

Awareness of and interest in Green Routes®

Prepared for

*Renewing the Countryside*



by

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## *Tourism Center*

The Tourism Center, part of the University of Minnesota College of Food, Agricultural and Natural Resource Sciences and Extension Service, has provided research and educational programs for the tourism industry and Minnesota communities since its inception in 1987. Its mission is to prepare and support the tourism industry for success and sustainability.

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## Executive Summary

In 2004, Renewing the Countryside piloted Green Routes, a sustainable tourism initiative, in two rural regions of Minnesota. In the spring of 2006, Green Routes was launched state wide in partnership with a number of other Minnesota-based organizations. According to Renewing the Countryside, the vision behind Green Routes is to strengthen rural economies by helping communities or regions to share their assets in ways that respect the natural world, involve the local community, and protect and enhance the local quality of life. Green Routes is connected to an initiative to support sustainable farmers and rural communities by increasing consumer interest in food that is locally and sustainably grown.

While Renewing the Countryside and its partners believed the current climate would support sustainable tourism, no direct research had assessed interest in this type of tourism among Minnesota travelers as of 2006. To obtain this data, Renewing the Countryside (RTC) commissioned the University of Minnesota Tourism Center to conduct a study that would assess:

- 1) level of awareness of Green Routes and interests of select groups of potential tourists, with a special focus on their interest in dining at restaurants that serve local foods, and
- 2) level of interest in and willingness to travel for Green Routes types of destinations among patrons of select Minnesota restaurants.

This report details the methods and findings from questionnaires administered to two samples of potential green tourists in 2006.

### Sample of Event Goers

*Questionnaires:* Electronic questionnaires were administered to a sample of potential "green" travelers in May 2006. These potential travelers were individuals who had either picked up a Minnesota Cooks Calendar at one of several events across Minnesota or individuals who had signed up to learn more about Green Routes at an event where Renewing the Countryside had an exhibit or conducted a workshop. In this report, this sample will be referred to as "Event Goers." An initial questionnaire (see Appendix B) assessed Event Goers awareness of Green Routes, interest in dining at restaurants that served local foods and willingness to participate in further research. Those willing to participate in further research were sent a longer questionnaire (see Appendix E) via email that assessed travel preferences, travel planning, information sources for travel and demographics.

*Response rate:* Of the 450 Event Goers sent an initial electronic questionnaire, a total of 157 returned them for a 38.44% response rate. Forty six follow-up questionnaires were sent and 21 returned, for a response rate of 45.7%. The small sample size is a limitation to these results. However, a non-response check indicated no significant differences

between respondents and non-respondents in their interests in or willingness to travel to restaurants that serve local foods.

Summary of Findings:

Awareness of Green Routes: The majority of Event Goer respondents had heard of the term Green Routes prior to the questionnaire. Of those who had heard the term before, the primary information sources included: Renewing the Countryside staff interactions/presentations, friend/relative, Minnesota Cooks Calendar and the internet.

Interest in dining at restaurants that serve locally grown foods: Nearly all Event Goer respondents expressed some interest in dining at a restaurant that served locally grown foods and were willing to travel to such a restaurant. The distance the majority was willing to travel was less than 25 miles. The majority of Event Goer respondents had already dined at a restaurant serving locally grown foods.

Dining out: Ninety percent of Event Goers eat restaurant prepared meals once per week or more. The majority eat restaurant prepared meals one to two times per week with another 24% eating these meals three or more times per week. When traveling for pleasure, the majority prefers to eat at locally owned restaurants and intend to visit a restaurant that serves local foods in the next 12 months. The majority of Event Goers sometimes ask restaurants they visit if the foods served there are local.

Pleasure travel: Of those who had engaged in previous pleasure travel, Event Goer respondents indicated they took an average of 7.88 pleasure trips 50 miles or more from their home in the past 12 months.

Travel preferences, activities and planning: In terms of travel preferences, Event Goer respondents strongly agreed that it is important to not damage the environment, preserve local culture and history, and have an authentic experience. When given a range of activities to participate in while on a pleasure trip, this group of respondents indicated that they were most interested in eating out at a local restaurant and buying food at a farmers market.

The majority of respondents in this group reported they were the typical primary trip planner for their household. More than three quarters of Event Goers indicated they begin planning their trips within 1 to 3 months of the trip and always or often rely on the internet for travel planning.

Demographics: The majority of respondents in the Event Goer group was non-Hispanic white females who had completed a college degree. The average annual household income before taxes was \$75,000 to \$99,999 and supported 2.89 persons. Event Goers most frequently identified themselves as couples: couples with grown children, couples with children under 18, followed by couples with no children.

## **Sample of Eatery Patrons**

Questionnaires: Initial questionnaires were distributed to 15 participating eateries (i.e. restaurants, cafes and bed and breakfasts) throughout the state that serve locally grown food. The eateries were asked to distribute the questionnaires to their patrons, collect them, and return them at the end of a 10 day period, August 5 to August 14, 2006. Respondents willing to participate in further research were sent a longer questionnaire via email or the U.S. postal service, depending on the contact information they shared. This sample of respondents will be referred to in this report as Eatery Patrons.

Response rate: Eateries returned a total of 1023 questionnaires. Two hundred seventy-six Eatery Patrons indicated they were willing to participate in further research and were sent a longer questionnaire. Of these, 96 questionnaires were returned, for a response rate of 34.8%. A non-response check indicated that those who responded were more interested in dining at a restaurant that served local foods but there were no statistical differences in their willingness to travel to such a restaurant.

Awareness of Green Routes: Nine percent of Eatery Patrons who responded had heard of the term Green Routes prior to the questionnaire. Of those who had heard the term before the primary information sources included: friend/relative, newspaper or magazine article, 'other' sources, and the Minnesota Grown Directory.

Interest in dining at restaurants that serve locally grown foods: Nearly all Eatery Patrons who responded expressed some interest in dining at a restaurant that served locally grown foods and were willing to travel to a restaurant that serves locally grown foods. The majority was willing to travel fewer than 25 miles to dine at such a restaurant. Nearly all Eatery Patrons identified local community support as important for restaurants where they dine. The majority of them had already dined at a restaurant serving locally grown foods.

Dining out: More than 90% of Eatery Patrons eat restaurant prepared meals once per week or more. The average consumption of restaurant prepared meals was 3.2 times per week. When traveling for pleasure, the majority prefers to eat at locally owned restaurants and intend to visit a restaurant that serves local foods in the next 12 months. The majority of Eatery Patrons sometimes ask restaurants they visit if the foods are local.

Pleasure travel: The Eatery Patrons who had engaged in previous pleasure travel took an average of 11.42 pleasure trips 50 miles or more from their home in the past 12 months. Those willing to participate in further research reported fewer trips and reported taking an average of 9.5 trips 50 miles or more away from their homes, and over half of these trips were to Minnesota destinations. Eatery Patrons who traveled and stayed overnight within 50 miles of their home took an average of 2.5 trips, of which approximately three quarters were to Minnesota destinations.

Given a choice of factors that influence their decision to eat at a restaurant while traveling for pleasure, Eatery Patrons selected quality most frequently, followed by ambiance and a recommendation.

*Travel preferences, activities and planning:* Eatery Patrons were given a series of statements to evaluate their preferences when travelling. Eatery Patrons strongly agreed that their travel experience is better when the destination preserves its natural, historic and cultural sites and attractions. When given several options of interests on pleasure trip, Eatery Patrons were most interested in eating out at a local restaurant and buying food at a farmers market. The majority of respondents had participated in scenic touring, visiting state and national parks/areas, eating locally grown foods, relaxing, visiting historic sites and museums, visiting friends and family, purchasing locally grown foods, and shopping.

Most Eatery Patrons reported they were the typical primary trip planner for their household. More than one-half of respondents indicated they begin trip planning within 1 to 3 months of the trip and always or often rely on the internet or friends, relatives or colleagues for travel planning. Respondents' average typical overnight pleasure trip is 3.5 days.

*Demographics:* The majority of the Eatery Patron sample was non-Hispanic white females who had completed a college degree. The average annual household income before taxes was \$50,000 to \$74,999. Respondents most frequently identified as couples: with children under 18, couples with grown children followed by couples with no children.

## **Discussion**

### *Awareness*

Differences in awareness of Green Routes existed in the two samples. The majority of Event Goers was aware of Green Routes, however, few Eatery Patrons were. The difference in Green Routes awareness between the groups is not unexpected. Event Goers had received information about Green Routes directly from Renewing the Countryside, while Eatery Patrons were surveyed prior to significant Green Routes marketing efforts. Both samples were generally unaware if they had dined at restaurants that use locally grown foods: one-third of Event Goers and 14% of Eatery Patrons were unsure if they had dined at such an establishment.

Subsequently, opportunity exists to increase awareness of restaurants that serve locally grown foods as well as Green Routes. Because Event Goers who had received a Minnesota Cooks calendar, picked up information on Green Routes at an event or attended a Green Routes workshop were more familiar with Green Routes than Eatery Patrons, continuing and increasing these activities would likely further raise awareness of Green Routes. As nearly one-quarter of Event Goers and one-third of Eatery Patrons know of Green Routes from a friend, viral marketing may be an important strategy.

From a tourist attraction standpoint, ensuring the local population is knowledgeable about and enjoys the restaurants serving locally grown foods is important so they can inform their visiting friends or relatives. Within the restaurants, additional effort is necessary to ensure that patrons realize the restaurants are using locally grown foods. Such effort can be as simple as increasing use of ‘locally grown’ information in all communication efforts or through coordinated community campaigns to familiarize locals with the restaurant offerings.

### *Interest*

Nearly all respondents were interested in dining at a restaurant that serves locally grown foods. Almost half of Eatery Patrons indicated their dining choices are influenced by the use of locally grown ingredients. The results are encouraging for restaurants that serve locally grown foods. Because most respondents are unlikely to travel more than 25 miles to dine at eateries serving local foods, restaurants need to publicize that they use local foods to tourists already in the area. Ways to do this include working with local and regional tourism promotion organizations as well as through initiatives that target audiences interested in local foods like Green Routes and the Heartland Food Network. The challenge or opportunity lies in attracting and retaining the consumer’s interest among various competitors. Given the interest in authentic experiences among a segment of the traveling public, targeted marketing can meet this challenge.

### *Similarities to Other Travelers*

The respondents in this survey, Event Goers and Eatery Patrons, are very similar to each other demographically as well as several types of travelers (as defined by the tourism industry). These categories include: the typical Minnesota traveler, the responsible tourist, the organic consumer and the agricultural tourist. The respondents have numerous similarities to the Minnesota traveler: a majority of both groups are white, middle-income and have taken a previous pleasure trip in Minnesota in the past 5 years. Similarities are also evident between respondents and Travel Industry Association of America’s ‘cultural historic traveler’: both participate in cultural, historic and heritage activities and feel it is important to learn something new and have cultural experiences while on a pleasure trip. Respondents’ demographics are also similar to organic food consumers: both groups are primarily female, college-educated and have middle to upper middle incomes. Similarities between respondents and agri-tourists include a history of participating in cultural experiences, outdoor activities and learning while traveling.

Interest in dining at restaurants that serve locally grown foods is high but thwarted by a lack of awareness about such venues as well as moderate awareness of Green Routes. Within 25 miles of restaurants that serve local foods, significant market potential exists that can be maximized among both locals and tourists already at the destination.

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# Awareness of and Interest in Green Routes®

## Introduction

In 2004, Renewing the Countryside piloted Green Routes, a sustainable tourism initiative, in two rural regions of Minnesota. In the spring of 2006, Green Routes was launched state wide in partnership with a number of other Minnesota-based organizations. According to Renewing the Countryside, the vision behind Green Routes is to strengthen rural economies by helping communities or regions to share their assets in ways that respect the natural world, involve the local community, and protect and enhance the local quality of life.

Renewing the Countryside defines Green Routes destinations as those that: 1) contribute to the local economy by employing local residents, using local products and growers, and supporting local businesses, 2) conserve and/or enhance our natural resource base (e.g. through use of renewable energy, recycling, green building techniques, wildlife habitat protection, etc.), 3) use sustainably produced or organically grown products, and 4) engage customers and visitors through active, personal, and meaningful participation in nature, people, places, history, and/or cultures. Green Routes is connected to a second initiative aimed at supporting sustainable farmers and rural communities by increasing consumer interest in food that is locally and sustainably grown.

While Renewing the Countryside and its partners believed the current climate would support sustainable tourism, no direct research had assessed interest in this type of tourism among Minnesota's potential travelers. To obtain this data, Renewing the Countryside commissioned the University of Minnesota Tourism Center to conduct a study that would assess the level of awareness of Green Routes and habits, values and interests of select groups of potential tourists, with a special focus on their interest in dining at restaurants that serve local foods

## Methods

In this study two samples of potential "green" travelers were surveyed to assess their interest in sustainable travel, with a particular focus on their interest in eating at restaurants that serve local foods while traveling. The first sample was composed of individuals who had either picked up a Minnesota Cooks Calendar at one of several events across the state or individuals who had signed up to learn more about Green Routes at one of several events where Renewing the Countryside had an exhibit or conducted a workshop. In this report, this sample is referred to as Event Goers. The second sample was composed of patrons at select eateries (restaurants, cafes, and bed and breakfasts) in Minnesota that incorporate local, sustainably grown food into their menus. In this report, this sample is referred to as Eatery Patrons.

## **Methods for Event Goer Sample**

### *Questionnaires*

Initial questionnaire process: An initial questionnaire composed of eight questions assessed participants' awareness of Green Routes, interest in dining at a restaurant that served locally grown food, and willingness to participate in further research (Appendix B). Following Dillman (2000), electronic previews, then questionnaires and reminders were sent to potential Green-Route travelers as identified by Renewing the Countryside's database. Potential respondents received an electronic pre-notice one week prior to the questionnaire launch. Following the questionnaire launch, they received three reminder emails spaced three days apart. The questionnaire was pre-tested and changes made as appropriate, per reviewer's suggestions.

Initial questionnaire variables: Green Routes awareness was measured via a dichotomous question: have you ever heard of the term 'Green Routes.' Interest in dining at a restaurant that served locally grown foods was measured by a 4-point scale from 'very interested' to 'very uninterested.' Willingness to travel to a restaurant that served locally grown foods was an open-ended question regarding the number of miles a respondent was willing to drive to eat at a restaurant that served local foods.

Follow-up questionnaire process: Those willing to participate in further research were sent a longer questionnaire via email (Appendix C). Following the questionnaire launch, they received three reminder emails spaced three days apart.

Follow-up questionnaire variables: The questionnaire was based on recent literature related to sustainable travel as well as travel behavior research such that results from this project could be compared to this research. The longer questionnaire included: general travel questions such as number of pleasure trips per year, number of trips in Minnesota (based on previous Explore Minnesota Tourism research and University of Minnesota travel profile research), information sources for travel and typical planning time frame (from previous Explore Minnesota Tourism and University of Minnesota tourism research), cultural/historical activities pursued on vacation (per Travel Industry Association's Cultural/historic traveler report), dining questions (based on National Restaurant Association work), as well as demographics (based on previous visitor profile research).

### *Sample*

The sample for the questionnaires was composed of individuals who had either picked up a Minnesota Cooks calendar at one of several events across the state or individuals who had signed up to learn more about Green Routes at one of several events where Renewing the Countryside had an exhibit or conducted a workshop and were determined as potential 'green travelers.' An initial query went out to all viable e-mail addresses (n = 450) to assess their interest in Green Routes and willingness to participate in further research (through a longer Zoomerang questionnaire). Those interested in future research

(n = 109) and whose email addresses were captured (n = 46) were sent a longer questionnaire electronically.

## Results from Event Goers: Initial Questionnaire

### *Response rate*

A total of 157 questionnaires were returned but 16 individuals opted out after the initial questionnaire was distributed. There was a 38.44% response rate (Table 1).

Table 1. Response rate to the 2006 Green Routes initial questionnaire from Renewing the Countryside list of Event Goers (n = 450).

	n
Total Parties Contacted	450
<i>Respondents</i>	157
Unusable	0
Non-response	277
Other (opted out)	16
Response rate	38.44%

Awareness of Green Routes: The majority of respondents had heard of the term ‘Green Routes’ prior to the questionnaire (57.3%; Figure 1). Of those who had heard the term before the primary information sources included: Renewing the Countryside staff interactions/presentations (34.4%), friend/relative (25%), Minnesota Cooks Calendar (17.7%), and the internet (13.5%). Fewer than 10% had heard of Green Routes through brochures or books (Figure 2).

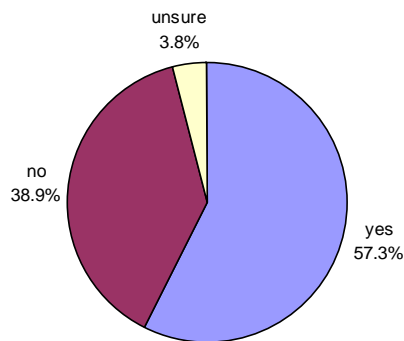


Figure 1: Awareness of ‘Green Routes’ prior to May 2006 among Event Goers (n = 157).



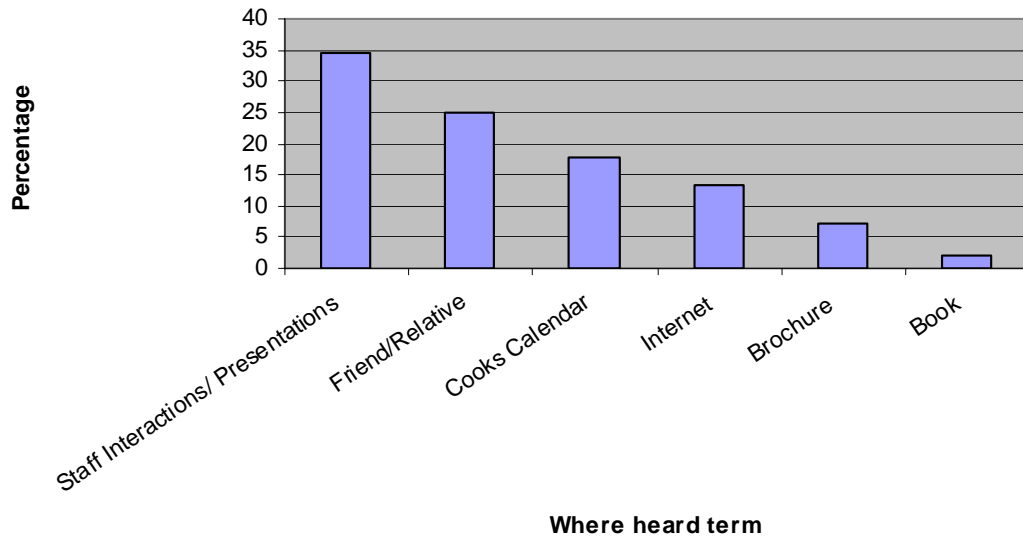


Figure 2: Information source for ‘Green Routes’ prior to May 2006 among Event Goers (n = 96).

Interest in dining at restaurants serving locally grown food: Nearly all respondents (98%) expressed some interest in dining at a restaurant that served locally grown foods. The majority were very interested in dining at a restaurant serving locally grown foods (63.1%) and an additional one third (35%) were interested (Figure 3).

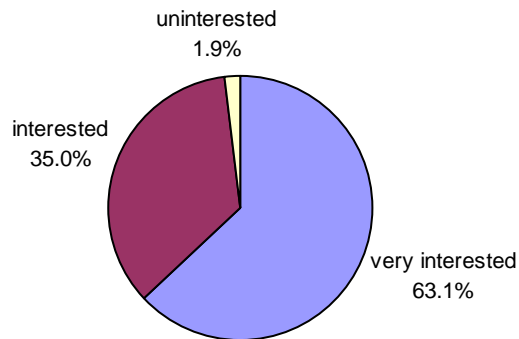


Figure 3: Level of interest in dining at restaurants serving locally grown foods among Event Goers (n = 157).

Willingness to travel for locally grown foods: While nearly all respondents were willing to travel to a restaurant that serves locally grown foods, the distance the majority was willing to travel was fewer than 25 miles. For those willing to travel for a restaurant serving locally grown foods (99%), the distance ranged between 1 and 250 miles. The

average distance willing to travel was 27.41 miles and the most frequently reported distance was 1 to 25 miles (63.5%). One quarter of respondents indicated they would travel between 26 to 50 miles to eat at a restaurant that serves locally grown foods (26.4%; Figure 4).

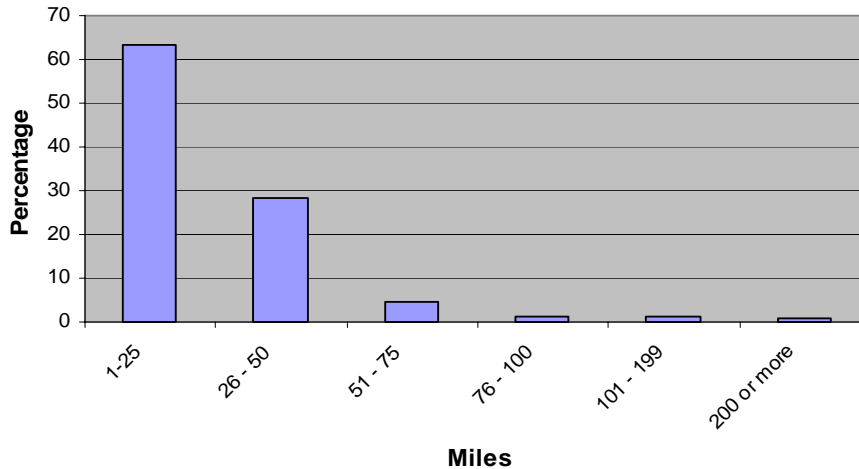


Figure 4: Distance willing to travel for locally grown foods served at a restaurant among Event Goers (n = 148).

The majority of respondents (61.5%) had already dined at a restaurant serving locally grown foods (Figure 5). A significant, positive and moderate relationship existed between previous experience dining at a restaurant serving locally grown foods and interest in dining at such a restaurant ( $r = .45, p < .01$ ).

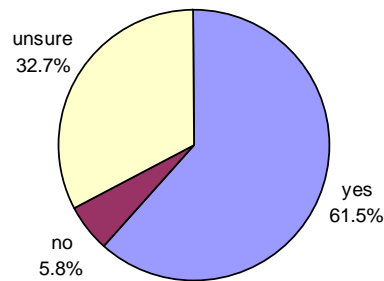


Figure 5: Previous experience dining at a restaurant serving locally grown foods among Event Goers (n = 156).

Previous pleasure travel: Of those who engaged in previous pleasure travel, respondents indicated they took an average of 7.88 pleasure trips 50 miles or more from their home in the past 12 months. While the number of trips ranged from 1 to 50 trips, the most frequently reported number of trips was 2 to 4 (40.4%), followed by 5 to 7 trips (19.2%)

(Figure 6). Nearly six percent (5.8%) of respondents indicated that they did not travel for pleasure in the past 12 months.

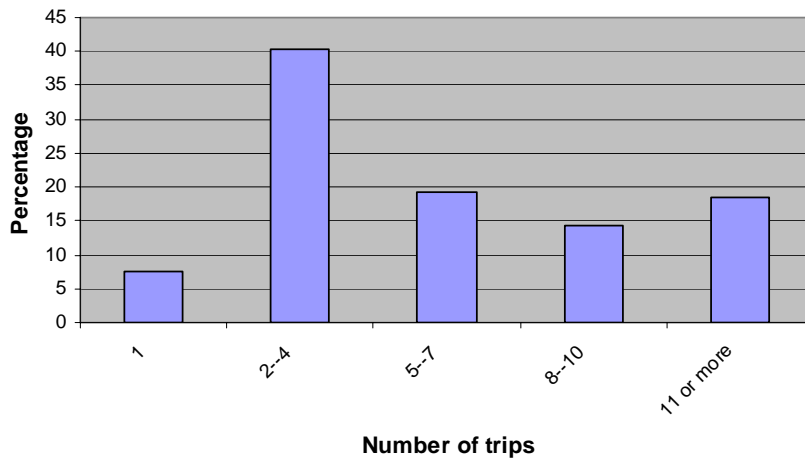


Figure 6: Number of pleasure trips respondents have taken during the past 12 months among Event Goers (n = 146).

Participation in future research: Seven of ten respondents (72.4%) indicated they were interested in participating in future research (n = 109). However, a technical issue led to 46 people receiving the questionnaire. Specifically, the software used did not capture all of respondents' emails.

### Results from Event Goer Sample: Follow-up Questionnaire

#### *Response rate*

A response rate of 45.7% was achieved (n = 21; Table 2). Statistics are reported for those questions where responses are more than 20 as these are statistically viable.

Table 2. Response rate to the 2006 Green Routes follow-up questionnaire among Event Goers.

	n
Total Parties Contacted	46
<i>Respondents</i>	21
Unusable	0
Non-response	25
Response rate	45.7%

Respondents' demographics: The majority of Event Goers' were non-Hispanic White females who had completed a college degree (Figure 7 & Table 3). Most frequently, Event Goers reported that they were employed full time, although one-third was employed part time. On average, respondents' annual household income before taxes was \$75,000 to \$99,999 and supported 2.89 persons.

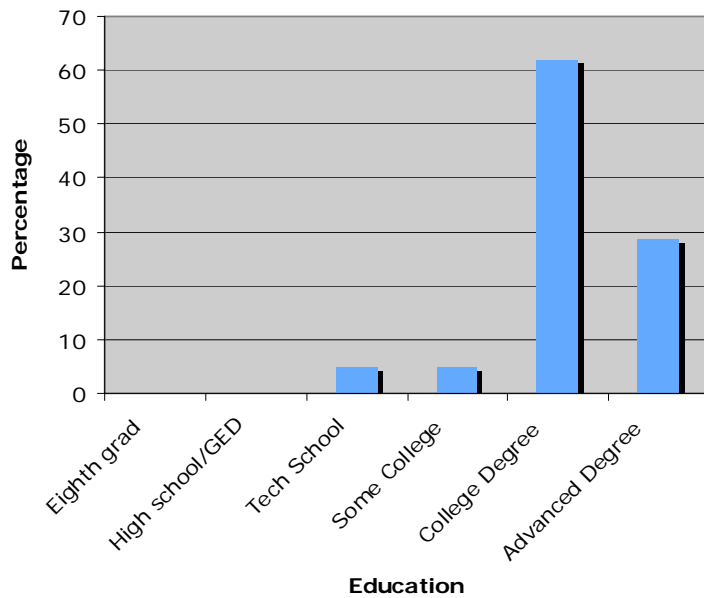


Figure 7. Highest level of education among Event Goers (n = 21).

Table 3. Demographic characteristics of Event Goers to the 2006 Green Routes follow-up questionnaire (n = 21).

	Frequency	%
<b>Gender (n = 21)</b>		
Female	15	71.4
Male	6	28.6
<b>Year born (n = 20)</b>		
1990 or later	0	0
1981-1990	0	0
1971-1980	3	15
1961-1970	4	20
1951-1960	7	35
1941-1950	6	30
1931-1940	0	0
1921-1930	0	0
1920 or before	0	0
<b>Household composition (n = 21)</b>		
Couple (grown children)	7	33.3
Couple (children under 18)	6	28.6
Couple (no children)	4	19.0
Single (no children)	3	14.3
Other	1	4.8

(table continues on next page)

Household income (n = 19)		
\$10,000-14,999	1	5.3
\$15,000-24,999	0	0
\$25,000-34,999	2	10.5
\$35,000-49,999	3	15.8
\$50,000-74,999	1	5.3
\$75,000-99,999	3	15.8
\$100,000-124,999	6	31.6
\$125,000-149,999	1	5.3
\$150,000-174,999	0	0
\$175,000 or more	2	10.5

When asked to describe their household, Event Goer respondents were rather split among the categories provided. Most frequently respondents identified as couples with grown children (33.3%) but more than one-quarter (28.6%) self-described as couples with children under 18, and 19% were couples with no children.

Travel experiences: Event Goers reported taking an average of 6.95 trips 50 miles or more away from their homes, but the number of trips ranged from 1 to 15. More than two thirds of these trips were to Minnesota destinations (67.2%; Table 4). Fewer than 10 respondents had traveled for pleasure less than 50 miles and stayed overnight and therefore, are not reported.

Table 4. Pleasure trips away from home among Event Goers.

	M	S.D.	%
Number of pleasure trips 50 miles or more away from home (n = 21)	6.95	4.19	-
Number of pleasure trip destinations in Minnesota (of those listed above)	4.67	3.79	67.19

Travel preferences: Overall, Event Goers expressed agreement with all six items that influence destination choice as evidenced by mean scores and majority agreement on them. Respondents most strongly agreed that it is important to not damage the destination's environment, with an average rating of 4.76 (rated on a scale where 1 = strongly disagree and 5 = strongly agree). Respondents rated the importance of travel and tourism businesses employing local residents the lowest, with an average rating of 4.33; still, 80.9% of respondents agreed that employing local residents was important (Figure 8).

The majority of Event Goers were interested in all fifteen possible pleasure trip activities listed. Of these respondents, most were interested in eating out at a local restaurant and buying food at a farmers market while on a pleasure trip, with an average rating of 4.86 and 4.57 respectively (rated on a scale where 1 is very uninterested and 5 is very interested). Respondents were least interested in cycling and shopping for antiques (Figure 9).

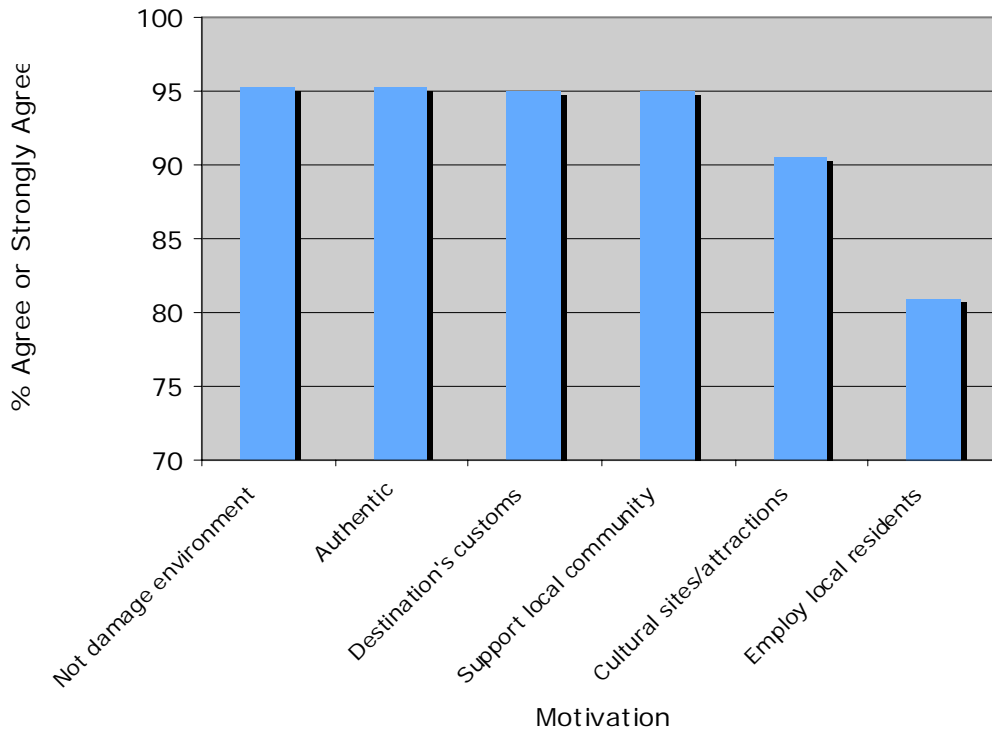


Figure 8. Factors important to destination choice among Event Goers (n = 21).

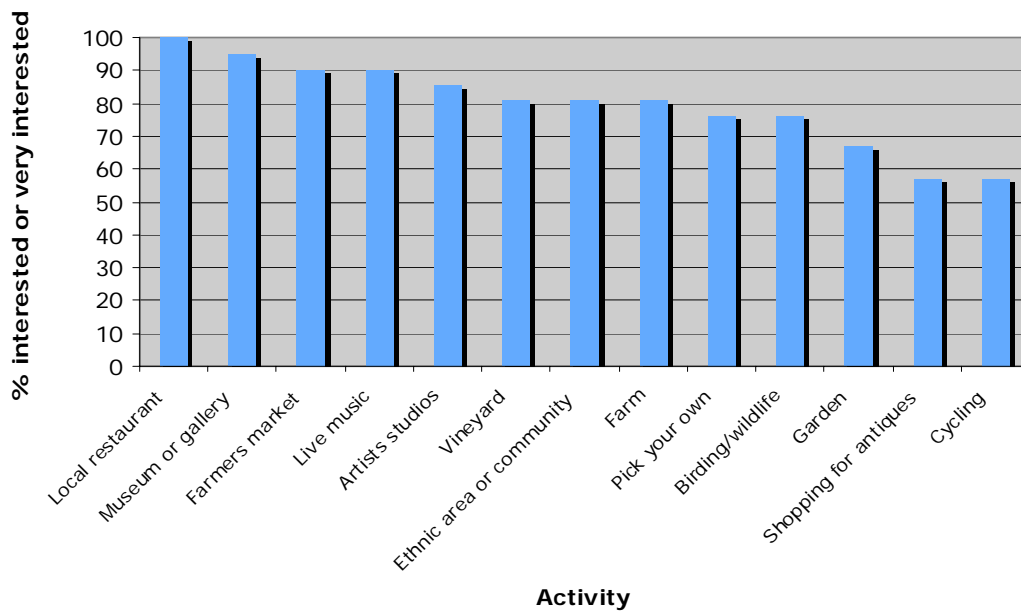


Figure 9. Interest in activities while on a pleasure trip among Event Goers (n = 21).

Typical pleasure trips, planning and activities: The majority of Event Goers indicated they participated in seven of the fifteen pleasure travel activities listed: eating locally

grown foods, purchasing locally grown foods, scenic touring relaxing, visiting state and national parks/areas, visiting historic sites and museums, visiting friends & family, fishing, and shopping. Activities least frequently participated in on a pleasure trip include casino gambling (4.8%) and hunting (4.8%; Table 5).

Table 5. Participation in activities during pleasure trips among Event Goers (n = 21).

	<b>Frequency</b>	<b>%</b>
Eating locally grown foods	19	90.5
Purchasing locally grown foods	17	81
Scenic Touring	17	81
Relaxing	16	76.2
Visiting state & national parks/areas	16	76.2
Visiting historic sites & museums	16	76.2
Visiting friends & family	15	71.4
Biking	10	47.6
Concerts & theater	10	47.6
Fishing	9	42.8
Shopping	9	42.8
Camping	8	38.1
Birding	7	33.3
Casino gambling	1	4.8
Hunting	1	4.8

Totals more than 100% as respondents indicated all sources utilized.

The majority of respondents reported they were typically the primary trip planner for their household (75%). The remainder of respondents stated their spouse was the typical primary trip planner (15%) or they and their spouse planned together (10%; Figure 10). More than 75% of respondents indicated they begin planning their trips within 1 to 3 months of the trip: 42.9% planned within 3 months and 33.3% planned within 1 month (Figure 11). The majority of respondents report they always or often rely on internet for travel planning, followed distantly by friends, relative or colleagues (Figure 12).

Food consumption habits: Event Goers replied that when traveling for pleasure, they prefer to eat at locally owned restaurants (90.5%; Figure 13). Nearly 80% (76.2%) of respondents expressed their intention to visit a restaurant that serves local foods in the next 12 months, while 19% responded they were unsure (Figure 14). The majority of respondents sometimes ask restaurants they visit if the foods are local (71.4%) but 19% never ask (Figure 15). Too few respondents were available for analysis of factors influencing eating at a restaurant.

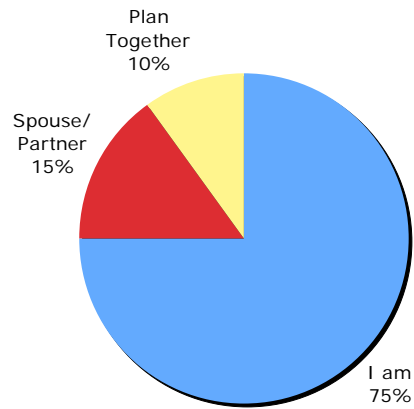


Figure 10. Primary trip planner among Event Goers (n = 20).

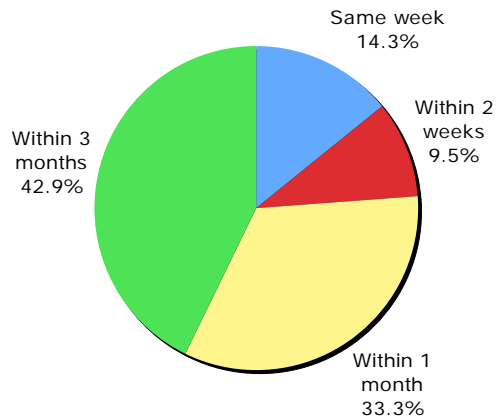


Figure 11. How far in advance respondents typically begin planning for a pleasure trip among Event Goers (n = 21).



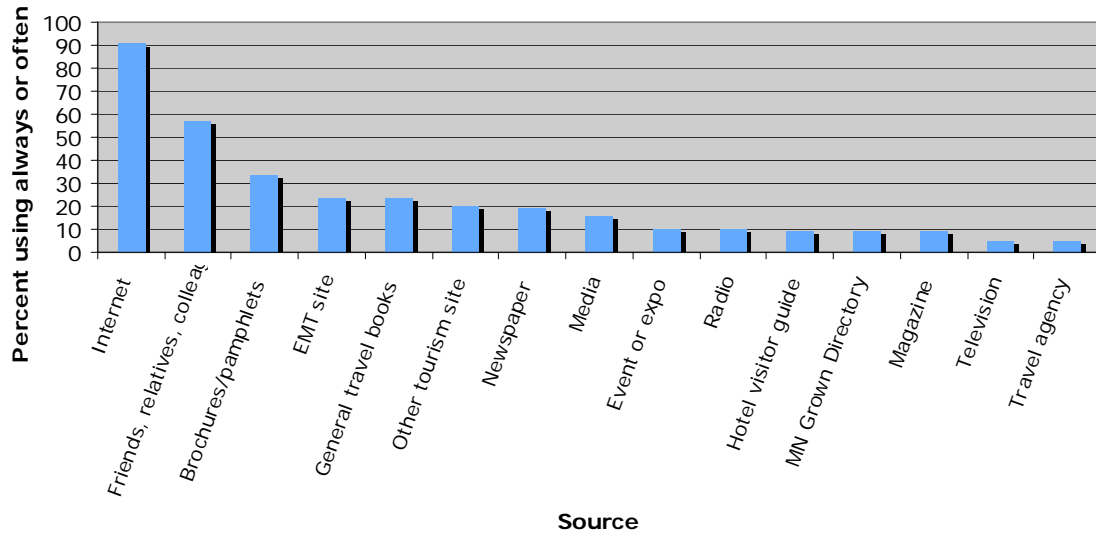


Figure 12. Frequency of travel planning information use among Event Goers (n = 21).

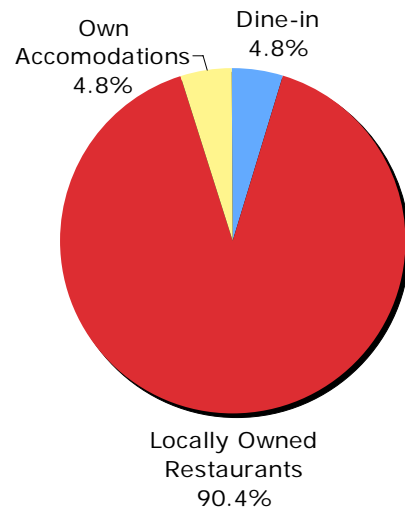


Figure 13. Event Goers' dining preference when traveling for pleasure (n = 21).

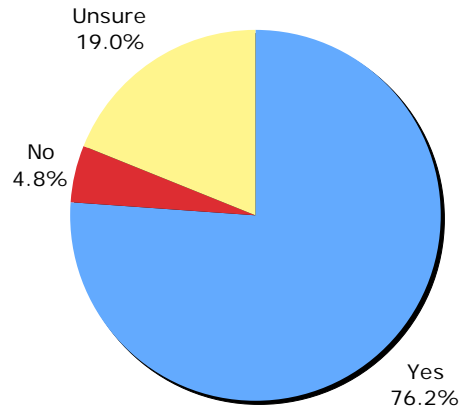


Figure 14. Intention to visit a restaurant serving locally grown foods in the next 12 months among Event Goers (n = 21).

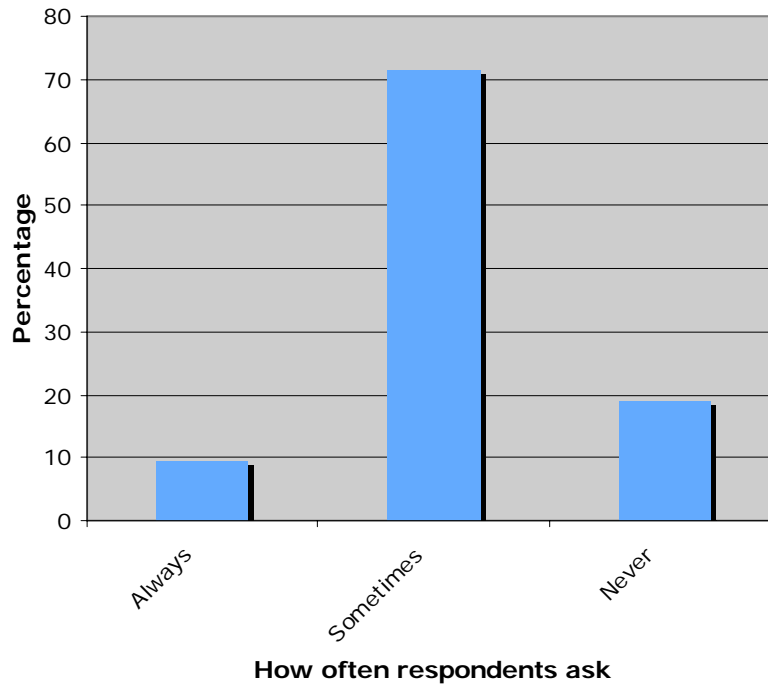


Figure 15. How often Event Goers ask hotels and/or restaurants that they visit if the foods they serve are locally grown (n = 21).

## **Methods for Eatery Patrons**

Questionnaires were distributed to fifteen participating restaurants in Minnesota across a ten day period August, 2006 (August 5 to August 14, 2006). The restaurants were asked to distribute the questionnaires to their patrons (one per household) and return them. Respondents willing to participate in further research were sent a longer questionnaire via email or mail, depending on their preference.

### *Questionnaires*

Initial questionnaire variables: An initial questionnaire assessed participants' interest in Green Routes and willingness to participate in further research (Appendix B). The questionnaire was modified slightly from that used for Event Goers. The original instrument was pre-tested and changes made as appropriate, per reviewer's suggestions. Awareness of four Minnesota food programs was assessed by a 4-point scale from 'very interested' to 'very uninterested.' Interest in dining at a restaurant that served locally grown foods was measured by a 4-point scale from 'very interested' to 'very uninterested.' Willingness to travel to a restaurant that served locally grown foods was an open-ended question regarding the number of miles a respondent was willing to drive to eat at a restaurant that served local foods.

Follow-up questionnaire process: Those willing to participate in further research were sent a longer questionnaire via email (n = 229) or through the U.S. Postal system (n = 47), depending on their preference as indicated in the onsite questionnaire (Appendix C). Following the questionnaire launch, email recipients received three reminder emails spaced three days apart. Those who received the questionnaire through the U.S. postal system received a post-card reminder one week after the questionnaire was sent. Those who had not responded three weeks after the questionnaire was sent received a replacement questionnaire. Finally, those who had not responded one week after the replacement questionnaire were sent another postcard reminder.

Follow-up questionnaire variables: The questionnaire was based on recent literature related to sustainable travel as well as travel behavior research such that results from this project could be compared to this research. The longer questionnaire included: general travel questions such as number of pleasure trips per year, number of trips in Minnesota (based on previous Explore Minnesota Tourism research and University of Minnesota travel profile research), information sources for travel and typical planning time frame (from previous Explore Minnesota Tourism research and University of Minnesota travel profile research), cultural/historical activities pursued on vacation (per Travel Industry Association's Cultural/historic traveler report), dining questions (based on National Restaurant Association work), as well as demographics (based on previous visitor profile research).

### *Sample*

The sample for the questionnaire was derived from patrons to restaurants Renewing the

Countryside had previously worked with and/or who incorporate local foods into their menu (Table 6).

Table 6. Restaurants that participated in Green Routes awareness and interest study for Renewing the Countryside.

Restaurant	Region	City	Questionnaires Completed	Patrons that agreed to participate in further research (n, %)	
Angry Trout Café	Northeast	Grand Marais	372	90	24.4
Brewed Awakenings	Northeast	Grand Rapids	39	17	43.6
Chez Jude	Northeast	Grand Marais	72	16	22.2
Ellery House	Northeast	Duluth	10	1	10.0
New Scenic Café	Northeast	Duluth	243	64	26.3
Backlot Bistro	Northcentral	Baxter	61	13	21.3
Loghouse & Homestead B&B	Northwest	Vergas	9	1	11.1
Minwanjige Café	Northwest	Ogema	14	2	14.3
Trotters Café & Bakery	Twin Cities	St. Paul	29	17	28.6
Amboy Cottage Café	South	Amboy	49	17	34.7
Backroom Deli	South	Rochester	6	2	33.3
Java River Café	South	Montevideo	17	12	70.6
Nosh Restaurant & Bar	South	Wabasha	74	11	14.9
Scandinavian Inn	South	Lanesboro	14	6	42.9
St. Peter Food Coop	South	St. Peter	14	6	42.9

## Results from Eatery Patrons: Initial Questionnaire

### *Response rate*

Restaurants returned a total of 1023 questionnaires. Of these, 26.9% indicated they were interested in participating in future research (n = 276). A total of 96 follow-up questionnaires were returned, for a response rate of 34.8% (Table 7). A non-response check indicated that those who responded were more interested in dining at a restaurant that served local foods. However, there were no statistical differences in respondents and non-respondents willingness to travel to a restaurant that serves locally grown foods.

Table 7. Response rate to the 2006 Green Routes questionnaire to Eatery Patrons.

	n
<b>Initial Questionnaires Returned</b>	<b>1022</b>
Participants willing to participate in follow-up	276
Parties Contacted via Email	229
Parties Contacted via Mail	47
<b>Total Parties Contacted</b>	<b>276</b>
Questionnaires returned via Email	68
Questionnaires returned via U.S. postal service	28
<b>Total Respondents</b>	<b>96</b>
Unusable	0
Non-response	180
<b>Response Rate</b>	<b>34.8%</b>

Awareness of Green Routes: Nine percent of Eatery Patrons had heard of the term ‘Green Routes’ prior to the questionnaire. Respondents’ awareness of other Minnesota programs than Green Routes ranged from 52% to 11%: Minnesota Grown (52.3%), Heartland Food Network (16.5%), Food Alliance-Midwest (13.9%), and Minnesota Cooks (11.4%; Figure 16).

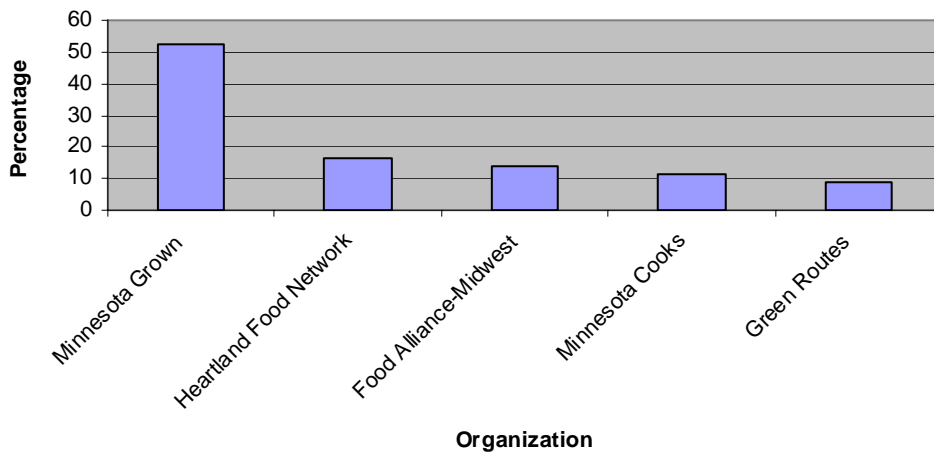


Figure 16. Awareness of Minnesota food programs among Eatery Patrons onsite respondents (n = 1023).

Of those who had heard the term ‘Green Routes’ before, the primary information sources included: friend/relative (33%), newspaper or magazine article (27.5%), other areas including conferences, work, food coops (18.3%) and Minnesota Grown Directory (10.1%). Fewer than 10% had heard of Green Routes through the Minnesota Cooks Calendar or the Internet (Figure 17).

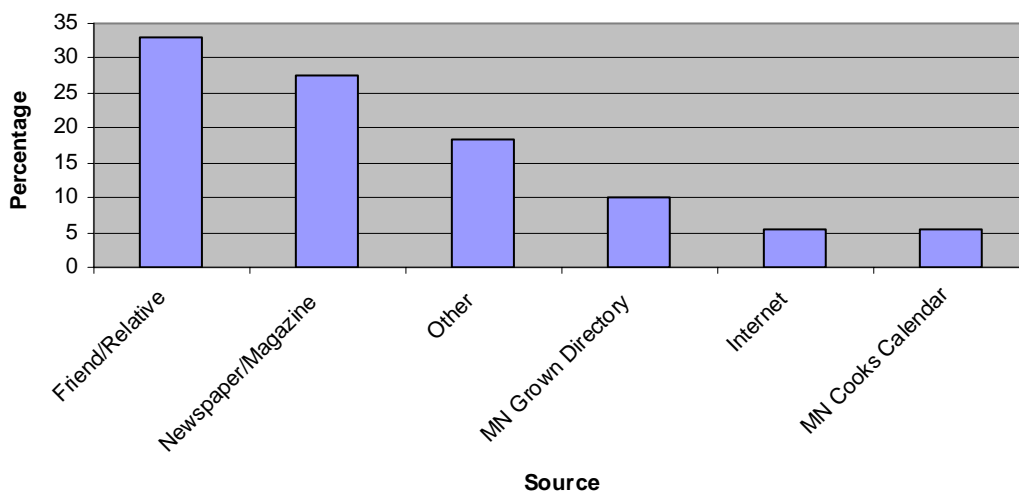


Figure 17. Information source for ‘Green Routes’ among Eatery Patrons (n = 109).

Interest in dining at restaurants serving locally grown food: Nearly all Eatery Patrons (94.1%) expressed some interest in dining at a restaurant that served locally grown foods. The majority were very interested in dining at a restaurant serving locally grown foods (51.9%) and an additional 42.2% of respondents were interested (Figure 18).

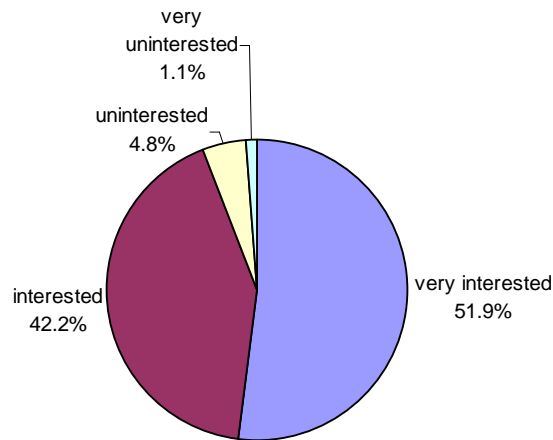


Figure 18. Level of interest in dining at restaurants serving locally grown foods among Eatery Patrons onsite respondents (n = 1004).

Willingness to travel for locally grown foods: While nearly all Eatery Patrons were willing to travel to a restaurant that serves locally grown foods, the majority were willing to travel fewer than 25 miles. The travel distances ranged between 1 and 100 miles. The average distance willing to travel was 29.29 miles and the most frequently reported distance was 1 to 25 miles (63.4%). About one quarter of respondents indicated they would travel between 26 to 50 miles to eat at a restaurant that serves locally grown foods (23.1%). 5.9% were willing to travel 51 to 75 miles and 7.5% were willing to travel 76 to 100 miles for a restaurant serving locally grown foods (Figure 19).

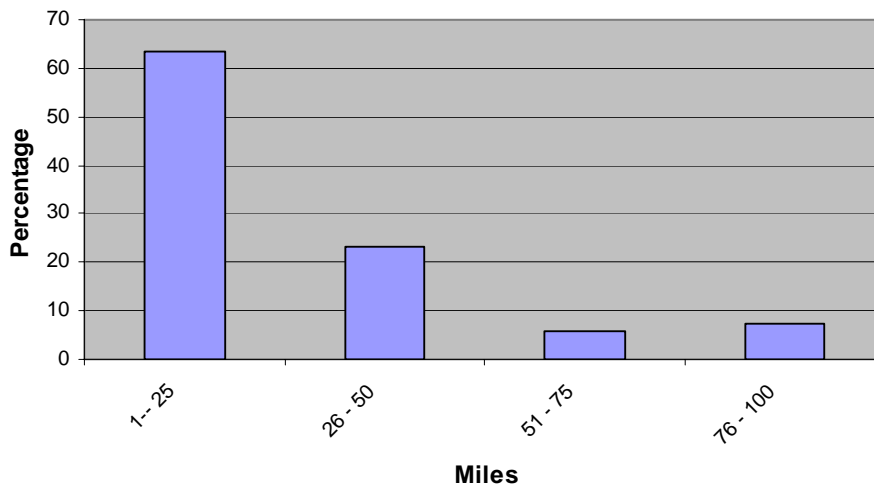


Figure 19. Distance willing to travel for locally grown foods served at a restaurant among Eatery Patrons onsite respondents (n = 891).

Nearly all Eatery Patrons (91.8%) identified that it is important that the restaurants they dine at support their local community. Of those respondents, 48.3% feel it is very important (Figure 20).

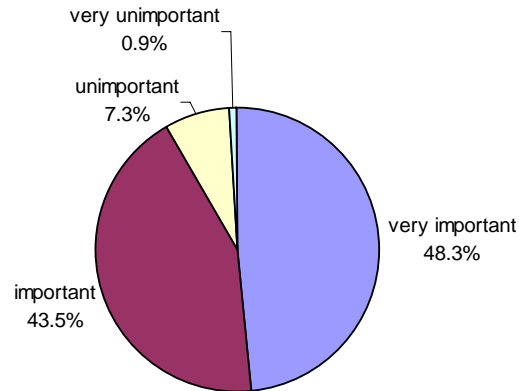


Figure 20. Importance that restaurants support their local community to Eatery Patrons onsite respondents (n = 1006).

The majority of Eatery patrons (81.7%) indicated they had already dined at a restaurant that served locally grown foods (Figure 21). A significant positive and moderate relationship existed between previous experience dining at a restaurant serving locally grown foods and interest in dining at such a restaurant ( $r = .31, p < .01$ ).

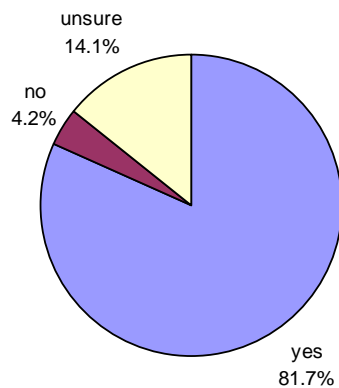


Figure 21. Previous experience dining at a restaurant serving locally grown foods among Eatery Patrons onsite respondents (n = 1011).

Previous pleasure travel: Of those who engaged in previous pleasure travel (99.7%), respondents indicated they took an average of 11.42 pleasure trips 50 miles or more from their home in the past 12 months. While the number of trips ranged from 1 to 50, the

most frequently reported number of trips was 11 or more (33.4%), followed by 2 to 4 trips (24.5%; Figure 22).

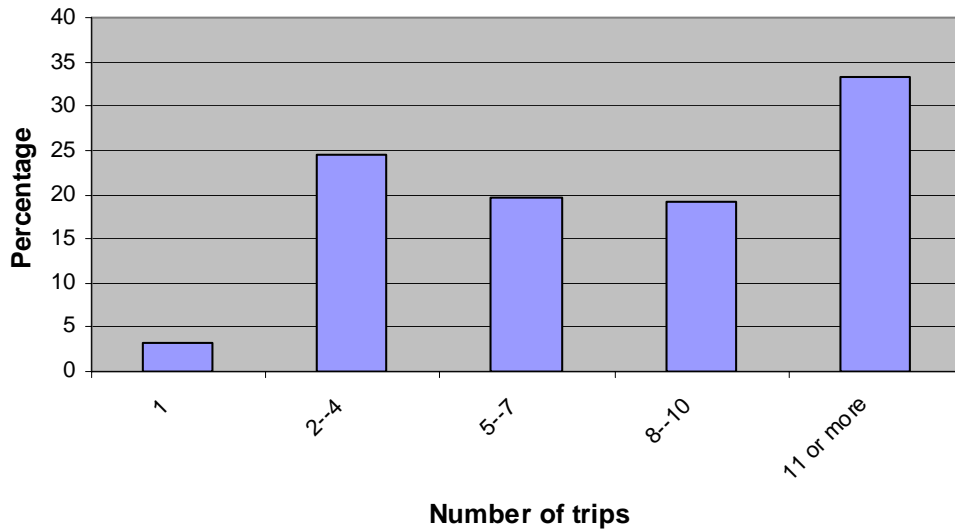


Figure 22. Number of pleasure trips taken during the past 12 months among Eatory Patrons onsite respondents (n = 973).

**Influences to dine at a restaurant:** Of the factors that influence Eatory Patrons’ decision to eat at a restaurant while traveling for pleasure, quality was cited most frequently (76.1%). More than half of the respondents cited ambiance and recommendation as an influence in deciding what restaurant to visit (57.9% and 55.5%, respectively). Forty-five percent of respondents indicated they are influenced by the use of locally grown ingredients when selecting a restaurant (Figure 23).

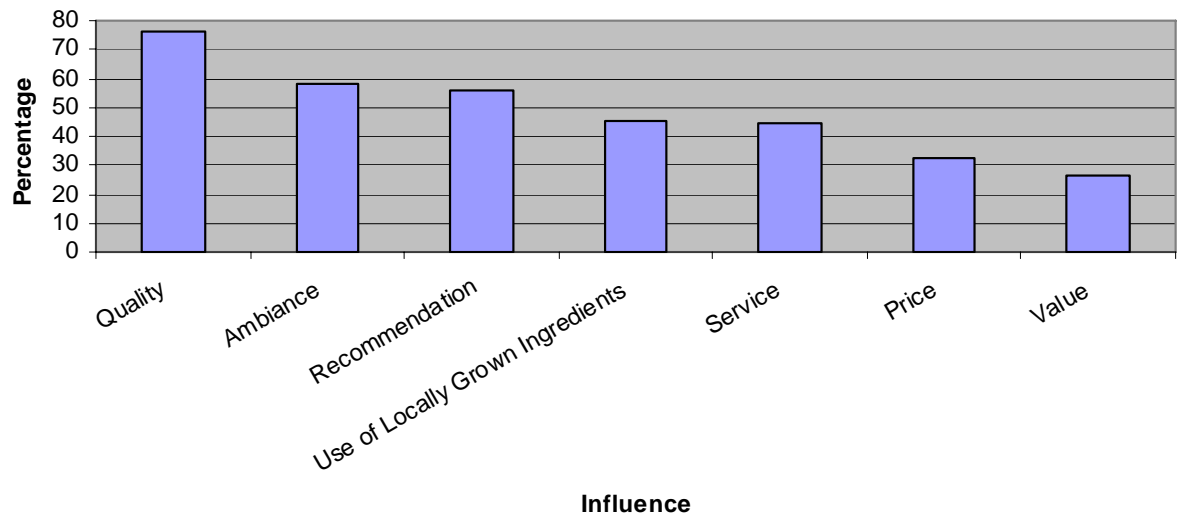


Figure 23. What influences dining decisions while traveling for pleasure among Eatory Patrons onsite respondents (n = 1023).



## Results from Eatery Patrons: Follow-up Questionnaire

Respondents' demographics: The majority of Eatery Patrons were non-Hispanic White females who had completed a college degree (Figure 24 & Table 8). Most frequently, respondents reported that they were employed full time. The respondents' median annual household income before taxes was \$50,000 to \$74,999.

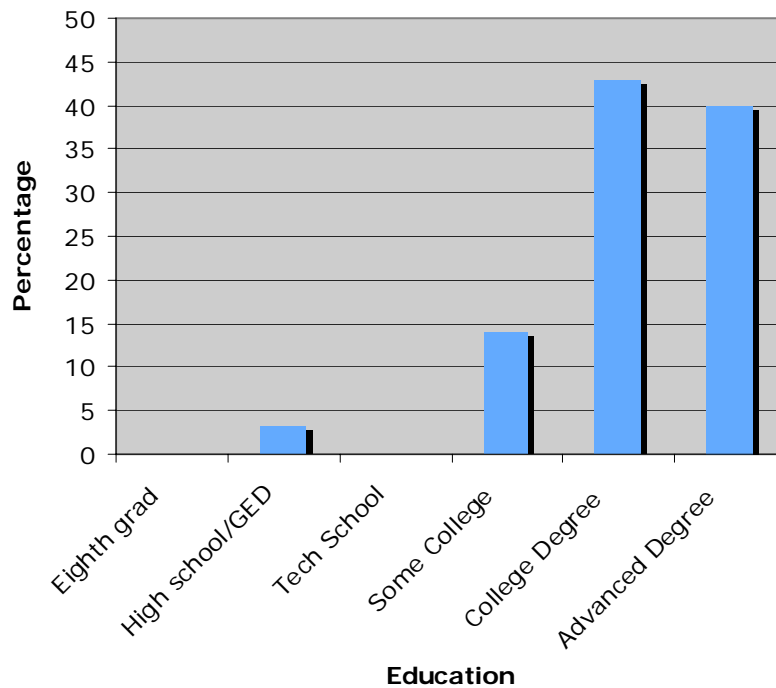


Figure 24. Highest level of education among Eatery Patrons (n = 93).

Table 8. Demographic characteristics of Eatery Patrons.

	Frequency	%
<b>Gender (n = 93)</b>		
Female	68	73.1
Male	25	26.9
<b>Year born (n = 91)</b>		
1990 or later	4	4.4
1981-1990	12	13.2
1971-1980	15	16.5
1961-1970	27	29.7
1951-1960	17	18.7
1941-1950	12	13.2
1931-1940	4	4.4
1921-1930	0	0
1920 or before	0	0

(table continues)

<b>Household composition (n = 93)</b>		
Couple (children under 18)	31	33.3
Couple (grown children)	24	25.8
Couple (no children)	18	19.4
Single (no children)	10	10.8
Single (children under 18)	4	4.3
Single (grown children)	4	4.3
Other	2	2.2
<b>Household income (n = 87)</b>		
Less than \$5,000	1	1.1
\$5,000-9,999	0	0
\$10,000-14,999	1	1.1
\$15,000-24,999	3	3.4
\$25,000-34,999	7	8.0
\$35,000-49,999	11	12.6
\$50,000-74,999	22	25.3
\$75,000-99,999	19	21.8
\$100,000-124,999	4	4.6
\$125,000-149,999	6	6.9
\$150,000-174,999	5	5.7
\$175,000 or more	8	9.2

When asked to describe their household, respondents were couples with or without children. Respondents most frequently identified as couples: with children under 18 (33.3%) with grown children (25.8%), or with no children (19.4%).

Travel experiences: Eatery Patrons reported taking an average of 9.5 trips 50 miles or more away from their homes in the last twelve months, but the number of trips ranged from 1 to 28. More than half of these trips were to Minnesota destinations (63.2%; Table 9). Fewer than 10% reported not traveling to Minnesota destinations 50 miles or more away from home in the past twelve months. The majority did not overnight within 50 miles of their home in the past twelve months (76.1%).

Table 9. Pleasure trips away from home among Eatery Patrons to the Green Routes restaurant follow-up questionnaire.

	<b>M</b>	<b>S.D.</b>	<b>%</b>
Number of pleasure trips 50 miles or more away from home (n = 87)	9.5	7.2	
Number of pleasure trip destinations in Minnesota (of those listed above)	6	5.4	63.2
Number of pleasure trips less than 50 miles away from home (n = 21)	2.5	1.4	
Number of pleasure trip destinations in Minnesota (of those listed above)	1.9	.96	76.1
Number of trips in Metro (n = 34)	4.4	3.8	
Number of trips in North Central/ West (n = 26)	3.5	3.98	
Number of trips in Northeast (n = 42)	3.1	2.9	
Number of trips in South (n = 27)	2.4	2.2	

The 24% of respondents who did overnight within 50 miles of their home took an average of 2.5 trips and approximately three quarters of these trips were to Minnesota destinations (76.0%). Respondents traveling within Minnesota report traveling an average of 4.4 trips to the Twin Cities in the past twelve months, 3.5 trips to the north central/west region, 3.1 trips to the northeast region, and 2.4 trips to the southern region.

Travel preferences: Overall, Eatery Patrons expressed agreement with all six items listed that influence destination choice as evidenced by mean scores and majority agreement on them. Respondents most strongly agreed that their travel experience is better when the destination preserves its natural, historic and cultural sites and attractions, with an average rating of 4.75 (rated on a scale where 1 = strongly disagree and 5 = strongly agree). Respondents rated ‘My travel experience is better when I have learned as much as possible about my destination’s customs, geography and culture’ and ‘It is important to me that travel and tourism businesses employ local residents’ the lowest, both with an average rating of 4.22; 83.9% of respondents agreed learning as much as possible was important and 83.7% agreed that employing local residents was important (Figure 25).

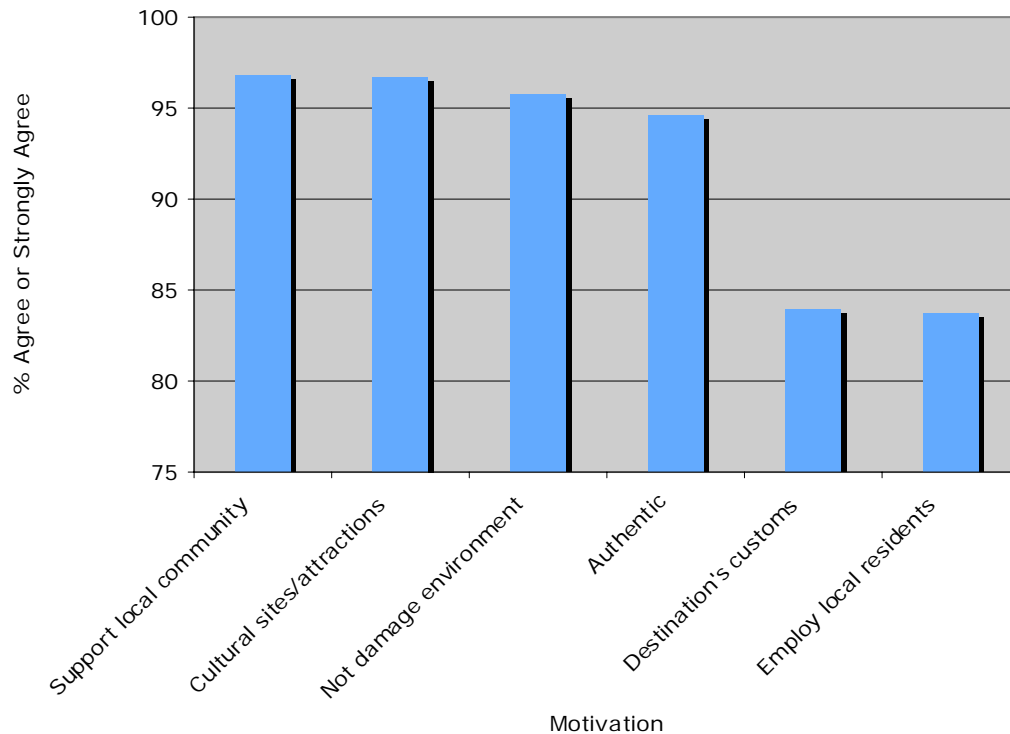


Figure 25. Factors important to destination choice among Eatery Patrons (n = 92).

The majority of Eatery Patrons were interested in 11 of the 13 possible pleasure trip activities listed. Respondents were most interested in eating out at a local restaurant and buying food at a farmers market while on a pleasure trip, with an average rating of 4.70 and 4.33 respectively (rated on a scale where 1 is very uninterested and 5 is very interested). Respondents were least interested in touring a farm or shopping for antiques (3.25 and 3.0 respectively; Figure 26).

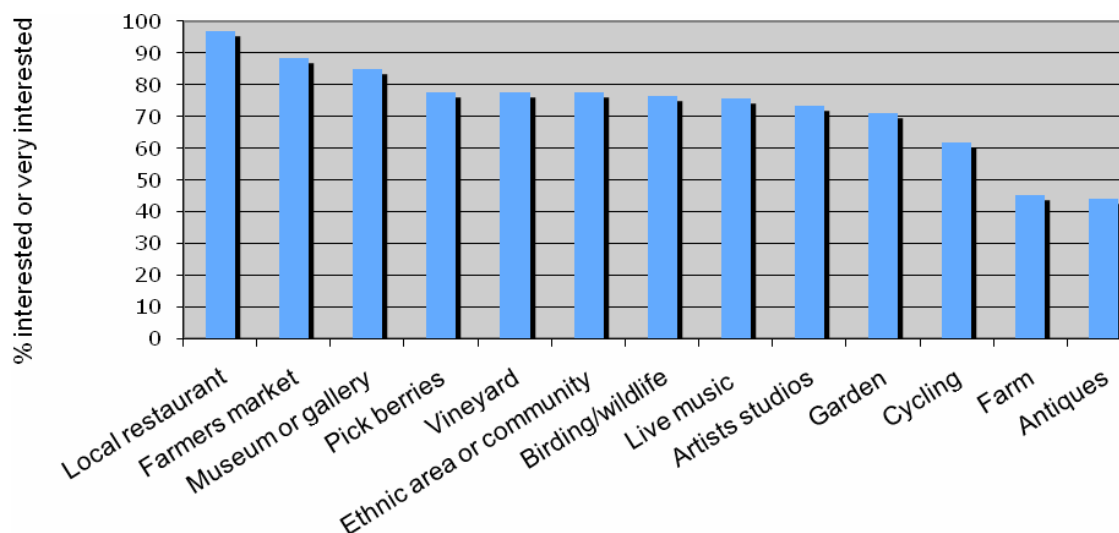


Figure 26. Interest in activities while on a pleasure trip among Eatery Patrons (n = 94).

Typical pleasure trips, planning and activities: Of the fifteen pleasure travel activities listed, the majority of Eatery Patrons participated in eight: scenic touring, visiting state and national parks/areas, eating locally grown foods, relaxing, visiting historic sites and museums, visiting friends and family, purchasing locally grown foods, and shopping. Activities least frequently participated in on a pleasure trip include hunting and casino gambling (4.2% and 8.3% respectively; Table 10).

Table 10. Participation in activities during pleasure trips among Eatery Patrons (n = 96).

	Frequency	%
Visiting state & national parks/areas	85	88.5
Scenic touring	85	88.5
Eating locally grown foods	84	87.5
Relaxing	81	84.4
Visiting historic sites & museums	80	83.3
Visiting friends & family	72	75.0
Purchasing locally grown foods	63	65.6
Shopping	54	56.3
Concerts & theater	46	47.9
Biking	42	43.8
Camping	40	41.7
Fishing	25	26.0
Birding	22	22.9
Casino gambling	8	8.3
Hunting	4	4.2

Totals more than 100% as respondents indicated all sources utilized.

The majority of Eatery Patrons reported they were typically the primary trip planner for their household (65.3%). The remainder of respondents stated their spouse was the

typical primary trip planner (24.2%) or they and their spouse planned together (7.3%; Figure 27). More than half of respondents indicated they begin planning their trips within 1 to 3 months of the trip: 29.5% planned within 3 months and 26.3% planned within 1 month (A, Figure 28). The majority of respondents report they always or often rely on the internet or friends, relatives, or colleagues for travel planning (Figure 29).

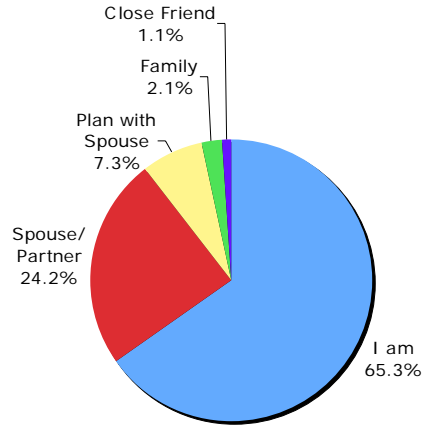


Figure 27. Primary trip planner among Eatery Patrons (n = 95).

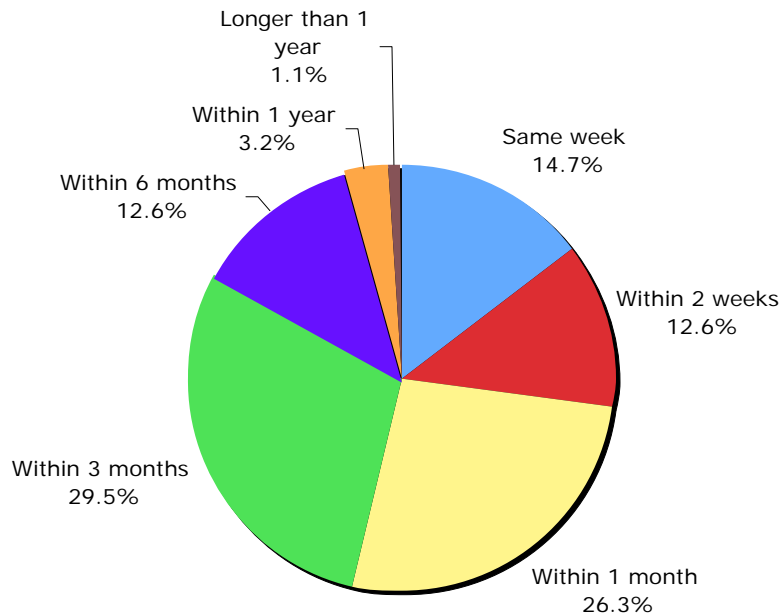


Figure 28. How far in advance respondents typically begin planning for a pleasure trip among Eatery Patrons (n = 95).

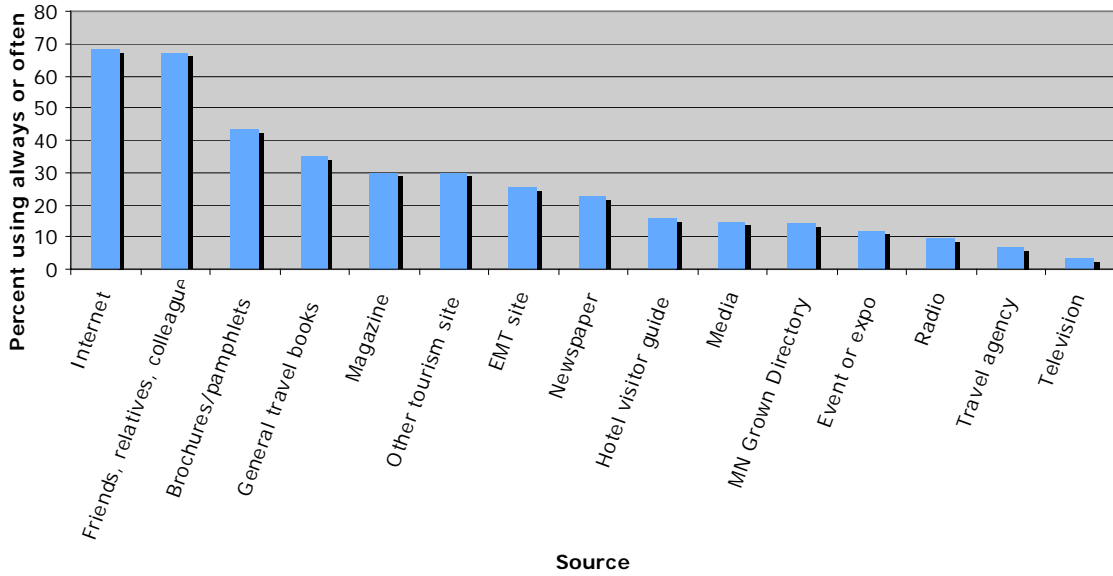


Figure 29. Frequency of travel planning information use among Eatery Patrons (n = 94).

Respondents' average typical overnight pleasure trip was 3.5 days. The majority of Eatery Patrons indicate their typical overnight pleasure trip is one to three days long (66.4%; Figure 30). The majority of respondents reported 2 adults in their group on a typical pleasure trip (84.6%). One third of respondents reported not traveling with children (33.3%). Of those who did report typically traveling with children, the majority reported traveling with 1 or 2 children (42.5% and 40.0%, respectively).

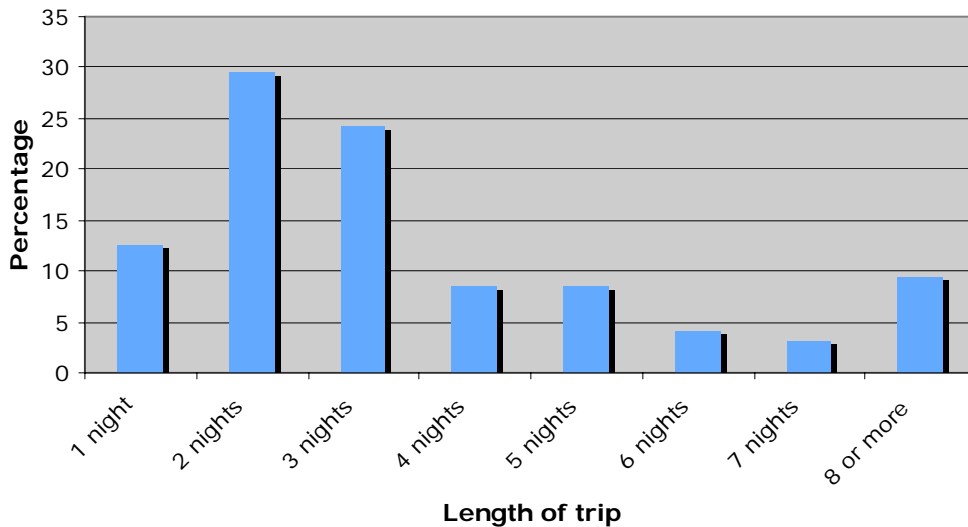


Figure 30. Length of typical overnight pleasure trip among Eatery Patrons (n = 95).

Food consumption habits: Of respondents who typically eat meals prepared in a restaurant (n = 81), they do so an average of 3.2 times a week.

Eatery Patrons replied that when traveling for pleasure, the majority prefer to eat at locally owned restaurants (85.5%; Figure 31). Nearly 90% (89.6%) of respondents expressed their intention to visit a restaurant that serves local foods in the next 12 months, while 10.4% responded they were unsure (Figure 32). The majority of respondents sometimes ask restaurants they visit if the foods are local (50.0%) but 35.4% never ask (Figure 33).

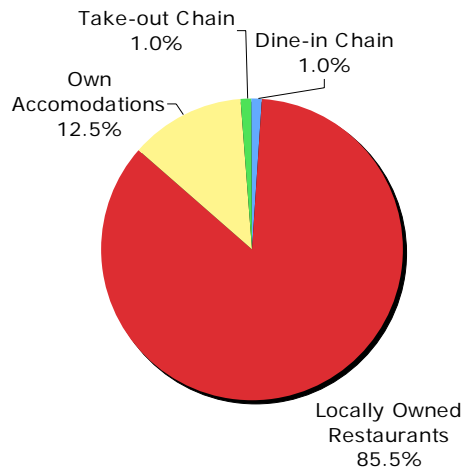


Figure 31. Eatery Patrons' dining preferences when traveling for pleasure (n = 96).

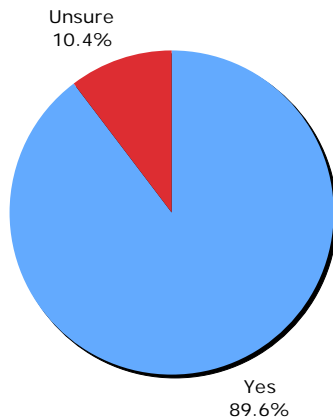


Figure 32. Intention to visit a restaurant serving locally grown foods in the next 12 months among Eatery Patrons (n = 96).

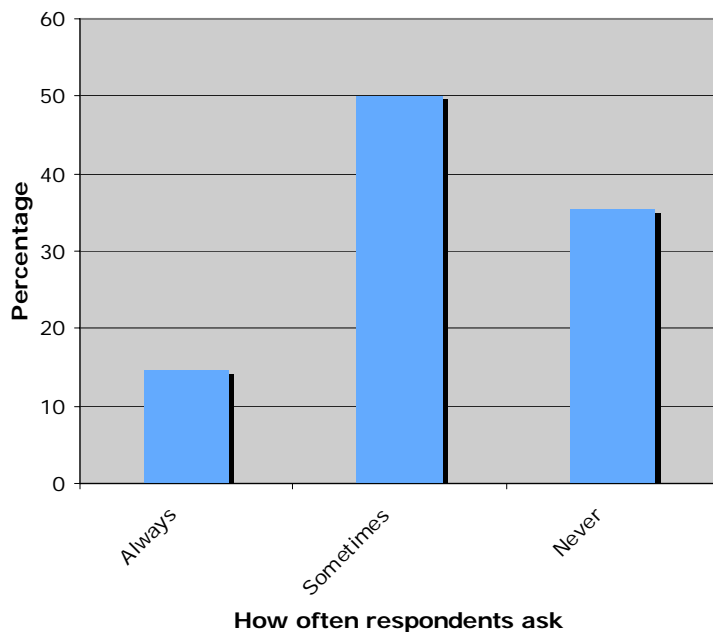


Figure 33. How often Eatery Patrons ask hotels and/or restaurants they visit if the foods served are locally grown (n = 96).

## Discussion

A combination of questionnaires identified awareness, interest, and potential travel related to Green Routes among Event Goers and Eatery Patrons. Respondents expressed different levels of Green Routes awareness as well as awareness of their own experience dining at a restaurant that served local foods. Significant interest existed in the opportunity to dine at restaurants that serve local foods and, similarly, respondents were willing to drive to dine at such a restaurant. Opportunities exist to capitalize on interest in local food dining through enhancing awareness of Green Routes as well as restaurants that serve locally grown foods.

### *Awareness*

The majority of Event Goers was aware of Green Routes however, few Eatery Patrons were. This differing awareness is not surprising given that Event Goers were selected because they had either signed up to learn more about Green Routes or had picked up a Minnesota Cooks calendar, which includes information on Green Routes. Eatery Patrons' lack of Green Routes awareness is similarly not surprising given that Green Routes was relatively new and had limited marketing at the time of the study. Though not surprising, these findings suggest the opportunity to increase awareness of Green Routes.

Certainly RTC staff interactions and the MN Cooks event and Calendar have been successful in raising awareness of Green Routes. As staff time is currently limited, other venues to raise awareness can be considered and enhanced when successful. For



example, continuation and increases to Minnesota Cook's Calendar distribution are recommended. Maximizing targeted distribution of the calendar will increase Green Routes awareness and, potentially, travel and patronage to restaurants on these routes that serve local foods. Similarly, enhancing the web presence with search engine optimization can drive awareness of Green Routes and business to its target partners.

Respondents' uncertainty about their own dining experience with local foods points to an awareness issue for the restaurants. As 14% of Eatery Patrons were unsure if they had dined at a restaurant that served locally grown foods, yet were contacted as such a restaurant, this is particularly interesting. However, such findings are not unusual as other research found even individuals interested in locally grown products have difficulty identifying which products are locally grown or produced (University of Nebraska, 2004). A variety of strategies, taken by restaurants and others, can increase awareness and knowledge of restaurants that serve local foods among locals and tourists. Restaurants can employ simple information techniques to ensure all their communications highlight their use of local foods. Ensuring the local population knows about and enjoys the restaurants serving local foods is essential as nearly one-quarter of select Event Goers and one-third of Eatery Patrons (restaurant respondents) knew of Green Routes from a friend. Like most travelers, both respondent groups heavily rely on friends, family or colleagues for travel information (TIA, 2003). One way to enhance awareness among potential patrons is to conduct a community familiarization trip or progressive dinner among restaurants that serve local foods. Beyond the restaurants, working with associations and tourism promotional organizations can enhance awareness. For example, Renewing the Countryside is releasing a cookbook in 2007 that will focus on restaurants throughout the state that serve local food. Also, the Minnesota Project has launched the Heartland Food Network that identifies and promotes restaurants and distributors that buy from local producers.

### *Interest*

The results are encouraging for restaurants that serve local foods as evidenced by the respondents' interest, intention to visit a restaurant that serves local foods in the next 12 months, frequency of restaurant dining per week, and dining while on pleasure trips. Nearly all Event Goers and Eatery Patrons were interested in dining at a restaurant that serves locally grown foods and agreed that it is important that the restaurants they dine at support their local community. Further, more than one-half of respondents indicated they are influenced by the use of locally grown ingredients when choosing a restaurant. Subsequently, the opportunity to sustain and increase market share exists for restaurants that serve locally grown foods.

Therefore, the challenge lies in retaining and moving beyond the consumer's interest to actually attracting them. A strong marketplace presence is central to retaining and increasing patronage. Using or increasing the use of simple phrases, such as 'locally owned' and/or 'local produce/meats', in all communications (including menus) could capitalize on the interest and increase patronage immediately. Campaigns that encourage

restaurant patrons to ask about local foods and local ownership will increase awareness about these venues and possibly increase patronage to such venues.

One challenge to patronage may be in the prices associated with locally grown and/or organic foods. Previous research indicates that a barrier to purchasing organic and locally grown foods is price (Klonsky & Greene, 2005). The University of Nebraska's Food Processing Center (2001) reported that the majority of their select Midwest primary grocery shopper respondents rated the price of locally grown foods as extremely important or important. One idea to overcome any price barrier is to inform consumers of product benefits. Based on their focus group findings with primary food shoppers, Zepeda and Leviten-Reid (2004) noted that individuals must be aware of the benefits of purchasing locally grown foods to motivate them to look for local labels. Like grocery shoppers, restaurant patrons need to be made aware of the benefits of dining at restaurants that serve locally grown foods and assured that the prices reflect good value.

Comparable to respondents' interest in dining at a restaurant that serves locally grown food, respondents indicated a willingness to travel for them, primarily fewer than 25 miles. Fewer than 15 percent of select RTC and restaurant respondents were willing to make a tourist-defined trip (50 miles or more, one way as defined by the tourism industry) for a restaurant that serves locally grown food. Subsequently, restaurants interested in attracting tourists would benefit from cooperating with a variety of organizations to market and promote themselves and others like them. Certainly cooperating with sustainable tourism initiatives, like Green Routes, is also a strategy to increase consumer traffic. A travel package of restaurants that serve local foods, properties that are locally owned, and activities these tourists are interested in (museums, live music, etc.) would be advantageous.

#### *Similarities to other travelers*

Respondents were comparable to the typical Minnesota traveler, responsible tourist, and organic consumer in several areas such as ethnicity, travel group and travel behavior. Subsequently, partnering with organizations in these areas could increase awareness of Green Routes and restaurants associated with them, as well as stretch marketing dollars of all partners.

Respondents have numerous similarities to the Minnesota traveler (Davidson-Peterson Associates, 2006). Both groups have a majority that are white, middle-income, and have taken a previous pleasure trip in Minnesota within the past 5 years. Also, just as the MN pleasure traveler participates in dining out (63%), respondents stated they were most interested in eating out at a local restaurant while on a pleasure trip. One difference was that Event Goers' income bracket (\$75,000 to \$99,999) was slightly higher than median Minnesota traveler (\$67,200). However, the significance of this is uncertain due to the small sample size.

Similarities in both demographics and travel interests are also evident between the respondents and Travel Industry Association of America's (TIA) 'cultural historic

traveler' (2003). The majority of U.S. adults visit cultural, historic and heritage activities or events while on a pleasure trip as do respondents in this study. In addition, the 'cultural historic traveler' and the respondents in this study both feel it is important to learn something new and have a cultural experience while on a pleasure trip. When planning for a trip, the 'cultural historic traveler' and these respondents show similarities in their travel information sources: internet and word of mouth through friends, family and colleagues.

The respondents' demographics are also similar to identified organic foods consumers. Both groups are primarily female, college-educated with corresponding middle-to upper middle incomes, and in a household with fewer than 3 children (Govindasamy et al., 2001). Important to note, however, is that these demographics do not describe all organic consumers or predict organic food purchasing (Konsky & Greene, 2005; Thompson, 1998).

Finally, similarities exist between respondents and agricultural tourists. Those with a high interest in agri-tourism were also interested in outdoor activities and participating in cultural experiences. Respondents in this study indicated it is important to learn something new while on a pleasure trip and Lang Research (2001) found agri-tourists are also interested in learning experiences while traveling.

Agri-tourism is gaining popularity in the United States and provides opportunities for restaurants serving locally grown foods. Making connections between the farm and restaurant table can increase local produce sales and promote local cuisine (Veeck, Che & Veeck, 2006). Rural communities and organizations they work with, like Green Routes, may have the opportunity to provide travel packages that include farm tours followed by dining at a restaurant serving locally grown foods. According to Veeck et al., locally owned agri-tourism enterprises often have limited tourism business skills due to their previous occupation strictly in agriculture (2006). This provides local restaurants and other businesses the opportunity to partner with the agri-tourism enterprises to promote their destination.

In conclusion, interest in dining at restaurants that serve locally grown foods is high. Minimal awareness about such venues, as well as moderate awareness of Green Routes, points to opportunities to increase awareness and, eventually, patronage. Within 25 miles of restaurants that serve local foods, significant market potential exists that can be maximized among both locals and existing tourists. Given this niche market is similar to the MN tourist, responsible tourist, organic consumer, and agri-tourist, it can be assumed that potential exists among current travelers to engage them in travelling Green Routes and dining in restaurants that serve locally grown foods. Effective, timely and accessible information that easily identifies restaurants that use locally grown foods is essential for the success of Green Routes and its partners.

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## Appendix A: Figures and Tables for Interest in “Green Routes”

Table 1. Response rate to the 2006 Green Routes initial questionnaire from Renewing the Countryside list of Event Goers (n = 450).

	n
Total Parties Contacted	450
<i>Respondents</i>	157
Unusable	0
Non-response	277
Other (opted out)	16
Response rate	38.44%

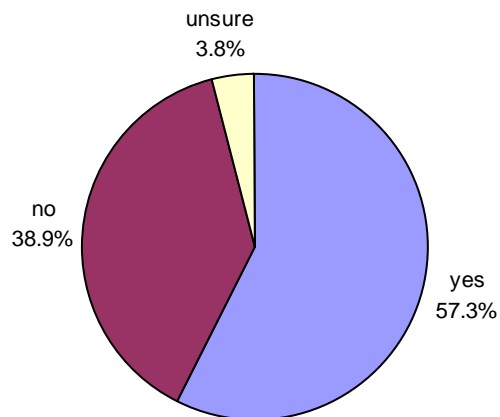


Figure 1: Awareness of ‘Green Routes’ prior to May 2006 among Event Goers (n = 157).

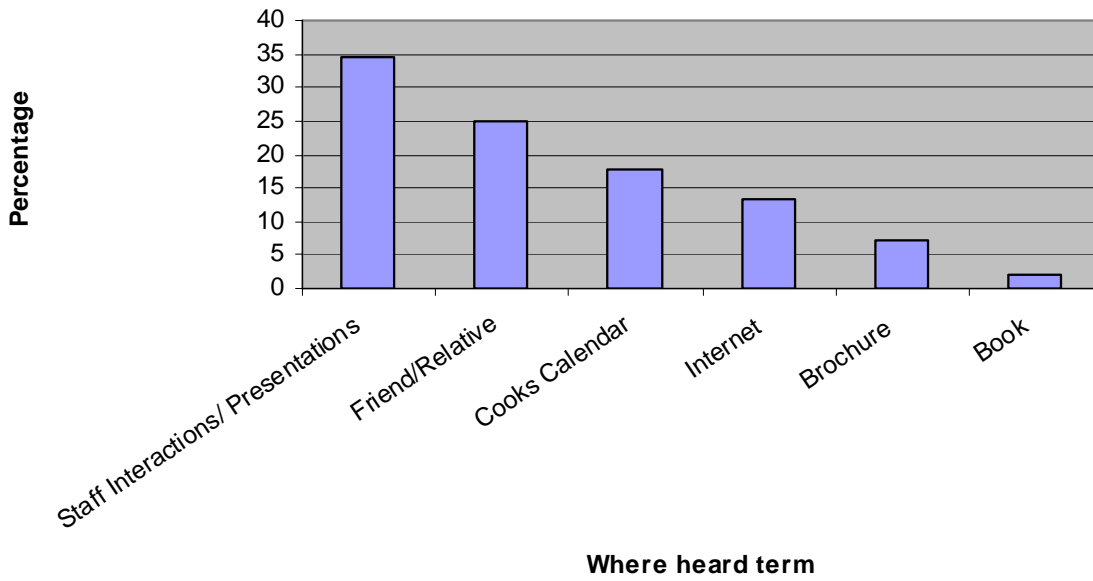


Figure 2: Information source for ‘Green Routes’ prior to May 2006 among Event Goers (n = 96).

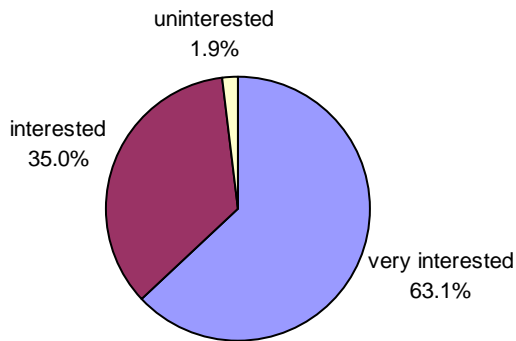


Figure 3: Level of interest in dining at restaurants serving locally grown foods among Event Goers (n = 157).

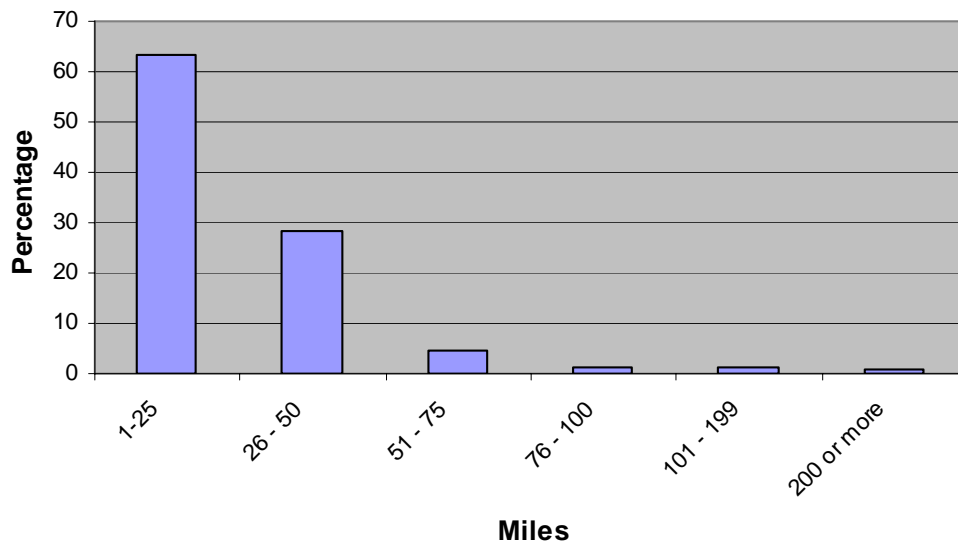


Figure 4: Distance willing to travel for locally grown foods served at a restaurant among Event Goers (n = 148).

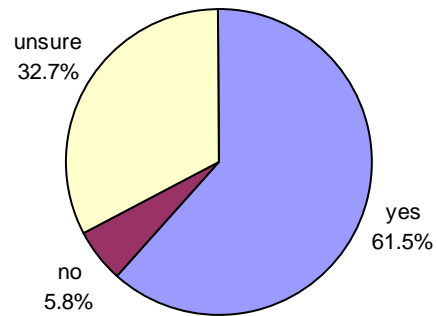


Figure 5: Previous experience dining at a restaurant serving locally grown foods among Event Goers (n = 156).



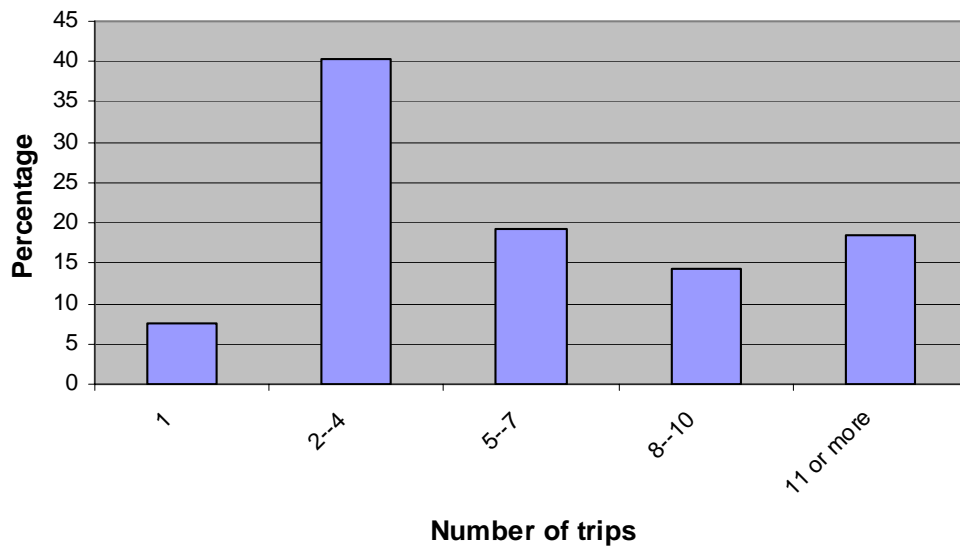


Figure 6: Number of pleasure trips respondents have taken during the past 12 months among Event Goers (n = 146).

Table 2. Response rate to the 2006 Green Routes follow-up questionnaire among Event Goers.

	n
Total Parties Contacted	46
<i>Respondents</i>	21
Unusable	0
Non-response	25
Response rate	45.7%

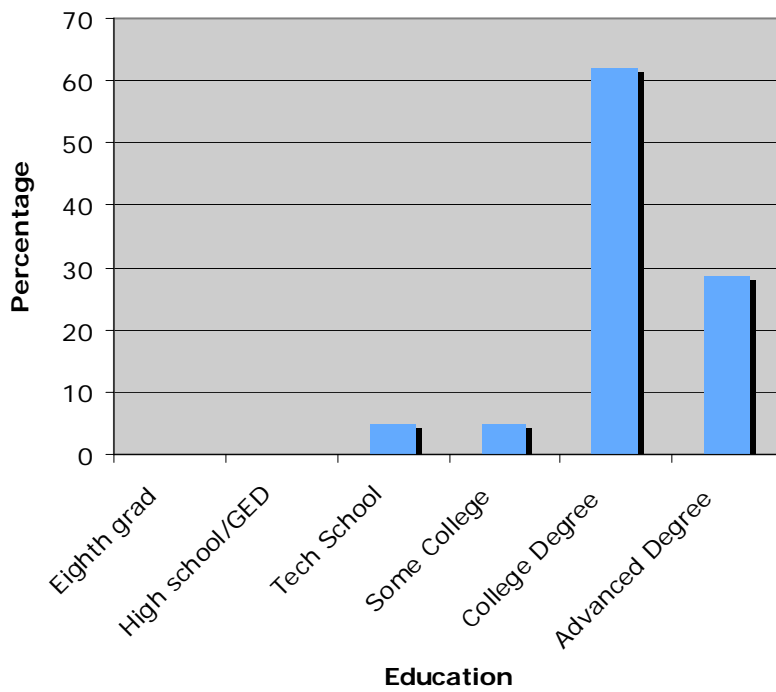


Figure 7. Highest level of education among Event Goers (n = 21).

Table 3. Demographic characteristics of Event Goers to the 2006 Green Routes follow-up questionnaire (n = 21).

	<b>Frequency</b>	<b>%</b>
<b>Gender (n = 21)</b>		
Female	15	71.4
Male	6	28.6
<b>Year born (n = 20)</b>		
1990 or later	0	0
1981-1990	0	0
1971-1980	3	15
1961-1970	4	20
1951-1960	7	35
1941-1950	6	30
1931-1940	0	0
1921-1930	0	0
1920 or before	0	0
<b>Household composition (n = 21)</b>		
Couple (grown children)	7	33.3
Couple (children under 18)	6	28.6
Couple (no children)	4	19.0
Single (no children)	3	14.3
Other	1	4.8
<b>Household income (n = 19)</b>		
\$10,000-14,999	1	5.3
\$15,000-24,999	0	0
\$25,000-34,999	2	10.5
\$35,000-49,999	3	15.8
\$50,000-74,999	1	5.3
\$75,000-99,999	3	15.8
\$100,000-124,999	6	31.6
\$125,000-149,999	1	5.3
\$150,000-174,999	0	0
\$175,000 or more	2	10.5

Table 4. Pleasure trips away from home among Event Goers (n = 21).

	M	S.D.	%
Number of pleasure trips 50 miles or more away from home (n = 21)	6.95	4.19	-
Number of pleasure trip destinations in Minnesota (of those listed above)	4.67	3.79	67.19

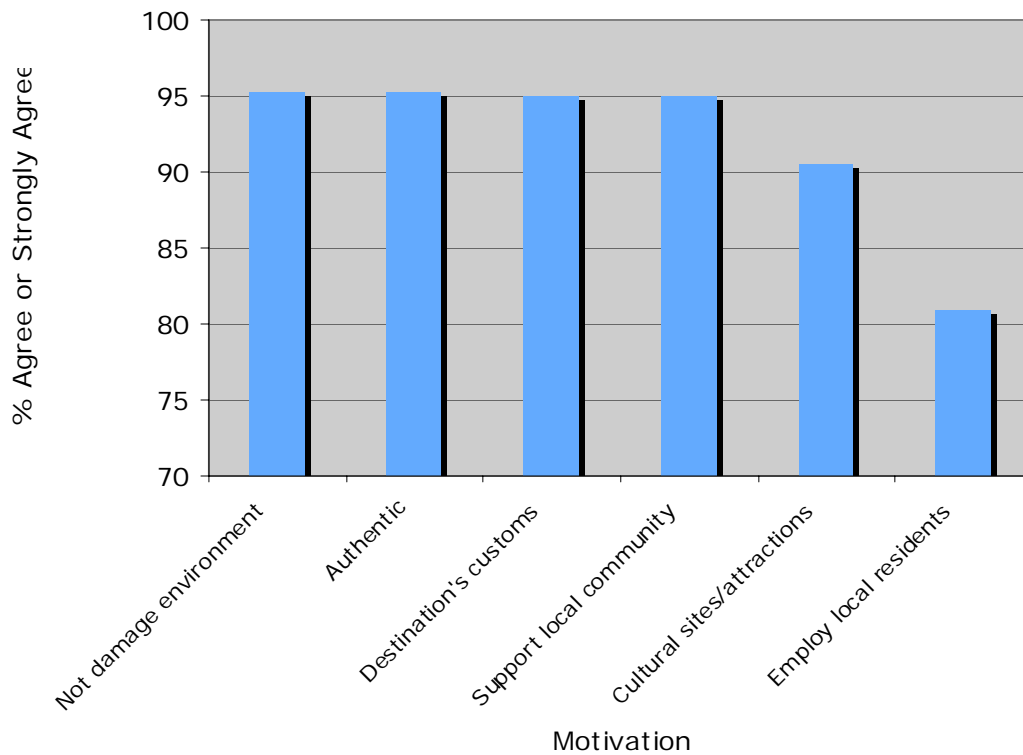


Figure 8. Factors important to destination choice among Event Goers (n = 21).

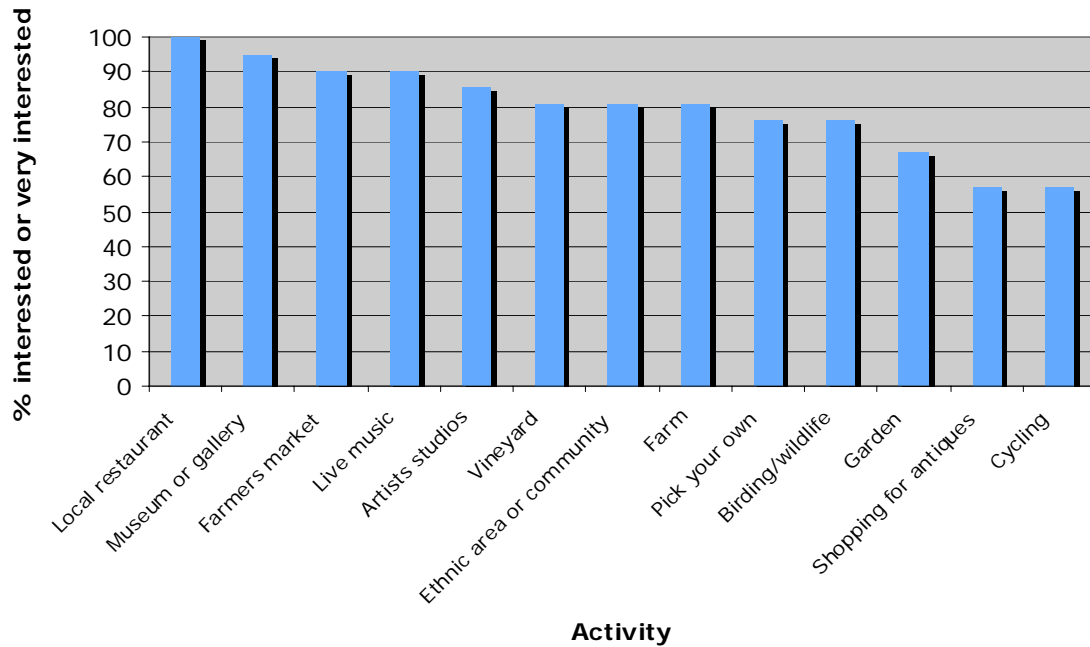


Figure 9. Interest in activities while on a pleasure trip among Event Goers (n = 21).

Table 5. Participation in activities during pleasure trips among Event Goers (n = 21).

	Frequency	%
Eating locally grown foods	19	90.5
Purchasing locally grown foods	17	81
Scenic Touring	17	81
Relaxing	16	76.2
Visiting state & national parks/areas	16	76.2
Visiting historic sites & museums	16	76.2
Visiting friends & family	15	71.4
Biking	10	47.6
Concerts & theater	10	47.6
Fishing	9	42.8
Shopping	9	42.8
Camping	8	38.1
Birding	7	33.3
Casino Gambling	1	4.8
Hunting	1	4.8

Totals more than 100% as respondents indicated all sources utilized.

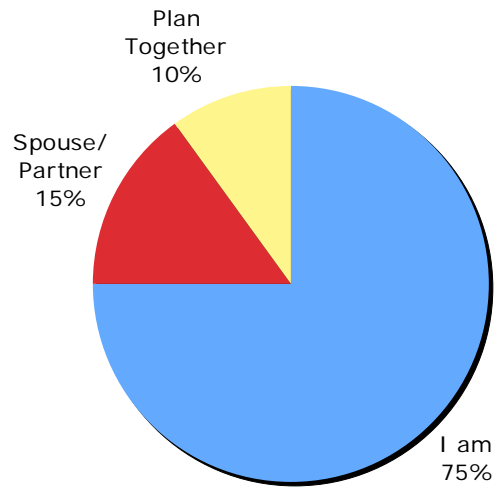


Figure 10. Primary trip planner among Event Goers (n = 20).

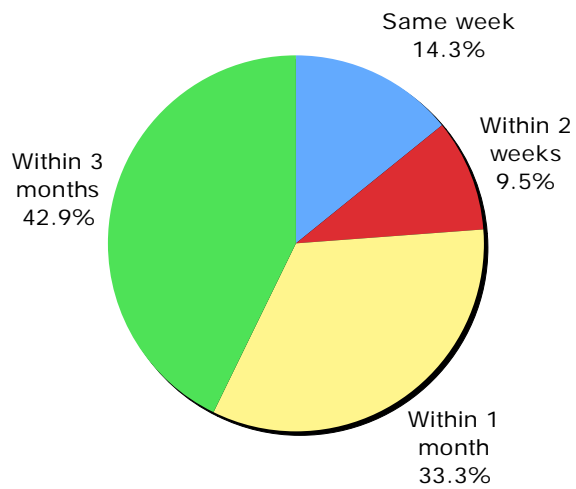


Figure 11. How far in advance respondents typically begin planning for a pleasure trip among Event Goers (n = 21).

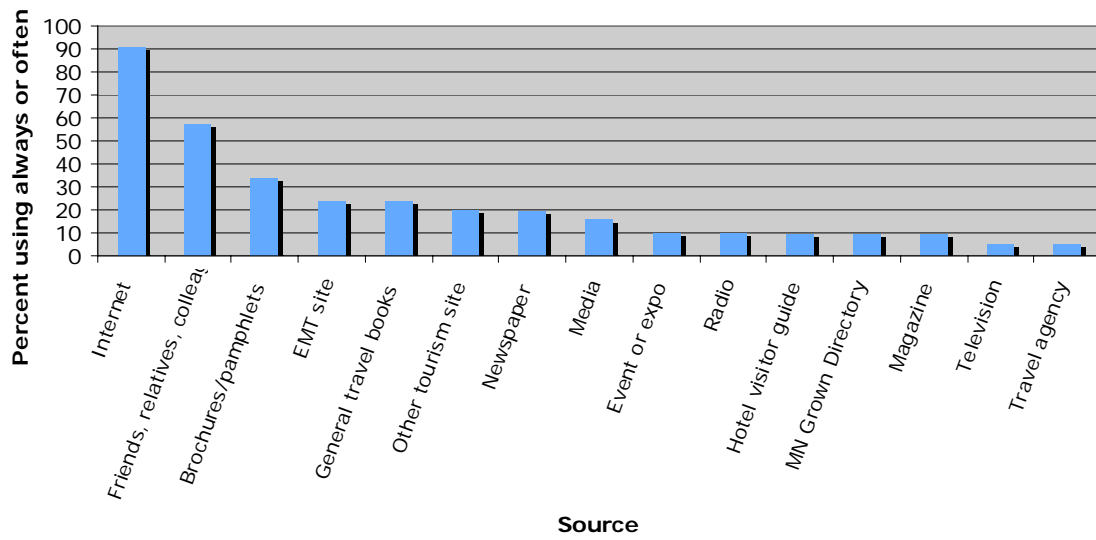


Figure 12. Frequency of travel planning information use among Event Goers (n = 21).

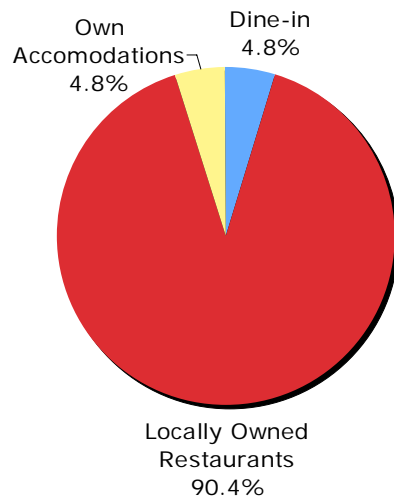


Figure 13. Event Goers' dining preference when traveling for pleasure (n = 21).

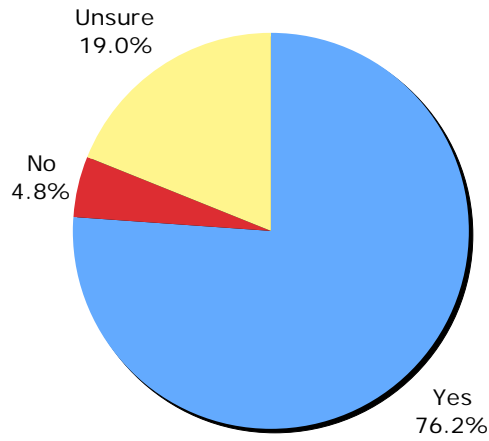


Figure 14. Intention to visit a restaurant serving locally grown foods in the next 12 months among Event Goers (n = 21).

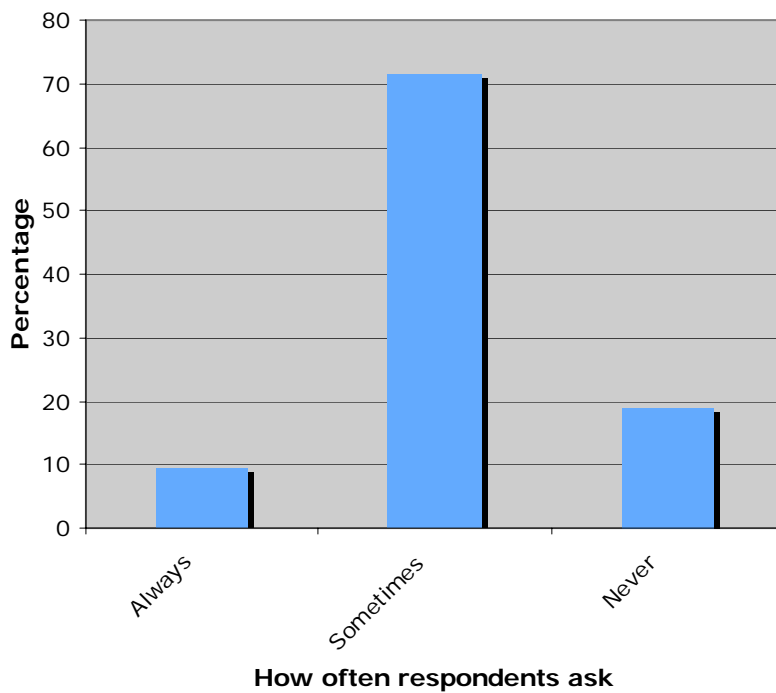


Figure 15. How often Event Goers ask hotels and/or restaurants that they visit if the foods they serve are locally grown (n = 21).



Table 6. Restaurants that participated in Green Routes awareness and interest study for Renewing the Countryside.

Restaurant	Region	City	Questionnaires completed	Patrons that agreed to participate in further research (n, %)	
				n	%
Angry Trout Café	Northeast	Grand Marais	369	90	24.4
Brewed Awakenings	Northeast	Grand Rapids	39	17	43.6
Chez Jude	Northeast	Grand Marais	72	16	22.2
Ellery House	Northeast	Duluth	10	1	10.0
New Scenic Café	Northeast	Duluth	243	64	26.3
Backlot Bistro	Northcentral	Baxter	61	13	21.3
Loghouse and Homestead B&B	Northwest	Vergas	9	1	11.1
Minwanjige Café	Northwest	Ogema	14	2	14.3
Trotters Café and Bakery	Twin Cities	St. Paul	29	17	28.6
Amboy Cottage Café	South	Amboy	49	17	34.7
Backroom Deli	South	Rochester	6	2	33.3
Java River Café	South	Montevideo	17	12	70.6
Nosh Restaurant and Bar	South	Wabasha	74	11	14.9
Scandinavian Inn	South	Lanesboro	14	6	42.9
St. Peter Food Coop	South	St. Peter	14	6	42.9

Table 7. Response rate to the 2006 Green Routes questionnaire to Eatery Patrons.

	n
<b>Initial Questionnaires Returned</b>	<b>1023</b>
Participants willing to participate in follow-up	276
Parties Contacted via Email	229
Parties Contacted via Mail	47
<b>Total Parties Contacted</b>	<b>276</b>
Questionnaires returned via Email	68
Questionnaires returned via U.S. postal service	28
<b>Total Respondents</b>	<b>96</b>
Unusable	0
Non-response	180
<b>Response Rate</b>	<b>34.8%</b>

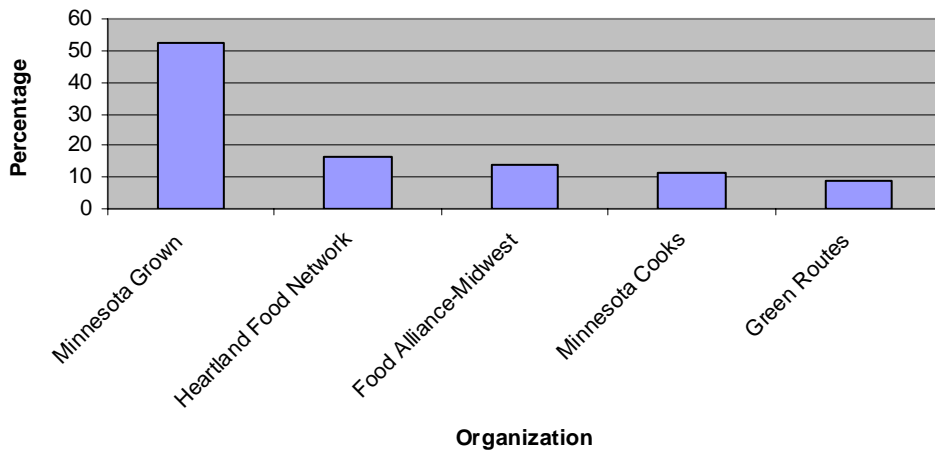


Figure 16. Awareness of Minnesota food programs among Eatery Patrons onsite respondents (n1023).

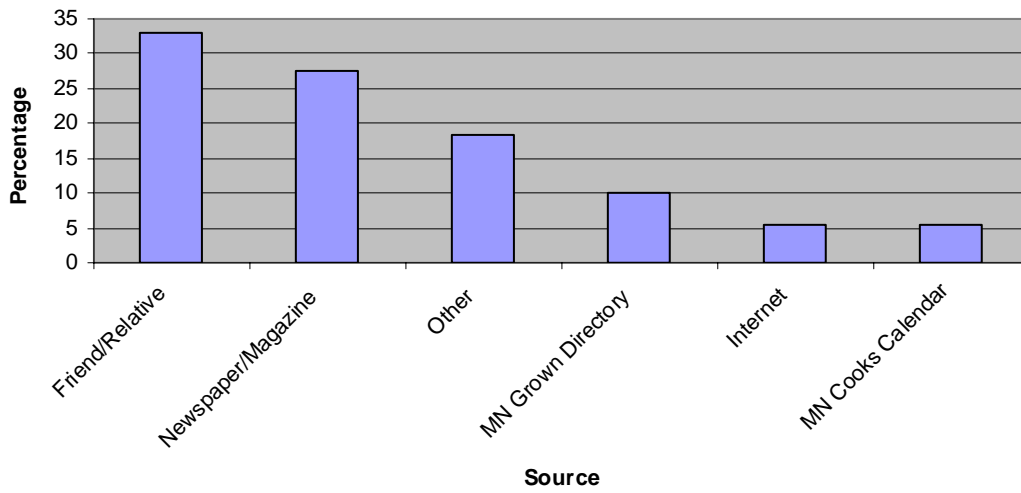


Figure 17. Information source for 'Green Routes' among Eatery Patrons (n = 109).

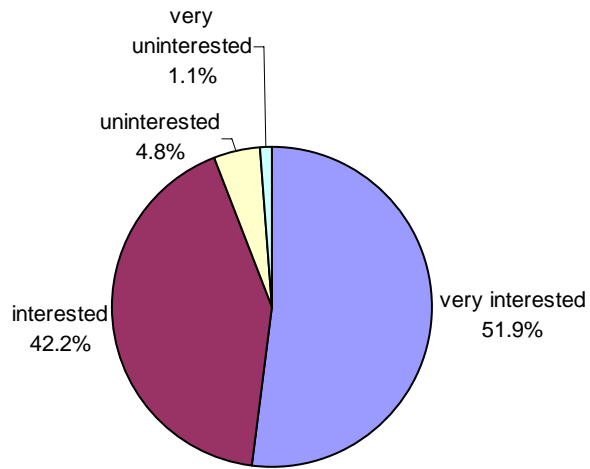


Figure 18. Level of interest in dining at restaurants serving locally grown foods among Eatery Patrons onsite respondents (n = 1004)

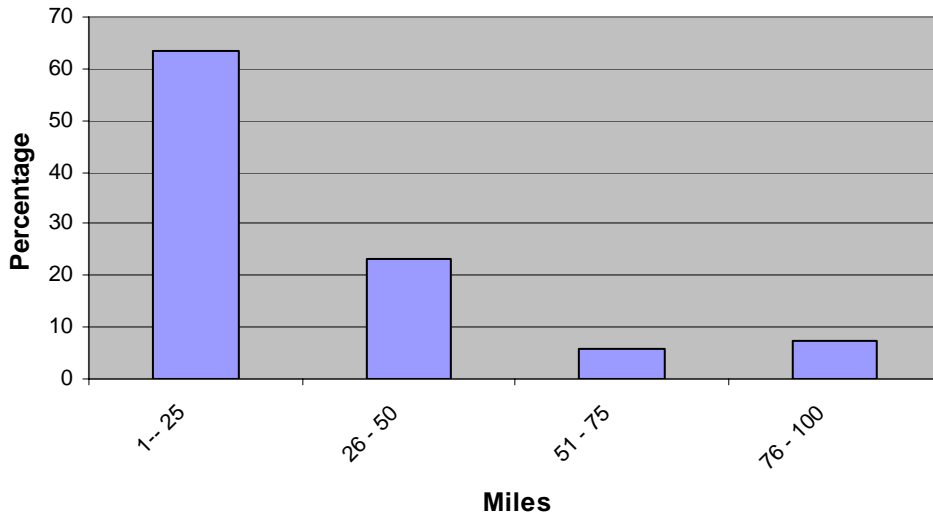


Figure 19. Distance willing to travel for locally grown foods served at a restaurant among Eatery Patrons onsite respondents (n = 891)

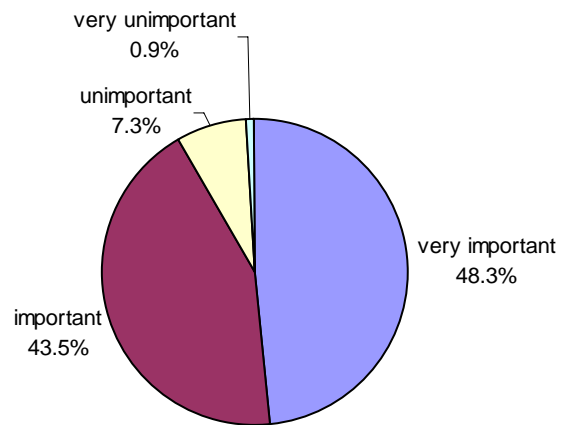


Figure 20. Importance that restaurants support their local community to Eatery Patrons onsite respondents (n = 1006).

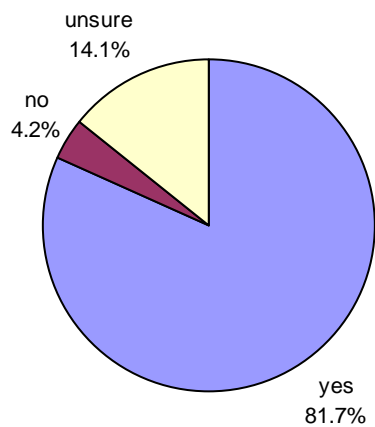


Figure 21. Previous experience dining at a restaurant serving locally grown foods among Eatery Patrons onsite respondents (n = 1011).

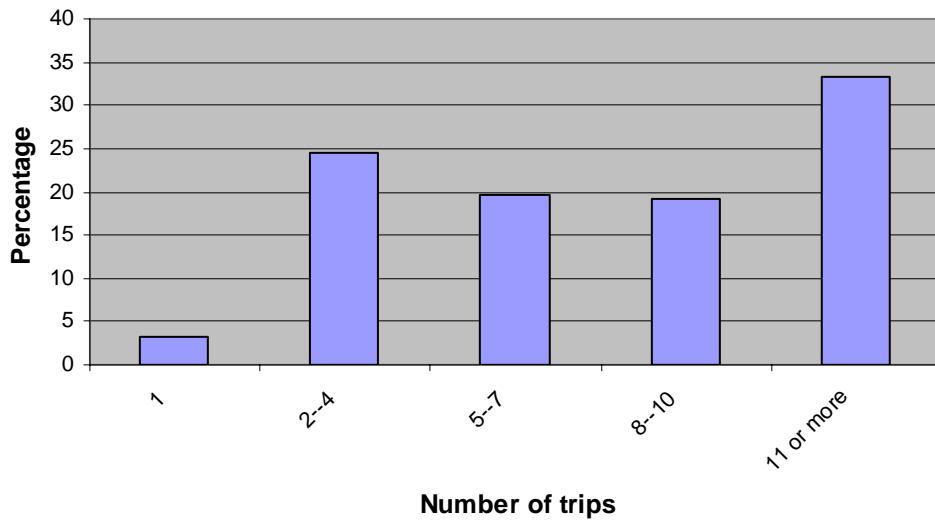


Figure 22. Number of pleasure trips taken during the past 12 months among Eatory Patrons onsite respondents (n = 973).

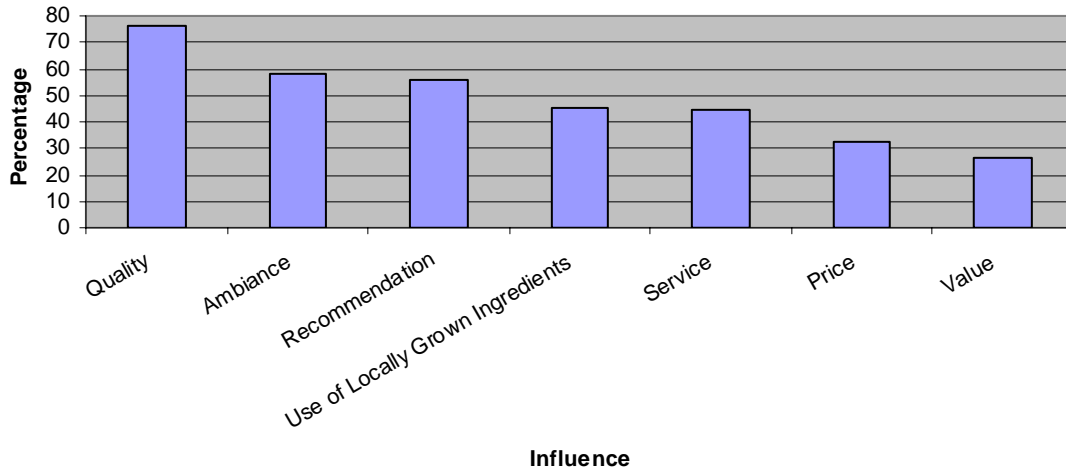


Figure 23. What influences dining decisions while traveling for pleasure among Eatory Patrons onsite respondents (n = 1023).

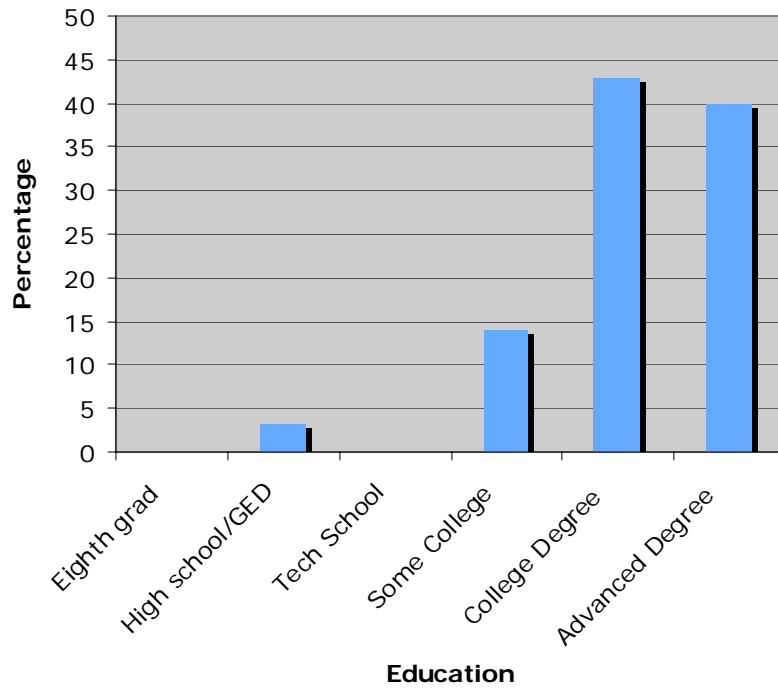


Figure 24. Highest level of education among Eatery Patrons (n = 93).

Table 8. Demographic characteristics of Eatery Patrons.

	<b>Frequency</b>	<b>%</b>
<b>Gender (n = 93)</b>		
Female	68	73.1
Male	25	26.9
<b>Year born (n = 91)</b>		
1990 or later	4	4.4
1981-1990	12	13.2
1971-1980	15	16.5
1961-1970	27	29.7
1951-1960	17	18.7
1941-1950	12	13.2
1931-1940	4	4.4
1921-1930	0	0
1920 or before	0	0
<b>Household composition (n = 93)</b>		
Couple (children under 18)	31	33.3
Couple (grown children)	24	25.8
Couple (no children)	18	19.4
Single (no children)	10	10.8
Single (children under 18)	4	4.3
Single (grown children)	4	4.3
Other	2	2.2
<b>Household income (n = 87)</b>		
Less than \$5,000	1	1.1
\$5,000-9,999	0	0
\$10,000-14,999	1	1.1
\$15,000-24,999	3	3.4
\$25,000-34,999	7	8.0
\$35,000-49,999	11	12.6
\$50,000-74,999	22	25.3
\$75,000-99,999	19	21.8
\$100,000-124,999	4	4.6
\$125,000-149,999	6	6.9
\$150,000-174,999	5	5.7
\$175,000 or more	8	9.2

Table 9. Pleasure trips away from home among Eatery Patrons to the Green Routes restaurant follow-up questionnaire.

	<b>M</b>	<b>S.D.</b>	<b>%</b>
Number of pleasure trips 50 miles or more away from home (n = 87)	9.5	7.2	
Number of pleasure trip destinations in Minnesota (of those listed above)	6	5.4	63.2
Number of pleasure trips less than 50 miles away from home (n = 21)	2.5	1.4	
Number of pleasure trip destination in Minnesota (of those listed above)	1.9	.96	76.1
Number of trips in Metro (n = 34)	4.4	3.8	
Number of trips in North Central/ West (n = 26)	3.5	3.98	
Number of trips in Northeast (n = 42)	3.1	2.9	
Number of trips in South (n = 27)	2.4	2.2	

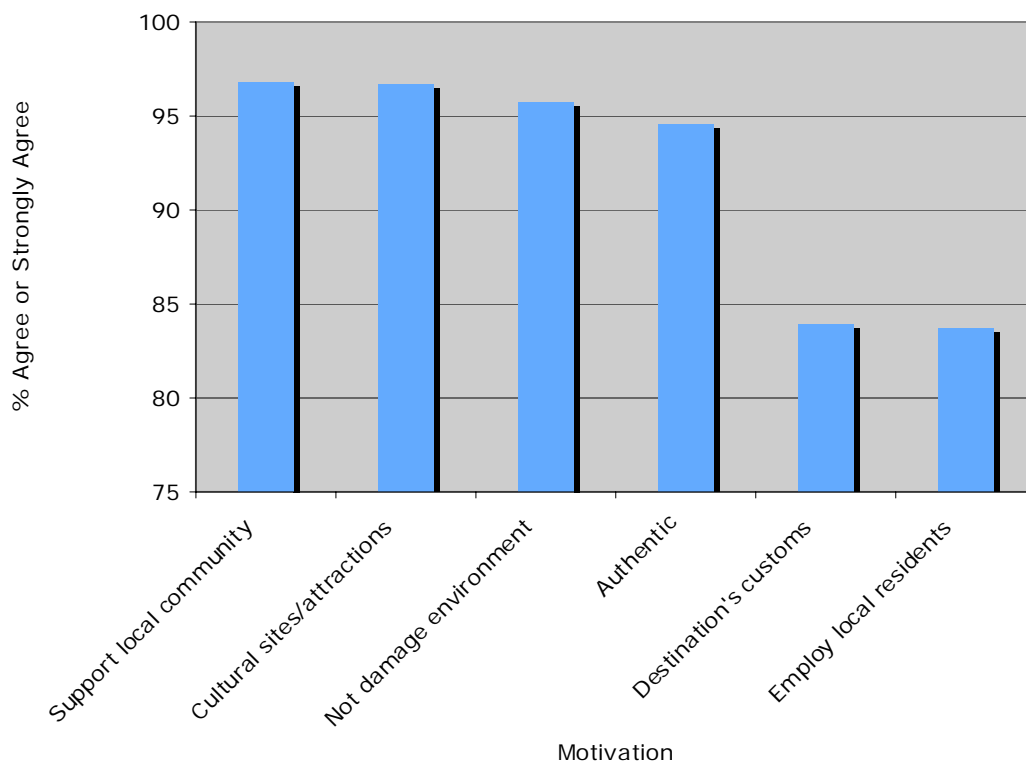


Figure 25. Factors important to destination choice among Eatery Patrons (n = 92).



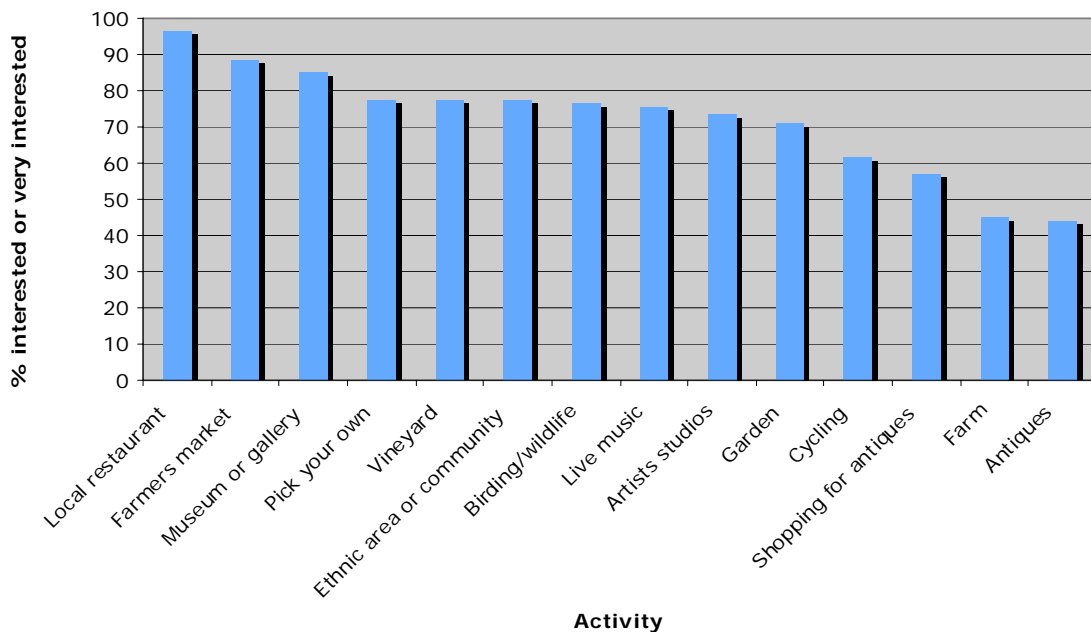


Figure 26. Interest in activities while on a pleasure trip among Eatery Patrons (n = 94).

Table 10. Participation in activities during pleasure trips among Eatery Patrons (n = 96).

	Frequency	%
Visiting state & national parks/areas	85	88.5
Scenic Touring	85	88.5
Eating locally grown foods	84	87.5
Relaxing	81	84.4
Visiting historic sites & museums	80	83.3
Visiting friends & family	72	75.0
Purchasing locally grown foods	63	65.6
Shopping	54	56.3
Concerts & theater	46	47.9
Biking	42	43.8
Camping	40	41.7
Fishing	25	26.0
Birding	22	22.9
Casino gambling	8	8.3
Hunting	4	4.2

Totals more than 100% as respondents indicated all sources utilized.

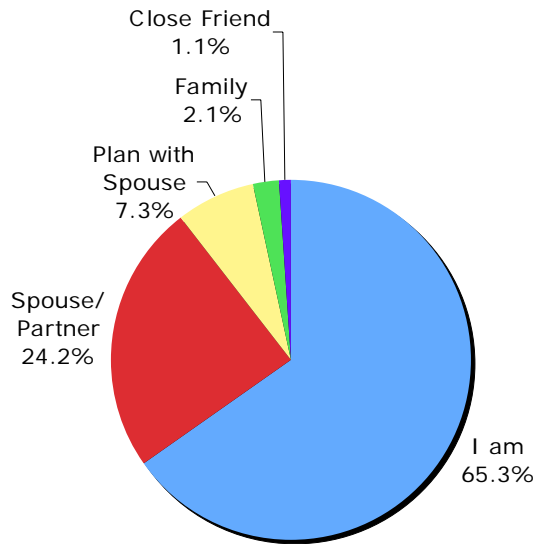


Figure 27. Primary trip planner among Eatery Patrons (n = 95).

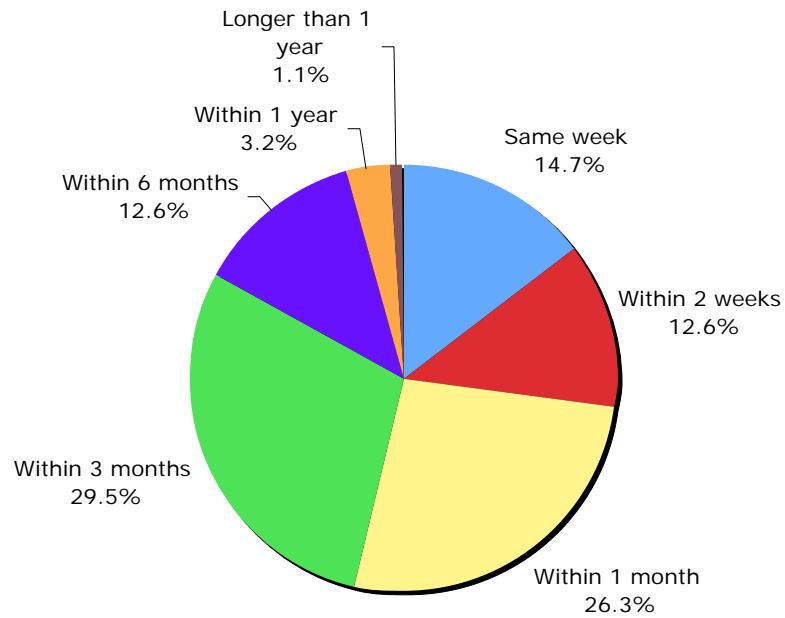


Figure 28. How far in advance respondents typically begin planning for a pleasure trip among Eatery Patrons (n = 95).

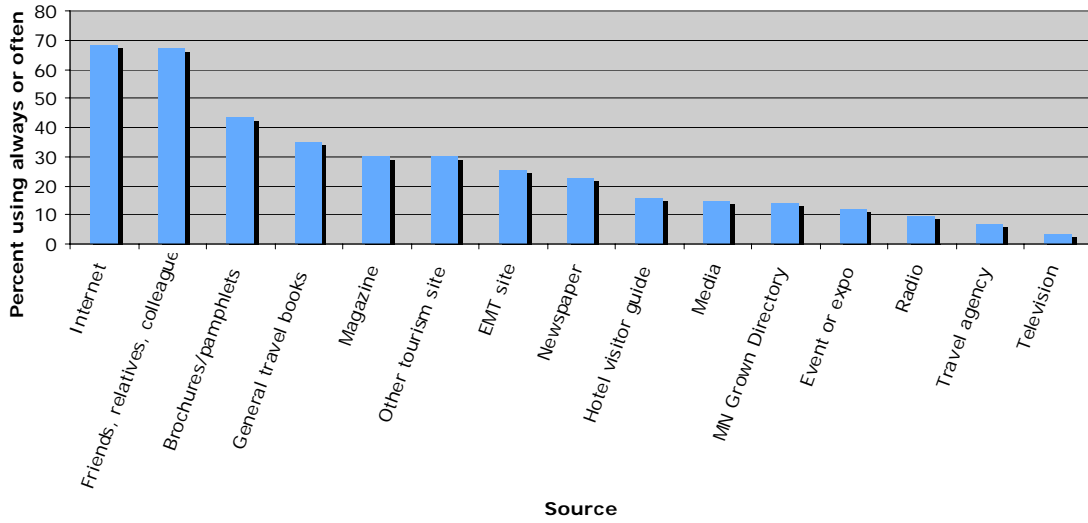


Figure 29. Frequency of travel planning information use among Eatery Patrons (n = 94).

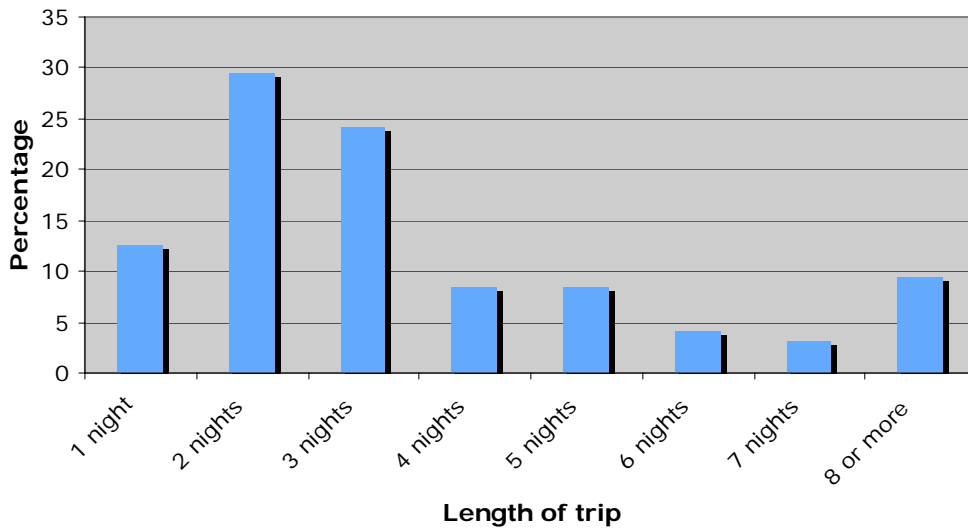


Figure 30. Length of typical overnight pleasure trip among Eatery Patrons (n = 95).

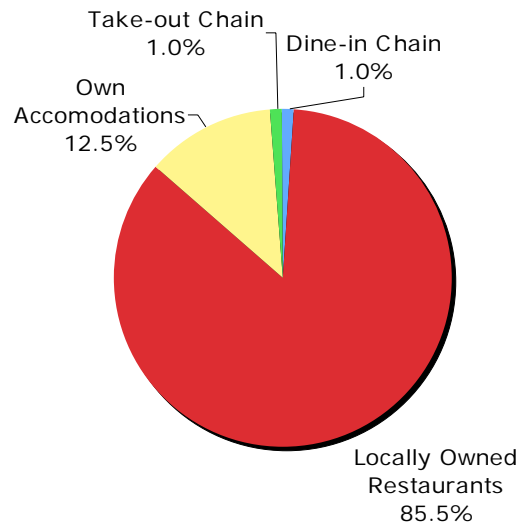


Figure 31. Eatery Patrons' dining preferences when traveling for pleasure (n = 96).

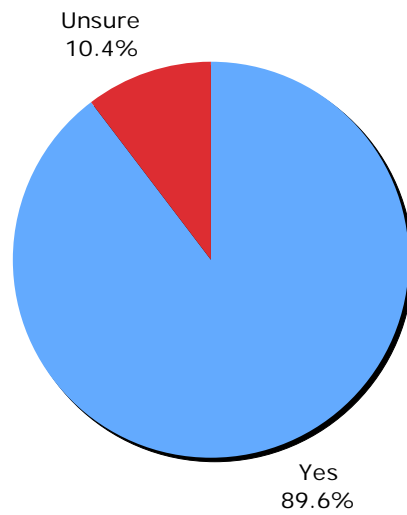


Figure 32. Intention to visit a restaurant serving locally grown foods in the next 12 months among Eatery Patrons (n = 96).

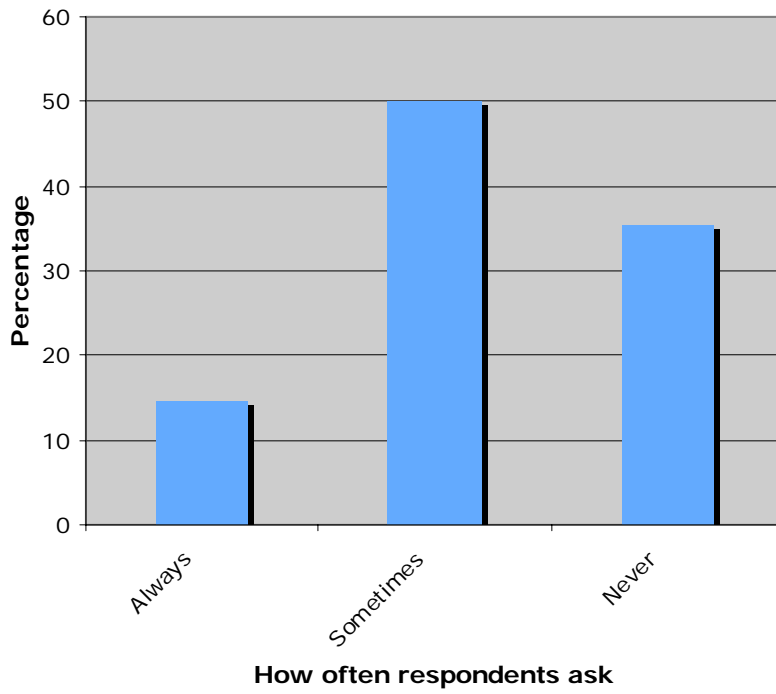


Figure 33. How often Eatery Patrons ask hotels and/or restaurants they visit if the foods served are locally grown (n = 96).

## Appendix B: Initial Questionnaire for Event Goers

Greetings,

In the last 12 months, you picked up a Minnesota Cooks calendar or indicated your interest in sustainable tourism. In concert with Renewing the Countryside, we are following up with you to assess your awareness of and interest in 'green routes' or travel information that direct people to places where they can get locally grown food and locally made products, and support businesses that have a commitment to the environment and their local community. Toward that end, we have just a few questions that should take about 3 minutes to answer. All of the information you provide will remain confidential.

1. Before today, had you ever heard of the term 'Green Routes'?            YES    NO    UNSURE
  
2. If yes, where did you hear about Green Routes?  
      \_\_\_ FRIEND/RELATIVE                    \_\_\_ INTERNET                    \_\_\_ BROCHURE  
      \_\_\_ BOOK                                    \_\_\_ MN COOKS CALENDAR  
      \_\_\_ OTHER \_\_\_\_\_
  
3. How interested are you in dining at a restaurant that serves locally grown foods?  
VERY INTERESTED            INTERESTED                    UNINTERESTED                    VERY UNINTERESTED
  
4. How far would you be willing to drive to dine at a restaurant that serves locally grown foods?  
\_\_\_ MILES, ONE WAY
  
5. Have you ever dined at a restaurant that served locally grown foods?    YES    NO    UNSURE
  
6. In the last twelve months, how many pleasure trips have you taken that were 50 miles or more away from your home? Please do NOT include business trips.                    \_\_\_ TRIPS
  
7. Would you be willing to participate in future questions via email regarding green tourism and green routes? If you respond yes, we will email you a longer questionnaire within 2 weeks.  
      YES    NO
  
8. WHAT IS YOUR ZIP CODE?            \_\_\_\_\_

Thanks so much for your time! If you have questions, please contact me at 612 624 2250 or [ingridss@umn.edu](mailto:ingridss@umn.edu).

Sincerely,

Ingrid E. Schneider, Project leader

Nikki Hinds, Graduate Assistant

## Appendix C: Initial Questionnaire for Event Goers and Eatery Patrons

### Greetings,

In concert with Renewing the Countryside, we are assessing your interest in 'green routes' or travel information that directs people to places where they can get locally grown food and locally made products, and support businesses that have a commitment to the environment and their local community. Toward that end, we have just a few questions that should take about 3 minutes to answer. All of the information you provide will remain confidential.

1. What influences your decision to eat at a restaurant while travelling for pleasure?  
(check all that apply)
  - PRICE
  - QUALITY
  - VALUE
  - SERVICE
  - AMBIANCE
  - RECOMMENDATION
  - USE OF LOCALLY GROWN INGREDIENTS
2. How important to you is it that the restaurants you eat at support their local community?
  - VERY IMPORTANT
  - IMPORTANT
  - UNIMPORTANT
  - VERY UNIMPORTANT
3. How interested are you in dining at a restaurant that serves locally grown foods?
  - VERY INTERESTED
  - INTERESTED
  - UNINTERESTED
  - VERY UNINTERESTED
4. How far would you be willing to drive to dine at a restaurant that serves locally grown foods?  
  
\_\_\_\_ MILES, ONE WAY
5. Have you ever dined at a restaurant that served locally grown foods?
  - YES
  - NO
  - UNSURE

~over~

6. Please check the programs you have heard about.

- GREEN ROUTES
- MINNESOTA GROWN
- FOOD ALLIANCE - MIDWEST
- MINNESOTA COOKS
- HEARTLAND FOOD NETWORK

7. If you checked Green Routes, where did you hear about it?

- FRIEND/RELATIVE
- MN COOKS CALENDAR
- MN GROWN DIRECTORY
- NEWSPAPER OR MAGAZINE ARTICLE
- INTERNET
- OTHER \_\_\_\_\_

8. In the last twelve months, how many trips have you taken that were 50 miles or more away from your home?

Please do NOT include business trips.

\_\_\_\_ TRIPS

9. Would you be willing to participate in future questions via email regarding green tourism and Green Routes? (If you respond yes, we will email or mail you a longer questionnaire within 3 weeks – and, once you’ve completed the survey, you will receive a MN Cooks Local Foods Calendar.)

- YES
- NO

NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE: \_\_\_\_\_

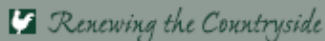
10. What is your Zip Code? \_\_\_\_\_

Thanks so much for your time! If you have questions, please contact me at 612.624.2250 or [ingridss@umn.edu](mailto:ingridss@umn.edu).

Sincerely,

Ingrid E. Schneider  
Project Leader  
University of Minnesota Tourism Center

Nikki Hinds  
Graduate Assistant





## **Appendix E: Follow-up Questionnaire for Both Samples**

### ***Minnesota Green Tourism Survey 2006***

Hello!

Thanks so much for agreeing to participate in this questionnaire! In cooperation with Renewing the Countryside, the University of Minnesota is interested in your interests and preferences related to 'green routes,' or travel information that directs people to places where they can experience the natural and cultural resources of a given area, get locally grown food, and support businesses that are unique and have a commitment to the environment and their local community. The questionnaire should take just 15 minutes to complete and will enhance the management of, and your experiences at, green tourist destinations across Minnesota.

The information you provide is critical to understanding how organizations involved in green tourism can better serve your needs. By completing the questionnaire, you will be eligible to win a copy of *A Farm to Table Tour of Minnesota*, a book that will be released in the fall of 2006 that features a number of restaurants across Minnesota that serve local foods.

All the information you provide is completely voluntary, confidential, and anonymous. Once our mailing procedures are complete, your name will be removed. If you have any questions or concerns about the survey, please feel free to phone me at 612.624.2250 or email me at [ingridss@umn.edu](mailto:ingridss@umn.edu).

Sincerely,

Ingrid E. Schneider, Ph.D.  
Project leader

Nikki Hinds  
Research Assistant

Your travel experiences

**First, a few questions about your travel in the past 12 months.**

1. In the last twelve months, how many pleasure trips have you taken that were 50 miles or more away from your home? Please do NOT include business trips.

\_\_\_\_ TRIPS (IF 0, PLEASE GO TO QUESTION 3)

2. How many of these pleasure trips were to destinations in Minnesota?

\_\_\_\_ TRIPS

3. In the last twelve months, how many pleasure trips have you taken that were LESS than 50 miles away and where you spent at least one night away from home? Again, please do NOT include business trips.

\_\_\_\_ TRIPS (IF 0, PLEASE GO TO QUESTION 6)

4. How many of these pleasure trips were to destinations in Minnesota? \_\_\_\_ TRIPS

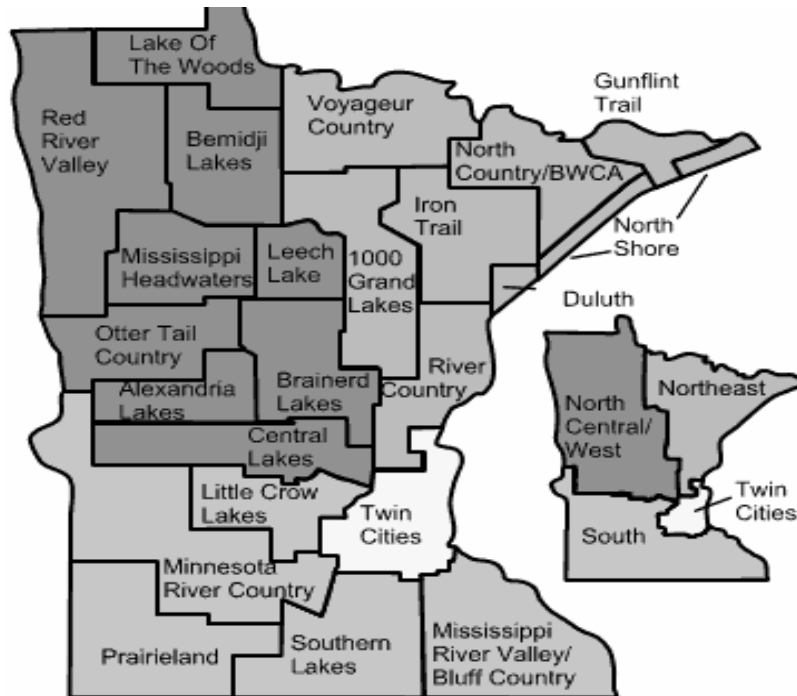
5. Please indicate the number of pleasure trips you have made to each of the following regions in the past twelve months, using the map below as a guide:

\_\_\_\_ NUMBER OF TRIPS IN TWIN CITIES

\_\_\_\_ NUMBER OF TRIPS IN NORTHEAST

\_\_\_\_ NUMBER OF TRIPS IN SOUTH

\_\_\_\_ NUMBER OF TRIPS IN NORTHCENTRAL



**Now, a few questions about your preferred travel experience.**

6. Please indicate to what extent you agree or disagree with the following statements (circle one for each row):

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
My travel experience is better when my destination preserves its natural, historic, and cultural sites and attractions.	1	2	3	4	5
My travel experience is better when I'm seeing or doing something authentic.	1	2	3	4	5
My travel experience is better when I have learned as much as possible about my destination's customs, geography, and culture.	1	2	3	4	5
It is important to me that travel and tourism businesses employ local residents.	1	2	3	4	5
It is important to me that my visit to a destination not damage its environment.	1	2	3	4	5
It is important to me that travel and tourism businesses I use support the local community	1	2	3	4	5

7. How interested are you in participating in these activities while on a pleasure trip? (circle one for each row):

	VERY UN INTERESTED	UN INTERESTED	UNSURE	INTEREST-ED	VERY INTERESTED
Buying food at a farmers market or farm stand	1	2	3	4	5
Picking your own berries, pumpkins, apples or Christmas trees	1	2	3	4	5
Touring a farm	1	2	3	4	5
Touring a garden	1	2	3	4	5
Touring a vineyard	1	2	3	4	5
Eating out at a local restaurant	1	2	3	4	5
Shopping for antiques	1	2	3	4	5
Visiting an ethnic area or community	1	2	3	4	5
Listening to live music	1	2	3	4	5
Visiting a museum or gallery	1	2	3	4	5
Visiting or shopping at artists studios	1	2	3	4	5
Birding and/or wildlife watching	1	2	3	4	5
Cycling	1	2	3	4	5

**A few questions about your typical pleasure trip.**

8. What activities do you typically participate in while on a pleasure trip (check  $\checkmark$  all that apply)?

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> SCENIC TOURING                 | <input type="checkbox"/> VISITING HISTORIC SITES & MUSEUMS | <input type="checkbox"/> VISITING FRDs/FAM   |
| <input type="checkbox"/> CASINO GAMBLING                | <input type="checkbox"/> SHOPPING                          | <input type="checkbox"/> BIKING              |
| <input type="checkbox"/> FISHING                        | <input type="checkbox"/> CONCERTS & THEATER                | <input type="checkbox"/> HUNTING             |
| <input type="checkbox"/> BIRDING                        | <input type="checkbox"/> CAMPING                           | <input type="checkbox"/> RELAXING            |
| <input type="checkbox"/> PURCHASING LOCALLY GROWN FOODS |  | <input type="checkbox"/> VISIT STATE & NAT'L |
| <input type="checkbox"/> EATING LOCALLY GROWN FOODS     |  | PARKS/AREAS                                  |

9. Who is the primary planner for your typical pleasure trips (( $\checkmark$  one)?

- |   |  |
|---|--|
| <input type="checkbox"/> I AM           | <input type="checkbox"/> MY SPOUSE/PARTNER         |
| <input type="checkbox"/> A CLOSE FRIEND | <input type="checkbox"/> AN EXTENDED FAMILY MEMBER |
| <input type="checkbox"/> TRAVEL AGENT   | <input type="checkbox"/> OTHER (WHO? _____)        |

10. How far in advance do you (or the primary planner) typically begin planning your pleasure trips (please  $\checkmark$  one)?

- |  |   |
|--|---|
| <input type="checkbox"/> SAME DAY        | <input type="checkbox"/> SAME WEEK          |
| <input type="checkbox"/> WITHIN 2 WEEKS  | <input type="checkbox"/> WITHIN 1 MONTH     |
| <input type="checkbox"/> WITHIN 3 MONTHS | <input type="checkbox"/> WITHIN 6 MONTHS    |
| <input type="checkbox"/> WITHIN 1 YEAR   | <input type="checkbox"/> LONGER THAN 1 YEAR |

11. Please indicate how often you use each of the travel planning information sources (circle one for each row).

	HOW OFTEN?			
	ALWAYS	OFTEN	SOMETIMES	NEVER
Television	ALWAYS	OFTEN	SOMETIMES	N
Newspaper	ALWAYS	OFTEN	SOMETIMES	N
Radio	ALWAYS	OFTEN	SOMETIMES	N
Internet in general	ALWAYS	OFTEN	SOMETIMES	N
Explore Minnesota Tourism website (exploreminnesota.com)	ALWAYS	OFTEN	SOMETIMES	N
A Specific web site: (please list it)	ALWAYS	OFTEN	SOMETIMES	N
Magazine	ALWAYS	OFTEN	SOMETIMES	N
Brochures/pamphlets	ALWAYS	OFTEN	SOMETIMES	N
Travel agency	ALWAYS	OFTEN	SOMETIMES	N
Hotel visitor guide	ALWAYS	OFTEN	SOMETIMES	N
General travel books	ALWAYS	OFTEN	SOMETIMES	N
Friends, relatives, or colleagues	ALWAYS	OFTEN	SOMETIMES	N
Other state tourism websites	ALWAYS	OFTEN	SOMETIMES	N
In the MN Grown Directory	ALWAYS	OFTEN	SOMETIMES	N
In the media	ALWAYS	OFTEN	SOMETIMES	N
At an event or expo	ALWAYS	OFTEN	SOMETIMES	N

12. How many people are in your group on a typical pleasure trip?

\_\_\_\_ ADULTS      \_\_\_ CHILDREN

13. How long is your typical pleasure trip? \_\_\_\_ NIGHTS

14. On a typical overnight pleasure trip, about how much do *you* spend on each of the following?

\$ \_\_\_\_\_ FOOD, DRINK, AND REFRESHMENTS  
\_\_\_\_\_ LODGING  
\_\_\_\_\_ SHOPPING  
\_\_\_\_\_ PUBLIC TRANSPORTATION  
\_\_\_\_\_ ROUND TRIP COSTS FOR TRANSPORTATION BY PRIVATE VEHICLE  
\_\_\_\_\_ GUIDE FEES, PACK TRIP OR PACKAGE FEES  
\_\_\_\_\_ PUBLIC LAND USE OR ACCESS FEES  
\_\_\_\_\_ PRIVATE LAND USE OR ACCESS FEES  
\_\_\_\_\_ EQUIPMENT RENTAL SUCH AS BOATS, CAMPING EQUIPMENT  
\_\_\_\_\_ OTHER

**Next, we would like to know about your food consumption habits. For the purpose of the following questions, “locally grown or produced” means that the food was grown on a local family farm or made by a small local company.**

15. On average, how many times *per week* do you eat meals that were prepared in a restaurant?

(Please include eat-in restaurants, carry out restaurants and restaurants that deliver food to your house.)      \_\_\_\_\_ TIMES PER WEEK

16. In the next 12 months, do you intend to visit a restaurant that serves local foods?

\_\_\_\_ YES      \_\_\_\_ NO      \_\_\_\_ UNSURE

17. When you travel for pleasure, where do you prefer to eat? (✓ one)

\_\_\_\_ DINE IN NATIONAL-CHAIN RESTAURANTS (DINE IN)  
\_\_\_\_ TAKE OUT NATIONAL-CHAIN RESTAURANTS  
\_\_\_\_ LOCALLY OWNED RESTAURANTS  
\_\_\_\_ AT MY ACCOMMODATIONS (BRING/BUY AND PREPARE MY OWN FOOD)

18. What influences your decision to eat a restaurant while traveling for pleasure (✓ all that apply)?

\_\_\_\_ PRICE      \_\_\_\_ QUALITY      \_\_\_\_ VALUE  
\_\_\_\_ SERVICE      \_\_\_\_ AMBIANCE      \_\_\_\_ RECOMMENDATION  
\_\_\_\_ USE OF LOCALLY GROWN INGREDIENTS

19. When traveling, how often do you ask hotels and/or restaurants that you visit if the foods they serve are locally grown?

