

Opinion Survey at Minnesota State Fair

September 3, 2011

Conducted by: Saint Paul – Ramsey County Food and Nutrition Commission

Question posed: Which would help you eat more healthy food?

Respondents placed a dot sticker on their answer of choice.

225	19%	Coupons & price discounts
199	17%	More healthy choices @ restaurants/fast food
145	12%	Learning to prepare healthy food
120	10%	More nearby farmers markets
100	8.5%	Buying direct from a farmer (CSA)
96	8%	Better variety & quality where you shop
95	8%	Other--written on post-its plus added dots (votes) These responses listed below
90	7.7%	More opportunities to grow my own food
68	5.8%	New or improved supermarket nearby
13	1%	Free or low-cost shuttle to local stores
12	1%	More stores accepting SNAP/WIC vouchers
1163		Total responses*

*Convenience sample (non-random) of State Fair 2011 attendees passing by the Healthy Local Food area in the Eco-Experience building on Sat., Sept. 3, 2011.

Comments added as "other" by respondents (+ number of others who selected that comment as their preference instead of the listed choices)

More time +10 and more time to use the farmers' markets

Farm bill subsidize healthy food instead of corn and other commodity crops +11

All of them (the above) +7

Somebody cooking healthy food for me +6

Close McDonalds +5

If I liked to cook more +3

Affordable real food (make juice cheaper than soda) +3

Better discipline; lose the temptations +2

Stop using corn syrup! And no added salt +1

Green veggies more available +1

Not having pregnancy cravings +1

Require MSG use to be labeled & regulated by FDA +1

Large-type nutrition information on food packages & calorie counts at all restaurants & grocery stores

Nutritionist &/or food volunteers at grocery stores to offer free analysis of grocery purchases

Nutrition information at restaurants, not just posted on web site

Fast food and other restaurants offer smaller portions!

Fast food restaurants with more healthy stuff—all healthy stuff even better

Curb marketing of fast food restaurants

More organic options

More WIC/SNAP at farmers' markets

Nicer stores & displays with more local feeling

More stores that support local farmers

More Whole Foods type stores where I live

Healthy food easier to prepare and if it took longer to go bad

More places nearby to get fresh food for people who live alone so they don't have to drive so far to get it—goes bad so fast you need an easy place to shop

Coupons for fresh food instead of just processed food

Learning to prepare and belonging to CSA

I am too lazy. Can you change that?

Avoiding the fair!

Make city more walkable and increase access to fresh produce

Make healthy food taste good

Smaller package sizes for veggies at store (bulk)

More community gardens

Culture problem in general

All of these: coupons and price discounts; healthier choices at restaurants; growing your own food; nearby farmers' markets

More fresh, local foods in winter season