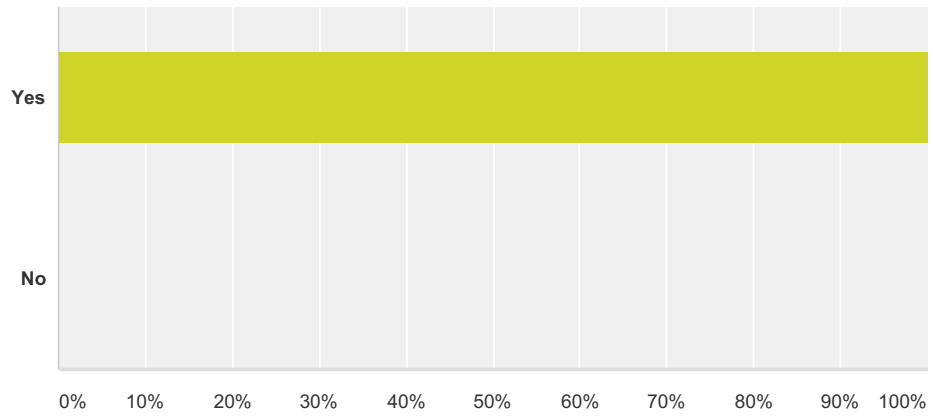


Sustainable Eating

Q1 Are you at least 18 years old?

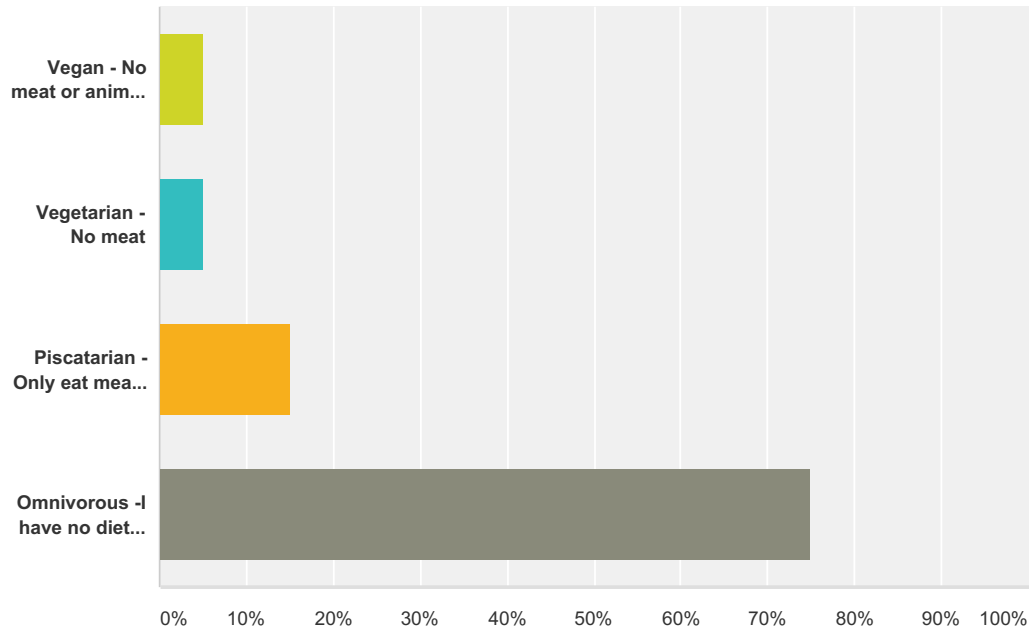
Answered: 20 Skipped: 0



Answer Choices	Responses
Yes	100.00% 20
No	0.00% 0
Total	20

Q2 What are your eating preferences?

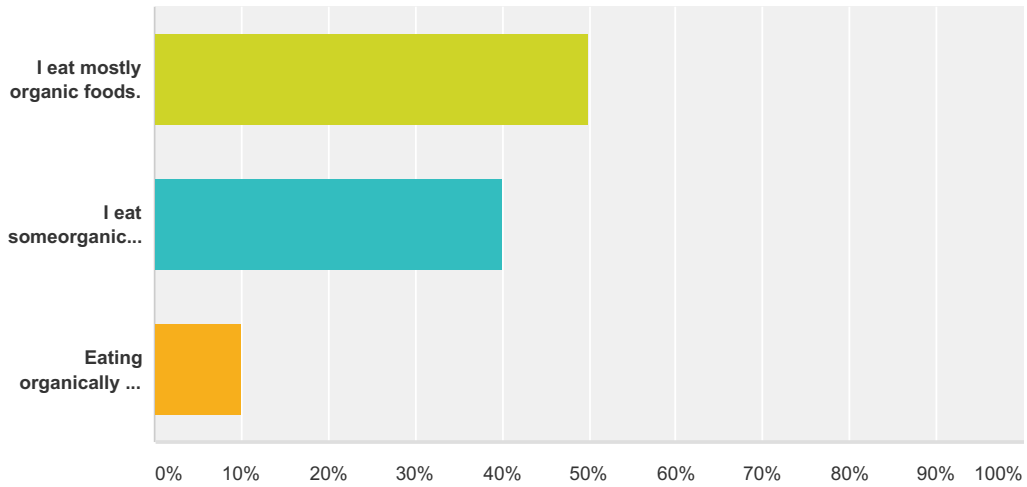
Answered: 20 Skipped: 0



Answer Choices	Responses
Vegan - No meat or animal products	5.00% 1
Vegetarian - No meat	5.00% 1
Piscatarian - Only eat meat from fish and seafood	15.00% 3
Omnivorous - I have no dietary restrictions around animal products	75.00% 15
Total	20

Q3 Do you eat an organic diet?

Answered: 20 Skipped: 0

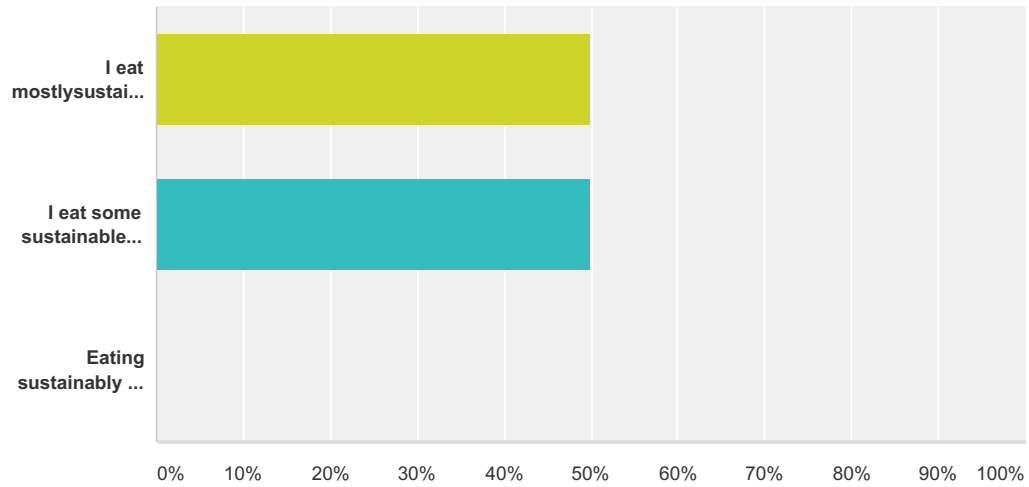


Answer Choices	Responses
I eat mostly organic foods.	50.00% 10
I eat some organic foods.	40.00% 8
Eating organically is not a priority to me.	10.00% 2
Total	20

Sustainable Eating

Q4 Do you eat a sustainable diet?

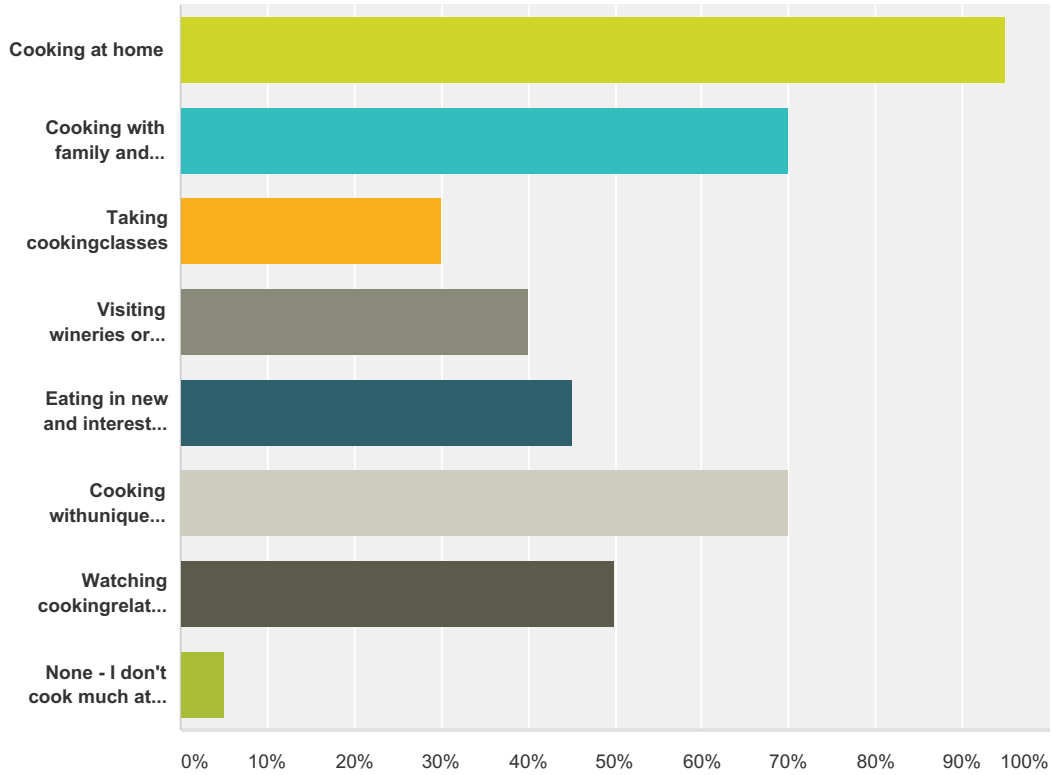
Answered: 20 Skipped: 0



Answer Choices	Responses
I eat mostly sustainable foods.	50.00% 10
I eat some sustainable foods.	50.00% 10
Eating sustainably is not a priority to me.	0.00% 0
Total	20

Q5 Which of the following food and dining related activities do you participate in regularly? (Check all that apply.)

Answered: 20 Skipped: 0

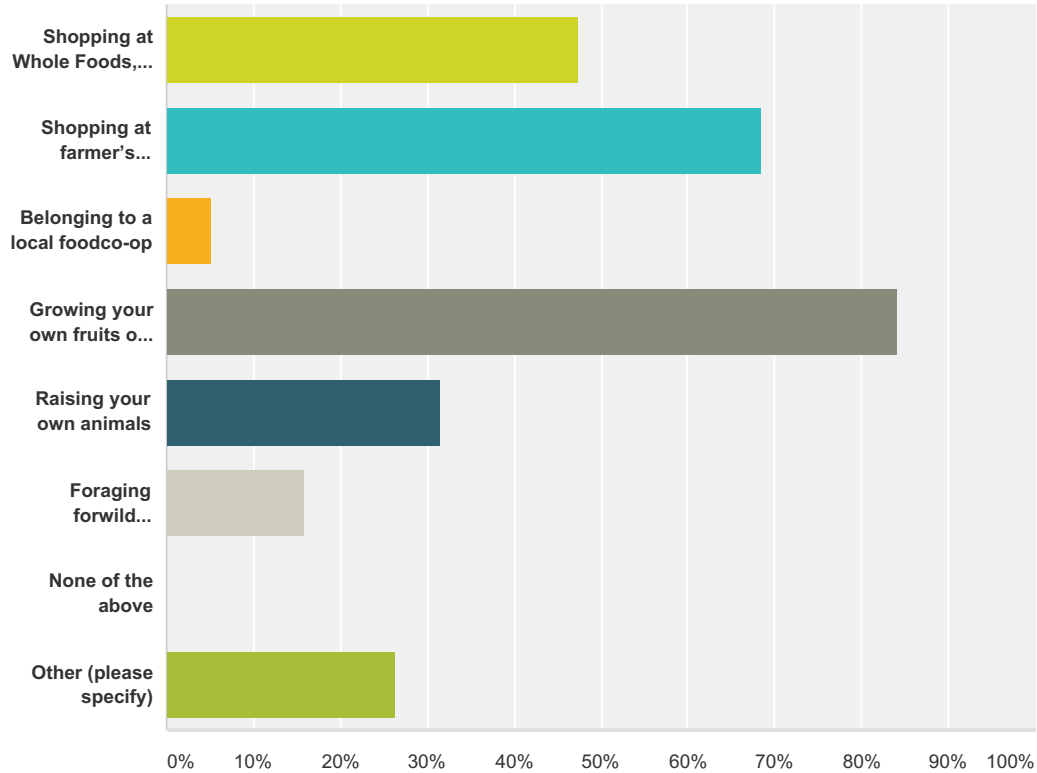


Answer Choices	Responses
Cooking at home	95.00% 19
Cooking with family and friends	70.00% 14
Taking cookingclasses	30.00% 6
Visiting wineries or breweries	40.00% 8
Eating in new and interesting restaurants.	45.00% 9
Cooking withunique ingredients	70.00% 14
Watching cookingrelated shows/content on TV or online	50.00% 10
None - I don't cook much at all	5.00% 1
Total Respondents: 20	

Sustainable Eating

Q6 Which of the following sustainable food sources do you use regularly?(Check all that apply.)

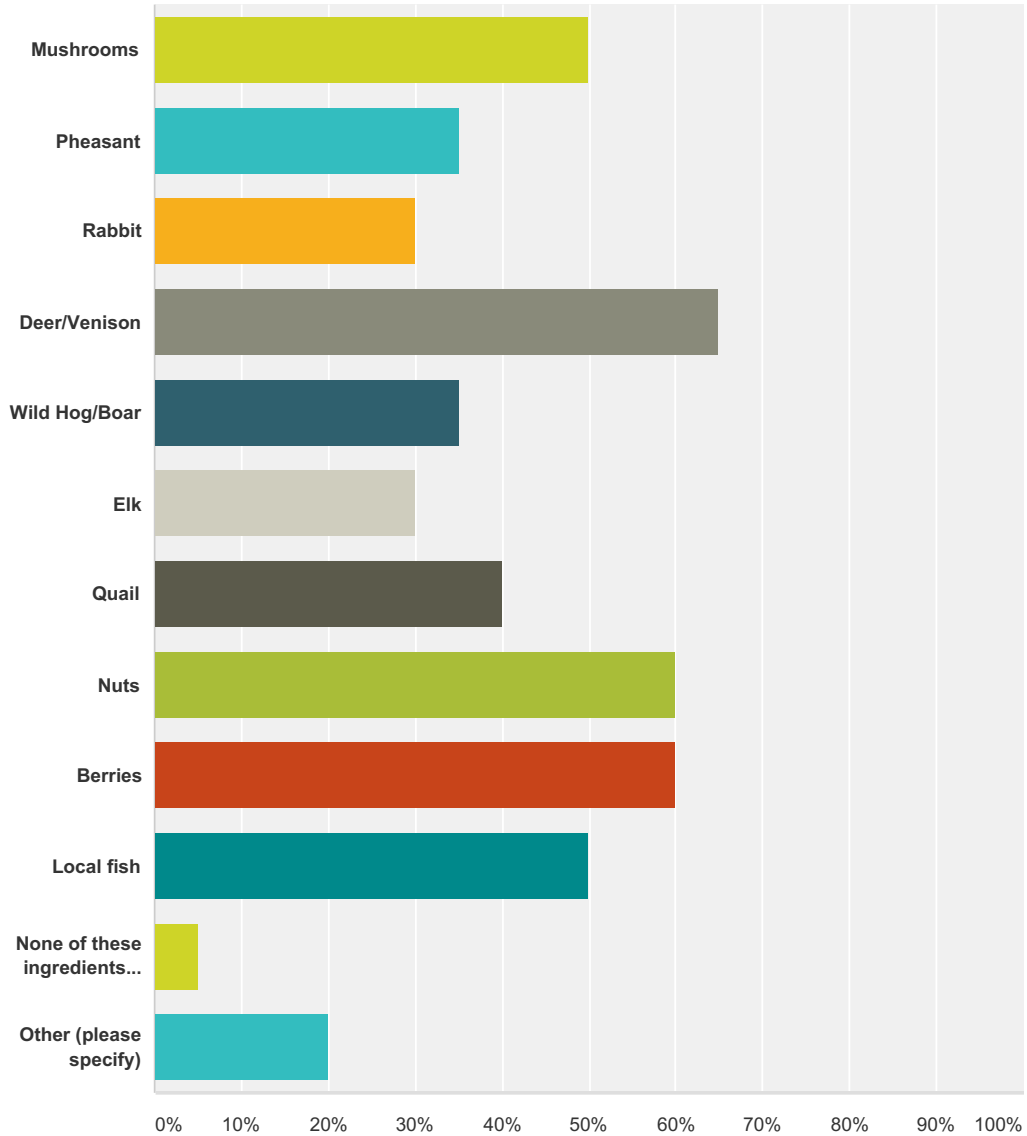
Answered: 19 Skipped: 1



Answer Choices	Responses
Shopping at Whole Foods, Sprouts, Trader Joe's, etc.	47.37% 9
Shopping at farmer's markets, farm stands and U-Picks	68.42% 13
Belonging to a local foodco-op	5.26% 1
Growing your own fruits or vegetables	84.21% 16
Raising your own animals	31.58% 6
Foraging for wild berries, mushrooms, fruit etc.	15.79% 3
None of the above	0.00% 0
Other (please specify)	26.32% 5
Total Respondents: 19	

Q7 Which of the following ingredients would you like to learn more about cooking with? (Check all that apply.)

Answered: 20 Skipped: 0



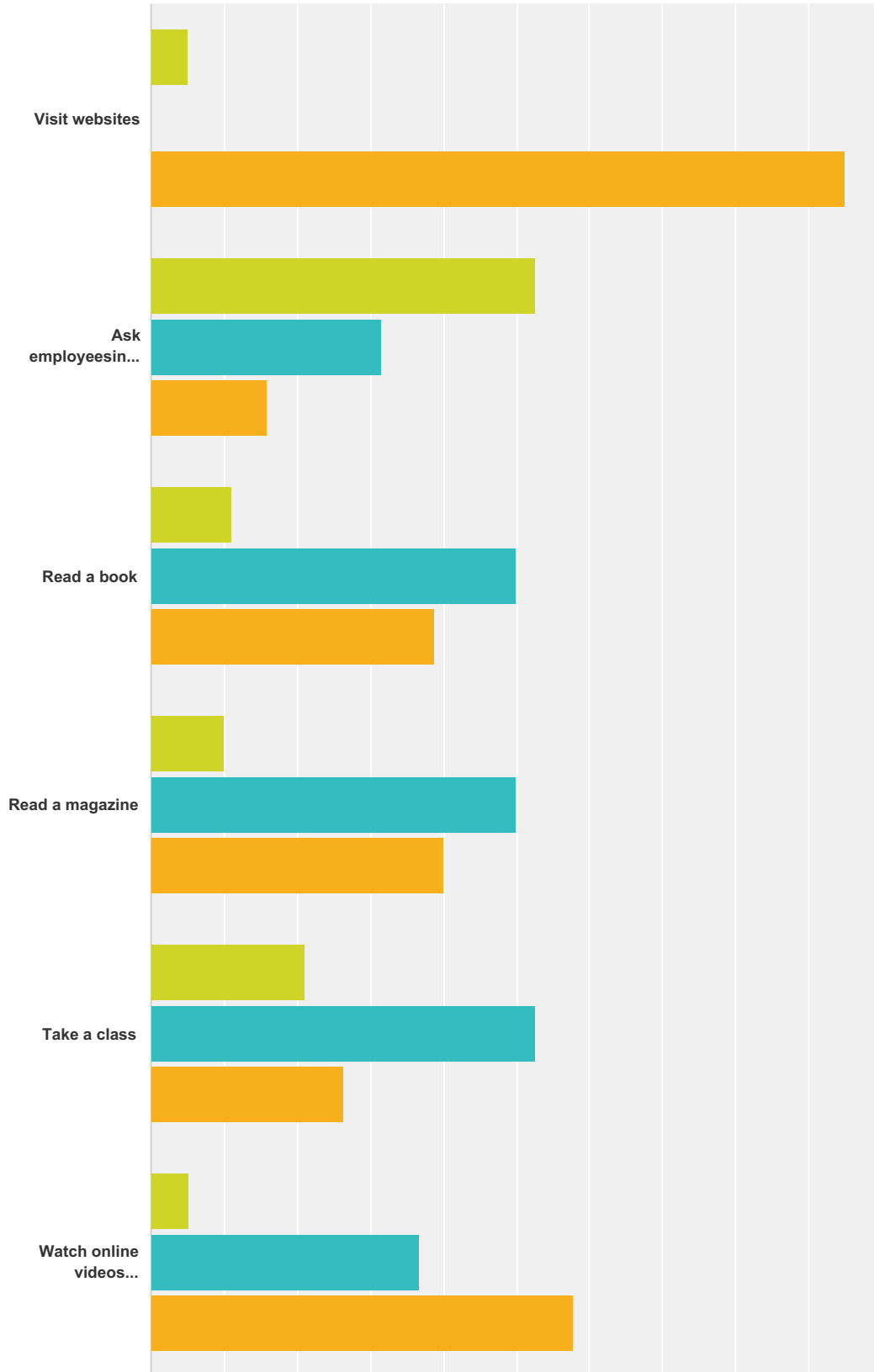
Answer Choices	Responses
Mushrooms	50.00% 10
Pheasant	35.00% 7
Rabbit	30.00% 6
Deer/Venison	65.00% 13
Wild Hog/Boar	35.00% 7
Elk	30.00% 6

Sustainable Eating

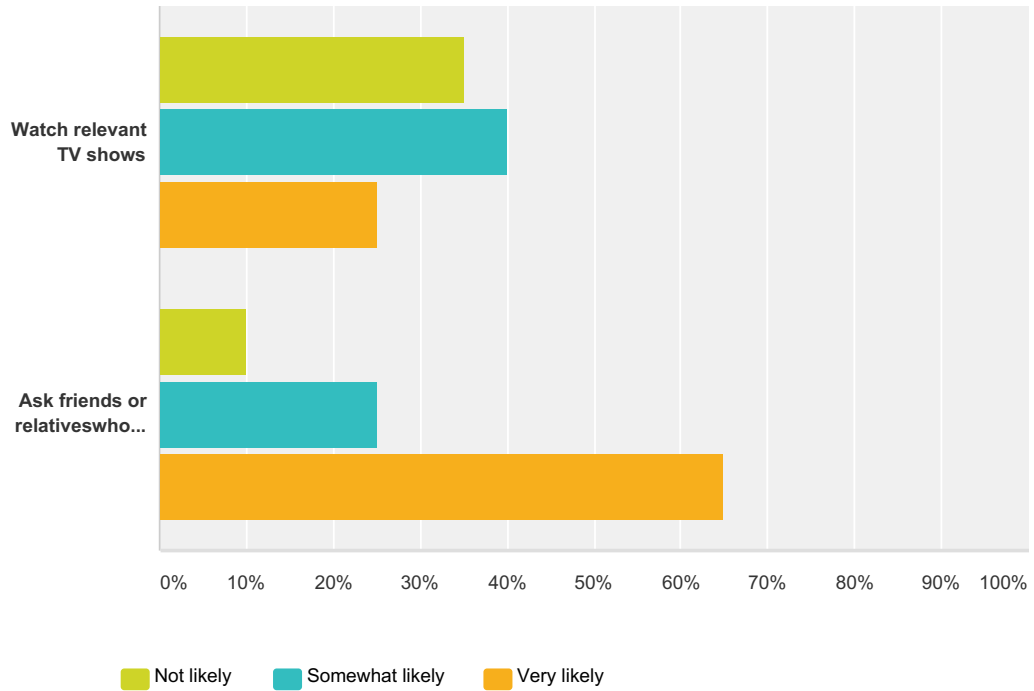
Quail	40.00%	8
Nuts	60.00%	12
Berries	60.00%	12
Local fish	50.00%	10
None of these ingredients appeal to me	5.00%	1
Other (please specify)	20.00%	4
Total Respondents: 20		

Q8 If you wanted to learn about food or new ways to get food, how likely would you be to:

Answered: 20 Skipped: 0



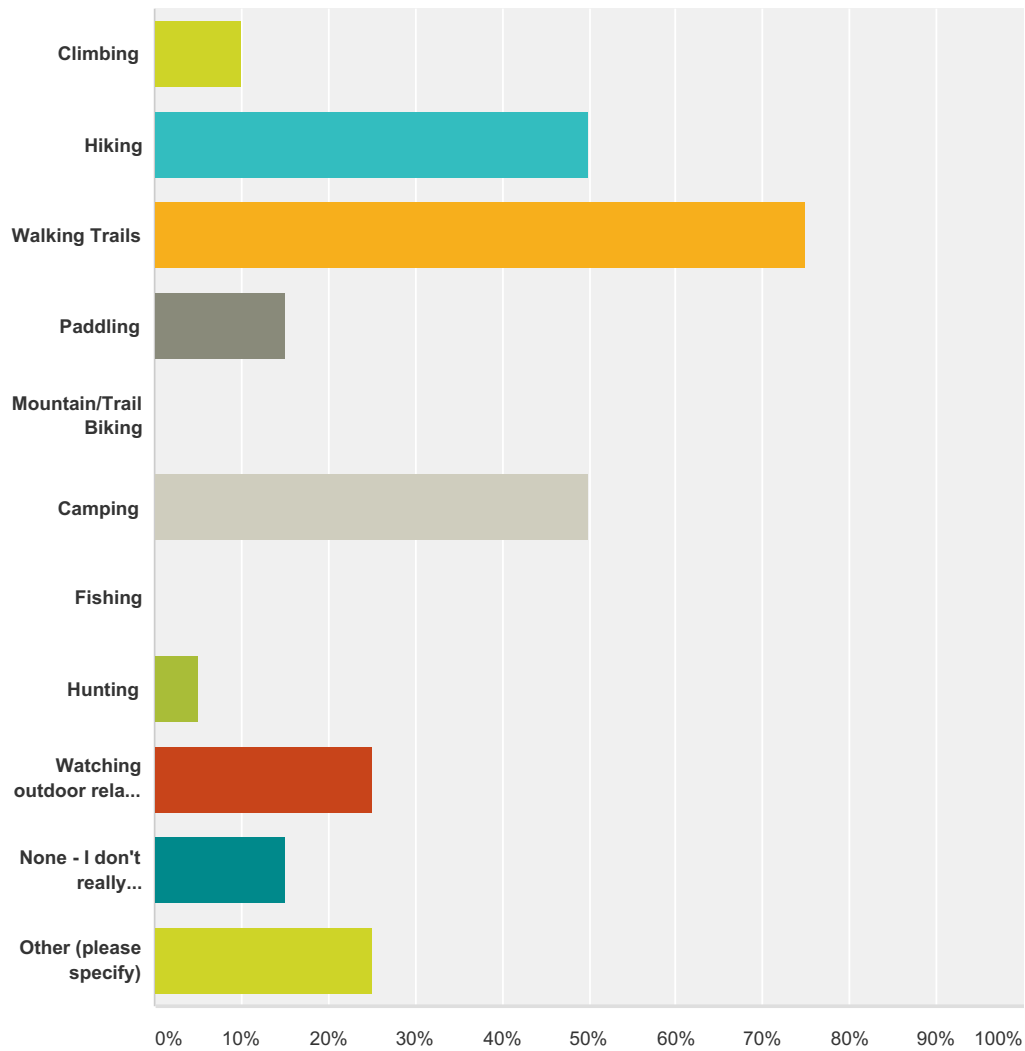
Sustainable Eating



	Not likely	Somewhat likely	Very likely	Total
Visit websites	5.00% 1	0.00% 0	95.00% 19	20
Ask employees in retail stores	52.63% 10	31.58% 6	15.79% 3	19
Read a book	11.11% 2	50.00% 9	38.89% 7	18
Read a magazine	10.00% 2	50.00% 10	40.00% 8	20
Take a class	21.05% 4	52.63% 10	26.32% 5	19
Watch online videos (YouTube, Vimeo, etc.)	5.26% 1	36.84% 7	57.89% 11	19
Watch relevant TV shows	35.00% 7	40.00% 8	25.00% 5	20
Ask friends or relatives who are familiar with the topic	10.00% 2	25.00% 5	65.00% 13	20

Q9 What outdoor activities do you participate in on a regular basis?

Answered: 20 Skipped: 0



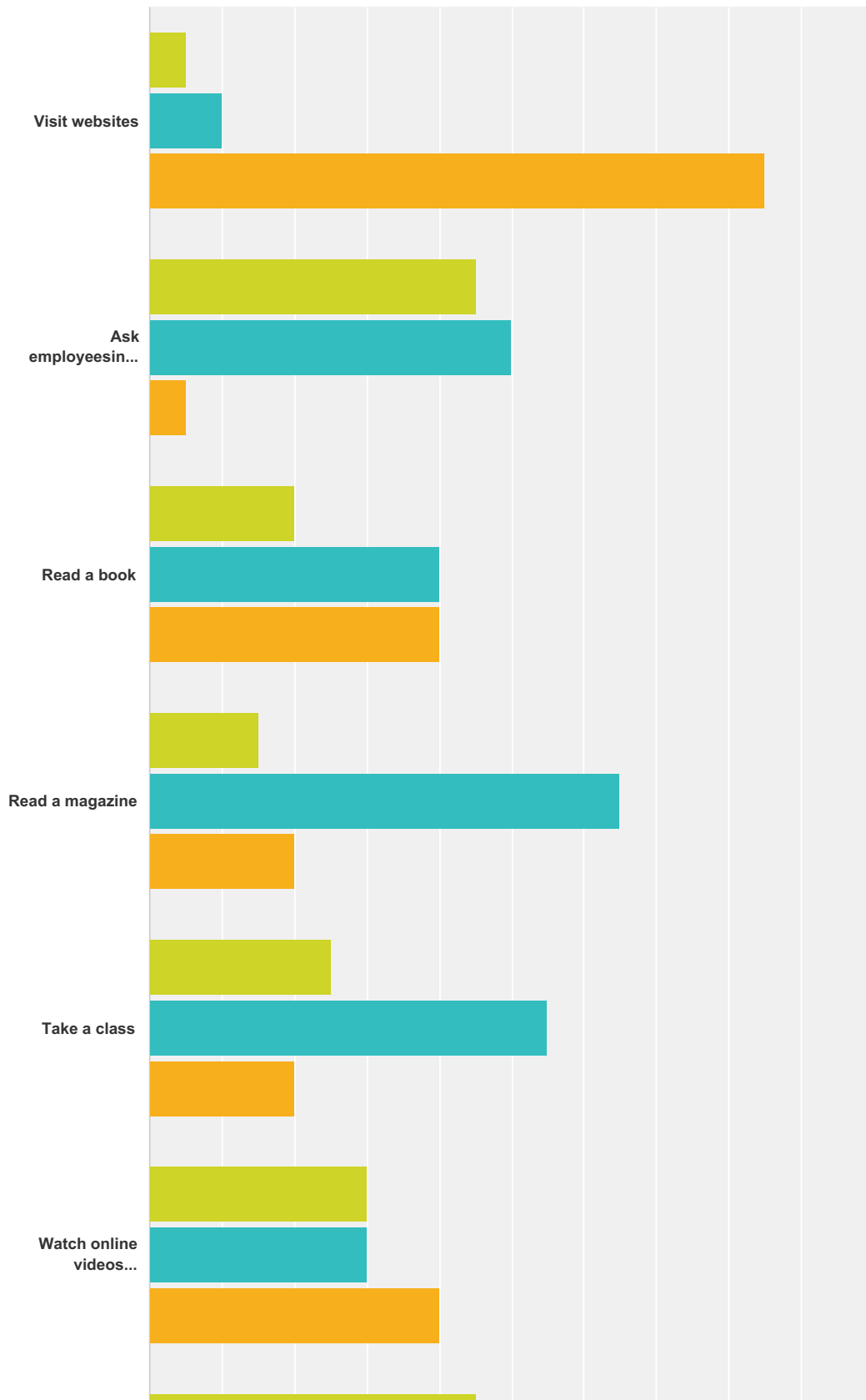
Answer Choices	Responses
Climbing	10.00% 2
Hiking	50.00% 10
Walking Trails	75.00% 15
Paddling	15.00% 3
Mountain/Trail Biking	0.00% 0
Camping	50.00% 10
Fishing	0.00% 0
Hunting	5.00% 1
Watching outdoor related shows/content on TV or online	25.00% 5

Sustainable Eating

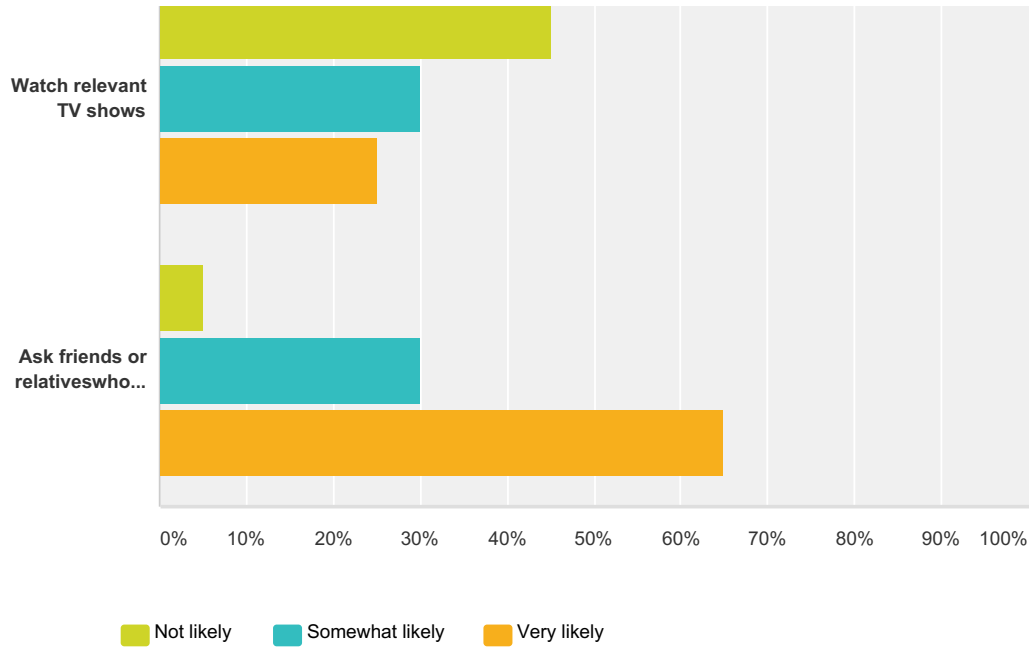
None - I don't really participate in outdoor activities	15.00%	3
Other (please specify)	25.00%	5
Total Respondents: 20		

Q10 If you wanted to learn a new outdoor activity, how likely would you be to:

Answered: 20 Skipped: 0



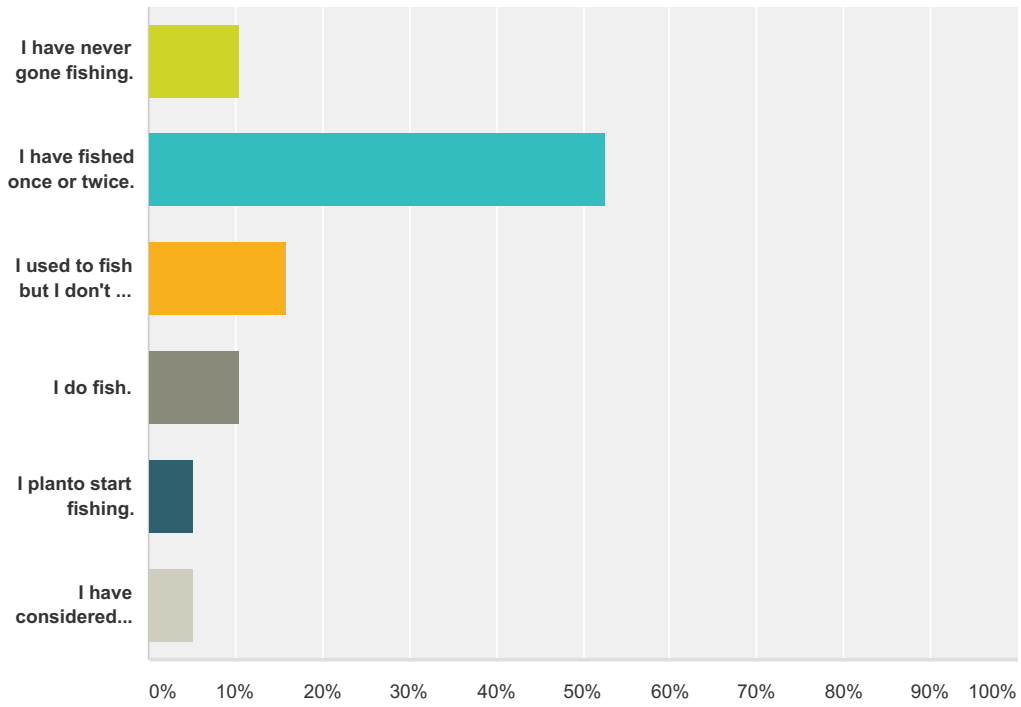
Sustainable Eating



	Not likely	Somewhat likely	Very likely	Total
Visit websites	5.00% 1	10.00% 2	85.00% 17	20
Ask employees in retail stores	45.00% 9	50.00% 10	5.00% 1	20
Read a book	20.00% 4	40.00% 8	40.00% 8	20
Read a magazine	15.00% 3	65.00% 13	20.00% 4	20
Take a class	25.00% 5	55.00% 11	20.00% 4	20
Watch online videos (YouTube, Vimeo, etc.)	30.00% 6	30.00% 6	40.00% 8	20
Watch relevant TV shows	45.00% 9	30.00% 6	25.00% 5	20
Ask friends or relatives who are familiar with the topic	5.00% 1	30.00% 6	65.00% 13	20

Q11 Do you fish?

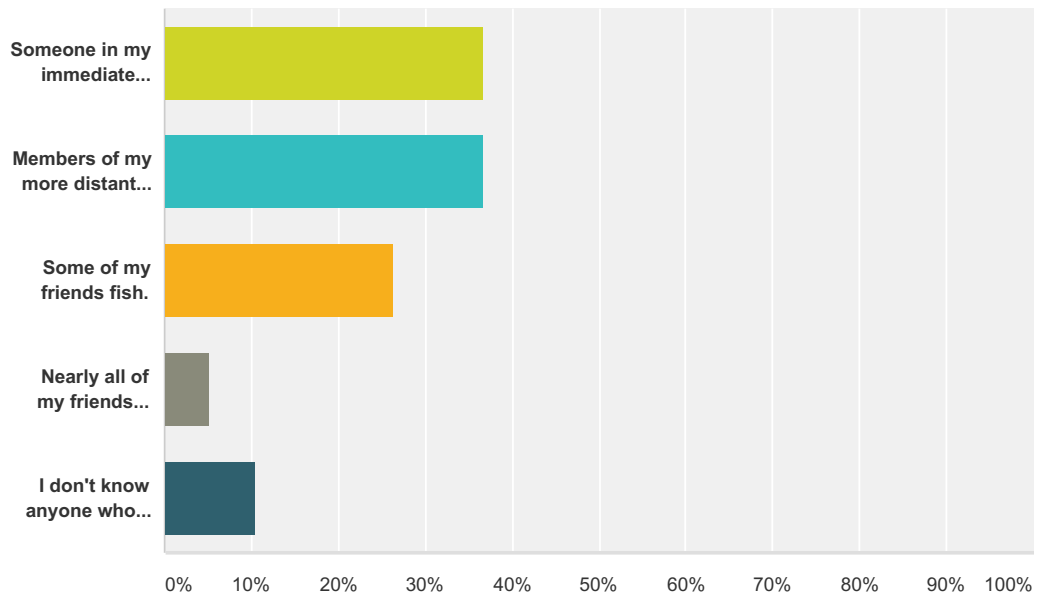
Answered: 19 Skipped: 1



Answer Choices	Responses
I have never gone fishing.	10.53% 2
I have fished once or twice.	52.63% 10
I used to fish but I don't any more.	15.79% 3
I do fish.	10.53% 2
I planto start fishing.	5.26% 1
I have considered fishing, but I have no idea how to get started.	5.26% 1
Total Respondents: 19	

Q12 Do your friends and family fish? (Check all that apply.)

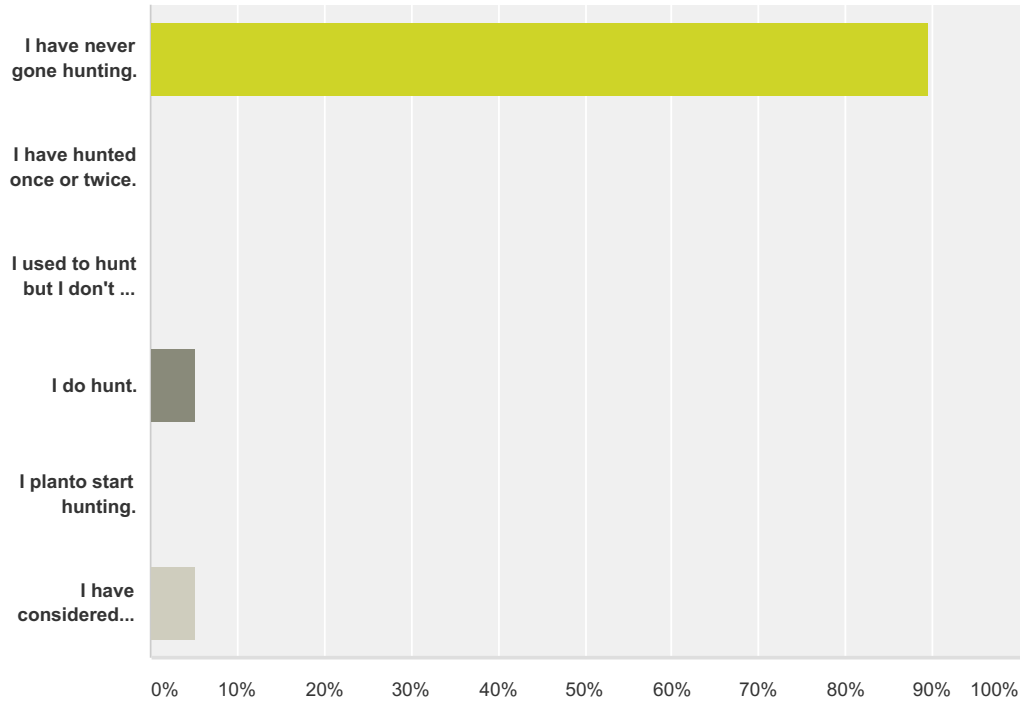
Answered: 19 Skipped: 1



Answer Choices	Responses
Someone in my immediate household fishes.	36.84% 7
Members of my more distant family fish.	36.84% 7
Some of my friends fish.	26.32% 5
Nearly all of my friends fish.	5.26% 1
I don't know anyone who fishes.	10.53% 2
Total Respondents: 19	

Q13 Do you hunt?

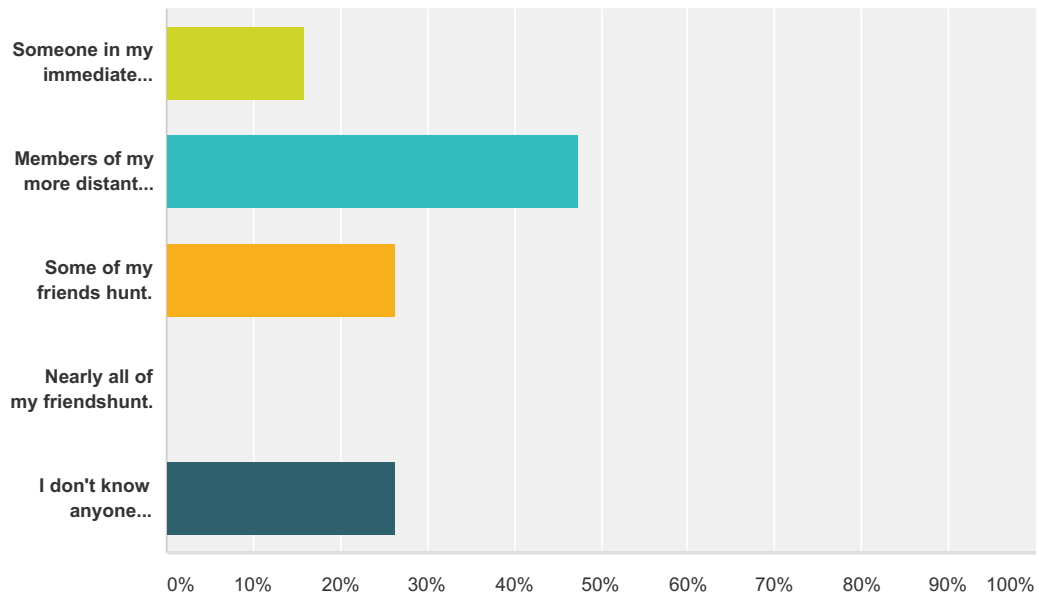
Answered: 19 Skipped: 1



Answer Choices	Responses	Count
I have never gone hunting.	89.47%	17
I have hunted once or twice.	0.00%	0
I used to hunt but I don't any more.	0.00%	0
I do hunt.	5.26%	1
I planto start hunting.	0.00%	0
I have considered hunting, but I have no idea how to get started.	5.26%	1
Total Respondents: 19		

Q14 Do your friends and family hunt? (Check all that apply.)

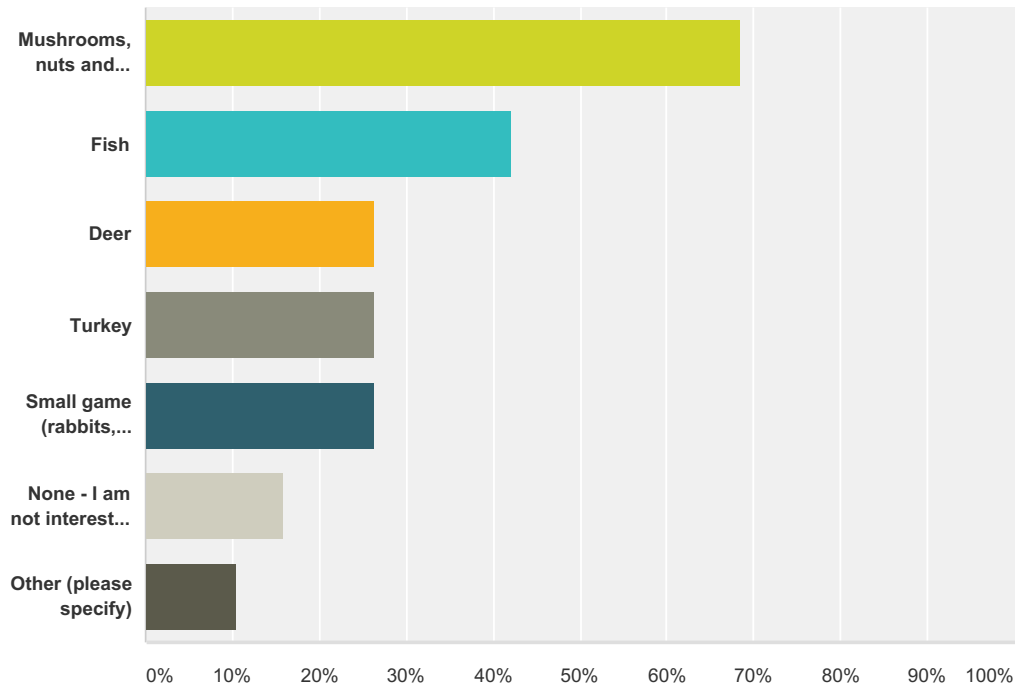
Answered: 19 Skipped: 1



Answer Choices	Responses
Someone in my immediate household hunts.	15.79% 3
Members of my more distant family hunt.	47.37% 9
Some of my friends hunt.	26.32% 5
Nearly all of my friends hunt.	0.00% 0
I don't know anyone who hunts.	26.32% 5
Total Respondents: 19	

Q15 I would be interested in learning how to harvest the following wild foods for myself and my family. (Check all that apply.)

Answered: 19 Skipped: 1

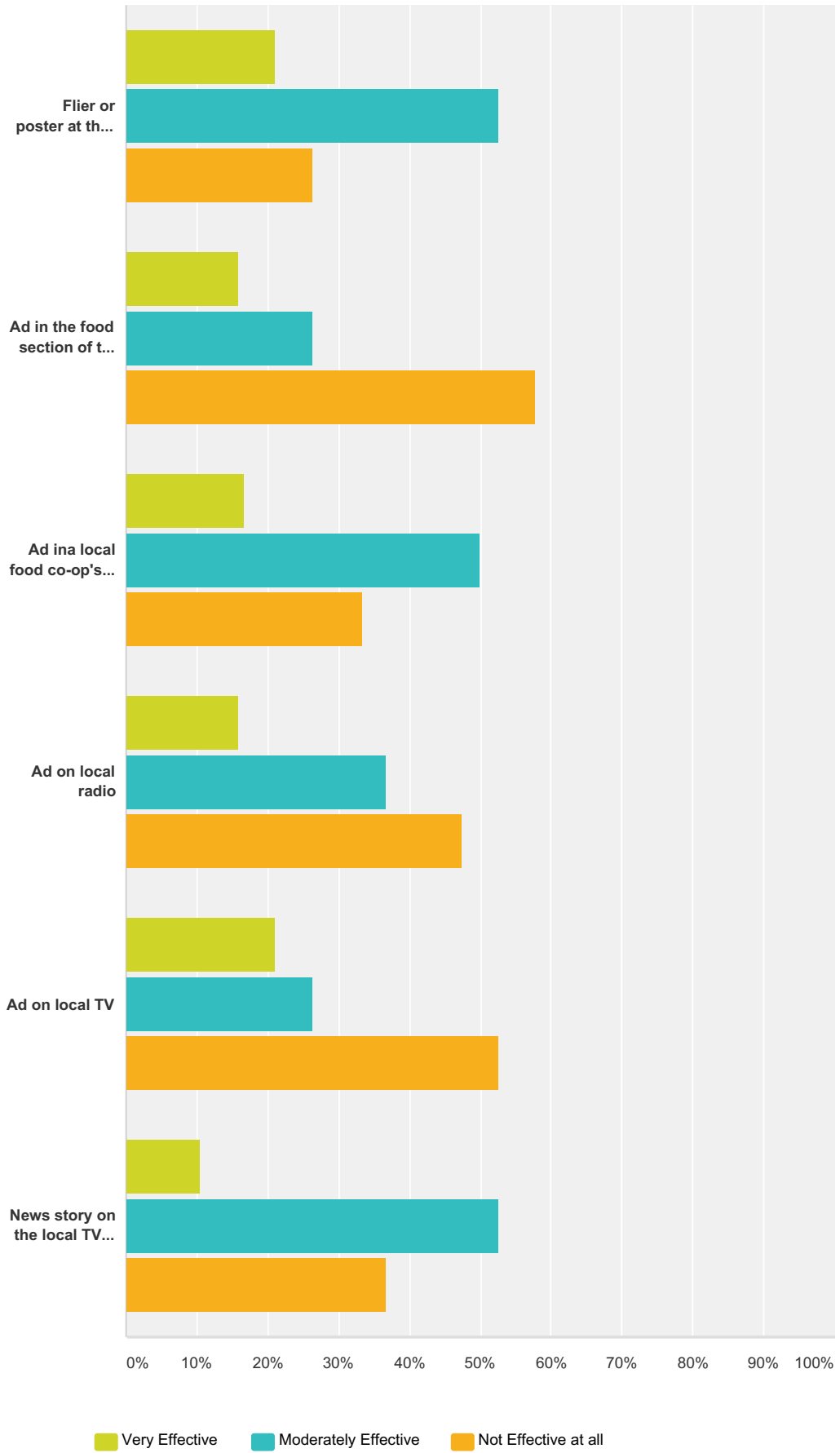


Answer Choices	Responses
Mushrooms, nuts and berries	68.42% 13
Fish	42.11% 8
Deer	26.32% 5
Turkey	26.32% 5
Small game (rabbits, squirrels, pheasants, etc.)	26.32% 5
None - I am not interested in harvesting wild foods	15.79% 3
Other (please specify)	10.53% 2
Total Respondents: 19	

Q16 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: 19 Skipped: 1

Sustainable Eating

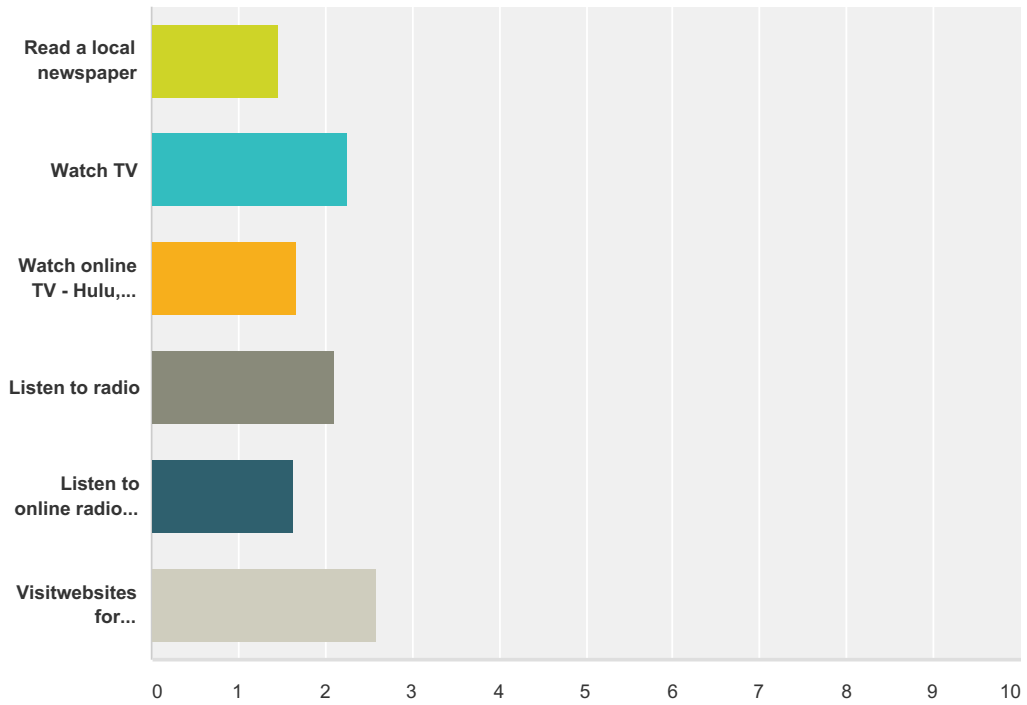


Sustainable Eating

	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	21.05% 4	52.63% 10	26.32% 5	19
Ad in the food section of the local paper	15.79% 3	26.32% 5	57.89% 11	19
Ad in a local food co-op's newsletter	16.67% 3	50.00% 9	33.33% 6	18
Ad on local radio	15.79% 3	36.84% 7	47.37% 9	19
Ad on local TV	21.05% 4	26.32% 5	52.63% 10	19
News story on the local TV or radio news or in the newspaper	10.53% 2	52.63% 10	36.84% 7	19

Q17 How often do you:

Answered: 19 Skipped: 1

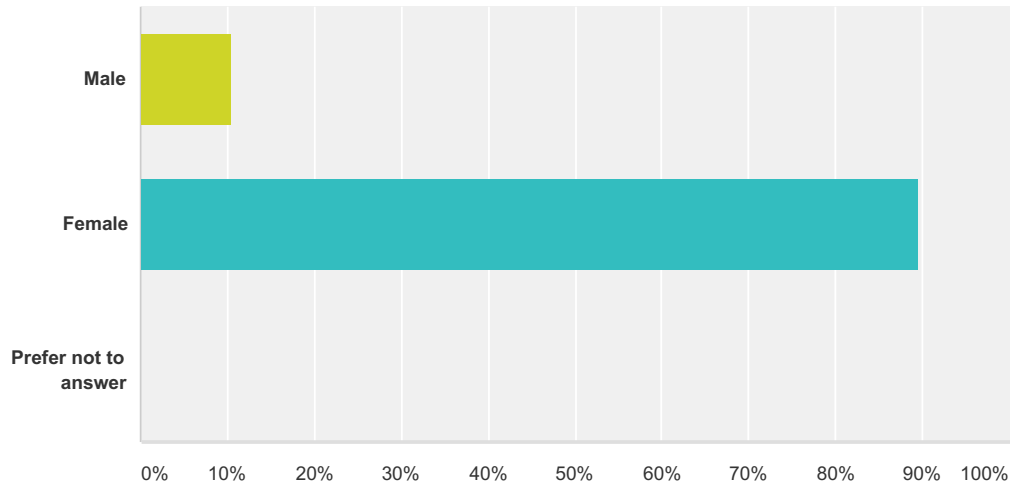


	Rarely or never	Two or more times a week	Almost every day	Total	Weighted Average
Read a local newspaper	63.16% 12	26.32% 5	10.53% 2	19	1.47
Watch TV	26.32% 5	21.05% 4	52.63% 10	19	2.26
Watch online TV - Hulu, Netflix, Apple TV, YouTube, etc.	47.37% 9	36.84% 7	15.79% 3	19	1.68
Listen to radio	22.22% 4	44.44% 8	33.33% 6	18	2.11
Listen to online radio – Pandora, Google Play, etc.	52.63% 10	31.58% 6	15.79% 3	19	1.63
Visit websites for entertainment, news and information	10.53% 2	21.05% 4	68.42% 13	19	2.58

Sustainable Eating

Q18 Gender?

Answered: 19 Skipped: 1

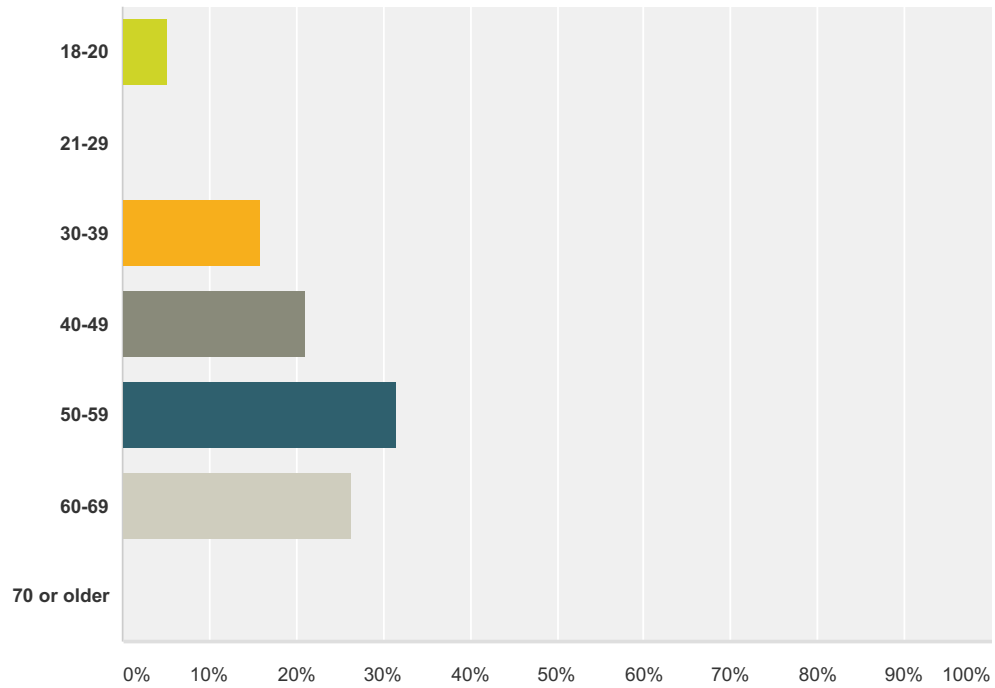


Answer Choices	Responses
Male	10.53% 2
Female	89.47% 17
Prefer not to answer	0.00% 0
Total	19

Sustainable Eating

Q19 Age?

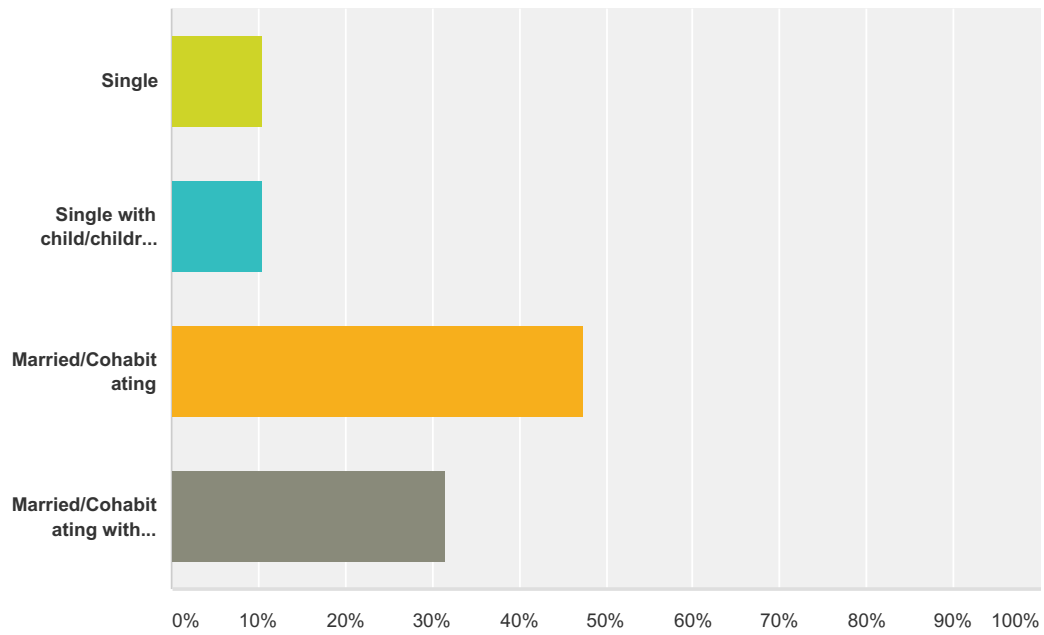
Answered: 19 Skipped: 1



Answer Choices	Responses
18-20	5.26% 1
21-29	0.00% 0
30-39	15.79% 3
40-49	21.05% 4
50-59	31.58% 6
60-69	26.32% 5
70 or older	0.00% 0
Total	19

Q20 Which of the following best describes your marital/family status

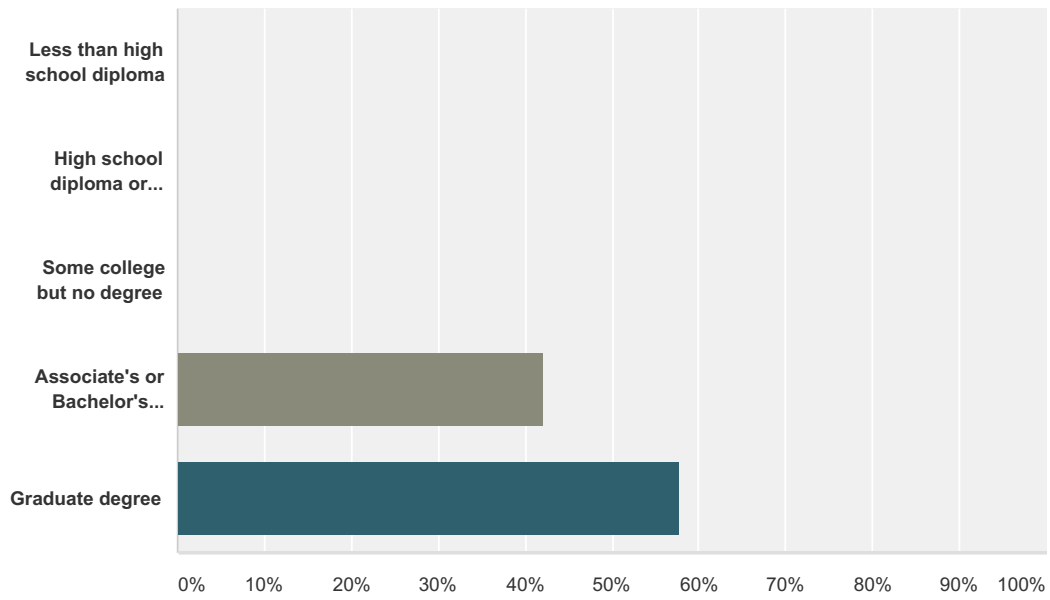
Answered: 19 Skipped: 1



Answer Choices	Responses
Single	10.53% 2
Single with child/children in the home	10.53% 2
Married/Cohabiting	47.37% 9
Married/Cohabiting with child/children in the home	31.58% 6
Total	19

Q21 What is the highest level of education you have completed?

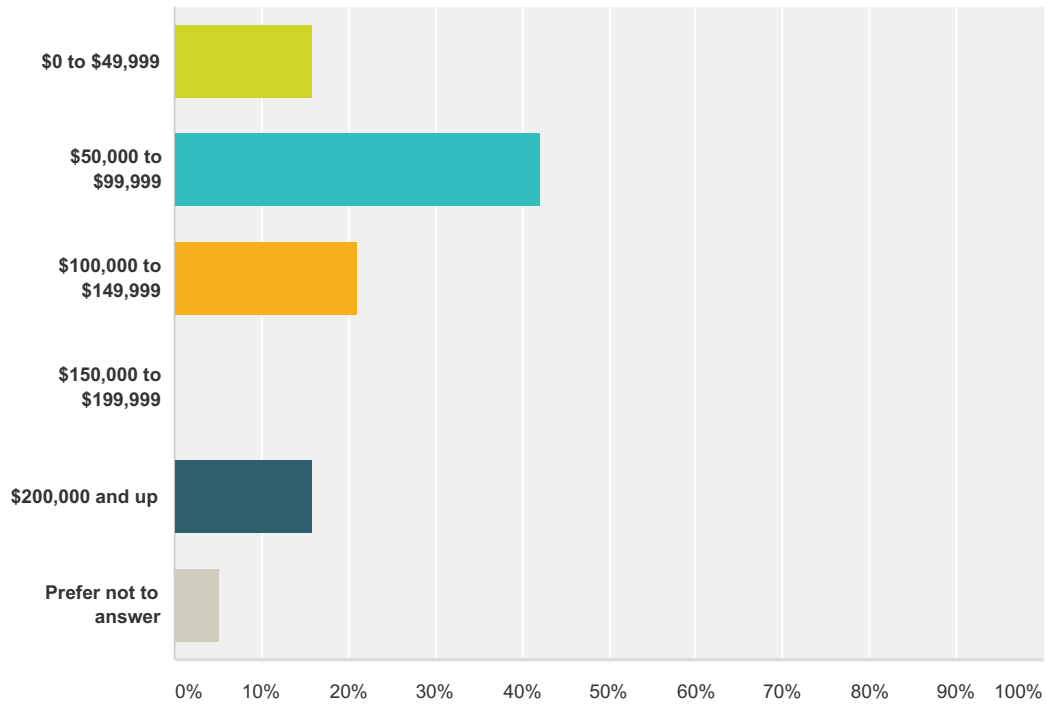
Answered: 19 Skipped: 1



Answer Choices	Responses
Less than high school diploma	0.00% 0
High school diploma or equivalent (e.g., GED)	0.00% 0
Some college but no degree	0.00% 0
Associate's or Bachelor's degree	42.11% 8
Graduate degree	57.89% 11
Total	19

Q22 What is your total household income?

Answered: 19 Skipped: 1



Answer Choices	Responses	
\$0 to \$49,999	15.79%	3
\$50,000 to \$99,999	42.11%	8
\$100,000 to \$149,999	21.05%	4
\$150,000 to \$199,999	0.00%	0
\$200,000 and up	15.79%	3
Prefer not to answer	5.26%	1
Total		19

Q23 What is your email address?

Answered: 17 Skipped: 3

Answer Choices	Responses
Email	100.00% 17