0
	Total	400	100.0	100.0	

28 AGE GROUP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 18 to 30	51	12.8	12.8	12.8
	2 31 to 50	123	30.8	30.8	43.5
	3 51 to 70	150	37.5	37.5	81.0
	4 71 or Older	72	18.0	18.0	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	182	45.5	45.5	45.5
	2 Female	218	54.5	54.5	100.0
	Total	400	100.0	100.0	

30 ANNUAL HOUSEHOLD INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Less than \$30,000	71	17.8	17.8	17.8
	2 \$30,000 to \$49,999	87	21.8	21.8	39.5
	3 \$50,000 to \$74,999	78	19.5	19.5	59.0
	4 \$75,000 to \$99,999	33	8.3	8.3	67.3
	5 \$100,000 or More	46	11.5	11.5	78.8
	6 Don't Know/ Refused	85	21.3	21.3	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	