ATLANTIC
CORPORATION

RESEARCH REPORT

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Maine consumer perceptions and attitudes about local food and the COVID-19 pandemic

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i. Introduction

Atlantic Corporation (Atlantic) conducted a consumer insights survey of 503 Maine respondents assessing attitudes and preferences for local food before, during, and after the COVID-19 pandemic. This study explores self-reported changes in purchasing decisions and can be used to help identify alternative distribution channels for stakeholders across the local food supply chain including farmers, value-added producers, wholesalers, retailers, and restaurants (stakeholders). Assessing consumer perceptions of changes to purchasing decisions, food safety and security, and local food preferences, can help stakeholders who may need to rapidly evolve business strategies or risk facing immediate and sustained losses in revenue. This report outlines the methodology, key findings, and conclusions of our research.

ii. Methodology

The subsequent sections describe the process of survey design, implementation, and statistical analysis.

Survey Design and Implementation

Atlantic led the development of the survey, consulting with our extended network of experts and stakeholders in the local food industry for their review prior to finalization, including those from the University of Maine School of Food and Agriculture, Maine Department of Agriculture, Conservation, and Forestry, Maine Organic Farmers and Gardeners Association, the Maine Aquaculture Innovation Center, and others. For implementation, we utilized online panels to administer an anonymous web-based survey with assistance from Dynata, a global online market research firm. Dynata uses a multi-sourcing panel recruitment model that maximizes reach and capacity, improves consistency, and minimizes bias. Eligibility for the survey required respondents to be over the age of 18 and live in the state of Maine. Atlantic set the target sample size to 500 respondents. The survey was initiated on April 29, 2020 and concluded on May 6, 2020.

The data collection instrument consisted of 52 questions including screeners. Survey themes included the following:

1) General food consumption habits throughout the pandemic such as household food spending, frequency of purchasing food from retail stores, delivery services, and restaurants, frequency of purchasing dine-in or take-out, and concerns regarding food security.

2) Local food preferences throughout the pandemic including the importance of purchasing locally sourced food, likelihood of shopping at various retail outlets, and willingness to pay premium pricing for locally sourced products; and

3) General impacts from the pandemic including perceived impacts to the economy, self-reported effect on job and income loss, and perceptions of state- and federal-level responses to the pandemic.

In order to determine changes in purchasing decisions and preferences of locally sourced foods, several questions regarding purchasing behavior were assessed at three different time-points:

before the pandemic (previous behavior), during the pandemic (current behavior), and after the pandemic (expected behavior). A copy of the full survey is included in Appendix 1.

Statistical Analysis

Statistical analysis for this survey was descriptive in nature and no multivariable analyses were conducted. Univariate statistics were run for each survey question including range, mean, and standard deviations for continuous variables and percentages and frequencies for categorical variables. Margin of error, i.e. the radius of the 95% confidence interval, was constructed for the estimates of each variable.

We initially limited the survey to specific quotas for each age group, gender, race, and ethnicity to ensure a sample distribution representative of the state's population based on U.S. census data. We were unable to meet the quota for male respondents as well as those ages 18-24. Therefore, the raw data is skewed. To better reflect the population distribution, we have weighted the mean and standard deviation of our results based on population and sample demographics. A separate weight was constructed for each demographic category (age group, gender, race, and ethnicity) based on the ratio of population proportion to sample proportion. For example, observations that reported 'male' for gender would have a gender weight equal to the population percentage of males divided by the sample percentage of males. Once weights were constructed for each of the four demographic categories, a composite weight was constructed for each observation obtained by multiplying the four category weights.

iii. Results

The subsequent subsections describe key findings from our report, including demographics, attitudes about locally sourced food products, and general impacts of the COVID-19 pandemic.

Respondents

A total of 503 respondents completed the survey. The largest group of respondents were 65 years or older (28%) while 7% were between the ages of 18-24. Most respondents were women (62%), not Hispanic or Latino (98.2%), and Caucasian (96%). Given the skew in our data to older, female respondents, we weighted the results to achieve a population distribution similar to 11% in the 18-24 age bracket, 19% in the 65+ age bracket, 51% female, 1% Hispanic/Latino, and 95% Caucasian. A table showing the raw, sample distribution as compared to the desired population distribution and the associated weights for each category is shown in Appendix 2. The remaining results described in subsequent sections have been weighted appropriately. All results are provided in Appendix 3.

Demographics

The majority of survey respondents have some level of higher education, with 30% of participants holding at least a bachelor's degree. Over half of the respondents have an annual household income over $50,000 and 21% have an annual household income over $100,000. Almost one-third of respondents are low income, with 8% earning less than $15,000, 10% earning between $15k and $24.99k and 13% earning between $25k and $34.99k.

Most respondents (63%) have two or fewer people living in their household including themselves, while only 8% are from households with five or more people. A large majority of

respondents (70.7%) are the primary shoppers, while 21% share the responsibility equally, and 8.3% are not the primary shoppers.

General Consumption Habits

We asked respondents to provide average monthly household expenditures at various time points for the following categories: 1) Food stores (e.g. big box stores, convenience stores, farmer's markets, gourmet markets, local organic markets, meat markets, seafood markets/trucks/stands, and supermarkets); 2) Mail order and other home food delivery services (e.g. Hello Fresh, Home Chef, Schwans, Amazon, etc.); and 3) Restaurants and prepared takeout. Time points assessed include before the pandemic, during the pandemic, and the first, second and third through twelfth months after dine-in options at restaurants become available again.
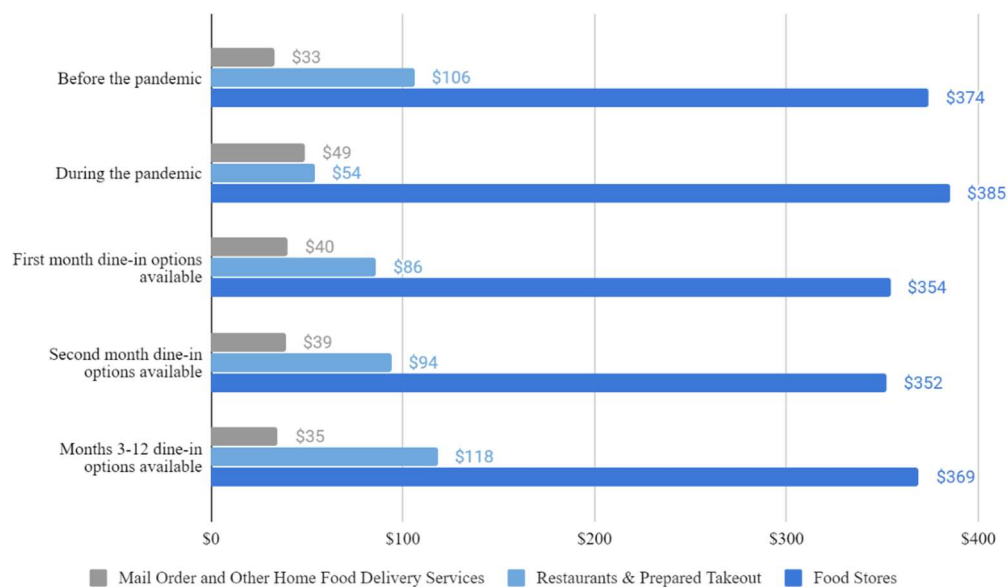
Figure 1. *Average monthly household spending before, during, and after the pandemic (Q14-Q17)*

Average spending at food stores increased from $374 to $385 during the pandemic Mail order and other home food delivery services increased from $33 to $49, while spending at restaurants decreased by half from $106 to $54. When dine-in options are available, expected monthly restaurant spending increases each month to above pre-pandemic levels, reaching $118 by the third month and food store and mail order spending decreases closer to pre-pandemic levels.

Respondents were also asked about the frequency in which they purchase food from restaurants (both dine-in purchases and take-out or delivery) before the pandemic and how much they expect to at one, two, and three to twelve months after restrictions are lifted.
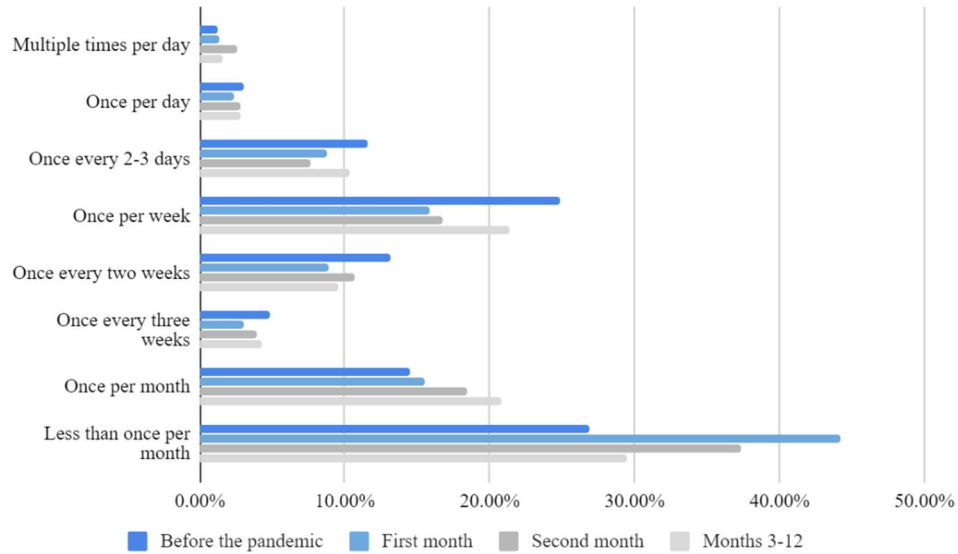
Figure 2. *Frequency of dining in at restaurants before and after the pandemic (Q18-Q21)*

Before the pandemic, 25% of respondents dined out at restaurants once per week and 27% dined out once per month. In the first month that dine-in service will be available, fewer respondents will dine out once per week (16%) than before the pandemic, and more respondents will dine out only once per month (44%). By months 3-12, the number dining out once per week will have increased but still be less than pre-pandemic levels at 21%.
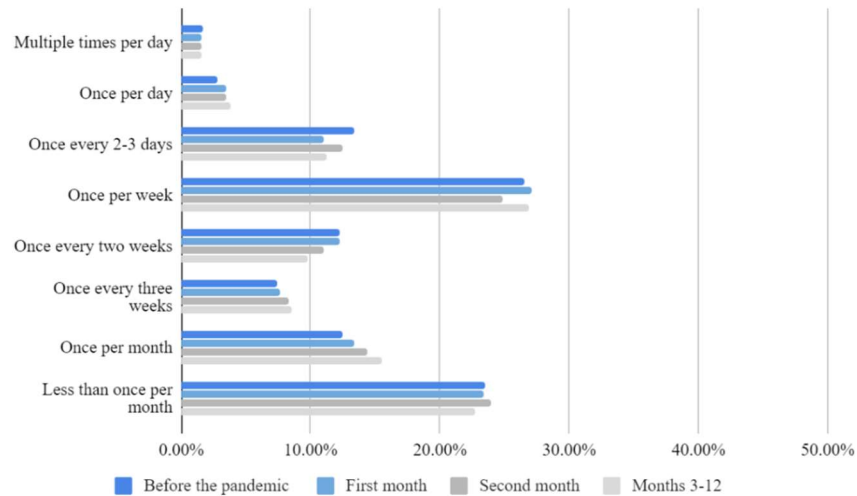
Figure 3. *Frequency of take-out and delivery purchases before and after the pandemic (Q18-Q21)*

Trends in restaurant take-out and delivery frequency remain relatively flat before the pandemic and after the restrictions end. Consumers purchased take-out or delivery at a rate of 27% once per week and 23% once per month before the pandemic. These levels are expected to remain unchanged three to twelve months after restrictions end.

Local Food Preferences

We assessed attitudes and preferences about locally sourced food among respondents, including their definition of local food, the types of specialty stores they shopped at before and during the pandemic, the importance placed on local food during a pandemic, willingness to pay premium prices for local food, gardening habits, and perceptions of food security.
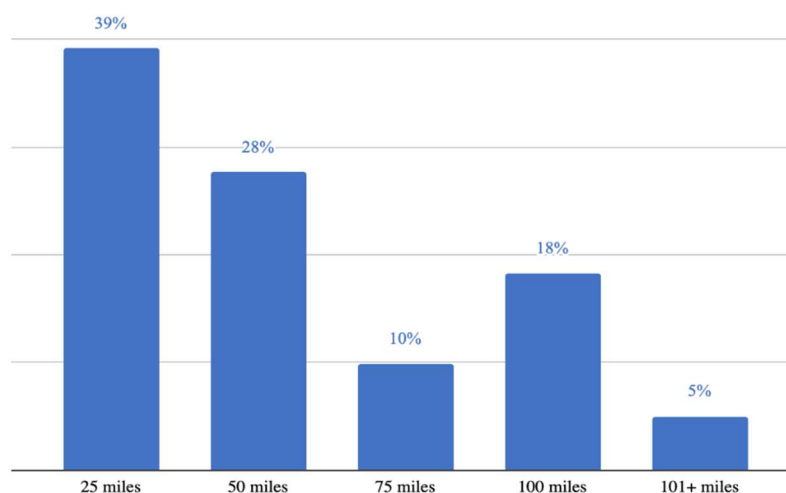
Figure 4. *Definition of local food (Q22)*

The survey defined locally sourced food for the respondents as organic and non-organic commodities and value-added products grown or processed in the state of Maine. Respondents were asked how they define local food in terms of mileage. Most respondents defined food purchased within 25 or 50 miles of the source as "local" food.
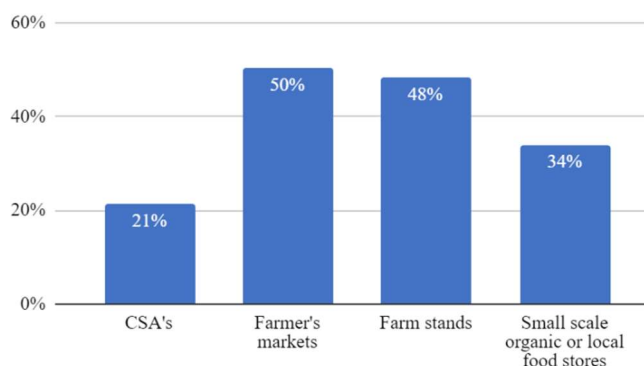
Figure 5. *Where respondents regularly purchased foods in 2019 (Q23)*

Respondents were asked if they made regular food purchases at CSA's, farmer's markets, farm stands, or small-scale organic local food stores or co-ops in 2019 (before the pandemic). Up to 50% of respondents shopped at these types of outlets, with 50% purchasing food at farmer's markets and 21% purchasing CSA's.
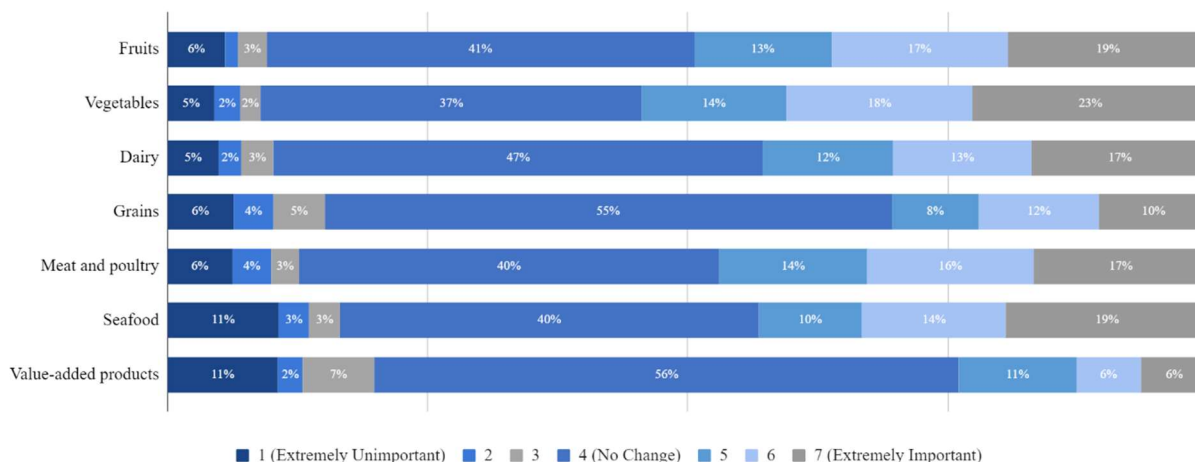
Figure 6. Importance of purchasing local by product (Q24)

Respondents were asked to rank the importance of purchasing local for each food category on a scale of 1 to 7 (with 1 defined as "extremely unimportant", 4 as "no change" and 7 as "extremely important"). Most survey participants indicated that it is important to them to purchase locally sourced fruits, vegetables, dairy, meat and poultry, and seafood. The majority of respondents, however, did not feel it as important to purchase locally sourced grains and value-added products.
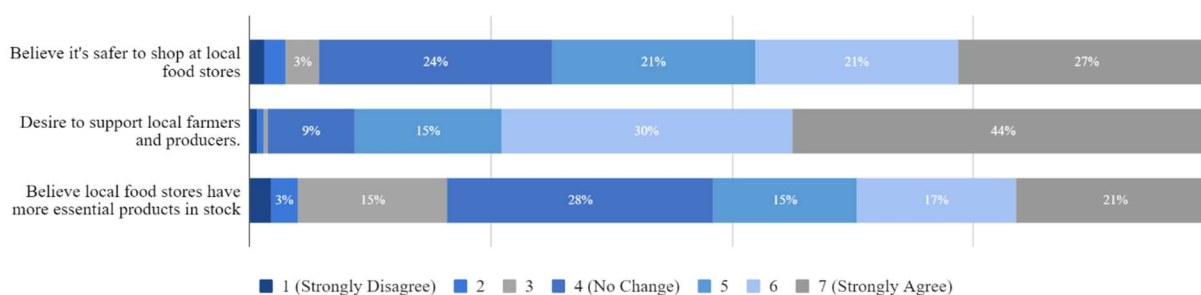
Figure 7. Participant level of agreement with reasons for shopping local (Q26)

Two-thirds of the survey participants believe it is more important to purchase local food products as a result of the COVID-19 pandemic. Among these respondents, 74% strongly agree (rating 6 or 7 on a scale of 1-7) that they shop local to support local farmers and producers, 48% strongly agree that it's safer to shop at local food stores than large retailers, and 38% strongly agree that local food stores have more essential products in stock than large retailers.
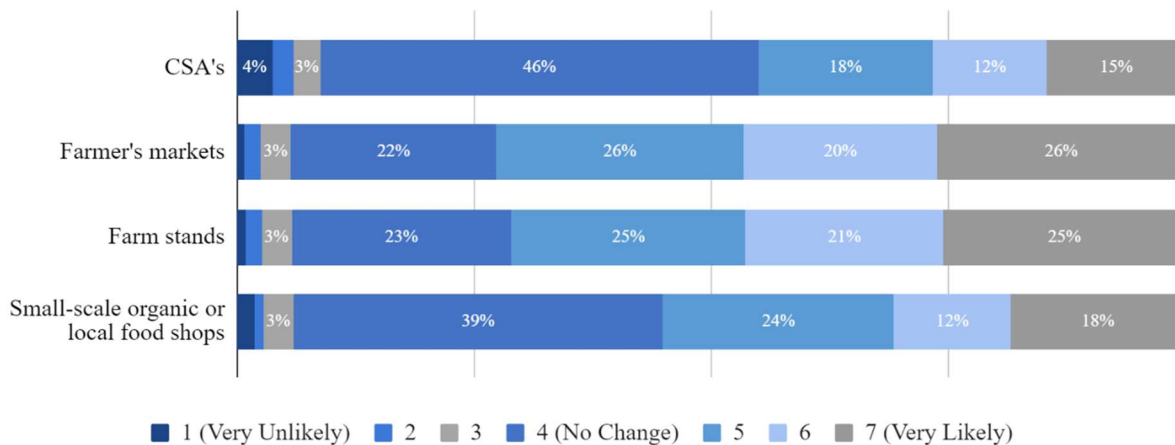
Figure 8. *Likelihood of purchasing at local food outlets (Q27)*

Of those who believe it is important to purchase locally as a result of the pandemic, 83% plan to prioritize locally sourced food after the executive order is lifted. These respondents were also more likely to purchase food at farmer's markets and farm stands (rating 6 or 7 on a scale of 1-7) than CSA's or local food stores as a result of the pandemic.
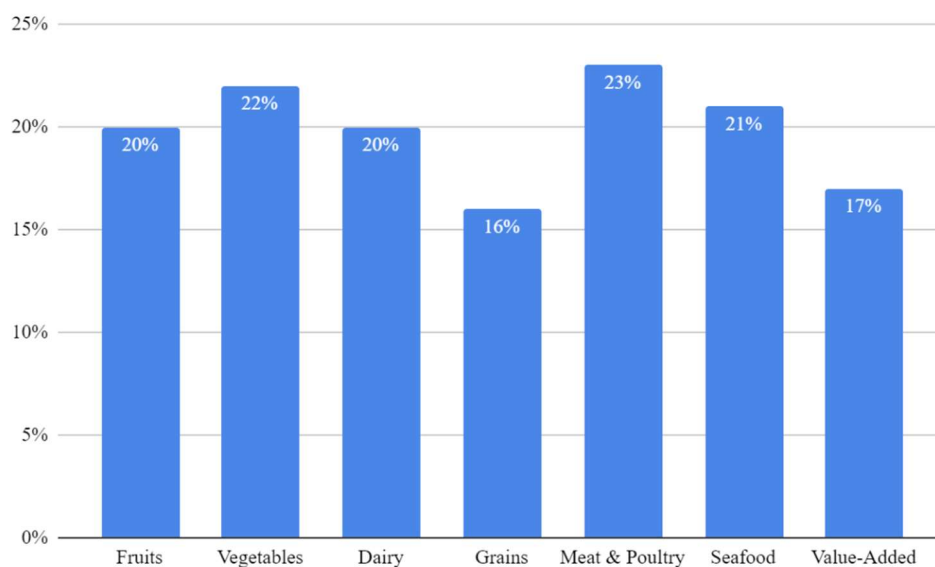
Figure 9. *Willingness to pay percentages (Q29)*

Participants who indicated it is more important to purchase locally sourced food due to the pandemic are willing to pay 16% to 23% more for local foods depending on the category. On average, they were willing to pay most for vegetables, meat or poultry, and seafood.

All participants were asked if they had any concerns whether they or members of their household might not have enough food to eat in 2019 and since the governor's executive order, roughly corresponding to the beginning of the public health crisis in Maine. 10.8% of respondents reported they had concerns about having enough to eat in 2019. This percentage increased to 18.7% after the executive order.
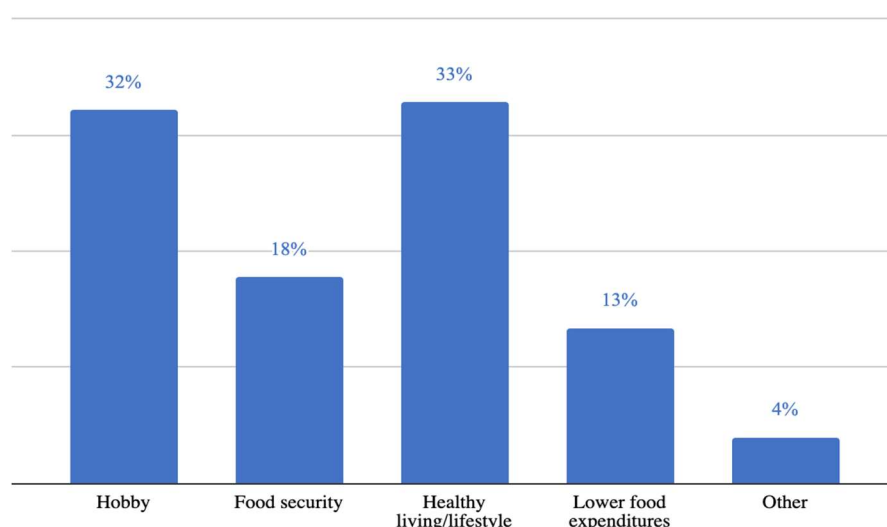
Figure 10. Primary motivations for gardening (Q35)

Participants were asked if they planted a produce garden in 2019, whether they will garden this year, and primary motivations for gardening. In 2019, 181 respondents (35.4%) planted a garden while 227 respondents (44.2%) have planted or will plant a garden this year. Respondents who gardened in 2019 grew an estimated 26% of the produce they consumed. This percentage increased among those who will garden in 2020 to 30%. The pandemic impacted the decision to garden among roughly half (48%) of participants. Primary motivations for gardening include gardening as a hobby (32%) and to lead a healthy lifestyle (33%). Fewer participants garden for food security (18%) or to lower food expenditures (13%).

Respondents were asked about any agricultural and farm product events and state fairs that they attended in 2019 and whether they plan to attend in 2020 assuming the executive order is lifted. In 2019, 36% of respondents attended at least one agricultural event with the most popular being Maine Maple Sunday (22% attendance) and Maine Apple Day (12% attendance). In 2020, the percentage of respondents planning to attend at least one event remains unchanged at 36%. As for state fairs, 53% of survey participants attended at least one fair with Fryeburg Fair being most popular (19% attendance) followed by the Cumberland and Common Ground fairs (11% attendance each). In 2020, the number of respondents planning to attend a state fair remains relatively unchanged at 51% assuming the executive orders are lifted and events are not cancelled. (NOTE: many of Maine's agricultural fairs were cancelled while this survey was being conducted).

General Impacts of the Pandemic

Participants were asked about impacts to the local, state, and national economies, as well as job loss, income loss, and any changes to travel plans as a result of the pandemic.
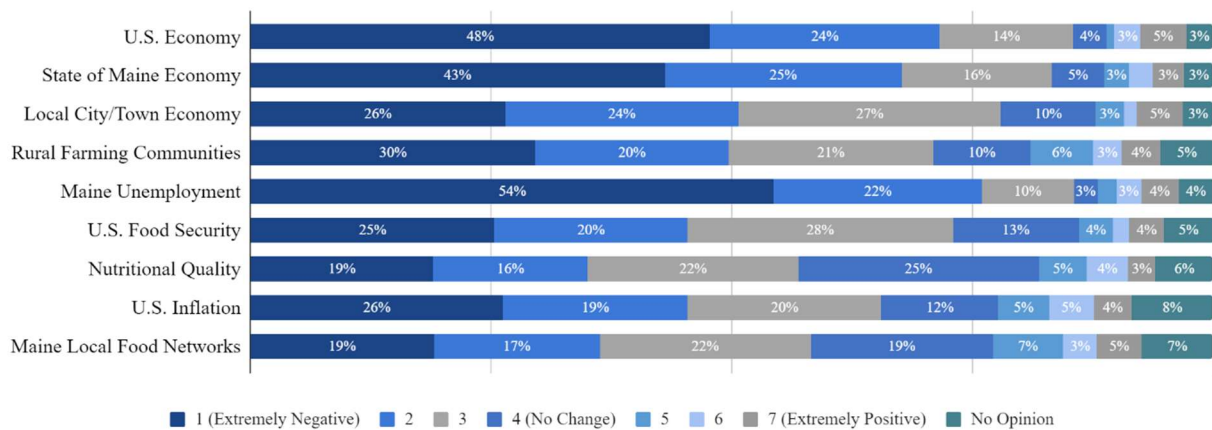
Figure 11. Perceptions of the pandemic's impact on the economy (Q40)

Due to the COVID-19 pandemic, 18% of participants lost their jobs and 29% reported a loss in personal or household income. Respondents perceived the pandemic as having the greatest negative impact to Maine unemployment with 76% rating the impact as a 1 or 2 on a scale of 1-7 (with 1 being extremely negative and 7 being extremely positive impacts). The U.S. economy and state of Maine economy were also perceived as also being negatively impacted (72% and 68% respectively). Respondents were less concerned about U.S. food security, nutritional quality of the U.S. diet, U.S. inflation, and Maine local food networks.

In every category of travel (out of country, out of state, and in-state at least 50 miles from home), the number of people planning to travel at least once after the executive order ends decreased from the prior year, ranging from 3 to 17 percentage points. There were no major differences in planned travel whether the executive order ends on May 15, 2020 or on June 15, 2020.
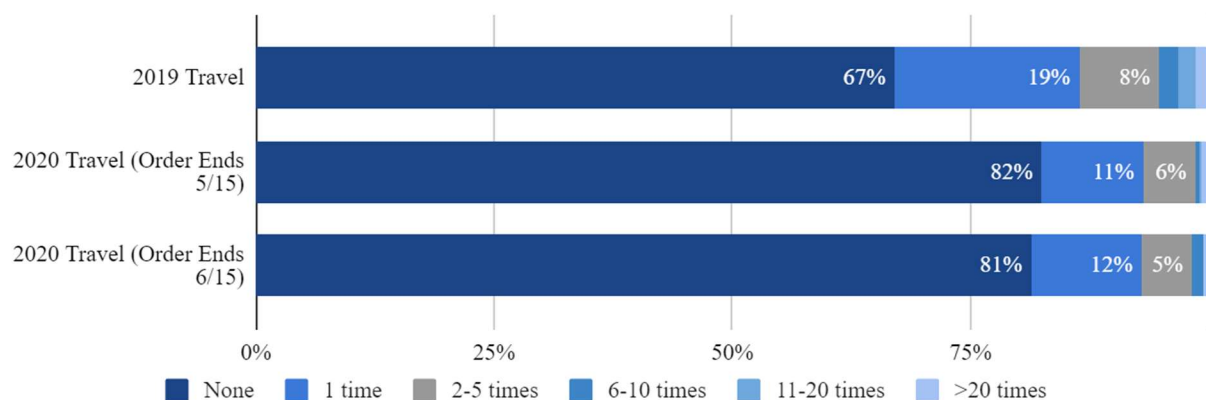
Figure 12. Previous and planned out-of-country travel (Q41)

In 2019, 33% of respondents traveled out of the country at least one time. Planned 2020 travel sharply declined to 18% if the Stay Healthy at Home restrictions end on May 15, 2020 and 19% if the restrictions end on June 15th.
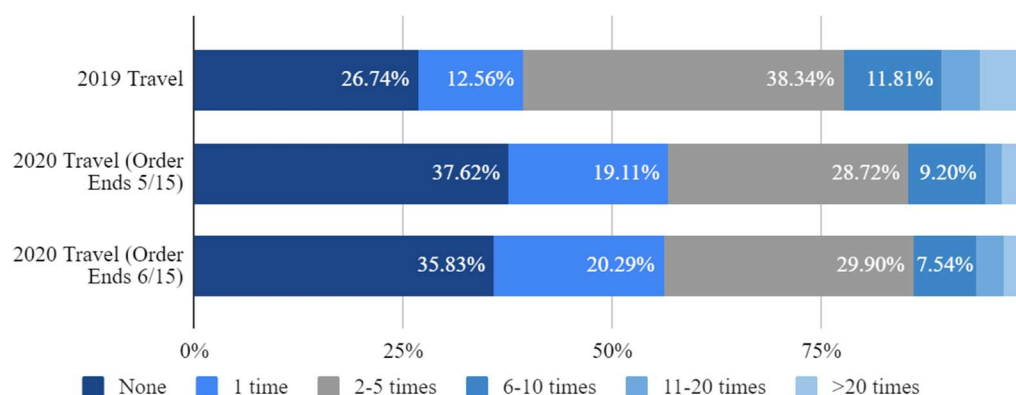
Figure 13. Previous and planned out-of-state travel (Q42)

As for out of state travel, 73% of respondents traveled at least once in 2019 compared to 62% planned travel if the executive order ends on 5/15/20 and 64% if the order ends on 6/15/20.
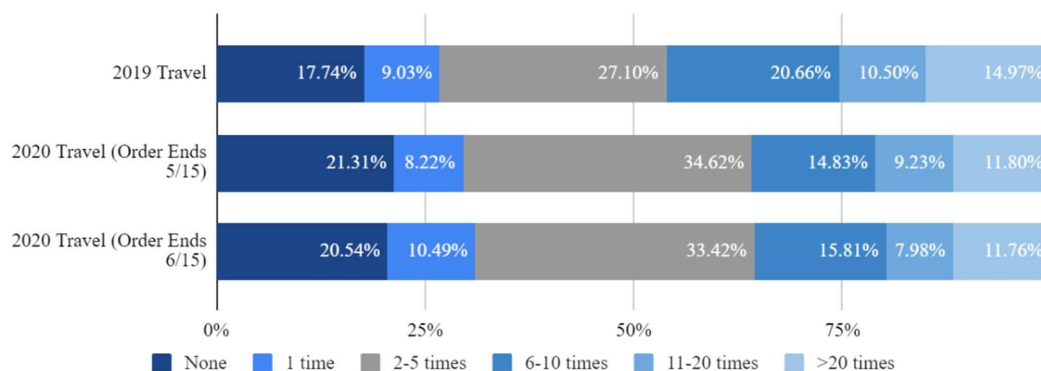
Figure 14. Previous and planned in-state travel (Q43)

The majority (82%) of respondents traveled in-state at least once in 2019. The number of respondents planning to travel in-state after the orders are lifted remains relatively steady at 79% regardless of when the order ends.

Respondents were also asked their familiarity with the public responses of the federal and state COVID-19 task forces. Those with familiarity were asked to rate the task force's handling of the pandemic from 1 to 7, with 1 being poor and 7 being excellent. Any ratings above 4 are considered positive. Likewise, all respondents were asked to rate the handling of the pandemic by President Trump and Governor Mills.
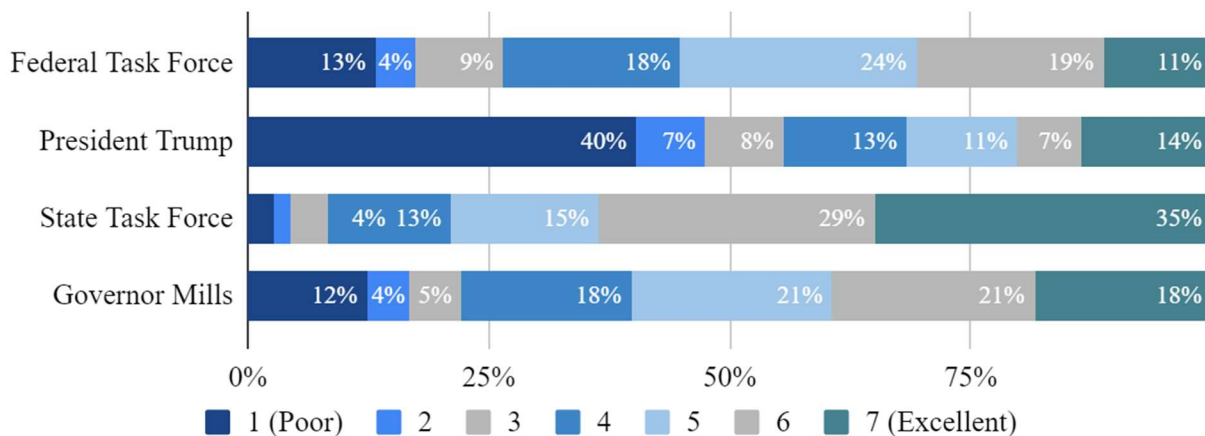
Figure 15. *Participant ratings of state and federal responses to pandemic (Q47, Q48, Q50, Q51)*

Over three quarters of respondents are familiar with the public responses of the federal task force (including Vice President Pence, Dr. Anthony Fauci, and Dr. Deborah Birx). Of these participants, 13% rated the federal task force as poor, 54% rated it positively, and 11% gave it an excellent rating. The mean score of the task force is 4.4. In rating President Trump's handling of the pandemic, 40% of participants rated his response as poor, while 32% rated it positively. The mean score associated with him is 3.2.

Over 70% of respondents are familiar with the public response to the state team including Dr. Nirav Shah, Jeanne Lambrew, and others. Of these participants, 3% rated their handling of the pandemic as poor and 79% rated them positively with 35% indicating that their response has been excellent. Their mean score was 5.6. For Governor Mills' handling of the pandemic, 12% of respondents rated it as poor, 60% as positive. The governor's mean score was 4.7.

iv. Conclusion

Over 500 respondents completed the survey on Maine Consumer Perceptions and Attitudes about Local Food during the COVID-19 Pandemic. After weighting the results to obtain a sample distribution representative to the state population, we found the following key results:

- The pandemic may not greatly affect household food spending in the long-term, but in the near-term average monthly spending has been greater at food stores and mail order services during the pandemic than previously, while restaurant spending is down. Post-pandemic, defined in this survey as three to twelve months after restrictions end, average spending in all categories is expected to be slightly higher than it was before.

- It is unclear whether farmers and other stakeholders will be able to rely on restaurants as a major source of revenue in the long-term. The number of participants dining out once per week is predicted to drop the first month dine-in services are available as compared to pre-pandemic levels. The number of diners rises as time goes on, but by months three to twelve the number dining out is still less than before the pandemic. The number of consumers purchasing take-out remains steady before and after the pandemic.

- Maine consumers are generally prioritizing locally sourced food. As a result of COVID-19, 67% of participants place importance on shopping local. Among these respondents, most shop at farmer's markets and farm stands, doing so mainly to support local farmers and producers. The vast majority of consumers prioritizing local food during a pandemic will continue doing so after the pandemic ends and will be willing to pay 16% to 23% more for locally sourced products, particularly for vegetables, meat, and seafood.

- We may see sustained declines in out-of-country and out-of-state travel among Maine consumers several months after restrictions are lifted. In-state travel will likely resume to normal rates post-pandemic and the number of respondents planning to attend agricultural events and state fairs is expected to remain the same if those events are held.

- The number of respondents reporting job and income loss is most concerning. A total of 18% lost their jobs as a result of the pandemic and 29% report losses in household or personal income.

- The state and federal COVID-19 task forces are rated highly among Maine respondents, as is Governor Mills. President Trump's handling of the pandemic response was rated poorly in comparison.

As stakeholders in Maine are struggling to keep their doors open during the pandemic, understanding changes in spending and preferences can potentially enable them to seek more profitable distribution channels. Longer term, many stakeholders may want to consider adjusting their business strategies to accommodate a population that is trending towards more interest in locally sourced food.

Additional research is needed at the national and regional levels to determine geographic trends in local food economics during the pandemic for farmers across the country. Analyzing data by socio-demographic characteristics and by specific commodity could provide stakeholders with the critical data needed to identify the most valuable target markets and product offerings. An understanding of planned post-pandemic in-country travel can be helpful to stakeholders catering to the tourism industry. Lastly, matched post-pandemic surveys of original respondents could reveal sustained changes in preferences and purchasing behavior that could guide stakeholders in making typically more profitable market-driven business decisions.

Appendix 1. Full copy of survey instrument

Demographics

1. Birth year:
    Drop down list 1934-2001
    Prefer not to answer ☐
    [PN: SHOW DROP DOWN LIST FROM 1924-2010 TERMINATE <1934 OR >2001, PREFER NOT TO ANSWER]

2. Gender:
    a. Male ☐
    b. Female☐
    c. Other☐
    d. Prefer Not to answer ☐

3. Ethnicity:
    a. Hispanic or Latino ☐
    b. Not Hispanic or Latino ☐

4. Race (Dropdown):
    a. American Indian or Alaska Native
    b. Asian
    c. Black or African American
    d. Native Hawaiian or Other Pacific Islander
    e. White
    f. Two or more races
    g. Other
    h. Prefer not to answer

5. Marital Status:
    a. Never married ☐
    b. Married ☐
    c. Widowed ☐
    d. Divorced ☐
    e. Separated ☐

6. State: Pull down → **DISPLAY LIST OF ALL STATES INCLUDING "I do not live in the US" TERMINATE IF NOT MAINE**

7. Zip code (5 digits) – Write in _____ **[TERM IF OUTSIDE OF MAINE]**

8. Education:

a. Less than high school degree ☐
b. High school diploma or GED ☐
c. Some college, no degree ☐
d. Associate degree in college ☐
e. Bachelor's degree in college ☐
f. Graduate level degree ☐

9. Annual household income:
   a. Less than $15k
   b. $15k-$24.99K
   c. $25k-$34.99k
   d. $35k-49.99k
   e. $50-74.99k
   f. $75k-99.99k
   g. $100k-149.99k
   h. $150k-199.99k
   i. over $200k

9A. How many members live in your household including yourself?

      1 members
      2
      3
      4
      5
      6
      7
      8
      9
      10+ members

10. Are you the primary food shopper for your household?
    a. Yes ☐
    b. No ☐
    c. Shared equally ☐

11. How many members of your household do you or the primary shopper generally buy groceries/meals for including yourself?
      1 members
      2
      3
      4
      5
      6
      7

8
9
10+ members

12. Of your household members, how many are UNDER the age of 18?

0 members
1
2
3
4
5
6
7
8 members
[PN: CHECK ANSWER- MUST BE LESS THAN Q9A]

QUESTIONANAIRE

INTRO_2
Key Terms and Definitions for Purpose of this Survey
- Garden – produce, herbs, or plantings intended specifically to produce food.
- Locally sourced – organic and nonorganic commodities and value-added products grown and/or processed within the state of Maine.
- Maine's "Stay Healthy at Home" Executive Order - Governor Mills' order requires people living in Maine to stay at home at all times unless for an essential job or an essential personal reason, such as obtaining food, medicine, health care, or other necessary purposes. This order was issued on March 31st with significant changes to the order on April 28th.
- Value-added product - raw agricultural products that have been modified or enhanced to have a higher market value. Some examples include fruits made into pies or jams, meats made into jerky, and tomatoes and peppers made into salsa.
- Not applicable – select this option if you feel that a question is not relevant to you or if you do not want to answer the question.

General Consumption Habits

PN: FOR ALL EXPENDITURES QUESTIONS
- ***LIMIT TO 4 DIGITS NUMERIC***
- ***SHOW TOTAL AT BOTTOM***
- **RESP INSTRUCTION:** Please enter a whole number, do not include commas or decimals.

13. What do you estimate your average monthly household's food expenditures to have been in the following categories **before** Maine's "Stay Healthy at Home" Executive Order and the closing of dine-in options at restaurants (i.e. prior to 3/31)?

Type	Spending amount
a. Food stores (e.g. big box stores, convenience stores, farmer's markets, gourmet markets, local organic markets, meat markets, seafood markets/trucks/stands, and supermarkets)?	[Numeric fill in – max $5000 for both]
b. Mail order and other home food delivery services (e.g. Hello Fresh, Home Chef, Schwans, Amazon, etc.)?	[Numeric fill in – max $5000 for both]
c. Restaurants and prepared takeout?	[Numeric fill in – max $5000 for both]

14. What do you anticipate your average monthly household's food expenditures to be in the following categories **during** Maine's "Stay Healthy at Home" Executive Order and the closing of dine-in options at restaurants (i.e. 3/31 to present)?

Type	Spending amount
d. Food stores (e.g. big box stores, convenience stores, farmer's markets, gourmet markets, local organic markets, meat markets, seafood markets/trucks/stands, and supermarkets)?	[Numeric fill in – max $5000 for both]
e. Mail order and other home food delivery services (e.g. Hello Fresh, Home Chef, Schwans, Amazon, etc.)?	[Numeric fill in – max $5000 for both]
f. Restaurants and prepared takeout?	[Numeric fill in – max $5000 for both]

15. What do you anticipate your average monthly household's food expenditures to be in the following categories during the **first month** that dine-in options are **available** in restaurants?

Type	Spending amount
a. Food stores (e.g. big box stores, convenience stores, farmer's markets, gourmet markets, local organic markets, meat markets, seafood markets/trucks/stands, and supermarkets)?	[Numeric fill in – max $5000 for both]
b. Mail order and other home food delivery services (e.g. Hello Fresh, Home Chef, Schwans, Amazon, etc.)?	[Numeric fill in – max $5000 for both]

    c.   Restaurants and prepared takeout?   [Numeric fill in – max
                                                                 $5000 for both]

16. What do you anticipate your average monthly household's food expenditures to be in the following categories during the **second month** that dine-in options are **available** in restaurants?

Type	Spending Amount
a. Food stores (e.g. big box stores, convenience stores, farmer's markets, gourmet markets, local organic markets, meat markets, seafood markets/trucks/stands, and supermarkets)?	[Numeric fill in – max $5000 for both]
b. Mail order and other home food delivery services (e.g. Hello Fresh, Home Chef, Schwans, Amazon, etc.)?	[Numeric fill in – max $5000 for both]
c. Restaurants and prepared takeout?	[Numeric fill in – max $5000 for both]

17. What do you anticipate your average monthly household's food expenditures to be in the following categories during **months three to twelve** that dine-in options are **available** in restaurants?

Type	Spending Amount
a. Food stores (e.g. big box stores, convenience stores, farmer's markets, gourmet markets, local organic markets, meat markets, seafood markets/trucks/stands, and supermarkets)?	[Numeric fill in – max $5000 for both]
b. Mail order and other home food delivery services (e.g. Hello Fresh, Home Chef, Schwans, Amazon, etc.)?	[Numeric fill in – max $5000 for both]
c. Restaurants and prepared takeout?	[Numeric fill in – max $5000 for both]

18. **Prior to** the start of Maine's "Stay Healthy at Home" Executive Order, how frequently did you purchase food at/from restaurants? Select one option per category.

Choices	Dine-in	Take-out/Delivery
Multiple times per day		
Once per day		
Once every 2-3 days		
Once per week		

Once every two weeks		
Once every three weeks		
Once per month		
Less than once per month		

19. For the **first month** that dine-in options are **available** again in restaurants, how frequently do you predict you will purchase food at/from restaurants? Select one option per category.

Choices	Dine-in	Take-out/Delivery
Multiple times per day		
Once per day		
Once every 2-3 days		
Once per week		
Once every two weeks		
Once every three weeks		
Once per month		
Less than once per month		

20. For the **second month** that dine-in options are **available** again in restaurants, how frequently do you predict you will purchase food at/from restaurants? Select one per category.

Choices	Dine-in	Take-out/Delivery
Multiple times per day		
Once per day		
Once every 2-3 days		
Once per week		
Once every two weeks		
Once every three weeks		
Less than once per month		

21. For **months three to twelve** that dine-in options are **available** again in restaurants, how frequently do you predict you will purchase food at/from restaurants? Select one per category.

Choices	Dine-in	Take-out/Delivery
Multiple times per day		
Once per day		
Once every 2-3 days		
Once per week		
Once every two weeks		
Once every three weeks		

Less than once per month		

Local Food

22. For the purposes of this survey, we are defining "local" as food produced in Maine, but at which distance from the point of sale do you define food as "local"?
    - ❑ Source is within 25 miles
    - ❑ Source is within 50 miles
    - ❑ Source is within 75 miles
    - ❑ Source is within 100 miles
    - ❑ Source is within 101+ miles

23. In the year 2019, did you regularly purchase food products from the following? Check all that apply.

Category	Check
Community supported agriculture (CSA)'s	❑ Yes ❑No
Farmer's markets	❑ Yes ❑No
Farm stands	❑ Yes ❑No
Small scale organic and/or local food stores/co-ops	❑ Yes ❑No

24. In relation to the COVID-19 pandemic, how important is it to you to purchase locally sourced foods from the following categories? (Locally sourced food is organic and nonorganic commodities and value-added products grown and/or processed within the state of Maine.) (1 = extremely unimportant, 4 = no change, 7 = extremely important)

Category	Importance
Fruits	←→1 to 7
Vegetables	←→1 to 7
Dairy (milk, butter, cream, cheese, ice cream, etc.)	←→1 to 7
Grains	←→1 to 7
Meat and poultry products	←→1 to 7
Seafood	←→1 to 7
Value-added products (**raw agricultural** products that have been modified or enhanced to have a higher market value.)	←→1 to 7

25. Do you believe that it is more important to purchase locally sourced food products as a result of the COVID-19 pandemic?

Yes ❑

No ❑

IF no, skip to 29a

26. In relation to the COVID-19 pandemic, please rate your level of agreement with the following statements (1 = strongly disagreed, 4 = no change, 7 = strongly agree):

Category	Level of Agreement
I believe it's safer to shop at local food stores/markets than large retailers.	←→1 to 7
I want to support local farmers and producers.	←→1 to 7
I believe local food stores/markets have more essential products in stock than large retailers.	←→1 to 7

27. Are you more or less likely to purchase food products through community supported agriculture (CSA)'s, farmer's markets, farm stands, and organic and/or local food stores instead of non-local products as a result of the COVID-19 (1 = very unlikely, 4 = no change, 7= very likely)?

Category	Likelihood
community supported agriculture (CSA)'s	←→1 to 7
Farmer's markets	←→1 to 7
Farm stands	←→1 to 7
Organic and/or local food stores	←→1 to 7

28. Do you plan to prioritize purchasing locally sourced food **after** Maine's "Stay Healthy at Home" Executive Order is lifted?
    - ☐ Yes
    - ☐ No

29. How much more would you be willing to pay (WTP) for the following locally sourced products if it helped keep local operations (i.e. farms, processors, stores) in business? (Locally sourced food is organic and nonorganic commodities and value-added products grown and/or processed within the state of Maine.)

Type	WTP Percentage Value	N/a
Fruits	Drop down: 0 to 100% (5% inc.)	☐
Vegetables	Drop down: 0 to 100% (5% inc.)	☐
Dairy (milk, butter, cream, cheese, ice cream, etc.)	Drop down: 0 to 100% (5% inc.)	☐
Grains	Drop down: 0 to 100% (5% inc.)	☐
Meat and poultry products	Drop down: 0 to 100% (5% inc.)	☐
Seafood	Drop down: 0 to 100% (5% inc.)	☐
Value-Added Products	Drop down: 0 to 100% (5% inc.)	☐

29a.   In 2019, did you have any concerns that you or any member of your household might not have enough food to eat?

Yes ☐   No ☐

29b.   Since the governor's stay at home executive order, have you had any concerns that you or any member of your household might not have enough food to eat?

Yes ☐   No ☐

30. Did you plant a garden last year (Garden – produce, herbs, or plantings intended specifically to produce food)?

Yes ☐   No ☐

IF no, skip to 32.

31. In previous years' growing seasons, what percentage of your fruits and vegetables consumed by your household did you grow yourself?

Drop down: 0 – 100% in 5% increments

32. Have you planted a garden or plan to plant a garden this year?

Yes ☐   No ☐

IF no, skip to 36

33. What percentage of your household's fruit and vegetable consumption do you plan to grow yourself in 2020?

Drop down: 0 – 100% in 5% increments

34. Do you believe the COVID-19 pandemic and stay-at-home policy impacted your decision to plant a garden this year?

Yes ☐   No ☐

35. What was your primary motivation for planting a garden? [Select one]

Hobby ☐ Food security ☐ Healthy living/lifestyle ☐ Lower food expenditures ☐ Other ☐

Agricultural Events and Fairs

36. Please identify the agricultural and farm product events you attended in 2019, select all that apply:
☐   Maine Maple Sunday®
☐   Maine Fiddlehead Festival

- ☐ Maine Fiber Frolic
- ☐ Maine Artisan Bread Fair
- ☐ 31st Open Farm Day
- ☐ National Farmers' Market Week
- ☐ Open Winery Day
- ☐ Maine Cheese Festival
- ☐ Maine Apple Day
- ☐ Open Creamery Day
- ☐ Maine Harvest Festival
- ☐ Harness Racing meets at fairs or commercial tracks
- ☐ Did not attend any listed events

37. Assuming Maine's "Stay Healthy at Home" Executive Order is lifted by the time of event, which of the following 2020 state agricultural and farm product events are you planning to attend, select all that apply:

- ☐ Maine Fiddlehead Festival
- ☐ Maine Fiber Frolic
- ☐ Maine Artisan Bread Fair
- ☐ 31st Open Farm Day
- ☐ National Farmers' Market Week
- ☐ Open Winery Day
- ☐ Maine Cheese Festival
- ☐ Maine Apple Day
- ☐ Open Creamery Day
- ☐ Maine Harvest Festival
- ☐ Harness Racing meets at fairs or commercial tracks
- ☐ Not planning to attend any listed events

38. Please identify the state agricultural fairs you attended in 2019, select all that apply:

- ☐ Acton Fair
- ☐ Bangor State Fair
- ☐ Blue Hill Fair
- ☐ Clinton Lions Ag. Fair
- ☐ Common Ground Fair
- ☐ Cumberland Fair
- ☐ Farmington Fair
- ☐ Fryeburg Fair
- ☐ Harmony Fair
- ☐ Houlton Fair
- ☐ Litchfield Fair
- ☐ Maine Farm Days
- ☐ Monmouth Fair
- ☐ New Portland Lion's Fair

- ☐ Northern Maine Fair
- ☐ Ossipee Valley Fair
- ☐ Oxford County Fair
- ☐ Piscataquis Valley Fair
- ☐ Pittston Fair
- ☐ Skowhegan State Fair
- ☐ Springfield Fair
- ☐ Topsham Fair
- ☐ Union Fair
- ☐ Waterford World's Fair
- ☐ Windsor Fair
- ☐ Did not attend any listed events

39. Assuming Maine's "Stay Healthy at Home" Executive Order is lifted by the time of the event, which of the following 2020 state agricultural fairs are you planning to attend, select all that apply:

- ❒ Acton Fair
- ❒ Bangor State Fair
- ❒ Blue Hill Fair
- ❒ Clinton Lions Ag. Fair
- ❒ Common Ground Fair
- ❒ Cumberland Fair
- ❒ Farmington Fair
- ❒ Fryeburg Fair
- ❒ Harmony Fair
- ❒ Houlton Fair
- ❒ Litchfield Fair
- ❒ Maine Farm Days
- ❒ Monmouth Fair
- ❒ New Portland Lion's Fair

- ❒ Ossipee Valley Fair
- ❒ Oxford County Fair
- ❒ Piscataquis Valley Fair
- ❒ Pittston Fair
- ❒ Skowhegan State Fair
- ❒ Springfield Fair
- ❒ Topsham Fair
- ❒ Union Fair
- ❒ Waterford World's Fair
- ❒ Windsor Fair
- ❒ Not planning to attend any listed events

Questions 36-39 - We removed all the unnecessary numbers next to the questions

General Coronavirus Impact

40. How would you characterize the impact of the coronavirus pandemic on the following? (1 = extremely negative, 4 = no change, 7 = extremely positive)   Include "No Opinion" column.
    a. U.S. economy   1 to 7
    b. State of Maine economy   1 to 7
    c. Your local, city/town economy   1 to 7
    d. Rural Maine farming communities   1 to 7
    e. Maine unemployment   1 to 7
    f. U.S. food security   1 to 7
    g. Nutritional quality of the U.S. diet 1 to 7
    h. US inflation   1 to 7
    i. Maine local food networks   1 to 7

41. How many times did you travel during 2019? Select one option per category.

Type	None	1 time	2-5 times	6-10 times	11-20 times	>20 times
A. Out of country						
B. Out of state						
C. In state (more than 50 miles)						

42. If Maine's "Stay Healthy at Home Executive Order" is lifted by **May 15th**, how often do you anticipate traveling during the rest of 2020 (May 16 – December 31)? Select one option per category.

Type	None	1 time	2-5 times	6-10 times	11-20 times	>20 times
A. Out of country						
B. Out of state						
C. In state (more than 50 miles)						

43. If Maine's "Stay Healthy at Home Executive Order" is lifted by **June 15th**, how often do you anticipate traveling during the rest of 2020 (June 16 – December 31)? Select one option per category.

Type	None	1 time	2-5 times	6-10 times	11-20 times	>20 times
A. Out of country						
B. Out of state						
C. In state (more than 50 miles)						

44. Have you lost your job or been laid off due to the COVID-19 pandemic?

    Yes ☐   No ☐

45. Have you seen your personal or household income drop significantly due to the COVID-19 pandemic?

    Yes ☐   No ☐

46. Are you familiar with the public responses of the federal task force consisting of Vice President Pence, Dr. Deborah Birx, Dr. Anthony Fauci, and others to the COVID-19 pandemic?

    Yes ☐   No ☐

    IF no, skip to 48.

47. How would you rate the work of the federal task force consisting of Vice President Pence, Dr. Deborah Birx, Dr. Anthony Fauci, and others (1 = poor to 7= excellent)?

    ←→1 to 7

48. How would you rate the handling of the COVID-19 pandemic by President Trump? (1 = poor to 7= excellent)?

    ←→1 to 7

49. Are you familiar with the public responses of the state team of Dr. Nirav Shah, Jeanne Lambrew, and others to the COVID-19 pandemic?

    Yes ☐   No ☐

    IF no, skip to 51.

50. How would you rate the work of the state team consisting of Dr. Nirav Shah, Jeanne Lambrew, and others? (1 = poor to 7= excellent)?

←→1 to 7

51. How would you rate the handling of the COVID-19 pandemic by Governor Mills? (1 = poor to 7= excellent)?

←→1 to 7

Thank you for your thoughts!

Appendix 2: Desired population distribution, sample distribution, and weights

Age	Population %	Sample %	Age Weight
Ages 18-24	11%	6.76%	1.627352941
Ages 25-34	14%	14.31%	0.978055556
Ages 35-44	17%	16.30%	1.042804878
Ages 45-54	21%	13.12%	1.600454545
Ages 55-64	18%	21.07%	0.854150943
Ages 65+	19%	28.43%	0.668321678
Gender	**Population %**	**Sample %**	**Gender Weight**
Male	49%	37.97%	1.290418848
Female	51%	62.03%	0.822211538
Other	0%		
Prefer not to answer	0%		
Hispanic/Latino	**Population %**	**Sample %**	**Hispanic Weight**
Hispanic descent - Yes	1.00%	1.79%	0.558888889
Hispanic descent - No	99.00%	98.21%	1.008036437
Ethnicity	**Population %**	**Sample %**	**Race Weight**
American Indian or Alaska Native	1%	0.60%	1.676666667
Asian	1%	0.80%	1.2575
Black or African American	1%	0.40%	2.515
Native Hawaiian or Other Pacific Islander	0%	0.0%	0
White	95%	95.83%	0.991390041
Two or more races	0%	1.39%	0
Other	2%	0.99%	2.012
Prefer not to answer	0%	0.0%	0

Appendix 3: Weighted Results

Weighted Results for Categorical Variables:

Q8			
	Frequency	**Percent**	**Margin of Error**
Less than highschool	12.18917	2.44	1.35%
High school	95.07182	19.05	3.43%
Some college	100.2489	20.09	3.50%
Associate's degree	64.57653	12.94	2.93%
Bachelor's	148.3717	29.74	3.99%
Gradulate level	78.49654	15.73	3.18%
Q9			
	Frequency	**Percent**	**Margin of Error**
Less than $15k	39.15194	7.85	2.35%
$15k-$24.99K	51.01723	10.22	2.65%
$25k-$34.99k	63.7909	12.78	2.92%
$35k-49.99k	65.88777	13.21	2.96%
$50k-74.99k	108.3907	21.72	3.60%
$75k-99.99k	63.59816	12.75	2.91%
100k-149.99k	70.78137	14.19	3.05%
150k-199.99k	26.12024	5.23	1.95%
Over $200k	10.21636	2.05	1.24%
Q9A			
	Frequency	**Percent**	**Margin of Error**
1	104.7251	20.99	3.56%
2	211.8412	42.46	4.32%
3	94.71129	18.98	3.43%
4	47.26958	9.47	2.56%
5	22.70942	4.55	1.82%
6	10.21353	2.05	1.24%
7	6.627718	1.33	1.00%
10	0.856855	0.17	0.36%
Q10			

	Frequency	Percent	Margin of Error
Yes	352.9943	70.75	3.98%
No	41.34061	8.29	2.41%
Shared Equally	104.6198	20.97	3.56%

Q18-Dine in

	Frequency	Percent	Margin of Error
Multiple times per day	6.098449	1.22	0.96%
Once per day	15.19196	3.04	1.50%
Once every 2-3 days	57.86078	11.6	2.80%
Once per week	123.8814	24.83	3.78%
Once every two weeks	65.38299	13.1	2.95%
Once every three weeks	24.07417	4.82	1.87%
Once per month	72.40109	14.51	3.08%
Less than once per month	134.0639	26.87	3.87%

Q18-Take out

	Frequency	Percent	Margin of Error
Multiple times per day	8.10305	1.62	1.10%
Once per day	13.9285	2.79	1.44%
Once every 2-3 days	66.96528	13.42	2.98%
Once per week	132.4383	26.54	3.86%
Once every two weeks	61.08719	12.24	2.86%
Once every three weeks	36.83938	7.38	2.28%
Once per month	62.37698	12.5	2.89%
Less than once per month	117.216	23.49	3.70%

Q19-Dine in

	Frequency	Percent	Margin of Error
Multiple times per day	6.931449	1.39	1.02%
Once per day	11.48738	2.3	1.31%
Once every 2-3 days	43.96755	8.81	2.48%
Once per week	79.24864	15.88	3.19%
Once every two weeks	44.36147	8.89	2.49%
Once every three weeks	15.05794	3.02	1.50%

	Frequency	Percent	Margin of Error
Once per month	77.27329	15.49	3.16%
Less than once per month	220.627	44.22	4.34%

Q19-Take out

	Frequency	Percent	Margin of Error
Multiple times per day	7.805279	1.56	1.08%
Once per day	17.56222	3.52	1.61%
Once every 2-3 days	55.07639	11.04	2.74%
Once per week	135.5371	27.16	3.89%
Once every two weeks	61.15732	12.26	2.87%
Once every three weeks	38.25664	7.67	2.33%
Once per month	66.69134	13.37	2.97%
Less than once per month	116.8684	23.42	3.70%

Q20-Dine in

	Frequency	Percent	Margin of Error
Multiple times per day	12.81521	2.57	1.38%
Once per day	13.70507	2.75	1.43%
Once every 2-3 days	38.03246	7.62	2.32%
Once per week	83.74221	16.78	3.27%
Once every two weeks	53.00178	10.62	2.69%
Once every three weeks	19.39984	3.89	1.69%
Once per month	92.08098	18.45	3.39%
Less than once per month	186.1772	37.31	4.23%

Q20-Take out

	Frequency	Percent	Margin of Error
Multiple times per day	7.650387	1.53	1.07%
Once per day	17.56538	3.52	1.61%
Once every 2-3 days	62.21153	12.47	2.89%
Once per week	123.908	24.83	3.78%
Once every two weeks	54.73267	10.97	2.73%
Once every three weeks	41.65644	8.35	2.42%
Once per month	71.74075	14.38	3.07%
Less than once per month	119.4896	23.95	3.73%

Q21-Dine in			
	Frequency	**Percent**	**Margin of Error**
Multiple times per day	7.625669	1.53	1.07%
Once per day	13.75202	2.76	1.43%
Once every 2-3 days	51.53258	10.33	2.66%
Once per week	106.3759	21.32	3.58%
Once every two weeks	47.78821	9.58	2.57%
Once every three weeks	21.11331	4.23	1.76%
Once per month	103.9856	20.84	3.55%
Less than once per month	146.7813	29.42	3.98%

Q21-Take out			
	Frequency	**Percent**	**Margin of Error**
Multiple times per day	7.763076	1.56	1.08%
Once per day	19.02221	3.81	1.67%
Once every 2-3 days	56.18532	11.26	2.76%
Once per week	134.1274	26.88	3.87%
Once every two weeks	48.77414	9.78	2.60%
Once every three weeks	42.58984	8.54	2.44%
Once per month	77.34246	15.5	3.16%
Less than once per month	113.1503	22.68	3.66%

Q22			
	Frequency	**Percent**	**Margin of Error**
Within 25 miles	195.3057	39.14	4.27%
Within 50 miles	137.9852	27.65	3.91%
Within 75 miles	49.43462	9.91	2.61%
Within 100 miles	91.24496	18.29	3.38%
Within 101+ miles	24.98428	5.01	1.91%

Q24 - Fruit			
	Frequency	**Percent**	**Margin of Error**
1	27.53525	5.52	2.00%
2	6.107983	1.22	0.96%
3	14.05075	2.82	1.45%
4	204.6728	41.02	4.30%

5	65.9001	13.21	2.96%
6	84.5624	16.95	3.28%
7	96.1254	19.27	3.45%

Q24-Vegetables			
	Frequency	**Percent**	**Margin of Error**
1	22.50162	4.51	1.81%
2	12.08519	2.42	1.34%
3	10.1828	2.04	1.24%
4	182.6665	36.61	4.21%
5	69.19391	13.87	3.02%
6	89.45494	17.93	3.35%
7	112.8697	22.62	3.66%

Q24-Dairy			
	Frequency	**Percent**	**Margin of Error**
1	24.42714	4.9	1.89%
2	11.03373	2.21	1.28%
3	15.21075	3.05	1.50%
4	234.9018	47.08	4.36%
5	62.14898	12.46	2.89%
6	66.63327	13.35	2.97%
7	84.59908	16.96	3.28%

Q24-Grains			
	Frequency	**Percent**	**Margin of Error**
1	31.44702	6.3	2.12%
2	19.5093	3.91	1.69%
3	24.2753	4.87	1.88%
4	271.9437	54.5	4.35%
5	41.91833	8.4	2.42%
6	57.57442	11.54	2.79%
7	52.28669	10.48	2.68%

Q24-Meat/Poultry			
	Frequency	**Percent**	**Margin of Error**
1	30.95353	6.2	2.11%
2	18.88268	3.78	1.67%
3	13.12223	2.63	1.40%
4	201.6037	40.41	4.29%

	Frequency	Percent	Margin of Error
5	70.89033	14.21	3.05%
6	79.81964	16	3.20%
7	83.68263	16.77	3.26%

Q24-Seafood			
	Frequency	Percent	Margin of Error
1	53.26389	10.68	2.70%
2	14.54204	2.91	1.47%
3	14.9444	3	1.49%
4	200.5499	40.19	4.28%
5	49.65001	9.95	2.62%
6	69.16823	13.86	3.02%
7	96.83623	19.41	3.46%

Q24-Value Added			
	Frequency	Percent	Margin of Error
1	52.81501	10.59	2.69%
2	11.93774	2.39	1.33%
3	34.32591	6.88	2.21%
4	280.3592	56.19	4.34%
5	56.32604	11.29	2.77%
6	30.85003	6.18	2.10%
7	32.34075	6.48	2.15%

Q26-Safer to Shop			
	Frequency	Percent	Margin of Error
Frequency Missing = 163.77723956			
1	5.059095	1.51	1.07%
2	7.545362	2.25	1.30%
3	11.6827	3.49	1.60%
4	80.6453	24.06	3.74%
5	70.59804	21.06	3.56%
6	70.58611	21.06	3.56%
7	89.06086	26.57	3.86%

Q26-Support Local			
	Frequency	Percent	Margin of Error
Frequency Missing = 163.77723956			
1	2.647766	0.79	0.77%
2	2.016908	0.6	0.67%

	Frequency	Percent	Margin of Error
3	1.660507	0.5	0.62%
4	30.13289	8.99	2.50%
5	50.94016	15.2	3.14%
6	100.8232	30.08	4.01%
7	146.956	43.84	4.34%

Q26-Essentials in stock			
	Frequency	**Percent**	**Margin of Error**
Frequency Missing = 163.77723956			
1	7.326673	2.19	1.28%
2	9.489599	2.83	1.45%
3	51.87247	15.48	3.16%
4	92.3257	27.55	3.90%
5	49.69706	14.83	3.11%
6	55.45697	16.55	3.25%
7	69.00899	20.59	3.53%

Q27-CSA's			
	Frequency	**Percent**	**Margin of Error**
Frequency Missing = 163.77723956			
1	12.53698	3.74	1.66%
2	7.446786	2.22	1.29%
3	9.422186	2.81	1.44%
4	155.1138	46.28	4.36%
5	61.13297	18.24	3.37%
6	40.72552	12.15	2.86%
7	48.79924	14.56	3.08%

Q27-Farmer's markets			
	Frequency	**Percent**	**Margin of Error**
Frequency Missing = 163.77723956			
1	2.352494	0.7	0.73%
2	5.829235	1.74	1.14%
3	10.87357	3.24	1.55%
4	72.70313	21.69	3.60%
5	87.32276	26.05	3.84%
6	68.4597	20.42	3.52%
7	87.63658	26.15	3.84%

Q27-Farm stands		
	Frequency	**Percent**

			Margin of Error
Frequency Missing = 163.77723956			
1	3.003453	0.9	0.83%
2	5.674222	1.69	1.13%
3	10.5957	3.16	1.53%
4	77.82987	23.22	3.69%
5	82.68288	24.67	3.77%
6	69.94339	20.87	3.55%
7	85.44795	25.49	3.81%
Q27-Organic/Local food stores			
	Frequency	**Percent**	**Margin of Error**
Frequency Missing = 163.77723956			
1	6.403151	1.91	1.20%
2	2.909176	0.87	0.81%
3	10.66222	3.18	1.53%
4	130.5868	38.96	4.26%
5	81.78767	24.4	3.75%
6	41.03823	12.24	2.86%
7	61.79028	18.44	3.39%
Q35			
	Frequency	**Percent**	**Margin of Error**
Frequency Missing = 276.94718612			
1	71.31189	32.12	4.08%
2	39.38348	17.74	3.34%
3	72.81506	32.8	4.10%
4	29.70209	13.38	2.98%
5	8.794996	3.96	1.70%
Q40-US economy			
	Frequency	**Percent**	**Margin of Error**
1	237.9894	47.7	4.36%
2	119.2905	23.91	3.73%
3	68.81126	13.79	3.01%
4	17.86338	3.58	1.62%
5	3.842437	0.77	0.76%
6	13.53402	2.71	1.42%
7	23.45719	4.7	1.85%

	14.16649	2.84	1.45%
99			

Q40-State of ME economy			
	Frequency	**Percent**	**Margin of Error**
1	214.4736	42.98	4.33%
2	123.0993	24.67	3.77%
3	77.92408	15.62	3.17%
4	26.84637	5.38	1.97%
5	12.86143	2.58	1.39%
6	12.12105	2.43	1.35%
7	16.76817	3.36	1.57%
99	14.86071	2.98	1.49%

Q40-Local economy			
	Frequency	**Percent**	**Margin of Error**
1	131.8037	26.42	3.85%
2	121.0635	24.26	3.75%
3	135.9716	27.25	3.89%
4	49.1483	9.85	2.60%
5	14.6143	2.93	1.47%
6	6.743066	1.35	1.01%
7	23.9459	4.8	1.87%
99	15.66436	3.14	1.52%

Q40-Rural farming			
	Frequency	**Percent**	**Margin of Error**
1	147.4781	29.56	3.99%
2	100.2762	20.1	3.50%
3	105.8016	21.2	3.57%
4	50.97696	10.22	2.65%
5	32.06755	6.43	2.14%
6	15.09467	3.03	1.50%
7	19.85913	3.98	1.71%
99	27.4005	5.49	1.99%

Q40-Maine unemployment			
	Frequency	**Percent**	**Margin of Error**
1	271.2126	54.36	4.35%
2	107.7536	21.6	3.60%
3	47.59547	9.54	2.57%

	Frequency	Percent	Margin of Error
4	12.5136	2.51	1.37%
5	9.718495	1.95	1.21%
6	12.63213	2.53	1.37%
7	19.55597	3.92	1.70%
99	17.97282	3.6	1.63%

Q40-US food secutiry

	Frequency	Percent	Margin of Error
1	126.3509	25.32	3.80%
2	100.2212	20.09	3.50%
3	137.2752	27.51	3.90%
4	65.6056	13.15	2.95%
5	17.49223	3.51	1.61%
6	8.508155	1.71	1.13%
7	17.9576	3.6	1.63%
99	25.54387	5.12	1.93%

Q40-Nutritional quality

	Frequency	Percent	Margin of Error
1	94.42466	18.92	3.42%
2	80.41315	16.12	3.21%
3	108.8852	21.82	3.61%
4	124.7605	25	3.78%
5	25.11462	5.03	1.91%
6	21.14843	4.24	1.76%
7	14.50405	2.91	1.47%
99	29.70406	5.95	2.07%

Q40-US inflation

	Frequency	Percent	Margin of Error
1	130.7911	26.21	3.84%
2	95.85211	19.21	3.44%
3	100.2973	20.1	3.50%
4	60.76819	12.18	2.86%
5	26.01903	5.21	1.94%
6	23.44618	4.7	1.85%
7	19.60454	3.93	1.70%
99	42.17628	8.45	2.43%

Q40-ME local food networks

	Frequency	Percent	

			Margin of Error
1	94.8015	19	3.43%
2	86.14097	17.26	3.30%
3	109.4198	21.93	3.62%
4	94.19042	18.88	3.42%
5	36.83779	7.38	2.28%
6	17.29441	3.47	1.60%
7	23.0988	4.63	1.84%
99	37.17105	7.45	2.29%

Q41-Out of country			
	Frequency	**Percent**	**Margin of Error**
None	334.5921	67.06	4.11%
1 time	96.59425	19.36	3.45%
2-5 times	41.84109	8.39	2.42%
6-10 times	9.898122	1.98	1.22%
11-20 times	9.188168	1.84	1.17%
>20 times	6.841023	1.37	1.02%

Q41- Out of state			
	Frequency	**Percent**	**Margin of Error**
None	133.4165	26.74	3.87%
1 time	62.68467	12.56	2.90%
2-5 times	191.3179	38.34	4.25%
6-10 times	58.90996	11.81	2.82%
11-20 times	23.03839	4.62	1.83%
>20 times	29.58729	5.93	2.06%

Q41- In state			
	Frequency	**Percent**	**Margin of Error**
None	88.51129	17.74	3.34%
1 time	45.04077	9.03	2.50%
2-5 times	135.2151	27.1	3.88%
6-10 times	103.0852	20.66	3.54%
11-20 times	52.41282	10.5	2.68%
>20 times	74.68957	14.97	3.12%

Q42-Out of Country			
	Frequency	**Percent**	**Margin of Error**

	Frequency	Percent	Margin of Error
None	411.5628	82.48	3.32%
1 time	53.09712	10.64	2.69%
2-5 times	27.44787	5.5	1.99%
6-10 times	2.199029	0.44	0.58%
11-20 times	0.856855	0.17	0.36%
>20 times	3.791084	0.76	0.76%

Q42-Out of State

	Frequency	Percent	Margin of Error
None	187.7051	37.62	4.23%
1 time	95.37398	19.11	3.44%
2-5 times	143.2901	28.72	3.95%
6-10 times	45.88139	9.2	2.53%
11-20 times	9.957954	2	1.22%
>20 times	16.74617	3.36	1.57%

Q42-In State

	Frequency	Percent	Margin of Error
None	106.3151	21.31	3.58%
1 time	40.99824	8.22	2.40%
2-5 times	172.7265	34.62	4.16%
6-10 times	73.98387	14.83	3.11%
11-20 times	46.03538	9.23	2.53%
>20 times	58.89559	11.8	2.82%

Q43-Out of Country

	Frequency	Percent	Margin of Error
None	406.0162	81.37	3.40%
1 time	57.93766	11.61	2.80%
2-5 times	26.17689	5.25	1.95%
6-10 times	5.520828	1.11	0.92%
>20 times	3.303149	0.66	0.71%

Q43-Out of State

	Frequency	Percent	Margin of Error
None	178.7914	35.83	4.19%
1 time	101.2195	20.29	3.51%
2-5 times	149.177	29.9	4.00%
6-10 times	37.63572	7.54	2.31%
11-20 times	16.7816	3.36	1.57%

	Frequency	Percent	Margin of Error
>20 times	15.3494	3.08	1.51%

Q43-In state

	Frequency	Percent	Margin of Error
None	102.5086	20.54	3.53%
1 time	52.32643	10.49	2.68%
2-5 times	166.7378	33.42	4.12%
6-10 times	78.90401	15.81	3.19%
11-20 times	39.8142	7.98	2.37%
>20 times	58.66359	11.76	2.82%

Q47

	Frequency	Percent	Margin of Error
1	51.15753	13.02	3.33%
2	17.19562	4.38	2.02%
3	35.65109	9.07	2.84%
4	71.66803	18.24	3.82%
5	94.87324	24.15	4.23%
6	75.46189	19.21	3.90%
7	46.89292	11.94	3.21%

Q48

	Frequency	Percent	Margin of Error
1	201.2851	40.34	4.29%
2	35.60235	7.14	2.25%
3	40.42022	8.1	2.38%
4	63.96873	12.82	2.92%
5	57.18948	11.46	2.78%
6	33.14943	6.64	2.18%
7	67.33943	13.5	2.99%

Q49

	Frequency	Percent	Margin of Error
0	143.3637	28.73	3.95%
1	355.591	71.27	3.95%

Q50

	Frequency	Percent	Margin of Error
Frequency Missing = 143.3637128			
1	9.852926	2.77	1.43%

	Frequency	Percent	Margin of Error
2	5.67062	1.59	1.09%
3	13.78756	3.88	1.69%
4	45.37957	12.76	2.92%
5	54.85808	15.43	3.16%
6	101.7264	28.61	3.95%
7	124.3159	34.96	4.17%
Q51			
	Frequency	**Percent**	**Margin of Error**
1	61.94534	12.42	2.88%
2	21.49526	4.31	1.77%
3	27.10041	5.43	1.98%
4	87.97505	17.63	3.33%
5	104.2287	20.89	3.55%
6	104.5694	20.96	3.56%
7	91.6405	18.37	3.38%

Weighted Results for Numerical Variables:

Variable	N	Mean	Minimum	Maximum	Margin of Error
Q11	503	2.3193756	1	7	0.10600381
Q12	503	0.4434927	0	5	0.07567753
Q13-Food store	503	373.862827	0	5000	30.3804434
Q13-Mail order/delivery	503	32.7786068	0	1200	8.80330152
Q13-Restaurant/Prepared Take out	503	105.89772	0	1230	11.2404375
Q13-Sum	503	512.539154	0	5200	39.6034116
Q14-Food store	503	384.718562	0	1800	26.2645285
Q14-Mail order/delivery	503	48.8725227	0	1500	11.8694209
Q14-Restaurant/Prepared Take out	503	53.7309842	0	555	6.72843672
Q14-Sum	503	487.322069	0	2050	31.4797918
Q15-Food store	503	354.166014	0	1800	24.7534598
Q15-Mail order/delivery	503	40.2152599	0	1000	9.90123606
Q15-Restaurant/Prepared Take out	503	86.0191537	0	700	9.05309347
Q15-Sum	503	480.400427	0	2050	31.1483683
Q16-Food store	503	352.408909	0	1800	24.2721466
Q16-Mail order/delivery	503	38.7642167	0	1000	9.47781949
Q16-Restaurant/Prepared Take out	503	94.3463723	0	800	9.22275001
Q16-Sum	503	485.519498	0	2150	31.1017217
Q17-Food store	503	368.584706	0	5000	30.9661431

Q17-Mail order/delivery	503	35.3158019	0	1000	8.28727551
Q17-Restaurant/Prepared Take out	503	117.677452	0	2200	13.2798675
Q17-Sum	503	521.57796	0	5600	40.117226
Q23-CSA's	503	0.2124186	0	1	0.03563648
Q23-Farmer's markets	503	0.5032696	0	1	0.04356237
Q23-Farm stands	503	0.4829734	0	1	0.04353804
Q23-Small-scale local stores	503	0.339053	0	1	0.04124467
Q25	503	0.6717593	0	1	0.0409123
Q28	346	0.828212	0	1	0.0324913
Q29-Fruits	343	20.3991907	0	100	2.49514098
Q29-Vegetables	344	22.3008702	0	100	2.6719744
Q29-Dairy	341	19.8931083	0	100	2.42900239
Q29-Grains	339	15.9359259	0	100	2.25636448
Q29-Meat/poultry	342	23.286298	0	100	2.67274205
Q29-Seafood	336	21.3693048	0	100	2.93843353
Q29-Value-added	337	16.7797902	0	100	2.42302671
Q29a	503	0.1076258	0	1	0.02700116
Q29b	503	0.1893667	0	1	0.03413618
Q30	503	0.3541489	0	1	0.0416687
Q31	181	26.1911571	0	100	2.05912251
Q32	503	1.5550548	1	2	0.04329842
Q33	227	30.2640001	5	100	2.18991106
Q34	227	0.4756416	0	1	0.04325693
Q36-Maple Sunday	503	0.2236501	0	1	0.0363048
Q36-Fiddlehead Festival	503	0.0363983	0	1	0.01631699
Q36-Fiber Frolic	503	0.0226501	0	1	0.01296316
Q36-Artisan bread fair	503	0.0316321	0	1	0.01524877
Q36-Open farm day	503	0.0261091	0	1	0.01389319
Q36-National farmer's market week	503	0.0904196	0	1	0.02498634
Q36-Open winery day	503	0.0339698	0	1	0.01578311
Q36-Cheese festival	503	0.0391751	0	1	0.01690355
Q36-Apple day	503	0.1154072	0	1	0.02783807
Q36-Open creamery	503	0.02003	0	1	0.01220668
Q36-Harvest festival	503	0.0696551	0	1	0.02217937
Q36-Harness racing	503	0.0555025	0	1	0.01994838
Q36-Did not attend any events	503	0.642881	0	1	0.04174674
Q37-Fiddlehead Festival	503	0.0483436	0	1	0.0186879
Q37-Fiber Frolic	503	0.0223594	0	1	0.01288162
Q37-Artisan bread fair	503	0.0580993	0	1	0.02038163
Q37-Open farm day	503	0.0496926	0	1	0.0189334

Q37-National farmer's market week	503	0.1393276	0	1	0.0301709
Q37-Open winery day	503	0.08629	0	1	0.02446443
Q37-Cheese festival	503	0.098776	0	1	0.02599519
Q37-Apple day	503	0.1762922	0	1	0.03320121
Q37-Open creamery	503	0.0588367	0	1	0.02050252
Q37-Harvest festival	503	0.153041	0	1	0.03136793
Q37-Harness racing	503	0.0708324	0	1	0.02235186
Q37-Did not attend any events	503	0.636545	0	1	0.0419074
Q38-Acton	503	0.0371469	0	1	0.01647753
Q38-Bangor	503	0.1004706	0	1	0.02619257
Q38-Blue Hill	503	0.0577017	0	1	0.02031605
Q38-Clinton Lions	503	0.0275842	0	1	0.01426946
Q38-Common Ground	503	0.1091641	0	1	0.02717
Q38-Cumberland	503	0.1092012	0	1	0.02717404
Q38-Farmington	503	0.0588718	0	1	0.02050826
Q38-Fryeburg	503	0.1920385	0	1	0.03431945
Q38-Harmony	503	0.0187464	0	1	0.01181683
Q38-Houlton	503	0.0199223	0	1	0.01217449
Q38-Litchfield	503	0.0357308	0	1	0.01617228
Q38-Farm Days	503	0.0351964	0	1	0.01605532
Q38-Monmouth	503	0.0217209	0	1	0.01270052
Q38-New Portland	503	0.0144991	0	1	0.01041479
Q38-Northern Maine	503	0.0416501	0	1	0.01740687
Q38-Ossipee	503	0.0135328	0	1	0.01006667
Q38-Oxford	503	0.0438609	0	1	0.01784226
Q38-Piscataquis	503	0.0207801	0	1	0.01242839
Q38-Pittston	503	0.0095216	0	1	0.00846114
Q38-Skowhegan	503	0.0767754	0	1	0.02319613
Q38-Springfield	503	0.0254139	0	1	0.01371188
Q38-Topsham	503	0.0691294	0	1	0.02210176
Q38-Union	503	0.0547654	0	1	0.01982319
Q38-Waterford	503	0.0067132	0	1	0.00711467
Q38-Windsor	503	0.0762967	0	1	0.02312969
Q38-did not attend	503	0.4666269	0	1	0.04346616
Q39-Acton	503	0.0386735	0	1	0.01679936
Q39-Bangor	503	0.0822252	0	1	0.02393433
Q39-Blue Hill	503	0.063397	0	1	0.02123064
Q39-Clinton Lions	503	0.0288875	0	1	0.01459286
Q39-Common Ground	503	0.118352	0	1	0.02814403
Q39-Cumberland	503	0.096403	0	1	0.02571482

Q39-Farmington	503	0.0659227	0	1	0.02162021
Q39-Fryeburg	503	0.1753683	0	1	0.03313266
Q39-Harmony	503	0.0290377	0	1	0.01462963
Q39-Houlton	503	0.0245753	0	1	0.01348955
Q39-Litchfield	503	0.0344748	0	1	0.01589583
Q39-Farm Days	503	0.0382435	0	1	0.01670946
Q39-Monmouth	503	0.0202436	0	1	0.01227026
Q39-New Portland	503	0.0151156	0	1	0.01063055
Q39-Ossipee	503	0.0080243	0	1	0.0077733
Q39-Oxford	503	0.036152	0	1	0.01626377
Q39-Piscataquis	503	0.0293374	0	1	0.01470266
Q39-Pittston	503	0.0148372	0	1	0.01053369
Q39-Skowhegan	503	0.0706432	0	1	0.02232426
Q39-Springfield	503	0.0170484	0	1	0.0112787
Q39-Topsham	503	0.0738421	0	1	0.02278481
Q39-Union	503	0.0377182	0	1	0.01659882
Q39-Waterford	503	0.0095311	0	1	0.00846533
Q39-Windsor	503	0.0662249	0	1	0.02166619
Q39-did not attend	503	0.4915388	0	1	0.04355706
Q44	503	0.1815037	0	1	0.03358164
Q45	503	0.2930226	0	1	0.03965556
Q46	503	0.7874469	0	1	0.03564471
Q48	503	3.2184191	1	7	0.19445628
Q49	503	0.7126719	0	1	0.03942618
Q50	369	5.6214439	1	7	0.12648536
Q51	503	4.6661169	1	7	0.16532176