Food Council 2016 Survey Analysis

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Purpose of Analysis

- What do Edmontonians think about local food?
- Is there a relationship between perceptions and proximity to food outlet locations?
- Can the survey be used to assess food security in the city?

Data Collection

- Survey results obtained from the Edmonton Food Council 2016 Survey
- Supermarket locations obtained from Larry Laliberte and Haoluan Wang, University of Alberta
- Farmers' Market locations obtained from Haoulan Wang and own research
- Detailed demographics of respondents obtained from the City of Edmonton

Survey Demographics

Table 1. Survey Demographics		
	All Respondents (n=2218)	Edmonton Insight Community (n=1864)
Female	61%	66%
Age “25-39”	40%	48%
Employed (Part and Full time)	73%	76%
Education “more than high school”	92%	-------
Own home	-------	77%
Income	-------	49% $100,000+
Children in household under 18	-------	26%

Who Answered the Survey?

- Three neighbourhoods account for 14% of respondents
  - Oliver
  - Downtown
  - Strathcona
- 91 neighbourhoods account for 9% of respondents
  - 3 respondents per neighbourhood or less

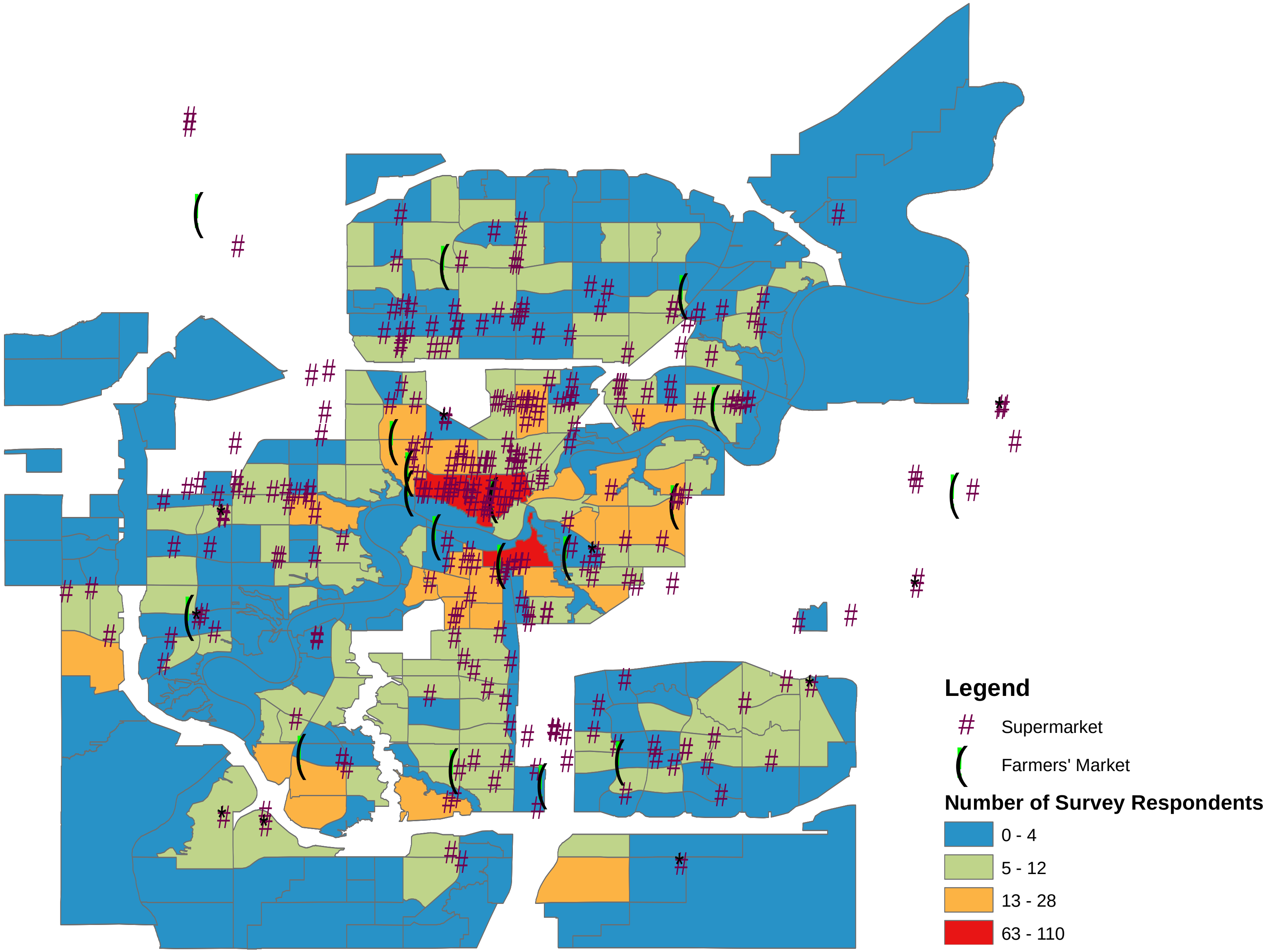


Figure 1. Edmonton Insight Community respondents geographic distribution in the City of Edmonton.

Market Locations

- Tried to test the hypothesis that ease of access to local food is affected by proximity to supermarkets and farmers' markets.
- Relationship between changes in food access and survey questions were not significant perhaps because
  - Rate of supermarket turnover has decreased
  - Respondents in affected areas are not represented in the survey

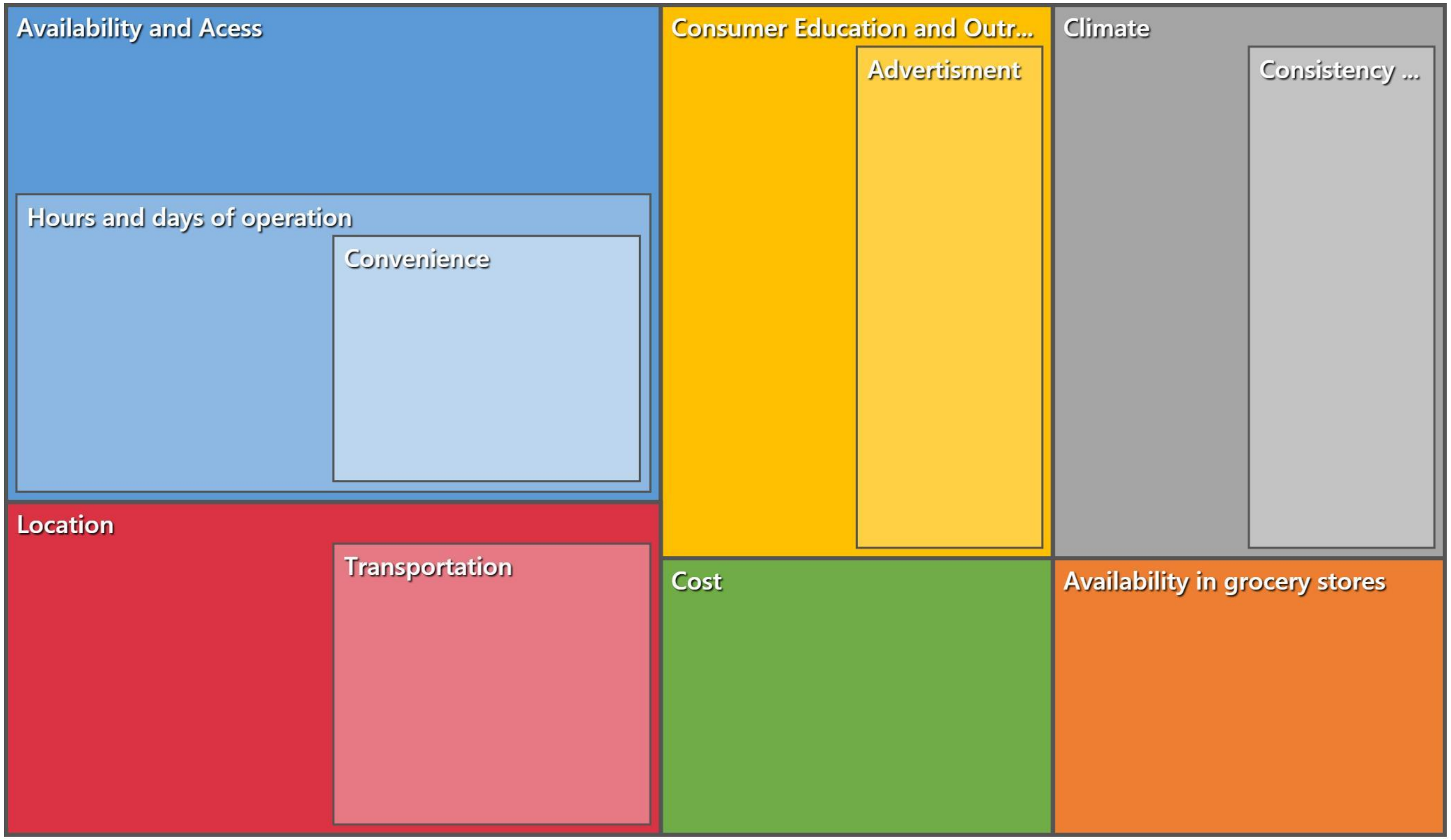
Qualitative Analysis


supermarkets
convenience
good
always
options
shops
major
variety
community
purchase
chains
using
products
city
families
places
edmonton
living
less
accessing
find
carrying
selling
time
grocery
stores
climate
day
pricing
etc
fruits
winter
barrier
afford
especially
even
farmers
buying
likely
hard
months
land
costs
need
big
lack
imported
areas
availability
locations
people
knowledge
awareness
alberta
enough
locals
markets
labels
lot
small
also
one
foods
year
weather
highly
coming
gardens
general
often
higher
source
processing
make
limits
produce
get
many
organic
much
season
expensive
difficult
informed
farms
grown
fresh
growing
vegetables
large
income
know
support
may
way
transportation
open
items
meat
downtown

Barriers to Local Food

Table 3. Top 6 barriers to local food in Edmonton (Q9b) (n=2343)		
Comment	**Percentage**	**Total Responses**
Cost	38%	890
Availability and Access	16%	378
Climate	14%	333
Consumer Education and Outreach	12%	284
Location	10%	237
Availability in grocery stores	9%	220

Sub-Categories of Top 6 Barriers



Comments by Respondents

Table 4. Top 5 Comments Provided Regarding Local Food in Edmonton (Q12) (n=1035)		
Comment	**Percentage**	**Total**
Approve and Support local farmers and urban initiatives	23%	239
Increase advertisements and outreach programs	20%	208
Increase access to local foods	20%	205
Reduce cost of local produce	13%	134
Protect farm lands surrounding Edmonton	8%	80

Quantitative Analysis

Questions to be Analyzed

Table 5. Percentage of 'I don't know' for questions analyzed		
Question	Question form	Percent ' I don't know'
1	In your opinion, has the Edmonton food system…?	39%
2	More opportunities to buy local food now compared to 12 months ago	20%
3	More places to buy local food now compared to 12 months ago	22%
4	Do YOU care more, less or about the same regarding local food now than you did 12 months ago?	1.2%
5	In your opinion, are there barriers for Edmontonians to access local food?	22%

Survey Limitations

- Sample is not representative of the average Edmontonian
  - High Income, highly educated, female, no children at home
- High concentration of respondents from select neighbourhoods
- High frequency of “I don’t knows”

Lessons Moving Forward

- Questions 2 and 3 (Q3a and Q3b) are great questions to repeat in future surveys
- Surveying the same sample over time will provide an accurate progress measure
- Encouraging a residents from unrepresented neighbourhoods to complete the survey will provide a more accurate picture

Questions