

**FOOD CONSUMPTION ATTITUDES AND BEHAVIORS IN KING COUNTY:
A REPORT ON A CONSUMER SURVEY CONDUCTED IN 2002***

**Frequency of Selected Food Consumption Behaviors
(Percentage)**

<i>How often do you...</i>	<u>Once a Month or Less</u>	<u>2-3 Times a Month</u>	<u>About Once a Week</u>	<u>2-3 Times a Week or More</u>
- Shop for Food at Retail Outlets	2.10	9.24	31.93	56.72
- Serve Prepared Foods at Home	38.30	19.57	28.09	14.04
- Eat out for Dinner or Main Meal	25.63	23.11	31.51	19.75

**Frequency of Selected Food Shopping Behaviors
(Percentage)**

<i>How often do you shop at ...</i>	<u>Once a Month or Less</u>	<u>2-3 Times a Month</u>	<u>About Once a Week</u>	<u>2-3 Times a Week or More</u>
- Grocery Stores	0.00	2.53	14.35	83.12
- Discount Stores	22.78	55.27	15.19	6.75
- Convenience Stores	51.90	29.54	6.75	11.82
- Food Cooperatives	67.38	19.74	5.58	7.30
- Farmers' Markets	50.00	34.32	7.20	8.47
- Roadside Stands	61.18	32.91	3.80	2.11
- U-Pick Farms	87.76	11.81	0.42	0.00
- Directly from Farmers	76.69	16.10	3.81	3.39
- CSAs or Subscription Agriculture	93.51	3.46	1.30	1.73

**Reasons Given for "NEVER" Shopping at a Farmers' Market
(Percentage, if respondent answered "never" to item about Farmers' Market above)**

<i>Why I do not shop at...</i>	<u>Food is Expensive</u>	<u>Times are Inconvenient</u>	<u>Parking is Inadequate</u>	<u>No Such Outlet Nearby</u>	<u>Other Reason</u>
- a Farmers' Market	2.51	18.09	6.53	55.78	17.09

**Familiarity with "Consumer Supported Agriculture" (CSAs)
(Percentage, if respondent answered "never" to item about CSAs above)**

<i>My awareness of...</i>	<u>Very Familiar</u>	<u>Somewhat Familiar</u>	<u>Not Familiar</u>	<u>Don't Know</u>	<u>Skipped/ Refused</u>
- CSAs is	2.52	17.65	70.59	0.00	9.24

*This survey is part of a project conducted by researchers from Washington State University (WSU), led by Raymond Jussaume; and the University of Washington, led by Lucy Jaroz. The project was supported by research grants from the USDA-NRI and the Kellogg Food and Society Program's Farming and the Environment Project at WSU.

**Knowledge of Food Origin
(Percentage)**

<i>How often do you know if the food you buy was ...</i>	<u>Never</u>	<u>Rarely</u>	<u>Sometimes</u>	<u>Often</u>
- Grown or produced <i>locally</i>	11.02	21.19	39.83	27.97

Expressed Preference for Food Shopping Behaviors

<i>Do you prefer to shop at...</i>	<u>Percent Responding "Yes"</u>
- Grocery Stores	94.94
- Discount Stores	58.23
- Convenience Stores	10.13
- Food Cooperatives	30.80
- Farmers' Markets	55.79
- Roadside Stands	35.65
- U-Pick Farms	20.17
- CSAs or Subscription Agriculture	18.78
- Directly from Farmers	33.04
- Somewhere Else	12.61

**Purchases Made Directly from Farmers
(a Farmers' Market, CSAs, Roadside Stands, etc.)**

<i>During last six months I have directly purchased...</i>	<u>Percent Responding "Yes"</u>
- Fresh Fruits	50.84
- Fresh Vegetables	53.78
- Poultry	6.72
- Beef	8.40
- Pork	4.20
- Lamb	2.52
- Eggs	14.71
- Dairy Products (e.g., Cheese/Yogurt)	18.91
- Processed Foods (e.g., Jam/Salsa)	18.91
- Other Foods	18.07

**Interest in Buying [more] from Farmers
(a Farmers' Market, CSAs, Roadside Stands, etc.)**

(Percentage, [more] was added if respondent answered that they already make direct purchases of an item above)

<i>How interested are you in directly buying ...</i>	<u>Not Interested</u>	<u>Somewhat Interested</u>	<u>Very Interested</u>	<u>No Opinion</u>
- Fresh Fruits	7.98	37.82	47.90	6.30
- Fresh Vegetables	8.44	35.86	51.05	4.64
- Poultry	57.69	23.93	13.68	4.70
- Beef	68.09	19.15	7.23	5.53
- Pork	75.64	14.96	4.70	4.70
- Other Meats	76.92	11.11	6.41	5.56
- Eggs	34.75	34.75	27.12	3.39
- Dairy Products (e.g., Cheese/Yogurt)	41.77	30.80	23.63	3.80
- Processed Foods (e.g., Jam/Salsa)	44.54	33.19	19.33	2.94

**Factors Utilized by Shoppers When Shopping for Food
(Percentage)**

<i>When shopping, how interested are you in ...</i>	<u>Not Important</u>	<u>Somewhat Important</u>	<u>Very Important</u>	<u>Don't Know</u>
- Nutritional Value	1.68	20.17	78.15	N/A
- Availability of Name Brands	34.45	48.32	16.81	N/A
- Year Round Availability	15.25	47.46	37.29	N/A
- Price	6.30	38.24	55.46	N/A
- Taste	2.10	8.40	89.50	N/A
- Appearance	9.24	33.61	57.14	N/A
- Variety	1.69	37.13	61.18	N/A
- Available Where Normally Shop	1.68	23.11	75.21	N/A
- Produced Locally	10.97	60.76	28.27	N/A
- Freshness	1.26	4.62	94.12	N/A
- Organically Grown	33.61	45.38	21.01	N/A
- Easy to Prepare	21.94	41.77	36.29	N/A
- Grown in Washington State	13.78	53.59	33.33	N/A
- Grown in Environmentally Friendly Manner	11.87	42.37	45.76	N/A
- Keeps Local Farmers in Business	5.90	36.29	57.81	N/A
- Comes From Grass-Fed Livestock	33.61	25.63	20.17	20.59
- Comes From Humanely Treated Livestock	10.92	30.25	50.42	8.41

**Willingness to Pay for Local Foods
(Percentage)**

<i>If they are available, how much extra are you willing to pay for...</i>	<u>Not Willing to Pay More</u>	<u>10% More</u>	<u>25% More</u>	<u>50% More</u>
- Locally grown or produced foods	19.40	58.19	19.40	3.02

**Knowledge of How Food is Produced
(Percentage)**

<i>How often do you buy foods that are labeled as ...</i>	<u>Never</u>	<u>Less than Once a Month</u>	<u>Monthly</u>	<u>Weekly</u>
- Organically grown	23.50	32.05	17.95	26.50

**Attitudes Towards Farm Policy and the Environment
(Percentage)**

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Don't Know/ Neither</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
- Labeling products as "Grown in WA" would benefit WA farmers	55.70	37.55	5.06	1.27	0.42
- Maintaining family farms is important to my county's future	50.21	29.96	13.08	5.49	1.27
- Agr'l Free Trade Agreements are beneficial to consumers	25.21	32.05	29.49	9.83	3.42
- The general public appreciates what farmers do for land stewardship	28.27	35.86	16.46	15.19	4.22
- Farmers should be paid to participate in wildlife protection programs	45.53	30.64	14.89	4.68	4.26
- Local Gov't should restrict non-agr'l development in ag. areas	52.77	31.91	9.36	3.40	2.55
- Environmental risks of GMO products are not well understood	56.96	27.85	8.02	5.06	2.11
- It is better to avoid eating foods that contain GMO products	39.83	20.34	24.15	10.17	5.51
- Foods should have labels that identify if they have GMO ingredients	77.12	14.83	5.93	1.69	0.42
- Foods should have labels that identify where they are grown	62.87	30.80	4.22	2.11	0.00

**Food/Consumer Cooperative Participation
(Percentage)**

<i>Are you currently a member of ...</i>	<u>Current Member</u>	<u>Not a Member, But Interested</u>	<u>Not a Member, Not Interested</u>
- a Food or Consumer Cooperative	16.10	32.63	51.27

**Self-Provisioning of Food
(Percentage)**

<i>Last year, someone in my household ...</i>	<u>Percent Responding "Yes"</u>		
- Had a vegetable garden			34.03
- Grew fruit			32.35
<i>Our interest, over the next five years in growing ...</i>	<u>Not Interested</u>	<u>Somewhat Interested</u>	<u>Very Interested</u>
- More of our own food	33.90	34.32	31.78

Characteristics of Respondents

	<u>Percent Responding "Yes"</u>
- Whether children are in household	45.86
- Whether respondent ever worked on a farm	24.05
- Whether parents farmed during childhood	26.89

Participation in Community Groups/Organizations

<i>Last year, I attended a meeting for or held membership in ...</i>	<u>Percent Responding "Yes"</u>
- Rotary, Lions or other Civic Organization	4.24
- School Related Organization (e.g., parent-teacher group)	25.85
- Local Church	40.51
- Local Sports Club	28.69
- Local Government	11.81
- Local Environmental Organization	20.34
- State or National Political Organization	8.47
- State or National Environmental Organization	16.10

**Respondent's Gender
(Column Totals 100 Percent)**

- Male	33.90
- Female	66.10

**Respondent's Ethnic Background
(Column Totals 100 Percent)**

- Spanish, Hispanic, Latino, Chicano	1.71
- Black, African American	4.27
- American Indian	1.28
- Asian	8.12
- White, not Hispanic	79.06
- Other	5.56

**Highest Level of Education Completed by Respondent
(Column Totals 100 Percent)**

- Less Than High School Degree	1.68
- High School Degree	10.92
- Some College	21.43
- Vocational College	8.40
- College Degree	36.13
- Some Postgraduate Work	6.30
- Postgraduate Degree	15.13

**Household Income Before Taxes in 2001
(Column Totals 100 Percent)**

- Less Than \$15,000	6.30
- \$15,000 to \$24,999	8.82
- \$25,000 to \$49,999	22.27
- \$50,000 to \$99,999	31.09
- \$100,000 to \$249,999	14.29
- \$250,000 or More	1.26
- Don't Know/Refusal	15.97
