

Results of 2008 Food Shopper Survey for the Kentucky / Ohio Region

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The Survey was a cooperative effort between The Ohio State University and the University of Kentucky. The survey was administered by mail to random samples of Ohio and Kentucky consumers. The survey:

- Was administered during October / November, 2008
- Random sample of 6,000: 3000 in each state
- Target population: Consumers
- Response rate: 1,994 completed -- 34.5 % of surveys (net of bad addresses).
- All of the following statistics are weighted so as to be representative of the typical consumer in the two-state (Ohio and Kentucky) region.

Sample Demographics – Representative of the KY / OH region

Percent Female	52.02
Percent Primary Shopper	75.65
Primary Respondent Age Distribution	%
18-24	4.5
25-34	18.9
35-44	22.2
45-54	19.6
55-64	13.1
65-74	10.7
75-84	8.0
85 and older	3.1
Place of residency	%
City	21.4
Suburb	28.1
Small Town	24.9
Countryside (but not on a farm)	19.2
Farm	6.4
Education of respondent	%
Less than 9 th grade	1.4
9 th to 12 th grade, no diploma	5.6
High school graduate (or equivalency)	24.4
Some college, no degree	21.5
Associate degree	11.7
Bachelor's degree	21.7
Graduate or Professional degree	13.7

Sample Demographics – Representative of the KY / OH region - Continued

Marital Status	%
Never married	8.99
Married	66.23
Living together	5.3
Widowed	7.37
Divorced / Separated	12.1
Race	%
Black or African American	2.84
American Indian or Alaska native	0.17
Asian or Asian American	0.39
Native Hawaiian or other Pacific Islander	0.03
Hispanic / Latino	0.66
White	94.09
Mixed Race	1.81
Household Income	%
Less than \$10,000	4.05
\$10,000 to \$14,999	6.43
\$15,000 to \$24,999	7.35
\$25,000 to \$34,999	10.39
\$35,000 to \$49,999	15.7
\$50,000 to \$74,999	23.4
\$75,000 to \$99,999	15.56
\$100,000 to \$149,999	12.54
\$150,000 to \$199,999	2.71
\$200,000 or more	1.86
Mean Household Income (\$)	67,040

Food Shopping Venues

In the past **two months**, please estimate the number of times that you purchased **food** in each of the following markets.

	Total Number of Visits (%)						Mean number of visits ^a
	0	1	2-4	5-10	11-15	>15	
National grocery chain (e.g., Kroger, Giant Eagle, etc.)	7.41	7.02	26.82	37.06	12.96	8.73	6.80
National "Big Box" retailer (e.g., Wal-Mart, Meijer, etc.)	7.73	8.81	34.37	31.67	10.33	7.10	6.03
Locally owned grocery	36.21	13.41	26.49	16.18	4.50	3.21	3.27
Convenience store	43.03	15.24	29.76	6.57	2.78	2.61	2.34
Specialty food store (organic, natural, ethnic foods, etc.)	75.11	10.83	9.40	3.25	0.98	0.43	0.83
Farm or farmers' market	52.60	17.90	22.76	6.08	0.43	0.22	1.41

a Mean calculated using values of 0, 1, 3, 7.5, 12.5 and 17.5 for the six response classes, respectively.

A series of economic experiments was done where consumers were asked to select from among pairs of blackberry jam products, Preliminary results show:

- Consumers were more likely to purchase national brand jam (e.g., Smucker's, Welch's) as compared to store brand jam (e.g., Kroger, Walmart) or a regional brand (e.g., Windstone Farms)
- Consumers strongly preferred jams that were certified to be 100% Organic.
- Consumers preferred jams that were produced by small family farms.

Consumers also showed a preference for *locally-produced* foods:

- The presence of *Ohio Proud* and *Kentucky Proud* emblems were also important determinants of consumers' choice among products, increasing demand for these "local" foods.
- Consumers also were more likely to select jam products that were produced in their state or in the Ohio Valley region, although they did not demand that the product be produced in their own region of the state.

About Consumption of Sweet Potatoes

About how many time have you eaten sweet potatoes in the last 6 months?	
All consumers	3.50
Consumers by age class:	
Consumers 18-40	2.72
Consumers 41 and older	3.93
Respondents with household income:	
Less than \$25,000	2.87
\$25,000 - 75,000	3.06
Greater than \$75,000	4.10

About Consumption of Sweet Potatoes

I purchase sweet potatoes :	%
Never	26.31
Mostly for seasonal consumption	38.38
Any time of the year	35.31

Preferred ways to eat and purchase sweet potatoes

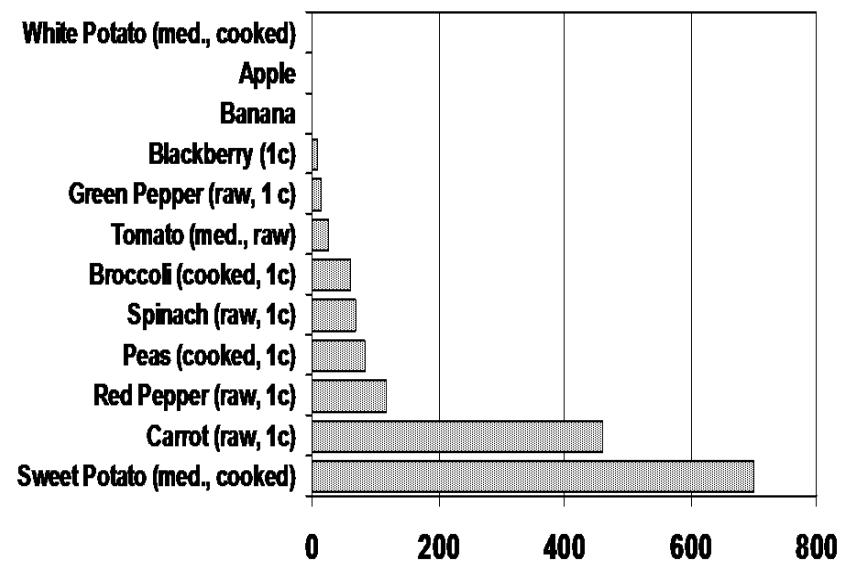
	Frequency of use (%)			
	Rarely (once or less per year)	1-2 times per year	3-5 times per year	Frequently (more than 5 times per year)
The ways I prefer to eat sweet potatoes are:				
Baked	34.71	21.76	23.62	19.92
Microwaved	72.69	8.05	6.01	13.25
In a casserole	52.65	32.44	9.3	5.61
Fries or chips	71.22	14.14	7.41	7.22
Glazed	54.54	24.04	13.41	8.01
The main ways I buy sweet potatoes are:				
Fresh from grocery	36.06	19.63	19.85	24.46
Canned	52.79	25.06	17.62	4.53
Frozen	93.88	3.55	1.81	0.75
Fresh from a farmers market	73.51	13.92	5.45	7.12
Bulk plastic bags	90.32	5.42	3.32	0.94

There were two versions of the questionnaire, each (randomly) sent to half of the sample. One version provided a short informational statement that described the nutritional characteristics of sweet potatoes. The other version provided no such information. Following is the information provided.

Sweet potatoes are some of the most nutritious vegetables around. As an excellent source of Vitamin A and a very good source of Vitamin C, sweet potatoes have healing properties as an antioxidant food. A four ounce serving (about half a medium size sweet potato) contains more fiber than a serving of oatmeal, about four times the recommended daily allowance of Vitamin A (in the form of beta carotene) and almost half the recommended daily allowance of Vitamin C.

Both beta-carotene and vitamin C are very powerful antioxidants that work in the body to eliminate free radicals. Free radicals are chemicals that damage cells and cell membranes and are associated with the development of conditions like atherosclerosis, diabetic heart disease, and colon cancer. Since these nutrients are also anti-inflammatory, they can be helpful in reducing the severity of conditions where inflammation plays a role, such as asthma, osteoarthritis, and rheumatoid arthritis. Sweet potatoes are also fat free and cholesterol free.

% Daily Recommended Allowance (RDA) of Vitamin A Levels in Selected Produce



Source: USDA National Nutrient Database, Release 20

Impact of nutrition information – sweet potato future demand as influenced by nutritional information.

Indicate your opinion regarding your future consumption of sweet potato products.

	Respondents not receiving nutritional information	Respondents who received nutritional information
	(Percent)	
Decrease a lot	4.3	1.1
Decrease a little	0.3	0.1
Remain about the same	79.9	59.0
Increase a little	11.9	28.8
Increase a lot	3.7	11.0

Impact of nutrition information – sweet potato future demand as influenced by nutritional information.

Rate your interest in trying these sweet potato products			
	Mean Response ^a		
	Respondents not receiving nutritional information	Respondents who received nutritional information	
White sweet potatoes	1.59	1.84	*
Purple sweet potatoes	1.51	1.69	*
Sweet potato fries	2.00	2.22	*
Sweet potato flour	1.43	1.66	*
Sweet potato pie	2.05	2.19	*
Dried sweet potatoes	1.44	1.68	*
Organic sweet potatoes	1.80	2.02	*
a Means are calculated using values of "None"=0, "Might Try"=1, "Interested"=2, and "Very interested"=3			
* Indicates a difference between the means that is statistically significant at the 0.01 probability level.			

How many times during an average week do you purchase something other than soft drinks or candy from a vending machine?

All Respondents	0.51
Respondents who are:	
Younger than 40	0.63
40 or older	0.45
Respondents with household income:	
Less than \$25,000	0.52
\$25,000 - 75,000	0.64
Greater than \$75,000	0.37

Consumer attitudes toward food purchases from Vending Machines

Statement	Response Distribution (%)			
	Strongly Disagree	Disagree	Agree	Strongly Agree
I would rather take time to prepare my own lunch than purchase food from a vending machine.	3.6	7.9	15.0	73.6
Vending machines provide the same quality of fresh food with much more convenience than other purchase points.	69.8	24.9	4.1	1.3
Fresh fruit and salads "Grown in Ohio" are better than out-of-state options when sold in vending machines. ^a	11.2	26.7	36.0	26.1
I would choose a vending machine with a "Made in Ohio" section over one that did not have one. ^a	12.7	20.5	35.1	31.7
Vending machines offer quality food products	46.4	40.3	11.6	1.7
I am more likely to buy a sandwich from a vending machine at work/school than go to a fast food restaurant down the street.	52.6	26.0	14.4	7.0
a The Kentucky version of the questionnaire used "Grown in Kentucky" and "Made in Kentucky" in these statements.				

The following foods are available in a vending machine at your job/school. Indicate how likely you are to purchase them.

Food type	Response Distribution (%)				
	Certainly will not buy	May not buy	Not sure	May buy	Certainly will buy
Fresh apple	22.2	10.6	13.9	38.8	14.4
Potato chips	17.4	10.0	8.2	47.5	17.0
Ready-to-eat fresh vegetables with dips	26.3	14.2	18.0	30.4	11.1
Frozen ready-to-heat taco	55.4	21.4	11.3	10.8	1.1
Candy bar	15.5	10.7	8.5	43.8	21.5
Instant noodles or oatmeal	40.9	16.7	15.8	21.5	5.2
Egg salad sandwich	63.4	15.7	9.4	9.7	1.9
Bottled water	12.4	4.9	4.8	32.3	45.5
Carrot sticks	28.8	16.6	18.2	26.6	9.9
Ice cream sandwich	28.2	14.3	15.8	31.3	10.4
Pizza burger	58.4	17.2	12.0	10.4	2.0
Chef's salad	33.4	14.8	14.8	25.9	11.1
Fruit juice	15.3	9.4	10.4	41.3	23.6
Soup	24.5	8.5	17.4	36.6	13.1

Help us understand the importance of the following items when you make a convenience food purchase (including purchases from vending machines).

Attribute	Mean Importance Score ^a
Price	6.93
Previous experience with that food	7.55
Appearance	7.52
Nutritional information available	6.08
Includes ingredients from local farms	5.16
Guaranteed quality	6.75
Brand	6.04
Packaging	5.87
Ready-to-eat	6.44
Healthy product option	6.83
Taste	8.25

^a Mean scores are calculated based on a 9-item scale ranging from 1=*Low Importance* , 5=*Average Importance* , and 9=*High Importance* .

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