

Zoomerang Survey Results

Your time and answers are appreciated!

Response Status: Completes | Partial

Filter: No filter applied

Jan 31, 2008 10:12 AM PST

Survey sent to approx 14.5K people. Link to the survey in the emailed Dec. 13 Outlook got 118 clicks.

1. Did you attend the OHSU Farmers Market (OHSU FM) at all during the 2007 season?		
Yes	1805	73%
No	663	27%
Total	2468	100%

2. What were your reasons for not attending the OHSU FM? Check all that apply.		
Did not know about it	98	15%
Kept forgetting	127	19%
I'm too busy	109	17%
The types of offerings did not appeal to me	11	2%
The times did not work for me	218	33%
Couldn't find it	18	3%
Not enough time during my day	178	27%
Other, please specify	245	37%

3. Why did you come to the OHSU FM? Check all that apply.		
Convenience of shopping while at work	1220	69%
To support local farmers	1348	76%
To get away from my stressful environment	538	30%
To get fresh local products	1580	89%
To be a part of the community feeling a farmer's market provides	697	39%
Preventive Health	204	12%
Other, please specify	187	11%

4. Did you have a place to store perishable items?

Yes, I have a refrigerator at my worksite that can hold several small items	1106	62%
I bought a farmers market bag with a removable thermal cooler that kept my food cold	24	1%
No, but I brought a cooler to work that day	31	2%
No, I had nowhere to store perishables	348	20%
Other, please specify	263	15%
Total	1772	100%

5. Did you attend the OHSU FM during your lunch break?

Yes	631	36%
No	1141	64%
Total	1772	100%

6. Did the OHSU FM influence you to eat more fruits and vegetables in general?

Yes	864	49%
No	908	51%
Total	1772	100%

7. Did you buy the additional fruits and vegetables from the OHSU Farmers Market?

Yes, most of my added servings came from the farmers market	317	37%
Yes, about 1/2 or less of my added servings came from the market	444	52%
No, I bought my added servings elsewhere	72	8%
No, I bought no added servings	28	3%
Total	861	100%

8. Did the OHSU FM influence the amount of fresh produce in your home cooked meals?

Yes	820	47%
No	855	49%
Other, please specify	76	4%
Total	1751	100%

9. Did the chef demos inspire you to buy produce from the OHSU FM that you were not considering buying?

Yes	453	26%
No	960	55%
Other, please specify	338	19%
Total	1751	100%

10. Did you replicate any of the recipes from the chef demos?

Yes	210	12%
No	1301	74%
Other, please specify	240	14%
Total	1751	100%

11. Did the OHSU FM increase how you value locally grown foods?

Yes	531	30%
Somewhat	338	19%
My values have not changed	583	33%
Not sure	32	2%
No	140	8%
Other, please specify	127	7%
Total	1751	100%

12. Has your experience from the OHSU FM affected the kind of foods you purchase outside of OHSU?

Yes	565	32%
No	1186	68%
Total	1751	100%

**13. How did the OHSU FM affect the kinds of foods you purchased outside of OHSU?
Check all that apply.**

I now read labels more often	109	19%
I look to see where my foods are coming from	246	44%
I look for local vs. imported	379	67%
I buy in season	343	61%
I purchase more fruits and vegetables	317	56%
I cook fresh produce more often	246	44%
Other, please specify	49	9%

14. What other ways did the market impact you? Check all that apply.

Increased sense of community	800	47%
Thought about local economy	797	47%
Enjoyed decreasing my carbon footprint	593	35%
Liked being outside	1360	81%
None	92	5%
Other, please specify	114	7%

15. How long did it take you to get to the Farmers Market?

1 minute	472	28%
5 mintues	886	53%
10 minutes	232	14%
15+ minutes	97	6%
Total	1687	100%

16. How much did you spend at the farmer's market each week you attended?

Less than \$5	202	12%
\$5-\$10	704	42%
\$11-\$20	579	34%
\$21-\$30	155	9%
more than \$30	47	3%
Total	1687	100%

17. How did you find out about the market? Check all that apply.

OHSU Farmers Market website	301	18%
Flyers hung around campus	1289	76%
Table tents in various cafes	224	13%
Ozone front page	648	38%
OHSU Outlook	434	26%
Just passed by and saw it	471	28%
Referral from a friend/co-worker	485	29%
Referral from a health care provider	9	1%
Neighborhood Newsletter	8	0%
Weekly e-mails	403	24%
Sandwich boards out on street	326	19%
Banner across BICC bridge	373	22%
Best way? Other? Please suggest ideas here too!	85	5%

18. What products did you purchase most often? Check all that apply.

Fruits	1412	84%
Vegetables	1330	79%
Dairy (butter, cheese)	348	21%
Meat	95	6%
Fish	98	6%
Nuts	105	6%
Plants and Flowers	269	16%
Gluten Free Breads	73	4%
Gluten Free or Regular Pastries	72	4%
Regular Breads	458	27%
Prepared products (jellies, sauces, dips, frozen meals)	265	16%
Ready to eat products (baked goods, soups, sandwiches)	450	27%
Other, please specify	84	5%

19. What items did you want to buy but were not available? Check all that apply.

Eggs	328	19%
Poultry	125	7%
No other products	1098	65%
Other, please specify	267	16%

20. How important were the following standards for you when purchasing items (produce and non-produce) at the OHSU FM?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not important at all	Somewhat important	Very important	Necessary or else I would not purchase
Local	68 4%	322 19%	943 56%	354 21%
No pesticides	93 6%	364 22%	807 48%	423 25%
No herbicides	100 6%	387 23%	803 48%	397 24%
Organic	161 10%	491 29%	742 44%	293 17%

21. Which of the following enhanced your experience at the farmers market? Check all that apply.

Accept Food Stamps card electronically	40	2%
Accept Women/Infants/Children Coupons for farmers markets	33	2%
Accept Senior Coupons for farmers markets	31	2%
Accept Debit Cards	1085	64%
Accept Personal Checks	417	25%
Nutrition Education/Recipe Handouts	386	23%
Taste Samples/Chef Demos	966	57%
Canvas shopping bags	230	14%
Other, please specify	205	12%

22. On the days you attended the farmers market, how often did you purchase a ready to eat meal from a market vendor?

Never	964	57%
Some of the time	557	33%
Most of the time	119	7%
Every time I attended	47	3%
Total	1687	100%

You are about 1/2 way through.. Hang in there!

23. Would any of the following encourage you to shop at the OHSU FM more or at all? Check all that apply.

E-mail reminders	720	33%
More variety of produce	783	36%
More variety of other items	641	29%
Better signage	76	3%
Different times	496	23%
Different location	272	12%
Different day	209	10%
Better Website	33	2%
Nothing	380	17%
Other, please specify	295	13%

24. Reflecting back over the past year, can you recall how many servings of FRUIT you ate during the day? Consider a serving of fruit to be 1/2 cup or size of small apple.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	0-1 servings	2-3 servings	4-5 servings	5+ servings
During the months of the market (May 2007-Oct 2007)	338 15%	1140 52%	602 27%	111 5%
During the months after the market (Oct 2007- now)	715 33%	1149 52%	267 12%	60 3%

25. Reflecting back over the past year, can you recall how many servings of VEGETABLES you ate during the day? Consider a serving of vegetable to be 1/2 cup cooked or 1 cup raw.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	0-1 servings	2-3 servings	4-5 servings	5+ servings
During the months of the market (May 2007-Oct 2007)	246 11%	1139 52%	666 30%	140 6%
During the months after the market (Oct 2007- now)	448 20%	1230 56%	426 19%	87 4%

26. In a typical week, how many times do you eat each meal?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	1	2	3	4	5	6	7	None
Breakfast	90 4%	137 6%	153 7%	142 6%	215 10%	188 9%	1191 54%	75 3%
Lunch	49 2%	20 1%	59 3%	92 4%	298 14%	265 12%	1398 64%	10 0%
Dinner	45 2%	12 1%	25 1%	48 2%	137 6%	178 8%	1739 79%	7 0%

27. In a typical week, how many times do you eat home prepared meals?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	1	2	3	4	5	6	7	None
Breakfast	148 7%	241 11%	163 7%	149 7%	213 10%	276 13%	808 37%	193 9%
Lunch	133 6%	300 14%	247 11%	372 17%	412 19%	285 13%	313 14%	129 6%
Dinner	39 2%	51 2%	136 6%	333 15%	626 29%	619 28%	371 17%	16 1%

28. In a typical week during May-October, how many times did your home prepared meals include fresh produce?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	1	2	3	4	5	6	7	None
Breakfast	280 13%	300 14%	250 11%	180 8%	215 10%	131 6%	261 12%	574 26%
Lunch	124 6%	267 12%	322 15%	392 18%	368 17%	227 10%	302 14%	189 9%
Dinner	42 2%	111 5%	254 12%	362 17%	535 24%	418 19%	432 20%	37 2%

29. What was your biggest barrier to eating fresh fruits and vegetables during the May-October? Check all that apply.

No time to shop	507	23%
No time to cook	553	25%
I don't like fruits	35	2%
I don't like vegetables	40	2%
I don't like to cook	109	5%
I don't know how to cook them	140	6%
I don't know	119	5%
I don't have any barriers to eating fruits and vegetables	1148	52%
Other, please specify	203	9%

30. What, if anything, would influence you to try a new fruit or vegetable? Check all that apply.

nutrition information	422	19%
product sample	1711	78%
cooking demo	786	36%
nothing	218	10%
Other, please specify	176	8%

31. What would your ideal 4 hour time frame be for next year's market?

9:00-1:00	24	1%
10:00-2:00	131	6%
11:00-3:00	381	17%
12:00-4:00	439	20%
1:00-5:00	385	18%
2:00-6:00	411	19%
3:00-7:00	320	15%
Other, please specify	100	5%
Total	2191	100%

32. If local produce and products were available on campus in the up and coming OHSU convenience store, "It's All Good," would you buy it?

Yes	2000	91%
No	191	9%
Total	2191	100%

33. Which locally made items would you purchase at the OHSU convenience store called, It's All Good? Check all that apply.

Fresh, local vegetables	1763	89%
Fresh local fruit	1830	92%
Dips, hummus, pesto	1418	71%
Jams/chutneys	581	29%
Cheese	1340	67%
Vinegars	367	18%
Nuts	1079	54%
Other, please specify	258	13%

34. How often would you buy the above produce and products?

0 times each week	47	2%
1-2 times each week	1612	81%
3-4 times each week	280	14%
every day that I come to work	51	3%
Total	1990	100%

**You are about 75-80% finished with this survey..
thank you for your patience!**

35. The farmers market was held on Tuesdays. Would another day of the week work better for you?

Tuesdays worked fine	1440	67%
Monday	84	4%
Wednesday	181	8%
Thursday	187	9%
Friday	259	12%
Total	2151	100%

36. If you don't buy locally grown foods regularly, why not? Check all that apply.

Not available	290	13%
Cost	592	28%
Not the food I like	21	1%
Don't know where to get it	210	10%
I do buy locally grown food regularly	1252	58%
Other	178	8%

37. Spring of 2008, we plan to introduce a gift token program where staff and visitors can purchase a small token worth \$3 and give it as a gift to a co-worker, friend, other to be spent at the market. Would you be interested in purchasing some of these tokens?

Yes	1045	49%
No	1106	51%
Total	2151	100%

38. Who are you? Check the one that most applies to you.

OHSU Faculty/Staff	1928	90%
Student	169	8%
Patient	0	0%
VA Staff, Other? Please specify:	54	3%
Total	2151	100%

39. Did you shop at another market before the OHSU FM opened?

Yes	1722	80%
No	429	20%
Total	2151	100%

40. Did OHSU FM replace your visits to the other market(s)?

Yes	313	18%
No	1409	82%
Total	1722	100%

41. What best describes your race or ethnicity? Check all that apply. (Optional)

African-American or other Black	33	2%
Asian, Asian-American	124	6%
Latino, Hispanic, Latino-American	55	3%
Native American, American Indian	24	1%
Pacific islander, Native Hawaiian	17	1%
White, Euro-American	1787	87%
Other, please specify	49	2%

42. What is your age? (Optional)

17-24	155	8%
25-35	723	35%
35-44	436	21%
45-64	721	35%
65 and over	30	1%
Total	2065	100%

43. What is your household income? (Optional)

Less than \$20,000	95	5%
\$20,000-\$39,000	387	20%
\$40,000-\$60,000	467	24%
\$60,000+	973	51%
Total	1922	100%

44. Did you know that OHSU FM has a website www.ohsu.edu/farmersmarket? How often have you visited it?

No, I didn't know about it	1477	69%
Yes, and I visited 1+ times each week during the season	143	7%
Yes, and I visited 1-3 times each month	62	3%
Yes and I visited very sporadically	461	22%
Total	2143	100%

45. Did you take the previous farmers market survey in May 2006?

Yes	539	25%
No	1188	55%
Not sure	416	19%
Total	2143	100%