**Surveys:**

Locavore Blog Readers – 20 (online)

Wisconsin Learn to Hunt for Food Graduates – 19 (online)

Indiana Hunt. Fish, Eat Graduates – 43 (online)

Madison FG Participants – Pre-Survey – 9 (Written)8

Total - 91

Results Below are derived from combined responses:

**Activities**

Which of the following sustainable food sources do you use regularly?

* 70% Shopping at farmer’s markets, farm stands and U-picks
* 68% Growing your own fruits and vegetables
* 44% Shopping at Whole Foods, Trader Joe’s, Sprouts, Etc
* 32% Foraging for mushrooms, berries, etc
* 23% Raising your own animals
* 22% Belonging to a food co-op

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

* 69% Walking trails
* 58% Hiking
* 56% Camping
* 30% Watching outdoor related TV shows
* 24% Paddling
* 13% Mountain/trail bike riding
* 3% Climbing

**Media Usage**

Chose VERY LIKELY when asked if you wanted to learn about food or new ways to get food, how likely would you be to:

* 84% Visit websites
* 68% Ask friends or relatives who are familiar with the topic
* 45% Watch online videos (YouTube, Vimeo, Etc.)
* 38% Read a book
* 38% Take a class
* 27% Read a magazine
* 26% Watch relevant TV shows
* 6% Ask employees in a retail store

If you were interested in learning how to harvest wild foods, how effective would the following methods be in alerting you to an opportunity to do so? Locavores and recent program grads answered VERY EFFECTIVE to:

* 25% Word of mouth from friends, family and participants
* 20% Social media content (Facebook, Twitter, Instagram, Etc)
* 20% Flier or poster at the local farmer’s market, food co-op, Whole Foods or Trader Joes
* 19% Online Advertising
* 17% Ads on local TV
* 17% News story on the local TV or radio news or in the paper
* 15% Ads in a local food co-op newsletter
* 15% Ads on local radio
* 10% Ad in the food section of the local newspaper

How often do you use the following media? Responded “almost daily” to:

* 54% Visit websites for entertainment, news and information
* 43% Listen to the radio
* 42% Watch TV
* 38% Use social media (Facebook, Twitter, Instagram, Etc)
* 28% Watch online TV (Hulu, Netfix, Apple TV, YouTube)
* 18% Listen to music online (Pandora, Google Play, Spotify, Etc)
* 14% Read a local newspaper

**Messaging**

We asked Locavores what words/concepts they would find appealing in messages about a hunting/angling class about harvesting their own sustainable protein. Here are the results:

**Very Positive**

* Sustainable
* Local
* Providing for their family
* Self Sufficiently
* Getting Outdoors

**Neutral**

* Healthy

**Negative because it is over used**

* Wholesome
* Natural

When we asked recent graduates of a new adult hunter program why they took the class, here is how they answered:

* 69% I thought it would be fun/exciting
* 63% To become more self-sufficient
* 63% To get outdoors more
* 41% To find a more environmentally sustainable source of meat
* 32% To find a source of meat with fewer chemicals, drugs and hormones
* 31% I hunted and/or fished as a child and I wanted to reconnect with that
* 13% I don’t like the way animals are treated on commercial farms

In a focus group, we asked locavores what sustainable food oriented events they would attend. Here’s how they answered:

**Wild edibles** - foraging for mushrooms, berries, etc - Unanimously would attend

**Wild fish/game tasting event**- Almost unanimously would attend

**Wild fish or game cooking class** - Almost unanimously would attend

**Introduction to hunting**– About 50/50 for a basic introduction

**Introduction to fishing** – About 50/50 for a basic introduction