

Connecticut Grown Marketing Campaign Survey

Connecticut Department of Agriculture

March 2008

Conducted by



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Executive Summary

The Connecticut Department of Agriculture commissioned the Center for Survey Research and Analysis (CSRA) at the University of Connecticut to conduct a telephone survey of Connecticut residents to assess their recent advertising campaign about Connecticut Grown foods. The survey also gathered information on purchasing levels of CT Grown products, the types of products purchased, price point, and obstacles to buying such products. The study, conducted in February and March 2008, finished with a total of 504 interviews. This section summarizes the key findings of the survey. More detail on these topics can be found in the following sections of this report.

Key Findings

Just over one-quarter (27%) of Connecticut residents remember seeing, hearing, or reading advertisements for CT Grown products. Television spots and posters are the most memorable in the campaign. Two-thirds (66%) of those who saw the advertisements cited the television ads, and nearly half (48%) recall posters or signs advertising CT Grown products. Eighty percent of residents who saw any of the advertisements felt the messaging was effective in showcasing the variety and availability of CT Grown products. Six in ten thought the overall message of the advertisements was to encourage people to “buy local.”

Connecticut consumers feel price is very important when purchasing groceries, but many also feel it is important to buy products grown in Connecticut. Forty-five percent of residents who purchase groceries for their household are willing to pay more for locally grown products. The majority of residents buying food would choose a locally grown item over a non-locally grown one, if the price and quality were the same.

Three-quarters of Connecticut residents (75%) have purchased CT Grown products over the past year, and many of them will travel out of their way to do so. Generally, residents drive just over 10 minutes for normal grocery shopping. Those who purchase CT Grown items travel an average of 17 minutes to do so. When products are in season, many residents travel to farm stands (67%), pick your own farms (50%), and farmers' markets (44%) to purchase CT Grown products.

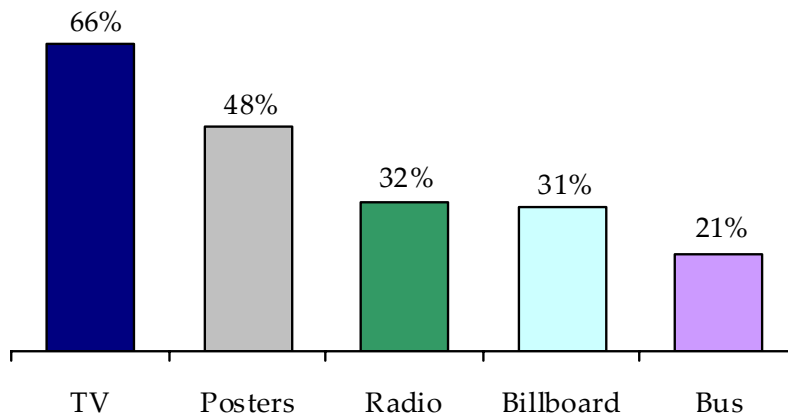
Residents not only purchase CT Grown products for their freshness (32%), but also as a way to support local farms (31%). Those who haven't purchased local products in the past 12 months suggest a lack of awareness about where to purchase them. Thirty-six percent were not aware of any CT Grown items being available near where they live; 27% percent also admit they can not find CT Grown products locally.

The Campaign's Reach

Many Connecticut residents remember seeing, hearing, or reading advertisements for Connecticut Grown products, primarily through television commercials or on posters displayed at various locales throughout the state.

The CT Grown advertisement campaign included five media—television and radio spots, posters on buses, a billboard, and posters at various locales (grocery stores, farm stands, farmers' markets, etc.). Over one-quarter of Connecticut residents (27%) recall the recent advertisements for CT Grown products. Of those that recall the advertisements, two in three (66%) remember them from television, and nearly half (48%) recall posters or signs advertising CT Grown products. Just under a third recalls the radio promotions (32%) or the billboard advertisement (31%). One in five Connecticut residents who saw the advertisements mentions seeing ads on CT Transit buses (21%).

Where did you see, hear, or read advertisements about CT Grown foods?
Combination of "Yes" to Q2 & follow-up questions



Campaign mediums

The ads were disseminated through five different mediums and residents were asked specifically where and when they recall encountering the advertisements.

Television

Of the 66% of residents that saw ads on television--

- Nearly one in five (19%) saw it on WTNH (ABC TV8/MyTV9),
- 17% saw it on WFSB (CBS TV3), and
- 10% saw it on WWIT (NBC TV30).

Although 41% remember seeing the television advertisements in the evening, one-fourth are unsure what time of day they saw the ad.

Posters

Posters were distributed to supermarkets, farmers' markets, and local farmers to help advertise CT Grown items. Forty-eight percent of Connecticut residents saw these posters in supermarkets, and 13% saw them at farmers' markets. When asked when they recall seeing the advertisements, about one-third of residents (32%) said it was about four months ago. Interestingly, many of these posters may still be in use as 24% report seeing them less than two months ago.

Radio

Nearly one in three (32%) residents that heard or saw advertisements for CT Grown products recall the radio spots. Fourteen percent heard an ad on WTIC (1080AM). However, 67% recall hearing an ad on a station that was not carrying the specific CT Grown spots. These individuals might have heard other promotions sponsored by the Connecticut Department of Agriculture that are played on various radio stations across the state.

The billboard and buses

Another element of the campaign was a billboard on I-91 near Hartford. Just over one in three (35%) residents saw the billboard on I-91, and 35% saw the billboard more than four months ago.

Buses carried advertisements through the city centers of Hartford, Waterbury, New Haven, Stamford, and Bridgeport. About one in five (19%) of those that saw the bus advertisements saw them in Hartford. Almost half (47%) saw the bus ads more than four months ago.

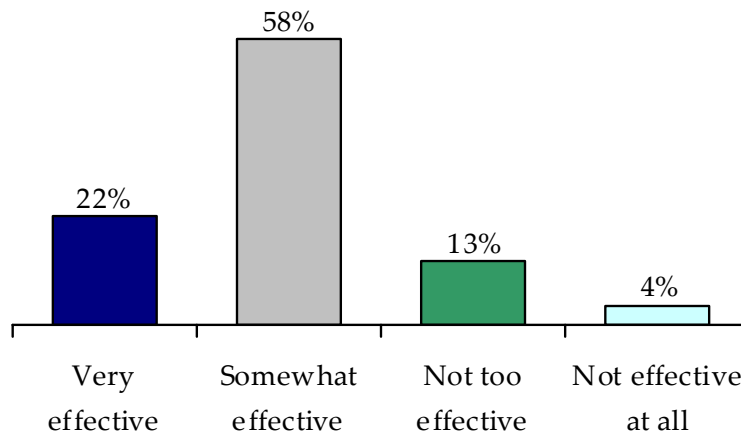
Marketing insight: Ads placed on television and in print seem to have the largest and most memorable impact. If a targeted message is needed to reach potential CT Grown purchasers, it should be noted that 54% of Connecticut residents watch the Food Network at least once a week. Radio and billboard ads, although seen and heard by many, seem to be less memorable, as many confused these ads with others when asked where they encountered the ad. Buses may be good for targeting specific locations, but are not as effective in spreading the message to the whole state.

Campaign Goals

Eight in ten residents who voiced familiarity with CT Grown advertisements thought they were effective in spreading the word that a variety of products are locally grown and available. The advertisements were also helpful in enticing residents to buy local products and to brand the CT Grown logo.

The ad campaign's overall message was focused on showcasing the variety of CT Grown products available to consumers; 80% of residents who saw or heard the advertisements, thought the campaign was effective in getting this message across. When these residents were asked what they thought the overall message was, 57% thought the focus was to encourage people to buy local Connecticut foods. Just over one in ten (12%) felt that the overall message was to increase awareness that many foods are locally grown in the state.

The campaign focused on the variety of Connecticut Grown products available to consumers. How would you rate the effectiveness of this campaign in getting this message across?



The CT Grown logo

The CT Grown logo was featured in the visual advertisements to increase brand awareness. Thirty-seven percent of Connecticut residents, overall, say they have seen the logo, and 28% of those that have seen the logo say the first thing that comes to mind when seeing the logo is purchasing CT Grown foods.

Factors Behind Food Purchases

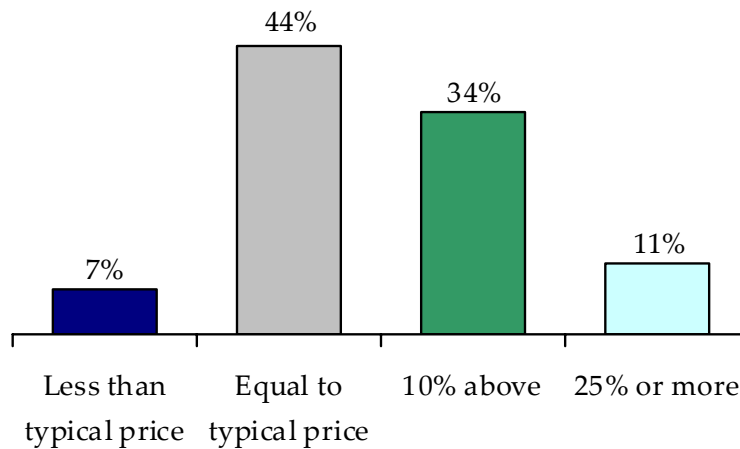
Price is very important to Connecticut residents when purchasing groceries, but so is the provenance of the item. The majority of residents would choose local farm-grown products over non-local products, if price and quality were comparable. Many residents are willing to pay a premium for CT Grown products.

Not surprisingly, when purchasing food 60% of Connecticut residents who are the primary household grocery shoppers say that price is very important to them. However, many Connecticut residents also have their local economy in mind. When purchasing food, 45% of Connecticut grocery shoppers feel it is very important that the purchase supports a local family farm; 35% feel it is very important that the product is grown in Connecticut. Therefore, it is not surprising that 88% of Connecticut grocery shoppers would prefer to purchase fruits and vegetables grown on a local farm if the price and quality were the same as fruits and vegetables grown either domestically (outside of Connecticut) or abroad.

Even though the price of a product is considered very important to Connecticut grocery shoppers, many are willing to pay a premium for locally grown items; 45% are willing to pay more than the typical retail price for locally grown or produced foods. Forty-four percent would purchase locally grown or produced food if the price was comparable to what they would typically pay for the item.

If available, what is the most you are willing to pay for locally grown or produced foods?

Primary grocery shoppers



Purchasing CT Grown Products

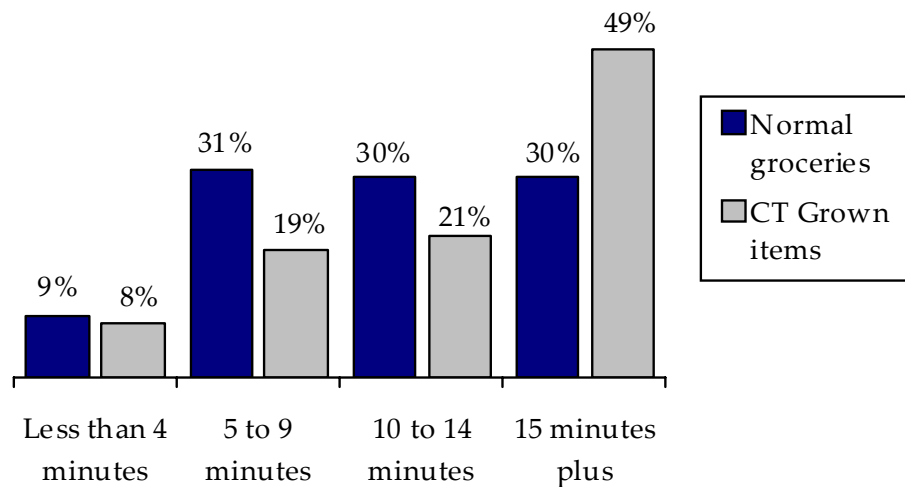
The majority of Connecticut residents have purchased CT Grown products over the past year with vegetables, fruits and landscaping items being most popular. Many residents will travel out of their way to do so, frequenting farm stands, pick your own farms, and farmers' markets for seasonal products.

Three-quarters (75%) of all Connecticut residents have purchased CT Grown products over the past year. Products include:

- Vegetables (81%)
- Fruit (69%)
- Landscaping materials (35%)
- Milk or other dairy items (27%)
- Eggs (23%)

While residents drive an average of 10 minutes to the grocery store, those that purchase CT Grown products are willing to travel further—an average of 17 minutes to buy local products. Forty-nine percent of residents who have purchased CT Grown products drive 15 minutes or more to buy these items. Only 30% of these residents drive a similar distance for their normal groceries.

How many minutes from home do you typically drive for . . .
Purchased CT Grown items in the last year



Points of purchase

Throughout the year, 57% of residents who purchase CT Grown items do so at least once a week at their local supermarkets. However, many items are only available seasonally and thus roadside farm stands (67%), pick your own farms (50%), and farmers' markets (44%) are often visited in season for many products.

Why Residents Buy Locally

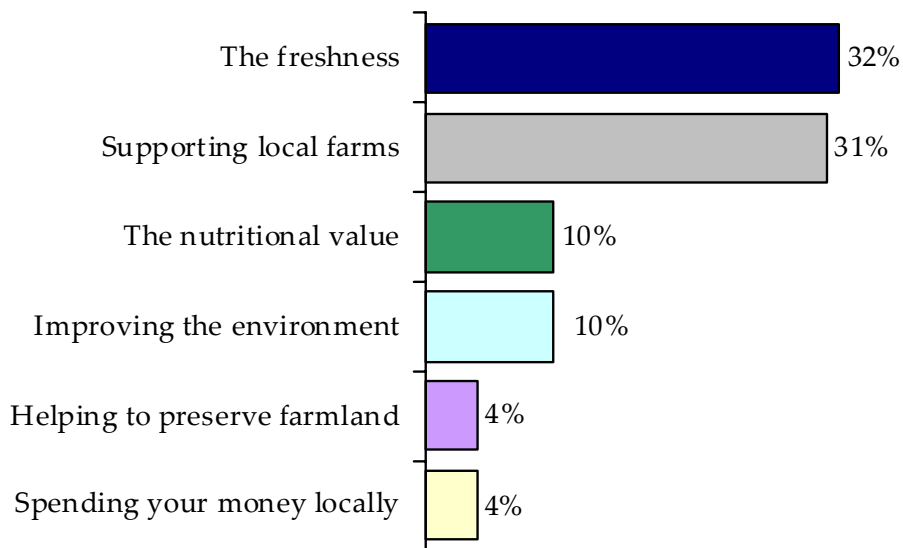
Connecticut residents buy locally grown products because of their freshness and also to support local farms.

There are many reasons residents purchase CT Grown items. Nearly nine in ten (88%) who purchase these items say that the freshness of locally grown items is very important to their decision to purchase them.

Consumers also feel that buying locally grown products helps support the local farming community. Preserving farmland (74%), supporting local farms (72%), and spending their money locally (65%) are very important reasons for people to buy CT Grown items. The nutritional value of locally grown products (66%) and improving the environment (67%) are also very important reasons behind consumers' purchasing CT Grown products.

When asked the most important reason for purchasing CT Grown products, nearly one-third (32%) say they do so because of the freshness of the products and a similar number (31%) say to support local farms.

What would you say was the most important reason for your decision to buy Connecticut Grown products?



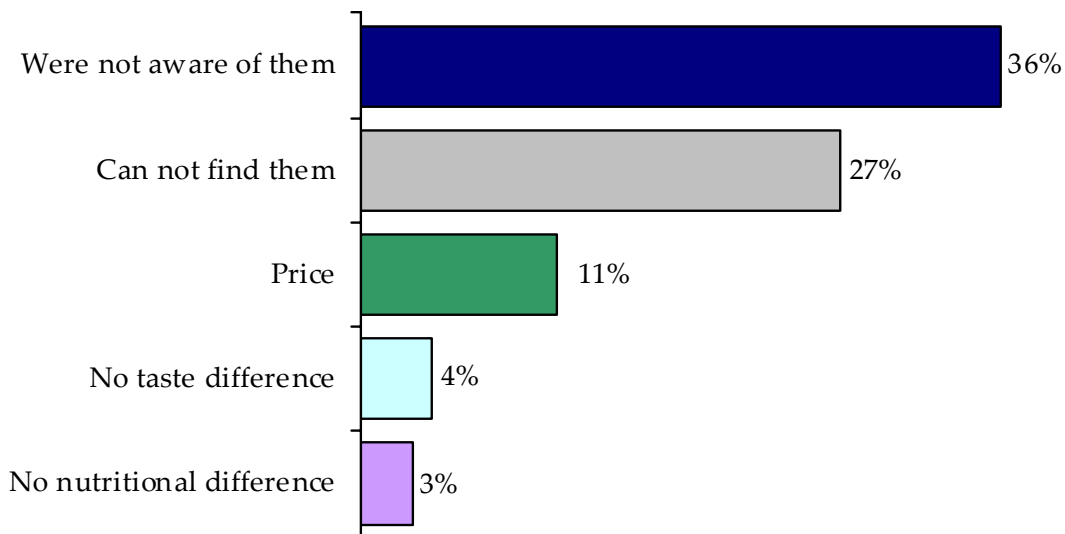
Obstacles to Purchasing Local Products

Many residents are unaware of where to purchase CT Grown items or do not view such purchases as convenient.

Connecticut residents who have not purchased any CT Grown items in the past 12 months were asked why they have not done so. Two-thirds of these residents (67%) agree that they are not aware of any locally grown items near where they live, and over one-third (36%) say that is the primary reason they do not purchase CT Grown products. Additionally, 65% of residents that do not purchase CT Grown products agree that they do not know where to purchase the products, and 49% agree that there is not a convenient location near where they live that sells locally grown food.

About half the residents that do not purchase CT Grown products (49%) agree that they do not do so because the products are too expensive. Many residents also do not see a distinguishable difference between CT Grown items and non-CT Grown items as far as nutrition (46%) or taste (42%). One-third of residents (33%) do not purchase CT Grown products because they do not have the time needed to prepare fresh foods.

What is the primary reason you did not purchase Connecticut Grown products?



Marketing insight: Although there is much information available on CT Grown, it is not reaching this group. Many also have not searched for CT Grown products (7%) or visited the CT Grown website (6%) thus future marketing campaigns should direct people to the website for more information on the variety of products available and locations that offer CT Grown.

Methodology

The Connecticut Department of Agriculture commissioned the Center for Survey Research and Analysis (CSRA) at the University of Connecticut to conduct a telephone survey of Connecticut residents about a recent advertising campaign they conducted on Connecticut Grown foods and to also assess CT Grown buying habits among residents. The 75-item questionnaire was jointly developed by the CT Department of Agriculture and CSRA. Findings are based on a total of 504 completed interviews with Connecticut residents, ages 18 and over. The telephone interviews were conducted between February 26 and March 6, 2008 by trained interviewers at CSRA.

A random digit dial (RDD) telephone methodology was used to generate the telephone numbers within Connecticut. RDD ensures that each possible residential telephone number has an equal probability of selection. Telephone banks that contain no known residential telephone numbers were removed from the sample selection process. The sample was weighted by census estimates to be representative of the state's characteristics for gender, race and Hispanic ethnicity, age, and level of educational attainment.

The margin of sampling error for the 504 interviews is ± 4.4 percentage points at the 95% confidence level. This means that there is less than a one in twenty chance that the findings will deviate more than ± 4.4 percentage points from the actual population parameters. The margin of error for sub-groups could be larger.

Appendix A: Annotated Questionnaire

Hello, my name is \$I and I am calling from the University of Connecticut's Center for Survey Research. The University, on behalf of the Department of Agriculture, is conducting a study about Connecticut Grown foods. May I please speak to the person with the MOST RECENT birthday who is at least 18 Years of age?

IQ1. This past year the Department of Agriculture conducted an awareness campaign about Connecticut Grown foods. The ads were broadcast across the state on both television and radio and also were displayed on selected billboards and buses.

Q1. Do you recall seeing any of these advertisements for Connecticut Grown foods?

Yes	27%
No → Q5a	72%
Don't Know (vol.) → Q5a	2%
Refused (vol.) → Q5a	--
Count	504

Q2. Where did you see, hear, or read advertisements about Connecticut Grown foods?

N=153	Yes	No
Television	51%	49%
Posters/signs in supermarket or farmers' market	23%	77%
Radio	17%	83%
Billboard	16%	84%
Internet/Website	6%	94%
Bus	5%	95%
Road signs (not billboards)	3%	97%
Other	21%	79%

Q2A. Do you recall seeing television ads about Connecticut Grown foods?

Yes	30%
No → q2b	65%
Don't Know (vol.) → q2b	5%
Refused (vol.) → q2b	--
Count	81

Q2A1. On what television station do you recall seeing this ad on?

WTNH ABC TV8/MyTV 9	19%
WFSB CBS TV3	17%
WVIT NBC TV30	10%
Cablevision Channel 12 (Fairfield County)	1%
Other station	10%
Don't know (vol.)	42%
Refused (vol.)	--
Count	91

Q2A2. When do you recall seeing this ad? Did you see it in the morning, the afternoon, or the evening?

Morning	18%
Afternoon	12%
Evening	41%
Saw multiple times a day (vol.)	4%
Don't know (vol.)	25%
Refused (vol.)	--
Count	91

Q2B. Do you recall hearing radio ads about Connecticut Grown foods?

Yes	18%
No → q2c	73%
Don't Know (vol.) → q2c	9%
Refused (vol.) → q2c	1%
Count	126

Q2B1. On what radio station do you recall hearing this ad on?

WTIC 1080 AM	14%
WEZN 99.9 FM	3%
WELI 960 AM	3%
WMOS 104.7 FM	3%
WSTC 1400 AM	1%
Other station	67%
Don't know (vol.)	8%
Refused (vol.)	2%
Count	46

Q2B2. When do you recall hearing this ad? Did you see it in the morning, the afternoon, or the evening?

Morning	30%
Afternoon	25%
Evening	7%
Heard multiple times a day (vol.)	11%
Don't know (vol.)	27%
Refused (vol.)	--
Count	46

Q2C. Do you recall seeing ads on buses about Connecticut Grown foods?

Yes	17%
No → q2d	79%
Don't Know (vol.) → q2d	4%
Refused (vol.) → q2d	--
Count	145

Q2C1. In what city was the bus that you recall seeing this ad in?

Hartford	19%
Waterbury	7%
New Haven	5%
Other City	38%
Don't know (vol.)	20%
Refused (vol.)	11%
Count	24

Q2C2. When do you recall seeing this ad? Did you see it less than two months ago, two months ago, three months ago, four months ago, or more than four months ago?

Less than two months ago	8%
Two months ago	3%
Three months ago	17%
Four months ago	9%
More than four months ago	47%
Don't know (vol.)	5%
Refused (vol.)	11%
Count	24

Q2D. Do you recall seeing highway billboards advertising Connecticut Grown foods?

Yes	17%
No → q2e	74%
Don't Know (vol.) → q2e	9%
Refused (vol.) → q2e	--
Count	122

Q2D1. On what highway do you recall seeing this billboard on?

I-91	35%
Other highway	43%
Don't know (vol.)	21%
Refused (vol.)	1%
Count	49

Q2D2. When do you recall seeing this ad? Did you see it less than two months ago, two months ago, three months ago, four months ago, or more than four months ago?

Less than two months ago	12%
Two months ago	17%
Three months ago	15%
Four months ago	8%
More than four months ago	35%
Don't know (vol.)	11%
Refused (vol.)	1%
Count	49

Q2E. Do you recall seeing posters advertising Connecticut Grown foods?

Yes	32%
No → q3	57%
Don't Know (vol.) → q3	11%
Refused (vol.) → q3	--
Count	108

Q2E1. Where do you recall seeing this poster?

Supermarket	48%
Farmer's market	13%
Farm	9%
Saw poster in multiple locations (vol.)	10%
Other (Specify)	8%
Don't know (vol.)	8%
Refused (vol.)	4%
Count	74

Q2e2. When do you recall seeing this poster? Did you see it less than two months ago, two months ago, three months ago, four months ago, or more than four months ago?

Less than two months ago	24%
Two months ago	9%
Three months ago	14%
Four months ago	8%
More than four months ago	32%
Don't know (vol.)	9%
Refused (vol.)	4%
Count	74

Q3. What do you feel was the overall message of the advertisements you saw?

Buy local Connecticut foods	57%
Many foods are locally grown in Connecticut	12%
Local foods are fresher/better	9%
Support your local farms	4%
Positive message	2%
Other (specify)	8%
Don't know (vol.) → QD5	9%
Refused (vol.) → QD5	--
Count	152

IQ4. The campaign focused on the variety of Connecticut Grown products available to consumers. It also featured the Connecticut Grown logo pictured with the locally grown products.

Q4. How would you rate the effectiveness of this campaign in getting this message across? Would you say it was very effective, somewhat effective, not too effective, or did you feel it was not effective at all?

Very effective	22%
Somewhat effective	58%
Not too effective	13%
Not effective at all	4%
Don't know (vol.)	3%
Refused (vol.)	--
Count	142

Q5A. Have you ever seen the Connecticut Grown symbol? It is a green and blue image in the shape of the state of Connecticut with a picture of a farmhouse on top of it.

Yes	37%
No → Q6	58%
Don't know (vol.) → Q6	5%
Refused (vol.) → Q6	--
Count	494

Q5B. What is the first thing that comes to mind when you think of or see the Connecticut Grown symbol?

Purchasing Connecticut Grown foods	28%
Fruits and vegetables	22%
Local farms/farm stands	21%
Freshness	7%
"Green"/organic	6%
Other food product (milk, cheese, eggs, meat, seafood, honey)	3%
Other (specify)	8%
Don't Know (vol.)	5%
Refused (vol.)	0%
Count	195

Q6. Do you ever personally shop for groceries for your household, or not?

Primary grocery shopper	71%
Not primary grocery shopper → IQ11	21%
Share responsibilities (vol.)	8%
Don't Know (vol.)	--
Refused (vol.)	--
Count	494

IQ7. When purchasing food, how important are the following characteristics of the product? Please tell me if it is very important, somewhat important, not too important, or not important at all.

N=428	Very important	Somewhat important	Not too important	Not important at all	Don't know/refused
The product is a generic store brand or label	10%	28%	31%	29%	2%
The product is grown in Connecticut	35%	37%	17%	11%	1%
The product's purchase supports a local family farm	45%	38%	10%	6%	1%
The product is made by a small local company	26%	41%	19%	13%	1%
The product's price	60%	31%	6%	2%	1%

Q8. If the price and the quality were the same, which fruit or vegetables would you prefer to purchase?

Fruits and vegetables grown on a local farm	88%
Fruits and vegetables grown outside Connecticut but within the United States	6%
Fruits and vegetables that are imported	1%
I do not have a preference (vol.)	4%
Don't know (vol.)	0%
Refused (vol.)	0%
Count	428

Q9. If available, what is the most you are willing to pay for locally grown or produced foods?

Less than the typical retail price for similar items	7%
Equal to the typical retail price for similar items	44%
10% above the typical retail price for similar items	34%
25% above the typical retail price for similar items	8%
Greater than 25% above the typical retail price for similar items	3%
Don't know (vol.)	3%
Refused (vol.)	0%
Count	428

Q10. How many minutes from home do you typically travel to shop for food?

Less than 4 minutes	9%
5 to less than 9 minutes	35%
10 to less than 14 minutes	27%
15 minutes or more	29%
Don't Know (vol.)	--
Refused (vol.)	0%
Count	428

IQ11. Many different products are grown and cultivated locally in Connecticut. They include many different fruits and vegetables as well as milk, eggs, cheese, meat, seafood, honey, maple syrup, and wine. Locally grown landscaping plants and trees, including Christmas trees, are also a part of Connecticut Grown products. These products are available for purchase at supermarkets as well as farmers' markets, farm stands, and other local stores across the state throughout the year.

Q11A. Have you purchased any Connecticut Grown products over the past year?

Yes	75%
No → IQ22	11%
Don't Know (vol.) → IQ22	14%
Refused (vol.) → IQ22	--
Count	494

Q11b. What types of Connecticut Grown products have you purchased over the past year?

Vegetables	81%
Fruit	69%
Landscaping materials (plants, trees, Christmas tree)	35%
Milk (milk, cream, eggnog, ice cream, etc.)	27%
Eggs	23%
Honey	13%
Cheese	11%
Maple syrup	9%
Wine	6%
Butter	5%
Yogurt	5%
Meat (beef, goat, bison, lamb)	5%
Seafood (fish, clams, oysters)	4%
Baked goods	3%
Other (specify)	1%
Don't know (vol.)	4%
Refused (vol.)	--

Q12. How many minutes from home did you travel to purchase Connecticut Grown products?

Less than 4 minutes	8%
5 to less than 9 minutes	19%
10 to less than 14 minutes	21%
15 minutes or more	49%
Don't know (vol.)	1%
Refused (vol.)	1%
Count	396

IQ13. We are interested in learning where and how often people purchase Connecticut Grown products. Please tell me how often you purchase Connecticut Grown products from the following sources. Do you purchase them more than once a week, once a week, two or three times a month, once a month, only when in season, or do you never purchase them from the location?

N=396	More than once a week	Once a week	Two or three times a week	Once a month	Only when in season	Never	Don't know/refused
Supermarkets	18%	39%	14%	9%	12%	3%	5%
Farmers' market	1%	6%	8%	11%	44%	29%	1%
Roadside farm stand	3%	6%	3%	3%	67%	17%	0%
At a pick your own farm	2%	3%	3%	2%	50%	40%	0%

Q13E. Is there any place that we did not talk about where you purchase Connecticut Grown products?

No	82%
Local stores/fairs/restaurants	5%
Farms	2%
I grow my own	2%
Farm Community Supported Agriculture (CSA)	1%
Retail co-op	1%
Nurseries	1%
Other (specify)	1%
Don't know (vol.)	3%
Refused (vol.)	1%
Count	396

IQ14. There are many reasons why someone would purchase Connecticut Grown products. Please tell me how important the following reasons are to your decision to purchase Connecticut Grown products.

N=396	Very important	Somewhat important	Not too important	Not important at all	Don't know/refused
Supporting local farms	72%	24%	1%	2%	1%
The nutritional value of locally grown products	66%	26%	4%	3%	2%
The freshness of locally grown items	88%	11%	1%	0%	0%
Helping to preserve farmland	74%	19%	2%	4%	0%
Spending your money locally	65%	27%	5%	3%	--
Improving the environment	67%	22%	4%	5%	1%

Q20. From the reasons we just discussed, what would you say was the most important reason for your decision to buy Connecticut Grown products?

The freshness of locally grown items	32%
Supporting local farms	31%
The nutritional value of locally grown products	10%
Improving the environment	10%
Helping to preserve farmland	4%
Spending your money locally	4%
Other (vol.) (specify)	7%
Don't know (vol.)	1%
Refused (vol.)	--
Count	396

Q21. Are there any other reasons we did not talk about that were important to your decision to buy Connecticut Grown products over the past year?

No → Q24	80%
Supporting the local economy → Q24	6%
Knowing where my food came from → Q24	3%
Taste → Q24	2%
Organic → Q24	2%
Other → Q24	8%
Don't Know (vol.) → Q24	--
Refused (vol.) → Q24	--
Count	396

IQ22. (IF NO TO Q11a) There are many reasons people may have for not purchasing Connecticut Grown products. Please tell me if you agree or disagree with the following reasons as they pertain to your reasons for not purchasing Connecticut Grown products.

N=98	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/refused
Locally grown food is too expensive	22%	27%	17%	12%	22%
I do not know where to purchase Connecticut Grown products	35%	30%	17%	14%	3%
There is no convenient place near where I live that sells locally grown food	31%	18%	13%	16%	21%
I am not aware of any locally grown items near where I live	37%	30%	15%	9%	8%
I do not think there is a difference between locally grown food and non-locally grown items as far as taste	21%	21%	20%	23%	15%
I do not think there is a difference between locally grown food and non-locally grown items as far as nutrition	25%	21%	28%	15%	11%
I do not have the time needed to prepare fresh foods	17%	16%	29%	33%	5%

Q22H. Are there any other reasons we did not talk about why you might not have bought Connecticut Grown products over the past year?

Yes (Specify)	10%
No	78%
Don't know (vol.)	10%
Refused (vol.)	2%
Count	98

Q23. Of the reasons we just discussed, what is the primary reason you do not purchase Connecticut Grown products?

Were not aware of them	36%
Can not find them	27%
Price	11%
No taste difference between locally and non locally grown	4%
No nutritional difference between locally and non locally grown	3%
Other (Specify)	6%
Don't know (vol.)	12%
Refused (vol.)	1%
Count	98

Q24. Have you ever searched for Connecticut Grown products on the Internet?

Yes	7%
No	92%
Don't know (vol.)	0%
Refused (vol.)	--
Count	494

Q25. Have you ever visited the Connecticut Grown website at C-T-Grown-dot-gov (ctgrown.gov)?

Yes	6%
No	94%
Don't know (vol.)	1%
Refused (vol.)	--
Count	494

IQD1: Just a few questions for classification purposes . . .

QD1. Age

18-34	12%
35-49	31%
50-64	36%
65 +	21%
Count	478

QD2. What is the highest grade of school or year of college you have completed and gotten credit for?

Grade school or less (0-8)	1%
Some high school (9-11)	1%
High school (12)	23%
Some college (1-3 years)	23%
College graduate (4 years)	25%
Post graduate (Masters or Doctorate)	26%
Don't Know (vol.)	0%
Refused (vol.)	1%
Count	494

QD3. How would you describe your political views - liberal, moderate or conservative?

Liberal	27%
Moderate	37%
Conservative	26%
Don't know (vol.)	7%
Refused (vol.)	4%
Count	494

QD4. Are you of Spanish or Hispanic origin or descent?

Yes	4%
No	95%
Don't Know (vol.)	0%
Refused (vol.)	1%
Count	494

QD5. What racial or ethnic group would you most identify yourself with? African American, Asian, Native American, White or something else?

African American	5%
Asian	2%
Native American	0%
White	86%
Some other group (SPECIFY)	4%
Don't Know (vol.)	0%
Refused (vol.)	3%
Count	504

QD6. For classification purposes only, what is the total yearly income of all the members of your family now living at home?

Under \$25,000	8%
\$25,000 to less than \$50,000	12%
\$50,000 to less than \$75,000	16%
\$75,000 to less than \$100,000	13%
\$100,000 to less than \$150,000	18%
\$150,000 or more	12%
Don't Know (vol.)	4%
Refused (vol.)	18%
Count	504

QD7A. Do you currently subscribe to cable television?

Yes	85%
No → QD8	14%
Don't Know (vol.)	--
Refused (vol.)	1%
Count	504

QD7B. Do you watch the Food Network at least once a week?

Yes	54%
No	46%
Don't know (vol.)	0%
Refused (vol.)	0%
Count	433

QD8. How many children live in this household who are under the age of 18?

None	61%
1	16%
2	13%
3	6%
4	1%
5	1%
Don't know (vol.)	--
Refused (vol.)	2%
Count	504

QD11. Gender

Male	34%
Female	66%
Count	504

COM. Those are all the questions I have for you today. Thank you for your time!