# Understanding Access to Healthy Foods for Food Insecure Populations in Chaffee County

A Community Food Assessment Approach

LiveWell Chaffee County

The Colorado Health Foundation™

# Executive Summary

## History of the Chaffee County Community Food Assessment

LiveWell Chaffee received a grant from the Colorado Health Foundation in February 2011 to complete the first phase of a food assessment focusing on understanding access to healthy foods for food insecure populations in Chaffee County. This application had been preceded by several collaborations with LWCC and organizations throughout the community trying to promote local food production and community wellness. A food access discussion in particular indicated that while there is significant community interest in food systems, there is still a large portion of the Chaffee County population that does not have access to fresh, nutritionally balanced, affordable food.

## Goals of the Assessment

A community food assessment will allow LWCC to better understand and document which economic, physical, social and/or nutritional barriers play the biggest role in preventing access to healthy foods for low-income populations throughout the county.

The goals of this assessment are to:

1. Engage low income populations through participation in the community food assessment process and project recommendations development
2. Engage community partners most likely to advance programs and policies developed out of the food assessment process
3. Develop a stronger understanding of barriers and opportunities for populations with poor healthy food access and consumption
4. Inform local food growers, grocers and retailers to help them to better serve this community
5. Inform LiveWell Chaffee 2012-2013 strategies

## Assessment Methodology

During the spring of 2011, consultants, staff, and partners gathered existing reports and conducted focus groups, interviews, and other community listening sessions in order to collect information about health, healthy eating, food access, hunger, transportation, and the food system.

The feedback collected from these listening sessions informed the development of a community wide Internet and paper based survey. The survey was disseminated through email lists, school mailings, newspaper print ads, and at community meetings. Survey results were analyzed and discussed with a panel of engaged community members to confirm the findings.

## Is Food Access an Issue Chaffee County?

Despite existing challenges associated with rural food environments, Chaffee County residents that responded to the survey report lower levels of perceived challenge when compared to other communities. This coincides with other studies of rural food environments which report that rural residents tend to be more resilient - relying more on traditional or alternative forms (e.g., growing and sharing food) of food access and perceiving less challenge while doing so. Such findings indicate that perceptions of one's challenges, degree of "independence" (i.e., "I choose to live here and am free to make my own choices"), connections to one's community and to their surrounding food system, and other factors may be just as determinant of healthy food access and consumption as factors such as location and availability of food retail.

The results for this assessment indicate that physical access (access to transportation, distance to grocery outlets) to healthy food options is not an issue for most residents in Chaffee County. Instead, financial access should be considered as a primary factor affecting Chaffee County residents' ability to choose healthy food. A secondary factor affecting whether or not residents choose a healthy diet is a lack of quality or variety in available foods. A lack of desire or consumer demand for eating a diet filled with fruits and vegetables is more prevalent in Chaffee County than in other communities. This presents an interesting and challenging cultural barrier that intervening organizations will have to think creatively to overcome. Successful interventions strategies will focus on characteristics that are unique to rural food environments and particularly characteristics that are unique to Chaffee County, such as a widespread interest in supporting the local economy and participating in more traditional forms of food access. This interest in local food systems and the local economy offers a means to co-market or co-coordinate healthy food access initiatives, including increasing participation in federal food assistance programs (which brings more money into the local economy and provides qualifying families with additional financial resources) and food education courses.

## Key Recommendations

- Enhance and Promote the Local Food System and Community Food Resources
- Support a Shift in Culture and Awareness about the Community Benefits of Non-profit and Federal Food Assistance Programs
- Support the Education and Promotion of Healthy Shopping, Cooking, and Eating Habits through Social Networks
- Additional Research and Assessment

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## Colorado Health Foundation

The Colorado Health Foundation provided funding support for Phase I of the LiveWell Chaffee County Food Assessment. Colorado Health Foundation works to make Colorado the healthiest state in the nation by investing in grants and initiatives that encourage healthy living and increase the number of Coloradans with access to quality care and insurance.
http://www.coloradohealth.org/

# I. Introduction

## Background

### *LiveWell Chaffee County*

LiveWell Chaffee County (LWCC) is one of twenty-two communities funded by LiveWell Colorado that works to improve health outcomes and reduce and prevent obesity for all Chaffee County residents by promoting physical activity and healthy eating. LiveWell Chaffee has been implementing healthy eating and active living (HEAL) strategies in the community since 2009. Partnerships over the past few years with Salida and Buena Vista school districts and local nonprofit organizations have resulted in successful systemic changes such as increased school bike system infrastructure, and the construction of a Hoop House at a local elementary school that provided 166 pounds of fresh produce for the school meal program in its pilot year. These efforts are in line with a number of future strategies for LWCC that include changing policies to increase access to healthy foods, increasing nutrition education to impact behavior change and increasing the amount of fruits and vegetables served in schools through garden to cafeteria programs.

### *Defining Healthy Food Access*

Food access has several technical definitions depending on the conversation, however, it is generally agreed that it consists of the following factors:

- Economic access- food options are available and affordable
- Physical access- residents live within a reasonable distance of an appropriate food outlet
- Nutritional access- healthy, varied options are available and accommodate various dietary restrictions
- Social/Cultural access- familiar foods that are consistent with cultural traditions are available

Although there is no real agreed upon definition of "healthy food access", experts tend to agree that fast food restaurants and convenience stores don't make the cut. Furthermore, it is not clear what appropriate "access" is; rather it is suggested that the presence of a supermarket or grocery store within some "acceptable" distance qualifies as appropriate access, regardless of socioeconomic characteristics of the population. In the few studies that have defined acceptable levels of access, urban food access has been defined as a person living within a "walkable" distance of a large food retailer, while rural and suburban food access has been defined as within ten miles (Algert, Agrawal, & Lewis, 2006; Morton & Blanchard, 2007). However, communities with "adequate" access to retail venues may still experience challenges accessing and consuming enough food options for a healthy diet for different reasons, and these residents will be underserved by traditional interventions and programs.

### *Common Issues for Rural Food Environment*

Most rural food environments are completely devoid of any food outlet of any sort for many miles. Of primary concern is the lack of supermarkets. There are several explanations for this. As rural residents migrate to cities, populations dwindle below a number able to support a grocery store. Competition from new supercenters, such as Wal-Mart, in neighboring towns and counties drive small, independent stores out of business. In Iowa, O'Brien found that the number of grocery stores dropped from about 1,400 stores in 1995 to slightly over 700 in 2005. Over the same time, supercenters increased by 175% (2008). Another study in South Carolina found that of the seventy-seven food service stores in one rural county, 75% of them were convenience stores, and only 28% of the stores carried fruits and vegetables (Springen, 2007). Studies by other researchers and other states have found comparable results (Bustillos, Sharkey, Anding, & McIntosh, 2009; Goforth, 2010; Yousefian, Leighton, Fox, & Hartley, 2011).

Additional common characters of rural communities conflict with standard ways of assessing food access. For example it is commonly thought that access to transportation, both public and private, is the largest predictor of food access. A study by the USDA, *Access to Affordable and Nutritious Food: Measuring and Understanding Food Deserts and Their Consequences,* finds that rural residences have a significantly higher rate of vehicle ownership, 95% compared to 88% in urban areas, yet rural residents tend to have lower food access due to increased time travel burden. Furthermore, small grocers are often not included in food environment assessments, despite their ability to serve their community (2009). Focus groups in rural Maine led by Yousefian et al. discovered that rural residents depend on seasonal outlets such as farmers markets, roadside farm stands, personal gardens, long term food storage, hunting, and trading with neighborhoods, potentially more so than urban and suburban residents (2011). The culmination of papers regarding rural food environments paints a picture of a landscape free of the most common retail outlets, but it is also a picture of a more creative and resilent citizenry. There is no doubt that real food access issues exist in rural America, however, it is possible that local solutions are consistently being overlooked by more "urban" models of understanding access.

These shortfalls require that the tools used to measure access move beyond identification of food retail outlets and mapping exercises to a more comprehensive view of the food system in question. A person's perception of his or her own food environment may be a significant factor to consider. Community food assessments hold promise for achieving a more thorough and individualized assessment of a food system of interest that will lead to the generation of solutions that best suit that community.

### *What is a Community Food Assessment?*

Community food assessments are increasingly used by coalitions of community members seeking to improve their communities as opposed to conducting academic research. Community food assessments are recommended to community-based nonprofit organizations and business groups, local government officials, private citizens, and community planners. Often the process of collecting information as a coalition can be just as valuable as the actual information gathered (Cohen, 2002). Community food assessments are largely tailored to what the community coalition wants to know. For example, if a local government is concerned about the number of small grocers to supermarkets, the assessment may ask questions focused on where residents shop for various items. Are they shopping at the local corner store, or are they traveling to the supercenter in the next town? During a recent discussion on the COMFOOD[1] listserv, Ken

[1] COMFOOD is an email list created to link individuals and organizations involved with or interested in community food security (CFS). More information can be found at http://www.foodsecurity.org/list.html

Meter, President of Crossroads Resource Center, defined community food assessments as the following:

> A Community Food Assessment (CFA) is at some level an assessment of a community and its concerns, best performed when the community itself is involved in the process. Probably the highest form of this is when it is a community assessing its own potential. This also means, however, that a community is free to select the issues it will focus upon, so this does not inherently mean food security is part of the assessment. Inherently, a CFA that addresses food security is making some manner of economic assessment. A CFA can also be performed by a professional or scholar or other researcher who is outside the community, and these may offer insights the community itself cannot muster, but may also involve such a separation from the community that important local wisdom gets overlooked. (2011).

### *History of the Chaffee County Community Food Assessment*

LiveWell Chaffee received a grant from the Colorado Health Foundation in February 2011 to complete the first phase of a food assessment focusing on understanding access to healthy foods for food insecure populations in Chaffee County. This application had been preceded by several collaborations with LWCC and organizations throughout the community trying to promote local food production and community wellness. The success of these initial dialogues led to a contracted effort with the Sonoran Institute to assist in creating a short-term action plan for promoting a more sustainable food system throughout the county. A series of four discussion forums were held over a 1-week period focusing on *economic development, food access, land conservation and stewardship, and production and distribution*. The results from the *food access* discussion in particular indicated that while this food system component demonstrated the most significant community activity, there is still a large portion of our population that does not have access to fresh, nutritionally balanced food that they can afford.

## Goals of the Assessment

Healthy food options and education continue to be advanced in this community through efforts such as the new Community Garden in Poncha Springs and adult/children cooking classes conducted at a local food market and Nurturing Parenting sessions; however, these efforts have not currently demonstrated noticeable behavioral changes or significant increase in access to healthy foods for low-income populations. A community food assessment will allow LWCC to better understand and document which economic, physical, social and/or nutritional barriers play the biggest role in preventing access to healthy foods for low-income populations throughout the county.

The goals of this assessment are to:

1. Engage low income populations through participation in the community food assessment process and project recommendations development
2. Engage community partners most likely to advance programs and policies developed out of the food assessment process
3. Develop a stronger understanding of barriers and opportunities for populations with poor healthy food access and consumption
4. Inform local food growers, grocers and retailers to help them to better serve this community

5. Inform LiveWell Chaffee 2012-2013 strategies

### Assessment Methodology

LiveWell Chaffee hired a local consultant, Incite Consulting, LLC, to conduct the processes of focus groups, community conversations and survey dissemination, assisted by WPM Consulting, LLC, Boulder, Colorado. The methods for this assessment closely followed the protocols established by WPM Consulting, LLC through their 2010 Longmont Community Food Assessment (copies of the Longmont Report are available on request). For an overview of staff and consultants involved, see Appendix A.

An initial meeting was convened in April 2011 that included LWCC staff, both consulting firms, and individuals from organizations that have a broad reach in the community and consistent relationships with the most food insecure populations throughout the county. This served to introduce the assessment, identify community challenges and needs, and engage stakeholders that could serve as an advisory Food Assessment Group through each phase of the food assessment. In addition, potential partner meetings and program events were identified to begin conducting focus groups.

During the spring of 2011, consultants, staff, and partners gathered existing reports and conducted focus groups, interviews, and other community listening sessions in order to collect information about health, healthy eating, food access, hunger, transportation, and the food system. Summaries of these community engagement activities are presented in Section III- Community Food Assessment.

The feedback collected from these listening sessions informed the development of a community wide Internet and paper based survey. The survey was disseminated through email lists, school mailings, newspaper print ads, and at community meetings. Survey results were analyzed and discussed with a panel of engaged community members to confirm the findings. A full summary of the survey is presented in Section III- Community Food Assessment. In addition to community listening sessions and a community wide survey, existing data regarding agriculture, the food environment, hunger, and food assistance were compiled from existing national databases. These data profiles are available in Section II- About Chaffee County.

## II. About Chaffee County

Chaffee County is located in south central Colorado in the Upper Arkansas Valley, bordered on the west by the Sawatch Range and by the Mosquito Range to the east. The area is the crossroads for three highways, U.S. 24, 50 and 285, and includes the municipalities of Salida, Buena Vista and Poncha Springs. Census data from 2010 indicates a county population of 17, 809 over 1,013 square miles, for a population density of 17.6 persons per square mile. This region is unique in its abundant availability of camping, hiking, biking, fly-fishing and whitewater rafting opportunities along the Arkansas River that winds its way through the valley and downtown Salida.

The following sections highlight the food environments and food security profiles of Chaffee County and of surrounding counties, Park County and Lake County. These counties were selected for comparison sake because of their geographic proximity to Chaffee County and their comparable economies and population densities. Additional profiles- socioeconomic, demographic, and agricultural- are available in Appendix B.

## Food Environment

The food environment is composed of all varieties of food outlets in the community, including grocery stores, gas stations, convenience stores, full-service restaurants, fast food restaurants, farm stands, etc. Their abundance, geographic location, proximity to residential areas and transportation systems, ability to accept Supplemental Nutrition Assistance Program (SNAP) and Women, Infants, and Children (WIC) benefits, and prices, among other things, all affect the degree to which a food environment is considered healthy and accessible. Unfortunately, secondary data on food environment indicators is limited and can only really provide a basis for comparing similar regions of interest (this is due to a lack of agreed upon standard for a "healthy food environment").

Shown below are a figure and two tables representing the Chaffee County food environment. Figure 1 is a map of various food outlets in Chaffee County, clearly clustered around the two population centers- Buena Vista and Salida. Table X and Y, outline a variety of healthy and unhealthy food environment indicators for Chaffee, Lake, and Park Counties using the most recent set of data from the USDA's Food Environment Atlas web tool. Clearly, Chaffee County has the more developed food environment; however the imbalance of grocery stores and supercenters to convenience stores, and full-service restaurants to fast food restaurants suggest that areas of Chaffee County could be considered a food swamp (generally considered an overabundance of unhealthy retail options in comparison to full service grocers and restaurants).

**Figure 1: All Food Outlets in Chaffee County (Goforth, 2010)**

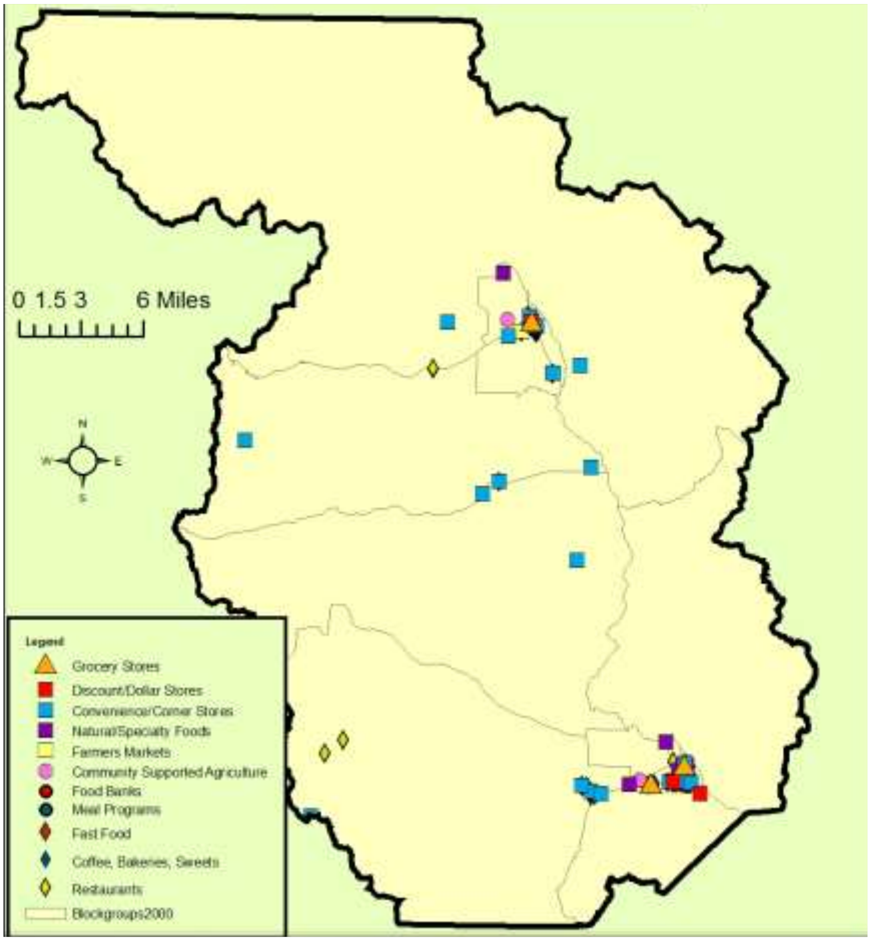



**Table 1: Healthy Food Environment Indicators (USDA ERS, n.d.)[2]**

| Variable | Chaffee County | Lake County | Park County |
|---|---|---|---|
| # Grocery stores, 2008 | 6 | 1 | 4 |
| Grocery stores/ 1,000 pop, 2008 | 0.353 | 0.125 | 0.235 |
| # Supercenters and club stores, 2008 | 1 | 0 | 0 |
| Supercenters and club stores/ 1,000 pop, 2008 | 0.059 | 0 | 0 |
| # Specialized food stores, 2008 | 0 | 0 | 0 |
| Specialized food stores/ 1,000 pop, 2008 | 0 | 0 | 0 |
| # Full-service restaurants, 2008 | 22 | 9 | 8 |
| Full-service restaurants/ 1,000 pop, 2008 | 1.30 | 1.13 | 0.47 |

**Table 2: Unhealthy Food Environment Indicators (USDA ERS, n.d.)**

[2] The data listed in Tables 1, 2, and 3 represent the most current data available through the USDA's Food Environment Atlas. Additional information is available at http://www.ers.usda.gov/FoodAtlas/

| Variable | Chaffee County | Lake County | Park County |
|---|---|---|---|
| # Convenience stores no gas, 2008 | 0 | 0 | 0 |
| Convenience stores no gas/ 1,000 pop, 2008 | 0 | 0 | 0 |
| # Convenience stores with gas, 2008 | 20 | 6 | 8 |
| Convenience stores with gas/ 1,000 pop, 2008 | 1.18 | 0.751 | 0.471 |
| # Fast-food restaurants, 2008 | 37 | 11 | 13 |
| Fast-food restaurants/ 1,000 pop, 2008 | 2.18 | 1.38 | 0.765 |

## Food Security and Food Assistance Profile

In addition to the availability of food, food costs, availability of transportation, and the use of food assistance programs can all indicate whether or not a community is food secure. Table 3 and Figure 4, as follows, outline available data from the USDA's Food Environment Atlas (n.d.) and Feeding America's Map the Meal Gap (2012) in regards to community food security rates, food assistance utilization, and average meal prices. Again, data is included for Chaffee, Lake, and Park Counties as basis for comparison. While Chaffee County lags behind Colorado averages (Chaffee County has higher poverty rates, higher meal costs), it still appears more food secure than the state surrounding communities.

**Figure 2: Food Insecurity & Food Cost in the US (Feeding America, 2012)**

FOOD INSECURITY & FOOD COST IN THE US

# Colorado

MAP THE MEAL GAP

## FOOD INSECURITY RATE

**14.3%** of state population

Number of food insecure people: **694,760**

*National average food insecurity rate: 16.6%*

## INCOME BANDS WITHIN FOOD INSECURE POPULATION

**42%** below SNAP threshold of 130% poverty

**16%** between 130-185% poverty

**42%** above other nutrition pgm threshold of 185% poverty

## ADDITIONAL MONEY REQUIRED TO MEET FOOD NEEDS IN 2009

**$ 297,484,150**

## AVERAGE COST OF A MEAL

**$2.56***

**National average cost of a meal is: $2.54*

## FIVE counties with the highest food insecurity rates

Dolores, Crowley, Costilla, Saguache, Bent

# Chaffee

## FOOD INSECURITY RATE

**14.1%** of county population

Number of food insecure people: **2,380**

## INCOME BANDS WITHIN FOOD INSECURE POPULATION

**45%** below SNAP threshold of 130% poverty

**15%** between 130-185% poverty

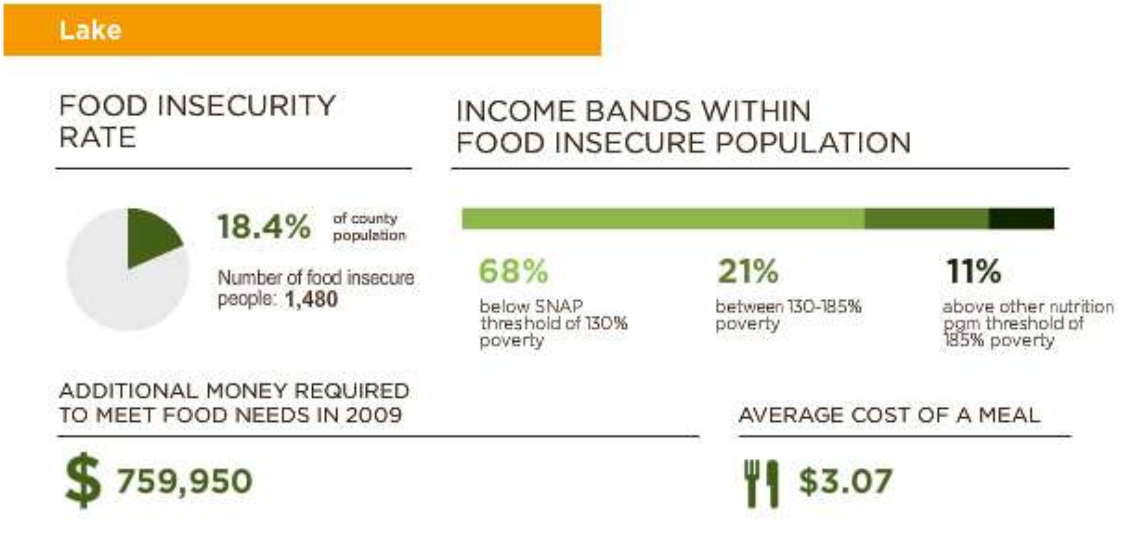
**41%** above other nutrition pgm threshold of 185% poverty

## ADDITIONAL MONEY REQUIRED TO MEET FOOD NEEDS IN 2009

**$ 1,037,250**

## AVERAGE COST OF A MEAL

**$2.61**



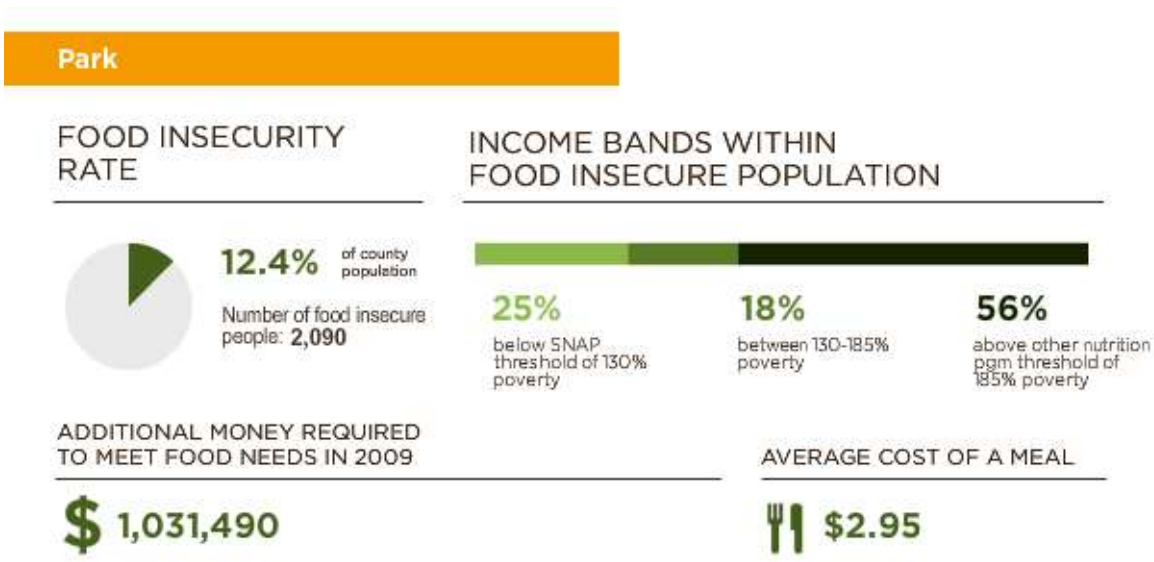




**Table 3: Food Insecurity and Food Assistance Indicators (USDA ERS, n.d.)**

| Variable | Chaffee County | Lake County | Park County |
|---|---|---|---|
| # Households no car & > 1 mi to store, 2006 | 119 | 127 | 124 |
| % Households no car & > 1 mi to store, 2006 | 1.81 | 4.26 | 2.11 |
| # Low income & > 1 mi to store, 2006 | 2122 | 1602 | 2352 |
| % Low income & > 1 mi to store, 2006 | 14.3 | 20.9 | 16.44 |
| # Households no car & > 10 mi to store, 2006 | 9 | 6 | 79 |
| % Households no car & > 10 mi to store, 2006 | 0.14 | 0.19 | 1.35 |
| # Low income & > 10 mi to store, 2006 | 127 | 33 | 1533 |
| % Low income & > 10 mi to store, 2006 | 0.86 | 0.43 | 10.72 |

| | | | |
|---|---|---|---|
| Total SNAP benefits ($1,000), 2008 | 708 | 266 | 876 |
| Average monthly SNAP $ benefits, 2006 | 111 | 205 | 103 |
| % Low-income receiving SNAP, 2007 | 15.2 | 9.04 | 22.8 |
| % Students free-lunch eligible, 2008 | 22.1 | 44.7 | 16.8 |
| % Students reduced-price-lunch eligible, 2008 | 11.6 | 13.1 | 7.58 |
| WIC $ redemptions, 2009 | 143508 | 151608 | 20016 |

## III.Chaffee County Community Food Assessment Process and Findings

The following section provides an overview of the specific information gathering processes for the Chaffee County Community Food Assessment and a summary of findings from four different processes. These processes included:

- Focus Groups- Scheduled guided conversations with pre-selected groups of people at various community outlets in order to engage specific populations
- Community Listening Sessions- Guided conversations with members of the public at public places and events in order to engage general public
- One-on-One Interviews- Guided and recorded conversations with specific, previously identified food systems stakeholders and community leaders
- County Wide Survey- Paper and Internet surveys in order to engage the whole community

### A. Focus Groups

Consultants and partners conducted three focus groups over the summer of 2011 in collaboration with staff at Chaffee County Boys & Girls Club, Early Childhood Center, and Family and Youth Initiative. Demographic information reveals that 50% of participants were between 21 and 30 years old; 25% had an annual income <$15,000 and another 30% earned between $15-25,000/yr; and the majority of participants resided in Salida (63%), with representation from Buena Vista (8%), Poncha Springs (5%) or other (11%). The focus groups, or “community conversations”, served to gather baseline information about what Chaffee County residents think about the food they eat, where they get it, and how they make decisions regarding the food they buy and consume. Focus groups also served to familiarize the community with the goals and scope of the assessment and directly engage residents in initial conversations about increasing access to healthy foods for Chaffee County residents. A total of 39 individuals participated across all three focus groups. For each focus group, a food assessment member served as note-taker, while a trained partner organization staff member was responsible for introductions and facilitating the conversation.

#### *Focus Group Process*

Appendix B provides a list of when focus groups were held, where, and with whom. Because this is a small community, the assessment team felt that the partner organization program manager or coordinator was the most appropriate individual to conduct the focus group. Participant familiarity and closeness with their program facilitators were considered most likely to create a comfortable, relaxed environment for participants to give honest and thoughtful answers. Partners conducting focus groups were required to participate in a 30-45 minute orientation by Incite staff that detailed efforts to reduce moderator and question bias. An Incite or LWCC staff member was introduced at each focus group and was present to record detailed notes from the conversation.

All focus group participants signed a confidentiality form that ensured their voluntary participation and privacy, and were presented with *Rules of Participation* that stressed no side conversations; there are no right or wrong answers, and the importance of hearing all sides of an issue, negative or positive.

### ***Focus Group Findings- What Was Heard***

Standard questions about where food is obtained, transportation to get food, and the issues affecting decisions of what to buy were provided to focus group facilitators and are shown in Appendix X. Deviations from or additional questions are also listed. The findings summarized below reflect feedback from all three focus groups:

#### *Where Food is Obtained*

- The majority of all food in Chaffee County is obtained from one of three major grocery stores - Safeway, City Market, or Wal-Mart.
- Food is regularly obtained from local food banks, soup kitchens, and church programs (e.g., The Grainery, The Lighthouse, Angel Food).
- Buying bulk at a Costco or Sam's when they are able to get to the Front Range or ride with a friend.
- Home gardens, raising chickens, hunting and fishing are used to supplement diets.
- Several small natural food stores are used on occasion, when considered affordable.

#### *Transportation to Getting Food*

- The majority of individuals live in town and either drive, go with a friend, or walk.
- Many individuals maximize their opportunity to buy groceries while running other errands, such as picking up the kids.
- Regardless of mode of travel, transportation was not listed as a barrier to accessing food.
- Chaffee Shuttle, a local bus company, provides rides around town from 8am-3pm and two participants indicated they use this as a means to get groceries.

#### *Factors in Determining Where to Get Your Food*

- Affordability is a top priority and can even determine between driving to Wal-Mart or walking to a Safeway that is 1-2 blocks from one's residence.
- The quality of fruits, vegetables, and meat between a local grocery store and Wal-Mart is definitely a consideration and was discussed at length.
- When prompted about buying from the farmers' market, responses included; "They take food stamps, but it is still so expensive," and, "when you use the food stamps, if you cash out $20 and spend $15, can't get the $5 back."

#### *Options for Places to Get Food That Aren't Currently Available*

- Getting more food at local natural food stores or Ploughboy, a "local food market" that sells produce and value-added items grown, raised, or made by Colorado producers if affordability wasn't an issue.
- Shopping at large retailers like Trader Joes or Whole Foods with more specialty foods, better quality produce, and the opportunity to buy in bulk.

- More options for ethnic foods like Hispanic or oriental markets.
- More foods that they raise or grow themselves or can obtain at reasonable prices through a co-op or community farm.

### *Factors in Determining What Foods to Eat*

- For families, what the kids will actually eat (what tastes good to them) plays a large role in what is prepared.
- The issues of *time* and *convenience* are also major factors for families and what they eat. Working late or having multiple jobs often translates to not having the time or inclination to prepare a home-cooked meal. Many participants state that things that are easy to make (pre-packaged food) or quick meals (macaroni and cheese, grilled cheese sandwiches) are prepared more often.
- There was significant interest in meal organization and planning, cooking big meals one day a week and then freezing them, the availability of storage, and bulk shopping.
- A lack of knowledge about how to prepare different things. Participants would like to do something new with something old, learn how to use seasonings and spices better, and try foods that they have not tried before.

### *Ideas to Help With Time and Preparation for More Nutritious Meals*

- Classes and continuing education that provide recipes, food preparation and cooking demonstrations for quick, healthy meals.
- General nutrition and label-reading classes.
- Food Share Program – multiple families get together and prepare enough meals for everybody to take home for the week.
- Including children more in the preparation of meals to help them be more inclined to pick healthier foods and then actually eat them, as well as teaching them basic math and safe food handling skills.

## B. Community Listening Sessions

Community listening sessions are similar to focus groups in their intent; however, instead of asking a small group of pre-selected individuals to participate in a discussion in community food issues, community listening sessions are open to all individuals that walk by and are interested in participating in the discussion. Unlike focus groups, participants in these discussions are often questioned individually, thus eliminating most group dynamics and biases.

The food assessment team set up booths and asked individuals to sit down and fill out an open-ended survey adapted from the focus group questions. These locations included:

- A farmers' market in Salida
- In front of a local thrift store in Buena Vista
- At a teen health fair

More detailed information about community listening session participants is available in Appendix C. Findings from these community listening sessions are summarized by location, below.

### *1. Salida Farmers' Market- What Was Heard*

Farmers' markets are run through the summer season in both Salida and Buena Vista and are managed through the Central Colorado Foodshed Alliance, http://ccfa.coop/. The Salida Farmers' Market is in its fifth year and held every Saturday from June to October. Fresh produce is available from a few locally-producing farms such as Weathervane Farms out of Buena Vista and Chokecherry Farm, Crestone. Other items such as pastries and breads, meats, eggs and cheeses, and prepared foods served on site are available.

Fifteen farmers' market patrons filled out an open-ended survey regarding food buying habits and preferences and were incentivized with a $5 gift certificate to be spent at the farmers' market that day. Demographic information reveals that the majority of individuals surveyed were in the upper percentile of annual income and education level. SNAP recipients were able to use EBT at local farmers' markets until the program was discontinued in June 2011 due to lack of participation. Produce prices at the farmers' market still average significantly higher than supermarket retail prices because of the low number of producers from this region.

#### *Where Food is Obtained*

- While the three largest food retailers in the County were listed (City Market, Safeway and Wal-Mart), natural food stores both locally and outside of this region were mentioned more frequently than in the focus groups (local stores: Simple Foods, Nature's Pantry, Neighborhood Goods; Whole Foods in Colorado Springs, Trader Joe's in New Mexico).
- Five of fifteen individuals indicated they regularly get seasonal veggies and some fruit from local farmers' markets, and their own gardens or those of friends.

#### *Transportation to Getting Food*

- Seven of fifteen individuals listed bikes as their primary transportation for getting food, with driving frequency increasing as residence distance from town increased.
- Those that traveled by bike did not consider distance an issue to what foods they bought; they tended to plan their trips, go more frequently, and only buy what they could carry.
- For those that drove more frequently, distance did play a role in which food outlet they shopped at most frequently.

#### *Options for Places to Get Food That Aren't Currently Available*

- The prevailing sentiment was for more options for CSAs, local growers and vendors, and home gardens. Many mentioned that they wished Ploughboy (a local year-round market) would re-open (closed at time of survey, has since re-opened as of Spring 2011).

#### *Factors in Determining What Foods to Eat*

- Nutritional value came in as being the top factor for deciding what foods to eat. This was further defined as, "*a balanced diet, focus on healthy foods like salads, veggies, organically grown meat*," and, "*long-term health*."
- Affordability was important for several respondents, but as one respondent replied, "I don't make enough to buy whatever I want, but lots of my money goes towards food because it is so important."

#### *Additional Items*

- While most respondents claimed they choose their food based mostly on a focus of health and nutrition, they also would like to eat more organic and fresh fruits if they had the option locally. There was additional interest in eating seasonally and locally to decrease transportation and fuel costs.
- Only two of fifteen individuals expressed any concern with their ability to prepare or cook the food they have, citing time available and knowledge of what to do with different greens as the greatest barriers.
- When asked, "*Why do you like to buy food at farmers' markets*?" respondents claimed fresh, local, and cultivating community spirit as the most important factors.

### *2. Buena Vista Thrift Store, New Bees- What Was Heard*

New Bees is a local thrift store located in Buena Vista. The food assessment team worked with New Bees staff to offer gift certificates for $5.00 to be spent in the store that day only for spending ten minutes to fill out an open-ended survey based on the focus group questions. A table was set up at the entrance of the store and patrons were questioned as to whether they lived or bought their food in Chaffee County, and if so, to participate in the survey. Seven individuals provided answers for the open-ended survey, although this site proved a little more difficult in securing participation due to lack of interest or time, or a majority of the individuals not being from this area.

#### *Where Food is Obtained and Transportation to Get There*

- Every respondent listed City Market as their primary source for grocery items.
- Four of seven individuals also listed Wal-Mart, which is approximately twenty-six miles from Buena Vista.
- All individuals indicated that they drive to get their food and that they optimize their trips to Salida or Denver to access other food outlets.

#### *Factors in Determining What Foods to Eat*

- Price and items on sale were a primary factor.
- Three of seven individuals indicated that healthy foods that are fresh, nutritious and less processed are important.

#### *Concerns About Ability and Time to Prepare and Cook Food*

- Respondents were confident in their ability to prepare and cook their food.
- The time to prepare their food offered more of a concern in terms of planning ahead and needing quick-fix meals that still taste good because of getting home late from work or children's activities.

### *3. Salida Teen Health Fair- What Was Heard*

Youth ranging from 10-17 years old were offered information on a variety of health and wellness topics at a Teen Health Fair, and were required to interact at a minimum of ten booths to have a card punched for prize drawings. A food assessment team member provided all-fruit leathers and interviewed 17 youth asking the following questions:

#### *How do you decide what foods to eat? (Besides what your parents prepare, for example, when you are alone with friends, etc.)*

- Seven children replied either using the word *healthy* in their response, or indicating via explanation that their decision was based on health-related reasons, such as "*I'm very active, so I will want to eat a lot of fats, but when I'm chilling, I stay light. Basketball, swimming. Try to get my proteins in.*"
- Taste and convenience were also major factors, with convenience defined as whatever the parents or friends had in the fridge is what they would grab.

### *What do you eat a lot of/what kinds of food do you eat?*

- As would be expected, answers were across the board ranging from pizza and chicken to specific fruits and veggies. One individual indicated he was vegan, citing "*my dad is and I live with him. In the past I was way overweight and this was a way to lose the weight and stay fit. My stepmother is into superfoods like white kidney bean powder and she really helps me with what foods to eat, she is like my personal trainer*."

### *Do you eat the school cafeteria food and if not, where do you get food? If you bring your lunch, what kinds of things do you pack? What would make the school food more appealing?*

- Of the youth interviewed, all either ate lunch in the cafeteria or packed their own (no one indicated that they ate off-campus, applicable to high school students only).
- Three responded outright that they did not like the cafeteria food, citing reasons of cost and poor quality (undercooked, no flavor).
- Four youth brought their own lunch and all indicated that it contained some kind of fruit or salad or both.
- Several suggested that the salad bar offered through the cafeteria could offer fresher and more varieties of fruits and vegetables.

## C. Interviews

Three interviews of local citizens ranging in yearly income level, family size and age were conducted through September 2011. The range of interviewees was chosen to represent distinct populations found in Chaffee County- retired and elderly, couples over 40 without children, and those families that willingly live at or below the poverty line for what they perceive as a higher quality of life, which includes small-town conveniences and access to multiple recreational activities.

Interview questions were structured to discuss in detail family or individual decisions about where and what food they buy, how family dynamics play a role in those decisions. Questions geared toward access, organic versus local, and any preference or need for increased choice of both food retailers and particular produce items were included in all interviews.

An additional interview was conducted that initially gathered information from staff coordinating a local food bank program on the needs of Chaffee County residents for free meal services, but ultimately evolved into a detailed discussion of food preferences and perceptions of food access in our county by both interviewees, both whose family income is less than $15,000/yr. The owners of a local food market that sells items grown, raised or made by Colorado producers were interviewed to gauge their mission and store structure in the community and any marketing and outreach geared to low-income families.

Personal interviews revealed a diversity of viewpoints regarding access to healthy foods in Chaffee County and the affordability and importance of fresh, organic and/or locally produced fruits and vegetables, regardless of income level. General findings conducted with individuals of varying family size and income levels are summarized in the following sections, a description of the interviews (when, where, who) is available in Appendix E.

### *Where Food is Obtained*

- The term "access to healthy foods" has very different meanings to different individuals. One individual defined it as, "availability to healthy foods, they are better for your health. You are trying to get someone to better themselves health- wise. Because pretty much we have as much access as we are going to get around here, we are isolated and we have Safeway, City Market and Wal-Mart."
- Another individual claimed that the biggest barrier to access to healthy foods in the county is overdevelopment of land and not enough land put to agricultural purposes.

### *Factors in Determining Where to Get Food*

- There is a vast perception that food in Chaffee County is much more expensive than other areas or urban centers in the state. This is attributed to this area being a recreational and retirement destination, as well as the small number of competitive food outlet stores available in the county. One individual claimed, however, when asked if they equate the 'good stuff' with costing more, "*Totally, and I am willing to put more into it because our version of health insurance is healthy food*."
- Fresh produce from the farmers' markets, natural food stores and Ploughboy, a local market that sells food only from Colorado producers, is perceived as being cost prohibitive to some low-income families and deters any shopping at these outlets, even when food stamp benefits can be utilized in the store.
- If healthy, fresh food is a key priority in the household, visiting multiple stores to gather all items preferred is not considered an issue or inconvenient.
- 
- Options for Places to Get Food that Aren't Currently Available
- Respondents indicated that they wished larger natural food stores like Sunflower Market or Whole Foods were available in Chaffee County and that they visited them as much as possible on trips to the Front Range.
- One respondent spoke at length about the option for locally produced and seasonal food, citing the idea of a food co-op where sweat equity could be exchanged for a box of fresh vegetables.

### *Factors in Determining What Foods to Eat*

- All interviewees revealed that even with planning, compromises are sometimes made on feeding their family what they want, in particular healthy, balanced meals, and specifically at the end of the month or every two weeks right before a pay period.
- Individuals varied widely on the perception that fresh, organic and/or locally-produced food offers a significant difference in quality, taste and nutritional value from standard fruits and veggies being shipped in frozen and from thousands of miles away from major food outlets.
- When asked about the concept of "locally-produced" food, all individuals felt that it was important in that it at least supported the local economy. Several individuals also believed

strongly in increasing opportunities for locally-produced food within Chaffee County so that, "*you know where it came from, right down the road and from soil right here in our County, and you feel good about buying it and taking it home and eating it.*"

### *Ideas to Help with Time and Preparation for More Nutritious Meals*

- Even when some families are constrained due to budget, determined efforts are made to include as much healthy foods in family meals through *preparation* and *planning*. This involves organizing shopping trips across multiple stores to find key items like the cheapest safflower mayonnaise or organic carrots, buying in bulk and freezing items to prepare meals throughout the month, and meals that are planned around a protein, and always include fruit and veggies, with whole grains when possible.

The interview of the owners of Ploughboy, a local food market in Salida located directly across from Safeway, focused on issues of perceived community need for locally-produced food, customer base and marketing strategies. The following provides a summary of that conversation:

- The store was opened to address the need of a community underserved in the *variety* of food available, with a focus on impacting the local economy.
- The concept of *local* encapsulates the idea of farms, producers and businesses within a 100-mile range that 'economically communicate' with each other; for example, the greenhouse grower from Pueblo that comes regularly to Chaffee County for recreational fishing.
- The typical customer has turned out to be not necessarily those who are cheerleaders for the local food movement, but rather those who believe that food should be fresh and taste good.

## D. County Wide Survey

Essentially, the focus groups, interviews, and listening sessions, summarized above, were a community participation based approach to helping community members identify key issues and articulate what questions should be addressed in order to better understand healthy food access for low income populations, how best to strengthen the food environment, and how to increase fruit and vegetable consumption. However, to best "take the pulse" of the community, a county wide survey was developed to gather a broad sense of community opinion on a narrow set of questions.

### *Survey Development*

The feedback gathered from the focus groups, interviews, and listening sessions served as the lens through which other community food assessment surveys from across the country were viewed during the formation of the Chaffee County survey. Some survey questions were borrowed from previous food assessments conducted by WPM Consulting, the USDA's food insecurity assessment and the U.S. American Community Survey, while others were developed specifically for Chaffee County. WPM Consulting, Incite Consulting, LiveWell Chaffee County, and colleagues in public health and nutrition vetted all survey questions. The final survey questions were trialed with a small group of Chaffee County citizens, both on the Internet and on paper. Necessary adjustments were made in order to facilitate understanding. A Spanish student at Colorado State University translated the final survey into Spanish; the student's Spanish professor reviewed this translation. Surveys were available in both English and Spanish, through the Internet and on paper. Surveys included a brief overview paragraph describing the survey and offered four $25 gift certificates to a local food outlet to randomly selected survey respondents as an incentive for completing the survey. The full instrument is included in Appendix Z.

### *Survey Dissemination*

Both web-based and paper surveys were disseminated over a 4-week period. The goal of this survey was to include as many households in the county as possible (Total number of households between 2006-2010: 7,396), so all survey descriptions, paper-based surveys, and flyer announcements requested *one survey per household*. County wide survey dissemination included multiple web and paper-based methods of distribution, as outlined in Appendix ~~XX~~F. Both English and Spanish paper surveys were developed to reach that part of the population with little to no access or familiarity with computers.

Questions required ranked responses (one response per column from 1-3, with #1 indicating the top answer) and instructions were provided both on the survey, and given specifically to individuals facilitating the dissemination of a paper-based survey to a particular group.

### *Post Survey Follow Up*

Once the online survey was closed, four respondents were randomly selected to receive a $25 gift certificate to a local food outlet of their choice. Additionally, all respondents that provided an email address were sent a thank-you email for participating in the survey and asked how they had become familiar with the food assessment and survey process. Of the total thirty-one individuals that responded, twelve had received or had been forwarded an email. Five responded that they had seen a flyer and taken a tab to fill the survey out at home. Three of respondents equally read a Facebook post, read it through a local media release, or responded to a flyer sent home in their children's weekly folders. Two individuals read about the assessment at an announcement set up at a library computer station and completed the survey online while using the computer. Several individuals indicated that they were directed to the survey through multiple methods (flyer, forwarded email).

### *Survey Analysis*

Paper surveys were returned to local consultant staff and responses were entered manually into the web-based format. Survey results from all four surveys- Internet English, Internet Spanish, Paper English, Paper Spanish- were pooled into one data set with the additional variable of "type of survey".

All "other" statements provided in the survey were reviewed and sorted back into the major answer categories when appropriate. Demographic data was regularly checked and compared to Census data in order to guide survey dissemination and to support the collection of representative data. The Internet survey was programmed to require an answer to all questions other than demographic questions. This style eliminated the need to disregard survey responses that were incomplete or obviously inconsistent. Many paper surveys were answered incompletely or incorrectly. Some of the responses from these surveys were kept, however, when the responses were clearly inconsistent (e.g. when all answers were selected instead of three) they were disregarded for that question only. Paper surveys were not used if more than 50% of the open-ended ranked questions were filled out incorrectly; that is, multiple rows were checked under a single column, or across multiple columns. This invalidated all of the Spanish paper surveys. In total, seven surveys were disregarded.

Descriptive statistics were used to analyze all results, however, data was organized to facilitate more intricate econometric analysis, should this become an interest. Since the purpose of this assessment was to explore food access issues for low-income populations, the results are presented in two groups- "Full Results" group and "130% of the Federal Poverty Level" group. Although it was impossible to fully determine whether or not survey respondents would qualify for food assistance programs given their responses to these questions, respondents were sorted by household income and number of dependents under eighteen years old at home and then compared to similar guidelines for determining food assistance eligibility (130% of Federal Poverty Level).

## *Survey Results and Discussion*

### *Who Took the Survey?*

In total, 406 surveys were completed- two in Spanish, eighteen in English on paper, 386 in English on the Internet. This represents 5.5% of the total county households. As with most surveys, the majority of respondents were from middle-income brackets, with middle to upper educational level attainment, and were female (typically head of household affairs). Since the majority of survey outreach efforts were focused in Salida, the majority of respondents were from Salida. Fifteen percent of survey respondents (representing households) were classified as 130% of the Federal Poverty Line or below, compared to 8.8% of households that are considered in poverty (100% of FPL), according to U.S. Census Bureau data (2010)[3]. Full demographic survey results are available in Appendix Z, select demographic survey data are compared to 2010 American Community Survey data in Table X. A full demographic profile is available in Section II- About Chaffee County, Table X.

**Table 4: Select Survey Demographic Data Compared to Census Data**

| **Zip Code, Area of Residence** | | |
|---|---|---|
| **Answer Options** | **Response Percent** | **Census/ACS Percent** |
| Salida 81201 | 60.0% | 29.4% |
| Buena Vista 81211 | 24.2% | 14.7% |
| Poncha Springs 81242 | 4.4% | 4.14% |
| Nathrop 81236 | 3.7% | -- |
| Granite 81228 | 0.0% | -- |
| Unincorporated Chaffee County | 4.0% | -- |
| I don't live in Chaffee County | 2.0% | -- |
| Other | 1.7% | 51.8% |
| | ***answered question*** | **405** |
| **Household Income** | | |
| **Answer Options** | **Response Percent** | **Census/ACS Percent** |
| Less than $10,000 | 2.5% | 6.3% |

[3] Households at 130% of the Federal Poverty Level are not tracked by the Census.

| | | |
|---|---|---|
| $10,000-$14,999 | 5.0% | 8.4% |
| $15,000-$24,999 | 8.7% | 14.1% |
| $25,000-$34,999 | 12.0% | 11.8% |
| $35,000-$49,999 | 19.5% | 17.1% |
| $50,000-$74,999 | 19.5% | 16.7% |
| $75,000-$99,999 | 13.5% | 12.2% |
| $100,000-$149,999 | 5.5% | 8.2% |
| $150,000-$199,999 | 1.2% | 2.6% |
| $200,000 or more | 0.7% | 2.6% |
| Choose not to respond | 12.0% | -- |
| | *answered question* | 401 |
| **Race/Ethnicity** | | |
| **Answer Options** | **Response Percent** | **Census/ACS Report** |
| White | 90.0% | 94.6% |
| Black, African American | 0.0% | 1.7% |
| Hispanic/Latino/Spanish Origin | 3.2% | 9.4%[4] |
| American Indian or Alaska Native | 0.2% | 1.9% |
| Asian Indian | 0.0% | 0% |
| Asian | 0.5% | 0.9% |
| Native Hawaiian or Pacific Islander | 0.0% | 0.1% |
| Choose not to respond | 3.2% | -- |
| Other | 2.7% | 2.4% |
| | *answered question* | 401 |
| **Educational Attainment Level** | | |
| **Answer Options** | **Response Percent** | **Census/ACS Report** |
| Less than high school graduate | 0.7% | 9.3% |
| High school graduate/GED | 10.0% | 29.3% |
| Some college, no degree | 13.7% | 21.4% |
| Associate’s degree | 8.7% | 6.8% |
| Bachelor’s degree | 33.7% | 22.8% |
| Graduate or professional degree | 32.4% | 10.5% |
| Choose not to respond | 0.7% | -- |
| | *answered question* | 401 |

### *Where Food is Obtained*

- As with most communities, the majority use grocery retail outlets as primary sources of fruits and vegetables and other foods, and natural food stores as secondary sources. A subgroup of the population, however, relies on natural food stores as a primary source and seasonal outlets (farmers market, CSA, produce stand, etc.) or personal garden as a secondary source of fruits and vegetables. This was consistent across income categories.

[4] 4.4% of Chaffee County residents speak Spanish at home (U.S. Census Bureau, 2010)

### *Transportation to Getting Food*

- 81% of households report driving as a primary mode of transportation with an additional 11% reporting biking as a primary mode.
- The vast majority of survey respondents live within five miles of their primary grocery outlet, with only 6% of respondents living outside of the USDA's ten-mile standard for rural food access.

### *Factors in Determining Where to Get Food and What Foods to Eat*

- 53% of respondents reported affordability as their primary barrier to accessing fruits and vegetables, with available time as their secondary barrier. However, 68% of the 130% FPL group reported affordability as a primary barrier, making this one of the few questions where the two groups differed significantly.
- Neither group reported access to transportation, distance to stores, hours of store operation, or other physical barriers as significant.
- When asked about primary barriers to eating fruits and vegetables, respondents reported amount of time available (28%), no barriers (27%), and tastes and preferences (23%). The 130% FPL reported slightly different barriers- tastes and preferences (32%), no barrier (21%), amount of time available (14%), and "other" (14%).
- Important factors considered when selecting fruits and vegetables were freshness/quality (44%), and prices (20%). The full results group reported "organic" and "local" as important primary considerations (10% each), while health/nutrition was a "third" important factor to the low-income group.

While none of these results were themselves surprising or abnormal, further evaluation of two related questions- barriers to accessing fruits and vegetables versus barriers to eating fruits and vegetables- indicates that these two questions were entangled in the eyes of the respondents. It is important to note that while the answers to barriers to getting fruits and vegetables were congruent with expectations, the written in responses to "other" in regards to barriers to eating fruits and vegetables overwhelmingly referred to price, cost, or affordability. This indicates that a large group of respondents did not observe the difference between the two questions, "get" versus "eat", even though the possible answers were distinctly different and should have guided responses accordingly. This potential confusion should be fully considered before using this information to guide targeted outreach and intervention programs.

To determine the extent to which affordability and accessibility are an issues in Chaffee County, questions were asked regarding challenges encountered while attempting to acquire healthy food option, how often the respondents were able to afford all the food the family wanted in the past twelve months, and how often fruit and vegetable purchases were compromised due to budget constraints. The responses to these questions varied significantly between the "full results" group and the 130% FPL group, and are summarized as follows:

Full Results

- 74% report being to afford as much food as the family wanted all the time, 16% report being able to more than half of the time

- 36% report compromising on fruits and vegetables less than half of the time, while 34% report never compromising on fruits and vegetables
- 53% report affordability as their primary barrier to acquiring fruits and vegetables

130% of Federal Poverty Line

- 46% report being able to afford as much food as the family wanted all the time, 25% report being able to more than half of the time
- 29% report compromising on fruits and vegetables more than half of the time and another 29% report compromising less than half of the time
- 68% report affordability as their primary barrier to acquiring fruits and vegetables.

### *Options for Places to Get Food That Aren't Currently Available*

- A surprising number of respondents reported a desire to acquire more fruits and vegetables primarily from gardens (31%), and secondarily from seasonal outlets (31%). The 130% FPL reported this same results, but at higher percentages, 45% and 35%, respectively

### *Ideas to Help with Time and Preparation for More Nutritious Meals*

- When asked to indicate what would make it easier to consume more fruits and vegetables, respondents indicated less expensive (40%), better quality/selection (18%), and more farmers' markets (14%). This ranking did not differ across income brackets, however the lower income group indicates less expensive at a greater rate (60%).

### *Is "Local" Food Important to Chaffee County Residents?*

Other LiveWell Chaffee County goals include supporting the growth of a local, healthy food system. In order to better inform programs supporting these goals, several questions were asked regarding resident interest in local foods, and priorities around local foods. These responses are summarized as follows:

- When asked to prioritize "price," "local," and "organic," the majority of respondents prioritized price (62%), but the remaining respondents were divided between local and organic, (19% each) as their primary priority. However, the majority (47%) choose locally produced as a second consideration over organic. This was observed across income categories. Figures X and Y detail $1^{st}$ and $2^{nd}$ priorities across income categories.
- 64% of respondents defined "local" as made or grown in Colorado, and another 24% defined "local" as made or grown in Chaffee County
- Respondents indicated that it would be easier to consume more local products if they were more affordable (41%), they were sold at grocery stores (23%), or there were more farmers markets and produce stands (16%).

Figure 3: % of Respondents' 1st Priority vs. Income

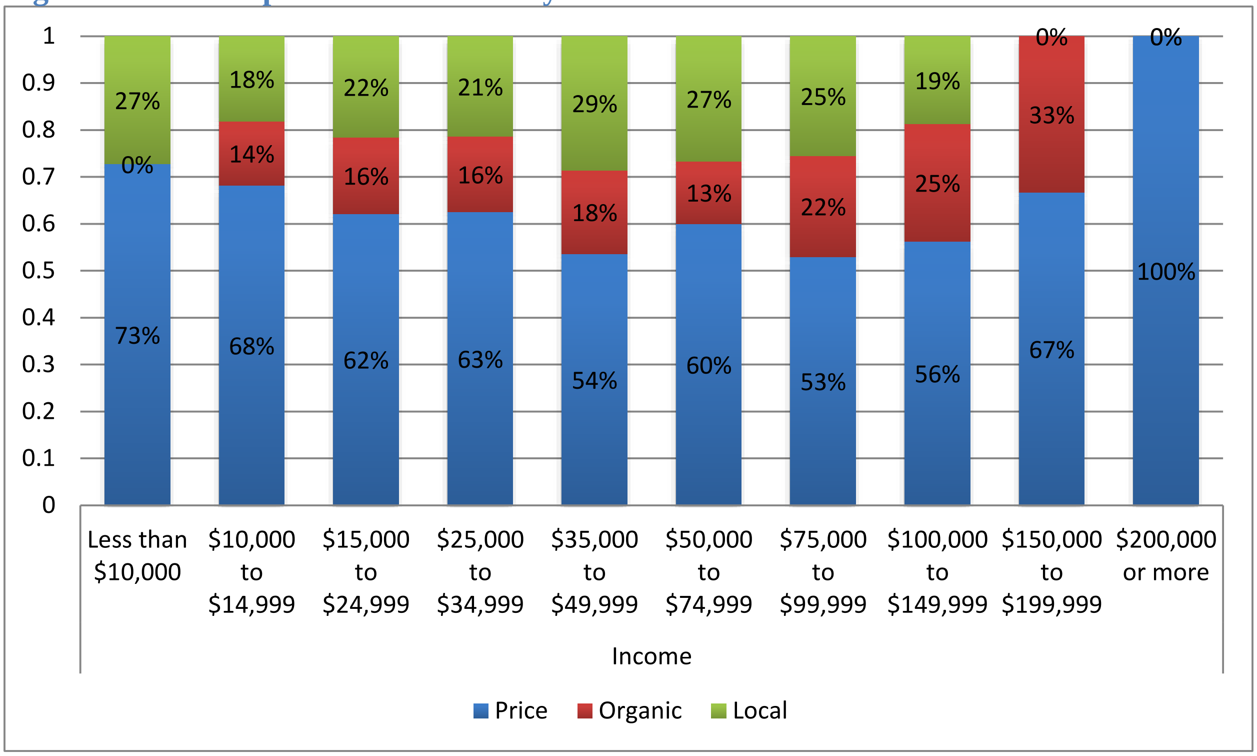
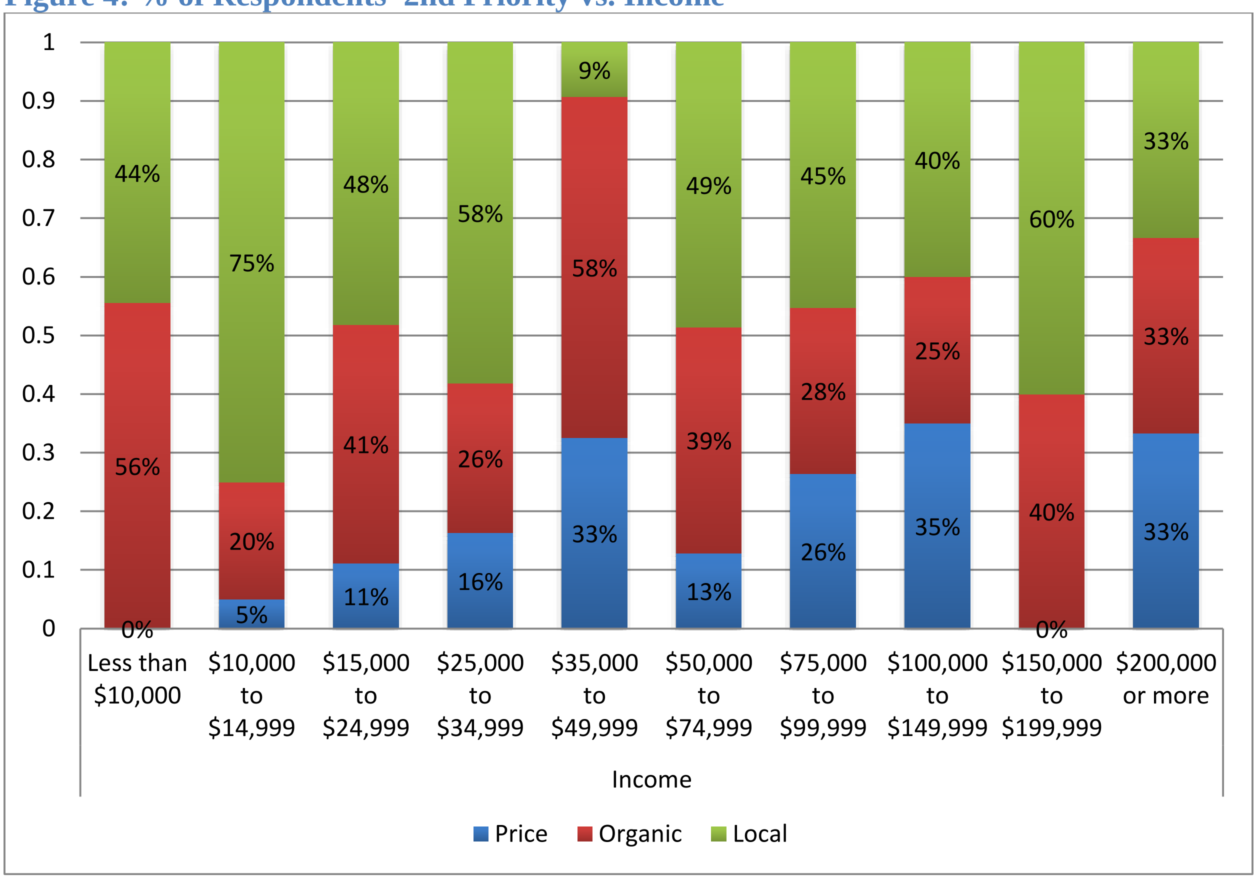



Figure 4: % of Respondents' 2nd Priority vs. Income



## E. Summary: Is Food Access an Issue in Chaffee County?

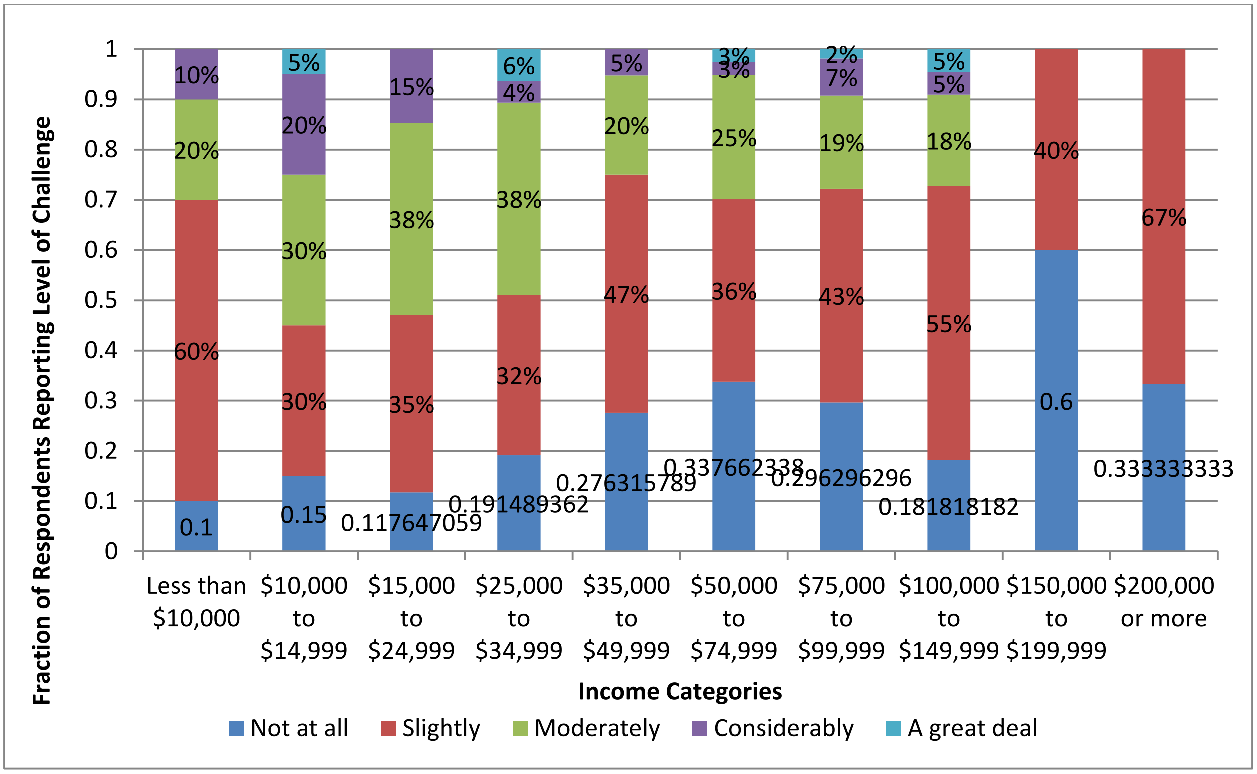
Food access has several technical definitions depending on the conversation, however, it is generally agreed that it consists of the following factors:

- Economic access- food options are available and affordable
- Physical access- residents live within a reasonable distance of an appropriate food outlet
- Nutritional access- healthy, varied options are available and accommodate various dietary restrictions
- Social/Cultural access- familiar foods that are consistent with cultural traditions are available

### *Economic Access*

Consistently, affordability was listed as the biggest barrier in regards to food access. With Chaffee County poverty rates being higher than the State average, and the average cost of a meal being higher, it is reasonable to see why this is an issue for a fair amount of the population. While the price of food may be a common concern across income categories, it only shows up as a barrier for the lower income residents. Figure Y shows degree of challenge accessing fruits and vegetables as a function of income based on survey results from this assessment. While in general, reports of significant challenge go down as income goes up, the fluctuations in low- to middle- income respondents reflects a much more complex situation. It could be that some low-income respondents report less or the same challenge as higher income respondents because they are currently being served by community food assistance programs that serve fresh produce, while some middle-income residents are not eligible for some programs but experience serious budget constraints. It also shows the discrepancies among lower-income groups, meaning some may be well served by community and federal food assistance programs, while these programs may not be serving some eligible populations effectively. There also could be other factors, such as neighborhood or self-sufficiency that may be seen in lower income groups (such as growing and sharing food) while middle and higher income groups depend mostly on typical food retail outlets.

**Figure 5: Level of Challenge Accessing Fruits and Vegetables vs. Income**




## *Physical Access*

As a means of evaluating physical access issues, questions were asked regarding primary modes of transportation, distances traveled to primary grocery outlets, challenges encountered while attempting to acquire healthy food options, and the degree of challenge experienced while encountering these barriers. Despite Chaffee County's rural classification, the majority of the county's population is located in two population centers, which also have major grocery retailers. This leaves a small percentage of the population with "low food access" according to USDA's threshold of ten miles in rural counties. Even though a smaller percentage of the population than expected reports a personal car as their primary mode of transportation, this is consistent with the Salida and Buena Vista cultures of using bicycles as transportation. The collective results of this community food assessment suggests that physical access to food outlets is not an issue in Chaffee County or a significant barrier to making healthy food choices. As expected, common "urban" notions of physical access to food do not hold up in a rural food environment.

## *Social and Cultural Access-Consumer Demand for Fruits and Vegetables*

Even when a food environment is rich, robust, and affordable, people still might not make healthy food choices. Overall, the results of this community food assessment indicate that a fair amount of the population is interested in choosing more healthy foods from local sources more often. The lack of local, seasonal outlets and fresh produce in grocery stores may prevent some from eating a diet they desire. For others, however, eating fruits and vegetables is not a priority; either due to their own tastes and preferences or due to other budget pressures.

The interest is buying local or seasonal products from seasonal outlets and the interest in "growing their own" contrasts with other communities studied in Colorado, which report a desire to acquire more fruits and vegetables from current sources (e.g., the grocery store where they already shop). This suggests that consumer campaigns to "support your local economy" would be more appealing than campaigns simply focused on eating better.

The desire, across socio-demographics, that was seen throughout this assesement to connect more to local and seasonal sources of foods parallels an expressed interest in more community connections in general. Respondents from various assessment activities repeatedly discussed ideas such as cooking with other families, sharing recipes, gardening together, and more social venues for food preparation that would help them make healthier choices more consistently.

***WHAT ABOUT NUTRITIONAL ACCESS? ANY DISCUSSION?***

### *Is Food Access an Issue Chaffee County?*

Despite existing challenges associated with rural food environments, Chaffee County residents that responded to the survey report lower levels of perceived challenge, when compared to other communities. Figure Y, compares Chaffee County survey responses to City of Longmont (which is, surprisingly, a town that has a high concentration of healthy and unhealthy food retail) responses. (MAKE FIGURE ON PIXELAMATOR). This coincides with other studies of rural food environments which report that rural residents tend to be more resilient - relying more on traditional or alternative forms (e.g., growing and sharing food) of food access and perceiving less challenge while doing so. Similarly, children in rural families that have a strong connection to the local food system report increased fruit and vegetable consumption and lower levels of obesity (Hartley, Anderson, Fox, & Lenardson, 2011). Such findings indicate that perceptions of one's challenges, degree of "independence" (i.e., "I choose to live here and am free to make my own choices"), connections to one's community and to their surrounding food system, and other factors may be just as determinant of healthy food consumption as factors such as location and availability of food retail.

These results indicate that physical access to healthy food options is not an issue for most residents in Chaffee County. Instead, financial access should be considered as a primary factor affecting Chaffee County residents' ability to choose healthy food. Successful interventions strategies will focus on characteristics that are unique to rural food environments and particularly characteristics that are unique to Chaffee County, such as a widespread interest is supporting the local economy.

## IV. Policy and Project Recommendations

Based on total community food assessment results, project staff developed the following recommendations:

### Support a Shift in Culture and Awareness about the Community Benefits of Non-profit and Federal Food Assistance Programs

1. Bring in new partners to build the case for econonomic development through maximizing participation in food assistance programs.
   a. Work with mayors, county commissioners, and other officials to discuss the economic benefits of strong participation in assistance programs, particularly in SNAP.

   b. Identify new partners, particularly in agriculture, that would benefit from strong participation in food assistance programs that could connect more residents to more Colorado grown food and products.
2. Develop partnerships with local and healthy food retailers to accept food assistance programs and enhance community education and outreach.
   a. Ensure that all healthy food retailers in the county accept WIC and SNAP and work with them to promote these programs.
   b. Strengthen community outreach and education of all the fresh, healthy retail options where residents can use food assistance benefits.
   c. Advertise the ways residents can connect to local agriculture and local retail by using their food assistance.
3. Convene both food assistance providers as well as eligible recipients to strategize on stronger coordination and how to overcome barriers to participation.
   a. Convene all providers of food assistance programs and food assistance recipients to discuss unique challenges and potential solutions to increasing participation, breaking down stigmas, and increasing acceptance for the need for food assistance programs.
   b. Discuss and develop cross-promotional materials for food assistance organizations, federal food assistance programs, and other nutrition services (e.g., Free & Reduced Lunch school meal participation).

### Support the Education and Promotion of Healthy Shopping, Cooking, and Eating Habits through Social Networks

1. Promote fresh and healthy options throughout Salida and Buena Vista.
   a. Identify and campaign with food distributors to increase frequency of fresh produce deliveries.
   b. Identify and develop smal-scale projects to increae fresh produce such as a "Chaffee County Fresh & Mobile" truck or cart that distributes fresh produce throughout town during the work week.
   c. Collaborate with all food retailers to develop incentives for purchasing fresh produce, such as weekly coupons, advertisements, product placement, etc.
2. Connect families through shopping and cooking.
   a. Build on and expand Shopping Matters and Cooking Matters programs.
   b. Develop "Family Food Share" projects that bring families together to shop and cook together. For example, families could shop together once a month and discuss where they find deals, how they put together their favorite fresh and easy menus, etc.  Families could also get together to cook meals together once a week that they can easly freeze.
   c. Develop gardening, shopping, and cooking partnership or mentorship programs, akin to gardening network recommendations, below.

### Enhance and Promote the Local Food System and Community Food Resources

1. Develop support for physical and social networks for community, communal, and backyard gardens.

   a. Further assess which residents, where, are interested in community, communal, or backyard gardening.
   b. Work with the cities of Salida and Buena Vista to develop “kits” or other incentives and resources such as tool sharing and seed programs to support backyard gardening.
   c. Work with the cities of Salida and Buena Vista to inventory all available public and private lands and water sources for food production, such as community gardening.
   d. Establish gardening cooperatives and/or neighborhood networks to support the sharing of gardening skills, tools, recipes, and food.
2. Develop and implement “urban” agriculture policies with Salida and Buena Vista.
   a. Conduct an analysis of municipal policies and regulations that support or impede local land use for food production, processing, and retail.
   b. Work with the cities to identify new regulations that could incentivize more food production and retail.
   c. Provide comprehesnsive training and education on food safety, liability, insurance, etc, that local food producers, processors, and retailers will need to be aware of.
3. Develop marketing tools to raise awarensss of Chaffee-grown produce and Chaffee food industries.
   a. Create marketing materials featuring “local food heroes”.
   b. Promote use of Colorado Proud labels on products and in retail outlets.
   c. Secure a regular food column in local newspapers/newsletters promoting seasonal products and recipes.
4. Organize and develop a county-wide local food system coalition.
   a. Establish a diverse advisory group of local residents, producers, community organizations, and government staff that meets regularly to oversee the implementation of assessment recommendations and other efforts.
   b. Develop a mission, vision, goals, and priorities for investing in the local food system.
   c. Develop a long-term food systems plan based on this assessment and future assessments of Chaffee County production, processing, and distrbution capacity.

## Additional Research and Assessment

1. Develop food access factsheets based on data collected in this assessment.
   a. Analyze garden related data by location- Buena Vista, Salida, Poncha Springs- and create specific cases for each location.
   b. Analyze demand for local foods, break down by population demographics and location.
2. Conduct a food availability and affordability study comparing variety and prices of foods across grocery stores in Chaffee County and to national standards
3. Conduct a food systems assessment which identifies the current state of agricultural production in the area and its potential based on available natural resources (land and water), intermediate inputs (seed, machinery, labor, etc.), and consumer demand.

# V. Appendices

## Appendix A: Organizations, Staff, and Supporters

***LiveWell Chaffee County***
*Lisa Malde*, Director
*Andrea Early Coen*, Local Food Coordinator

LiveWell Chaffee is one of twenty-two communities funded by LiveWell Colorado that works to support and promote changes in lifestyle and education to improve health outcomes and reduce and prevent obesity for all Chaffee County residents. LiveWell received a grant from the Colorado Health Foundation in February 2011 to conduct Phase I of a LiveWell Chaffee County Food Assessment: *Understanding Access to Healthy Foods for Food Insecure Populations in Chaffee County.* http://about.livewellcolorado.org/livewell-chaffee

***WPM Consulting, LLC***
*Wendy Peters Moschetti*, Principal
*Megan Phillips*, Food Systems and Policy Associate

WPM Consulting aims to help create healthy environments that support the social, emotional, physical, and financial well-being of all community members by working with diverse partners to develop systems-level, policy-oriented solutions to critical issues. Over the past decade, we have collaborated with professionals from public health, planning, social work, education, law, public policy, environmental sciences, and community development. Together we have been successful in building healthier living environments in the communities we have served. http://www.wpmconsulting.net/index.html

***Incite Consulting, LLC***
*Kathryn Wadsworth*, Principal
*Kelly Landau*, Project Coordinator

Incite Consulting LLC served as the local consulting group to conduct community listening sessions and interviews, focus groups, and assist in survey development and dissemination. Incite Consulting works extensively throughout the county with local, state and federal government offices, nonprofit organizations and private businesses to provide professional facilitation, planning and event management services. http://incite-consulting.com/

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**We gratefully acknowledge the efforts and support of the following community-based organizations, staff and individuals for their contributions to the Chaffee County Community Food Assessment:**
*Brett Haydin*, B&G Club of Chaffee County, Executive Director

*Tammy Cannedy*, B&G Club of Chaffee County, Salida Branch Director
*Lisa Anderson*, B&G Club of Chaffee County, Senior Program Coordinator
*Tara Skubella*, Chaffee County Mentors, Manager
*Natalie Moore*, Chaffee County Mentors, Mentors and YIA Coordinator
*Ilona Witty*, Salida Early Childhood Center, Director
*Rhea Schmidt*, Food Nutrition Director, Salida Early Childhood Center, Nutrition Coordinator
*Jane Whitmer*, Family and Youth Initiative - Nurturing Parenting Program, Manager
*Missy Tanner*, Salida School District, Elementary School Nurse
*Cari Beasley*, Salida School District, Middle/High School Nurse
*Trish Wall*, Salida School District, Food Service Director
*Tammy Viers*, Buena Vista School District, Food Service Director
*Jennifer Visitacion*, Guidestone, Executive Director
*Theresa Saucke*, CC Health and Human Services, Public Assistance, Director
*Karin Niedfeldt*, CSU Extension, Extension Agent
*Dee Miller*, Town of Poncha Springs, Planner
*Sarah Green*, UAACOG, Community Resource Navigator
*Margaret Gillikin*, First United Methodist Church, Pastor
*Rebecca Rice*, Build A Generation, Director
*Kerry & Dave Nelson*, Ploughboy, Owners
*Barbara Rees*, citizen
*Betsy Steinberg*, citizen

## Appendix B: Socioeconomic, Demographic, and Agriculture Profiles

In excel spreadsheet, to be inserted/formatted last due to landscaped pages

## Appendix C: Focus Group Outlines

| Date | Population/#participants | Organization, Event Description |
|---|---|---|
| July 21, 2011 | Families with children, wide range of incomes (Total: 17)<br>F (9)<br>M (8) | *Boys&Girls Club, Salida*<br>B&G Staff held a dinner for families, hand-picking participants to represent a wide socioeconomic range. After dinner was served, children were taken into another room and a focus group was conducted by B&G staff. |
| July 21, 2011 | Families with children, low income (Total: 6)<br>F (5)<br>M (1) | *Early Childhood Center, Summer Head Start Program, Salida*<br>ECC staff created a flyer specifically for this event and sent home in Thursday folders to all parents. A focus group was conducted by ECC staff after hours at the ECC facility. |
| July 25, 2011 | Families with children, low income (Total: 16)<br>F (12)<br>M (4) | *Family and Youth Initiative Nurturing Parenting Program, Salida*<br>Focus group was conducted by FYI manager during a NPP Reunion Class for individuals that had graduated from the program. |

## Appendix D: Community Listening Sessions Overview

| | | |
|---|---|---|
| July 2, 2011 | Mixed age and income (Total: 15) F (7) M (8) | *Saturday Farmers' Market, Salida* Incite and LWCC staff set up a table at the CCFA*[1] tent with printed surveys, using the same questions from the focus group sessions. FM patrons were incentivized to fill out a survey with a $5 gift certificate to be spent at the FM that day only. |
| July 20, 2011 | Mixed age and income (Total: 7) F (5) M (2) | *New Bees Thrift Store, Buena Vista* Incite and LWCC staff set up a table outside of the store with printed surveys, using the same questions from the focus group sessions. Store patrons were incentivized to fill out a survey with a $5 gift certificate to be spent at store that day only. |
| August 10, 2011 | Youth, 10-17yo (Total: 17) F (12) M (5) | *Teen Health Fair, Salida* Incite staff manned a booth at the fair and conducted personal 5-7min interviews using a modified subset of questions from the focus groups. |

CCFA*[1]: Central Colorado Foodshed Alliance, http://ccfa.coop/about-ccfa

## Appendix E: Interview Overviews

| Date interview conducted | Target population | Where interview was held |
|---|---|---|
| 9.14.2011 | Owners of Ploughboy, local food market | Incite office |
| 9.15.2011 | Kitchen manager and volunteer of local soup kitchen | Coffee Shop |
| 9.16.2011 | Family of four, annual income <$15,000/yr | Coffee Shop |
| 9.23.2011 | Retired single woman, annual income <$15,000/yr | Interviewee's home |
| 9.27.2011 | Family of two, annual income $40,000-50,000/yr | Interviewee's office |

## Appendix F: Survey Instrument

**Dear Chaffee County Resident,**

THANK YOU for completing this survey telling us more about how you decide where and what foods to eat, and what changes you would like to see happen in your community to increase access to healthy foods. Your responses will provide LiveWell Chaffee County with information on how best we can accomplish our mission: To improve health outcomes and reduce and prevent obesity in the community by increasing physical activity and healthy eating.

We want to help Chaffee County become the healthiest community in the healthiest state. One of our most important goals is to help increase the number of Chaffee County residents who eat one more serving of fruits and vegetables every day than they currently do.

Please help us understand how we can achieve this lofty goal! This survey should take 5-10 minutes of your time.

Please complete the survey no later than December 2, in order to be entered in a chance to win a $25.00 gift certificate to a grocery or natural food store of your choice! Four gift cards will be given away.

**Why is LiveWell Chaffee County interested in food?**

Unhealthy eating and physical inactivity are associated with an increased risk of a number of chronic health conditions including heart disease, stroke, diabetes, some cancers, and being overweight. Even though Colorado's percentage of overweight and obese citizens is much lower than national average percentage, the trend is going in the wrong direction. Colorado's obesity rate rose 22% faster than the national average between 1995 and 2008. Improving nutrition is critical for improving the overall health of our residents.

**How will survey results be used?**

To understand how we can better support residents to access and consume healthy foods, we recently received a grant to conduct a community food assessment. This assessment is examining issues of Chaffee County's local food system and our community's issues of access to healthy food. In addition to this survey, the assessment includes a series of focus groups held this past summer and community listening sessions in 2012. What we learn will help inform LiveWell Chaffee County's strategies to improve healthy food access in Chaffee County and will provide all our coalition partners with more information to guide their work.

**Is this survey confidential?**

Yes! You will not be required to supply your name or any other identifying information in this survey. However, if you want to be entered in the drawing for a $25 gift certificate, we will provide a question at the end of the survey that allows you to enter your name and contact number or email address. We do ask for demographic information so that we can better understand if there are differences in Chaffee County residents' ability to consistently access healthy food. In order to be entered into the drawing, however, you will have to provide your name and contact information. This will be separated from your survey information.

Interested in learning more about LiveWell Chaffee County? Contact Lisa Malde at 719.530.2569, lmalde@chaffeecounty.org or visit our website at http://about.livewellcolorado.org/livewell-chaffee.

**Which area do you live in or is closest to your home? If you are a part-time resident, indicate the area where your part-time home is**.

- ☐ Salida 81201
- ☐ Buena Vista 81211
- ☐ Poncha Springs 81242
- ☐ Nathrop 81236
- ☐ Granite 81228
- ☐ Unincorporated Chaffee County
- ☐ Other ________________________________
- ☐ I don't live in Chaffee County

**We would like to know more about where you buy or get most of your household food items, how you travel there, and what things affect what you choose to feed your family.**

**Where do you typically get most of your *fruits and vegetables* (fresh, canned, frozen)?** (Ranked, 1-3 – Place a check in the box to rank your answers, with #1 indicating where you most typically get most of your food)

| | #1 | #2 | #3 |
|---|---|---|---|
| Grocery stores (Safeway, City Market, Wal-Mart) | | | |
| Wholesale Store- Burmac | | | |
| Wholesale Store- Costco, Sams, etc. | | | |
| Natural food store | | | |
| Ethnic markets, fruterias | | | |
| Fast food restaurants and mobile vendors | | | |
| Other restaurants | | | |
| Church or congregate meals | | | |
| Convenience stores/gas stations | | | |
| Gardens (community, personal, neighborhood) | | | |
| Food assistance (food bank, pantry, churches, donations from other sources, e.g., The Grainery, Caring and Sharing/The Lighthouse) | | | |
| Seasonal retail outlets (produce stands, Community-Supported Agriculture, farmers' markets) | | | |
| Meal delivery program | | | |
| Online purchases | | | |
| Not applicable- I do not buy/get fruits and vegetables | | | |
| Other_________________________________ | | | |

**Where would you like to get more of your *fruits and vegetables* (fresh, canned, frozen)?** (Rank, 1-3)

| | #1 | #2 | #3 |
|---|---|---|---|
| Grocery stores (Safeway, City Market, Wal-Mart) | | | |
| Wholesale Store- Burmac | | | |
| Wholesale Store- Costco, Sams, etc. | | | |
| Natural food store | | | |
| Ethnic markets, fruterias | | | |
| Fast food restaurants and mobile vendors | | | |
| Other restaurants | | | |
| Church or congregate meals | | | |
| Convenience stores/gas stations | | | |
| Gardens (community, personal, neighborhood) | | | |

| | | | |
|---|---|---|---|
| Food assistance (food bank, pantry, churches, donations from other sources, e.g., The Grainery, Caring and Sharing/The Lighthouse) | | | |
| Seasonal retail outlets (produce stands, Community-Supported Agriculture, farmers' markets) | | | |
| Meal delivery program | | | |
| Online purchases | | | |
| Not applicable- I do not buy/get fruits and vegetables | | | |
| Other________________________________ | | | |

**Where do you get most of your other food (*not fruits and vegetables*)?** (Rank, 1-3)

| | #1 | #2 | #3 |
|---|---|---|---|
| Grocery stores (Safeway, City Market, Wal-Mart) | | | |
| Scanga Meat Company | | | |
| Wholesale Store - Burmac | | | |
| Wholesale Store - Costco, Sams, etc. | | | |
| Natural food store | | | |
| Ethnic markets, fruterias | | | |
| Fast food restaurants and mobile vendors | | | |
| Other restaurants | | | |
| Church or congregate meals | | | |
| Convenience stores/gas stations | | | |
| Food assistance (bank, pantry, churches, donations from other sources, e.g., The Grainery, Caring and Sharing/The Lighthouse) | | | |
| Seasonal retail outlets (produce stands, Community-Supported Agriculture, farmers' markets) | | | |
| Gardens (community, personal, neighborhood) | | | |
| Meal delivery program | | | |
| Online purchases | | | |
| Not applicable | | | |
| Other ________________________________ | | | |

**How do you usually travel to where you get most of your *fruits and vegetables*?** (Rank, 1-3)

| | #1 | #2 | #3 |
|---|---|---|---|
| Personal car | | | |
| In someone else's car | | | |
| Bike | | | |
| Walk | | | |
| Shuttle (Neighbor to Neighbor) | | | |
| It is delivered to me | | | |
| Other ________________________________ | | | |
| I grow most of my own fruits and vegetables. | | | |

**Approximately how far do you live from where you buy/get most of your *fruits and vegetables*?**

☐ One to 5 blocks (less than a half mile)
☐ Between half mile and a mile
☐ Between 1.1 mile and 3 miles
☐ Between 3.1 miles and 5 miles

- ☐ Between 5.1 miles and 10 miles
- ☐ Between 10.1 miles and 30 miles
- ☐ Over 30 miles

**Which of the following, if any, make it challenging for you to get *fruits and vegetables*?** (Rank, 1-3)

| | #1 | #2 | #3 |
|---|---|---|---|
| Distance to store | | | |
| Available transportation | | | |
| Store hours | | | |
| Affordability | | | |
| Physical disabilities | | | |
| Amount of time available | | | |
| Other ___________________________________ | | | |

**How much do the challenges listed above make it hard for you to get *fruits and vegetables*?**

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Considerably
- ☐ A great deal

**Which of the following, if any, make it challenging for you to eat *fruits and vegetables*?** (Rank, 1-3)

| | #1 | #2 | #3 |
|---|---|---|---|
| Physical disabilities | | | |
| Amount of time available | | | |
| Knowledge of how to prepare and cook meals with fruits and vegetables | | | |
| Tastes and preferences of household members | | | |
| Available cooking utensils and equipment | | | |
| Available kitchen | | | |
| Allergies or food restrictions | | | |
| Other ___________________________________ | | | |

**In deciding which *fruits and vegetables* to get, which factors are the most important to you?** (Rank, 1-3)

| | #1 | #2 | #3 |
|---|---|---|---|
| Freshness/quality | | | |
| Prices | | | |
| Health/nutrition | | | |
| Convenience/ease of preparation | | | |
| Taste | | | |
| Familiarity | | | |
| Organic | | | |
| Locally-grown | | | |
| Popular in my culture | | | |
| Social justice (e.g., good workers' pay and working conditions, fair returns to farmers) | | | |
| Other ___________________________________________ | | | |

**If a recommended serving size equals, for example, one medium apple, ¼ cup dried fruit, or one**

**cup of leafy vegetables, how many servings of *fruits and vegetables* do you, personally eat on a daily basis?**

- ☐ None
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more

**What would make it easier for you to consume more *fruits and vegetables*?** (Rank, 1-3)

| | #1 | #2 | #3 |
|---|---|---|---|
| Less expensive | | | |
| More available at my worksite or school | | | |
| More grocery stores near where I live/work | | | |
| More/better selection at grocery stores | | | |
| More restaurants that offer them near where I live/work | | | |
| More convenience stores that sell them | | | |
| More street or mobile vendors | | | |
| Bus routes or shuttle service to places that sell them | | | |
| A community garden in my neighborhood | | | |
| More farmers' markets (e.g., more locations or market days, year-round markets) | | | |
| More produce or farm stands | | | |
| More provided at my food bank/food pantry/meal delivery program | | | |
| More stores that carry the produce that we eat in my culture | | | |
| More time to prepare/cook them | | | |
| Knowing how to prepare them | | | |
| Having someone to cook for/eat with | | | |
| If I/my family liked eating them | | | |
| Knowing how to grow my own food/having the space to grow food | | | |
| Other ______________________________ | | | |

**In the past 12 months, how often were you able to afford enough food to feed your household all that you wanted?**

- ☐ Always
- ☐ More than half of the time
- ☐ Half of the time
- ☐ Less than half of the time
- ☐ Never

**How often do you have to compromise on *fruits and vegetables* because of cost?**

- ☐ Always
- ☐ More than half of the time
- ☐ Half of the time
- ☐ Less than half of the time
- ☐ Never

**Please rank the following factors in order of importance with regard to your household food purchases.**

| | #1 | #2 | #3 |
|---|---|---|---|
| Price | | | |
| Organically produced | | | |
| Locally produced | | | |

**If getting locally produced items is important to you, what do you define as "local"?**

- ☐ Grown/made in Chaffee County
- ☐ Grown/made in Colorado
- ☐ Grown/made in the United States
- ☐ Not applicable
- ☐ Other

**What might make it easier for you to include more locally-produced foods in your diet?**(Rank, 1-3)

| | #1 | #2 | #3 |
|---|---|---|---|
| More affordable | | | |
| Served at my worksite or school | | | |
| More farmers' markets or farm stands (e.g., more locations or market days, year-round markets | | | |
| More provided at my food bank/food pantry/meal delivery program | | | |
| Sold at grocery stores I shop at | | | |
| More clearly labeled | | | |
| Grown in a wider variety/grown year-round | | | |
| Knowing more about how to grow it myself | | | |
| Knowing how/where to find it | | | |
| Having space to grow it myself | | | |
| Pre-prepared or packaged meals that include local-produced foods | | | |
| More restaurants that serve local-produced foods | | | |
| Other ________________________________________ | | | |

DEMOGRAPHIC QUESTIONS

**How many people currently live in your household (yourself included)?**

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 or more

**How many members of your household are under the age of 19?**

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3 or more

**What is your gender?**

- ☐ Male
- ☐ Female
- ☐ Transgender
- ☐ Choose not to respond

**What is your age?**
(Please enter a whole number only)

**What is your ethnicity?**

- ☐ White
- ☐ Black, African American
- ☐ Hispanic/Latino/Spanish Origin
- ☐ American Indian or Alaska Native
- ☐ Asian Indian
- ☐ Asian
- ☐ Native Hawaiian or Pacific Islander
- ☐ Other
- ☐ Choose not to respond

**What is the highest level of education you have obtained?**

- ☐ Less than high school graduate
- ☐ High school graduate/GED
- ☐ Some college, no degree
- ☐ Associate's degree
- ☐ Bachelor's degree
- ☐ Graduate or professional degree
- ☐ Choose not to respond

**What is your annual household income?**

- ☐ Less than $10,000
- ☐ $10,000-$14,999
- ☐ $15,000-$24,999
- ☐ $25,000-$34,999
- ☐ $35,000-$49,999
- ☐ $50,000-$74,999
- ☐ $75,000-$99,999
- ☐ $100,000-$149,999
- ☐ $150,000-$199,999
- ☐ $200,000 or more
- ☐ Choose not to respond

**Is there anything else you would like to share with us regarding food?**

Please enter your name and the best way to contact you (phone number or email address) in order to be entered into the drawing. Your personal information will be separated from your survey answers. (Optional)

Thank you for taking the time to complete our survey! With your input, we are learning how to help ensure that all Chaffee County residents can have consistent access to fresh, affordable, and healthy foods.

We will analyze our survey results in the fall/winter 2011 and will post our findings on the Incite Consulting website, http://incite-consulting.com/ and through our coalition partners in the beginning of 2012. We will be issuing a report of recommended strategies to improve access to healthy foods at that time that will take into account the surveys, focus groups, interviews, and other forms of community engagement. LiveWell Chaffee County would like to thank all county organizations, agencies and local governments for their assistance in developing and disseminating this survey.

In the meantime, if you have any questions or comments, please contact LiveWell Chaffee County Coordinator, Lisa Malde at 719.530.2569, lmalde@chaffeecounty.org or visit our website at http://about.livewellcolorado.org/livewell-chaffee.

## Appendix G: Chaffee County Food Access Survey Dissemination, October-November 2011

| Organization/Partner | Action |
|---|---|
| ***PAPER-BASED SURVEYS*** | ***Spanish and English Paper Surveys were distributed upon request*** |
| ESL Teacher, Salida High School | Fifteen Spanish surveys were disseminated at November Parent-Teacher Conference |
| Family Youth Initiative, Nurturing Parenting Class | Ten paper surveys were provided to class participants for October Nurturing/Parenting class |
| School Nurse at Longfellow Elementary | Ten paper surveys were delivered at the request of the school nurse and left on the counter with a note |
| Director of Educational Program for local philanthropic sorority group that raises money for scholarships | Eight members filled out paper survey at November meeting |
| Salida Community Center - Senior Health Care Fair | LiveWell had table with 5 paper copies of survey, solicited individuals to leave address to have survey sent to them. Two surveys were returned |
| Loaf and Jug, Salida | LiveWell staff sat with 3 older gentlemen who frequent the sitting/eating area in the convenience store daily and had them fill out paper survey |
| ***SURVEY DESCRIPTION, LIVE LINK*** | ***A description of the survey and the live link was posted in organizational newsletters, on Facebook pages, or forwarded in an email by staff or local citizens*** |
| City of Salida | Emailed to all Salida City Staff |
| Town of Poncha Springs | November 2011 Town Newsletter |
| Town of Buena Vista | Emailed to Rec Board and Trails Board members; posted on personal staff member Facebook page |
| Chaffee County B&G Club | Monthly calendar, Facebook post (100 followers), email to parents |
| Chaffee County Early Childhood Program | Flyer with survey description and live link sent home in Thursday folders for both Salida and Buena Vista (168 total) |
| Clearview Church, Buena Vista | Included in reminder announcements emailed to congregational members |
| First United Methodist Church, Salida | November 2011 newsletter |
| Salida School District | Posted announcement and link for survey on SSD Main Page |
| Salida Public Library | Placed on website, created notice to place at each computer station (6) |
| Buena Vista Public Library | Four flyers with link tabs set up at computer stations (10) and a colored copy for glass display case at front |

| | |
|---|---|
| | of library |
| Chamber of Commerce, Salida | November 2011 Newsletter |
| Guidestone | November 2011 Newsletter |
| CSU Extension | November 2011 Newsletter |
| Community Health Collaboration Coordinator | Survey description and link to staff |
| Any focus group participant that provided email contact information | Sent survey description and link |
| Incite Website | Survey description and link |
| LiveWell Facebook post | Survey description and link posted on all LiveWell and local consultant facebook pages, reposted by their friends (exact number not tracked) |
| ***CITIZEN EMAIL DISSEMINATION*** | ***Survey description and link was emailed to circle of friends*** |
| Retired health professional | Sent to as many friends or individuals as possible |
| Doula | Sent to 'Mommy Group' and individuals she has worked with in the past |
| Interview participant, family of four | Sent to members of Wisdom Within members, http://wisdomwithinyourbody.org/ and friends |
| Local Permaculture Group | Sent to all members |
| ***ANNOUNCEMENT FLYER WITH REMOVABLE TABS WITH LIVE SURVEY LINK*** | ***Hung at local businesses across the county*** |
| Longfellow Elementary | Front office of school |
| Walmart | Employee area (180 employees) |
| Murdochs | Public bulletin board by bathrooms |
| Burmac | Check-out counter |
| Gateway Motel | Laundry room where employees work/gather |
| The Dollar Store | Check-out counter |
| Mountain Phoenix Coffee Shop/PS | Public bulletin board |
| Poncha Lumber | Check out counter and employee area |
| Poncha Springs, Ark Valley Center (gas station) | Check-out counter |
| Salida Aquatic Center | Nonprofit Bulletin Board |
| Patio Pancake Place | Customer waiting area |
| Salida Roastery Café | Public bulletin board |
| High County Bank | Public bulletin board |
| Bank of the West | Employee break area |
| FYI Parenting Plus Class | Gave brief introduction and purpose of project and requested every parent to participate, 6 tab flyers taken |
| **MEDIA** | |
| Mountain Mail | Full page article about Food Assessment with link to online survey posted in November 2011 |
| Salida Citizen | Article about Food Assessment with link to online survey posted by LWCC Director in October 2011 |

## Appendix G: Raw Survey Results

| Which area do you live in or is closest to your home? If you are a part-time resident, indicate the area where your part-time home is. | | |
|---|---|---|
| **Answer Options** | **Response Percent** | **Response Count** |
| Salida 81201 | 60.0% | 243 |
| Buena Vista 81211 | 24.2% | 98 |
| Poncha Springs 81242 | 4.4% | 18 |
| Nathrop 81236 | 3.7% | 15 |
| Granite 81228 | 0.0% | 0 |
| Unincorporated Chaffee County | 4.0% | 16 |
| I don't live in Chaffee County | 2.0% | 8 |
| Other | 1.7% | 7 |
| Other (please specify) | | 10 |
| | *answered question* | 405 |

| Where do you typically get most of your fruits and vegetables (fresh, canned, frozen)? (Ranked, 1-3 - Select one option for each column, where #1 is where you get most of your fruits and vegetables) | | | | |
|---|---|---|---|---|
| **Answer Options** | **#1** | **#2** | **#3** | **Response Count** |
| Grocery stores (Safeway, City Market, Wal-Mart) | 305 | 44 | 30 | 379 |
| Wholesale Store- Burmac | 2 | 11 | 12 | 25 |
| Wholesale Store- Costco, Sams, etc. | 2 | 43 | 24 | 69 |
| Natural food store | 37 | 87 | 62 | 186 |
| Ethnic markets, fruterias | 0 | 1 | 4 | 5 |
| Fast food restaurants and mobile vendors | 1 | 8 | 10 | 19 |
| Other restaurants | 1 | 15 | 19 | 35 |
| Church or congregate meals | 0 | 0 | 7 | 7 |
| Convenience stores/gas stations | 0 | 1 | 1 | 2 |
| Food assistance (food bank, pantry, churches, donations from other sources, e.g., The Grainery, Caring and Sharing/The Lighthouse) | 0 | 6 | 5 | 11 |
| Seasonal retail outlets (produce stands, Community-Supported Agriculture, farmers' markets) | 27 | 70 | 76 | 173 |
| Gardens (community, personal, neighborhood) | 22 | 62 | 57 | 141 |
| Meal delivery program | 1 | 1 | 0 | 2 |
| Online purchases | 0 | 1 | 2 | 3 |
| Not applicable- I do not buy/get fruits and vegetables | 0 | 0 | 1 | 1 |
| Other | 2 | 9 | 8 | 19 |
| Other (please specify) | | | | 29 |
| | | | *answered question* | 406 |

| Where would you like to get more of your fruits and vegetables (fresh, canned, frozen)? | | | | |
|---|---|---|---|---|
| **Answer Options** | **#1** | **#2** | **#3** | **Response Count** |
| Grocery stores (Safeway, City Market, Wal-Mart) | 97 | 32 | 62 | 191 |
| Wholesale Store - Burmac | 3 | 8 | 5 | 16 |
| Wholesale Store - Costco, Sams, etc. | 11 | 20 | 19 | 50 |
| Natural food store | 71 | 69 | 74 | 214 |

| | | | | |
|---|---|---|---|---|
| Ethnic markets, fruterias | 5 | 12 | 16 | 33 |
| Fast food restaurants and mobile vendors | 1 | 1 | 3 | 5 |
| Other restaurants | 2 | 10 | 8 | 20 |
| Church or congregate meals | 0 | 1 | 4 | 5 |
| Convenience stores/gas stations | 0 | 0 | 5 | 5 |
| Food assistance (bank, pantry, churches, donations from other sources, e.g., The Grainery, Caring and Sharing/The Lighthouse) | 1 | 3 | 2 | 6 |
| Seasonal retail outlets (produce stands, Community-Supported Agriculture, farmers' markets) | 73 | 101 | 40 | 214 |
| Gardens (community, personal, neighborhood) | 125 | 64 | 36 | 225 |
| Meal delivery program | 0 | 1 | 4 | 5 |
| Online purchases | 1 | 0 | 1 | 2 |
| Not applicable- I do not buy/get fruits and vegetables | 1 | 0 | 1 | 2 |
| Other | 7 | 6 | 5 | 18 |
| Other (please specify) | | | | 23 |
| | | | *answered question* | 404 |

| Where do you get most of your other food (not fruits and vegetables)? | | | | |
|---|---|---|---|---|
| **Answer Options** | **#1** | **#2** | **#3** | **Response Count** |
| Grocery stores (Safeway, City Market, Wal-Mart) | 338 | 39 | 13 | 390 |
| Scanga Meat Company | 9 | 70 | 34 | 113 |
| Wholesale Store - Burmac | 4 | 11 | 13 | 28 |
| Wholesale Store - Costco, Sams, etc. | 10 | 48 | 31 | 89 |
| Natural food store | 28 | 103 | 42 | 173 |
| Ethnic markets, fruterias | 0 | 0 | 5 | 5 |
| Fast food restaurants and mobile vendors | 0 | 10 | 12 | 22 |
| Other restaurants | 1 | 23 | 45 | 69 |
| Church or congregate meals | 0 | 0 | 1 | 1 |
| Convenience stores/gas stations | 0 | 0 | 2 | 2 |
| Food assistance (bank, pantry, churches, donations from other sources, e.g., The Grainery, Caring and Sharing/The Lighthouse) | 0 | 5 | 4 | 9 |
| Seasonal retail outlets (produce stands, Community-Supported Agriculture, farmers' markets) | 6 | 8 | 27 | 41 |
| Gardens (community, personal, neighborhood) | 1 | 5 | 11 | 17 |
| Meal delivery program | 0 | 0 | 0 | 0 |
| Online purchases | 0 | 2 | 5 | 7 |
| Not applicable | 0 | 2 | 6 | 8 |
| Other | 4 | 10 | 17 | 31 |
| Other (please specify) | | | | 34 |
| | | | *answered question* | 406 |

| How do you usually travel to where you get most of your fruits and vegetables? | | | | |
|---|---|---|---|---|
| **Answer Options** | **#1** | **#2** | **#3** | **Response Count** |
| Personal car | 330 | 33 | 24 | 387 |
| In someone else's car | 3 | 24 | 12 | 39 |

| | | | | |
|---|---|---|---|---|
| Bike | 44 | 98 | 26 | 168 |
| Walk | 18 | 51 | 69 | 138 |
| Shuttle (Neighbor to Neighbor) | 1 | 0 | 2 | 3 |
| It is delivered to me | 1 | 1 | 2 | 4 |
| Not applicable- I grow most of my own fruits and vegetables. | 7 | 3 | 7 | 17 |
| Other | 0 | 2 | 2 | 4 |
| Other (please specify) | | | | 2 |
| | | | *answered question* | 406 |

| Approximately how far do you live from where you buy/get most of your fruits and vegetables? | | |
|---|---|---|
| **Answer Options** | **Response Percent** | **Response Count** |
| One to 5 blocks (less than a half mile) | 17.5% | 71 |
| Between half mile and a mile | 25.2% | 102 |
| Between 1.1 mile and 3 miles | 25.2% | 102 |
| Between 3.1 miles and 5 miles | 14.3% | 58 |
| Between 5.1 miles and 10 miles | 9.9% | 40 |
| Between 10.1 miles and 30 miles | 5.9% | 24 |
| Over 30 miles | 2.0% | 8 |
| | *answered question* | 405 |

| Which of the following, if any, make it challenging for you to get fruits and vegetables? | | | | |
|---|---|---|---|---|
| **Answer Options** | **#1** | **#2** | **#3** | **Response Count** |
| Distance to store | 29 | 16 | 17 | 62 |
| Available transportation | 1 | 3 | 7 | 11 |
| Store hours | 17 | 16 | 15 | 48 |
| Affordability | 213 | 30 | 15 | 258 |
| Physical disabilities | 4 | 6 | 0 | 10 |
| Amount of time available | 43 | 47 | 13 | 103 |
| Other | 85 | 12 | 15 | 112 |
| Other (please specify) | | | | 121 |
| | | | *answered question* | 400 |

| How much do the challenges listed above make it hard for you to get fruits and vegetables? | | |
|---|---|---|
| **Answer Options** | **Response Percent** | **Response Count** |
| Not at all | 26.1% | 105 |
| Slightly | 41.2% | 166 |
| Moderately | 23.6% | 95 |
| Considerably | 6.9% | 28 |
| A great deal | 2.2% | 9 |
| | *answered question* | 403 |

| Which of the following, if any, make it challenging for you to eat fruits and vegetables? |
|---|

| Answer Options | #1 | #2 | #3 | Response Count |
|---|---|---|---|---|
| Physical disabilities | 4 | 2 | 3 | 9 |
| Amount of time available | 106 | 26 | 17 | 149 |
| Knowledge of how to prepare and cook meals with fruits and vegetables | 18 | 42 | 16 | 76 |
| Tastes and preferences of household members | 80 | 32 | 17 | 129 |
| Available cooking utensils and equipment | 2 | 4 | 2 | 8 |
| Available kitchen | 3 | 0 | 2 | 5 |
| Allergies or food restrictions | 11 | 5 | 1 | 17 |
| Other | 149 | 5 | 11 | 165 |
| Other (please specify) | | | | 160 |
| | | | *answered question* | 400 |

| In deciding which fruits and vegetables to get, which factors are the most important to you? | | | | |
|---|---|---|---|---|
| **Answer Options** | **#1** | **#2** | **#3** | **Response Count** |
| Freshness/quality | 175 | 93 | 51 | 319 |
| Prices | 82 | 93 | 60 | 235 |
| Health/nutrition | 25 | 59 | 51 | 135 |
| Convenience/ease of preparation | 2 | 10 | 26 | 38 |
| Taste | 25 | 21 | 42 | 88 |
| Familiarity | 6 | 3 | 17 | 26 |
| Organic | 42 | 48 | 38 | 128 |
| Locally-grown | 42 | 38 | 46 | 126 |
| Popular in my culture | 1 | 1 | 2 | 4 |
| Social justice (e.g., good workers' pay and working conditions, fair returns to farmers) | 1 | 3 | 14 | 18 |
| Other | 0 | 2 | 1 | 3 |
| Other (please specify) | | | | 5 |
| | | | *answered question* | 403 |

| If a recommended serving size equals, for example, one medium apple, ¼ cup dried fruit, or one cup of leafy vegetables, how many servings of fruits and vegetables do you personally eat on a daily basis? | | |
|---|---|---|
| **Answer Options** | **Response Percent** | **Response Count** |
| None | 1.2% | 5 |
| 1 | 8.4% | 34 |
| 2 | 23.6% | 96 |
| 3 | 25.4% | 103 |
| 4 | 21.7% | 88 |
| 5 | 10.8% | 44 |
| 6 or more | 8.9% | 36 |
| | *answered question* | 406 |

| What would make it easier for you to consume more fruits and vegetables? |
|---|

| Answer Options | #1 | #2 | #3 | Response Count |
|---|---|---|---|---|
| Less expensive | 160 | 35 | 43 | 238 |
| More available at my worksite or school | 16 | 18 | 6 | 40 |
| More grocery stores near where I live/work | 6 | 18 | 7 | 31 |
| More/better selection at grocery stores | 71 | 61 | 30 | 162 |
| More restaurants that offer them near where I live/work | 6 | 11 | 8 | 25 |
| More convenience stores that sell them | 1 | 4 | 7 | 12 |
| More street or mobile vendors | 2 | 2 | 1 | 5 |
| Bus routes or shuttle service to places that sell them | 0 | 0 | 2 | 2 |
| A community garden in my neighborhood | 6 | 17 | 15 | 38 |
| More farmers' markets (e.g., more locations or market days, year-round markets) | 56 | 50 | 31 | 137 |
| More produce or farm stands | 6 | 26 | 21 | 53 |
| More provided at my food bank/food pantry/meal delivery program | 0 | 3 | 0 | 3 |
| More stores that carry the produce that we eat in my culture | 0 | 1 | 1 | 2 |
| More time to prepare/cook them | 30 | 29 | 19 | 78 |
| Knowing how to prepare them | 1 | 9 | 14 | 24 |
| Having someone to cook for/eat with | 5 | 4 | 10 | 19 |
| If I/my family liked eating them | 12 | 9 | 9 | 30 |
| Knowing how to grow my own food/having the space to grow food | 11 | 13 | 28 | 52 |
| Other | 10 | 5 | 5 | 20 |
| Other (please specify) | | | | 24 |
| | | | *answered question* | 404 |

| In the past 12 months, how often were you able to afford enough food to feed your household all that you wanted? | | |
|---|---|---|
| **Answer Options** | **Response Percent** | **Response Count** |
| Always | 73.6% | 299 |
| More than half of the time | 16.3% | 66 |
| Half of the time | 6.9% | 28 |
| Less than half of the time | 2.5% | 10 |
| Never | 0.7% | 3 |
| | *answered question* | 406 |

| How often do you have to compromise on fruits and vegetables because of cost? | | |
|---|---|---|
| **Answer Options** | **Response Percent** | **Response Count** |
| Always | 5.4% | 22 |
| More than half of the time | 11.3% | 46 |
| Half of the time | 13.5% | 55 |
| Less than half of the time | 35.7% | 145 |
| Never | 34.0% | 138 |
| | *answered question* | 406 |

| Please rank the following factors in order of importance with regard to your household food purchases. | | | | |
|---|---|---|---|---|
| **Answer Options** | **#1** | **#2** | **#3** | **Response Count** |
| Price | 251 | 61 | 88 | 400 |
| Organically produced | 75 | 119 | 171 | 365 |
| Locally produced | 78 | 187 | 103 | 368 |
| | | | *answered question* | 406 |

| If getting locally produced items is important to you, what do you define as "local"? | | |
|---|---|---|
| **Answer Options** | **Response Percent** | **Response Count** |
| Grown/made in Chaffee County | 23.8% | 96 |
| Grown/made in Colorado | 64.6% | 261 |
| Grown/made in the United States | 5.0% | 20 |
| Not applicable | 3.0% | 12 |
| Other | 3.7% | 15 |
| Other (please specify) | | 18 |
| | *answered question* | 404 |

| What might make it easier for you to include more locally-produced foods in your diet? | | | | |
|---|---|---|---|---|
| **Answer Options** | **#1** | **#2** | **#3** | **Response Count** |
| More affordable | 167 | 37 | 44 | 248 |
| Served at my worksite or school | 14 | 14 | 4 | 32 |
| More farmers' markets or farm stands (e.g., more locations or market days, year-round markets | 64 | 75 | 33 | 172 |
| More provided at my food bank/food pantry/meal delivery program | 3 | 7 | 2 | 12 |
| Sold at grocery stores I shop at | 92 | 87 | 45 | 224 |
| More clearly labeled | 4 | 14 | 14 | 32 |
| Grown in a wider variety/grown year-round | 24 | 38 | 35 | 97 |
| Knowing more about how to grow it myself | 6 | 11 | 10 | 27 |
| Knowing how/where to find it | 4 | 17 | 17 | 38 |
| Having space to grow it myself | 8 | 6 | 13 | 27 |
| Pre-prepared or packaged meals that include local-produced foods | 5 | 5 | 14 | 24 |
| More restaurants that serve local-produced foods | 0 | 21 | 44 | 65 |
| Other | 9 | 0 | 8 | 17 |
| Other (please specify) | | | | 16 |
| | | | *answered question* | 403 |

## DEMOGRAPHICS

| How many people currently live in your household (yourself included)? | | |
|---|---|---|
| **Answer Options** | **Response Percent** | **Response Count** |

| | | |
|---|---|---|
| 1 | 14.2% | 57 |
| 2 | 45.9% | 184 |
| 3 | 18.0% | 72 |
| 4 | 15.7% | 63 |
| 5 or more | 6.2% | 25 |
| | *answered question* | **401** |

| How many members of your household are under the age of 19? | | |
|---|---|---|
| **Answer Options** | **Response Percent** | **Response Count** |
| 0 | 62.8% | 252 |
| 1 | 14.5% | 58 |
| 2 | 16.7% | 67 |
| 3 or more | 6.0% | 24 |
| | *answered question* | **401** |

| What is your gender? | | |
|---|---|---|
| **Answer Options** | **Response Percent** | **Response Count** |
| Male | 20.7% | 83 |
| Female | 77.8% | 312 |
| Transgender | 0.2% | 1 |
| Choose not to respond | 1.2% | 5 |
| | *answered question* | **401** |

| What is your ethnicity? | | |
|---|---|---|
| **Answer Options** | **Response Percent** | **Response Count** |
| White | 90.0% | 361 |
| Black, African American | 0.0% | 0 |
| Hispanic/Latino/Spanish Origin | 3.2% | 13 |
| American Indian or Alaska Native | 0.2% | 1 |
| Asian Indian | 0.0% | 0 |
| Asian | 0.5% | 2 |
| Native Hawaiian or Pacific Islander | 0.0% | 0 |
| Choose not to respond | 3.2% | 13 |
| Other | 2.7% | 11 |
| Other (please specify) | | 9 |
| | *answered question* | **401** |

| What is the highest level of education you have obtained? | | |
|---|---|---|
| **Answer Options** | **Response Percent** | **Response Count** |
| Less than high school graduate | 0.7% | 3 |
| High school graduate/GED | 10.0% | 40 |

| | | |
|---|---|---|
| Some college, no degree | 13.7% | 55 |
| Associate’s degree | 8.7% | 35 |
| Bachelor’s degree | 33.7% | 135 |
| Graduate or professional degree | 32.4% | 130 |
| Choose not to respond | 0.7% | 3 |
| | *answered question* | 401 |

| What is your annual household income? | | |
|---|---|---|
| **Answer Options** | **Response Percent** | **Response Count** |
| Less than $10,000 | 2.5% | 10 |
| $10,000-$14,999 | 5.0% | 20 |
| $15,000-$24,999 | 8.7% | 35 |
| $25,000-$34,999 | 12.0% | 48 |
| $35,000-$49,999 | 19.5% | 78 |
| $50,000-$74,999 | 19.5% | 78 |
| $75,000-$99,999 | 13.5% | 54 |
| $100,000-$149,999 | 5.5% | 22 |
| $150,000-$199,999 | 1.2% | 5 |
| $200,000 or more | 0.7% | 3 |
| Choose not to respond | 12.0% | 48 |
| | *answered question* | 401 |

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