Wisconsin Consumers and Local Food:
Public Opinion, Trends & Marketing Recommendations

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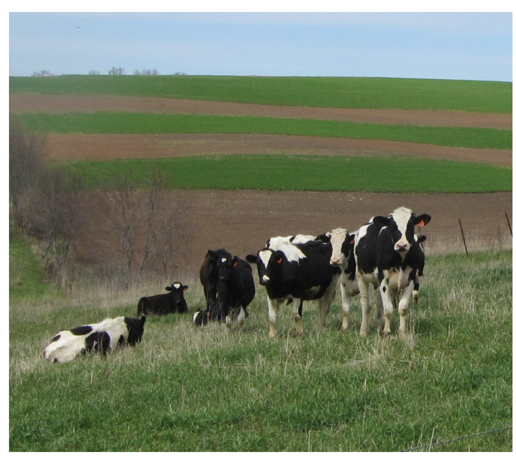
Laura Witzling[1], Bret Shaw[1,2], and David Trechter[2,3]

[1]University of Wisconsin-Madison, Dept. of Life Sciences Communication
[2]University of Wisconsin-Extension
[3]University of Wisconsin-River Falls, Dept. of Agricultural Economics



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Summary

A research team from the University of Wisconsin-Extension sought to better understand the opinions and behaviors of Wisconsin consumers when it comes to local food purchasing. The goal of the project was to generate marketing recommendations to promote local food. A survey was mailed to a random sample of Wisconsinites in the summer of 2015. The analysis is focused on respondents who were primary household food shoppers (642 responses). Recommendations based on key findings include:

- Emphasizing "Wisconsin" on packaging or signs may resonate with the most consumers. This recommendation is based on the finding that "Wisconsin" is the most agreed upon definition of local food.

- When marketing local food, use words and images related to fresh, tasty, and sustaining local farmers. Those were the attributes most widely agreed upon in terms of benefits of local produce.

- Local food marketing should not be politicized. This recommendation is based on the finding that conservatives, moderates, and liberal shoppers buy the same amount of local produce and local non-produce items, and visit farmers' markets, equally.

- Local food signage at grocery stores should be prominent and highlight a Wisconsin connection. Farmers that sell to stores might work with store buyers to ensure this. This recommendation is based on the finding that signs at grocery stores were an information source that most respondents said they used to get information about food. At the same time, a substantial minority said they are not able to identify local produce in stores.

- Farmers, or other groups that promote local food, could use social media ads to target individuals that visit food and cooking websites. Such websites were popular sources for information about food in general, and were popular with key groups: consumers with children, farmers' market shoppers, natural food store shoppers, and community supported agriculture (CSA) members.

- Strategies to make local food purchasing less time consuming should be a priority, such as finding times or locations to sell local food that reduce the time burden on customers. Examples include markets at shopping areas where consumers are already likely to be, or workplace-based CSA pickups. This recommendation is based on the finding that the majority of consumers believe local food is more time consuming to buy, with younger consumers believing this to a greater degree.

- Signage, social media posts, word of mouth communication, and other strategies should promote the fact that buying local food is popular. Individuals marketing local food might encourage customers to share recipes, pictures, or posts with others in their social network. This recommendation is based on the finding that the belief that others buy local produce was strongly associated with purchasing more local produce, more so than believing local produce has benefits over non-local produce.

Introduction

A research team from the University of Wisconsin-Extension sought to better understand the opinions and behaviors of Wisconsin consumers when it comes to local food purchasing. The goal of the project was to generate marketing recommendations to promote local food. Some of the research also relates to food and shopping behaviors more generally. Many of the survey items focused on local produce, specifically. The research project was funded through a UW-Consortium for Extension and Research in Agriculture and Natural Resources grant and was a partnership between faculty based at UW-Madison and UW-River Falls.

Methodology

In order to understand opinions and behaviors of Wisconsin consumers, a survey instrument was developed based on a literature review. After questions were drafted, feedback was sought from the University of Wisconsin-Extension Community Food Systems Team, Dane County University of Wisconsin-Extension, and other food systems practitioners. Twenty-one individuals representing at least 11 counties in addition to professionals that work on a statewide basis provided feedback. Survey questions were adjusted based on the feedback. In addition, FairShare CSA Coalition, a nonprofit that is an umbrella consumer education organization for community supported agriculture (CSA) farms, helped develop questions related to CSA. Then, a pilot test with typical consumers was conducted to check for sufficient variance in survey responses and solicit additional feedback from a lay perspective. Thirty-one responses were collected for this pilot.

The final survey was administered through the UW-River Falls Survey Research Center. The survey was mailed to a random sample of 3,000 Wisconsin households in the summer 2015. The survey packet included an introductory letter and a postage-paid, self-addressed return envelope. Non-respondents received a reminder postcard and a second survey.

Survey Sample Demographics

A total of 691 surveys were returned for a 26% response rate (this takes into account surveys that were undeliverable). However, this report is primarily informed by the responses of people who reported they do half or more of the household food shopping (642 responses). This is a sample size sufficient for a typical margin of error, given the population size of adults in Wisconsin, verified using the online sample size calculator recommended by the American Association for Public Opinion Research[1].

[1] American Association for Public Opinion Research. (2016). What is a random sample? Available from: http://www.aapor.org/Education-Resources/For-Researchers/Poll-Survey-FAQ/What-is-a-Random-Sample.aspx

To see if the sample demographics aligned with the adult population in Wisconsin, we compared them to data from the most recent available American Community Survey[2]. While there were some differences, overall the sample aligned well.

Income and education match closely. The state household median income ($52,738) and average ($68,319) matched that of the survey sample. The mean and median for the sample was closest to the response choice of "$50,000 to $74,999." For most education categories, the sample matched the state, though 7% more of the sample had a bachelor's degree and 6% more had a graduate or professional degree than in the state. The biggest difference was with age, where older people were over-represented in the sample when compared to the state average. Consequently, when age made a difference in responses, it is noted in this report. Age was predictive of several questions.

Lastly, there were small differences with gender and race. With gender, the state is split evenly, but in the sample, 60% of respondents were female.

Sample Demographics

- Average income: $50,000 to $74,999
- Average education: More than high school, less than four-year degree
- Gender: 60% female
- Age: 55 to 64 (most often selected category)
- Race: 94% white
- Political ideology:
  - 39% conservative
  - 31% moderate
  - 28% liberal
- Community type:
  - 32% city
  - 30% small town
  - 22% rural area
  - 14% suburb
- Job related to agriculture: 7%
- Hunt and/or fish: 38%
- Vegetarian: 3%
- Weekly food budget: $51 to $100 per week (most often selected category) with average closer to $101 to $150

This may be because the survey directions asked for the household's primary food shopper to complete the survey and women may more frequently do that household task. The sample also had slightly more people that identify as white than in the state. About 87% of people in Wisconsin identify as white, and in the sample, this was 94%. Because it is unknown if opinions and behavior about local food vary by ethnicity, future research should investigate the generalizability of these results to other populations. Demographic tables are available in **Appendix 1**.

[2] Missouri Census Data Center. (2015). American Community Survey standard profile extract assistant. Available from: http://mcdc.missouri.edu/cgi-bin/broker?_PROGRAM=websas.acsmcdcprofiles_extract_menu.sas&_SERVICE=appdev&st=55

Shopping and Cooking

Shopping Venue

We found that people most often shop for food at super markets. Shopping at a super store is the next most common venue, however, only about a third of the sample buys their food there "always" or "often." For a detailed breakdown, see **Table 1.** The question was asked on a 5-point scale but responses have been collapsed to three categories for ease of interpreting the results.

Table 1. Frequency of purchasing food at different venues.

Venue	Always or often	Sometimes	Rarely or never
		----percent----	
Super market (i.e. a large grocery store)	81	9	7
Super store (e.g., Wal-Mart)	37	24	37
Small grocery store	19	24	53
Farmers' market	15	33	49
Convenience store	8	19	71
Natural or organic store or co-op	7	13	77
Roadside stand	6	25	67

Note: The sample is respondents who do half or more of the household food shopping (n= 642). Percentages do not add up to 100 as not everyone answered the question. Additionally, respondents were free to select any combination of choices for the frequency that they shop at each venue.

Being older was associated with visiting roadside stands more often, but visiting small grocery stores, superstores, and natural or organic food stores or co-ops was associated with being younger. There were no differences in visiting farmers' markets based on age.

Respondents were split when it comes to growing their own produce. A large minority does not grow any of their own food (42%). Of the 58% that do grow their own food, most grow less than a quarter of the produce the consume during summer months.

Cooking

Nearly 40% of consumers cook fresh food "a few times a week," while about 30% do so "once a day." When it comes to trying out new recipes, only about 10% do this on a weekly basis or more. Most consumers enjoy cooking at least somewhat, with more than half enjoying cooking "a great deal" or "quite a bit." Older respondents enjoy food shopping a little more, but enjoy eating out and trying new food a little less. See **Table 2** for the breakdown. This question series was asked on a 5-point scale but responses have been collapsed to three categories for ease of interpreting the results.

Table 2. Enjoyment of cooking and shopping activities.

Activity	A great deal or quite a bit	Somewhat	Very little or not at all
		----*percent*----	
Cooking	55	32	12
Eating out	48	32	19
Trying new food	45	39	14
Food shopping	31	44	24

Note: The sample is respondents who do half or more of the household food shopping (n= 642). Percentages do not add up to 100 as not everyone answered the question.

Boycotting and Buycotting Food

Shoppers sometimes boycott (avoid) or buycott (purposefully seek out) a business for political or ethical reasons. In the sample, most consumers say they do not take political or ethical issues into consideration when they buy food (66% said they do this not at all or very little). Most (75%) reported that they never or rarely boycotted a food business in the last year, as well. Purposefully seeking out food grown or made by a business to support them, however, was a slightly more common behavior, with only 56% doing this never or rarely, and correspondingly, 43% doing so sometimes or more in the last year.

Information and Communication

When it comes to media, many consumers do not pay much attention to information about food at all. But among those that do, news was a relatively more popular channel than social media or entertainment shows. Age makes a difference, however, and being younger was associated with getting more information about food from social media. See **Figure 1** for percentages.

A separate question asked respondents about specific information sources other than media. Large majorities of respondents agreed they got information about food from signs at grocery stores and from cookbooks. Slightly more than half said they got such information from food or cooking websites. Less popular sources for information are events or classes, Wisconsin farm websites, the government, nonprofits, and QR codes. See **Figure 2** for percentages. Older respondents were less likely to get information from QR codes, cooking websites, and Wisconsin farm websites, but more likely to talk to store staff.

Signs at the grocery store were the most agreed upon source of information about food. Photo by Metcalfe's Market.

Because store signs were a widely used information source, one recommendation is that producers who sell to grocery stores talk to store buyers about signage to ensure that signs are prominent and highlight a Wisconsin connection. Lastly, another source of information about food is word of mouth communication. However, when it comes to talking about local food with friends and with family, respondents said they typically do this only a few times per year.

Figure 1. Attention paid to information about food from different sources.

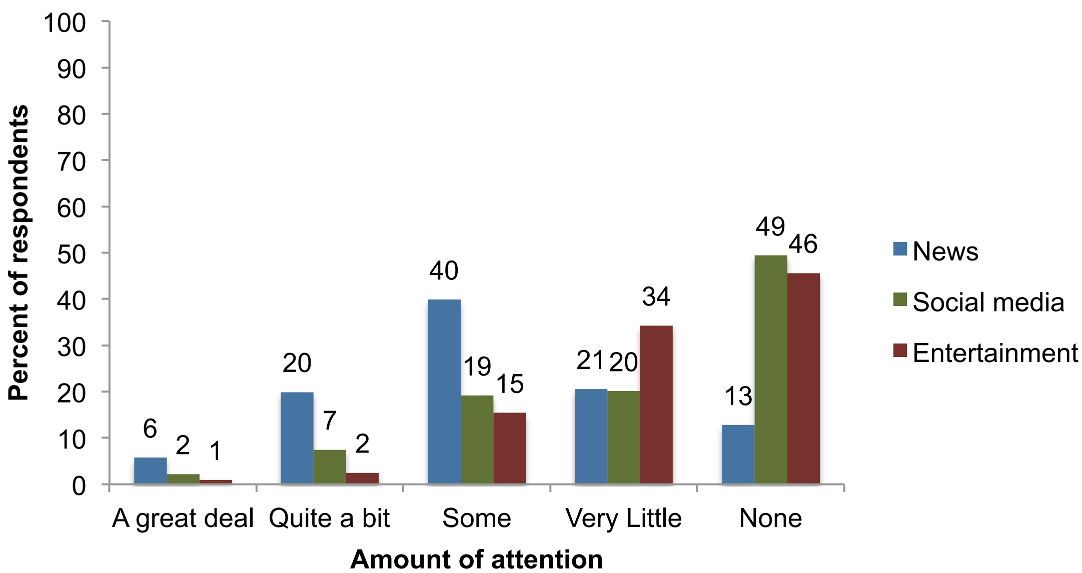
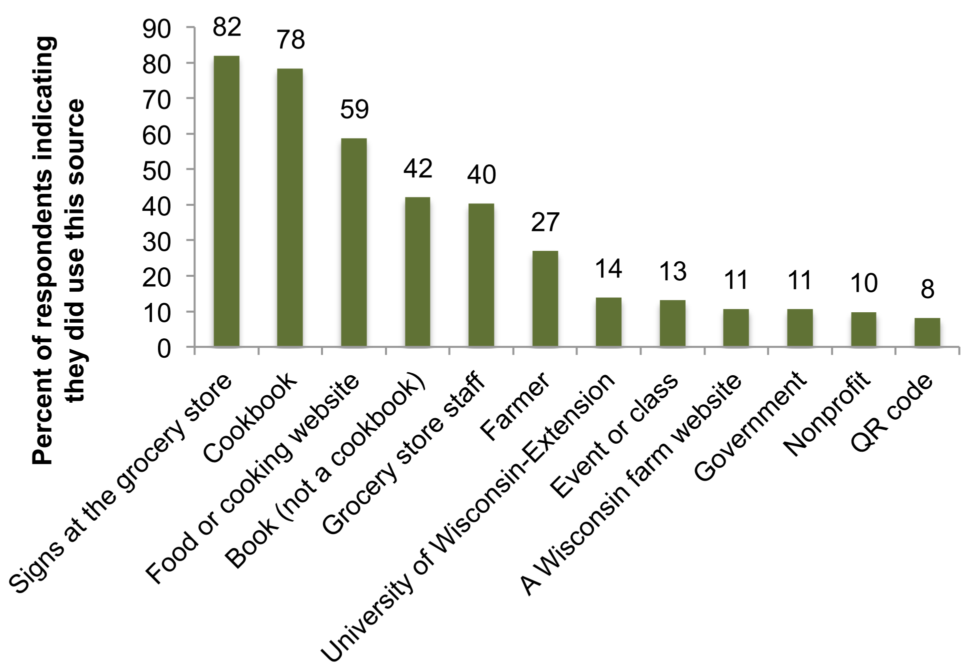


Figure 2. Popularity of sources for information about food.

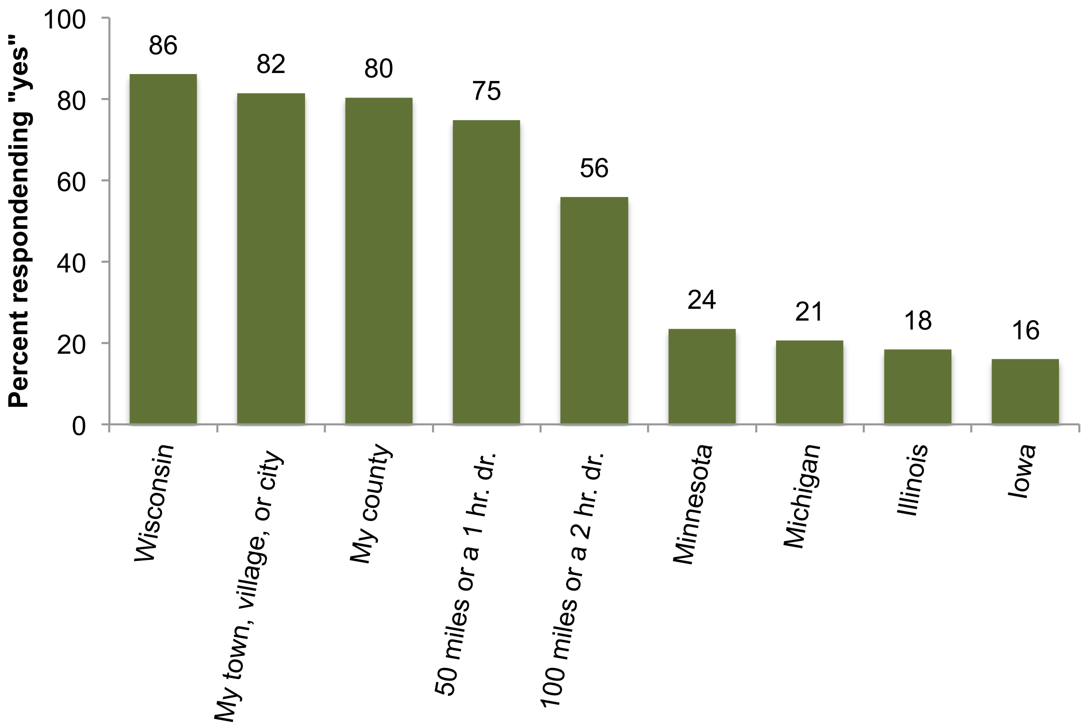


Definition of Local Food

Most Wisconsin consumers (86%) agree that food grown in Wisconsin is local. Many (75%) consumers also feel that food grown within 50 miles and/or a one-hour drive from them is local. However, when the distance considered is larger (100 miles and/or a two hour drive), only 56% consider such food to be local. See **Figure 3** for percentages.

Being younger was associated with being more likely to consider food from 100 miles away as local. Opinions about 100 miles also differ among consumer segments. For example, consumers that shop more at natural food stores or co-ops are more in agreement that food produced within 100 miles from them is local.

Figure 3. In terms of distance, do these mean "local food" to you?



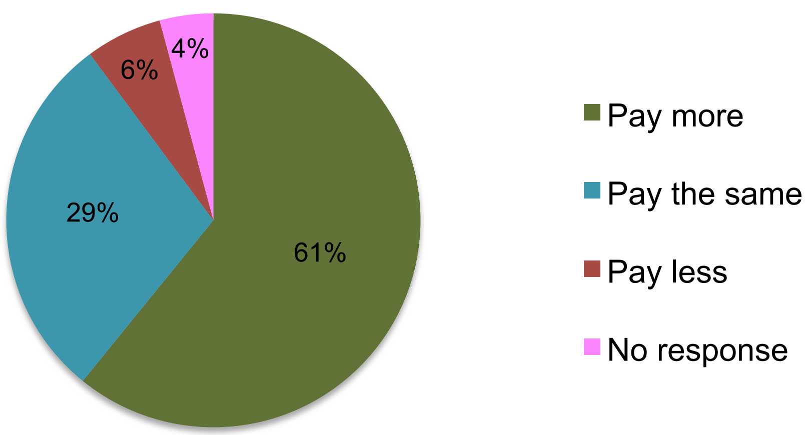
There is widespread agreement that food from states neighboring Wisconsin is *not* local, though this varies a little depending on the region of the state in which consumers live. Responses by people from a specific region of the state were compared to the state average without responses from that region. In the Northwest, there is more agreement that Minnesota is local, with 57% saying Minnesota is local. Without the Northwest responses, however, only 20% of respondents agree Minnesota is local. In the Southeast and South Central, the reverse happens and fewer agree Minnesota is local. No differences were detected regarding opinions about food from Michigan, Iowa, or Illinois being local, even among respondents living in regions of Wisconsin near those states.

Local Food Purchasing

Price Premium

When comparing how much they would pay for a 5-pound bag of potatoes labeled "Wisconsin" compared to potatoes labeled "USA," about 60% of respondents said they would pay more for Wisconsin potatoes, 30% would pay the same, and 6% would pay less. Of those willing to pay more, $1.00 more was most often selected (see **Figure 4**). Being younger was associated with being willing to pay more of a premium.

Figure 4. Most consumers report willingness to pay a premium for Wisconsin produce.



Relative Amounts of Products Purchased

Respondents rated their perception of how often they purchased food "from Wisconsin" in different product categories on a 5-point scale, where a 1 meant "Never" and a 5 meant "Always." On average, Wisconsin dairy is purchased often (a 4 on the scale). Wisconsin eggs, vegetables, and fruit are purchased between "sometimes" and "often." Wisconsin packaged goods, beef, chicken, and pork are purchased less, closer to a 3 on the scale (corresponding to "sometimes"). Being older was associated with purchasing more Wisconsin produce.

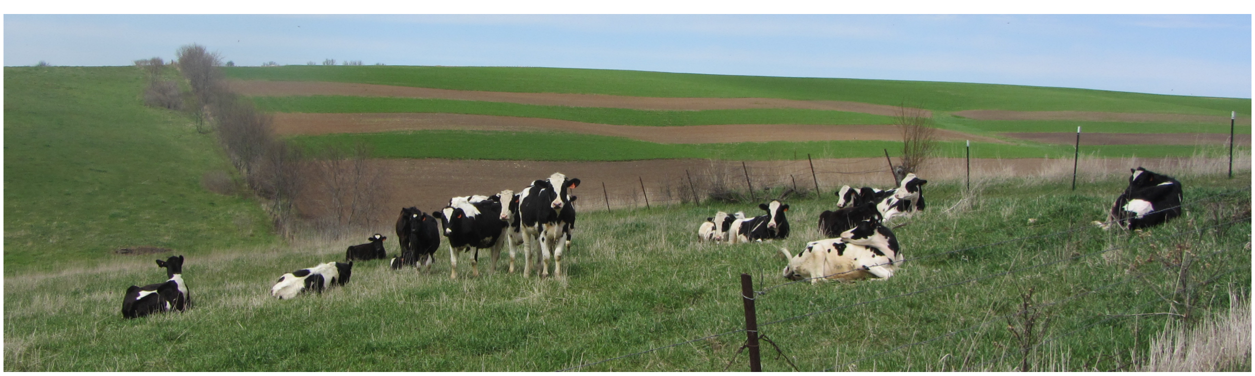


Photo © Laura Witzling

Attitudes about Local Produce

Respondents rated how different attributes of produce (not necessarily local) affect their purchasing. "Fresh" was most important, followed by "taste." Being grown in Wisconsin was not as important as price or convenience, but more important than organic certification. This question used a 5-point scale, with a 1 meaning "Not at all" and a 5 meaning "A great deal." Averages are displayed in **Table 3**. For older respondents, organic certification and low price were less important, but Wisconsin-grown and pre-cut produce were relatively more important.

The findings match those of a 2001 survey of Wisconsin consumers[3]. In that survey, "taste" and "quality" were the most important, with the product (not specifically produce) being locally or state grown ranking toward the middle. Being certified organic was the least important. Additionally, a meta-analysis examining preferences of local compared to organic also found the trend to be that local is preferred to organic[4]. That being said, there are likely groups of consumers for whom organic certification is extremely important, and also consumers who are unclear about the definition of organic.

Respondents also noted attitudes about local produce. Consumers agree that local produce, compared to non-local produce, is fresher, tastier and helps local farmers more. That is good news, considering consumers' most important attributes for produce in general were that it is fresh and tasty. Messages related to these points may resonate with most consumers. For other characteristics of local produce, consumers rated it to have certain qualities only "somewhat" more than non-local products (a value of 3 on the scale). Averages are listed in **Table 4.**

Table 3. Attributes that Influence Produce Purchase

1. Fresh (4.6)
2. Taste (4.4)
3. Appearance (4.2)
4. Convenient place to buy (3.8)
5. Low price (3.7)
6. Wisconsin grown (3.0)
7. Grown without chemicals (2.8)
8. Pre-cut or pre-washed (2.4)
9. Certified organic (2.2)

Note: All items are significantly different from each other, except for "convenient place to buy" and "low price."

Table 4. Local Produce vs. Non Local is…

1. More helpful to local famers (3.9)
2. Fresher (3.8)
3. Tastier (3.5)
4. Creates more local jobs (3.3)
5. Healthier (3.0)
6. Leads to fairer food production (3.0)
7. Grown with fewer chemicals (3.0)
8. Safer to eat (3.0)
9. Reduces pollution more (3.0)
10. Less carbon (2.9)
11. Grown with conservation practices (2.8)

Note: Items not significantly different from each other include 1 and 2, 5 to 10, and 8 to 11.

[3] Food Processing Center, Institute of Agriculture and Natural Resources, University of Nebraska-Lincoln. (2001). Attracting consumers with locally grown products. Report 10-1-2001. Available from http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1002&context=fpcreports

[4] Adams, D.C., & Salois, M.J. (2010). Local versus organic: A turn in consumer preferences and willingness-to-pay. *Renewable Agriculture and Food Systems, 25,* 331-341.

To some degree, this may indicate that consumers do not assign qualities related to production to the definition of local food (e.g., that chemicals were used or conservation practices employed). Also, age was generally not a factor for these rankings, though being younger was associated with perceiving local food to be more beneficial for reducing pollution.

Challenges to Purchasing

Respondents were asked about challenges to buying local produce[5], including price, being able to identify it at the store, and it being more time consuming to buy (due to extra shopping trips or time to read labels more carefully). See **Table 5** for a breakdown of responses.

A substantial minority, 41% of respondents said they could identify local products "not at all" or only "a little bit." This differed somewhat by age, with younger consumers being better able to identify local produce. Nevertheless, one recommendation for farmers would be to work with stores that buy their products in order to ensure signage is prominent and highlights a Wisconsin connection.

Similarly, more than half the sample agreed that it was at least "sometimes" more time consuming to buy local products, with 23% believing this to be true "often" or "always." Younger respondents were even more likely to agree buying local is time consuming. While prominent signage in grocery stores could reduce the time burden (because it would take less time for customers to identify local produce), strategies that address the location of purchase should be considered. Selling local products at a time and place where consumers are already going to be could reduce the time burden. Additionally, "convenient location" was scored, on average, a 3.8 out of 5 in terms of being an important attribute when purchasing produce in general (see **Table 3**). One idea to accomplish this would be to survey farmers' market customers to learn if a different time or location for markets would be more convenient. Another idea would be to partner with shopping centers, large apartment complexes, libraries, or workplaces to offer a farm stand, market, or workplace CSA on-site. For market stands that tend to be busy or crowded, offering a selection of produce that is pre-packed and priced might be appealing to consumers seeking a faster interaction.

Respondents were also asked about price. For 23%, local produce is perceived to be quite a bit or very much more expensive than non-local produce, and 42% of the sample agreed to this somewhat. These figures likely represent the reality that local products are priced with a premium. Fortunately, most respondents reported willingness to pay a premium (see **Figure 4**).

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[5] On the survey, just before the section of questions specifically about local food, a note assured respondents that there is no single correct definition of local but for the following questions one could think of local as meaning grown within the state that he product was sold and/or sold within 100 miles of where it was grown. The questions about the definition of local food came *before* the local food questions.

Table 5. Challenges to local purchasing.

Local is more time consuming to buy		Local is more expensive		Able to identify local in stores	
		----*percent*----			
Never	8	Not at all	12	Not at all	13
Rarely	19	A little bit	18	Very little	28
Sometimes	46	Somewhat	42	Somewhat	39
Often	20	Quite a bit	16	Quite a bit	15
Always	3	Very much	7	A great deal	3

The sample is respondents who do half or more of the household food shopping (n= 642). Percentages do not add up to 100 as not everyone answered the question.

Influence of Family and Friends

There was a strong correlation between respondents reporting that they bought more local produce and reporting that friends and family buy more local produce. Having positive attitudes about local (e.g., that local produce is supportive of local jobs, safer, or healthier) was also strongly associated with purchasing, but not as much as the influence of friends and family.

This suggests that promoting the idea that local food is popular should be emphasized. One way to do this is through signage at stores, farmers' markets, or in advertisements for local food related events. Some examples, based on data from this project, include:

- Over three quarters of Wisconsinites shop local at the farmers' market! Join your neighbors and buy fresh, local food this season.
- The majority of Wisconsinites visit the farmers' market. Buy tasty, fresh, and local food from a farmer near you.
- A majority of Wisconsinites say local food is fresher and tastier. Taste the difference yourself! Join your neighbors and support local farms this season.

Social media posts or word to mouth communication can also reinforce the norm that others buy local. However, it appears word of mouth communication about local food is not something people do often. Respondents were asked about several activities related to communicating about local food with others (see **Table 6**). For all of the activities, 80% or more of the sample did them "Never" or only "A few times" per year. Being younger was associated more with posting on social media, but less with mentioning local food in email. Those marketing local food might encourage customers to share recipes, pictures, Tweets, or promote farm events with people in their social network.

Table 6. In the last year, how often did you do the following?

Frequency	Talked to family about local food	Talked to friends about local food	Recommend local food to someone	Mention it in email	Post about it on social media
			----percent----		
Never	30	31	36	80	88
A few times	51	51	50	14	8
Monthly	9	10	8	3	1
Weekly	6	5	3	1	1
Daily	2	1	1	0	0

The sample is respondents who do half or more of the household food shopping (n= 642). Percentages do not add up to 100 as not everyone answered the question.

Consumer Segments

Another way to draw conclusions from the data is to break the sample into particular consumer segments of interest. This section examines several segmentations with differences between groups identified using ANOVA or t-tests[6].

Farmers' Market Shoppers

Three groups based on frequency of buying food at farmers' markets were compared. The first group "always" or "often" gets food at markets (when in season). The second group does so "sometimes," and the third group does so "rarely" or "never." Demographics for all groups were similar.

However, compared to the other two groups, the frequent market shoppers said they buy more local produce, believe others buy more local produce, are more aware of local food issues, rate Wisconsin-grown as a more important attribute, talk more about local food, and visit roadside stands and natural or organic food stores or co-ops more often.

Photo © Laura Witzling

[6] When doing multiple comparisons, there is a higher risk of making a Type 1 error, and consequently, an adjusted p-value is often used to correct for the family-wise error rate. However, due to the exploratory nature of this work, and small sample sizes in some segments, corrected values were not used to protect against not identifying differences when they do exist.

The frequent shoppers also see more benefits to local produce than the occasional shoppers when it comes to fairness in food production and conservation (they rated other benefits of local produce similarly, however). The frequent market shoppers reported that produce grown without chemicals (but not certified organic) was a more important attribute than the other groups. On average, they rated this a 3.4 out of 5, while the occasional shoppers rated this as a 2.8.

Organic certification was also relatively more important to the frequent and occasional group than the infrequent group, though it still did not rank particularly high for them (a 2.7 out of 5 for the frequent group). Other points where the frequent and occasional market shoppers were similar, when compared to the infrequent group, include: they buy more non-produce local products, report willingness to pay more of a premium for local, rate more benefits of local as higher, are more likely to visit a restaurant if they know it serves local food, cook more fresh food, and also enjoy cooking and trying new foods more.

When it comes to information, there were no differences between the three groups with respect to paying attention to information about food in the news, social media, or entertainment shows. However, more frequent and occasional market shoppers, compared to infrequent shoppers, said they got information about food from cooking websites, cookbooks, UW-Extension, the government, classes or events, nonprofits, and books. Additionally, more people in the frequent group said they got information directly from farmers than people in the sometimes group, who did so more than the infrequent group.

Community Supported Agriculture

Consumers were asked about community supported agriculture (CSA), which is when customers buy a farm "share" and receive boxes of food during the harvest season. While only 6% of respondents said that they or someone in their house has a CSA share, nearly 50% were familiar with how CSA works. About 30% were interested in learning more about CSA, though only 36% knew where to find information about CSA in their area. See **Table 7** for percentages.

Table 7. Awareness and interest in CSA.

	Yes	No	Unsure
		----percent----	
Understand how CSA works	47	23	27
Interested in CSA	27	43	27
Know where to find info	36	36	25
Pickup is convenient	17	18	62
See a financial benefit	15	24	57
Would only buy if organic	17	42	37
Have share now	6	72	19
Had share in past	12	66	18

Percentages do not total 100 because not everyone answered each question.

One way to examine CSA responses is to compare just current and former CSA members. As the sample sizes of these particular segments are small, for this comparison, food shoppers who did not do at least half the food shopping were included, rather than filtered out. That leaves 40 respondents who currently have a CSA share and 50 who had one in the past but currently do not. Only a few differences were detected between the current and former members: current CSA members' average rating for how much local produce makes people healthier was a 3.7 out of 5, while for former members, the average rating was only 3.0. Additionally, items related specifically to CSA were points of difference. For example, 58% of current members said they wanted to learn more about CSA, compared to only 28% of former members; 58% of current members said CSA is financially beneficial but only 30% of former members agreed with that; and 40% of current members would only buy a share if it were organic compared to 26% of former members. Lastly, current CSA members pay more attention to information about food in the news and in entertainment shows than former members.

A second option is to compare current CSA members to everyone without a CSA share (including former members and people that have never bought CSA). Again, because the sample size of current CSA customers was small (40 respondents), this part of the analysis did not filter out respondents who did not do at least half of the food shopping. Not surprisingly, more CSA members reported that they: understand how CSA works, have interest in learning more about CSA, feel able to obtain information about CSA in their area, perceive CSA pickup locations to be convenient, and perceive CSA to be financially beneficial. More current CSA members also agree that they would only buy CSA if it were certified organic.

CSA members also buy more local vegetables (but not other local products), say they will pay a higher premium for local produce, see more benefits to local produce, and rate "chemical-free" and "organic" as more important produce attributes. They visit farmers' markets and organic or natural food stores or co-ops more and are more likely to visit a restaurant if they know it serves local food. There was also a difference in information use – the CSA group pays more attention to information about food in news, social media, and entertainment shows. Also, more CSA members say they get information about food from talking to store staff, books, and Wisconsin farm websites. Regarding demographics, the CSA group had a higher weekly food budget (though not greater household income) than non-CSA participants.

Political Ideology

To look for differences based on political ideology, the sample was divided based on responses to two questions related to social and economic ideology. These items were on a 5-point scale where a 1 meant "Very conservative," a 3 meant "Moderate," and a 5 meant "Very liberal." Consumers who rated themselves at the midpoint on average were counted as moderates (31%), those below a 3 were counted as conservatives (40%), and those above a 3 were counted as liberals (27%). Percentages do not total 100 because not everyone answered this question.

The responses revealed that no ideological group is more likely to buy local produce or non-produce local products than the other. No group is more likely to patronize a farmers' market, roadside stand, or buy a CSA. However, there were differences in terms of how liberals, conservatives, and moderates rated attributes of local produce. The liberal group sees more benefits of local produce, compared to non-local produce. In particular, liberals rated local produce benefits (when compared to non-local produce) as higher in terms of reducing pollution, leading to fairer food production, and making people healthier. This means that messages related to helping local farmers, freshness, and taste may be the most universal as they also appeal to moderates and conservatives. One additional difference is that the liberal group reports they will pay more of a premium than moderates or conservatives for local produce.

Demographically, liberals in the sample were younger than conservatives (though not different from moderates), and liberals had higher levels of education and income than the other two groups.

Shopping Venue

Of consumers who buy local food (in this part of the analysis, participants who do not buy local food were filtered out, unlike in the rest of this report), three groups were compared: consumers who shop at farmers' markets but do not have a CSA share, consumers with a CSA share, and consumers who primarily buy local food at the store (they do not have a CSA share and infrequently shop at farmers' markets). Demographics between the three groups were consistent, including age, gender, weekly food budget, income and education, political ideology, and household size. There were also no differences in beliefs about how time consuming local produce is to find, or perceptions about the relative cost of local produce.

Farmers' market and CSA customers are more similar to each other, however, than those who buy local primarily in stores. Farmers' market and CSA customers buy more local produce, are more likely to go to a restaurant they know serves local food, see more benefits to local produce, and are more aware of local food issues. They also talk more about local food, find local produce is easier to identify at the store, cook more fresh food, enjoy trying new foods more, and rate organic certification as more important. The customers who buy local primarily from stores also have differences from the farmers' market group: the store group enjoys cooking less, tries new recipes less often, and believe others buy less local produce.


Photo © Pat Witzling

Lastly, CSA customers had some unique characteristics: they pay more attention to information about food in social media and the news than the other groups, they report being willing to pay a higher premium for local than the store group, and they rate produce being grown without chemicals as a more important characteristic than the store group.

Regional Differences

Respondents were divided into regions based on where they live. The average responses for each region were compared to state averages without that region. Averages can be found in **Appendix 2. Figure 5** shows a map of the regions. It should be noted that the food shopping environment is likely different in these regions, so differences in consumer habits might reflect access, not simply preferences.

Figure 5. Wisconsin Dept. of Tourism map, available from http://www.travelwisconsin.com/maps

Central: These consumers have a smaller weekly food budget than those in the rest of state. Consumers here report getting less information about food from the news, certified organic is an attribute less important to them, and fewer have a CSA share. They shopped more often at convenience stores, and less often at natural food stores or co-ops. The household size was smaller and they politically trend conservative.

East Central: These consumers noted finding local produce is more time consuming to buy compared to those in the rest of the state and that low price is a more important attribute. They also said local produce promotes conservation more than others in the state.

Northeast: Consumers here rate the benefit of local food in terms of helping local farmers at a lower level than the rest of the state, though it was still high. Higher proportions of respondents from here shop at a small grocery store and were female compared to the rest of the state.

Northwest: Like in the Northeast, consumers rate the benefit of local food in terms of helping local farmers at a lower level than the rest of the state, but again, it was still high. Fewer people have a CSA share here. These respondents were more likely to shop at a superstore, enjoy eating out less, fewer use food and cooking websites, they rate themselves as more knowledgeable about local food, and they are more accepting of Minnesota-produced products as local.

South Central: Local food is reported to be more expensive here. These consumers cook fresh food more often, like to try new food more than the rest of the state, understand and buy CSA more, and buy slightly more local produce. Organic is also rated as a more important attribute here than in the rest of the state. They shop less at super stores, accept the definition of Minnesota as local a little less, and have more income (but the same weekly food budget).

Southeast: People in this region buy as much local produce as the rest of the state, but a little less when it comes to non-produce local items. Wisconsin grown is rated as less important here, and there is less self-reported knowledge about local food. On the other hand, consumers here rate local produce as less expensive than other parts of the state do, pay more attention to food information in the news, and they report a higher weekly food budget. They shop less often at convenience stores and small grocery stores, and garden less, but shop more often at supermarkets. Minnesota is less accepted as "local" here.

Southwest: In this region, consumers say taste is a less important attribute for produce than consumers in the rest of the state do. They shop more at super stores and convenience stores.

Restaurants and Local Food

Consumers were divided into 3 groups based on their response to a question about being more likely to visit a restaurant if they know it serves local food. The first group is "not at all" or "very little" more likely to visit a restaurant serving local (34%), the second group is "somewhat" more likely to do so (34%), and the third group is "quite a bit" or "a great deal" more likely to (30%). The more likely group – those who were "quite a bit" or "a great deal" more likely to visit a restaurant with local food – said they will pay more of a premium for local, talk about it more, buy more local produce, enjoy trying new food more, and see greater benefits to local produce than the "somewhat" likely group, who came out higher on those factors than the not likely group (those who said they were "not at all" or "very little" more likely to visit a restaurant with local food).

In terms of attributes of produce that are important, Wisconsin grown, and produce being grown without chemicals, followed this same pattern (the more likely group gave chemical-free an average score of 3.4 out of 5, compared to a 2.8 for the somewhat group and a 2.2 for the not likely group). Produce being certified organic also followed this pattern, though it was relatively less important (the more likely group only gave this an average score of 2.8).

Higher proportions of the more likely group also enjoy eating out than both of the other groups, and they buy more non-produce local items than the other two groups. They are more accepting of the definition of local food being within 100 miles. Compared to the somewhat and more likely group, the not likely group believes others buy less local produce. They pay less attention to food information in the news, entertainment, and social media, and they use fewer other sources to get information about food.

There were a few demographic differences. The more likely group trend slightly liberal (3.2) compared to the somewhat (2.8) and not likely group (2.6), who trend a little more conservative. On this scale, a 1 is very conservative, a 3 is moderate, and a 5 is very liberal. The more likely group was also younger than the other two groups. Lastly, the not likely group had less household income.

Natural or organic food stores or cooperatives

Most shoppers (76%) go to natural or organic food stores or cooperatives infrequently ("never" or "rarely"), while 12% go there sometimes, and 7% go there frequently ("often" or "always"). The frequent and sometimes group do or believe several things more than the infrequent group, such as: buy local produce (there were no differences in non-produce local products, though), pay a higher premium for local, rate local produce as having benefits over non-local produce, try new recipes, cook fresh food, enjoy new foods, visit a restaurant that they know serves local food, and visit farmers' markets.

Regarding attributes of produce, there are no differences in how the groups rank freshness, taste, and appearance. However, the frequent and sometimes group rate Wisconsin-grown as more important than the infrequent group, and the average scores for all groups differed when it came to organic certification, being chemical-free, and the importance of low price. **Table 8** shows these differences.

Table 8. Importance of produce attributes to different groups of shoppers (frequent, sometimes, and infrequent visitors to natural food stores).

	Frequent	Sometimes	Infrequent
Attribute		*----percent----*	
No chemicals	4.0	3.5	2.5
Certified organic	3.8	3.0	1.9
Wisconsin-grown	3.6	3.3	2.9
Low Price	3.0	3.5	3.8

Differences between the 3 groups are statistically significant. The degree to which attributes influence purchasing are measured on a 5-point scale where a 5 means "a great deal" and a 1 means "not at all."

The three groups get information about food from the news or entertainment shows equally, though the frequent group uses social media more then the infrequent group. The same proportions of people in each group get information about food from signs at grocery stores, though more people in the frequent group get information from store staff, classes or events, and nonprofits than the other two groups. More people in the frequent and sometimes groups also get information by talking to farmers, visiting Wisconsin farm websites, QR codes, and cooking websites than the infrequent group.

With demographics, all three groups are similar in age, gender, household size, and number of children. Politically, the infrequent organic shoppers trend conservative, the sometimes group is moderate, and the frequent group trends liberal. While there are no differences in income, the weekly food budget of the frequent group is higher.

Households with children

Respondents with children in their home report more supportive attitudes when it comes to some aspects of local food (e.g., that local produce reduces pollution and helps farmers more) than respondents without children in their home. There were no differences in attitudes about local produce being healthier.

Respondents with children also indicated they were willing to pay a higher premium for local than the other group. Nevertheless, they ranked “Wisconsin grown” as a little less likely to factor into purchasing decisions, and reported buying slightly less local produce (but the same amount of non-produce local items). A reason for this may be that they feel more challenged when it comes to local - they said they had less knowledge about local food issues and rated local produce as more expensive and time consuming to find.

Other food and shopping differences include that the group with children cook more Organic certification is also a little more important to the group with children (a 2.4 out of 5 compared to 2.2), though there was not a significant difference regarding “grown without chemicals” between the two groups. The group with children was more accepting of “within 100 miles” being local (70% compared to 54%). There was also more interest in CSA among the group with children.

Notable communication differences were that those with children pay less attention to information about food in the news, but more attention to information about food in social media. Relatively more people in the group with children said they got information from cooking websites, Wisconsin farm websites, and QR codes at grocery stores, and non-profits, but fewer got information from talking to grocery store staff, books, and classes or events.

It may be that having children is important because those consumers are more concerned with cooking or health. But, demographically, in addition to being younger, the group with children had more income and education, which may make a difference. The groups were similar in terms of political ideology, however.

Additionally, respondents likely to have *young* children (respondents between the ages of 18 and 44 years old who do half or more of the food shopping, and have someone under 18 in their home) were compared to the rest of the sample. The same trends were observed as with the group that has children (but without the additional age restriction).

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Authors
Laura Witzling, M.S.
Department of Life Sciences Communication, University of Wisconsin-Madison
lcwitzling@wisc.edu

Bret Shaw, Ph.D.
Department of Life Sciences Communication, University of Wisconsin-Madison
University of Wisconsin-Extension
brshaw@wisc.edu

David Trechter, Ph.D.
Department of Agricultural Economics, University of Wisconsin-River Falls
University of Wisconsin-Extension
david.d.trechter@uwrf.edu

Appendix 1: Demographic tables.

These tables show demographic characteristics of the portion of the sample who are primary food shoppers, meaning they do half or more of the household food shopping (n = 642). Percentages do not add up to 100 because not everyone answered every question.

Race or ethnicity

	percent
White	94
Black or African American	2
Latino or Hispanic	1
Asian	1
Native American	1
Other	1

Gender and lifestyle

	percent
Female	60
Hunt and/or fish	38
Have a job related to agriculture	7
Vegetarian	3

Ideology

	percent
Conservative	39
Moderate	30
Liberal	28

Type of community

	percent
City	32
Small town	30
Rural Area	22
Suburb	14

Education

	percent
Some high school or less	4
Completed high school or GED	22
Some college, no degree	19
Completed 2-year associate degree	12
Completed 4-year bachelor’s degree	19
Some graduate or professional school, no degree	6
Graduate or professional degree	16

Income

	percent
Under $15,000	7
$15,000 to $24,999	8
$25,000 to $34,999	10
$35,000 to $49,999	14
$50,000 to $74,999	19
$75,000 to $99,999	16
100,000 to $149,999	12
$150,000 or more	6

Weekly food budget

	percent
Under $50	12
$51 to $100	40
$101 to $150	27
$151 to $200	11
$201 to $250	2
Over $250	2

Appendix 2: Regional Differences.

The following tables show the average scores for each region of the state compared to the state average without that region. Significant differences (identified with t-tests[7]) are bolded and in red.

The regions were divided using the Wisconsin Department of Tourism divisions (map on page 16). Counties in each region were categorized in this way:

Central: Adams, Clark, Green Lake, Juneau, Marathon, Marquette, Menominee, Portage, Shawano, Waupaca, Waushara, Wood

East Central: Calumet, Fond du Lac, Manitowoc, Outagamie, Sheboygan, Winnebago

Northeast: Brown, Door, Florence, Forest, Kewaunee, Langlade, Lincoln, Marinette, Oconto, Oneida, Vilas

Northwest: Ashland, Barron, Bayfield, Burnett, Chippewa, Douglas, Dunn, Eau Claire, Iron, Peirce, Polk, Price, Rusk, St. Croix, Sawyer, Taylor, Washburn

South Central: Columbia, Dane, Dodge, Green, Iowa, Jefferson, Lafayette, Rock, Sauk

Southeast: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, Waukesha

Southwest: Buffalo, Crawford, Grant, Jackson, La Crosse, Monroe, Pepin, Richland, Trempealeau, Vernon

[7] With multiple comparisons, there is a higher risk of making a Type 1 error. An adjusted p-value is often used to correct for this, however, due to the exploratory nature of this work, and small sample sizes in some regions, corrected values were not used to protect against Type 2 error.

Central

		Central	Without Central
N (# of respondents)		60	506
Shopping venue. Scale: 1 = never purchase food there, 5 = always purchase food there.	Supermarket (large grocery store)	4.0	4.0
	Superstore (e.g., Wal-Mart)	3.2	2.9
	Farmers' market	2.6	2.5
	Small grocery store	2.6	2.3
	Roadside stand	2.0	2.0
	Convenience store	**2.4**	**2.1**
	Natural or organic co-op or store	**1.5**	**1.8**
Cooking. Scale for first two items: 1 = less than monthly, 5 = more than once a day. Scale for items about enjoyment: 1 = not at all, 5 = a great deal. Scale for gardening: 1 = no produce from home garden, 5 = 76 to 100%.	Cook fresh food	3.2	3.3
	Make a new dish or recipe	1.8	1.7
	Enjoy cooking	3.8	3.6
	Enjoy new food	3.4	3.5
	Enjoy eating out	3.4	3.5
	Enjoy food shopping	3.2	3.1
	Summer garden	2.2	1.9
Information. Scale: 1 = pay no attention to information about food from this source, 5 = pay a great deal of attention.	News	**2.6**	**2.9**
	Entertainment	1.6	1.8
	Social media	1.7	2.0
Specific information sources. Numbers represent the percent of respondents who said they did get information about food from that source in the last year.	Signs at grocery stores	78.3	82.2
	Food or cooking website	50.0	60.3
	Cookbook	81.7	77.9
	Grocery store staff	40.0	39.5
	Talking to farmers	28.3	26.1
	Book (not cookbook)	46.7	42.3
	QR code at grocery store	6.7	8.9
	Nonprofit	10.0	10.5
	Class or event	8.3	13.6
	Government	11.7	9.9
	UW-Extension	16.7	12.6
	Wisconsin farm website	6.7	11.5

(Central continued)		Central	Without Central
N (# of respondents)		60	506
Attributes of produce that affect purchasing. Scale: 1 = not at all, 5 = a great deal.	Taste	4.3	4.4
	Freshness	4.5	4.6
	Low price	3.8	3.7
	Appearance	4.3	4.2
	Wisconsin grown	3.2	3.0
	No chemicals	2.7	2.8
	Pre-cut or pre-washed	2.6	2.4
	Convenient location	3.9	3.8
	Organic	**2.0**	**2.3**
Definition of local food in terms of distance. Numbers represent the percent of respondents who said "yes" the item means local to them.	Wisconsin	86.7	86.0
	My town, village, or city	83.3	81.4
	My county	85.0	79.8
	50 miles or 1 hr. drive from me	75.0	75.7
	100 miles or 2 hr. drive from me	53.3	56.9
	Minnesota	21.7	24.7
	Illinois	18.3	18.8
	Iowa	16.7	16.2
	Michigan	26.7	19.6
Local purchasing. Scale for local produce and local "other" purchasing: 1= none and 5 = very much. Scale for premium: 1 = less than $2, 8 = $5. Scale for restaurant: 1 = not at all more likely to visit restaurant that serves local food, 5 = a great deal more likely. Scale for talk: 1 = never, 5 = daily.	Local produce purchasing	3.3	3.3
	Local "other" purchasing	3.5	3.5
	Local price premium	3.2	3.4
	Restaurant	2.8	3.0
	Talk	1.6	1.6
Benefits of local produce. Scale: 1 = local produce has this attribute not at all more than non-local produce, 5 = local has this attribute very much more than non-local produce.	Help farmers more	4.0	3.9
	Fresher	3.8	3.8
	Tastier	3.3	3.5
	Creates local jobs more	3.4	3.3
	Healthier	2.9	3.1
	Safer	3.0	2.9
	Fewer chemicals	2.8	3.0
	Fairer for food production	3.0	3.0
	Reduce pollution more	3.0	3.0
	Produces less carbon	2.9	3.0
	Promotes conservation	2.7	2.8

(Central continued)		Central	Without Central
N (# of respondents)		60	506
Challenges. Scale for identify local: 1 = not at all, 5 = a great deal. Scale for time: 1 = never, 5 = always. Scale for expense items: 1 = not at all, 5 = very much.	Can identify local produce in store	2.5	2.7
	Time consuming to buy local produce	2.7	2.9
	More expensive	2.7	2.9
	Less expensive	2.3	2.0
CSA. Numbers represent the percent of responses who said "yes," as opposed to "no" or "unsure"	Understand CSA	40.0	48.0
	Interested in learning more	**16.7**	**29.4**
	Can find information about CSA in my area	28.3	37.4
	Pickup locations are convenient	8.3	17.6
	Financially beneficial	**5.0**	**17.2**
	Would buy only if organic	10.0	19.4
	Have share now	**0.0**	**6.3**
	Had share in past	**1.7**	**14.4**
Demographics. Scale for age: 1 = 18 to 24, 8 = 85 or over. Gender: percent female is shown. Scale for ideology: 1 = very conservative, 3 = moderate, 5 = very liberal. Scale for food budget: 1 = less than $50, 7 = over $301. Scale for education: 1 = some high school or less, 7 = graduate/professional degree. Scale for income: 1 = under $15,000, 8 = $150,000 or more.	Age	5.1	4.7
	Gender	53.3	60.5
	Ideology	**2.5**	**3.0**
	Food budget	**2.3**	**2.8**
	Education	**3.7**	**4.2**
	Income	**4.0**	**4.8**

East Central

		East Central	Without East Central
N (# of respondents)		75	491
Shopping venue. Scale: 1 = never purchase food there, 5 = always purchase food there.	Supermarket (large grocery store)	4.0	4.0
	Superstore (e.g., Wal-Mart)	3.0	3.0
	Farmers' market	2.6	2.5
	Small grocery store	2.1	2.4
	Roadside stand	2.1	2.0
	Convenience store	2.2	2.1
	Natural or organic co-op or store	1.7	1.8
Cooking. Scale for first two items: 1 = less than monthly, 5 = more than once a day. Scale for items about enjoyment: 1 = not at all, 5 = a great deal. Scale for gardening: 1 = no produce from home garden, 5 = 76 to 100%.	Cook fresh food	3.3	3.3
	Make a new dish or recipe	1.7	1.7
	Enjoy cooking	3.6	3.6
	Enjoy new food	3.5	3.5
	Enjoy eating out	3.5	3.4
	Enjoy food shopping	3.2	3.1
	Summer garden	2.0	1.9
Information. Scale: 1 = pay no attention to information about food from this source, 5 = pay a great deal of attention.	News	2.7	2.9
	Entertainment	1.9	1.8
	Social media	2.0	1.9
Specific information sources. Numbers represent the percent of respondents who said they did get information about food from that source in the last year.	Signs at grocery stores	78.7	82.3
	Food or cooking website	58.7	59.3
	Cookbook	69.3	79.6
	Grocery store staff	33.3	40.5
	Talking to farmers	29.3	25.9
	Book (not cookbook)	42.7	42.8
	QR code at grocery store	**2.7**	**9.6**
	Nonprofit	10.7	10.4
	Class or event	10.7	13.4
	Government	9.3	10.2
	UW-Extension	12.0	13.2
	Wisconsin farm website	6.7	11.6

(East Central continued)		East Central	Without East Central
N (# of respondents)		75	491
Attributes of produce that affect purchasing. Scale: 1 = not at all, 5 = a great deal.	Taste	4.4	4.4
	Freshness	4.6	4.6
	Low price	**3.9**	**3.6**
	Appearance	4.2	4.2
	Wisconsin grown	3.2	3.0
	No chemicals	2.9	2.8
	Pre-cut or pre-washed	2.5	2.4
	Convenient location	3.9	3.7
	Organic	2.3	2.2
Definition of local food in terms of distance. Numbers represent the percent of respondents who said "yes" the item means local to them.	Wisconsin	90.7	85.3
	My town, village, or city	84.0	81.3
	My county	81.3	80.2
	50 miles or 1 hr. drive from me	78.7	75.2
	100 miles or 2 hr. drive from me	65.3	55.2
	Minnesota	26.7	24.0
	Illinois	20.0	18.5
	Iowa	21.3	15.5
	Michigan	25.3	19.6
Local purchasing. Scale for local produce and local "other" purchasing: 1= none and 5 = very much. Scale for premium: 1 = less than $2, 8 = $5. Scale for restaurant: 1 = not at all more likely to visit restaurant that serves local food, 5 = a great deal more likely. Scale for talk: 1 = never, 5 = daily.	Local produce purchasing	3.3	3.3
	Local "other" purchasing	3.6	3.5
	Local price premium	3.3	3.4
	Restaurant	3.2	2.9
	Talk	1.6	1.6
Benefits of local produce. Scale: 1 = local produce has this attribute not at all more than non-local produce, 5 = local has this attribute very much more than non-local produce.	Help farmers more	4.0	3.8
	Fresher	4.0	3.8
	Tastier	3.6	3.4
	Creates local jobs more	3.4	3.3
	Healthier	3.3	3.0
	Safer	3.1	2.9
	Fewer chemicals	3.2	2.9
	Fairer for food production	3.2	3.0
	Reduce pollution more	3.1	3.0
	Produces less carbon	3.2	2.9
	Promotes conservation	**3.1**	**2.7**

(East Central continued)		East Central	Without East Central
N (# of respondents)		75	491
Challenges. Scale for identify local: 1 = not at all, 5 = a great deal. Scale for time: 1 = never, 5 = always. Scale for expense items: 1 = not at all, 5 = very much.	Can identify local produce in store	2.6	2.7
	Time consuming to buy local produce	**3.2**	**2.9**
	More expensive	3.0	2.9
	Less expensive	2.1	2.0
CSA. Numbers represent the percent of responses who said "yes," as opposed to "no" or "unsure"	Understand CSA	53.3	46.2
	Interested in learning more	22.7	28.9
	Can find information about CSA in my area	41.3	35.6
	Pickup locations are convenient	16.0	16.7
	Financially beneficial	17.3	15.7
	Would buy only if organic	21.3	17.9
	Have share now	4.0	5.9
	Had share in past	**5.3**	**14.3**
Demographics. Scale for age: 1 = 18 to 24, 8 = 85 or over. Gender: percent female is shown. Scale for ideology: 1 = very conservative, 3 = moderate, 5 = very liberal. Scale for food budget: 1 = less than $50, 7 = over $301. Scale for education: 1 = some high school or less, 7 = graduate/professional degree. Scale for income: 1 = under $15,000, 8 = $150,000 or more.	Age	4.5	4.8
	Gender	60.0	59.7
	Ideology	2.9	2.9
	Food budget	2.7	2.7
	Education	3.8	4.1
	Income	4.8	4.7

Northeast

		Northeast	Without Northeast
N (# of respondents)		47	519
Shopping venue. Scale: 1 = never purchase food there, 5 = always purchase food there.	Supermarket (large grocery store)	4.0	4.0
	Superstore (e.g., Wal-Mart)	3.1	3.0
	Farmers' market	2.6	2.5
	Small grocery store	**2.8**	**2.3**
	Roadside stand	2.1	2.0
	Convenience store	2.0	2.1
	Natural or organic co-op or store	1.6	1.8
Cooking. Scale for first two items: 1 = less than monthly, 5 = more than once a day. Scale for items about enjoyment: 1 = not at all, 5 = a great deal. Scale for gardening: 1 = no produce from home garden, 5 = 76 to 100%.	Cook fresh food	3.6	3.3
	Make a new dish or recipe	1.9	1.7
	Enjoy cooking	3.7	3.6
	Enjoy new food	3.5	3.5
	Enjoy eating out	3.5	3.5
	Enjoy food shopping	3.2	3.1
	Summer garden	2.1	1.9
Information. Scale: 1 = pay no attention to information about food from this source, 5 = pay a great deal of attention.	News	2.8	2.9
	Entertainment	1.6	1.8
	Social media	1.8	1.9
Specific information sources. Numbers represent the percent of respondents who said they did get information about food from that source in the last year.	Signs at grocery stores	78.7	82.1
	Food or cooking website	55.3	59.5
	Cookbook	80.9	78.0
	Grocery store staff	42.6	39.3
	Talking to farmers	29.8	26.0
	Book (not cookbook)	**59.6**	**41.2**
	QR code at grocery store	6.4	8.9
	Nonprofit	8.5	10.6
	Class or event	10.6	13.3
	Government	8.5	10.2
	UW-Extension	14.9	12.9
	Wisconsin farm website	8.5	11.2

(Northeast continued)		Northeast	Without Northeast
N (# of respondents)		47	519
Attributes of produce that affect purchasing. Scale: 1 = not at all, 5 = a great deal.	Taste	4.3	4.4
	Freshness	4.5	4.6
	Low price	3.7	3.7
	Appearance	4.1	4.2
	Wisconsin grown	3.1	3.0
	No chemicals	2.7	2.8
	Pre-cut or pre-washed	2.3	2.5
	Convenient location	3.9	3.8
	Organic	2.1	2.2
Definition of local food in terms of distance. Numbers represent the percent of respondents who said "yes" the item means local to them.	Wisconsin	76.6	86.9
	My town, village, or city	78.7	81.9
	My county	76.6	80.7
	50 miles or 1 hr. drive from me	72.3	75.9
	100 miles or 2 hr. drive from me	48.9	57.2
	Minnesota	19.1	24.9
	Illinois	17.0	18.9
	Iowa	14.9	16.4
	Michigan	31.9	19.3
Local purchasing. Scale for local produce and local "other" purchasing: 1= none and 5 = very much. Scale for premium: 1 = less than $2, 8 = $5. Scale for restaurant: 1 = not at all more likely to visit restaurant that serves local food, 5 = a great deal more likely. Scale for talk: 1 = never, 5 = daily.	Local produce purchasing	3.5	3.3
	Local "other" purchasing	3.6	3.5
	Local price premium	3.6	3.4
	Restaurant	2.7	3.0
	Talk	1.5	1.6
Benefits of local produce. Scale: 1 = local produce has this attribute not at all more than non-local produce, 5 = local has this attribute very much more than non-local produce.	Help farmers more	**3.6**	**3.9**
	Fresher	3.9	3.8
	Tastier	3.6	3.4
	Creates local jobs more	3.1	3.3
	Healthier	3.1	3.0
	Safer	3.2	2.9
	Fewer chemicals	3.0	3.0
	Fairer for food production	2.8	3.0
	Reduce pollution more	2.7	3.0
	Produces less carbon	2.7	3.0
	Promotes conservation	2.7	2.8

(Northeast continued)		Northeast	Without Northeast
N (# of respondents)		47	519
Challenges. Scale for identify local: 1 = not at all, 5 = a great deal. Scale for time: 1 = never, 5 = always. Scale for expense items: 1 = not at all, 5 = very much.	Can identify local produce in store	2.7	2.7
	Time consuming to buy local produce	2.9	2.9
	More expensive	2.9	2.9
	Less expensive	2.2	2.0
CSA. Numbers represent the percent of responses who said "yes," as opposed to "no" or "unsure"	Understand CSA	**34.0**	**48.4**
	Interested in learning more	29.8	27.9
	Can find information about CSA in my area	27.7	37.2
	Pickup locations are convenient	8.5	17.3
	Financially beneficial	10.6	16.4
	Would buy only if organic	14.9	18.7
	Have share now	4.3	5.8
	Had share in past	6.4	13.7
Demographics. Scale for age: 1 = 18 to 24, 8 = 85 or over. Gender: percent female is shown. Scale for ideology: 1 = very conservative, 3 = moderate, 5 = very liberal. Scale for food budget: 1 = less than $50, 7 = over $301. Scale for education: 1 = some high school or less, 7 = graduate/professional degree. Scale for income: 1 = under $15,000, 8 = $150,000 or more.	Age	5.0	4.8
	Gender	**74.5**	**58.4**
	Ideology	2.7	2.9
	Food budget	2.7	2.7
	Education	4.0	4.1
	Income	4.6	4.7

Northwest

		Northwest	Without Northwest
N (# of respondents)		72	494
Shopping venue. Scale: 1 = never purchase food there, 5 = always purchase food there.	Supermarket (large grocery store)	3.8	4.0
	Superstore (e.g., Wal-Mart)	**3.4**	**2.9**
	Farmers' market	2.5	2.5
	Small grocery store	2.4	2.3
	Roadside stand	2.0	2.0
	Convenience store	2.3	2.1
	Natural or organic co-op or store	2.0	1.8
Cooking. Scale for first two items: 1 = less than monthly, 5 = more than once a day. Scale for items about enjoyment: 1 = not at all, 5 = a great deal. Scale for gardening: 1 = no produce from home garden, 5 = 76 to 100%.	Cook fresh food	3.3	3.3
	Make a new dish or recipe	1.7	1.7
	Enjoy cooking	3.6	3.6
	Enjoy new food	3.3	3.5
	Enjoy eating out	**3.1**	**3.5**
	Enjoy food shopping	3.1	3.1
	Summer garden	2.0	1.9
Information. Scale: 1 = pay no attention to information about food from this source, 5 = pay a great deal of attention.	News	2.7	2.9
	Entertainment	1.7	1.8
	Social media	1.8	1.9
Specific information sources. Numbers represent the percent of respondents who said they did get information about food from that source in the last year.	Signs at grocery stores	80.6	82.0
	Food or cooking website	**48.6**	**60.7**
	Cookbook	80.6	77.9
	Grocery store staff	31.9	40.7
	Talking to farmers	25.0	26.5
	Book (not cookbook)	37.5	43.5
	QR code at grocery store	11.1	8.3
	Nonprofit	11.1	10.3
	Class or event	12.5	13.2
	Government	18.1	8.9
	UW-Extension	18.1	12.3
	Wisconsin farm website	15.3	10.3

(Northwest continued)		Northwest	Without Northwest
N (# of respondents)		72	494
Attributes of produce that affect purchasing. Scale: 1 = not at all, 5 = a great deal.	Taste	4.4	4.4
	Freshness	4.6	4.5
	Low price	3.8	3.7
	Appearance	4.0	4.2
	Wisconsin grown	2.9	3.0
	No chemicals	3.0	2.8
	Pre-cut or pre-washed	2.6	2.4
	Convenient location	3.6	3.8
	Organic	2.4	2.2
Definition of local food in terms of distance. Numbers represent the percent of respondents who said "yes" the item means local to them.	Wisconsin	86.1	86.0
	My town, village, or city	83.3	81.4
	My county	77.8	80.8
	50 miles or 1 hr. drive from me	79.2	75.1
	100 miles or 2 hr. drive from me	58.3	56.3
	Minnesota	**56.9**	**19.6**
	Illinois	13.9	19.4
	Iowa	15.3	16.4
	Michigan	19.4	20.4
Local purchasing. Scale for local produce and local "other" purchasing: 1= none and 5 = very much. Scale for premium: 1 = less than $2, 8 = $5. Scale for restaurant: 1 = not at all more likely to visit restaurant that serves local food, 5 = a great deal more likely. Scale for talk: 1 = never, 5 = daily.	Local produce purchasing	3.2	3.3
	Local "other" purchasing	3.5	3.5
	Local price premium	3.2	3.4
	Restaurant	3.0	2.9
	Talk	1.6	1.6
Benefits of local produce. Scale: 1 = local produce has this attribute not at all more than non-local produce, 5 = local has this attribute very much more than non-local produce.	Help farmers more	**3.6**	**3.9**
	Fresher	3.9	3.8
	Tastier	3.5	3.4
	Creates local jobs more	3.1	3.3
	Healthier	3.0	3.1
	Safer	3.1	2.9
	Fewer chemicals	3.1	3.0
	Fairer for food production	3.1	3.0
	Reduce pollution more	3.0	3.0
	Produces less carbon	3.0	3.0
	Promotes conservation	2.9	2.8

(Northwest continued)		Northwest	Without Northwest
N (# of respondents)		72	494
Challenges. Scale for identify local: 1 = not at all, 5 = a great deal. Scale for time: 1 = never, 5 = always. Scale for expense items: 1 = not at all, 5 = very much.	Can identify local produce in store	2.7	2.7
	Time consuming to buy local produce	2.9	2.9
	More expensive	3.1	2.9
	Less expensive	1.8	2.0
CSA. Numbers represent the percent of responses who said "yes," as opposed to "no" or "unsure"	Understand CSA	47.2	47.2
	Interested in learning more	33.3	27.3
	Can find information about CSA in my area	40.3	35.8
	Pickup locations are convenient	16.7	16.6
	Financially beneficial	22.2	15.0
	Would buy only if organic	22.2	17.8
	Have share now	**1.4**	**6.3**
	Had share in past	8.3	13.8
Demographics. Scale for age: 1 = 18 to 24, 8 = 85 or over. Gender: percent female is shown. Scale for ideology: 1 = very conservative, 3 = moderate, 5 = very liberal. Scale for food budget: 1 = less than $50, 7 = over $301. Scale for education: 1 = some high school or less, 7 = graduate/professional degree. Scale for income: 1 = under $15,000, 8 = $150,000 or more.	Age	4.9	4.8
	Gender	48.6	61.3
	Ideology	3.1	2.9
	Food budget	2.6	2.7
	Education	3.8	4.2
	Income	4.4	4.8

South Central

		South Central	Without South Central
N (# of respondents)		121	506
Shopping venue. Scale: 1 = never purchase food there, 5 = always purchase food there.	Supermarket (large grocery store)	3.9	4.0
	Superstore (e.g., Wal-Mart)	**2.7**	**3.1**
	Farmers' market	2.4	2.5
	Small grocery store	2.5	2.3
	Roadside stand	2.1	2.0
	Convenience store	2.0	2.1
	Natural or organic co-op or store	1.9	1.8
Cooking. Scale for first two items: 1 = less than monthly, 5 = more than once a day. Scale for items about enjoyment: 1 = not at all, 5 = a great deal. Scale for gardening: 1 = no produce from home garden, 5 = 76 to 100%.	Cook fresh food	**3.5**	**3.3**
	Make a new dish or recipe	1.7	1.7
	Enjoy cooking	3.6	3.6
	Enjoy new food	**3.7**	**3.4**
	Enjoy eating out	3.6	3.4
	Enjoy food shopping	2.9	3.1
	Summer garden	1.9	1.9
Information. Scale: 1 = pay no attention to information about food from this source, 5 = pay a great deal of attention.	News	2.8	2.9
	Entertainment	1.8	1.8
	Social media	2.0	1.9
Specific information sources. Numbers represent the percent of respondents who said they did get information about food from that source in the last year.	Signs at grocery stores	81.8	82.2
	Food or cooking website	65.3	60.3
	Cookbook	**85.1**	**77.9**
	Grocery store staff	38.8	39.5
	Talking to farmers	27.3	26.1
	Book (not cookbook)	40.5	42.3
	QR code at grocery store	9.9	8.9
	Nonprofit	13.2	10.5
	Class or event	16.5	13.6
	Government	9.9	9.9
	UW-Extension	11.6	12.6
	Wisconsin farm website	14.9	11.5

(South Central continued)		South Central	Without South Central
N (# of respondents)		121	506
Attributes of produce that affect purchasing. Scale: 1 = not at all, 5 = a great deal.	Taste	4.5	4.4
	Freshness	4.6	4.6
	Low price	3.6	3.7
	Appearance	4.3	4.2
	Wisconsin grown	3.0	3.0
	No chemicals	2.9	2.8
	Pre-cut or pre-washed	2.4	2.5
	Convenient location	3.8	3.8
	Organic	**2.4**	**2.2**
Definition of local food in terms of distance. Numbers represent the percent of respondents who said "yes" the item means local to them.	Wisconsin	83.5	86.0
	My town, village, or city	83.5	81.4
	My county	81.8	79.8
	50 miles or 1 hr. drive from me	76.0	75.7
	100 miles or 2 hr. drive from me	59.5	56.9
	Minnesota	**14.9**	**24.7**
	Illinois	19.8	18.8
	Iowa	14.9	16.2
	Michigan	16.5	19.6
Local purchasing. Scale for local produce and local "other" purchasing: 1= none and 5 = very much. Scale for premium: 1 = less than $2, 8 = $5. Scale for restaurant: 1 = not at all more likely to visit restaurant that serves local food, 5 = a great deal more likely. Scale for talk: 1 = never, 5 = daily.	Local produce purchasing	**3.4**	**3.3**
	Local "other" purchasing	3.6	3.5
	Local price premium	3.5	3.4
	Restaurant	3.0	2.9
	Talk	1.6	1.6
Benefits of local produce. Scale: 1 = local produce has this attribute not at all more than non-local produce, 5 = local has this attribute very much more than non-local produce.	Help farmers more	4.0	3.8
	Fresher	3.8	3.8
	Tastier	3.4	3.5
	Creates local jobs more	3.4	3.3
	Healthier	3.1	3.0
	Safer	2.9	3.0
	Fewer chemicals	2.9	3.0
	Fairer for food production	3.1	3.0
	Reduce pollution more	3.0	3.0
	Produces less carbon	3.0	2.9
	Promotes conservation	2.7	2.8

(South Central continued)		South Central	Without South Central
N (# of respondents)		121	506
Challenges. Scale for identify local: 1 = not at all, 5 = a great deal. Scale for time: 1 = never, 5 = always. Scale for expense items: 1 = not at all, 5 = very much.	Can identify local produce in store	**2.8**	**2.6**
	Time consuming to buy local produce	2.9	2.9
	More expensive	**3.1**	**2.8**
	Less expensive	1.9	2.0
CSA. Numbers represent the percent of responses who said "yes," as opposed to "no" or "unsure"	Understand CSA	**62.8**	**48.0**
	Interested in learning more	29.8	29.4
	Can find information about CSA in my area	**49.6**	**37.4**
	Pickup locations are convenient	28.9	17.6
	Financially beneficial	19.0	17.2
	Would buy only if organic	19.8	19.4
	Have share now	**11.6**	**6.3**
	Had share in past	**25.6**	**14.4**
Demographics. Scale for age: 1 = 18 to 24, 8 = 85 or over. Gender: percent female is shown. Scale for ideology: 1 = very conservative, 3 = moderate, 5 = very liberal. Scale for food budget: 1 = less than $50, 7 = over $301. Scale for education: 1 = some high school or less, 7 = graduate/professional degree. Scale for income: 1 = under $15,000, 8 = $150,000 or more.	Age	4.6	4.8
	Gender	60.3	60.5
	Ideology	**3.1**	**2.8**
	Food budget	2.8	2.7
	Education	4.2	4.1
	Income	**5.1**	**4.6**

Southeast

		Southeast	Without Southeast
N (# of respondents)		157	409
Shopping venue. Scale: 1 = never purchase food there, 5 = always purchase food there.	Supermarket (large grocery store)	**4.2**	**3.9**
	Superstore (e.g., Wal-Mart)	2.8	3.0
	Farmers' market	2.5	2.5
	Small grocery store	**2.0**	**2.5**
	Roadside stand	1.9	2.0
	Convenience store	**1.8**	**2.2**
	Natural or organic co-op or store	1.8	1.8
Cooking. Scale for first two items: 1 = less than monthly, 5 = more than once a day. Scale for items about enjoyment: 1 = not at all, 5 = a great deal. Scale for gardening: 1 = no produce from home garden, 5 = 76 to 100%.	Cook fresh food	3.2	3.4
	Make a new dish or recipe	1.7	1.7
	Enjoy cooking	3.6	3.6
	Enjoy new food	3.4	3.5
	Enjoy eating out	3.6	3.4
	Enjoy food shopping	3.2	3.1
	Summer garden	**1.7**	**2.0**
Information. Scale: 1 = pay no attention to information about food from this source, 5 = pay a great deal of attention.	News	**3.1**	**2.7**
	Entertainment	1.9	1.7
	Social media	1.9	1.9
Specific information sources. Numbers represent the percent of respondents who said they did get information about food from that source in the last year.	Signs at grocery stores	**86.0**	**80.2**
	Food or cooking website	64.3	57.2
	Cookbook	73.2	80.2
	Grocery store staff	**45.9**	**37.2**
	Talking to farmers	22.3	27.9
	Book (not cookbook)	40.1	43.8
	QR code at grocery store	10.8	7.8
	Nonprofit	8.3	11.2
	Class or event	16.6	11.7
	Government	7.6	11.0
	UW-Extension	12.7	13.2
	Wisconsin farm website	10.2	11.2

(Southeast continued)		Southeast	Without Southeast
N (# of respondents)		157	409
Attributes of produce that affect purchasing. Scale: 1 = not at all, 5 = a great deal.	Taste	4.4	4.4
	Freshness	4.6	4.5
	Low price	3.6	3.7
	Appearance	4.2	4.2
	Wisconsin grown	**2.8**	**3.1**
	No chemicals	2.7	2.8
	Pre-cut or pre-washed	2.4	2.5
	Convenient location	3.7	3.8
	Organic	2.2	2.3
Definition of local food in terms of distance. Numbers represent the percent of respondents who said "yes" the item means local to them.	Wisconsin	90.4	84.4
	My town, village, or city	80.9	81.9
	My county	79.6	80.7
	50 miles or 1 hr. drive from me	74.5	76.0
	100 miles or 2 hr. drive from me	53.5	57.7
	Minnesota	**15.3**	**27.9**
	Illinois	21.7	17.6
	Iowa	14.6	16.9
	Michigan	16.6	21.8
Local purchasing. Scale for local produce and local "other" purchasing: 1= none and 5 = very much. Scale for premium: 1 = less than $2, 8 = $5. Scale for restaurant: 1 = not at all more likely to visit restaurant that serves local food, 5 = a great deal more likely. Scale for talk: 1 = never, 5 = daily.	Local produce purchasing	3.3	3.3
	Local "other" purchasing	**3.3**	**3.5**
	Local price premium	3.5	3.4
	Restaurant	2.9	2.9
	Talk	1.6	1.6
Benefits of local produce. Scale: 1 = local produce has this attribute not at all more than non-local produce, 5 = local has this attribute very much more than non-local produce.	Help farmers more	3.8	3.9
	Fresher	3.7	3.9
	Tastier	3.4	3.5
	Creates local jobs more	3.2	3.3
	Healthier	2.9	3.1
	Safer	**2.7**	**3.0**
	Fewer chemicals	2.9	3.0
	Fairer for food production	2.9	3.1
	Reduce pollution more	3.0	3.0
	Produces less carbon	2.8	3.0
	Promotes conservation	2.6	2.8

(Southeast continued)		Southeast	Without Southeast
N (# of respondents)		157	409
Challenges. Scale for identify local: 1 = not at all, 5 = a great deal. Scale for time: 1 = never, 5 = always. Scale for expense items: 1 = not at all, 5 = very much.	Can identify local produce in store	2.6	2.7
	Time consuming to buy local produce	3.0	2.9
	More expensive	**2.7**	**3.0**
	Less expensive	2.0	2.0
CSA. Numbers represent the percent of responses who said "yes," as opposed to "no" or "unsure"	Understand CSA	39.5	50.1
	Interested in learning more	31.8	26.7
	Can find information about CSA in my area	27.4	39.9
	Pickup locations are convenient	12.1	18.3
	Financially beneficial	15.3	16.1
	Would buy only if organic	17.8	18.6
	Have share now	7.0	5.1
	Had share in past	14.6	12.5
Demographics. Scale for age: 1 = 18 to 24, 8 = 85 or over. Gender: percent female is shown. Scale for ideology: 1 = very conservative, 3 = moderate, 5 = very liberal. Scale for food budget: 1 = less than $50, 7 = over $301. Scale for education: 1 = some high school or less, 7 = graduate/professional degree. Scale for income: 1 = under $15,000, 8 = $150,000 or more.	Age	4.9	4.7
	Gender	59.2	59.9
	Ideology	2.9	2.9
	Food budget	**2.9**	**2.6**
	Education	**4.5**	**3.9**
	Income	**5.0**	**4.6**

Southwest

		Southwest	Without Southwest
N (# of respondents)		34	532
Shopping venue. Scale: 1 = never purchase food there, 5 = always purchase food there.	Supermarket (large grocery store)	3.9	4.0
	Superstore (e.g., Wal-Mart)	**3.5**	**2.9**
	Farmers' market	2.3	2.5
	Small grocery store	2.4	2.3
	Roadside stand	1.8	2.0
	Convenience store	**3.0**	**2.0**
	Natural or organic co-op or store	1.8	1.8
Cooking. Scale for first two items: 1 = less than monthly, 5 = more than once a day. Scale for items about enjoyment: 1 = not at all, 5 = a great deal. Scale for gardening: 1 = no produce from home garden, 5 = 76 to 100%.	Cook fresh food	3.2	3.3
	Make a new dish or recipe	1.5	1.7
	Enjoy cooking	3.3	3.6
	Enjoy new food	3.3	3.5
	Enjoy eating out	3.4	3.5
	Enjoy food shopping	3.0	3.1
	Summer garden	1.9	1.9
Information. Scale: 1 = pay no attention to information about food from this source, 5 = pay a great deal of attention.	News	2.8	2.9
	Entertainment	1.7	1.8
	Social media	2.4	1.9
Specific information sources. Numbers represent the percent of respondents who said they did get information about food from that source in the last year.	Signs at grocery stores	82.4	81.8
	Food or cooking website	58.8	59.2
	Cookbook	82.4	78.0
	Grocery store staff	38.2	39.7
	Talking to farmers	29.4	26.1
	Book (not cookbook)	44.1	42.7
	QR code at grocery store	8.8	8.6
	Nonprofit	11.8	10.3
	Class or event	**2.9**	**13.7**
	Government	5.9	10.3
	UW-Extension	**2.9**	**13.7**
	Wisconsin farm website	11.8	10.9

(Southwest continued)		Southwest	Without Southwest
N (# of respondents)		34	532
Attributes of produce that affect purchasing. Scale: 1 = not at all, 5 = a great deal.	Taste	4.1	4.4
	Freshness	4.5	4.6
	Low price	3.6	3.7
	Appearance	4.3	4.2
	Wisconsin grown	3.0	3.0
	No chemicals	2.5	2.8
	Pre-cut or pre-washed	2.3	2.5
	Convenient location	3.7	3.8
	Organic	2.2	2.2
Definition of local food in terms of distance. Numbers represent the percent of respondents who said "yes" the item means local to them.	Wisconsin	76.5	86.7
	My town, village, or city	70.6	82.3
	My county	79.4	80.5
	50 miles or 1 hr. drive from me	70.6	75.9
	100 miles or 2 hr. drive from me	52.9	56.8
	Minnesota	38.2	23.5
	Illinois	11.8	19.2
	Iowa	20.6	16.0
	Michigan	14.7	20.7
Local purchasing. Scale for local produce and local "other" purchasing: 1= none and 5 = very much. Scale for premium: 1 = less than $2, 8 = $5. Scale for restaurant: 1 = not at all more likely to visit restaurant that serves local food, 5 = a great deal more likely. Scale for talk: 1 = never, 5 = daily.	Local produce purchasing	3.1	3.3
	Local "other" purchasing	3.5	3.5
	Local price premium	3.5	3.4
	Restaurant	2.7	3.0
	Talk	1.6	1.6
Benefits of local produce. Scale: 1 = local produce has this attribute not at all more than non-local produce, 5 = local has this attribute very much more than non-local produce.	Help farmers more	4.1	3.8
	Fresher	3.8	3.8
	Tastier	3.6	3.4
	Creates local jobs more	3.5	3.3
	Healthier	3.3	3.0
	Safer	3.1	2.9
	Fewer chemicals	3.2	2.9
	Fairer for food production	3.2	3.0
	Reduce pollution more	3.3	3.0
	Produces less carbon	3.1	3.0
	Promotes conservation	2.9	2.8

(Southwest continued)		Southwest	Without Southwest
N (# of respondents)		34	532
Challenges. Scale for identify local: 1 = not at all, 5 = a great deal. Scale for time: 1 = never, 5 = always. Scale for expense items: 1 = not at all, 5 = very much.	Can identify local produce in store	2.8	2.7
	Time consuming to buy local produce	2.7	2.9
	More expensive	3.0	2.9
	Less expensive	2.3	2.0
CSA. Numbers represent the percent of responses who said "yes," as opposed to "no" or "unsure"	Understand CSA	44.1	47.4
	Interested in learning more	23.5	28.4
	Can find information about CSA in my area	38.2	36.3
	Pickup locations are convenient	20.6	16.4
	Financially beneficial	17.6	15.8
	Would buy only if organic	20.6	18.2
	Have share now	2.9	5.8
	Had share in past	17.6	12.8
Demographics. Scale for age: 1 = 18 to 24, 8 = 85 or over. Gender: percent female is shown. Scale for ideology: 1 = very conservative, 3 = moderate, 5 = very liberal. Scale for food budget: 1 = less than $50, 7 = over $301. Scale for education: 1 = some high school or less, 7 = graduate/professional degree. Scale for income: 1 = under $15,000, 8 = $150,000 or more.	Age	4.3	4.8
	Gender	73.5	58.8
	Ideology	2.9	2.9
	Food budget	2.9	2.7
	Education	3.9	4.1
	Income	4.4	4.8