

# 1999 Pre/post Attitude Survey Results compiled for The Food Alliance – Portland, Oregon

Compiled by Andrea Clarke, Ph.D. – USDA – NRCS – Social Sciences Institute.

Interviewers circulated throughout the Palisades and Garden Home stores on February 20 & March 6, 1999 asking customers if they would fill out a short survey. After the customer had finished the survey the interviewer asked them one last question (#10) and recorded their responses.

## Some interesting relationships in the data:

- The primary consideration when these consumers shopped was health (141 checks for this item). Consistently, better personal health was the primary consideration (160 checks for this item) when asked what motivated them to purchase products that make environmental claims.
- Reading the ingredient statement on the label seemed to be the most often checked item for how a customer determines if a product is environmentally friendly.
- “how the product is grown/produced” was a motivating factor more for men than women when asked “what motivates you to purchase products that make environmental claims”\_[110 consumers checked this item]  
(t-test yielded an  $F=6.258$  and  $P=.013$  (high significance level))
- “Locally grown” meant grown in Oregon to these consumers.
- The most often checked item that influenced the customers decision to buy a product was “it was on the shopping list that they came with”.
- Word of mouth was the most often checked credible and influential source of product endorsement.
- The majority of consumers (86%) interviewed “sometimes” purchased organic products. There were more consumers (9%) who had “never” purchased organic vs. those (4%) who “always” purchase organic products.
- Of the 37 consumers who responded “yes” to having seen The Food Alliance seal, 62% saw it in the store, 27% said they saw it at the Farmers market.
- Of the 42 consumers who responded “yes” to having purchased TFA produce, 32% said it was “because it was grown in ways that are better for the environment”, followed by 11% who said “locally grown”, followed by 10% who said “quality appearance”.

## Details of the data:

The decline rate (number of customers who said “no” when approached and asked to do a short survey) was very low for these surveys: 10% on February 20<sup>th</sup> and 4% on March 6<sup>th</sup>.

The following are results from the 205 surveys that were completed. Results are listed in the format within which the survey was presented to the customer. Please note that: Percentages will not total to 100% where multiple choices were requested.

<b>M / F:</b> 53/152	<b>18+?</b> Yes, all	<b>Store:</b> GH & Palisades	<b>Date:</b> 2/20 & 3/6/99
----------------------	----------------------	------------------------------	----------------------------

**Note:** numbers before items represent the number of customers who checked that item.

**Total number of customer surveys:** 205

### 1) What is your primary consideration when you shop for food? (choose two)

- 141 (69%) Health
- 16 (8%) Whether or not the produce is imported from outside of the U.S.
- 60 (29%) Convenience
- 111 (54%) Price
- 51 (25%) Grown in ways that are environmentally friendly
- 13 (6%) Other \_\_\_\_\_

### 2) How do you determine if a product is environmentally friendly? (choose two)

- 74 (36%) I look for recycled packaging and products.
- 102 (50%) I read the ingredient statement on the label.
- 70 (34%) It is certified organic.
- 58 (28%) It is locally produced.
- 7 (3%) It is sustainably grown.
- 48 (23%) The label says it is all natural.
- 16 (8%) It is endorsed by an environmental group, like “dolphin safe tuna”.
- 14 (7%) None/not of concern to me.

### 3) What motivates you to purchase products that make environmental claims?

- 160 (78%) Better for personal health **(choose three)**
- 136 (66%) Better for earth
- 34 (17%) Product appearance
- 110 (54%) How the product is grown/produced
- 53 (26%) Where the product is grown/produced
- 6 (3%) Other
- 19 (9%) None/don't purchase

**4) When you see a product that is identified as “locally grown” – what does that mean to you? (choose one)**

- 22 (11%) Grown in the same place you live
- 122 (60%) Grown in Oregon
- 58 (28%) Grown in the northwest
- 3 (2%) Grown in the United States

**5) Once in the store, what influences your decision to buy a product? (choose two)**

- 45 (22%) Label/brand
- 90 (44%) Product appearance
- 11 (5%) Point of sale information/ Shelf talker
- 113 (55%) Shopping list you came with
- 72 (35%) Sales price
- 12 (6%) Featured item (might include recipe, but not on sale)
- 52 (25%) Item is what you’ve always bought

**6) What source of product endorsement is most credible and influential for you? (choose one)**

- 46 (23%) The store where you buy it
- 46 (23%) The producer or manufacturer
- 64 (32%) Word of mouth, a neighbor
- 33 (17%) An independent third party
- 8 (4%) A government agency

**7) Do you buy organic products? Always (8 = 4%) Sometimes (175 = 86%)  
Never (19 = 9%)**

**8) Have you seen The Food Alliance seal of approval before? Yes (37 = 18%)  
No (167 = 82%)**

**If yes, where?** Store (23) Newspaper (8) Friend’s house (3)  
Farmers market (10) Advertising (4) Other (2)

**9) Have you purchased TFA-approved labeled produce? Yes (42 = 21%)  
No (163 = 80%)**

**If yes, why?**

- 2 (5%) TFA-approved was on sale
- 0 TFA-approved was only choice of item being purchased
- 10 (24%) Quality appearance
- 13 (32%) Because it was grown in ways that are better for the environment
- 11 (27%) Locally produced
- 4 (10%) Tasted great
- 1 (2%) Noticed the sign and liked what it said

The **INTERVIEWER** *ASKed* the **CUSTOMER** the following question

**10) Do you know what the TFA seal of approval means?**      Yes (10 = 5%)  
No (195 = 95%)

If **yes**, ask customer to give brief explanation and record response here:

Recorded customer responses:

“it’s the quality of food – government regulated”

“kinda but not really” – interviewer probed for response – but customer did not know what it means.

“group establishes guidelines as to way products are grown”

“healthy food people”

“I’m not sure, quality, where products produced ... organic”

“it’s supposed to be environmentally sound. Better product, better for you, environment.

Usually more expensive”

“Environmentally correct; helpful for environment”

“More safely grown, in U.S. or northwest. Quality, fresher, nicer, better”

“Organically grown?”

“They are checked for pesticides levels and quality”

“Did know at one time but can’t remember now”