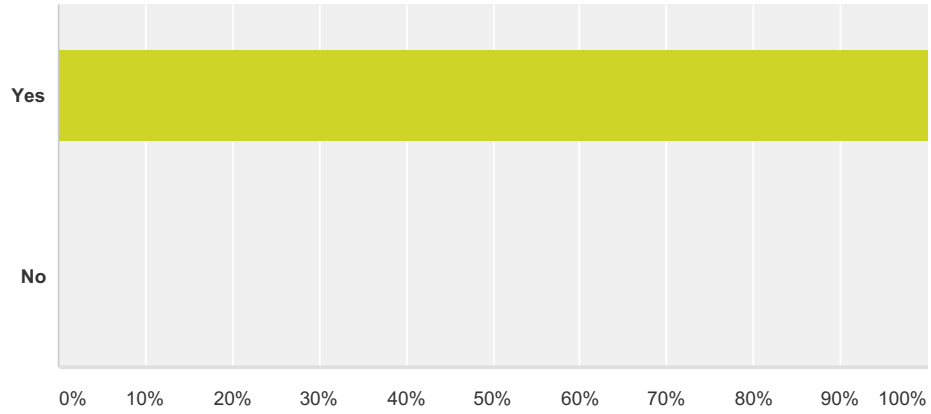


Q1 Our records indicate that you are 18 or older and have taken a class to learn how to harvest wild game. Is that true?

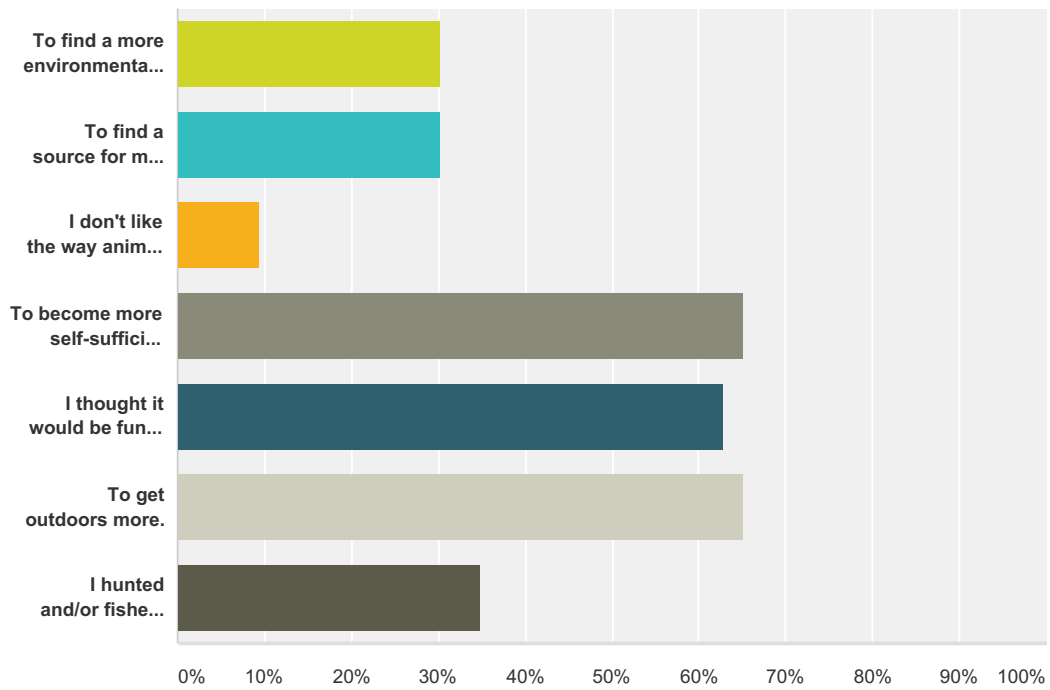
Answered: 43 Skipped: 0



Answer Choices	Responses
Yes	100.00% 43
No	0.00% 0
Total	43

Q2 Why did you take theclass? (check all that apply)

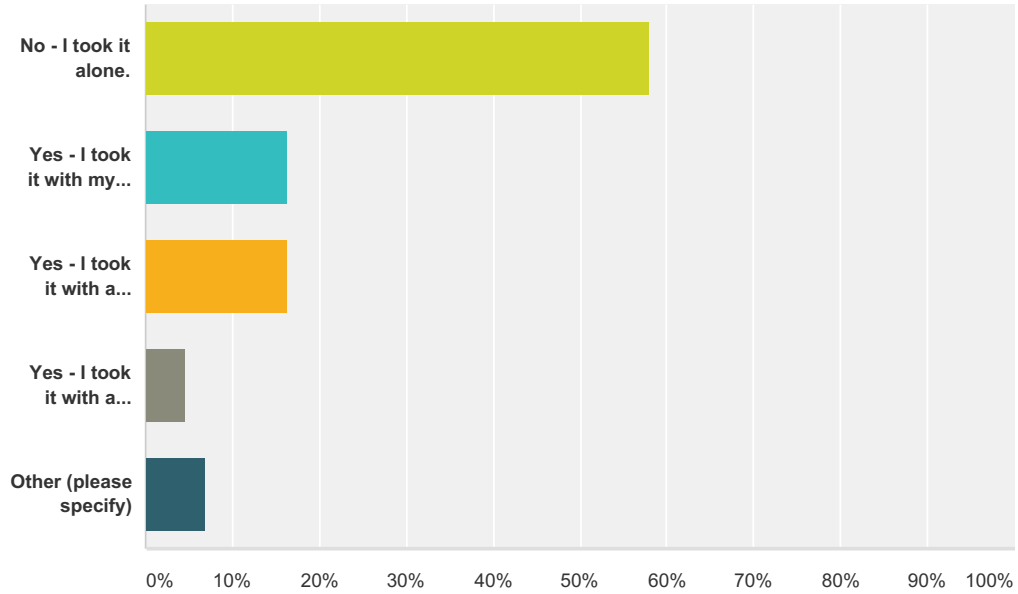
Answered: 43 Skipped: 0



Answer Choices	Responses
To find a more environmentally sustainable source for meat.	30.23% 13
To find a source for meat with fewerchemicals, drugs and hormones.	30.23% 13
I don't like the way animals are treated on commercial farms.	9.30% 4
To become more self-sufficient.	65.12% 28
I thought it would be fun and/or exciting.	62.79% 27
To get outdoors more.	65.12% 28
I hunted and/or fished as a child, and I wanted to reconnect with that.	34.88% 15
Total Respondents: 43	

Q3 Did you take the Indiana Hunt, Fish, Eat class with anyone you knew? (check all that apply)

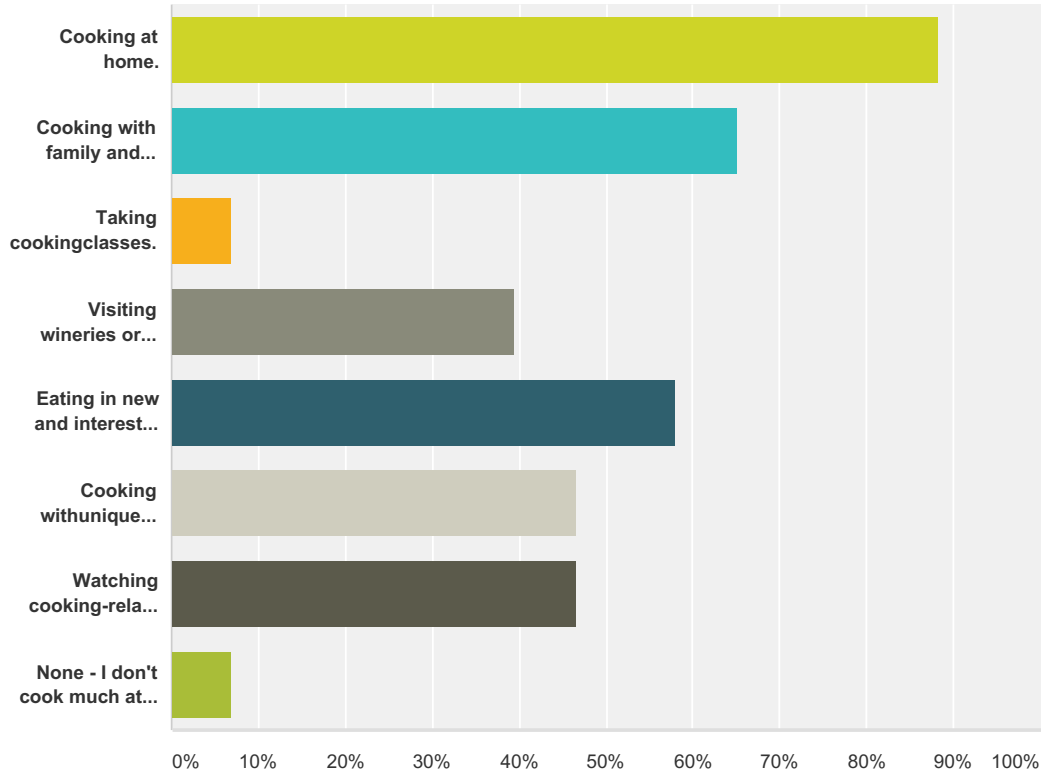
Answered: 43 Skipped: 0



Answer Choices	Responses
No - I took it alone.	58.14% 25
Yes - I took it with my spouse/significant other.	16.28% 7
Yes - I took it with a relative other than my spouse.	16.28% 7
Yes - I took it with a friend.	4.65% 2
Other (please specify)	6.98% 3
Total Respondents: 43	

Q4 Which of the following food and dining-related activities do you participate in regularly? (check all that apply)

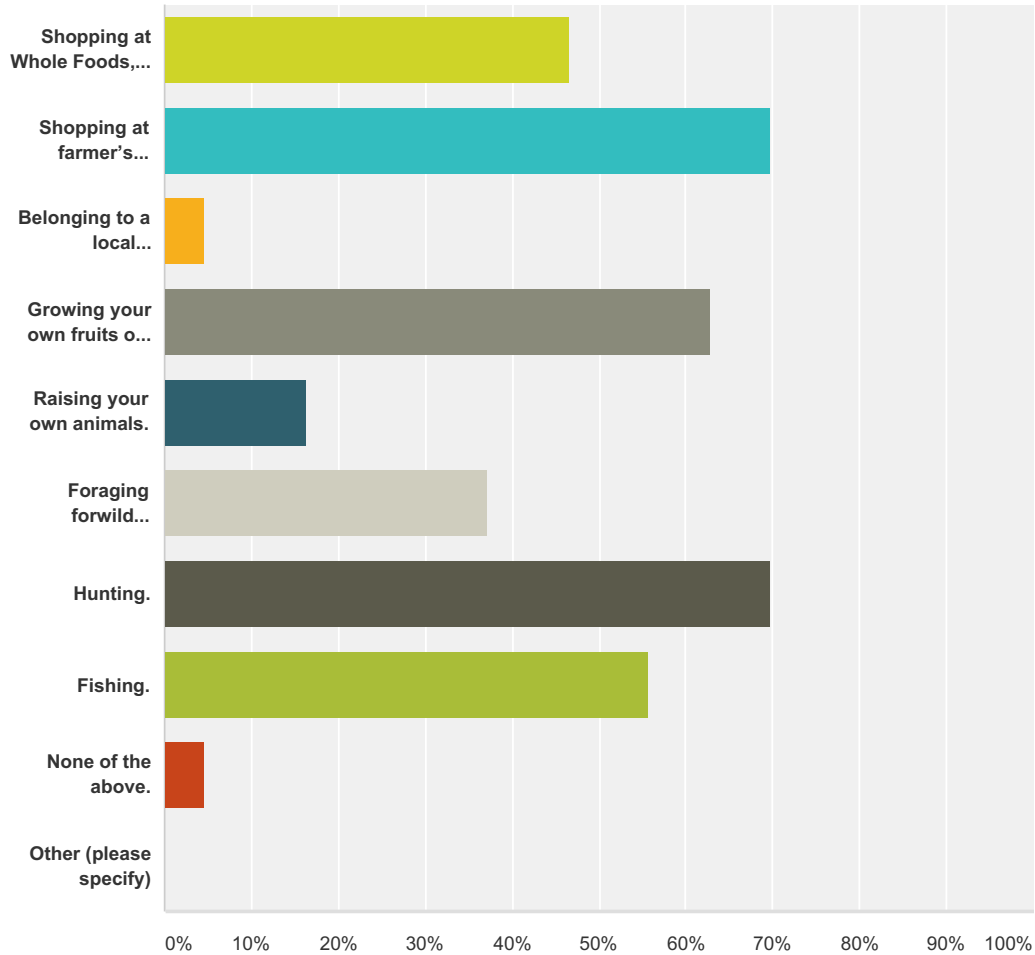
Answered: 43 Skipped: 0



Answer Choices	Responses
Cooking at home.	88.37% 38
Cooking with family and friends.	65.12% 28
Taking cooking classes.	6.98% 3
Visiting wineries or breweries.	39.53% 17
Eating in new and interesting restaurants.	58.14% 25
Cooking with unique ingredients.	46.51% 20
Watching cooking-related shows/content on TV or online.	46.51% 20
None - I don't cook much at all.	6.98% 3
Total Respondents: 43	

Q5 Which of the following sustainable food sources do you use regularly? (check all that apply)

Answered: 43 Skipped: 0



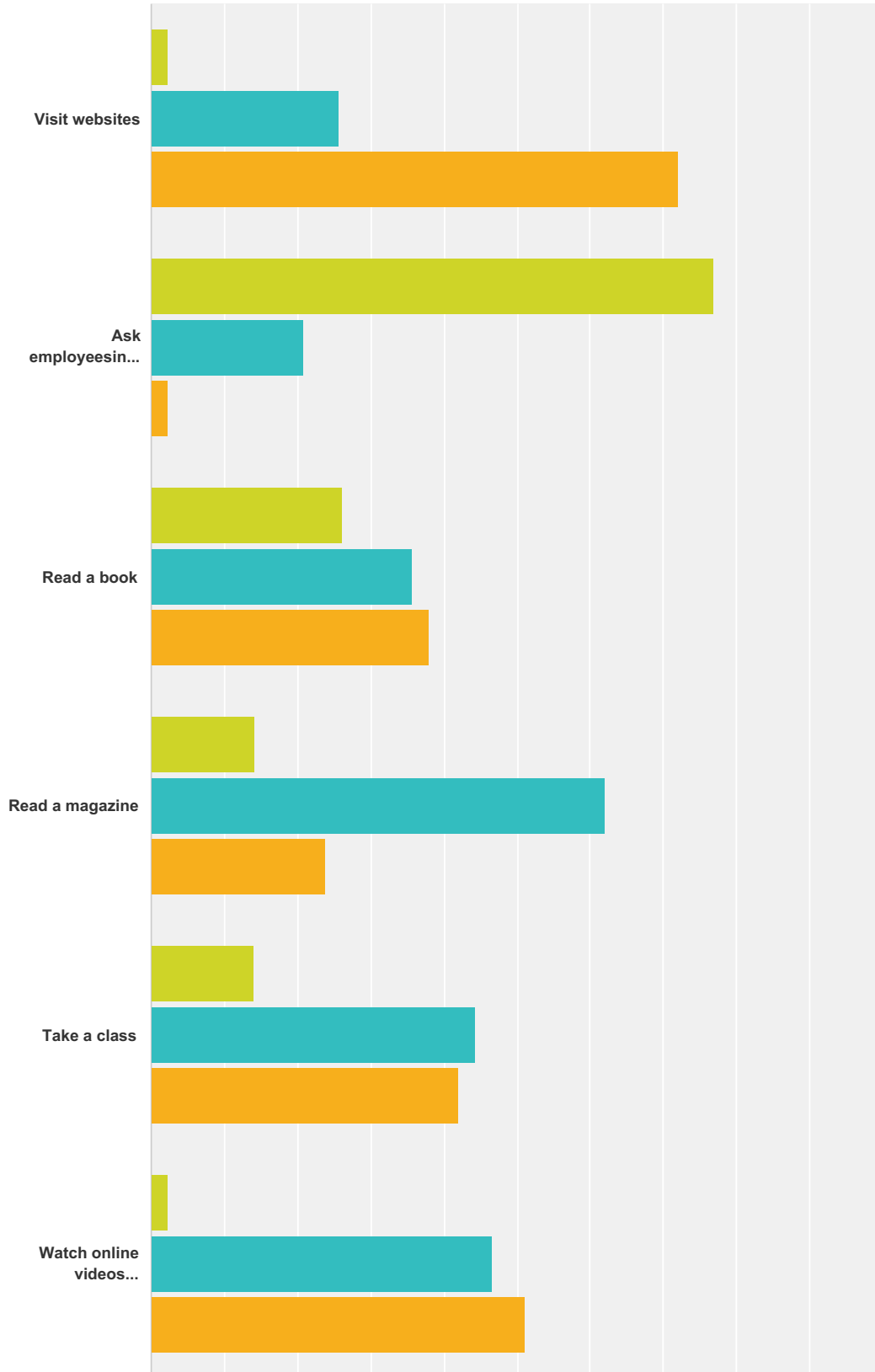
Answer Choices	Responses
Shopping at Whole Foods, Sprouts, Trader Joe's, etc.	46.51% 20
Shopping at farmer's markets, farm stands and U-Picks.	69.77% 30
Belonging to a local foodco-op.	4.65% 2
Growing your own fruits or vegetables.	62.79% 27
Raising your own animals.	16.28% 7
Foraging for wild berries, mushrooms, fruit etc.	37.21% 16
Hunting.	69.77% 30
Fishing.	55.81% 24
None of the above.	4.65% 2
Other (please specify)	0.00% 0

Wild Foods and Sustainable Eating

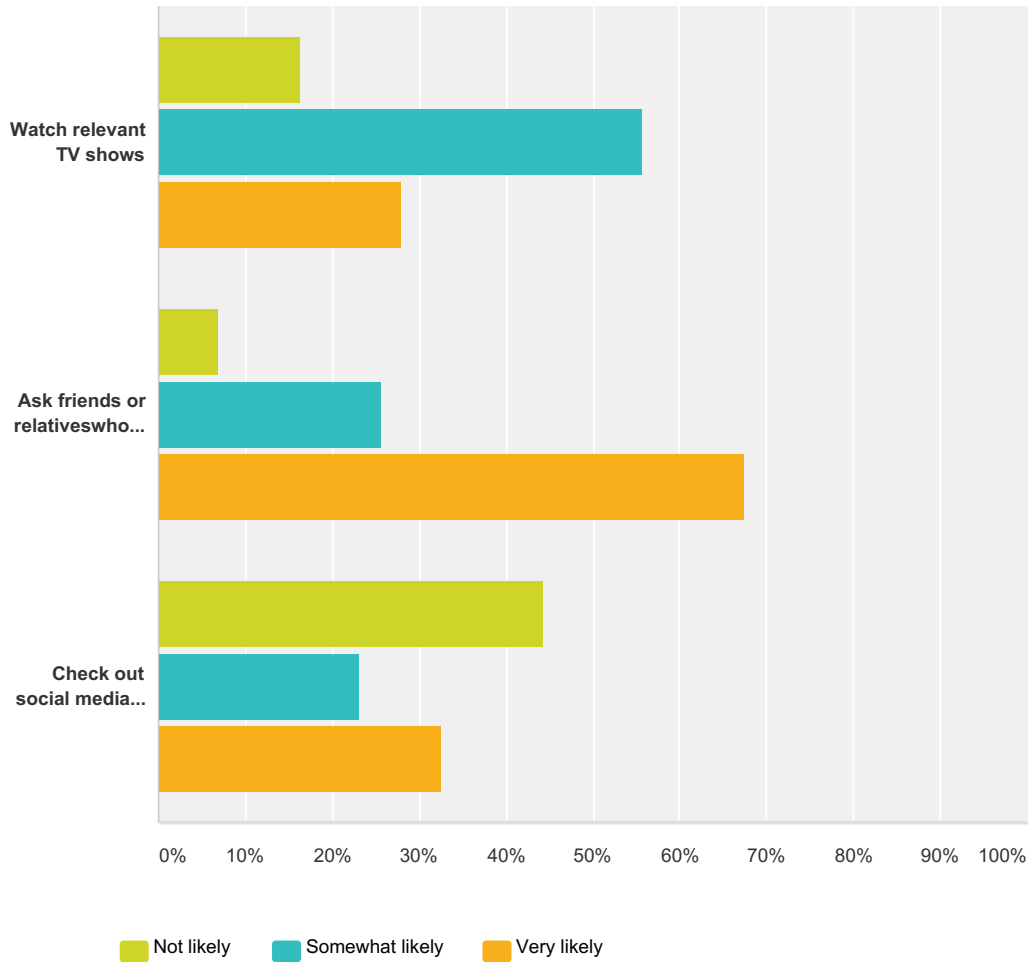
Total Respondents: 43

Q6 If you wanted to learn about food or new ways to get food, how likely would you be to:

Answered: 43 Skipped: 0



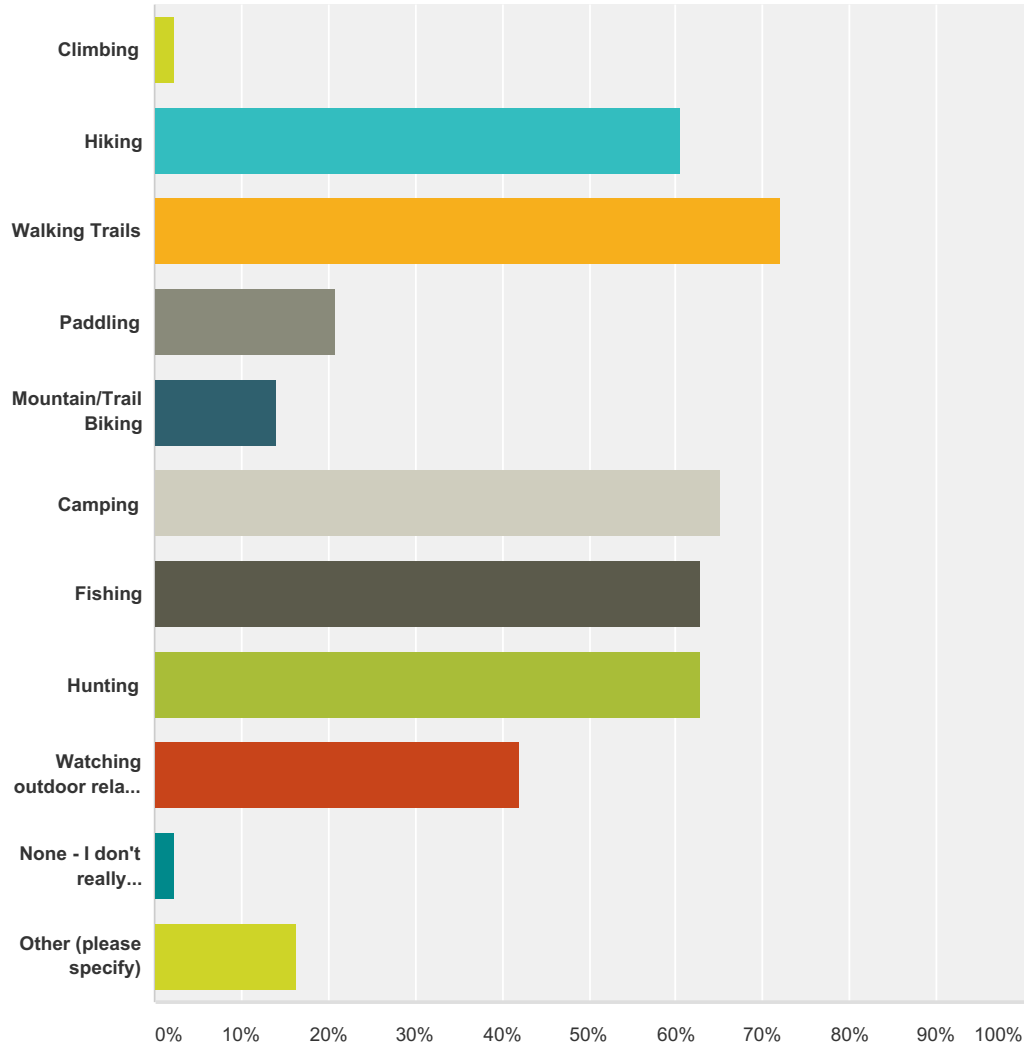
Wild Foods and Sustainable Eating



	Not likely	Somewhat likely	Very likely	Total
Visit websites	2.33% 1	25.58% 11	72.09% 31	43
Ask employees in retail stores	76.74% 33	20.93% 9	2.33% 1	43
Read a book	26.19% 11	35.71% 15	38.10% 16	42
Read a magazine	14.29% 6	61.90% 26	23.81% 10	42
Take a class	13.95% 6	44.19% 19	41.86% 18	43
Watch online videos (YouTube, Vimeo, etc.)	2.33% 1	46.51% 20	51.16% 22	43
Watch relevant TV shows	16.28% 7	55.81% 24	27.91% 12	43
Ask friends or relatives who are familiar with the topic	6.98% 3	25.58% 11	67.44% 29	43
Check out social media (Facebook, Twitter, Etc.)	44.19% 19	23.26% 10	32.56% 14	43

Q7 What outdoor activities do you participate in on a regular basis? (check all that apply)

Answered: 43 Skipped: 0



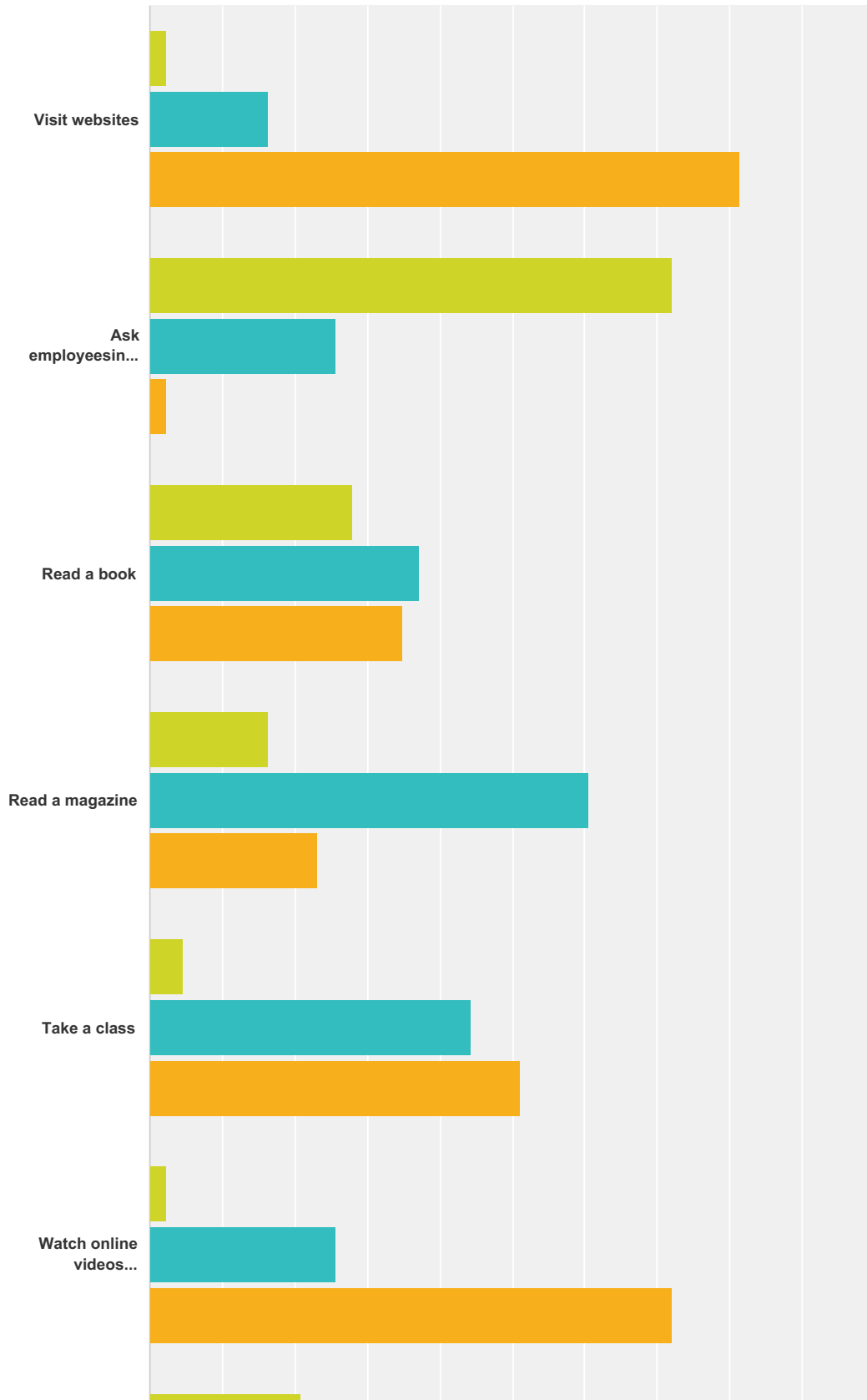
Answer Choices	Responses
Climbing	2.33% 1
Hiking	60.47% 26
Walking Trails	72.09% 31
Paddling	20.93% 9
Mountain/Trail Biking	13.95% 6
Camping	65.12% 28
Fishing	62.79% 27
Hunting	62.79% 27

Wild Foods and Sustainable Eating

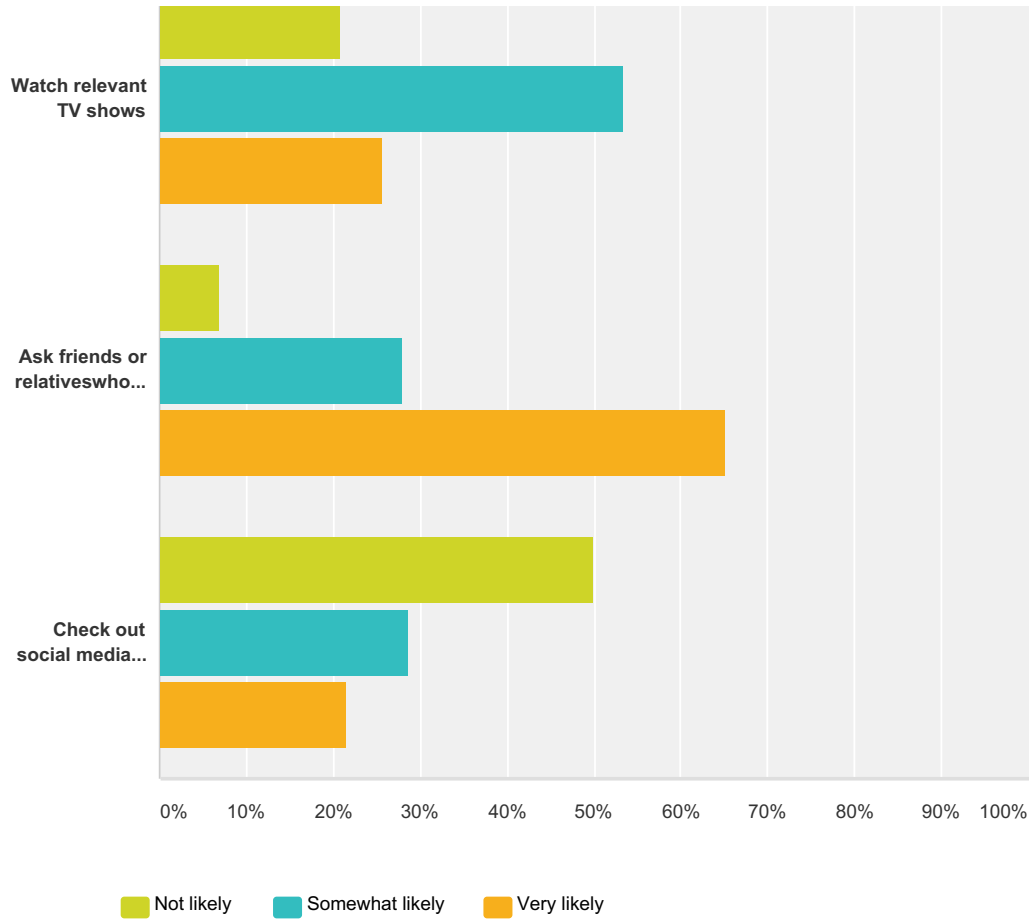
Watching outdoor related shows/content on TV or online.	41.86%	18
None - I don't really participate in outdoor activities.	2.33%	1
Other (please specify)	16.28%	7
Total Respondents: 43		

Q8 If you wanted to learn a new outdoor activity, how likely would you be to:

Answered: 43 Skipped: 0



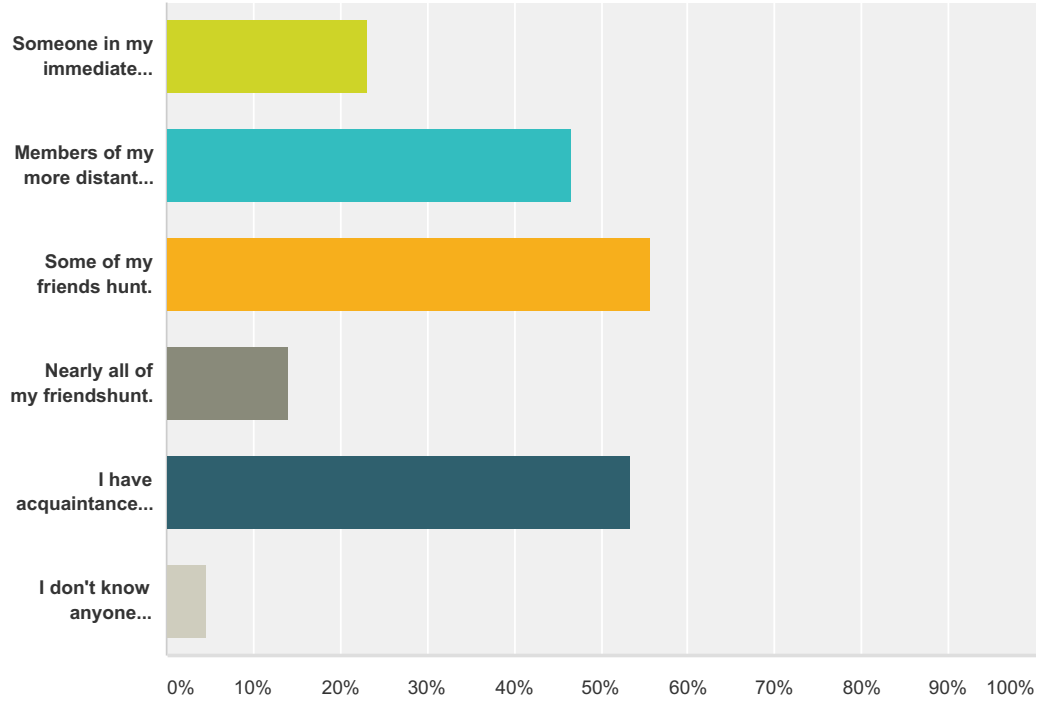
Wild Foods and Sustainable Eating



	Not likely	Somewhat likely	Very likely	Total
Visit websites	2.33% 1	16.28% 7	81.40% 35	43
Ask employees in retail stores	72.09% 31	25.58% 11	2.33% 1	43
Read a book	27.91% 12	37.21% 16	34.88% 15	43
Read a magazine	16.28% 7	60.47% 26	23.26% 10	43
Take a class	4.65% 2	44.19% 19	51.16% 22	43
Watch online videos (YouTube, Vimeo, etc.)	2.33% 1	25.58% 11	72.09% 31	43
Watch relevant TV shows	20.93% 9	53.49% 23	25.58% 11	43
Ask friends or relatives who are familiar with the topic	6.98% 3	27.91% 12	65.12% 28	43
Check out social media (Facebook, Twitter, Etc.)	50.00% 21	28.57% 12	21.43% 9	42

Q9 Before you took the Indiana Hunt, Fish, Eat class; did your friends and/or family hunt? (check all that apply)

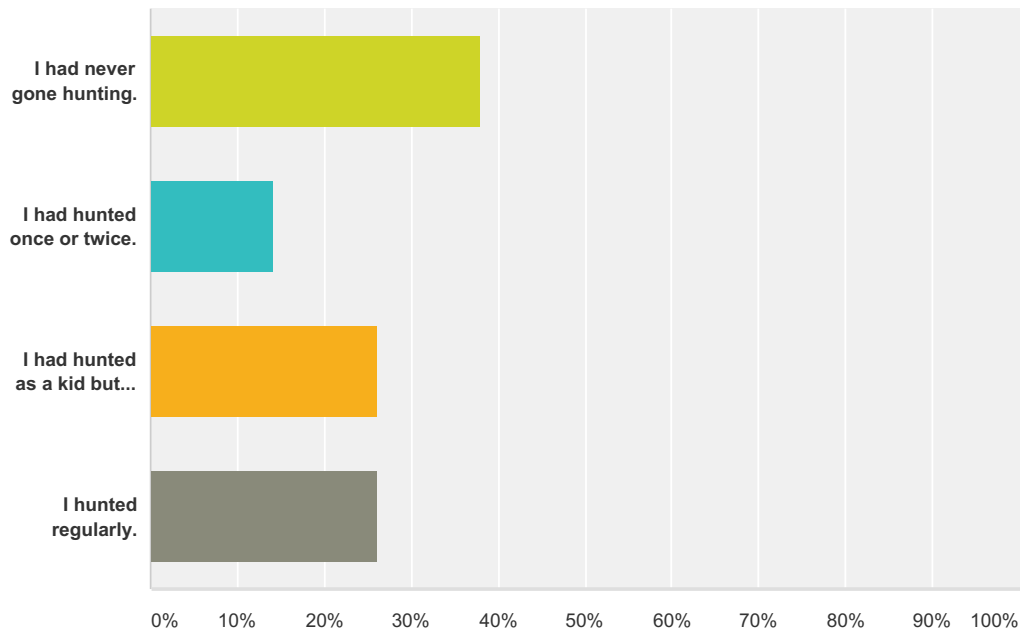
Answered: 43 Skipped: 0



Answer Choices	Responses
Someone in my immediate household hunts.	23.26% 10
Members of my more distant family hunt.	46.51% 20
Some of my friends hunt.	55.81% 24
Nearly all of my friends hunt.	13.95% 6
I have acquaintances and/or coworkers who hunt.	53.49% 23
I don't know anyone who hunts.	4.65% 2
Total Respondents: 43	

Q10 Before you took the Indiana Hunt, Fish, Eatclass; did you hunt?

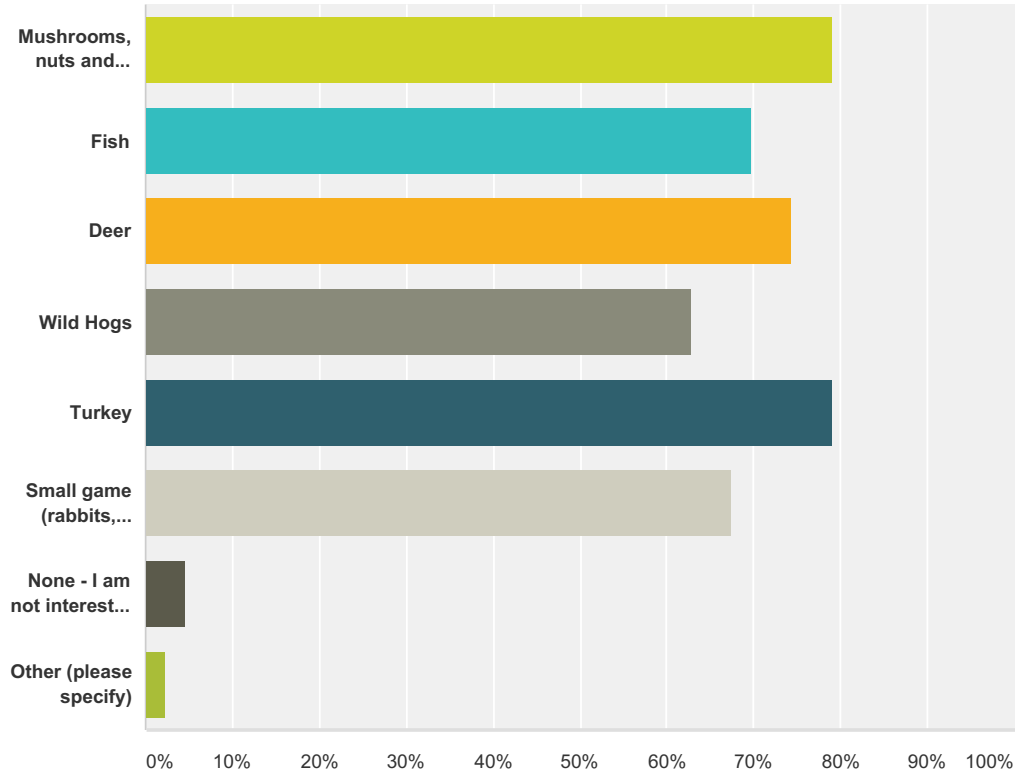
Answered: 42 Skipped: 1



Answer Choices	Responses
I had never gone hunting.	38.10% 16
I had hunted once or twice.	14.29% 6
I had hunted as a kid but didn't any more.	26.19% 11
I hunted regularly.	26.19% 11
Total Respondents: 42	

Q11 Which of the following wild foods would you be interested in learning how to harvest for yourself and your family? (check all that apply)

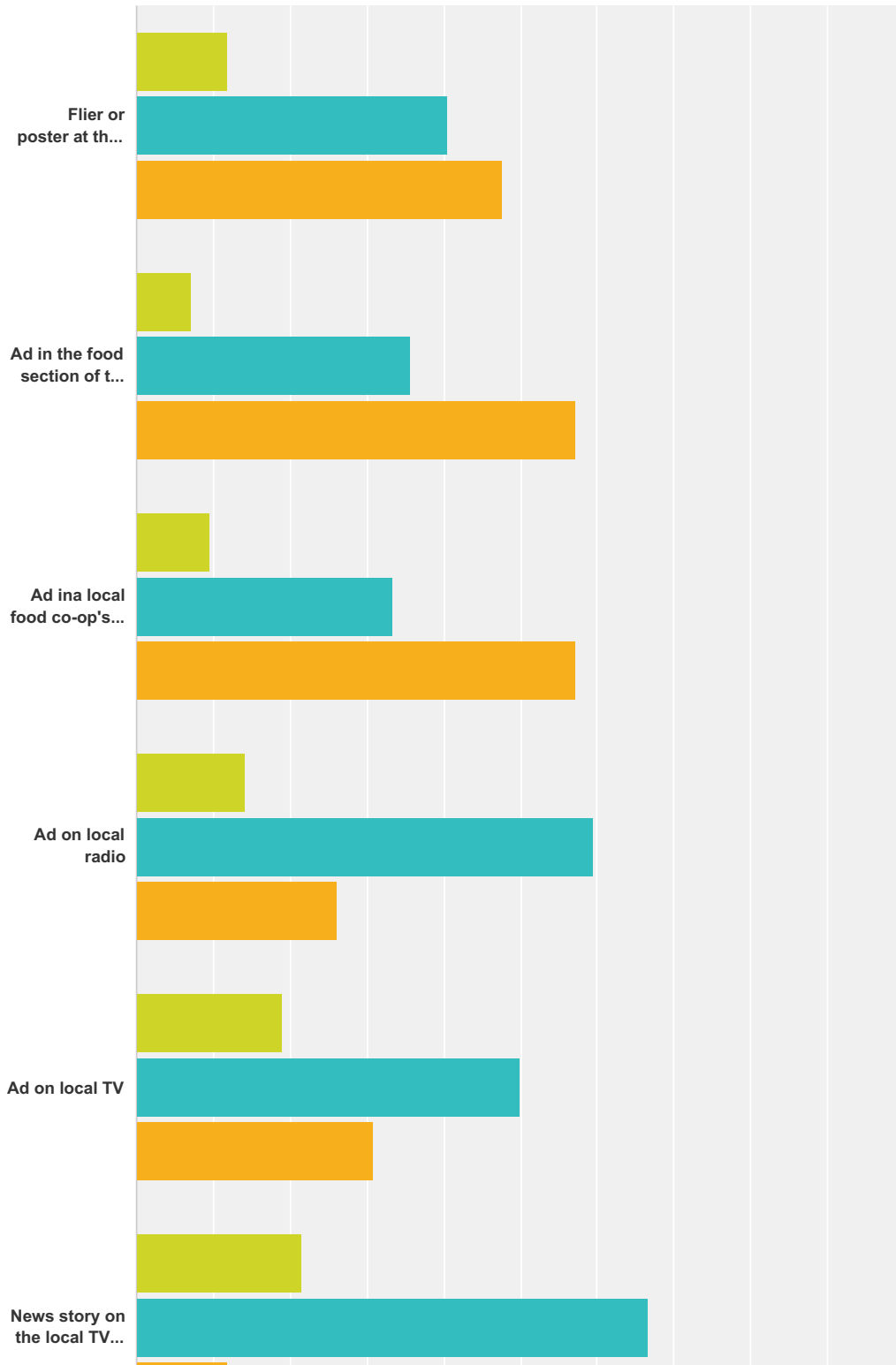
Answered: 43 Skipped: 0



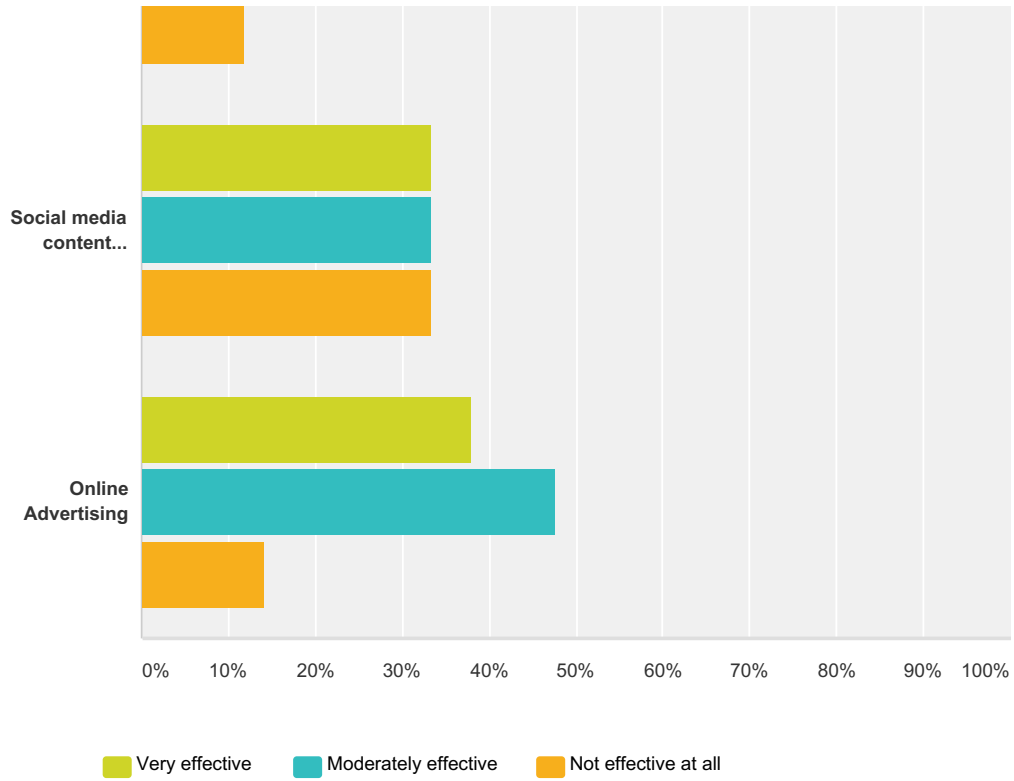
Answer Choices	Responses
Mushrooms, nuts and berries	79.07% 34
Fish	69.77% 30
Deer	74.42% 32
Wild Hogs	62.79% 27
Turkey	79.07% 34
Small game (rabbits, squirrels, pheasants, etc.)	67.44% 29
None - I am not interested in harvesting wild foods	4.65% 2
Other (please specify)	2.33% 1
Total Respondents: 43	

Q12 If you were interested in learning how to harvest any of the above listed wild foods, how effective would the following methods be in alerting you to an opportunity to do so?

Answered: 42 Skipped: 1



Wild Foods and Sustainable Eating

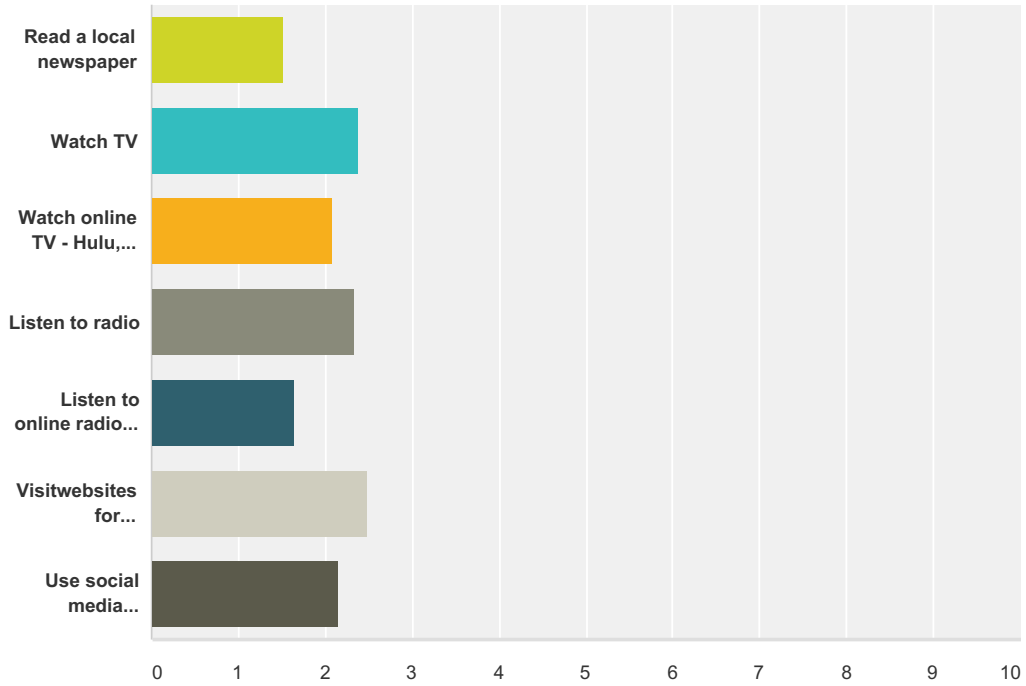


	Very effective	Moderately effective	Not effective at all	Total
Flier or poster at the local farmer's market, food co-op, Whole Foods or Trader Joe's	11.90% 5	40.48% 17	47.62% 20	42
Ad in the food section of the local paper	7.14% 3	35.71% 15	57.14% 24	42
Ad in a local food co-op's newsletter	9.52% 4	33.33% 14	57.14% 24	42
Ad on local radio	14.29% 6	59.52% 25	26.19% 11	42
Ad on local TV	19.05% 8	50.00% 21	30.95% 13	42
News story on the local TV or radio news or in the newspaper	21.43% 9	66.67% 28	11.90% 5	42
Social media content (Facebook, Twitter, Instagram, Etc.)	33.33% 14	33.33% 14	33.33% 14	42
Online Advertising	38.10% 16	47.62% 20	14.29% 6	42

Wild Foods and Sustainable Eating

Q13 How often do you:

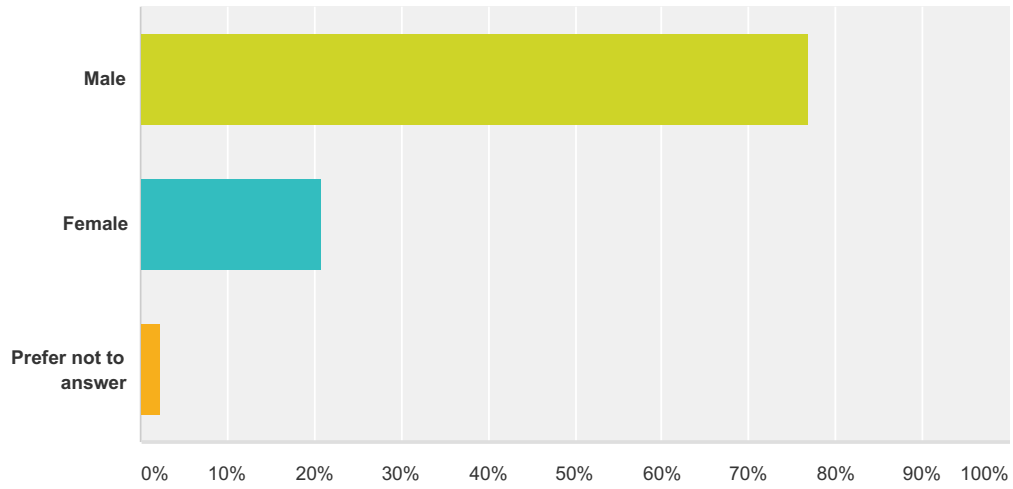
Answered: 43 Skipped: 0



	Rarely or never	Two or more times a week	Almost every day (or more)	Total	Weighted Average
Read a local newspaper	66.67% 28	14.29% 6	19.05% 8	42	1.52
Watch TV	18.60% 8	25.58% 11	55.81% 24	43	2.37
Watch online TV - Hulu, Netflix, Apple TV, YouTube, etc.	20.93% 9	48.84% 21	30.23% 13	43	2.09
Listen to radio	20.93% 9	25.58% 11	53.49% 23	43	2.33
Listen to online radio – Pandora, Google Play, etc.	53.49% 23	27.91% 12	18.60% 8	43	1.65
Visit websites for entertainment, news and information	6.98% 3	37.21% 16	55.81% 24	43	2.49
Use social media (Facebook, Twitter, Instagram, etc)	37.21% 16	11.63% 5	51.16% 22	43	2.14

Q14 Gender?

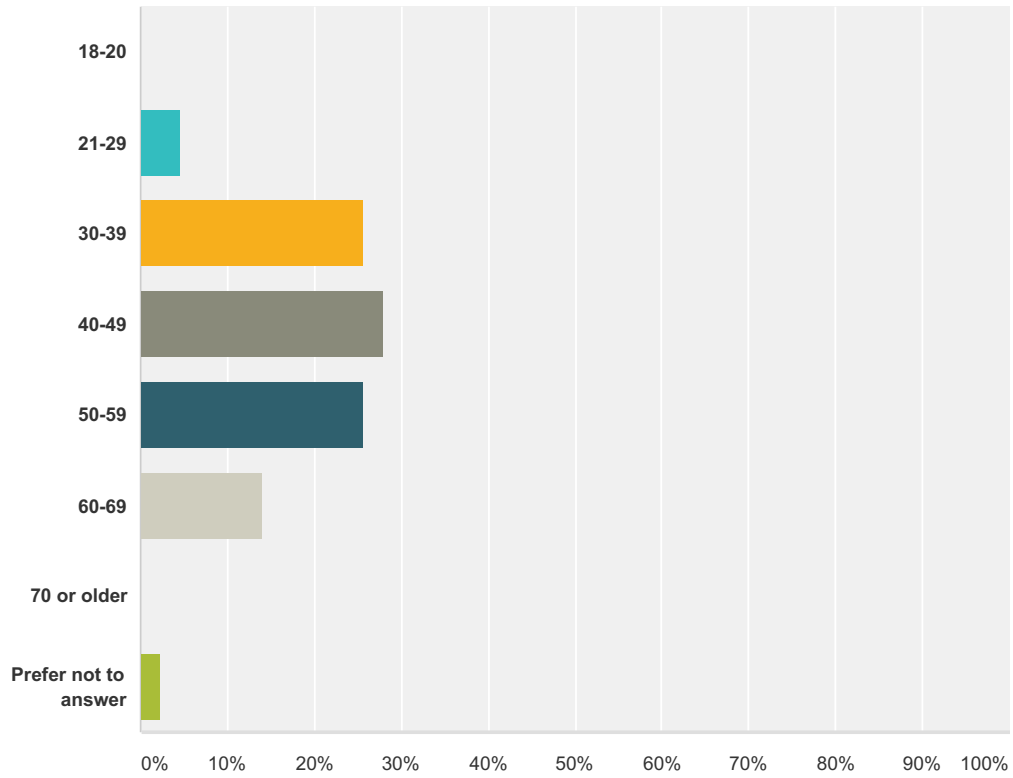
Answered: 43 Skipped: 0



Answer Choices	Responses	
Male	76.74%	33
Female	20.93%	9
Prefer not to answer	2.33%	1
Total		43

Q15 Age?

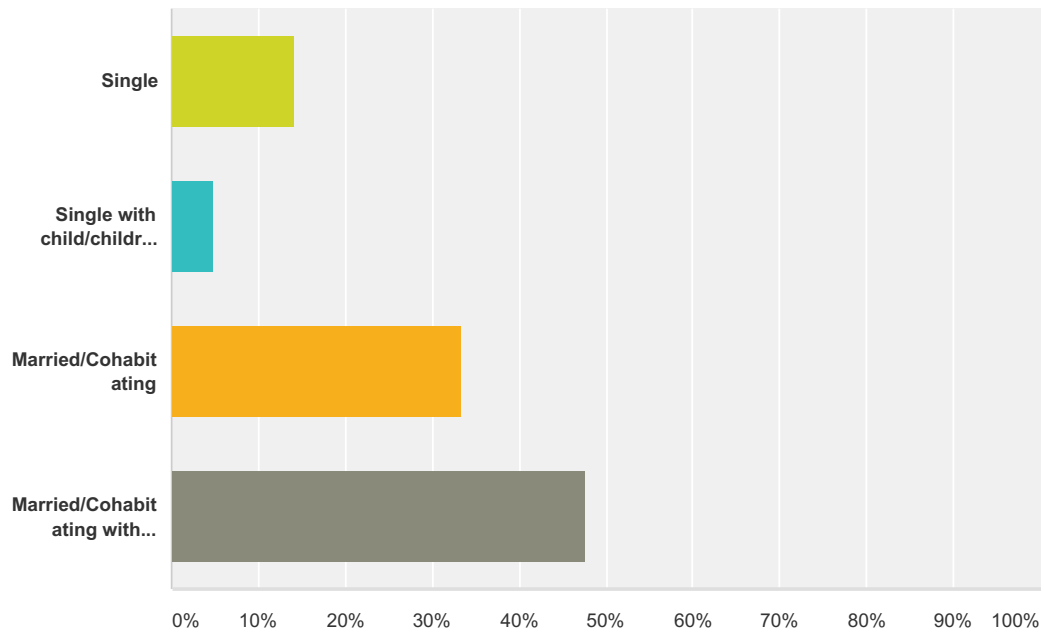
Answered: 43 Skipped: 0



Answer Choices	Responses	Count
18-20	0.00%	0
21-29	4.65%	2
30-39	25.58%	11
40-49	27.91%	12
50-59	25.58%	11
60-69	13.95%	6
70 or older	0.00%	0
Prefer not to answer	2.33%	1
Total		43

Q16 Which of the following best describes your marital/family status?

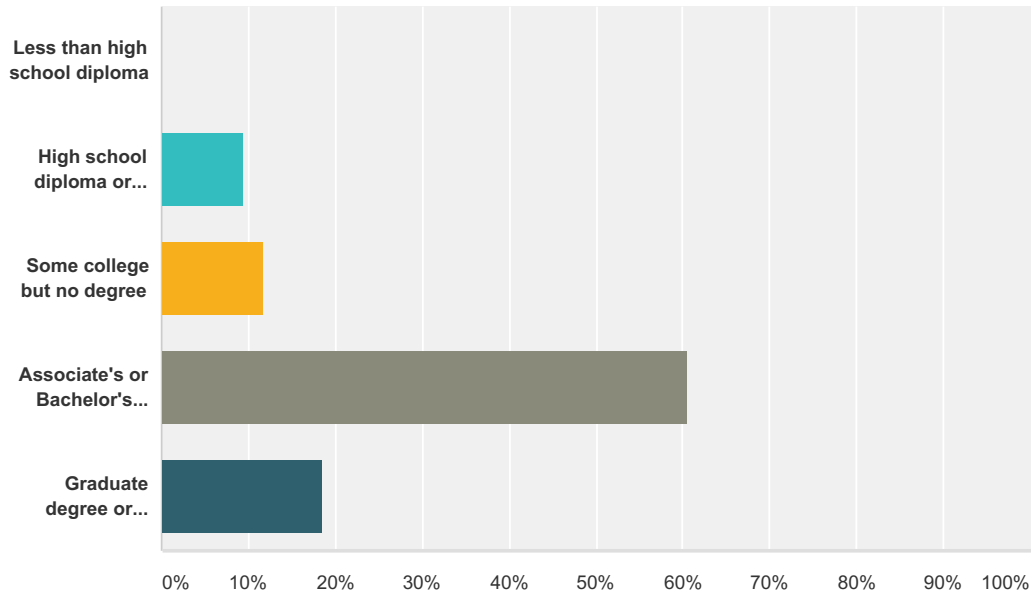
Answered: 42 Skipped: 1



Answer Choices	Responses	Count
Single	14.29%	6
Single with child/children in the home	4.76%	2
Married/Cohabiting	33.33%	14
Married/Cohabiting with child/children in the home	47.62%	20
Total		42

Q17 What is the highest level of education you have completed?

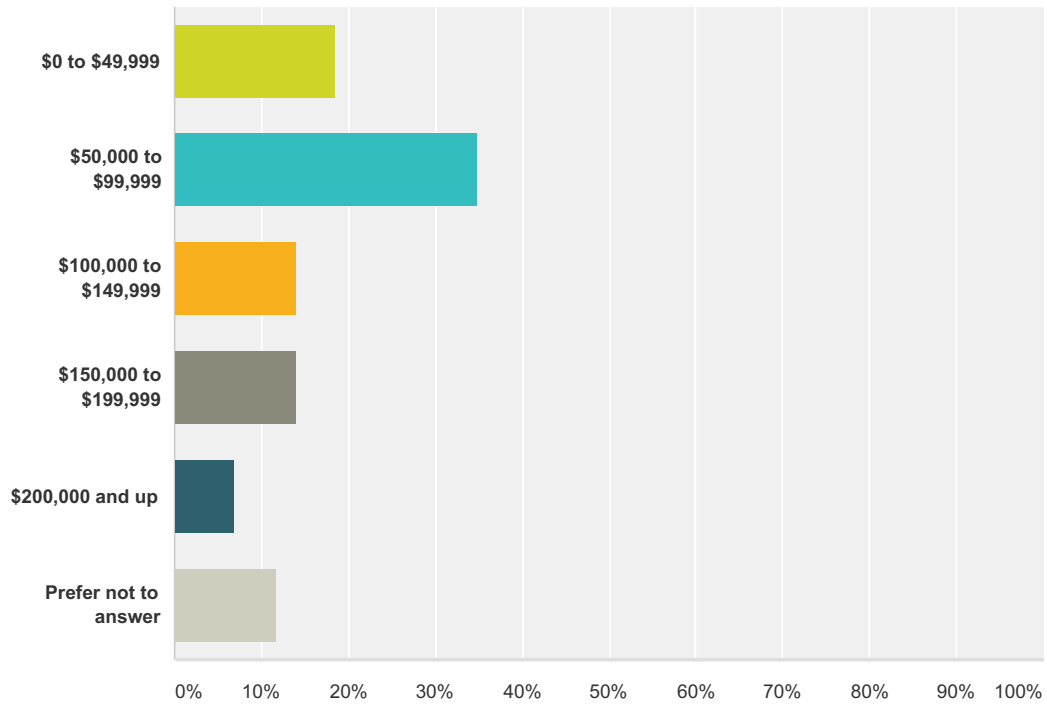
Answered: 43 Skipped: 0



Answer Choices	Responses
Less than high school diploma	0.00% 0
High school diploma or equivalent (e.g., GED)	9.30% 4
Some college but no degree	11.63% 5
Associate's or Bachelor's degree	60.47% 26
Graduate degree or beyond	18.60% 8
Total	43

Q18 What is your total household income?

Answered: 43 Skipped: 0



Answer Choices	Responses	
\$0 to \$49,999	18.60%	8
\$50,000 to \$99,999	34.88%	15
\$100,000 to \$149,999	13.95%	6
\$150,000 to \$199,999	13.95%	6
\$200,000 and up	6.98%	3
Prefer not to answer	11.63%	5
Total		43

Q19 What is your email address?

Answered: 41 Skipped: 2

Answer Choices	Responses
Email	100.00% 41