LiveWell Longmont

Community Food Assessment

Report of Findings

December 2010

Wendy Peters Moschetti, Katie Bauer, and
Melissa Trecoske Houghton

LiveWell Longmont Survey & Community Listening: Report of Findings

FINAL REPORT -- December 2010

I. Executive Summary 2
LiveWell Longmont Community Food Assessment 2
Methods Used 2
Key Themes in the Findings 2
Policy & Project Recommendations 4
II. Introduction & Process Overview 5
LiveWell Longmont 5
Community Food Assessment Subgroup 5
Focus on Increasing Fruit & Vegetable Consumption 6
Survey Development 6
Survey Dissemination 7
III. Summary of Survey Findings 9
Who Completed the Survey? 9
What Were the Most Common Findings? 11
IV. Analysis of Findings 13
Physical Access Findings 13
Fruit and Vegetable Selection Findings 15
Analysis of "Cluster" Responses 15
Summary of Key Statistical Findings 16
V. Community Listening Efforts 16
Listening Process 16
Interview Findings 17
VI. Policy & Project Recommendations 19
VII. Appendices 20
Appendix A: List of Subgroup Members 20
Appendix B: LW_Longmont_Food_Assessment_Phase_I_Public Summary v.12.2009 20
Appendix C: Survey Instrument 20
Appendix D: Raw Survey Results 20
Appendix E: General Trends in The Results (findings from cross-tab analysis) 20
Appendix F: Cluster Analysis 20
Appendix G: Meeting in a Bag Outline 20
Appendix H: Flip Video Interviews Script 20
Map 1: Food Retailers in Longmont 20
Map 2: Survey Respondents 20
Map 3: Where Respondents Would Like to Get More Fruits & Vegetables 20
Map 4: Distance from Primary Source of Fruits & Vegetables 20
Map 5: Reported Challenge of Getting "5 a Day" 20

I. Executive Summary

LiveWell Longmont Community Food Assessment

LiveWell Longmont is a community initiative funded by LiveWell Colorado. LiveWell Colorado aims to provide every Coloradoan with access to healthy foods and opportunities for physical activity in the places they live, work, learn and play. Longmont became a LiveWell community in early 2008. For more information please visit www.livewellcolorado.org/longmont .

One of LiveWell Longmont's subgroups is the Food Assessment Subgroup, which first began to meet in the spring of 2009. This subgroup, which includes city staff, county staff, local organizations, food assistance groups, and a consultant hired to help develop the process, formed in order to examine issues of Longmont's local food system and issues of access to food, so that their learning could help inform specific strategies to promote healthy eating - specifically increasing fruit and vegetable intake - in Longmont. Food assessments examine a broad range of food related problems and successes to improve a community's food system. Through such assessments, community members can work together to research what is happening in a community's food system, communicate those findings, and support policy changes based on those findings.

Methods Used

The findings and analysis presented in this report stem from two major methodologies: 1) a survey disseminated to residents across the city in both a web-based and paper version; and, 2) community listening efforts, including conducting Flip Video[1] interviews at community events and holding conversations at a variety of groups and meetings throughout the city.

Prior to these efforts, the Food Assessment Subgroup devoted the fall of 2009 to conducting focus groups and developing or gathering existing maps (see attached Maps #1-5) and reports and information about health, healthy eating, hunger, and the food system. For a detailed review of the findings from this phase please see "*LW_Longmont_Food_Assessment_Phase_I_Public Summary v.12.2009*". The findings from these focus groups were used to inform the development of the final survey questions.

Key Themes in the Findings

In all, 748 Longmont residents completed the web-based and paper survey (81 of which were completed in Spanish) and dozens of residents participated in more informal conversations and Flip Video interviews in both English and Spanish.

The demographic characteristics (e.g., income, primary language, education, and ethnicity) of survey respondents generally reflected the demographics of Longmont (see comparison tables in the full report). The two notable exceptions were gender -- 76% of respondents were female – and income to a lesser degree, as very low-income respondents (under $15,000 annual household income) were slightly over-represented in this survey.

[1] Flip Video Flip Video cameras are pocket-sized video cameras that can be used to capture videos in the field and quick interviews of people in an unstructured and informal manner. The camera is an affordable means for creating video stories and easily downloading them on personal websites. See www.theflip.com.

Issues of food security were also captured in the survey. 74% of survey respondents reported being able to afford enough food to feed their self/family all they wanted more than half the time or all of the time, while 30% reported compromising on healthy food items because of budget concerns more than half the time or all of the time.

Other key themes from both the survey and more informal community listening efforts included:

Degree of Fruit & Vegetable Consumption:

- 62% of respondents said it is challenging to eat 5 servings of fruits and vegetables consistently each day.
- 20% of respondents reported eating the recommended 5-a-day serving of fruits and vegetables every day, and an additional 27% reported doing so 4-6 days per week.
- Price still seems to be the largest barrier (or perceived price difference) in eating more fruits and vegetables. Respondents reported that having less expensive fruits and vegetables (27%), having more farmers' markets/farm stands (18%) and having more time to cook/prepare them (10%) as the top ways to make fruit and vegetable consumption easier.
- Respondents that listed fresh, health, organic, and local as important factors also reported a higher consumption of fruits and vegetables. In opposition, those who identified convenience and taste as key factors reported the least amount of fruit and vegetable consumption.

Sources of Fruit & Vegetables:

- The most common responses for *primary* source for fruits and vegetables were: grocery stores (43%), Natural Food Stores (14%) and Farmers' Markets (9%).
- In total, 62% of respondents reported wanting to get more fruits and vegetables from where they were already shopping. This suggests that low levels of fruit and vegetable consumption might have to do with consumer's perceived barriers to buying more even though they are already in that location.
- Of those that prefer other locations than they are already shopping, respondents reporting wanting to eat more local foods reported the biggest challenges in doing so.
- Consumers who want to buy more from cultural food locations, food assistance programs, or locations with local food perceive more of a challenge in doing so.

Transportation and Distance:

- Most consumers (90% of respondents) travel by car to purchase fruit and vegetables, with only 8% by alternative transportation (bike, walk, bus).
- 42% of respondents live within 3 miles of their food and vegetable source, 25% within a mile.
- 54% stated that lack of transportation or amount of distance to their fruit and vegetable source does *not* affect their ability to obtain their fruits and vegetables regularly. In general, distance to where people get fruit and vegetables does not seem to be the primary barrier or a significant predictor to why people report having challenges getting fruits and vegetables.
- The exceptions are shoppers that use more cultural-based markets (e.g., Fruterias or ethnic markets) or receive food through food assistance programs. These respondents reported a significantly *higher challenge* to access their fruits and vegetables (whereas those who shop at grocery stores or grow their own produce do not perceive transportation or far distances as a challenge).

- Additionally, respondents who reported living 1 to 5 blocks *or* over 5 miles from their primary location for fruits and vegetables reported distance or transportation as a perceived challenge.

Local Food:

- There seems to be a general interest in local food, as 90% of respondents reported wanting to include more local foods in their diet.
- Increasing the number of or access to Farmers' Markets and other sites that sell local foods are priorities for a majority of the sample.

Food & Nutrition Education and Cooking Skills:

- From open-ended survey responses and conversations held across the city, a strong interest in and need for information about where to shop, what to buy, how to find "deals", and how to prepare more fresh, healthy, and local foods became clear.
- Several participants asked for information about where to find more local foods, how to buy fresh and healthy foods on a budget, what foods to look for in stores and markets, how to integrate healthier foods into cultural-based diets, and how to shop more seasonally.

Policy & Project Recommendations

Several ideas emerged from this process. The following recommendations are currently being developed and pursued by LiveWell Longmont and its various partners.

A. Pilot a Neighborhood-Based Food System:

- Identify a location, potential partners, and develop a plan to initiate neighborhood-based food production such as collective gardening, demonstration agriculture, etc.
- Identify unique neighborhood needs and interests for food distribution sites (e.g., developing a new produce stand, mobile produce vendor, Community Supported Agriculture drop site, etc)
- Identify and engage other neighborhood partners (e.g,. schools, recreation centers, corner stores) that can come together to create a "healthy neighborhood" identity
- Work closely with city and county agencies to document what is possible/not possible to scale up learning for other neighborhoods

B. Develop a City-wide Local & Healthy Foods Awareness & Strategy Campaign:

- Identify and advertise about where in Longmont one can find fresh, local and healthy foods across Longmont with tips on affordability, food preparation, and cooking tips.
- Develop support & marketing materials as needed, such as advertisements, posters, logos and other branding mechanisms
- Develop maps and guides of where to find local, fresh, and healthy foods across the city
- Organize tours of where food is grown in Longmont, and where it could be

C. Engage Champions Within the City:

- Develop summary materials from these findings, including sharing the YouTube site, one-page summaries of most significant findings, etc.
- Educate city leaders on findings and request policy action as needed
- Bring together city/county offices to align programs (e.g., food assistance program planning with transportation planning

II. INTRODUCTION & PROCESS OVERVIEW

LiveWell Longmont

LiveWell Longmont is a community initiative funded by LiveWell Colorado. LiveWell Colorado aims to provide every Coloradoan with access to healthy foods and opportunities for physical activity in the places they live, work, learn and play. Longmont became a LiveWell community in early 2008 through an extensive grant process. The Longmont YMCA serves as the fiscal agent of this grant. A steering committee and executive committee comprised of various community leaders provides guidance and direction for LiveWell Longmont. There are many opportunities (as an individual or as a business) to become involved in this initiative including participation in the LiveWell Longmont Coalition and its task forces.

Community Food Assessment Subgroup

One of LiveWell Longmont's task forces is the "food assessment subgroup" which first began to meet in the spring of 2009. (See Appendix A for a list of subgroup members.) This Subgroup formed in order to examine issues of Longmont's local food system and issues of access to food, so that their learning could help inform specific strategies to promote healthy eating in Longmont.

A food assessment can be a powerful way to tell the story of what's happening with food in a community based on what community members share through a variety of conversations and surveys. Food assessments examine a broad range of food related problems and successes to improve a community's food system. Through such assessments, interested community members can work together to research what is happening in a community's food system, communicate those findings, and support policy changes based on those findings. (For more information on the benefits of food assessments, visit the Community Food Security Coalition document at: www.foodsecurity.org/cfa_home.html)

The Subgroup decided to conduct a community food assessment to inform LiveWell Longmont's 2010 and 2011 strategies and to provide all coalition partners with more information to guide their work. The Subgroup identified 4 main functions for the assessment process:

1. Inform LiveWell Longmont Coalition Strategies
2. Identify Information Resources & Gaps
3. Strengthen Collaboration across the Coalition & Build New Partnerships
4. Community-wide Engagement & Leadership in the Food System

The Subgroup also identified several community and individual change outcomes (many of them long-term!) they would like to see advanced with the information gathered in the assessment and through the on-going efforts of LiveWell Longmont and its partners:

- Increase Fruit & Vegetable Consumption amongst all Longmont Residents
- Improve Access to Healthy Foods for all Longmont Residents:
  - Promote a Culturally Accessible & Relevant Food System
  - Ensure Diverse & Affordable Food Choices
  - Improve Proximity and/or Transportation to Food Sources
  - Strengthen the Nutritional Value of Food at all Locations

- Increase Consumption of Local Foods
- Strengthen Economic Development through Food Systems Projects
- Increase Knowledge & Awareness of Food Safety Issues
- Identify Resources to Implement New Strategies
- Advance a Food System that Contributes to our Economic, Ecological, and Social Health & Well-being

Focus on Increasing Fruit & Vegetable Consumption

The Food Assessment Subgroup quickly came to focus on one goal of all those listed above to drive the food assessment: to increase fruit and vegetable consumption of all Longmont residents. Longmont residents, like most Colorado residents, have alarmingly low rates of daily fruit and vegetable consumption (various data sources put the rates of 5-a-day consumption for adults between 20% and 40%). LiveWell Longmont has had a goal of significantly increasing fruit and vegetable consumption since its inception.

Since fruit and vegetable consumption is often used as an indicator of general healthy eating habits, the food assessment subgroup decided to focus more specifically on strategies to increase fruit and vegetable consumption in Longmont. Additionally, questions that aim to better understand how to promote more fruit and vegetable consumption can capture information about how the food system in general could be changed to better promote fruit and vegetable consumption – therefore allowing the subgroup to simultaneously learn more about how local foods, food safety, food access, and more contribute (or not) to increased fruit and vegetable consumption.

Survey Development

The Food Assessment Subgroup devoted the fall of 2009 to conducting focus groups and gathering existing reports and information about health, healthy eating, hunger, and the food system. For a detailed review of the group's community engagement process for this phase as well as pros/cons of the approach taken, please see Appendix B: "*LW_Longmont_Food_Assessment_Phase_I_Public Summary v.12.2009*".

After analyzing the rich feedback collected through the focus groups and interviews (for detailed information please also see the Phase I summary report), the Subgroup met to discuss the major findings and implications of how the focus groups and interviews could identify key questions to ask in a broader community survey. In essence, the focus groups were used as a participatory way to work with community members to identify what the key issues are, and what questions need to be addressed to better understand how to strengthen the food environment and increase fruit and vegetable consumption.

The Subgroup met and identified several themes from the focus group to explore further in the survey and proposed several potential questions. The food assessment consultant then researched other food access surveys from across the country and developed draft survey questions to touch on the major findings from the focus groups. The group also collected, and included, specific questions that were critical to informing partner organizations and their efforts, such as a series of questions on food safety awareness and practices to help inform the work of Boulder County Public Health.

Additionally, the group received a request from the advisory committee of the Northern Colorado Regional Food Assessment (a food assessment of the Boulder, Weld, and Larimer Counties, see http://www.co.larimer.co.us/foodassessment) to include at least one question on understanding people's preferences and desires around consumption of local foods, and the group developed two questions to address this.

Throughout the process, the group received technical assistance from Colorado State University Professor Dawn Thilmany, who reviewed, edited, and added to survey questions. The Subgroup then met once more to review and approve the survey and its questions.

Survey Dissemination

The Subgroup spent extensive time discussing survey dissemination. The group focused on finding affordable means for disseminating the survey as far and wide as possible across the city. The focus groups and interviews in Phase I, and the community listening efforts (discussed below) after the survey were intended to be more targeted efforts of capturing rich and diverse feedback from Longmont residents. After weighing the pros and cons of in-person surveying at events, mail-in surveys, door-to-door surveys, and other options, the group agreed that a web-based survey would be the most cost-effective means for disseminating the survey to as many Longmont residents as possible.

The group agreed that the number of survey responses gathered was less critical than ensuring that survey respondents reflected the demographics of Longmont. With an understanding that web-based surveys may not capture feedback from older adults, some lower-income families, and some Spanish-speaking residents, the group discussed ways of reaching out to these groups in a more targeted fashion as well. The group also agreed that incentives were critical, and LiveWell Longmont provided 4, $25 gift certificates to a grocery store to randomly-selected survey respondents.

The food assessment consultant worked with ViaLanguange, a Portland, OR-based translation firm that often works with Boulder County Public Health to translate the survey into Spanish, and local partners also reviewed the final survey translation. The consultant also worked with CSU Extension to secure a contract with Student Voice to review, edit, and clean both the English and Spanish surveys and to develop final web-based surveys.

Once links were "live" for both the English and Spanish surveys, the following means were used to disseminate the survey link as well as a brief overview paragraph describing the survey and its intent:

- Email sent via the Boulder County Aging Services Division to their following contacts: Aging Advisory Council of Boulder County Aging Services; Nutrition Providers Council; Aging Services Foundation Board Members; Aging Services staff; and, Community Action Program staff
- Email sent via the St. Vrain School District Food Service Director to 4100 parents registered in the Eat School Lunch Program and all school nutrition services employees.
- Placed two ads (two weeks in a row) in both English and Spanish in the Longmont Times Call, directing people to a website to take the survey.
- Email sent via the City Manager to all Longmont city employees (approximately 800) asking that they take the survey.
- Survey link included in the Longmont e-News, a publication of the City of Longmont with a readership of approximately 1,200.
- Email sent via LiveWell Longmont Coordinator to all focus group and interview participants.

- Survey link included in the Midtown Revitalization Newsletter, distributed to approximately 4,200 households.
- Established “survey stations” at both the Longmont Senior Center as well as the OUR Center, where the survey link as kept on a public computer and staff directed clients to the computer to take the survey if interested.
- Email sent via the LiveWell Longmont Coordinator to the entire LiveWell Longmont Coalition, 113 individuals.
- Email sent via the Longmont YMCA CEO to all Y members, approximately 2000 individuals.
- Survey link included in *Longmont Life*, the City's bi-monthly newsletter.
- Email sent to Longmont Recreation Center membership, approximately 3000 individuals.

Paper Survey Dissemination:
After the above methods were employed, the food assessment subgroup met to review the number and demographics of survey respondents as compared to 2008 American Community Survey data of Longmont. Not surprisingly, the percentage of Spanish-speaking and Latino responses to the survey did not mirror the actual percentage of Spanish-speaking and Latino residents. The group decided to work more aggressively with the OUR Center and the City to develop and disseminate paper surveys.

The food assessment consultant worked with city staff and Student Voice staff to develop a paper survey (paper surveys need to be formatted differently from web-based surveys) in both Spanish and English. The food assessment consultant also developed a protocol for disseminating paper surveys to minimize bias or breaches of confidentiality. Partners who disseminated paper surveys were instructed to not coach or advise respondents in any way (surveys were always to be self-administered), and once completed, respondents put their surveys immediately into a confidential envelope.

In the end, paper surveys were disseminated in the following places:

- The OUR Center staff provided them at their soup kitchen as well as their booth at the Cinco de Mayo festival.
- City staff provided the surveys one evening at the Salud Clinic.
- City staff provided surveys at an exercise class at the YMCA for Latino residents.
- City staff distributed the surveys one evening at the St. Vrain Latino Parent Coalition.

In all, 61 Spanish paper surveys were collected and 131 English paper surveys were collected. These responses improved the demographics so that survey respondents more accurately reflected the Spanish-speaking, Latino, and low-income population in Longmont. In the end, very low- and low-income populations were slightly *over*-represented in survey respondents.

All final paper surveys were distributed in sealed envelopes to the city, where a city intern entered all survey responses into the web-based format. Staff from the OUR Center reviewed and translated all open-ended Spanish responses before providing the city intern with the raw surveys. Student Voice staff then merged all surveys, in both English and Spanish, into one final results sheet.

After all web-based and paper surveys were tallied, a total of **748 surveys** were completed by Longmont residents.

III. Summary of Survey Findings

The tables and statements below summarize some of the key findings of the survey. To review the survey instrument, please see Appendix C, and to review all raw survey results, please see Appendix D. *Please also see the attached Map 1 – Food Retail Locations in Longmont as well as Map 2 – Survey Respondents, to see how respondents were dispersed geographically.*

Who Completed the Survey?

748 residents of Longmont completed the survey; 81 of the surveys were completed in Spanish. These tables below provide statistics on the demographics of survey respondents and compare those to 2008 American Community Survey (ACS)[2] data in order to demonstrate how reflective of the broader population the survey is.

Age Demographic

Age Range	# of respondents	% of respondents	*% of 2008 ACS respondents*
19 and under	10	2%	*29%*
20-24	10	2%	*6%*
25-29	37	6%	*8%*
30-34	72	11%	*8%*
35-39	99	15%	*8%*
40-44	120	19%	*8%*
45-49	79	12%	*8%*
50-54	67	10%	*8%*
55-59	54	8%	*6%*
60-64	47	7%	*5%*
65-59	23	4%	*3%*
70-74	10	2%	*3%*
75-59	9	1%	*2%*
80-88	6	1%	*3%*
TOTAL	**643**		

Gender Demographic

Gender	# of respondents	% of respondents	*% of 2008 ACS respondents*
Male	151	21%	*50%*
Female	554	76%	*51%*
Transgender	1	0%	*n/a*
Chose Not to Respond	20	3%	*n/a*
TOTAL	**726**		

[2] American Community Survey is….

Income Demographic

Income Bracket	# of respondents	% of respondents	*% of 2008 ACS respondents*
Less than $2,500	80	11%	*n/a*
$2,500 - 14,999	79	11%	*10%*
$15,000 - 27,499	61	8%	*9%*
$27,500 - 39,999	78	11%	*n/a*
$40,000 - 52,499	65	9%	*n/a*
$52,500 - 64,999	47	6%	*n/a*
$65,000 - 77,499	34	5%	*n/a*
$77,500 - 89,999	49	7%	*n/a*
$90,000 - 99,999	18	2%	*n/a*
$100,000 and over	109	15%	*25%*
Chose Not to Respond	106	15%	*n/a*
TOTAL	**726**		

**n/a indicates lack of comparable data due to different income brackets provided in the 2008 ACS data compared to the 2010 LW Longmont data*

Education Demographic

Level of Education	# of respondents	% of respondents	*% of 2008 ACS respondents*
Less than 9th Grade	n/a	n/a	*6%*
Some High School	79	11%	*6%*
High School Graduate	115	16%	*23%*
Some College	135	19%	*21%*
Associates Degree	56	8%	*7%*
Bachelors Degree	146	20%	*24%*
Some Graduate School	29	4%	*n/a*
Graduate Degree	112	15%	*13%*
Post-Graduate Degree	27	4%	*n/a*
TOTAL	**699**		

Ethnicity Demographic

Ethnicity	# of respondents	% of respondents	*% of 2008 ACS respondents**
American Indian or Alaska Native	15	2%	*1%*
Asian	12	2%	*3%*
Black or African American	7	1%	*1%*
Latino or Hispanic	165	23%	*25%*
Native Hawaiin or Other Pacific Islander	1	0%	*0%*
White	489	69%	*82%*
Multiracial	8	1%	*3%*
Other	9	1%	*11%*
TOTAL	**706**		

Household Size

Household Members	# of responses	% of responses
1	101	14%
2	164	23%
3	140	20%
4	161	23%
5 or more	143	20%

What Were the Most Common Findings?

Food Shopping Behaviors & Preferences:

- The most common responses (respondents could choose up to 3) for where people *typically get* most of their fruits and vegetables throughout the year were Grocery Stores (43%); Natural Food Stores (14%); and, Farmers' Markets (9%)
- The most common responses (again they could choose up to 3) for where respondents got other fruits and vegetables in *certain seasons*[3] were Grocery Stores (32%); Farmers' Markets (19%); and Home Gardens (12%).
- The most common responses for where people *would like to get more* fruits and vegetables were Farmers' Markets (22%); Grocery Stores (18%); and Natural Food Stores (12%); Produce Stands (12%) and Home Gardens (11%). *Please also see the attached Map 3 – Where Respondents Would Like to Get More Fruits and Vegetables to see how respondents were dispersed geographically.*
- The most common responses to where people get most of their food *other than fruits and vegetables* were Grocery Stores (49%) Natural Food Stores (15%); and Restaurants (9%).

[3] The survey question specifically asked respondents about their shopping behavior in "certain" seasons, with the underlying assumption that this would mean seasons such as summer and fall when other food options are available.

Fruit & Vegetable Consumption

Frequency of cosumption of 5 servings of F&V	# of responses	% of responses
Every day	152	20%
4-6 days/wk	200	27%
1-3 days/wk	270	36%
1-3 days/mo	76	10%
Less than 1 day/mo	24	3%
Never	22	3%

Ease of Access to Fruits and Vegetables:

- Most consumers (90% of respondents) travel by car to purchase fruit and vegetables, with only 8% by alternative transportation (bike, walk, bus).
- 42% of respondents live within 3 miles of their food and vegetable source, 25% within a mile.
- 54% stated that lack of transportation or amount of distance to their fruit and vegetable source does not affect their ability to obtain their fruits and vegetables regularly. The remaining 46% were split evenly among the "slightly", "moderately" and "a great deal" categories. *Please also see the attached Map 4 – Distance from Primary Source of Fruits and Vegetables to see how respondents were dispersed geographically.*

62% of respondents said it is challenging to eat 5 servings of fruits and vegetables consistently each day, and 90% would like to include more locally-produced foods in their daily diets.

Please also see the attached Map 5 – Reported Challenges to eating "5 a Day" for a visual of how respondents were dispersed geographically.

Making Fruits and Vegetables more accessible and more frequent in consumers' diets:

- Respondents reported that having less expensive fruits and vegetables (27%), having more farmers' markets/farm stands (18%) and having more time to cook/prepare them (10%) as the top ways to make fruit and vegetable consumption easier.
- Respondents also reported that making local foods less expensive (29%); having more local foods sold at stores where they shop (21%) and having more farmers' markets/farm stands (20%) would make it easier to consume more local foods.

The Role of Food Insecurity:

The table below summarizes the responses from two survey questions that asked about food security in Longmont.

Question 14: In the past 12 months, how often were you able to afford enough food to feed you and/or your family all that you wanted?

Question 15: How often do you have to compromise on healthy or balanced food items because of budget concerns?

	All of the time	More than half of the time	Half of the time	Less than half of the time	None of the time
Question 14	**57%**	17%	12%	10%	2%
Question 15	15%	15%	12%	20%	**37%**

Other Common Themes:

- Residents are mainly concerned with the lack of supply of local fruits and vegetables and the cost associated with buying organic produce. Many requested a natural foods store similar to Whole Foods or Sunflower in Boulder, while others requested a more central location and frequency (more days in the week) for the Longmont farmers market or a community garden project.
- Another reoccurring suggestion was to provide more education for families, restaurants and schools about how to purchase and prepare healthier meals (demos). Many cited concerns about GMOs and chemicals in foods, and about the amount of processed foods in school lunches.
- In terms of safety measures, 70-85% of responses reflected consumers' consistent awareness and ability to wash their hands, utensils and food items properly on a reoccurring basis. (Only exception was the rare usage of a thermometer to check cooling, reheating and cooking temps).
- It's important to note that the majority of respondents (30%) refer to their years of experience as the main source of safety information when it comes to food preparation.

IV. Analysis of Findings

The analysis presented here was conducted by Gretchen Nurse, PhD, of Colorado State University. Dr. Nurse conducted statistical analysis of the food assessment survey to find significant trends and relationships in the data. Detailed descriptions of her process and models and tables of findings are included separately in her summary report. High-level summaries of her findings are included here. Please also refer to the attached Maps, #1-5, developed by Erin Fosdick , City of Longmont Planner, using GIS for visual representations of how residents responded to survey questions.

Physical Access Findings

Research Question #1:

Does location where people primarily get their fruits and vegetables and the distance reported to this location influence reported perceived barrier or lack of transportation?

Summary:

These results show that consumers that are shopping primarily at grocery stores for their fruits and vegetables or growing their own do not perceive transportation or far distances as a challenge in accessing fruits and vegetables. In opposition, shoppers that use more cultural-based markets (i.e. Fruterias or ethnic markets) or receive food through donations or food aid report a significantly higher challenge to access their fruits and vegetables. Also included in this analysis were the different distances consumers reported to their primary fruit and vegetable shopping location. None of these distances proved to be significant predictors of reported level of challenge due to distance or transportation when accounting for shopping location or other demographics. On the other hand, demographics such as ethnicity, low education level, and low and high income all were related to level of challenge reported. For example, those of Hispanic decent report a mean level of challenge due to distances or transportation *higher* than the overall sample mean (.41 points higher). Those with a high school education or lower and an income lower than 27k also report a significantly higher level of challenge. However, those of Caucasian decent or with an income of over 100k indicate a significantly lower level of challenge than the sample mean.

Research Question #2:

What is the relationship between reported distance to where consumers get their fruits and vegetables (F&V)[4] and the reported challenge for them to get there, due to transportation issues or far distances?

Summary:

Although actual distance reported to primary shopping location was not a significant predictor of reported level of challenge in the larger model, we see that there are some groups of people living certain distances from their primary fruit and vegetable source that *do* report higher levels of challenge to get to that location than the rest of the sample. Specifically, the groups that reported living between 1 and 5 blocks and over 5 miles from their primary fruits and vegetable source perceive a higher level of challenge to get to that source. Interestingly, the group that lives the closest to the place they primary shop report the highest level of challenge in getting there. It is important to note that distance only accounted for 3% of the variance in reported challenge level in accessing shopping locations, therefore suggesting that there might be other factors that are influencing this outcome.

Research Question #3:

What are some of the differentiating factors (i.e. transportation) of those that live closest and furthest from their food source?

Model #1: How are they traveling?

This analysis looks at basic frequencies of mode of transportation among the two groups (Questions #7, 8).

Summary:

Since both of these sample populations indicate that distance is a challenge to them when trying to access fruits and vegetables, it is important to look at how they are trying to get to these locations. Interestingly, 26% of those that live between 1 and 5 blocks use alternative modes of transport. This is the highest concentration of use of alternative transport in the entire survey pool. Particularly, 27% of those that use alternative transportation live between 1 to 5 blocks from their fruits and vegetables. However, this is not the case with the group of consumers that report living over 5 miles from their fruit and vegetable source.

Model #2: What are their primary shopping locations for their fruits and vegetables?

Summary:

While a consumer that lives 1 to 5 blocks or over 5 miles from their primary location for fruits and vegetables indicate distance or transportation as a perceived challenge, it is important to note that these two groups might be shopping at different locations. Of particular interest, the group that lives over 5 miles seems to be more diversified in their shopping choices. This might be due to the fact that they are already in the car and might have access to other types of shopping venues that are similar distances.

[4] The phrase 'fruits and vegetables' will be referred to as F&V in some of the tables and graphs throughout the report.

Fruit and Vegetable Selection Findings

Research Question #1:

Addressing the GAP: Is there a significant gap between where someone is primarily shopping and where they would *prefer* to shop?

Summary:

Interestingly, over half of the sample preferred to get more of their fruits and vegetables from where they were already shopping. In total, 62% of the sample reported wanting to get more fruits and vegetables from where they were already shopping. This suggests that low levels of fruit and vegetable consumption might have to do with consumer's perceived barriers to buying more even though they are already in that location. Potential explanations could include barriers such as fruit and vegetable selection at the location, affordability of getting more, or mode of transportation utilized to get to a shopping location. Of course, access to this location as a physical destination can also be included as a barrier. For example, one might like where they are shopping, but can't get there easily or as frequently as they would like and thus their consumption of fruits and vegetables suffers.

Of those that prefer other locations than where they are already shopping, it seems that locations or venues that aid in local sourcing are important in predicting level of challenge to get to their primary fruit and vegetable locations. In other words, preference for local sourcing is a significant predictor of perceived level of challenge of transport or distance as a barrier to fresh fruit and vegetables. In that, if you prefer more local sourcing venues you report a significantly lower challenge than any of the other preferred locations. For example, an average person in the sample rated level of challenge at 1.20 on a scale from 1 to 5, a consumer who prefers to shop locally (even if not doing so currently) will score a 1.10. In conclusion, consumer preferences for other shopping locations to get their fruits and vegetables also have a significant relationship to reported challenges, especially if they prefer to shop more at cultural, local or food aid locations.

Research Question #2:

What factors labeled as important by consumers are related to the reported level of fruit and vegetable consumption?

Summary:

This model indicates the importance of taking certain factors consumers feel are important to them into account when trying to understand fruit and vegetable consumption behavior. Specifically, whether or not a consumer indicates factors such as freshness, healthiness, organic, and local are deemed important relate to a higher consumption of fruits and vegetables. In opposition, convenience and taste identified as key factors relate to a decrease in fruit and vegetable consumption. It is also important to note that the only demographic variable that was a significant predictor of eating behavior was reported income of over $100,000, indicating a slight increase in fruit and vegetable consumption.

Analysis of "Cluster" Responses

More sophisticated survey analyses, using SPSS statistical software, were completed allowing for more detailed research questions to be addressed. In doing so, data suggested that there is not just "one type" of consumer in the Longmont region. In fact, five different consumer clusters were identified from the larger sample by taking into account different combinations of primary shopping choices that were reported. All five cluster groups demonstrated variation in both demographic and psychographic characteristics. Therefore, by grouping the data into consumer clusters, key behavioral and attitudinal factors were able to be specified. For example, reported challenges, affordability, preferences and perceived barriers regarding fruits and vegetable purchases varied by cluster group. These findings suggest that in creating unique consumer clusters, different outreach or educational programs can be tailored to engage these types of consumers to ultimately increase their fruit and vegetable consumption.

Several tables are included in Appendix F that describe the five "clusters" identified through the survey analysis and provide snapshots of how these various clusters responded to survey questions

Summary of Key Statistical Findings

- Where consumer primarily shops for fruits and vegetables is related to reported challenges in getting there (e.g., Food Assistance programs)
- Location to fruit and vegetable source (either very close or far) perceive increased challenges, but probably for different reasons.
- Most consumers prefer to buy more fruits and vegetables where they are already shopping. Of those that don't, more want to buy more local (47%).
- Consumers who want to buy more from cultural locations, food aid, or locations with local food perceive more of a challenge in doing so.
- Factors such as freshness, healthiness, organic and local are all related to increase fruit and vegetable consumption.
- Increasing number of or access to Farmers' Markets and other sites that sell local foods are priorities for a majority of the sample.
- Distance to shopping venues is a problem, but it is specific to the distance and the needs of a type of customer.
- Price still seems to be the largest barrier (or perceived price difference) in eating more fruits and vegetables.
- Identifying consumer clusters and targeting their needs and barriers in the future will make food promotion and healthy living behaviors more effectively influenced.

V. Community Listening Efforts

Listening Process

Once the survey results were compiled and reviewed by the food assessment subgroup, the group agreed that one more "pass" at capturing community feedback would be beneficial. The goal of this last phase of the food assessment was to take the learnings from the focus groups, interviews, and surveys, and develop a series of questions for the public to ensure that the group's analysis was correct – basically, to vet the findings and guarantee that the group was hearing the community correctly.

The group decided to pursue two primary means for vetting findings with the broader community in an informal way: 1) develop and distribute a "meeting in a bag" that could be used by anyone in the community to answer questions of a group they were a member of, to discuss issues learned from the assessment; and 2) conduct a series of flip video interviews at events across the city to quickly capture people's thoughts.

The food assessment consultant developed the “Meeting in a Bag” process, script, and group discussion questions (see Appendix G) as well as the Flip Video interview script and questions (see Appendix H).

Over the summer of 2010, the following community listening efforts were conducted:

- Flip video interviews were conducted at:
  - A summer school meal site at Frederick Elementary
  - One Saturday of the Longmont Farmers’ Market
  - El Comite’s food distribution day
  - Festival on Main, at the OUR Center booth
- Group conversations conducted at El Comite’s food distribution day as well as one of Intercambio’s Level 7 English class.
- Presentations for the “meeting in a bag” to the Longmont Neighborhood Group Leaders monthly meeting as well as the LiveWell Longmont’s Executive Committee.

Interview Findings

The following table includes descriptions of interviews with key words from those interviews identified. Shortened words such as F&V (fruits and vegetables, FM (farmers market), Nat. Fd. (natural food market), and CSA (community supported agriculture) are used. Each interview that was in English was transcribed and analyzed for key words or important points to discuss in the results. The table below shows all interviews.

Interview	Highlighted Topic areas
A1	Food from work, buy fruit, drive, no garden,
A2	Walmart/fruit stand, drive, gardens, Farmers market
A3	Grocery, drive, local, no garden, new location
A4	Discount grocery, drive, new location
FM1	Schedule of farmers market, local economy, 75% f&v, no garden
A5	Grocery/some Farmers Market, drive, gardens
A6	Grocery, drive, no garden
A7	Grocery/natural food, no garden
L1	Can’t get preferred veggies, organic, schedule for FM, garden, price, garden
L2	Learning experience, farmers market/Costco, no garden, FM location
L3	Makes some food
L4	Food stamps, Sams Club, no garden
L5	Eat more F&V in summer, more expensive in winter, but price doesn’t matter for veggies, learning experience, grocery
L7	Grocery, garden, price is barrier
L6	F&V once a day, grocery, garden
FM4	Shop FM once a month, gardens, 35% F&V, also shop Nat.Fd., price is important, drive
FM2	CSA member, likes variety of products, 30-50%F&V, grocery, new location

FM3	Shop FM every other weekend, schedule is problem, local economy, 60% F&V, target, organic
FM9	Shop FM 2to3 times/month, fresh, local healthy, 30% F&V, use Nat.Fd./grocery location, garden, downtown location would be nice
A8	Talked about Boulder County and fostering community of acceptance

Summary:

Three of the research questions that were used in the video pertaining to access, transportation, and local food interest all had the same responses from the interviewees. All interviewees reported *driving* to the location to their shopping location, feeling that they had *no problem with access* and would *like to buy more local* produce. As stated, everyone drove, but two people mentioned that they had ridden their bike to the Farmers Market before. Also, when asked if people eat a lot of vegetables (in the L-interviews), all said yes. It seems that most interviewees report primarily shopping for fruits and vegetables at grocery stores (same result as survey assessment) and accent with Natural Food stores, Farmers' Markets, and their own garden. Of those that reported how much of their diet was comprised of fruits and vegetables, most stated around 30% of their diet, with one stating 75% (potential outlier). Surprisingly, gardening was stated as a food supplier for over half of those interviewees that were questioned about gardening (62%). Not many barriers were addressed by the sample, but ones that were mentioned once or twice were price and location of Farmers' Market. In fact, 38% of the sample suggested that new locations of Farmers' Markets would be a good thing. The tables below reveal the counts for some of these concepts as well as other themes that were present in the interviews that might be of interest.

Topic	Count (Yes)	Count (no)
Accessible	111111111111	
Drive	11111111111	
Local	1111111	
New Farmers Market locations	11111	111
Garden	11111111	11111
Barriers	Price, location	

Theme	Frequency
Transportation	1
Organic	11
Learning opportunity	111
School lunch	11
Price	1
Economy	11

VI. POLICY & PROJECT RECOMMENDATIONS

The recommendations included below stem from months of discussion and assessment with the Food Assessment Subgroup. In developing these, the Subgroup reflected on learnings from the survey as well as all community listening efforts and the focus groups conducted in 2009. The group also discussed and considered their own experiences and reflections of working in the community of Longmont, and also integrated findings from the consultant and others about emerging and promising practices from across the country.

In the end, the group identified recurring themes around scale and intimacy – a real need and interest in bringing healthy food more close to home, into people's neighborhoods, on a regular basis, and the need for creative ways of connecting people to their food systems in more meaningful ways. Additionally, the group identified the need to develop broad outreach, communications, and engagement strategies that would support a more general awareness across the entire community about where to find, buy, and eat, more fresh, healthy, and local foods on a budget and with ease.

A. Pilot a Neighborhood-Based Food System

- Identify, inventory, and work with neighborhood group leaders, churches, and other community organizers in all major neighborhoods across the city
- Work with city to identify where/when/what small vendors, produce stands, CSA drop-offs, and mini-markets could locate (Identify and assess city regulations that promote or impede more mobile or small-scale produce retailing)
- Identify and recruit producers for neighborhood-based farm stands
- Create local/neighborhood plans for food sharing/gleaning, sharing knowledge on food production/preparation, etc.

B. Develop a City-wide Local & Healthy Foods Awareness & Strategy Campaign

- Inventory what exists already, and where there may be opportunities for advertising or enhancing existing fresh, healthy, and local foods.
- Oversee development of a local, healthy foods guide and map/s and/or logos, smart meal seals, large posters, etc for use by Longmont restaurants, grocers, and other businesses
- Identify and map markets, restaurants, food assistance programs, etc, where you can get fresh produce and local foods
- Develop a series of maps that include food retail sites as well as demographics (and other interesting findings from the survey) bus routes, bike routes, paratransit routes, etc.
- Inventory under-utilized public lands and public spaces as well as organizations (e.g., YMCA, churches, community centers) where gardens, farm/produce stands, food trucks, etc could locate
- Develop nutrition-focused educational materials (did you know? pieces) to insert throughout a healthy/local foods guide

C. Engage Champions Within the City

- Develop summary materials from these findings, including sharing the YouTube site, one-page summaries of most significant findings, etc.
- Educate city leaders on findings and request policy action

- Bring together city/county offices to align programs (e.g., food assistance program planning with transportation planning

VII. APPENDICES

Appendix A: List of Subgroup Members

***Appendix B:* LW_Longmont_Food_Assessment_Phase_I_Public Summary v.12.2009**

Appendix C: Survey Instrument

Appendix D: Raw Survey Results

Appendix E: General Trends in The Results (findings from cross-tab analysis)

Appendix F: Cluster Analysis

Appendix G: Meeting in a Bag Outline

Appendix H: Flip Video Interviews Script

Map 1: Food Retailers in Longmont

Map 2: Survey Respondents

Map 3: Where Respondents Would Like to Get More Fruits & Vegetables

Map 4: Distance from Primary Source of Fruits & Vegetables

Map 5: Reported Challenge of Getting "5 a Day"

Appendix A: Food Assessment Subgroup Members

Katie Bauer, LW Longmont Program Evaluator
Cindy Torres, Longmont Farmers' Market Manager
Edwina Salazar, OUR Center
Andrew McNeely, OUR Center
Lane Drager, Boulder County Public Health, Environmental Health/Food Safety
Rachel Arndt, Boulder County Public Health, Environmental Health
Namino Glantz, Boulder County Public Health, Health Planner
Erin Fosdick, City of Longmont
Melissa Trecoske Houghton, LW Longmont Coalition Director
Ann Zander, Extension Agent Colorado State University Extension of Boulder County
Marion Murphy, Grow Your Own Meal
Shelly Allen, St Vrain Valley SD Food Service Director

LiveWell Longmont Food Assessment Phase I
Fall 2009 Focus Groups & Interviews

Food Assessment Overview

LiveWell Longmont is a community initiative funded by LiveWell Colorado. LiveWell Colorado aims to provide every Coloradoan with access to healthy foods and opportunities for physical activity in the places they live, work, learn and play. Longmont became a LiveWell community in early 2008 through an extensive grant process. There are many opportunities (as an individual or as a business) to become involved in this initiative including participation in the LiveWell Longmont Coalition and its task forces.

One subgroup of LiveWell Longmont's Community Task Forces is the Food Assessment Subgroup which first began to meet in the spring of 2009. This subgroup, which includes city staff, county staff, local organizations, food assistance groups, and a consultant hired to help develop the process, formed in order to examine issues of Longmont's local food system and issues of access to food, so that their learning could help inform specific strategies to promote healthy eating in Longmont. Food assessments examine a broad range of food related problems and successes to improve a community's food system. Through such assessments, community members can work together to research what is happening in a community's food system, communicate those findings, and support policy changes based on those findings.

Data Collection Process

Since a food assessment process can take well over a year, in order to inform LiveWell Longmont's 2010 strategies and to provide information to efforts such as the city's work to integrate more health-promoting policies into its Comprehensive Plan, the Subgroup prioritized focus groups and interviews over the summer and fall 2009. The community aims to learn more about grower, retailer, *and* consumer needs and desires, and what else affects the decisions people make about where they get the food they choose. In all, 8 focus groups and 6 interviews have so far been conducted, engaging over 65 people. Focus groups and interviews were conducted with older adults, youth, low-income Spanish and English speakers, general public, restaurant owners, and small and large grocery store managers. Focus groups were facilitated by city staff and other coalition members, and held in various locations, including the OUR Center, city offices, the Senior Center, and the Youth Center.

Summary of Findings

While the focus groups and interviews included over 65 people of various ages and incomes, we recognize that this represents only a *small fraction* of the Longmont population. Before making any recommendations for strategies to strengthen access to healthy food and healthy eating, LiveWell Longmont will conduct more surveys (see Next Steps) and other data collection. However, several clear and meaningful themes did emerge from the focus groups. A sampling of some of these general themes includes:

Local food:

- Interest in accessing local foods more often and throughout the year came up repeatedly, across ages and incomes.
- Opportunities and challenges to integrate more of local/regional foods into Longmont markets were discussed in many focus groups and interviews.

Nutrition and cooking skills:

- Many focus group participants (across ages and incomes) expressed the sentiment that people need to be armed with better nutrition and cooking skills (to recover the "lost art" of food preparation).

Neighborhood & Community Development:

- Many participants discussed a desire to connect more with neighbors, to share food, skills, food, etc, and to build in more local self-sufficiency in feeding ourselves healthy foods.

Accessing healthy foods at grocery stores and other markets:

- Many participants reported shopping for some foods outside of Longmont, and many are eager for large-scale "natural" groceries to come to Longmont.
- The affordability of fresh, healthy foods continues to be a concern, as is consistent and affordable transportation to access food.
- Participants appeared interested in promoting more small-scale but dispersed access to healthy foods throughout neighborhoods, such as healthy corner stores/small markets, another farmers' market or market stands, food production in front yards, etc.

School food environments:

- Youth reported a desire for healthier options both within and surrounding their schools.
- There was interest from youth in being more engaged in where their food comes from (e.g., through school gardens or projects that identify/label the foods they eat).

Next Steps

- The Food Assessment Subgroup will begin development of a survey in December 2009. They will identify questions to be included in a broader, quantitative survey to disseminate across all of Longmont, based on the analysis of the focus group findings.
- The Food Assessment Subgroup will schedule more community conversations as needed, including community visioning sessions, neighborhood listening sessions, etc to gather more information about emerging policy priorities.
- The Subgroup will develop a report of findings and recommendations for immediate and promising strategies, based on feedback from focus groups, interviews, surveys, community listening sessions, and other existing data and reports and will publicly release this report in the spring of 2010.

Get Involved!

It is never too late to participate in the Food Assessment Subgroup. Ways to participate include developing and disseminating our upcoming community-wide survey. There will also be opportunities to work with the subgroup to assess findings from focus groups, interviews, surveys, and other input, and to help develop recommendations based on the findings.

Please contact us to learn more or to get involved!

Melissa Trecoske Houghton, LiveWell Longmont Coordinator
720.652.4721
mhoughton@longmontymca.org

Wendy Peters Moschetti, Food Assessment Consultant
303-819-2846
wendy@wpmconsulting.net

Page - Longmont Community Food Assessment

Dear Longmont Resident,

THANK YOU for completing this survey telling us more about how you decide where and what foods to eat, and what changes you would like to see happen in your community to increase access to healthy foods. Your responses will provide LiveWell Longmont with information on how best we can accomplish our Mission: to ensure that healthy lifestyle choices are always available and convenient for all who work, live, play, and learn in our community.

We want to help Longmont become the healthiest community in the healthiest state. One of our most important goals is to help increase the percentage of Longmont residents who eat five or more servings of fruits and vegetables every day.

Please help us understand how we can achieve this lofty goal!

This survey should take 5-10 minutes of your time.

Please complete the survey no later than Wednesday March 31st, in order to be entered in a chance to win a $25 coupon to an area grocery store! (There will be multiple winners.)

Required answers: 0 *Allowed answers: 0*

Why is LiveWell Longmont interested in food?
Unhealthy eating and physical inactivity are associated with an increased risk of a number of chronic health conditions including heart disease, stroke, diabetes, some cancers, and being overweight. Even though Colorado's percentage of overweight and obese citizens is much lower than national average percentage, the trend is going in the wrong direction. ***Currently, only 42% of Longmont residents consume the recommended 5 servings of fruits and vegetables a day***. Improving nutrition is critical for improving the overall health of our residents.

How will survey results be used?
To understand how we can better support residents to access and consume more fruits and vegetables and other healthy foods, we recently convened a Community Food Assessment Subgroup. This Subgroup is examining issues of Longmont's local food system and our community's issues of access to healthy food. In addition to this survey, the Subgroup conducted a series of focus groups this past fall and plans on holding community listening sessions later in the year. What we learn will help inform LiveWell Longmont's strategies to improve healthy eating and will provide all our coalition partners with more information to guide their work.

Is this survey confidential?
Yes! You will not be asked to supply your name or any other identifying information in this survey. We do ask for demographic information so that we can better understand if there are differences in Longmont residents' ability to consistently access fruits and vegetables.

Interested in learning more about LiveWell Longmont?
In 2007, with funding from LiveWell Colorado, the Ed and Ruth Lehman YMCA convened a steering committee represented by the City of Longmont, St. Vrain Valley School District, Boulder County Public Health, Longmont United Hospital, Kaiser Permanente, the OUR Center, Sun Construction, and many others, to collaboratively coordinate this initiative. Please visit us at http://www.livewellcolorado.org/community-initiatives to learn more about us!

Required answers: 0 *Allowed answers: 0*

Q1 Do you currently live in the City of Longmont?

Yes*[Code = 1]*

No*[Code = 2] (Go To End)*

Required answers: 1 *Allowed answers: 1*

Next Page: Conditional

Page - 2

We would like to know more about the sources of food you purchase and eat. Please select your top three food sources for each question listed below.

Q2 Throughout the year, where do you **typically** get most of your fruits and vegetables? (Check up to 3)

Grocery stores*[Code = 1]*

Natural food store*[Code = 2]*

Ethnic markets*[Code = 3]*

Fruterias*[Code = 4]*

Fast food restaurants*[Code = 5]*

Other restaurants*[Code = 6]*

Convenience stores/gas stations*[Code = 7]*

Mobile vendors*[Code = 8]*

Food bank/pantry*[Code = 9]*

Meal delivery program (e.g., Meals on Wheels)*[Code = 10]*

Given/donated to me*[Code = 11]*

Farmers' markets*[Code = 12]*

Produce stands *[Code = 13]*

Home garden*[Code = 14]*

Community garden*[Code = 15]*

Community supported agriculture share (CSA)*[Code = 16]*

Other (please specify)*[Code = 17] [TextBox]*

Not applicable*[Code = 18]*

Choose not to respond*[Code = 19]*

Required answers: 1 *Allowed answers: 3*

Q3 In addition, during **some seasons**, such as the summer or fall, where do you get fruits and vegetables? (Check up to 3)

Grocery stores*[Code = 1]*

Natural food store*[Code = 2]*

Ethnic markets*[Code = 3]*

Fruterias*[Code = 4]*

Fast food restaurants*[Code = 5]*

Other restaurants*[Code = 6]*

Convenience stores/gas stations*[Code = 7]*

Mobile vendors*[Code = 8]*

Food bank/pantry*[Code = 9]*

Meal delivery program (e.g., Meals on Wheels)*[Code = 10]*

Given/donated to me*[Code = 11]*

Farmers' markets*[Code = 12]*

Produce stands *[Code = 13]*

Home garden*[Code = 14]*

Community garden*[Code = 15]*

Community supported agriculture share (CSA)*[Code = 16]*

Other (please specify)*[Code = 17] [TextBox]*

Not applicable*[Code = 18]*

Choose not to respond*[Code = 19]*

Required answers: 1 *Allowed answers: 3*

Q4 From which locations would you like to get **more** of your fruits and vegetables? (Check up to 3)

Grocery stores*[Code = 1]*

Natural food store*[Code = 2]*

Ethnic markets*[Code = 3]*

Fruterias*[Code = 4]*

Fast food restaurants*[Code = 5]*

Other restaurants*[Code = 6]*

Convenience stores/gas stations*[Code = 7]*

Mobile vendors*[Code = 8]*

Food bank/pantry*[Code = 9]*

Meal delivery program (e.g., Meals on Wheels)*[Code = 10]*

Given/donated to me*[Code = 11]*

Farmers' markets*[Code = 12]*

Produce stands *[Code = 13]*

Home garden*[Code = 14]*

Community garden*[Code = 15]*

Community supported agriculture share (CSA)*[Code = 16]*

Other (please specify)*[Code = 17] [TextBox]*

Not applicable*[Code = 18]*

Choose not to respond*[Code = 19]*

Required answers: 1 *Allowed answers: 3*

Q5 Where do you get most of your other food (**not** fruits and vegetables)? (Check up to 3)

Grocery stores*[Code = 1]*

Natural food store*[Code = 2]*

Ethnic markets*[Code = 3]*

Fruterias*[Code = 4]*

Fast food restaurants*[Code = 5]*

Other restaurants*[Code = 6]*

Convenience stores/gas stations*[Code = 7]*

Mobile vendors*[Code = 8]*

Food bank/pantry*[Code = 9]*

Meal delivery program (e.g., Meals on Wheels)*[Code = 10]*

Given/donated to me*[Code = 11]*

Farmers' markets*[Code = 12]*

Produce stands *[Code = 13]*

Home garden*[Code = 14]*

Community garden*[Code = 15]*
Community supported agriculture share (CSA)*[Code = 16]*
Other (please specify)*[Code = 17] [TextBox]*
Not applicable*[Code = 18]*
Choose not to respond*[Code = 19]*
Required answers: 1 *Allowed answers: 3*

Q6 How do you usually travel to where you get most of your fruits and vegetables?
My own car*[Code = 1]*
Someone else's car*[Code = 2]*
Bike*[Code = 3]*
Walk*[Code = 4]*
Bus*[Code = 5]*
It is delivered to me*[Code = 6]*
Other (please specify)*[Code = 7] [TextBox]*
Not applicable - I grow most of my own fruits and vegetables.*[Code = 8]*
Choose not to respond*[Code = 9]*
Required answers: 1 *Allowed answers: 1*

Next Page: Sequential

Page - 3

Q7 Approximately how far do you live from where you get most of your fruits and vegetables?
One to 5 blocks (less than a half mile)*[Code = 1]*
Between half mile and a mile*[Code = 2]*
Between 1 mile and 3 miles*[Code = 3]*
Between 3 miles and 5 miles*[Code = 4]*
Over 5 miles *[Code = 5]*
Choose not to respond*[Code = 6]*
Required answers: 1 *Allowed answers: 1*
Display if NOT Q6='Not applicable - I grow most of my own fruits and vegetables.'

Q8 To what extent does a lack of transportation or far distances make it challenging for you to get to where you purchase or receive most of your fruits and vegetables?
A great deal*[Code = 5]*
Considerably*[Code = 4]*
Moderately*[Code = 3]*
Slightly*[Code = 2]*
Not at all*[Code = 1]*
Choose not to respond*[Code = 0]*
Required answers: 1 *Allowed answers: 1*

Q9 In deciding what fruits and vegetables to eat, what factors are the most important to you? (Check up to 3)
Freshness/quality*[Code = 1]*
Prices*[Code = 2]*
Health/nutrition *[Code = 3]*
Convenience/ease of preparation*[Code = 4]*

Taste*[Code = 5]*
Familiarity *[Code = 6]*
Organic*[Code = 7]*
Locally-grown*[Code = 8]*
Popular in my culture*[Code = 9]*
Social justice (e.g., good workers' pay and working conditions, fair returns to farmers)*[Code = 10]*
Other (please specify)*[Code = 11] [TextBox]*
Choose not to respond*[Code = 12]*
Required answers: 1 *Allowed answers: 3*

Q10 How often do you eat five servings of fruits and vegetables or more a day? (A serving, for example could be one medium apple, ¼ cup dried fruit, or one cup of leafy vegetables)
Every day*[Code = 1]*
4 - 6 days a week*[Code = 2]*
1 - 3 days a week*[Code = 3]*
1 - 3 days a month*[Code = 4]*
Less than 1 day a month*[Code = 5]*
Never*[Code = 6]*
Choose not to respond*[Code = 7]*
Required answers: 1 *Allowed answers: 1*

Q11 In general, would you say it is challenging for you to get enough fruits and vegetables to provide you with 5 servings a day, every day?
Yes*[Code = 1]*
No*[Code = 2]*
Required answers: 1 *Allowed answers: 1*

Next Page: Sequential

Page - 4

Q12 What would make it easier for you to consume more **fruits and vegetables**? (Check up to 3)
Less expensive*[Code = 1]*
More available at my worksite or school*[Code = 2]*
More grocery stores near where I live/work*[Code = 3]*
More restaurants that offer them near where I live/work*[Code = 4]*
More convenience stores that sell them*[Code = 5]*
More street or mobile vendors*[Code = 6]*
Bus routes or shuttle service to places that sell them*[Code = 7]*
A community garden in my neighborhood*[Code = 8]*
More farmers' markets (e.g., more locations or market days, year-round markets)*[Code = 9]*
More produce or farm stands*[Code = 10]*
More provided at my food bank/food pantry/meal delivery program*[Code = 11]*
More stores that carry the produce that we eat in my culture *[Code = 12]*
More time to prepare/cook them*[Code = 13]*
Knowing how to prepare them*[Code = 14]*
Having someone to cook for/eat with*[Code = 15]*
If I/my family liked eating them*[Code = 16]*
Knowing how to grow my own food/having the space to grow food*[Code = 17]*
Other (please specify)*[Code = 18] [TextBox]*

Choose not to respond*[Code = 19]*	
	Required answers: 1 *Allowed answers: 3*
Display if NOT Q10='Every day'	

Q13 In the past 12 months, how often were you able to afford enough food to feed you and/or your family all that you wanted?	
All of the time*[Code = 5]*	
More than half of the time*[Code = 4]*	
Half of the time*[Code = 3]*	
Less than half of the time*[Code = 2]*	
None of the time*[Code = 1]*	
Choose not to respond*[Code = 0]*	
	Required answers: 1 *Allowed answers: 1*

Q14 How often do you have to compromise on healthy or balanced food items because of budget concerns?	
All of the time*[Code = 5]*	
More than half of the time*[Code = 4]*	
Half of the time*[Code = 3]*	
Less than half of the time*[Code = 2]*	
None of the time*[Code = 1]*	
Choose not respond*[Code = 0]*	
	Required answers: 1 *Allowed answers: 1*

Q15 Would you like to include more **locally-produced** foods in your diet?	
Yes*[Code = 1]*	
No*[Code = 2]*	
Don't know*[Code = 3]*	
Choose not to respond*[Code = 4]*	
	Required answers: 1 *Allowed answers: 1*

Next Page: Sequential

Page - 5

Q16 What might make it easier for you to include more locally-produced foods in your diet? (Check up to 3)	
More affordable*[Code = 1]*	
Served at my worksite or school*[Code = 2]*	
More farmers' markets or farm stands (e.g., more locations or market days, year-round markets)*[Code = 3]*	
More provided at my food bank/food pantry/meal delivery program*[Code = 4]*	
Sold at grocery stores I shop at*[Code = 5]*	
More clearly labeled*[Code = 6]*	
Grown in a wider variety/grown year-round*[Code = 7]*	
Knowing more about how to grow it myself*[Code = 8]*	
Knowing how to find it*[Code = 9]*	
Having space to grow it myself*[Code = 10]*	
Choose not to respond*[Code = 11]*	
	Required answers: 1 *Allowed answers: 3*
Display if Q15='Yes'	

Q17 Please provide the following information:

Name of the street that you live on:*[Code = 1] [TextBox]*
The name of the nearest cross street to you:*[Code = 2] [TextBox]*
Zip Code:*[Code = 3] [TextBox]*
Required answers: 0 *Allowed answers: 3*

Q18 How many people currently live in your household (yourself included)?
1*[Code = 1]*
2*[Code = 2]*
3*[Code = 3]*
4*[Code = 4]*
5 or more*[Code = 5]*
Choose not to respond*[Code = 6]*
Required answers: 1 *Allowed answers: 1*

Q19 How many members of your household are under the age of 19?
0*[Code = 1]*
1*[Code = 2]*
2*[Code = 3]*
3 or more*[Code = 4]*
Choose not to respond*[Code = 5]*
Required answers: 1 *Allowed answers: 1*

Q20 What is your gender?
Male*[Code = 1]*
Female*[Code = 2]*
Transgender*[Code = 3]*
Choose not to respond*[Code = 4]*
Required answers: 1 *Allowed answers: 1*

Q21 What is your age?
(Please enter a whole number only)*[Code = 1] [TextBox]*
Required answers: 0 *Allowed answers: 1*

Q22 What is your ethnicity?
American Indian or Alaska Native *[Code = 1]*
Asian *[Code = 2]*
Black or African American *[Code = 3]*
Latino or Hispanic *[Code = 4]*
Native Hawaiian and Other Pacific Islander *[Code = 5]*
White *[Code = 6]*
Multiracial*[Code = 7]*
Other (please specify)*[Code = 8] [TextBox]*
Choose not to respond*[Code = 9]*
Required answers: 1 *Allowed answers: 1*

Next Page: Sequential

Page - 6

Q23 What is the highest level of education you have obtained?

Some high school *[Code = 1]*

High school graduate/GRE*[Code = 2]*

Some college*[Code = 3]*

Associate's degree*[Code = 4]*

Bachelor's degree*[Code = 5]*

Some graduate school*[Code = 6]*

Graduate degree*[Code = 7]*

Post-graduate degree*[Code = 8]*

Choose not to respond*[Code = 9]*

Required answers: 1 *Allowed answers: 1*

Q24 What is your annual household income?

Less than $2,500*[Code = 1]*

$2,500 - $14,999*[Code = 2]*

$15,000 - $27,499*[Code = 3]*

$27,500 - $39,999*[Code = 4]*

$40,000 - $52,499*[Code = 5]*

$52,500 - $64,999*[Code = 6]*

$65,000 - $77,499*[Code = 7]*

$77,500 - $89,999 *[Code = 8]*

$90,000 - $99,999*[Code = 9]*

$100,000 and over*[Code = 10]*

Choose not to respond*[Code = 11]*

Required answers: 1 *Allowed answers: 1*

Q25 Is there anything else you would like to share with us regarding food?

Yes (please explain)*[Code = 1] [TextBox]*

No*[Code = 2]*

Required answers: 1 *Allowed answers: 1*

Next Page: Sequential

Page - 7

Q26 We are also looking for information about food safety practices.

Would you be able to take 2 - 3 more minutes to complete a few questions about food safety?

Yes*[Code = 1]*

No*[Code = 2] (Go To End)*

Required answers: 1 *Allowed answers: 1*

Next Page: Conditional

Page - 8

How often do you practice the following food safety measures?

Q27 Wash your hands with soap before you begin preparing food.

Always*[Code = 4]*

Sometimes*[Code = 3]*

Rarely*[Code = 2]*

Never*[Code = 1]*
Not applicable*[Code = 0]*
Required answers: 1 *Allowed answers: 1*

Q28 Wash your hands with soap after touching raw meat, shellfish, or eggs, before you continue cooking.
Always*[Code = 4]*
Sometimes*[Code = 3]*
Rarely*[Code = 2]*
Never*[Code = 1]*
Not applicable*[Code = 0]*
Required answers: 1 *Allowed answers: 1*

Q29 Wash fruits and vegetables before eating or cutting.
Always*[Code = 4]*
Sometimes*[Code = 3]*
Rarely*[Code = 2]*
Never*[Code = 1]*
Not applicable*[Code = 0]*
Required answers: 1 *Allowed answers: 1*

Q30 Wash with soap, rinse, and sanitize cutting boards after using them for raw meats, shellfish, or eggs before continuing to use.
Always*[Code = 4]*
Sometimes*[Code = 3]*
Rarely*[Code = 2]*
Never*[Code = 1]*
Not applicable*[Code = 0]*
Required answers: 1 *Allowed answers: 1*

Q31 Use separate plates, cutting boards, and utensils for raw meats and cooked foods.
Always*[Code = 4]*
Sometimes*[Code = 3]*
Rarely*[Code = 2]*
Never*[Code = 1]*
Not applicable*[Code = 0]*
Required answers: 1 *Allowed answers: 1*

Q32 Cook hamburger or ground meat until it is no longer pink.
Always*[Code = 4]*
Sometimes*[Code = 3]*
Rarely*[Code = 2]*
Never*[Code = 1]*
Not applicable*[Code = 0]*
Required answers: 1 *Allowed answers: 1*

Q33 Use a food thermometer to check cooking temperatures of food.
Always*[Code = 4]*
Sometimes*[Code = 3]*

Rarely*[Code = 2]*

Never*[Code = 1]*

Not applicable*[Code = 0]*

Required answers: 1 *Allowed answers: 1*

Q34 Use a food thermometer to check reheating temperatures of food.

Always*[Code = 4]*

Sometimes*[Code = 3]*

Rarely*[Code = 2]*

Never*[Code = 1]*

Not applicable*[Code = 0]*

Required answers: 1 *Allowed answers: 1*

Q35 Use a thermometer to check cooling temperatures.

Always*[Code = 4]*

Sometimes*[Code = 3]*

Rarely*[Code = 2]*

Never*[Code = 1]*

Not applicable*[Code = 0]*

Required answers: 1 *Allowed answers: 1*

Q36 Keep cold items less than 41 degrees Fahrenheit.

Always*[Code = 4]*

Sometimes*[Code = 3]*

Rarely*[Code = 2]*

Never*[Code = 1]*

Not applicable*[Code = 0]*

Required answers: 1 *Allowed answers: 1*

Q37 Cool cooked foods or leftovers in the refrigerator to less than 41 degrees Fahrenheit in less than six hours.

Always*[Code = 4]*

Sometimes*[Code = 3]*

Rarely*[Code = 2]*

Never*[Code = 1]*

Not applicable*[Code = 0]*

Required answers: 1 *Allowed answers: 1*

Q38 Where do you get food safety information? (Check all that apply)

Boulder County Public Health*[Code = 1]*

Internet*[Code = 2]*

US Food and Drug Association (FDA)*[Code = 3]*

Colorado State University Extension - Longmont Office*[Code = 4]*

Friends or family*[Code = 5]*

Newspapers or magazines*[Code = 6]*

Already know from years of experience*[Code = 7]*

Other (please specify)*[Code = 8] [TextBox]*

None of the above*[Code = 9]*

Required answers: 1 *Allowed answers: 8*

Next Page: Sequential

Thank you for taking the time to complete our survey! With your input, we are learning how to help ensure that all Longmont residents can have consistent access to fresh, affordable, and healthy foods.

We will analyze our survey results in the spring and will post our findings on the city website and through our coalition partners later in the spring. We will be issuing a report of recommended strategies to improve access to healthy foods this summer that will take into account the surveys, focus groups, interviews, and other forms of community engagement. LiveWell Longmont would like to thank Colorado State University faculty and Extension staff for their assistance in developing and disseminating this survey.

In the meantime, if you have any questions or comments, please contact LiveWell Longmont Manager Melissa Trecoske Houghton at mhoughton@longmontymca.org.

Food Extension Project (data merge)

Description:
Date Created: 6/8/2010 2:53:57 PM
Date Range: 6/8/2010 12:00:00 AM - 6/30/2010 11:59:00 PM
Total Respondents: 871

Q1. What language was the survey taken in?		
Count	Percent	
790	90.70%	English
81	9.30%	Spanish
871	Respondents	

Q2. Do you currently live in the City of Longmont?		
Count	Percent	
773	88.85%	Yes
97	11.15%	No
870	Respondents	

Q3. Throughout the year, where do you typically get most of your fruits and vegetables? (Check up to 3)			
Count	Respondent %	Response %	
695	92.91%	43.36%	Grocery stores
222	29.68%	13.85%	Natural food store
40	5.35%	2.50%	Ethnic markets
60	8.02%	3.74%	Fruterias
23	3.07%	1.43%	Fast food restaurants
58	7.75%	3.62%	Other restaurants
11	1.47%	0.69%	Convenience stores/gas stations
9	1.20%	0.56%	Mobile vendors
91	12.17%	5.68%	Food bank/pantry
5	0.67%	0.31%	Meal delivery program (e.g., Meals on Wheels)
29	3.88%	1.81%	Given/donated to me
150	20.05%	9.36%	Farmers' markets
42	5.61%	2.62%	Produce stands
108	14.44%	6.74%	Home garden
7	0.94%	0.44%	Community garden
11	1.47%	0.69%	Community supported agriculture share (CSA)
37	4.95%	2.31%	Other (please specify)
0	0.00%	0.00%	Not applicable
5	0.67%	0.31%	Choose not to respond
748	Respondents		
1603	Responses		

Q4. In addition, during some seasons, such as the summer or fall, where do you get fruits and vegetables? (Check up to 3)			
Count	Respondent %	Response %	
525	70.28%	32.31%	Grocery stores
136	18.21%	8.37%	Natural food store
36	4.82%	2.22%	Ethnic markets
55	7.36%	3.38%	Fruterias
16	2.14%	0.98%	Fast food restaurants
31	4.15%	1.91%	Other restaurants
2	0.27%	0.12%	Convenience stores/gas stations
14	1.87%	0.86%	Mobile vendors
81	10.84%	4.98%	Food bank/pantry
4	0.54%	0.25%	Meal delivery program (e.g., Meals on Wheels)
36	4.82%	2.22%	Given/donated to me
312	41.77%	19.20%	Farmers' markets
130	17.40%	8.00%	Produce stands
193	25.84%	11.88%	Home garden
7	0.94%	0.43%	Community garden
14	1.87%	0.86%	Community supported agriculture share (CSA)
17	2.28%	1.05%	Other (please specify)
7	0.94%	0.43%	Not applicable
9	1.20%	0.55%	Choose not to respond
747	Respondents		
1625	Responses		

Q5. From which locations would you like to get more of your fruits and vegetables? (Check up to 3)

Count	Respondent %	Response %	
292	39.14%	18.33%	Grocery stores
198	26.54%	12.43%	Natural food store
28	3.75%	1.76%	Ethnic markets
53	7.10%	3.33%	Fruterias
24	3.22%	1.51%	Fast food restaurants
22	2.95%	1.38%	Other restaurants
11	1.47%	0.69%	Convenience stores/gas stations
12	1.61%	0.75%	Mobile vendors
75	10.05%	4.71%	Food bank/pantry
5	0.67%	0.31%	Meal delivery program (e.g., Meals on Wheels)
26	3.49%	1.63%	Given/donated to me
346	46.38%	21.72%	Farmers' markets
188	25.20%	11.80%	Produce stands
174	23.32%	10.92%	Home garden
51	6.84%	3.20%	Community garden
48	6.43%	3.01%	Community supported agriculture share (CSA)
12	1.61%	0.75%	Other (please specify)
8	1.07%	0.50%	Not applicable
20	2.68%	1.26%	Choose not to respond
746	Respondents		
1593	Responses		

Q6. Where do you get most of your other food (not fruits and vegetables)? (Check up to 3)			
Count	Respondent %	Response %	
705	94.50%	49.47%	Grocery stores
210	28.15%	14.74%	Natural food store
45	6.03%	3.16%	Ethnic markets
29	3.89%	2.04%	Fruterias
58	7.77%	4.07%	Fast food restaurants
135	18.10%	9.47%	Other restaurants
11	1.47%	0.77%	Convenience stores/gas stations
6	0.80%	0.42%	Mobile vendors
94	12.60%	6.60%	Food bank/pantry
8	1.07%	0.56%	Meal delivery program (e.g., Meals on Wheels)
24	3.22%	1.68%	Given/donated to me
21	2.82%	1.47%	Farmers' markets
14	1.88%	0.98%	Produce stands
10	1.34%	0.70%	Home garden
1	0.13%	0.07%	Community garden
3	0.40%	0.21%	Community supported agriculture share (CSA)
43	5.76%	3.02%	Other (please specify)
1	0.13%	0.07%	Not applicable
7	0.94%	0.49%	Choose not to respond
746	Respondents		
1425	Responses		

Q7. How do you usually travel to where you get most of your fruits and vegetables?		
Count	Percent	
637	85.16%	My own car
35	4.68%	Someone else's car
15	2.01%	Bike
30	4.01%	Walk
16	2.14%	Bus
2	0.27%	It is delivered to me
3	0.40%	Other (please specify)
3	0.40%	Not applicable - I grow most of my own fruits and vegetables.
7	0.94%	Choose not to respond
748	Respondents	

Q8. Approximately how far do you live from where you get most of your fruits and vegetables?		
Count	Percent	
104	14.02%	One to 5 blocks (less than a half mile)
188	25.34%	Between half mile and a mile
309	41.64%	Between 1 mile and 3 miles
89	11.99%	Between 3 miles and 5 miles
50	6.74%	Over 5 miles
2	0.27%	Choose not to respond
742	Respondents	

Q9. To what extent does a lack of transportation or far distances make it challenging for you to get to where you purchase or receive most of your fruits and vegetables?		
Count	Percent	
91	12.25%	A great deal
46	6.19%	Considerably
82	11.04%	Moderately
101	13.59%	Slightly
405	54.51%	Not at all
18	2.42%	Choose not to respond
743	Respondents	

Q10. In deciding what fruits and vegetables to eat, what factors are the most important to you? (Check up to 3)			
Count	Respondent %	Response %	
602	80.91%	30.59%	Freshness/quality
480	64.52%	24.39%	Prices
263	35.35%	13.36%	Health/nutrition
50	6.72%	2.54%	Convenience/ease of preparation
220	29.57%	11.18%	Taste
41	5.51%	2.08%	Familiarity
153	20.56%	7.77%	Organic
113	15.19%	5.74%	Locally-grown
22	2.96%	1.12%	Popular in my culture
14	1.88%	0.71%	Social justice (e.g., good workers' pay and working conditions, fair returns to farmers)
7	0.94%	0.36%	Other (please specify)
3	0.40%	0.15%	Choose not to respond
744	Respondents		
1968	Responses		

Q11. How often do you eat five servings of fruits and vegetables or more a day? (A serving, for example could be one medium apple, ¼ cup dried fruit, or one cup of leafy vegetables)

Count	Percent	
152	20.43%	Every day
200	26.88%	4 - 6 days a week
270	36.29%	1 - 3 days a week
76	10.22%	1 - 3 days a month
24	3.23%	Less than 1 day a month
22	2.96%	Never
0	0.00%	Choose not to respond
744	Respondents	

Q12. In general, would you say it is challenging for you to get enough fruits and vegetables to provide you with 5 servings a day, every day?

Count	Percent	
451	61.78%	Yes
279	38.22%	No
730	Respondents	

Q13. What would make it easier for you to consume more fruits and vegetables? (Check up to 3)

Count	Respondent %	Response %	
356	60.75%	27.36%	Less expensive
63	10.75%	4.84%	More available at my worksite or school
50	8.53%	3.84%	More grocery stores near where I live/work
28	4.78%	2.15%	More restaurants that offer them near where I live/work
22	3.75%	1.69%	More convenience stores that sell them
22	3.75%	1.69%	More street or mobile vendors
13	2.22%	1.00%	Bus routes or shuttle service to places that sell them
52	8.87%	4.00%	A community garden in my neighborhood
152	25.94%	11.68%	More farmers' markets (e.g., more locations or market days, year-round markets)
82	13.99%	6.30%	More produce or farm stands
39	6.66%	3.00%	More provided at my food bank/food pantry/meal delivery program
9	1.54%	0.69%	More stores that carry the produce that we eat in my culture
133	22.70%	10.22%	More time to prepare/cook them
71	12.12%	5.46%	Knowing how to prepare them
24	4.10%	1.84%	Having someone to cook for/eat with
77	13.14%	5.92%	If I/my family liked eating them
60	10.24%	4.61%	Knowing how to grow my own food/having the space to grow food
39	6.66%	3.00%	Other (please specify)
9	1.54%	0.69%	Choose not to respond
586	Respondents		
1301	Responses		

Q14. In the past 12 months, how often were you able to afford enough food to feed you and/or your family all that you wanted?

Count	Percent	
417	56.50%	All of the time
122	16.53%	More than half of the time
91	12.33%	Half of the time
71	9.62%	Less than half of the time
18	2.44%	None of the time
19	2.57%	Choose not to respond
738	Respondents	

Q15. How often do you have to compromise on healthy or balanced food items because of budget concerns?

Count	Percent	
110	14.91%	All of the time
107	14.50%	More than half of the time
85	11.52%	Half of the time
144	19.51%	Less than half of the time
269	36.45%	None of the time
23	3.12%	Choose not respond
738	Respondents	

Q16. Would you like to include more locally-produced foods in your diet?

Count	Percent	
663	89.84%	Yes
15	2.03%	No
43	5.83%	Don't know
17	2.30%	Choose not to respond
738	Respondents	

Q17. What might make it easier for you to include more locally-produced foods in your diet? (Check up to 3)

Count	Respondent %	Response %	
433	66.21%	28.47%	More affordable
53	8.10%	3.48%	Served at my worksite or school
303	46.33%	19.92%	More farmers' markets or farm stands (e.g., more locations or market days, year-round markets)
58	8.87%	3.81%	More provided at my food bank/food pantry/meal delivery program
313	47.86%	20.58%	Sold at grocery stores I shop at
82	12.54%	5.39%	More clearly labeled
111	16.97%	7.30%	Grown in a wider variety/grown year-round
46	7.03%	3.02%	Knowing more about how to grow it myself
73	11.16%	4.80%	Knowing how to find it
39	5.96%	2.56%	Having space to grow it myself
10	1.53%	0.66%	Choose not to respond
654	Respondents		
1521	Responses		

Q18. Please provide the following information:

Count	Respondent %	Response %	
656	94.93%	33.50%	Name of the street that you live on:
643	93.05%	32.84%	The name of the nearest cross street to you:
659	95.37%	33.66%	Zip Code:
691	Respondents		
1958	Responses		

Q19. How many people currently live in your household (yourself included)?

Count	Percent	
101	13.89%	1
164	22.56%	2
140	19.26%	3
161	22.15%	4
143	19.67%	5 or more
18	2.48%	Choose not to respond
727	Respondents	

Q20. How many members of your household are under the age of 19?

Count	Percent	
276	38.07%	0
135	18.62%	1
164	22.62%	2
136	18.76%	3 or more
14	1.93%	Choose not to respond
725	Respondents	

Q21. What is your gender?

Count	Percent	
151	20.80%	Male
554	76.31%	Female
1	0.14%	Transgender
20	2.75%	Choose not to respond
726	Respondents	

Q22. What is your age?

Count	Percent	
644	100.00%	(Please enter a whole number only)
644	Respondents	

Q23. What is your ethnicity?		
Count	Percent	
15	2.06%	American Indian or Alaska Native
12	1.65%	Asian
7	0.96%	Black or African American
165	22.70%	Latino or Hispanic
1	0.14%	Native Hawaiian and Other Pacific Islander
489	67.26%	White
8	1.10%	Multiracial
9	1.24%	Other (please specify)
21	2.89%	Choose not to respond
727	Respondents	

Q24. What is the highest level of education you have obtained?		
Count	Percent	
79	10.90%	Some high school
115	15.86%	High school graduate/GRE
135	18.62%	Some college
56	7.72%	Associate's degree
146	20.14%	Bachelor's degree
29	4.00%	Some graduate school
112	15.45%	Graduate degree
27	3.72%	Post-graduate degree
26	3.59%	Choose not to respond
725	Respondents	

Q25. What is your annual household income?		
Count	Percent	
80	11.02%	Less than $2,500
79	10.88%	$2,500 - $14,999
61	8.40%	$15,000 - $27,499
78	10.74%	$27,500 - $39,999
65	8.95%	$40,000 - $52,499
47	6.47%	$52,500 - $64,999
34	4.68%	$65,000 - $77,499
49	6.75%	$77,500 - $89,999
18	2.48%	$90,000 - $99,999
109	15.01%	$100,000 and over
106	14.60%	Choose not to respond
726	Respondents	

Q26. Is there anything else you would like to share with us regarding food?		
Count	Percent	
176	24.24%	Yes (please explain)
550	75.76%	No
726	Respondents	

Q27. We are also looking for information about food safety practices.Would you be able to take 2 - 3 more minutes to complete a few questions about food safety?

Count	Percent	
435	60.00%	Yes
290	40.00%	No
725	Respondents	

Q28. How often do you practice the following food safety measures? - Wash your hands with soap before you begin preparing food.

Count	Percent	
325	75.23%	Always
101	23.38%	Sometimes
6	1.39%	Rarely
0	0.00%	Never
0	0.00%	Not applicable
432	Respondents	

Q29. How often do you practice the following food safety measures? - Wash your hands with soap after touching raw meat, shellfish, or eggs, before you continue cooking.

Count	Percent	
365	84.49%	Always
48	11.11%	Sometimes
7	1.62%	Rarely
2	0.46%	Never
10	2.31%	Not applicable
432	Respondents	

Q30. How often do you practice the following food safety measures? - Wash fruits and vegetables before eating or cutting.

Count	Percent	
320	74.07%	Always
102	23.61%	Sometimes
9	2.08%	Rarely
1	0.23%	Never
0	0.00%	Not applicable
432	Respondents	

Q31. How often do you practice the following food safety measures? - Wash with soap, rinse, and sanitize cutting boards after using them for raw meats, shellfish, or eggs before continuing to use.

Count	Percent	
379	87.73%	Always
34	7.87%	Sometimes
6	1.39%	Rarely
1	0.23%	Never
12	2.78%	Not applicable
432	Respondents	

Q32. How often do you practice the following food safety measures? - Use separate plates, cutting boards, and utensils for raw meats and cooked foods.

Count	Percent	Response
346	80.09%	Always
46	10.65%	Sometimes
15	3.47%	Rarely
13	3.01%	Never
12	2.78%	Not applicable
432	Respondents	

Q33. How often do you practice the following food safety measures? - Cook hamburger or ground meat until it is no longer pink.

Count	Percent	Response
257	59.49%	Always
100	23.15%	Sometimes
28	6.48%	Rarely
11	2.55%	Never
36	8.33%	Not applicable
432	Respondents	

Q34. How often do you practice the following food safety measures? - Use a food thermometer to check cooking temperatures of food.

Count	Percent	Response
64	14.81%	Always
157	36.34%	Sometimes
87	20.14%	Rarely
118	27.31%	Never
6	1.39%	Not applicable
432	Respondents	

Q35. How often do you practice the following food safety measures? - Use a food thermometer to check reheating temperatures of food.

Count	Percent	Response
27	6.25%	Always
47	10.88%	Sometimes
88	20.37%	Rarely
255	59.03%	Never
15	3.47%	Not applicable
432	Respondents	

Q36. How often do you practice the following food safety measures? - Use a thermometer to check cooling temperatures.

Count	Percent	Response
24	5.56%	Always
26	6.02%	Sometimes
68	15.74%	Rarely
287	66.44%	Never
27	6.25%	Not applicable
432	Respondents	

Q37. How often do you practice the following food safety measures? - Keep cold items less than 41 degrees Fahrenheit.

Count	Percent	
327	75.69%	Always
65	15.05%	Sometimes
15	3.47%	Rarely
8	1.85%	Never
17	3.94%	Not applicable
432	Respondents	

Q38. How often do you practice the following food safety measures? - Cool cooked foods or leftovers in the refrigerator to less than 41 degrees Fahrenheit in less than six hours.

Count	Percent	
262	60.65%	Always
101	23.38%	Sometimes
32	7.41%	Rarely
12	2.78%	Never
25	5.79%	Not applicable
432	Respondents	

Q39. Where do you get food safety information? (Check all that apply)

Count	Respondent %	Response %	
43	9.95%	4.45%	Boulder County Public Health
157	36.34%	16.24%	Internet
62	14.35%	6.41%	US Food and Drug Association (FDA)
24	5.56%	2.48%	Colorado State University Extension - Longmont Office
170	39.35%	17.58%	Friends or family
163	37.73%	16.86%	Newspapers or magazines
292	67.59%	30.20%	Already know from years of experience
48	11.11%	4.96%	Other (please specify)
8	1.85%	0.83%	None of the above
432	Respondents		
967	Responses		

Appendix E: General Trends in the Results

The summary statements below are not reflective of statistical research and analysis. Rather, these reflect general trends and findings taken from examining how various demographic populations responded to certain questions in the survey through cross-tab analysis (analyzing two questions against each other).

Physical Access:

- While Latino or Hispanic respondents often reported living very close (within ½ mile) of their primary source of fruit & vegetables, most respondents who live very far from their sources of fruits & vegetables (over 3 miles) are White.
- While in general, lower-income households (under $28k HH income) report living closer to their sources of fruits & vegetables more often than higher-income households (over $100K HH income), 36% of those households reportedly living between 3-5 miles from their primary F&V source also report HH incomes of $28k a year or less.
- Those living 3-5 miles from their F&V sources AND those reportedly living very close (within ½ mile) disproportionately report that distance or lack of transportation makes it challenging for them to get to where their purchase their F&Vs.
- Those who most often reported that a lack of transportation or distance was a challenge were disproportionately non-white and from HHs with an income$15k or under. For example, of those who reported that distance/lack of transportation was "a great deal" challenging, only 33% were White.
- There is no strong correlation, however, between those who reported a "great deal" of challenge with lack of transportation/distance and their actual F&V consumption.

Fruit & Vegetable Selection:

- Price, quality, and nutrition/health were common responses for what people choose to buy/receive across income and ethnicity. There is a slight preference for organic and local in HHs over $90k and slightly less priority placed on local or organic in HHs with incomes under $28k.
- Convenience and ease were more often reported as key factors from HHs with incomes over $100k than HHs with incomes under $28k.
- A priority placed on social justice and culturally appropriate foods was reported more often from HHs with incomes $40k or less.
- While Latino/Hispanic and White HHs typically reported the same reasons for what F&Vs they buy, Latino/Hispanic HHs selected "popular foods in my culture" much more often, and rarely cited issues of convenience or ease of preparation, whereas White HHs much more often selected ease/convenience, familiarity and local, and never selected "popular in my culture" as a factor.

5-A-Day Consumption:

- Women and Latinos/Hispanics report faring better than others in how often the consume 5 F&Vs a day.
- Black respondents are disproportionately represented amongst those who report consuming 5-a-day only one time per month.

- Those who report having an AB, high school diploma, or some high school (meaning no college degree) make up most of those who reported eating 5-a-day only one time per month or never.
- Households reporting an income of $28k or less make up a disproportionate amount of those who report consuming 5-a-day only one time per month or never, while households with incomes of $100k or more and those with graduate degrees make up a disproportionate number of those who consume 5-a-day 4-6 days per week.
- There is a clear line between households with incomes under $40k and households with incomes over $40k: those under $40k make up the vast majority of respondents who report that it is challenging to access enough fruits and vegetables to be able to consume 5-a-day, and those with incomes above $40k rarely reported that.
- Most of the respondents who reported that they compromise on getting healthy foods for their families "all the time" also reported that it is a challenge to access enough F&Vs to get 5-a-day, and they reported actually consuming 5-a-day only "1 time per month" or "never" more often than all other respondents.
- Those who reported rarely getting 5-a-day (1 time per month or never) report that one of their main sources of F&Vs is a meal delivery program.
- A disproportionate amount of respondents who DO get 5-a-day every day list their primary sources of F&Vs as: fruterias, ethnic markets, convenience stores and mobile vendors. However – the same respondents, who list the same sources of F&Vs, also report the most challenge with distance or lack of transportation.

Promoting F&V Consumption:

- The most common responses from Latino/Hispanic respondent as to what would make it easier for them to consume more F&Vs were: more grocery stores near me; convenience stores that sell them; more bus routes, more stores that sell foods from my culture (also most common from Asian and Native American respondents); and, more served in my food pantry or meal program. Least mentioned solutions were: farmers' markets, produce stands, knowing how to cook or grow it, liking them, or growing it themselves.
- From White respondents, the most often cited solutions were: more time to prepare; if we liked them; more produce stands; more/more often farmers' markets. Least focus was put on more stores near me, convenience stores that sell them, and more foods from my culture.
- These divisions also reflect HHs with under $28k (similar reporting as Latino/Hispanic respondents) versus HHs with incomes of $100k or greater.
- When asked where they would like to get more F&Vs, Latino/Hispanic respondents disproportionately selected ethnic markets and fruterias, whereas White (and higher income) respondents selected meal delivery programs, farmers' markets, produce stands, and home gardens, and HHs with incomes $28 or under often selected mobile vendors, food pantry, meal delivery program, fast food places, and fruterias.

Local Food Consumption:

- While 90% of respondents expressed a desire to include more local foods in their diets, of the 10% that said "no", these respondents were typically Latino or Black, reporting HH incomes of $15k or under, and reporting that they compromise on buying healthy foods for their families half of the time or more.

- Those who reported compromising on healthy foods for their families most often reported that making local foods more affordable, providing more at the food pantry/meal program, and space to grow it would make it easier to consume more local foods.
- Native American respondents reported that providing local foods at the food pantry/meal program or knowing how to grow it would make it easier, while Latino/Hispanic respondents (as well as HHs with incomes $28 or less) most often reported more served at school/worksite and more served at food pantry/meal program. White respondents most often reported more sold at my grocery store, better labeled, and knowing how to grow it. Higher income respondents (above $90k) more often selected knowing how to find it or more served at my school/worksite.

	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5
Shop location (not grocery)	food aid	natural food, convenience	Home garden, convenience, local	Natural food, local	Natural food, cultural
Income	Low/mid income	High income	Mid income	High income	Low income
Ethnicity	White & Hispanic	Primarily white	Primarily white	Primarily white	Primarily Hispanic
Education	53% with no college degree	68% with college degrees	42% have graduate degrees	62% with college degrees	68% have high school educations
Distance a challenge?	Above average	Below average	Below average	Below average	Above average*
Eat 5-a-day?	Below average	Above average	Above average	Above average	Above average*
Perceived affordability?	Below average	Above average*	Above average	Above average	Below average
Compromise on produce	Above average	Below average	Below average	Below average	Above average*

*highest value across clusters

Top 5 factors that are important for F&V purchase

	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5
1	Freshness	Freshness	Freshness	Freshness	Freshness
2	Price	Price	Price	Price	Price
3	Health	Health	Taste	Organic	Health
4	Taste	Organic	Health	Health	Organic/Cultural
5	(no others)	Convenience	Local	Taste	Taste

Top 5 places cluster groups would prefer to get their F&V

	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5
1	Same location	Local	Local	Same location	Same location
2	Local	Same location	Same location	Local	Grocery
3	Grocery	Natural food	Home Garden	Grocery	Cultural
4	Natural food	Home garden	Grocery	Home garden	Natural Food
5	Food aid	Grocery	Natural food	Natural food	Food aid

Top Factors that Could Help Increase Consumption of F&V

	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5
1	Less expensive	Less expensive	Less expensive	Less expensive	Less expensive
2	More Farmers markets	More time to prepare	More time to prepare	More farmers markets	More grocery stores
3	Produce in cultural store/time to prepare	More farmers markets	Preference	More time to prepare	More knowledge
4	More produce stands	More produce stands	More farmers markets	Grow food	(no others above 10%)

LiveWell Longmont Food Assessment: Meeting in a Bag

Contents:

- What is a Meeting in a Bag?
- Overview of LiveWell Longmont and the community food assessment
- Food assessment activities thus far
- Food assessment findings: summary and raw survey results, map of food retailers, etc
- Questions you can ask your group members

What is a Meeting in a Bag?

The goal of this document is to enable you and others throughout the community to meet with your organization, group, or committee, and ask a series of questions, and then share what you learn with us. This extends our reach into the community and allows us to get even more feedback since we cannot attend every meeting in the city. Also, you, as a member of your group or organization, are much better suited to talk and listen to your colleagues than we are!

Here is how it works:

- Set aside some time (20-30 minutes being ideal if you can get that much) on the agenda of your group/organization/committee's next meeting – before July 30th please!

- Review this document thoroughly, familiarize yourself with LiveWell Longmont and the goals of the food assessment (see overview, below) if you are not already familiar.

- Review the questions at the end of this document – this is what we would like you to ask your group.

- At the meeting, make sure there is someone who can record people's responses.

- Briefly introduce what LiveWell Longmont is and what the food assessment is (use the talking points from the "overview" below if needed) and why you are doing this!

- Ask the questions of the group ! Allow 5-10 minutes per question for feedback and discussion. Record all responses.

- Don't worry if they have questions for you and you cannot answer them! The point is just to try to get some fairly quick and informal feedback from people around the community to make sure we are on the right track. If participants have multiple questions or are really curious about the whole food assessment in general they can contact Wendy, info below.

- Please type up all responses/notes in a Word document or directly in an email and email your notes to Wendy: wendy@wpmconsulting.net, 303-819-2846, **no later than July 30th!**

Overview of LiveWell Longmont:

LiveWell Longmont is one of over 20 communities funded throughout the state by LiveWell Colorado (www.livewellcolorado.org). LiveWell Longmont's mission is to ensure that healthy lifestyle choices are always available and convenient for all who work, live, play, and learn in our community.

Unhealthy eating and physical inactivity are associated with an increased risk of a number of chronic health conditions including heart disease, stroke, diabetes, some cancers, and being overweight. Even though Colorado's percentage of overweight and obese citizens is much lower than national average percentage, the trend is going in the wrong direction. Currently, only 42% of Longmont residents consume the recommended 5 servings of fruits and vegetables a day. Improving nutrition is critical for improving the overall health of our residents.

One of LiveWell Longmont's Community Task Forces is the Food Assessment group which first began to meet in the spring of 2009. This group, which includes city staff, county staff, local organizations, food assistance groups, and a consultant hired to help develop the process, formed in order to examine issues of Longmont's local food system and issues of access to food, so that their learning could help inform specific strategies to promote healthy eating and increase fruit and vegetable intake in Longmont.

Food assessments examine a broad range of food related problems and successes to improve a community's food system. Through such assessments, community members can work together to research what is happening in a community's food system, communicate those findings, and support policy changes based on those findings.

What we learn from LiveWell Longmont's food assessment will help define 2-3 strategies that LiveWell Longmont will include in its grant application to fund its 2011 activities. That means there is a good chance these recommendations will actually have funding and we want to make sure we are getting it right, and have lots of detail to back them up!

For more information contact Wendy Peters Moschetti food assessment consultant:
wendy@wpmconsulting.net 303-819-2846

Food Assessment Activities:

Here is a little more information on what we have done so far:

- 8 focus groups and 6 interviews, engaging over 65 people. Focus groups and interviews were conducted with older adults, youth, low-income Spanish and English speakers, general public, restaurant owners, and small and large grocery store managers. Focus groups were facilitated by city staff and other coalition members, and held in various locations, including the OUR Center, city offices, the Senior Center, and the Youth Center.
- Report/data collection: collecting hunger studies, demographics, maps of food retailers, etc.
- City-wide web-based and paper survey with over 750 respondents
- Listening sessions (like this one!) as well as "flip video" interviews at events/locations throughout the city to collect very brief responses from people willing to answer a couple of questions on the spot.

Food Assessment Findings:

- See attached survey results and other data if you are interested !

Questions:

1 - We have heard a lot of interest in growing one's own food.

What would make it easier for you to do this?

[Potential probe questions]

What is stopping you from growing more of your own food?

Would basic toolkits help, something like "garden in a box" kit that could be distributed to city residents interested in growing more food on their property? Other ideas?

2 - We have heard a lot of interest in creating neighborhood-based and more self-sufficient food systems, such as developing more small or satellite farmers' markets in neighborhoods around the city, more produce stands, and more ways for people to share food that they grow with neighbors or with food pantries.

Do you see potential in creating more neighborhood based food systems and if so what types of things would make it easier for you to get fruits and vegetables within your neighborhood?

[Other potential probes if needed]

Do you see potential for connecting more with your neighbors or neighborhood groups?

What neighborhood organizations or resources would be involved?

What, if located in your neighborhood, might most entice you to stop and get more fruits & vegetables? (e.g., Produce stands? Gardens? Food sharing programs with churches or food pantries?)

3 – We have also heard about the need for more education, outreach, and marketing about existing places to get healthy and local foods – to both educate the general public as well as city leaders.

What types of marketing or communications would be interesting and helpful to you?

[If needed, list potential examples of what might help: a healthy/local food guide & map? A finding local food & farmers guide? Or other advertising of where you can already find healthy and local foods around Longmont?]

[Potential probe: would a food map help you change your eating habits?]

4 – We have heard loud and clear that most Longmont residents would like to consume more locally-produced foods.

What, besides simply making local foods more affordable, might make this easier for you?

[If needed, list possible examples of what might help: simply better labeling where it is already sold?, more of it available in grocery stores?, growing more your own?, understanding the benefits more?]

5 – We would like to hear more about how we can help create an environment that encourages people to consume more fruits and vegetables.

What do you see as the single most important motivator to increase your consumption of more fresh vegetables and fruits?

Or: what is the biggest obstacle for increasing your consumption of fresh fruit and vegetables?

Other location-specific questions:

At the Farmers' Market: Why do you shop at the farmers market? Do you have a sense of what % of your food dollars are spent at the farmers market?

For older adults: is it challenging for you to get to places where you can get fruits & vegetables on a regular basis? If so, what might make it easier for you? (For example, food delivery, smaller markets throughout town)

At school sites: What is your impression of the food you/your child receives at school? If you have any concerns, what would you like most to see changed?

For Latino respondents: We heard a lot of interest in supporting food retailers that provide more fruits & vegetables and more cultural foods or foods you are used to eating. What services do you think would be highly-used by you and/or in your community? (For example, Food trucks? Produce stands? More fruits and vegetables in markets where you already shop?)

Script: (use what you need, underlined lines are required, try to do this in about a minute)

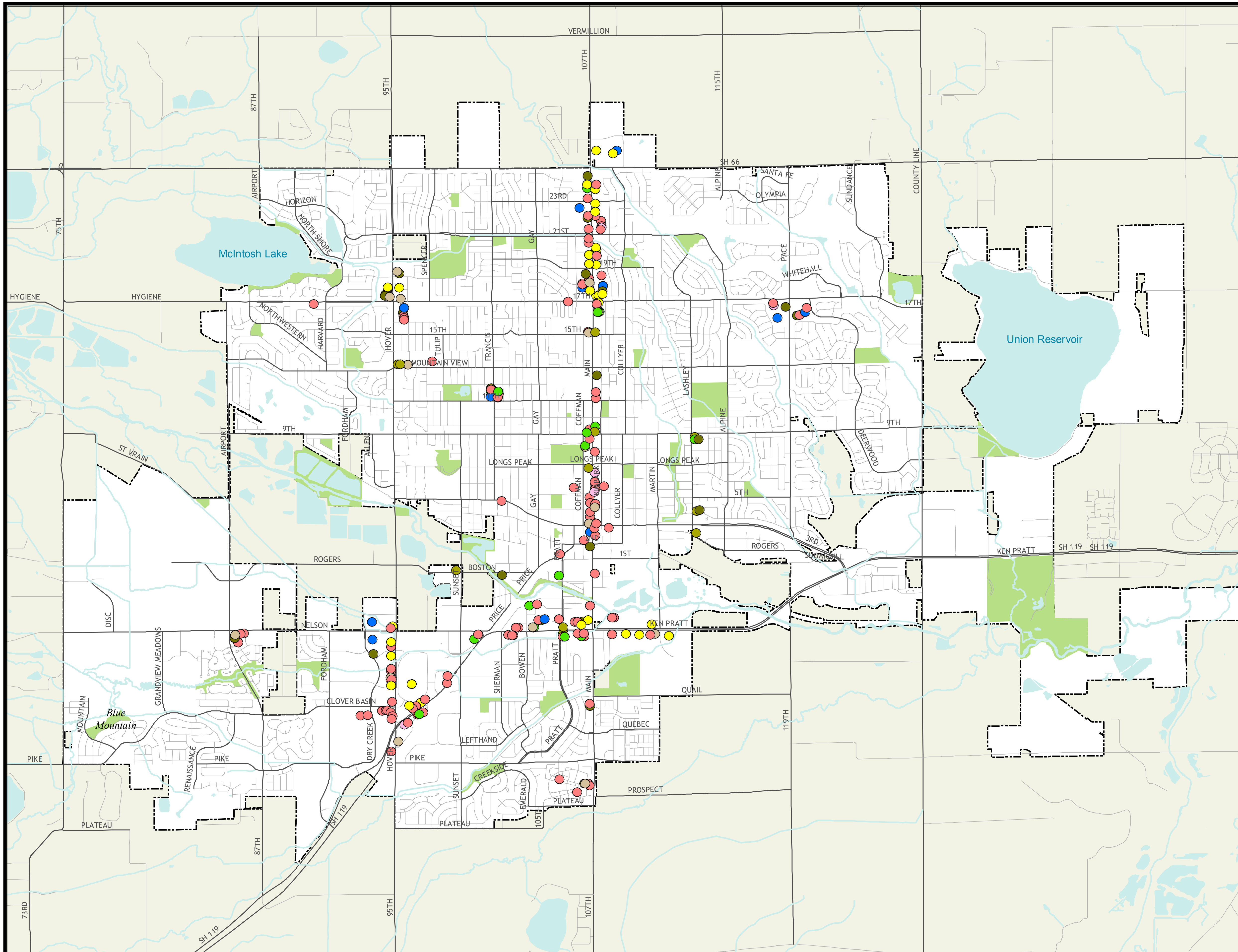
- Hi! Do you have just a couple of minutes today to talk to us about food & nutrition in Longmont?
- Do you live in Longmont?
- Great! May I interview you and record it? I will be turning on this handy little camera here in just a minute…
- My Name is ____________ and I am volunteering with LiveWell Longmont. They are doing a community food assessment study to better understand how to support healthy eating in Longmont.
- LiveWell Longmont is a community coalition of non-profits, the city, Public Health, and many more that aims to make Longmont the healthiest community and to help increase healthy eating and active living in Longmont.
- LiveWell Longmont wants to make it easier for more people to eat healthier and eat more fruits and vegetables every day!
- We want to know what LiveWell Longmont and other community organizations can do.
- We want to know more about what we can do to make easier for you, (**If relevant:** and easier for the Latino community in Longmont) to get to and eat more fruits and veggies!
- Can we go ahead and get started? I am going to turn on the camera now…
- **[turn camera on]**
- Hi! Please tell me your first name.
- Hi so-and-so, do I have your permission to interview you and record your responses?
- Great! Do I have your permission to use your responses in the analysis of our food assessment process?
- Great! Do I have your permission to upload this video onto our LiveWell Longmont YouTube site? **[it is okay if they say NO – we still want the interview for our analyses].**
  - Yes? Thanks! You might become famous!
  - No? that's okay we will keep it for the food assessment committee use only then!

Questions [do not worry if you do not hit them all, feel free to "follow" interesting comments of the interviewee:

- Where do you get most of your food?
  - Potential probes: Where do you like to buy fruits and vegetables? What other places would you like to get more fruits and vegetables?
- How do you usually get to where you buy most of your food?
  - Potential probes: How do you get to where you buy fruits and vegetables – drive? Bus? Walk? Can you get there easily? Do you need better transportation?
- Can you find foods you like that are accessible and affordable for you?
  - Potential probes: Can you find enough fruits and vegetables that are affordable for you? Or is cost a problem? Where do you find the most affordable fruits and vegetables?
- Do you or would you like to buy more local produce?
  - Potential probes: If there were more farmers' markets or more produce stands around the city would you shop there? What about fruit and vegetables trucks? What else might you use? What would they look like?
- Do you or would you like to grow some of your own food?
  - Potential probes: Would you like to grow more of your own food? What do you need to do it? Do you need more information on how to do it? Do you need more space?

LivewellLongmont Food Assessment

Food Outlets



- Convenience Store/ Gas Station
- Grocery Store
- Speciality Market
- Liquor Store
- Restaurant
- Fast Food
- Coffee Shop
- Desert/Ice Cream Shop

N

0 2,000 4,000 6,000

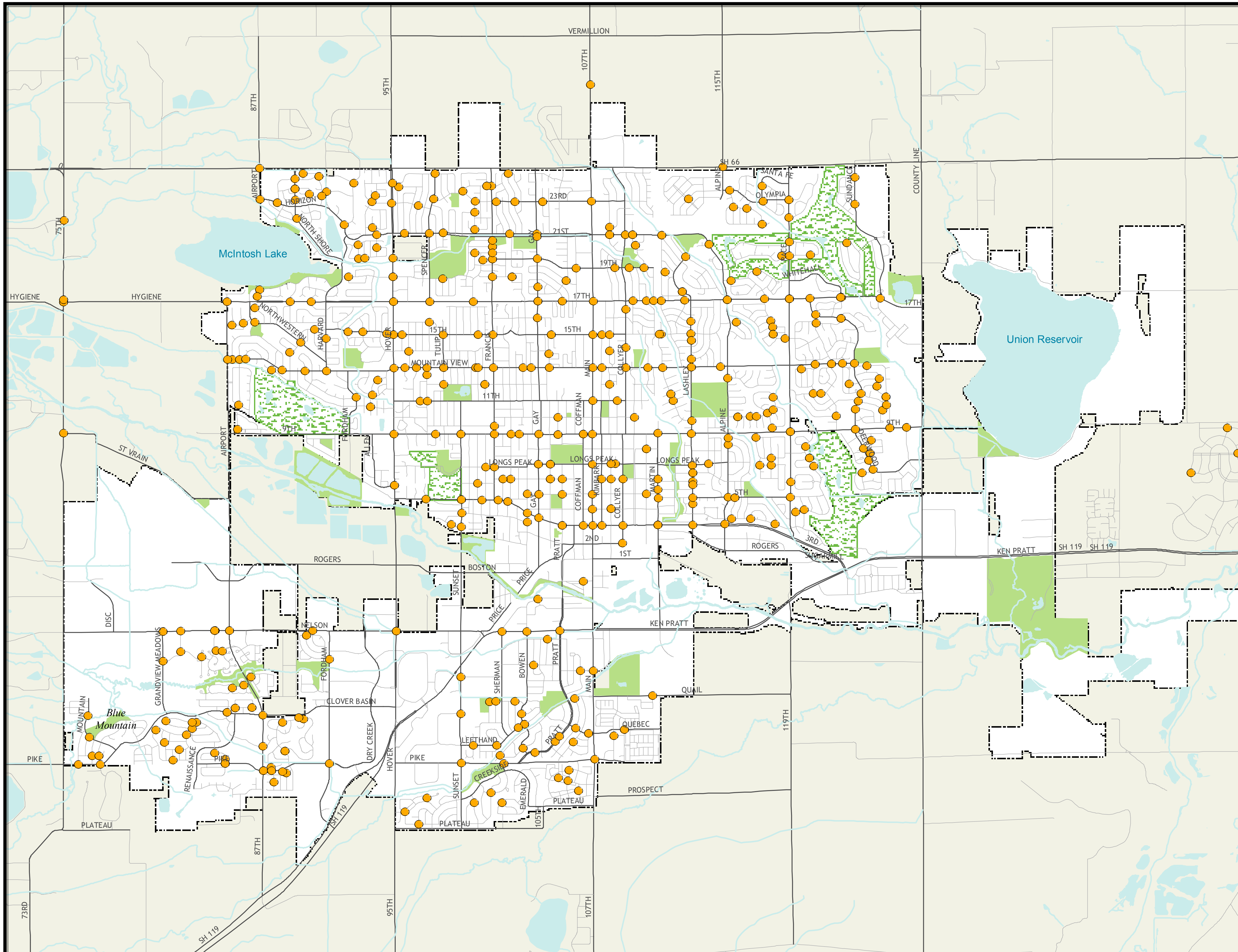
Feet

LiveWell Longmont

Updated: July 2010

LivewellLongmont Food Assessment

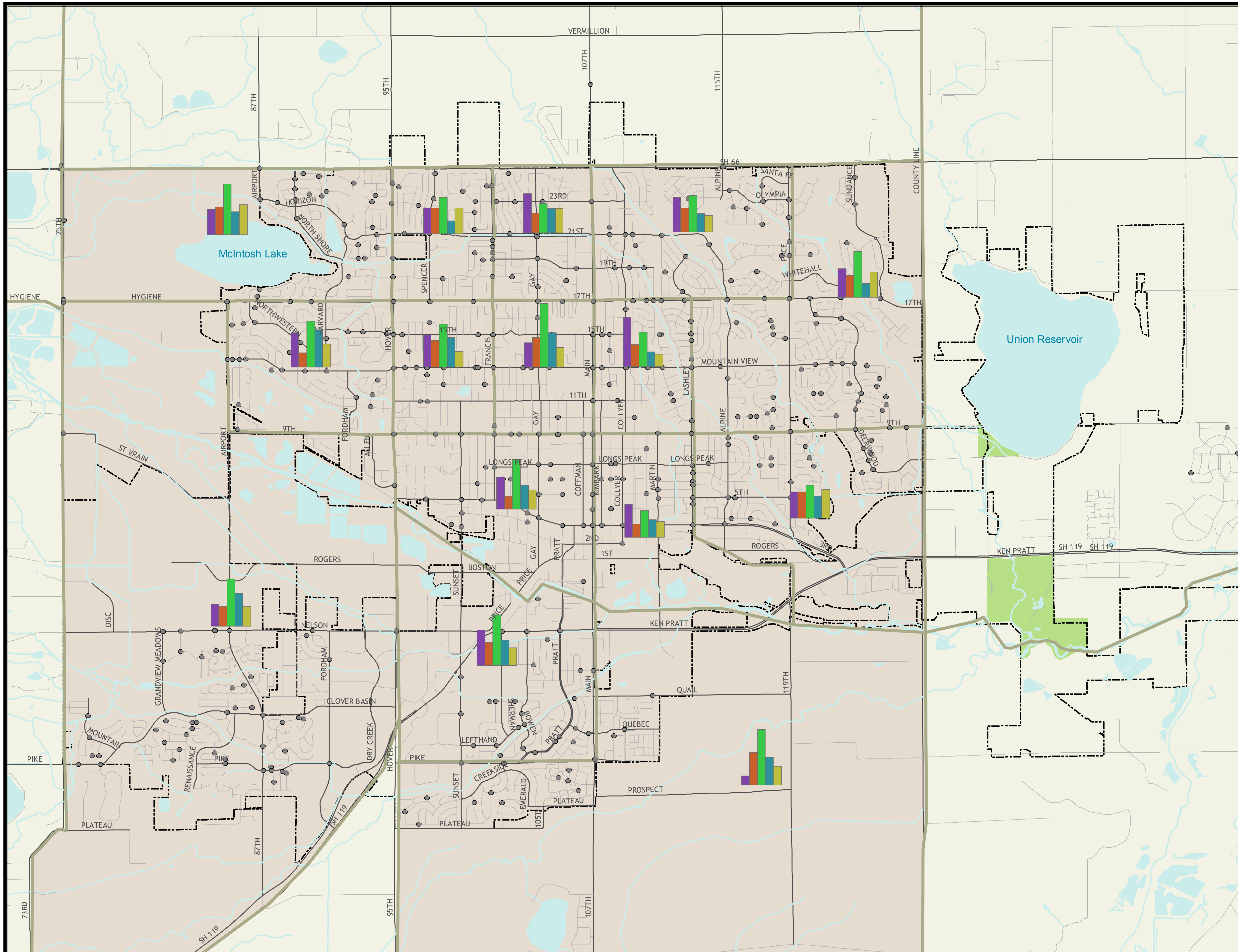
Survey Respondents



Survey respondents were asked to identfy the street they live on and the name of the nearest cross street.

LivewellLongmont Food Assessment

Survey Question #5



Legend

- Survey Respondent Location
- Longmont City Limits

Q5. From which locations would you like to get more of your fruits and vegetables? (Up to 3 reposnses)

Top 5 responses shown by % of responses/tract
Survey total shown in ( )

- Grocery Stores (18.3%)
- Natrual Food Stores (12.4%)
- Farmers' Markets 21.7%)
- Produce Stands (11.8%)
- Home Garden (10.9%)

Survey respondents were asked to identfy the street they live on and the name of the nearest cross street.

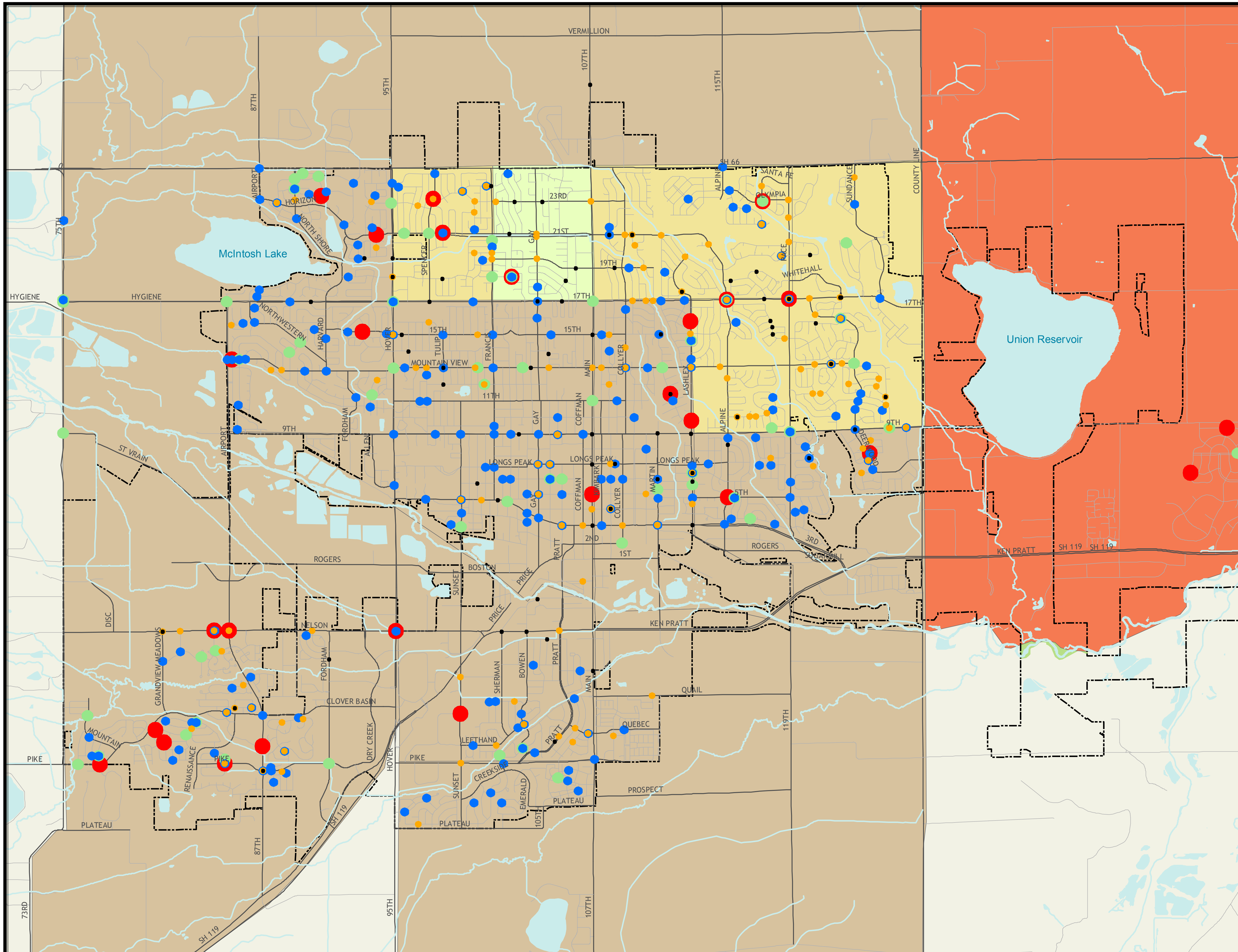
N

0 2,000 4,000 6,000
Feet

LiveWell Longmont

LivewellLongmont Food Assessment

Survey Question #8



Longmont City Limits

Q8. Approximately how far do you live from where you get most of your fruits and vegetables?

- One - 5 Blocks
- 1/2 mi - 1 mi
- 1 mi - 3 mi
- 3 mi - 5 mi
- Over 5 mi

Most Common Response in Tract

- One - 5 Blocks
- 1/2 mi - 1 mi
- 1 mi - 3 mi
- Over 5 miles

Survey respondents were asked to identfy the street they live on and the name of the nearest cross street.

N

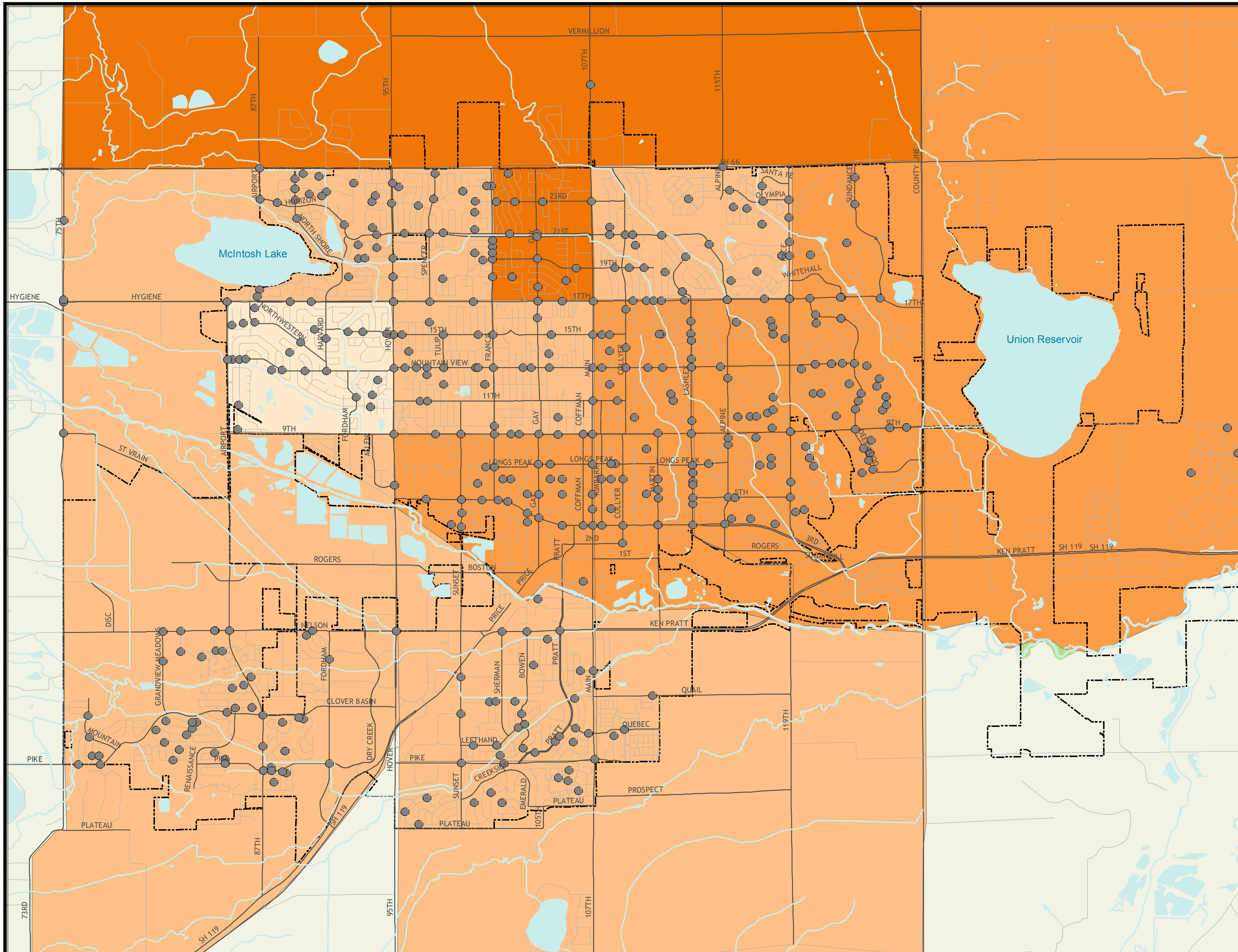
0 2,000 4,000 6,000

Feet

LiveWell Longmont

LivewellLongmont Food Assessment

Survey Question #12



Legend

- Survey Respondent Location
- Longmont City Limits

Q12. In general, would you say it is challenging for you to get enough fruits and vegetables to provide you with 5 servings a day, every day?

Respondents answering yes

- Less than 50%
- 50.01 - 62.5%
- 62.51 - 75%
- Over 75%

Survey respondents were asked to identfy the street they live on and the name of the nearest cross street.

0 2,000 4,000 6,000
Feet