

2020 NATIONAL MAPLE CONSUMER SURVEY REPORT

American Consumer Preferences for Maple Syrup and
Maple Products

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I. INTRODUCTION

This report summarizes the key findings from a national consumer survey conducted during the spring of 2020. The survey of consumer attitudes and preferences about pure maple syrup and value-added maple products was designed to collect information that can be used to identify market opportunities for small and medium-sized maple processors in the United States. Survey data will also serve as a base to estimate the size and potential value of specific market opportunities at the national, regional, and state levels for various maple sugar products. The statistics presented in this report will serve as a foundation for an online tool for maple producers to evaluate market opportunities.

i. METHODOLOGY

Data Collection

A comprehensive survey of adult US household consumers was designed and developed by the University of Southern Maine (USM) and Atlantic Corporation (Atlantic). The survey protocol was approved by USM's Office of Research Integrity and Outreach (ORIO) Internal Review Board (IRB). The survey was administered by Dynata, an online market research company. Survey respondents were members of a Dynata survey panel located nationwide in all 50 states, excluding the District of Columbia and U.S. Territories. To collect a nationally representative sample of the U.S. consumer population, Dynata used a multi-sourcing panel recruitment strategy coupled with screener questions to ensure proportionality with the target population in terms of gender, age, and state of residence based on quotas from 2010 Census counts. The survey was administered online and contained 39 questions in total.¹ A total of 20,155 case respondents were collected. Approximately 85% of respondents reported having purchased or consuming maple syrup or maple products while the remaining 15% of the survey sample reported as not actively purchasing or consuming maple syrup or maple products.

Data Cleaning and Analysis

Survey data were tabulated and analyzed by researchers at the Center for Business and Economic Research (CBER) at USM. Survey responses are representative of the target population in terms of gender, age, and state of residence that are based on quotas derived from 2010 Census counts.²

¹ The final survey instrument is included in Appendix B.

² No weighting adjustments have been made to survey responses.

The analysis that follows summarizes survey data as provided by Dynata with minor changes that are noted when applicable. Data tables are descriptive and report the mean, standard deviation, and sample size for continuous variables and percentages, frequencies, and sample size for categorical variables.

Data Quality and Limitations

Several concerns regarding the quality of response cases arose during the analysis, specifically related to expenditure and budget related questions in which there are minor, and in some cases significant inconsistencies in responses by the respondent. For example, a visual inspection of data points highlights numerous outliers for annual food spending (i.e., region, demographic and socio-economic variables). These issues could have arisen for several reasons, including flaws in the design or administration of the survey, as well as respondent error.

While the analysts scrutinized how these outliers may have influenced the estimates – including a comparison of average and standard deviation after filtering outliers – we found that in most cases the influence was minimal due to the large sample sizes.³ For this reason, all data was included in the estimations. The estimates reported here are robust and when means are reported standard deviation is included to account for skewed distributions.

ii. REPORT LAYOUT

The first section of this report summarizes key findings by category, for example expenditures, consumption, availability, preferences, willingness to pay, etc., and by maple product, that align with results in an online tool developed by Atlantic Corporation. The second section includes general findings by survey question and is followed by detailed tables for each question by geography (i.e., nation, region, and state) and demographic characteristics (i.e., age cohort, race and ethnicity, and gender).

General findings are presented in the order questions were asked, except for questions 38 and 39. These questions were asked of non-maple consumers as well as maple-consumers. That means the first portion of general findings include the total survey sample (n=20,155) and the second portion reports results for the maple-consumer subset (n=17,415). General findings include a descriptive rewrite of the survey question, brief description of figure and/or table to come and key highlights. The original

³ Flags were computed to filter out very large or very small numbers within the dataset and z-scores with a standard cut-off value of +/-3. A comparison of averages and standard deviation calculated with filters to original average and standard deviation showed that that in most cases the influence was minimal due to the large sample sizes.

survey question as shown on the questionnaire is included at the bottom of each figure table. Figures include the original survey question, data universe (i.e., Total (n=20,155) or Maple Consumer Subset (n=17,145), and important notes, if applicable. Following general findings are detailed tables in Appendix A and the original survey questionnaire with key definitions in Appendix B. Detailed tables for each survey question are reported by geography (i.e., nation, region, and state) and demographic characteristics (i.e., age cohort, race and ethnicity, and gender).

II. KEY FINDINGS

Maple-Consumers. 85.1% of American consumers either consume or purchase maple syrup and/or other maple products. The highest concentration of maple consumers is in New England (89.9 %), compared to the lowest concentration in the East South Central region (80.7%).

- The share of young maple-consumers age 18 to 34 is between 3.7 and 10.0 percentage points higher than middle age (35-54) and older (ages 55+) consumers.
- One quarter of maple-consumers live in Maple producing states.⁴ And, maple production is more concentrated in New England, Mid-Atlantic, and East North Central regions.⁵

Food and Maple Expenditures

Average household food expenditures, monthly (n=21,155)⁶. Household consumers spent an average of \$570.13 per month on food. This varied by region, expenditures ranged from as low as \$521.49 in the East North Central region to as high as \$636.68 in the Mid-Atlantic region. Spending at food stores comprised 66.1% of the nation's monthly budget followed by 24.1% at restaurants and 9.7% on mail order or home delivery.

- Young consumers age 18 to 34 spend less of their food budget in food stores and more on food through online or home delivery. Compared to middle age (35-54) and older (ages 55+) consumers, Young respondents spent and between 8.0 to 9.5 percentage points more on mail order or home delivery and between 8.8 and 10.5 percentage points less in food stores.
- Similarly, Hispanic consumers spend less of their food budget in food stores and more on food through online or home delivery. Compared to Caucasians, Hispanics spent 9.7 percentage points more on mail order delivery and 1.8 percentage point more compared to Black or African American consumers.

Spending on maple products, annual (n=17,415). Maple-consumer households spent an average of \$81.81 per year on maple products, which represents 1.2% of total annual household food budget. Table KF 1 shows that consumer households spent the largest amount on pure maple syrup (\$36.78) and other

⁴ Maple-producing states are defined as a state with an active Maple Producers Association and have maple syrup production and value totals reported by the USDA

⁵ Maple-producing states are used as a proxy to measure and discuss regional differences.

⁶ Average household size of survey sample is 2.66.

sweet value-add products including, maple flavored baked goods (\$6.45) – such as cereals, breads, doughnuts and muffins – and maple candy (\$4.86) – examples include cotton candy and taffy.

- Regionally, consumers spent more on maple syrup in New England. Compared to Mid-Atlantic and East North Central regions, New England consumers spent \$9.60 and \$16.62 more on maple syrup than consumers in the respective regions.

Table KF 1: Average annual spending by maple product

Category	Maple Product	Annual Household \$	% of Total Maple Budget
Sweet	Maple Syrup	\$36.78	45.0%
	Maple Cream (Non-dairy)	\$4.63	5.7%
	Maple Sugar	\$4.64	5.7%
	Maple Candy products	\$4.86	5.9%
	Maple flavored Baked Good	\$6.45	7.9%
Savory	Maple flavored Meats	\$6.03	7.4%
	Maple flavored Dairy Product	\$4.62	5.7%
	Maple flavored Sauces/dressings/spices	\$4.04	4.9%
Beverages	Maple Water	\$3.23	3.9%
	Maple flavored Non-alcoholic beverages	\$3.23	3.9%
	Maple infused Alcoholic beverages	\$3.29	4.0%
	Average annual maple spending (per household)	\$81.81	100.0%

Maple-Consumer Purchasing Patterns

Where consumers purchase maple products (n=17,415). Supermarkets (48.4%) are the most common location for maple product purchases, followed by big box stores (18.1%) and local/farmers markets (9.2%). As might be expected, consumers located closer to producers are more likely to purchase direct than consumers in other locations.

Spending by season (n=17,415). Nationally, consumers are more likely to purchase maple products in the winter season (32.3% of annual purchases), followed by fall (26.5%), spring (22.2%), and summer (19.1%). However, this differs by region. New England consumers typically make larger purchases during the spring season, compared to other times of year.

Knowledge and Awareness of Small to Mid-sized Maple Operations and Processing

Maple Operations and Processing (n=21,155). In regions where maple production is more concentrated (i.e., New England, Mid-Atlantic, and East North Central) consumers are more aware of local operations and more knowledgeable about maple processing regardless of whether they consume maple products or not. Consumers are more aware of maple syrup or products sold in their local markets produced by local maple operations than of how such products are processed or how the operation works.

- Compared to other age groups, consumers between the ages of 25 to 44 are more likely to be aware of maple operations and knowledgeable about processing.
- Hispanic consumers are more aware of maple operations and knowledgeable about processing, when compared to consumers in other racial groups.

Access and availability

Local access to products produced by small to medium size maple farms or processors varied by product and by state and region. Fifty-eight percent (57.8%) of maple consumers have access to maple syrup produced by small and medium sized producers rather than large name brands. Other maple products are comparatively less accessible to maple consumers, including maple flavored baked goods (30.8%), maple candy products (29.7%) and maple sugar (26.6%). Maple products in the beverage category – including maple water, maple flavored non-alcoholic beverages, and maple infused alcoholic beverages were least available, on average.

Availability and access differed significantly by US region with 81% of New England consumers having availability followed by the East North Central region (66.7%), the Mid-Atlantic region (64.9%), and the South Atlantic region (57.1%). Maple consumers in the Mountain (47%) and Pacific (48.4%) regions have relatively lower levels of accessibility to maple syrup. These trends are relatively consistent across other maple products.

Product quality, price, and availability

Quality: The quality of maple syrup is rated highest by maple consumers in the New England region (6.26), followed by the East North Central (5.77), and the Mid-Atlantic (5.76) regions compared to the

national average of 5.66, on a scale of 0 (poor) to 8 (Excellent). The West South Central (5.46) region and the Mountain (5.46) region were rated the lowest for quality of maple syrup.

Price: The price of maple syrup is rated highest by maple consumers in the New England region (5.61), followed by the Mid-Atlantic (5.43), the East South Central (5.38), and the East North Central (5.36) regions compared to the national average of 5.27, on a scale of 0 (poor) to 8 (Excellent). The Mountain (5.07) region and the Pacific (5.06) region were rated the lowest for price of maple syrup.

Availability: The availability of maple syrup is rated highest by maple consumers in the New England region (6.17), followed by the Mid-Atlantic (5.70), the East South Central (5.77), and the East North Central (5.61) regions compared to the national average of 5.62, on a scale of 0 (poor) to 8 (Excellent). The West South Central (5.45) region and the Pacific (5.51) region were rated the lowest for availability of maple syrup.

Maple (flavored) beverages – including maple water, non-alcoholic and alcoholic beverages – were rated lowest in terms of price and availability, however, these products also had a higher rate of consumers that reported ‘never tried’ or ‘n/a’. The same is true for most of the maple products, excluding maple syrup: A majority of consumers report having never tried the product.

Product preferences

Greater preference for US produced maple products than Canadian produced. Preference for US produced maple syrup varied by state ranging from as low as 47.1% in Hawaii to as high as 88.7% in Vermont. When looking at regional differences, consumers in maple-producing states are more likely to prefer US produced maple syrup than those in non-maple producing states by 11.1 percentage points more.

Flavor preferences. Most prefer a maple syrup profile that is ‘Amber Color & Rich Taste’ (5.94) maple syrup profile followed by ‘Golden Color & Delicate Taste’ (5.34), ‘Dark Color & Robust Taste’ (4.98), and ‘Very Dark & Strong Taste’ (4.17).

Preference for packing type. Nationally, maple consumers are more likely to prefer glass packaging (36.5%) followed by clear plastic containers (29.8%), tan plastic containers (11.3%); 21.4% have no preference at all. Preference for clear plastic and tan plastic containers differed by maple-producing and non-maple producing states. Consumers in maple-producing states are more likely to prefer tan plastic

containers than those in non-maple producing states, 5.4 percentage points more. While consumers in non-maple producing states are more likely to prefer a clear plastic container than those in maple-producing states by 7.7 percentage points more.

Preference for packing size. Nationally, maple consumers are more likely to prefer quart sized packaging (26.8%) closely followed by pints (25.6%); 24.0% of consumers have no preference at all. However, preference differed by maple-producing and non-maple producing states. Consumers in maple-producing states are more likely to prefer larger packaging sizes such as gallons, half gallons and quarts whereas consumers in non-maple producing states are more likely to prefer smaller packing sizes (i.e., pints and half pints).

Consumption and use

Frequency of maple syrup consumption and use by season. Nationwide, consumption of maple syrup is most frequent in the winter months in which 31.0% of consumers reported using maple syrup once or more per week. Consumption decreases in the spring and summer seasons.

General use of maple syrup. Most popular use is as a topping for pancakes or ice cream etc. (90.0%) followed by baking and/or cooking (38.7%), alternative sweetener (21.8%), give as a gift (15.1%), cocktails (7.7%), and non-food uses (3.7%). Use varied by location, consumers from New England, in particular the states of Vermont (49.1%), Maine (35.9%), and New Hampshire (29.8%) are more likely to give maple syrup as a gift compared to the nation (15.1%).

Frequency of maple syrup consumption and use by season. Nationwide, consumption of maple syrup is most frequent in the winter months in which 31.0% of consumers reported using maple syrup once or more per week. Consumption decreases in the spring and summer seasons.

Willingness to pay (WTP)

Consumers that reported not having access or availability to maple products from small and medium producers in local markets are willing to spend relatively comparable levels per year on products compared to consumers currently with access. Maple-consumers would spend an average of \$29.46 per year on pure maple syrup from small and medium sized producers, \$11.57 for maple flavored meats, and \$10.65 for maple flavored baked goods (Table KF 2). On average household consumers said they were willing to spend over \$96 per year on maple products from small and medium sized producers if available.

Though consumers indicate they would pay the most for maple syrup it is worth noting that the dollar amount is \$7.32 less than what maple-consuming households reported spending on average. However, consumers indicate they would spend more for most other maple products.

Table KF 2: Annual willingness to spend (\$) for local access to products produced by small to medium size maple farms/processors.

Category	Maple Product	Annual WTP budget (\$)
Sweet	Maple Syrup	\$29.46
	Maple Cream (Non-dairy)	\$7.08
	Maple Sugar	\$6.18
	Maple Candy products	\$6.87
	Maple flavored Baked Good	\$10.65
Savory	Maple flavored Meats	\$11.57
	Maple flavored Dairy Product	\$7.16
	Maple flavored Sauces/dressings/spices	\$6.38
	Maple Water	\$2.67
Beverages	Maple flavored Non-alcoholic beverages	\$3.54
	Maple infused Alcoholic beverages	\$4.92
	Average annual willing to spend (per household)	\$96.48

Consumers are willing to pay more for maple products produced by small to medium size farms/processors when compared to conventional name brand maple products from national processors or store bought brands, and for maple products organically produced. Nationally, consumers would be willing to pay the highest price premium for maple syrup (a 32% increase) if it were produced by small to med-size farms/processors. Premiums for other products ranged from 13% (baked goods) to 5.6% maple water (Table 3).

- **Consumers placed a higher price premium for maple products produced by small to medium size maple farms/processors than for products organically produced.** This varied by product type, relative to organically produced products consumers are willing to pay an 8 percentage point increase for maple syrup produced by small to medium size maple farms/processors. Differentials premiums for other products ranged from 2.6 percentage points more for baked goods to 0.04 percentage points more for maple water (Table KF 3a). Price differentials by dollar value are shown in Table KF 3b.

Table KF 3a: WTP premium (%) for products produced by small to mid-size farms compared to conventional name brand products or store bought brands; and for products organically produced.

Category	Maple Product	Pct. willingness to pay an increase in terms of \$		
		Produced by small to medium size farms or processors	Organically Produced	Differential (%)
Sweet	Maple syrup	32.3%	24.3%	8.0%
	Maple cream (non-dairy)	10.4%	8.9%	1.4%
	Maple sugar	10.3%	8.9%	1.4%
	Maple candy products	11.0%	8.7%	2.3%
	Baked goods	13.3%	10.7%	2.6%
Savory	Meats	10.2%	9.2%	1.1%
	Dairy products	9.3%	8.4%	0.9%
	Sauces/dressings/spices	9.6%	8.1%	1.5%
Beverages	Maple water	5.6%	5.5%	0.04%
	Maple flav. non-alcoholic beverage	5.7%	5.5%	0.2%
	Maple infused alcoholic beverage	7.0%	6.4%	0.6%

Table KF 3b: WTP premium (\$) for products produced by small to mid-size farms compared to conventional name brand products or store bought brands; and for products organically produced.

Category	Maple Product	Increase in terms of \$		
		Produced by small to medium size farms or processors	Organically Produced	Differential (\$)
Sweet	Maple syrup	\$11.88	\$8.93	\$2.95
	Maple cream (non-dairy)	\$0.48	\$0.41	\$0.07
	Maple sugar	\$0.48	\$0.41	\$0.06
	Maple candy products	\$0.54	\$0.42	\$0.11
	Baked goods	\$0.86	\$0.69	\$0.17
Savory	Meats	\$0.62	\$0.55	\$0.07
	Dairy products	\$0.43	\$0.39	\$0.04
	Sauces/dressings/spices	\$0.39	\$0.33	\$0.06
Beverages	Maple water	\$0.18	\$0.18	\$0.00
	Maple flav. non-alcoholic beverage	\$0.19	\$0.18	\$0.01
	Maple infused alcoholic beverage	\$0.23	\$0.21	\$0.02

Consumers from maple-producing states would be willing to pay more for maple products produced by small to medium size maple farms/processors than consumers in non-maple producing states. This varied by maple product, maple-consumers from maple producing states would pay 2.3 percentage points more for maple syrup, 1.6 percentage points more for maple candy products, and about 1.3

percentage point more for maple cream (non-dairy) than those in non-maple producing states (Table KF 4).

- Consumers from maple-producing states are willing to pay a higher premium increase for maple products produced by small to medium size maple farms/processors than products produced organically, relative to consumers in non-maple producing states. Consumers in maple-producing states would pay a 1.9 percentage point increase for maple products produced by small to medium size maple farms/processors relative to products organically produced.

Table KF 4: Premium willingness to pay differentials for maple-producing states relative to non-maple producing states.

Category	Maple Product	Maple-producing states relative to non-maple producing states		
		Produced by small to medium size farms or processors	Organically Produced	Differential (%)
Sweet	Maple syrup	2.3%	0.4%	1.9%
	Maple cream (non-dairy)	1.5%	0.1%	1.3%
	Maple sugar	1.3%	0.2%	1.0%
	Maple candy products	1.8%	0.2%	1.6%
Savory	Baked goods	0.6%	0.0%	0.6%
	Meats	-0.4%	-0.1%	-0.3%
	Dairy products	0.5%	0.1%	0.4%
	Sauces/dressings/spices	0.5%	-0.4%	0.9%
Beverages	Maple water	0.6%	-0.1%	0.7%
	Maple flav. non-alcoholic beverage	0.6%	0.4%	0.3%
	Maple infused alcoholic beverage	0.5%	0.3%	0.2%

Demand for geographic detail of source and source location awareness

Location-related indicators – such as ‘US’/‘Vermont’/‘Maine’ made, ‘local’ or ‘directly marketed from farm’ all positively increase consumers’ willingness to pay while quality-related certifications such as ‘sugar house certified’ or 3rd party certified sustainable had little to no affect.

Geographic origins. The greater the desired origin detail the greater the importance respondents placed on geographic origin labels when purchasing maple products. 34.3% of maple consumers prefer to have the state of origin information followed by 22.8% that prefer country of origin. Nearly a quarter of consumers prefer no detail at all.

Consumer views of maple industry

Support for rural farming communities. The maple industry is viewed to have the most positive affect on rural farming communities with an average rating of 5.62 on a scale of 0 (extremely negative) to 8 (extremely positive). The impact of the maple industry had the least positive affect on the U.S. international trade deficit (4.70) and Climate change (4.67), however a greater share of consumers had 'no opinion'. None of the factors received an average rating considered negative (i.e., less than 4.5).

III. FINDINGS BY QUESTION

DEMOGRAPHICS

A total of 20,155 respondent cases were collected. Survey respondent's geographic, demographic, and socioeconomic characteristics, including percent and sample size, are detailed in Tables 1 and 2.

Table 1. Demographic & Socioeconomic Characteristics

	Prc.	N
Gender		
Male	47.6	9,600
Female	52.1	10,497

Age Distribution		
18-24	13.2	2,653
25-34	17.1	3,453
35-44	17.1	3,449
45-54	18.8	3,797
55-64	16.1	3,246
65+	17.6	3,557

Race & Ethnicity		
Black/African American	8.0	1,612
White	74.0	14,915
Hispanic (any race)	9.0	1,814
Other	8.4	1,693

Education		
High School or GED	19.6	3,948
Some college	31.2	6,281
Bachelor's degree	30.8	6,206
Graduate School	18.5	3,720

Marital Status		
Never married	32.2	6,494
Married	51.5	10,374
Widowed	3.8	769
Divorced	10.8	2,183
Separated	1.7	335

	Prc.	N
Household (HH) size		
1 person	20.3	4,096
2 people	39.1	7,879
3 people	16.6	3,354
4 people	13.3	2,675
5 or more	10.7	2,157
Average HH Size (#)	2.66	536

Under age 18 in HH		
0	65.4	13,189
1	16.1	3,252
2	11.9	2,389
3	4.0	798
4 or more	2.6	524

Annual Household Income		
Less than \$15k	10.4	2,088
\$15K-\$24.99K	9.1	1,832
\$25K-\$34.99k	9.6	1,928
\$35K-49.99K	12.0	2,418
\$50K-74.99K	18.8	3,782
\$75K-99.99K	14.9	3,007
\$100K-149.99K	15.3	3,082
\$150K-199.99K	5.6	1,130
Over \$200K	4.4	888

Food Shopper Status		
Primary shopper	72.9	14,693
Shared equally	18.0	3,628
Does not purchase	9.1	1,834

Table 2. Geographic Characteristics

	Prc.	N
Census Divisions		
Nation	100	20,155
Pacific	10.0	2,010
Mountain	16.2	3,267
West North Central	14.0	2,824
West South Central	8.0	1,608

	Prc.	N
Census Regions		
Pacific	10.0	2,010
Mountain	16.2	3,267
West North Central	14.0	2,824
West South Central	8.0	1,608
East North Central	10.0	2,009
East South Central	8.0	1,604
South Atlantic	15.9	3,209
Mid-Atlantic	6.0	1,205
New England	12.0	2,419

	Prc.	N
State		
Alabama	2.0	401
Alaska	2.0	401
Arizona	2.0	401
Arkansas	2.0	402
California	2.0	402
Colorado	2.0	402
Connecticut	2.0	401
Delaware	2.0	400
Florida	2.0	401
Georgia	2.0	402
Hawaii	2.0	401
Idaho	2.2	438
Illinois	2.0	404
Indiana	2.0	402
Iowa	2.0	401
Kansas	2.0	402
Kentucky	2.0	401
Louisiana	2.0	401
Maine	2.0	403

	Prc.	N
State		
Maryland	2.0	401
Massachusetts	2.0	401
Michigan	2.0	400
Minnesota	2.0	402
Mississippi	2.0	401
Missouri	2.0	401
Montana	2.1	418
Nebraska	2.0	400
Nevada	2.0	400
New Hampshire	2.0	400
New Jersey	2.0	400
New Mexico	2.0	402
New York	2.0	402
North Carolina	2.0	400
North Dakota	2.0	404
Ohio	2.0	403
Oklahoma	2.0	403
Oregon	2.0	403
Pennsylvania	2.0	403
Rhode Island	2.0	403
South Carolina	2.0	403
South Dakota	2.1	414
Tennessee	2.0	401
Texas	2.0	402
Utah	2.0	402
Vermont	2.0	411
Virginia	2.0	401
Washington	2.0	403
West Virginia	2.0	401
Wisconsin	2.0	400
Wyoming	2.0	404

2020 National Maple Consumer Survey

Q1: Please enter your zip code (5 digits)

Q3: Are you of Spanish, Hispanic, Latino/Latina/Latinx descent?

Q4: Which of the following race categories do you identify with?

Q5: What is your birth year?

Q6: What is your gender?

Q7: What is your marital status?

Q8: What is your highest level of education?

Q9: What is your annual household income?

Q10: Are you the primary food shopper for your household?

Q11: How many members of your household do you or the primary shopper generally buy groceries/meals for including yourself?

Q12: Of your household members, how many are UNDER the age of 18?

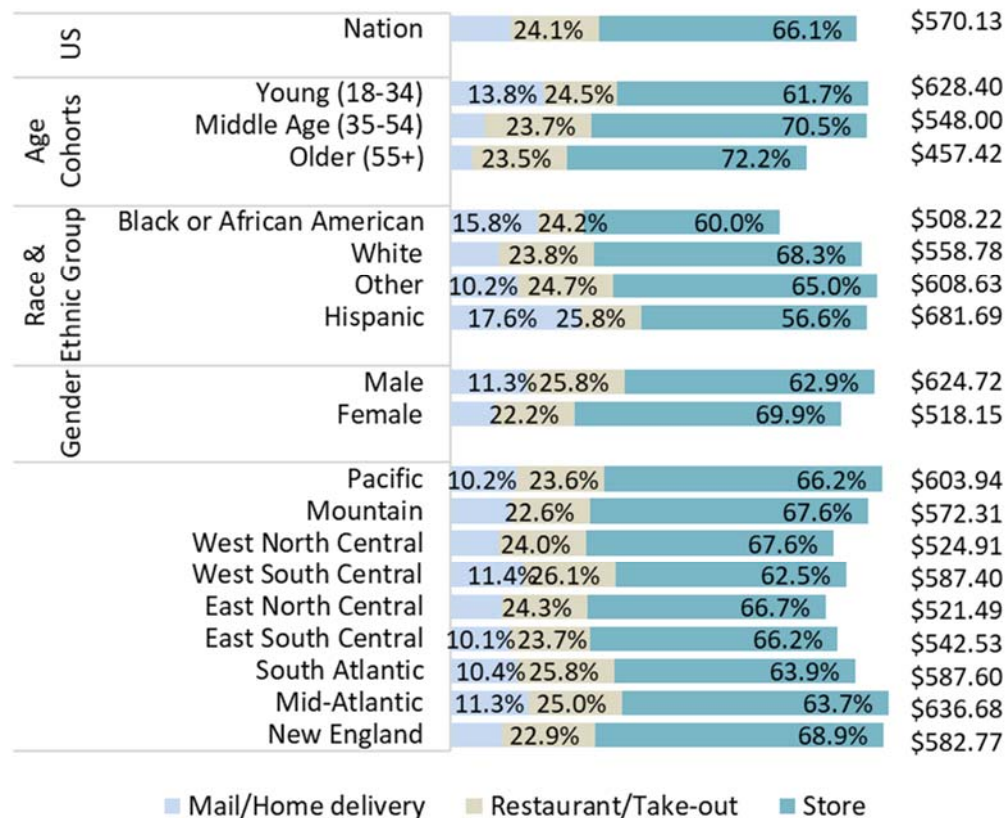
Note:

1. 'Other' includes non-Hispanic American Indian or Alaska Native, Asian, Native Hawaiian or Other Pacific Islander, and Two or more races.
2. Race & Ethnicity does not add up to 100%, 'prefer not to answer' responses excluded (0.6%, n=20,155).
3. Gender does not add up to 100%, 'Other' or 'Prefer not to answer' responses excluded (0.3%, n=20,155).

MONTHLY FOOD EXPENDITURES (Q13)

Respondents were asked to provide their household’s average monthly food expenditures by food stores, mail order or home delivery, and restaurants/prepared takeout.⁷ Figure 1 shows the average household food expenditure (\$) per month and how it is distributed across food stores, mail order, and restaurants by region and demographic categories. On average, households spent \$570.13 per month on food. This varied by region, expenditures ranged from as low as \$521.49 in the East North Central region to as high as \$636.68 in the Mid-Atlantic region. Spending at food stores comprised 66.1% of the nation’s monthly budget followed by 24.1% at restaurants and 9.7% on mail order or home delivery. Findings by geography and demographic characteristics are detailed in Table A-2.

Figure 1. Share of Monthly Household Food Expenditures and Total Average Spending (\$)



Question 13: "What is your household’s average monthly expenditure on food at: Food stores, mail order, and restaurants/prepared takeout? [Numeric fill in – max \$5000]".

Note: Bars with values less than 10% are not labeled.

Note: Total spending includes: in-stores, online, and on take-out and restaurants.

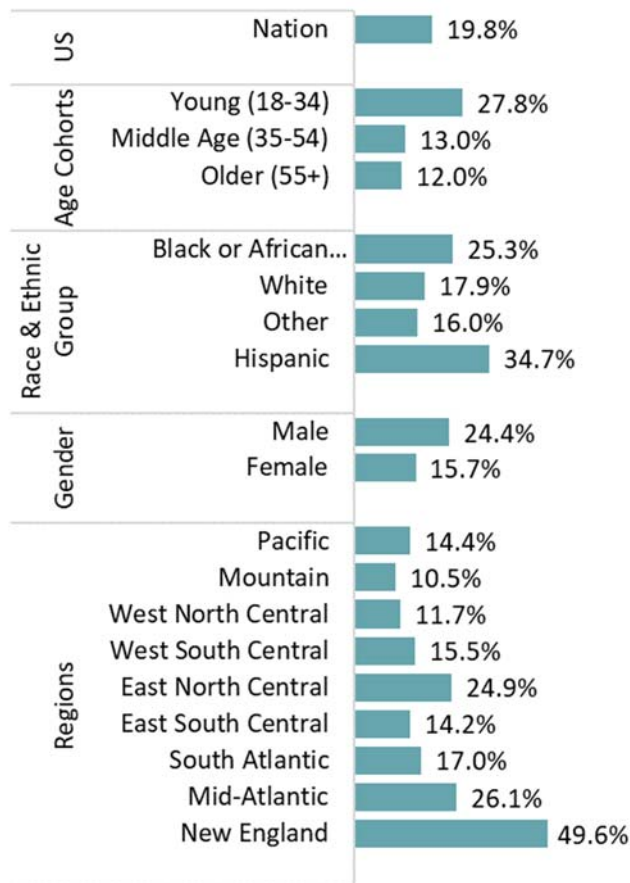
Universe: Total (n=20,155)

⁷ Food stores include: big box stores, convenience stores, farmers/gourmet markets, local organic markets, meat markets, seafood markets/trucks/stands, and supermarkets.

AWARENESS OF LOCAL MAPLE OPERATIONS: *Operating in your area (Q14)*

Respondents were asked if they were aware of local maple operations within 75 miles of where they live. Figure 2 shows the percent of respondents that answered ‘yes’ to this question by region and by demographic characteristic. Nearly 20% of respondents were aware of nearby maple operations. This varied by region from as high as 49.6% in New England to as low as 10.5% in the Mountain region. When compared to the national average and other racial groups, Hispanic respondents (34.7%, n=1,820) had greater awareness of local maple operations.

Figure 2. Percent Aware Of Local Maple Operations



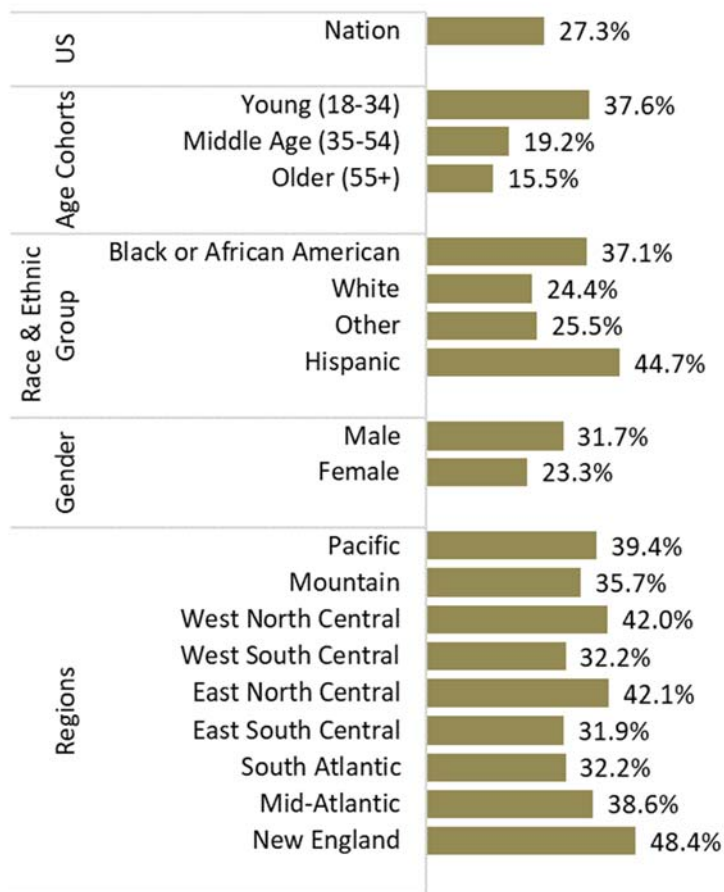
Question 14: "Are you aware of local maple operations within 75 miles of where you live?"
 Universe: Total (n=20,155)

Findings by geography and demographic characteristics are detailed in Table A-3.

AWARENESS OF LOCAL MAPLE OPERATIONS: *Where operations sell syrup or products (Q15)*

Respondents were asked if they were aware of any maple operations selling their maple syrup or maple products in local grocery store(s), farmer’s market, and gift or novelty stores. Figure 3 shows the percent of respondents that answered ‘yes’ to this question by region and by demographic characteristic. At the national level, 27.3% of respondents were aware of local maple operations selling their syrup or products. This varied by region and by demographic characteristics (Figure 3) from as high as 48.4% in New England to as low as 31.9% in the East South Central region.

Figure 3. Percent Aware Of Local Maple Operations Selling Syrup or Products



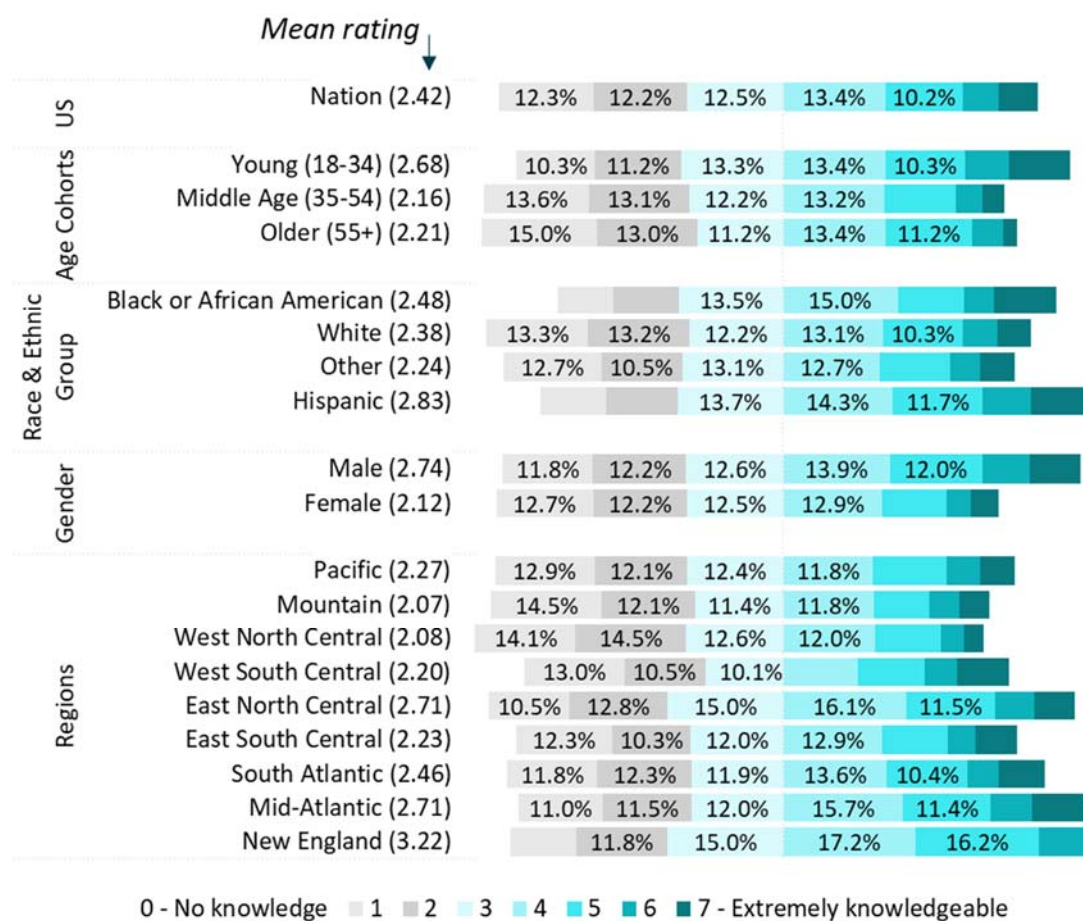
Question 15: "Are you aware of any local (within 75 miles of where you live) maple operations selling their maple syrup or maple products in your local grocery store(s), farmer’s market, gift or novelty stores, etc.?" . Universe: Total (n=20,155)

Findings by geography and demographic characteristics are detailed in Table A-4.

KNOWLEDGE OF MAPLE PROCESSING (Q16)

Respondents were asked to rate their knowledge of maple processing using a scale of 0 (knowledge) to 7 (extremely knowledgeable). Figure 4 shows average ratings and distribution of responses by region and by demographic characteristic. The average respondent had little knowledge of maple processing with a mean rating of 2.42. This varied by region, with an average rating of 3.22 in New England to 2.07 in the Mountain region. The mean rating of maple processing knowledge was highest among Young cohorts (aged 18 to 34), Hispanic respondents, and male respondents with 2.68, 2.83, and 2.74, respectively.

Figure 4. Rate Knowledge of Maple Processing, Frequency and Mean Rating



Question 16: "Please rate your knowledge of maple processing: (0 = No knowledge to 7 = extremely knowledgeable)"

Note: Bars with values less than 10% are not labeled.

Universe: Total (n=20,155)

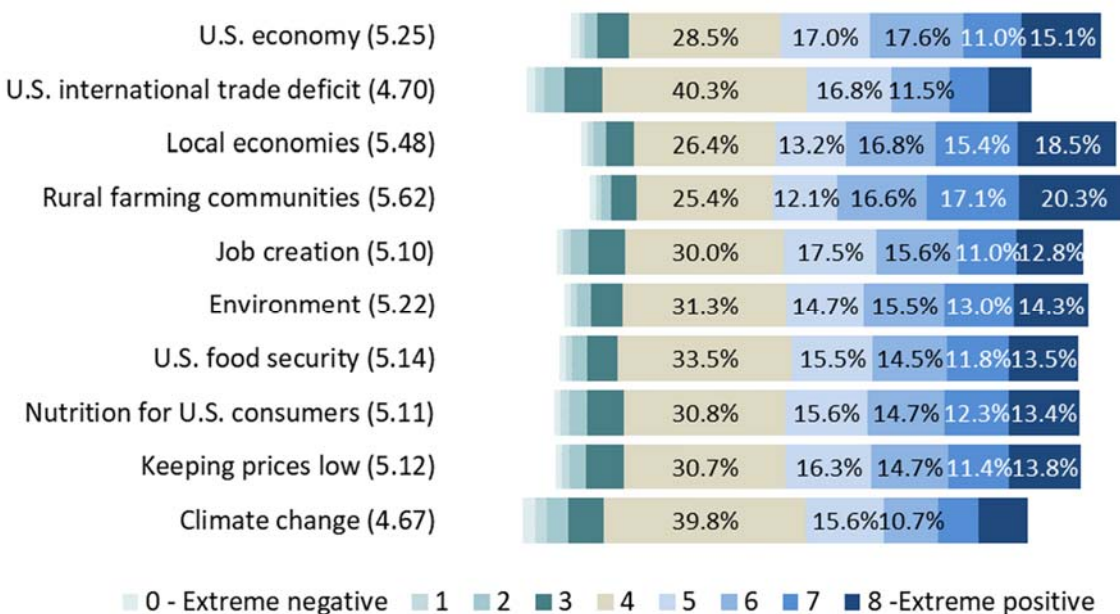
Findings by geography and demographic characteristics are detailed in Table A-5.

IMPACT OF MAPLE INDUSTRY (Q38)

Respondents were asked to rate the impact of the maple industry (including farming, processing, and value-added production) on several factors – as listed in Figure 5 – using a scale of 0 (extremely negative) to 8 (extremely positive). Figure 5 shows average ratings and distribution of responses by factor.

Respondents believe the maple industry has the most positive affect on rural farming communities with an average rating of 5.62. The impact of the maple industry had the least positive affect on U.S. international trade deficits (4.70) and Climate change (4.67), however note that a greater share of respondents had a neutral opinion (i.e., ‘no opinion’) for both.

Figure 5. Rate the Impact of the Maple Industry by Factor, Frequency and Mean Rating



Question 38: "How would you characterize the impact of the maple industry (including farming, processing, and value-added production) on the following? (0 = extremely negative to 8 = extremely positive)"

Note: This question has been rescaled from an 8-point to a 9-point scale to include “no opinion” responses as a neutral rating.

Note: Bars with values less than 10% are not labeled.

Universe: Total (n=20,155)

Findings by geography and demographic characteristics are detailed in Table A-6.

RESPONDENTS DEFINITION OF LOCAL (Q39)

Respondents were asked to select one of the following geographic boundaries – shown in Figure 6 – consistent with their understanding of the term “local” in relation to maple processing. Figure 6 shows the frequency of responses by mileage. A majority of respondents (41.6%) said local is between 51 to 100 miles, similar to the definition of ‘local’ used for this survey of 75 miles of the point of purchase. This varied by region and age cohort. Eighty-four percent (84.2%, n=20,155) of respondents defined local as 100 miles or less – compared to 91.9% in New England (i.e., 7.6% more than nation) – and 42.6% of respondents define local as 50 miles or less.

Figure 6. Respondents Define Local (miles)



Question 39: "For the purposes of this survey, we defined “local” as being processed within 75 miles of the point of purchase but the definition can vary according to product and geography. Which of the following geographic boundaries is consistent with your understanding of the term “local,” in relation to maple processing, being with how many miles of the point of purchase"
 Universe: Total (n=20,155)

Findings by geography and demographic characteristics are detailed in Table A-7.

MAPLE CONSUMERS (Q17)

Respondents were asked if they or others in their household purchase or consume maple syrup and/or other maple products. Table A-8 shows the percent of respondents that answered ‘yes’ to this question by geography and demographic characteristics. Of the total respondents, 85.1% (n=20,155) purchase or consume maple syrup and/or other maple products (hereafter referred to as “maple-consumers” or “consumers”).⁸ The highest concentration of maple consumers is in New England (89.9%), compared to the lowest concentration in the East South Central region (80.7%).

- There is less than 1 percentage point difference between the share of White (86.2%) and Hispanic (85.6%) maple-consumers. Meanwhile, the portion of Black/African American maple-consumers is between 4.8 and 8.2 percentage point lower than other racial and ethnic groups.
- The share of young maple-consumers age 18 to 34 is between 3.7 and 10.0 percentage points higher than middle age (35-54) and older (ages 55+) consumers.

Table A-9 reports reasons respondents (n=3,010) did not consume maple products – including availability and allergy – and Table A-10 that shows the products used as substitutes, such as pancake syrup and agave.

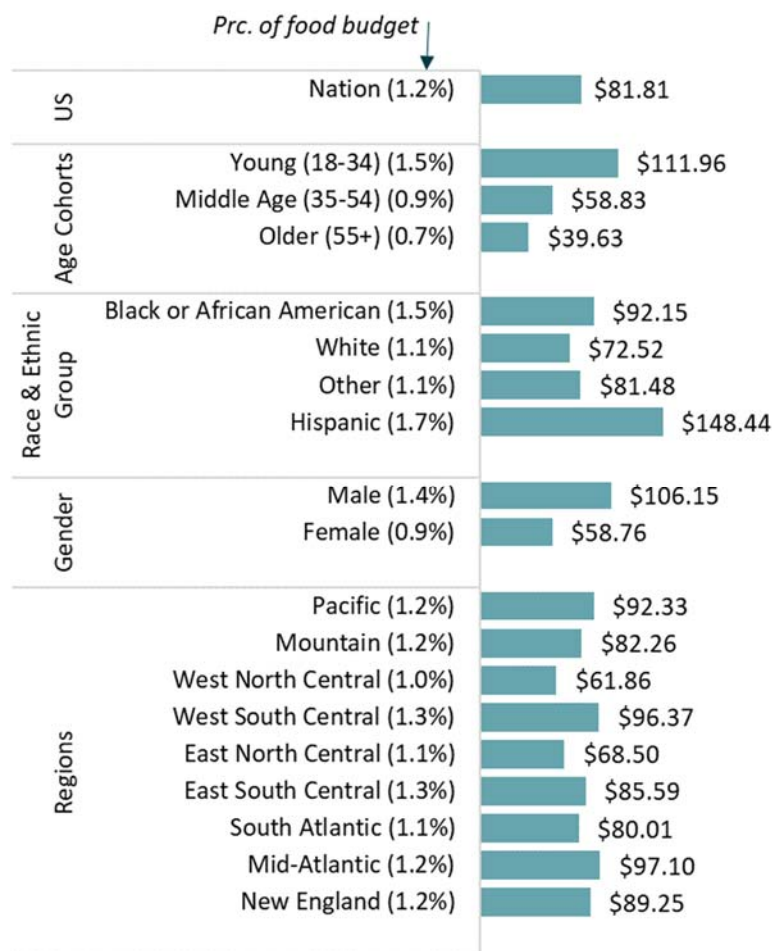
*****RESULTS BEYOND THIS POINT ARE FOR THE SUBSET OF MAPLE CONSUMERS *****

⁸ 4.1% (20,155) of respondents ended up in the non-consumer subset due to ‘availability’ or ‘cost’. Had this group been included the maple-consumer subset would be 89.2% or 17,966.

ANNUAL BUDGET FOR ALL MAPLE PRODUCTS (Q18)

Consumers were asked to provide their household’s average annual spending on all maple products excluding spending on alternative maple products, such as pancake syrup. Figure 7 shows average annual spending and percent of household food budgets spent on maple products by geography and demographic characteristics. On average, households spent \$81.81 per year on maple products, which represents 1.2% of total annual household food budget.

Figure 7. Annual Average Spending on ALL Maple products (\$ Per Household)



Question 18: "How much do you spend on all maple products on an annual basis? Note: Please exclude spending on Alternative maple products, such as pancake syrup."

Universe: Maple Consumer Subset (n=17,145)

Note: Total spending figures adjusted based on the sum of question Q21.

Findings by geography and demographic characteristics are detailed in Table A-11.

ANNUAL MAPLE BUDGET BY TYPE OF FOOD STORE (%) (Q19)

Consumers were asked to indicate the percent of their annual maple budget spent at various types of stores – answer choices include supermarkets, big box stores, direct from maple producers and so on. Figure 8 shows where the average consumer purchases their maple syrup and maple products by type of food store. The majority of annual maple purchases were made at supermarkets (48.4%) followed by big box stores (18.1%) and local or farmers markets (9.2%). As might be expected, consumers located closer to producers are more likely to purchase direct than consumers in other locations.

Figure 8. Portion of Maple Budget Distributed Across Various Food Stores



Question 19: "What portion of your annual maple budget do you spend at the following types of stores?" [0 to 100% (5% inc.)]

*Excludes direct from producer.

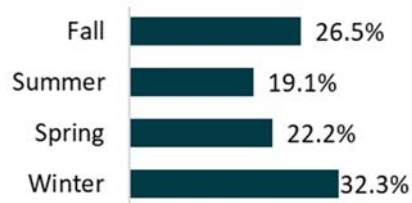
Universe: Maple Consumer Subset (n=17,145)

Findings by geography and demographic characteristics are detailed in Table A-12.

ANNUAL MAPLE BUDGET BY SEASON (Q20)

Respondents were asked to approximate the percent of their annual maple purchases that occur in each season. Figure 9 shows the average percent of spending by season. Most annual maple purchases were made in the winter (32.3%) followed by fall (26.5%), spring (22.2%) and summer (19.1%). However, this differs by region. New England consumers typically make larger purchases during the spring season, compared to other times of year.

Figure 9. Annual Maple Budget by Season (%)



Question 20: "Approximately what percent of your annual maple purchases occur in each of the following seasons" [0 to 100% (5% inc.)]

Universe: Maple Consumer Subset (n=17,145)

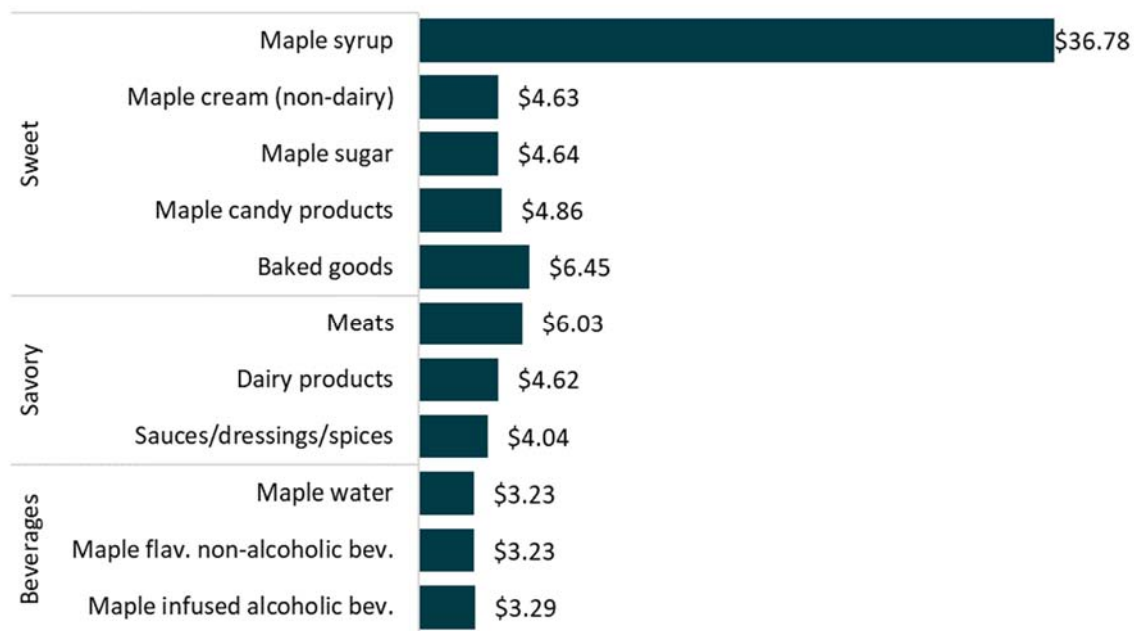
Findings by geography and demographic characteristics are detailed in Table A-13.

ANNUAL BUDGET BY MAPLE PRODUCT (Q21)

Consumers were presented a list with 11 maple products – as listed in Figure 10 – and asked to provide their household’s annual spending (\$) for each product, excluding spending on alternative maple products, such as pancake syrup. If consumers did not spend any money on a given product they were informed to enter a value of ‘0’.

Figure 10 shows the average dollar amount household’s spent per year on maple syrup and a range of maple products. The most was spent on pure maple syrup (\$36.78) and other sweet value-add products including, maple flavored baked goods (\$6.45) – such as cereals, breads, doughnuts and muffins – and maple candy (\$4.86) – examples include cotton candy and taffy.

Figure 10. Annual Average Spending Per Household by Maple Product



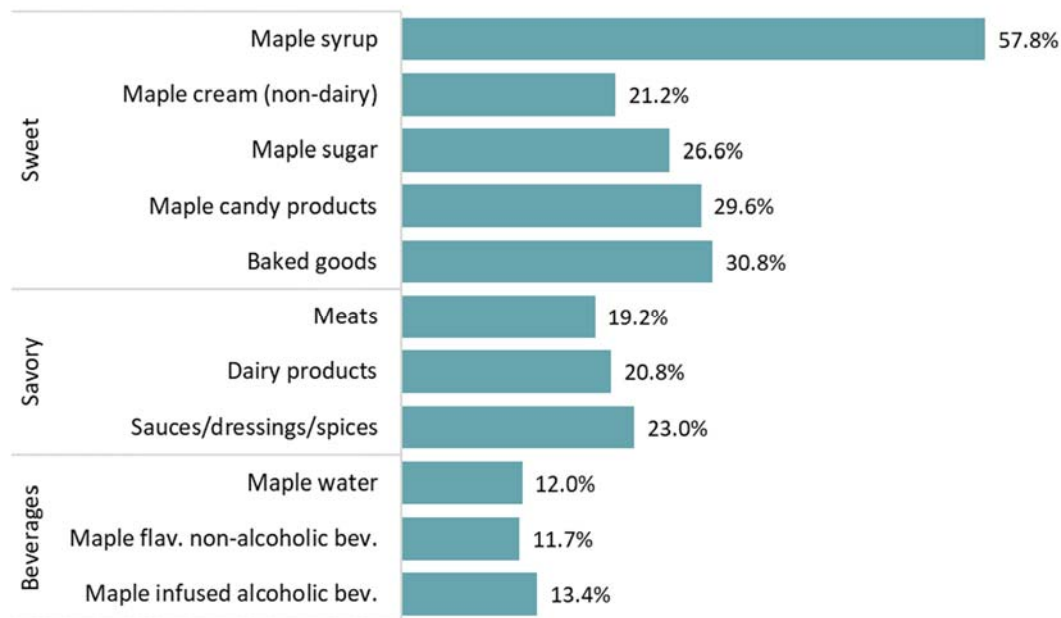
Question 21: "How much of your annual maple budget is spent on the following maple products? Note: Please exclude spending on Alternative maple products, such as pancake syrup. If none, enter 0".
 Universe: Maple Consumer Subset (n=17,145)

Findings by geography and demographic characteristics are detailed in Table A-14.

LOCAL AVAILABILITY BY MAPLE PRODUCT (Q22)

Consumers were presented a list with 11 maple products – as shown in Figure 11 – and asked to indicate which products are available from local small to medium size maple farms or processors. Figure 11 illustrates the percent of respondents that answered ‘yes’ local is available by product. With 57.8%, maple syrup is the most available product followed by baked goods (30.8%), maple candy products (29.6%) and maple sugar (26.6%). Maple products in the beverage category have the lowest percent of local availability, on average.

Figure 11. Local Is Available by Maple Product (% Yes)



Question 22: "Please indicate which of the following maple products are available from local small to medium size maple farms or processors?"

Universe: Maple Consumer Subset (n=17,145)

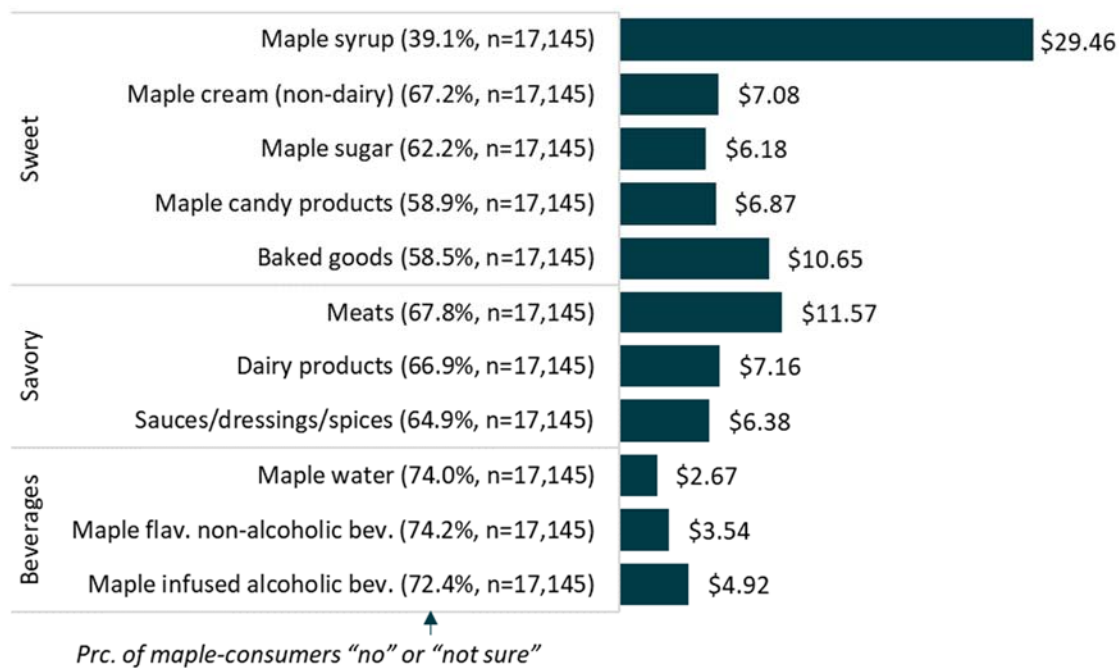
Findings by geography and demographic characteristics are detailed in Table A-15. These tables detail the share of consumers who said local products were ‘not available’ and they were ‘not sure’.

ANNUAL PURCHASE (\$) IF LOCAL WERE AVAILABLE BY MAPLE PRODUCT (Q22a)

Consumers that indicate a product is not available locally or local availability is unknown (Q22) were asked how much they would purchase annually (\$) if products were readily available from small to medium size farms or processors. If consumers would not spend any money on a given product they were informed to enter a value of \$0. Figure 12 shows the average dollar amount consumers would be willing to spend annually; including the percent of maple-consumers to answer this question. For example, 39.1% of consumers do not have local access (or knowledge of local access) to pure maple syrup and these consumers would spend an average of \$29.46 per year.

Nationally, consumer households would pay the most for maple syrup (\$29.46) followed by maple flavored meats (\$11.57), maple flavored baked goods (\$10.65), maple flavored dairy products (\$7.16), and so on (Figure 12).

Figure 12. Annual Average Spending (\$) If Local Were to be Available



Question 22.a: "How much would you purchase annually if products were readily available from small to medium size farms or processors? If none, enter 0."

Universe: Portion of Maple consumer subset that answered "No" or "not sure" to local availability in Q22, sample size varies by product type as detailed by the percentage shown in figure above.

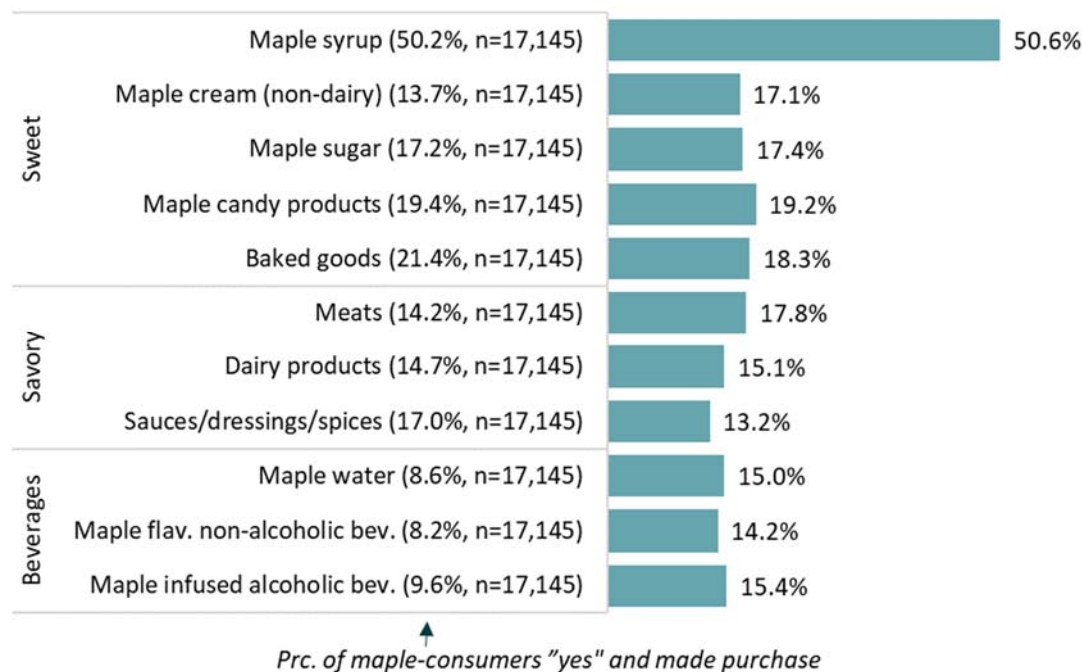
Findings by geography and demographic characteristics are detailed in Table A-16.

PERCENT OF ANNUAL BUDGET SPENT ON LOCAL BY MAPLE PRODUCT (Q23)

Consumers that indicate a product is available locally (Q22) were asked to approximate the portion of their annual maple budget spent on products from small to medium size farms/processors. If respondents did not spend any money on a given product they were excluded from this question. Figure 13 shows the share of a household’s maple budget spent on products from small to medium size farms/processors and the percent of respondents that answered this question. For example, 50.2% of consumers have local access to pure maple syrup and made a purchase(s) over the past year, these consumers made half of their purchases from small to medium size farms/processors.

The product purchased mostly locally is pure maple syrup (50.6%) followed by maple candy (19.2%), maple flavored baked goods (18.3%), and so on as shown in Figure 13.

Figure 13. Percent of Annual Maple Budget Spent on Local Products



Question 23: "Approximately what percent of your annual maple budget was spent on the following maple products from small to medium size farms/processors?"

Note: Respondents that said "Yes" to local availability (Q22) but "did not buy the product" are excluded.

Universe: Portion of Maple consumer subset that said "Yes" to local availability (Q22) and provided a percentage for Q23; detailed by the percentage shown in figure above.

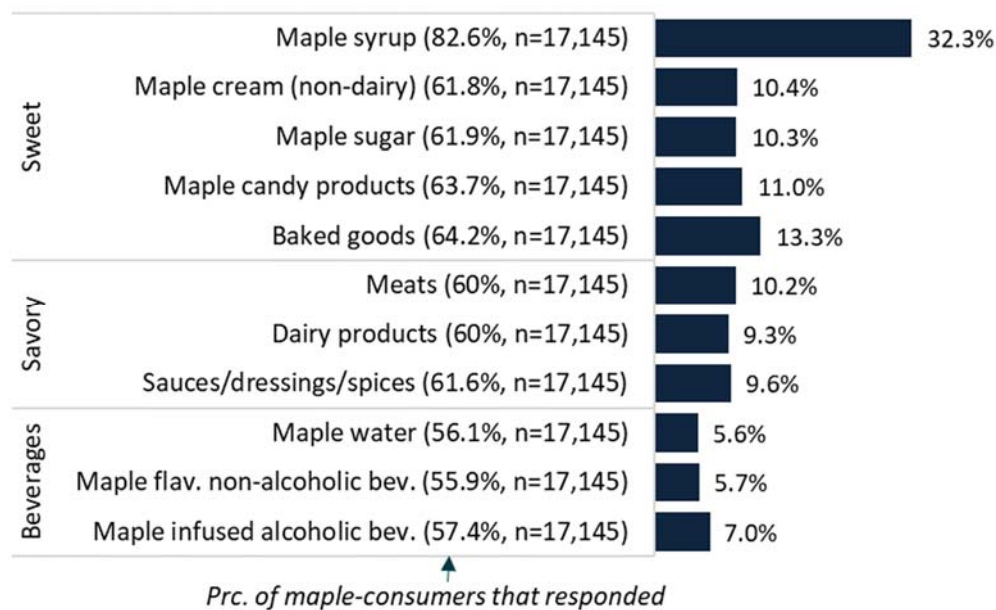
Findings by geography and demographic characteristics are detailed in Table A-17. Means not reported at state level due to small sample size, except for maple syrup.

WILLINGNESS TO PAY FOR 'LOCAL' COMPARED TO CONVENTIONAL BY MAPLE PRODUCT (Q24)

Consumers were presented a list with 11 maple products – as shown in Figure 14 – and asked what percentage increase they would be willing to pay if each product were produced by small to medium sized farms/processors compared to conventional name brand maple products from national processors or store bought brands. If consumers would not spend additional money on a given product they were instructed to enter a value of 0%. Figure 14 shows the average percent increase consumers would be willing to pay for maple products produced by small to medium sized farms compared to conventional products, and percent of respondents that answered this question.

Consumers indicate a willingness to pay an increase of 32.3% more for maple syrup if it were produced by small to medium sized farms/processors. Premiums for other products ranged from 13% (baked goods) to 5.6% maple water.

Figure 14. Willingness to Pay More (%) For Maple Products Produced By Small To Medium Sized Farms Compared To Conventional Products.



Question 24: "How much more would you be willing to pay for the following maple products if they were produced by small to medium sized farms/processors compared to conventional name brand maple products from national processors or store bought brands? If none, enter 0."

Note: Sample size excludes "not applicable" responses.

Universe: Percent of Maple Consumer Subset (n=17,145) that responded to respective maple product.

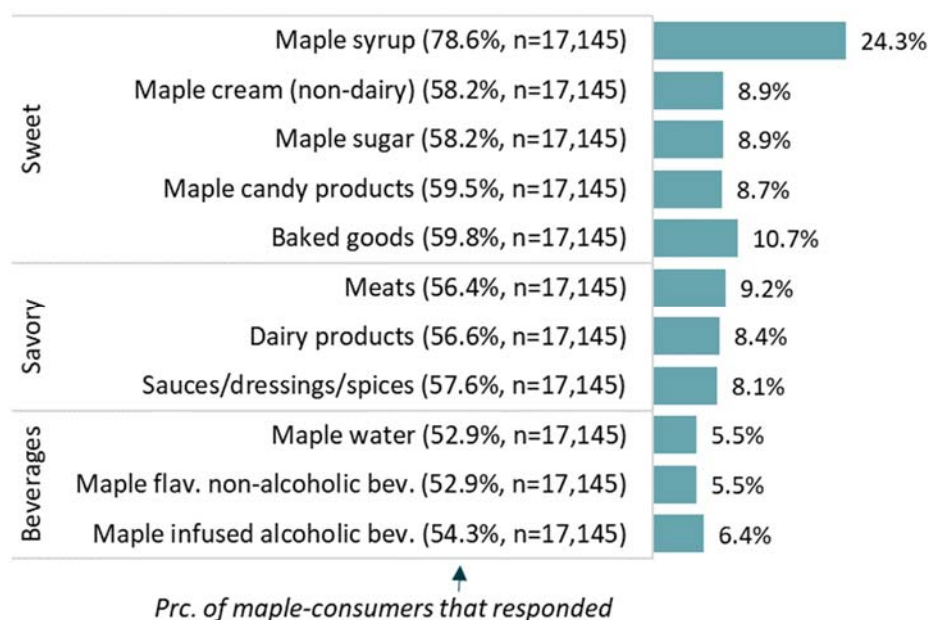
Findings by geography and demographic characteristics are detailed in Table A-18.

WILLINGNESS TO PAY FOR ORGANICALLY PRODUCED MAPLE PRODUCTS (Q25)

Consumers were presented a list with 11 maple products – as shown in Figure 15 – and asked what percentage increase they would be willing to pay for each product if it was organically produced. If consumers would not spend additional money for organically produced maple products they were instructed to enter a value of 0%. Figure 15 shows the average percent increase respondents would be willing to pay for organically produced maple products and percent of consumers that answered this question.

The product consumers would be most willing to pay more for, if organically produced, is pure maple syrup with an average increase of 24.3% more. Consumers would be willing to pay between 5.5% and 10.7% more for other various maple products.

Figure 15. Willingness to Pay More (%) For Organically Produced Maple Products



Question 25: "How much more would you be willing to pay for the following maple products if they were organically produced? If none, enter 0."

Note: Sample size excludes "not applicable" responses.

Universe: Percent of Maple Consumer Subset (n=17,145) that responded to respective maple product

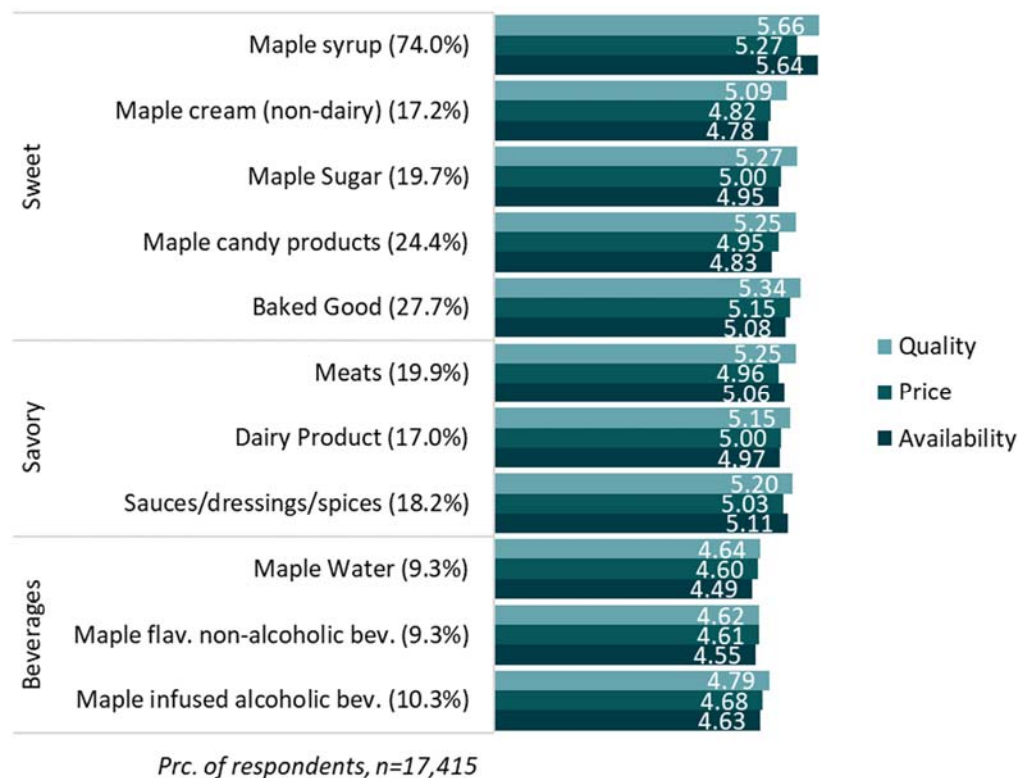
Findings by geography and demographic characteristics are detailed in Table A-19.

RATINGS BY MAPLE PRODUCT (Q26)

Consumers were presented a list with 11 maple products – as listed in Figure 16 – and asked to rate the quality, price, and availability in their local area using a scale of 0 (poor) to 7 (excellent); with an option of 'never tried' and 'n/a'. Figure 16 illustrates average product ratings by quality, price, and availability and the percent of maple-consumer consumers that answered this particular question. Question 26 is split into three sections to follow: Price, Availability, and Quality.

Consumers rated quality highest for all products. Maple (flavored) beverages were rated lowest in terms of price and availability, however these products had a higher rate of consumers that reported 'never tried' or 'n/a'. The same is true for most of the maple products, excluding maple syrup: A majority of consumers report having never tried the product (or selected 'not applicable'). Refer to Table A-20 for percent that 'never' tried by geography and demographic characteristics.

Figure 16. Quality, Price, and Availability by Product, Mean Ratings



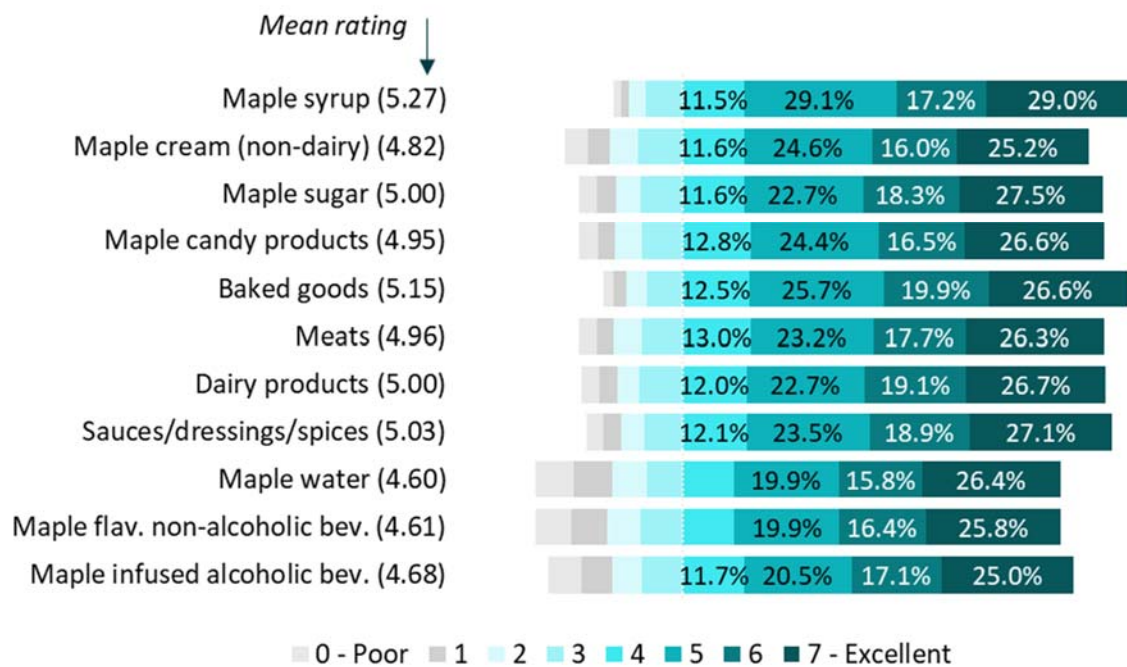
Question 26: "How would you rate the following maple products available in your local area, on a scale of 0 to 7 with option of 'never tried' or 'n/a'".

Universe: Maple Consumer Subset (n=17,145)

PRICE (Q26)

Consumers were presented a list with 11 maple products – as listed in Figure 17 – and asked to rate the price in their local area using a scale of 0 (poor) to 7 (excellent). Figure 17 shows average ratings and distribution of responses by maple product. The price of maple products are rated at varying degrees of excellence. Those with the best price ratings include maple syrup (5.27), baked goods (5.15), and sauces/dressings/spices (5.03).

Figure 17. Rate Price of Maple Products in Local Area, Frequency and Mean Rating



Question 26: "How would you rate the following maple products available in your local area, on a scale of 0 to 7 with option of 'never tried' or 'n/a'".

Note: Bars with values less than 10% are not labeled.

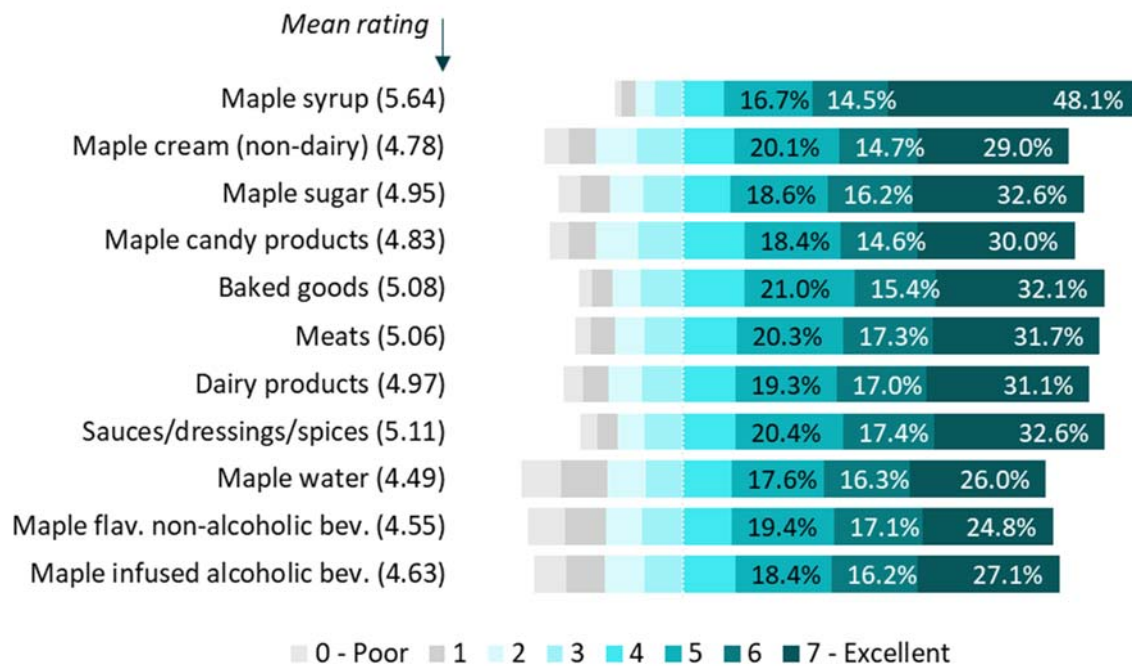
Universe: Rated product within maple consumer subset, n varies by product refer to tables.

Findings by geography and demographic characteristics are detailed in Table A-21. Means are not reported at state level due to small sample size, except for maple syrup.

AVAILABILITY (Q26)

Consumers were presented a list with 11 maple products – as listed in Figure 18 – and asked to rate availability in their local area using a scale of 0 (poor) to 7 (excellent). Figure 18 shows average ratings and distribution of responses by maple product. The availability of maple products are rated at varying degrees of excellence, those with the highest availability ratings include maple syrup (5.64), sauces/dressings/spices (5.11), baked goods (5.08), and meats (5.06).

Figure 18. Rate Availability of Maple Products in Local Area, Frequency and Mean Ratings



Question 26: "How would you rate the following maple products available in your local area, on a scale of 0 to 7 with option of 'never tried' or 'n/a'".

Note: Bars with values less than 10% are not labeled

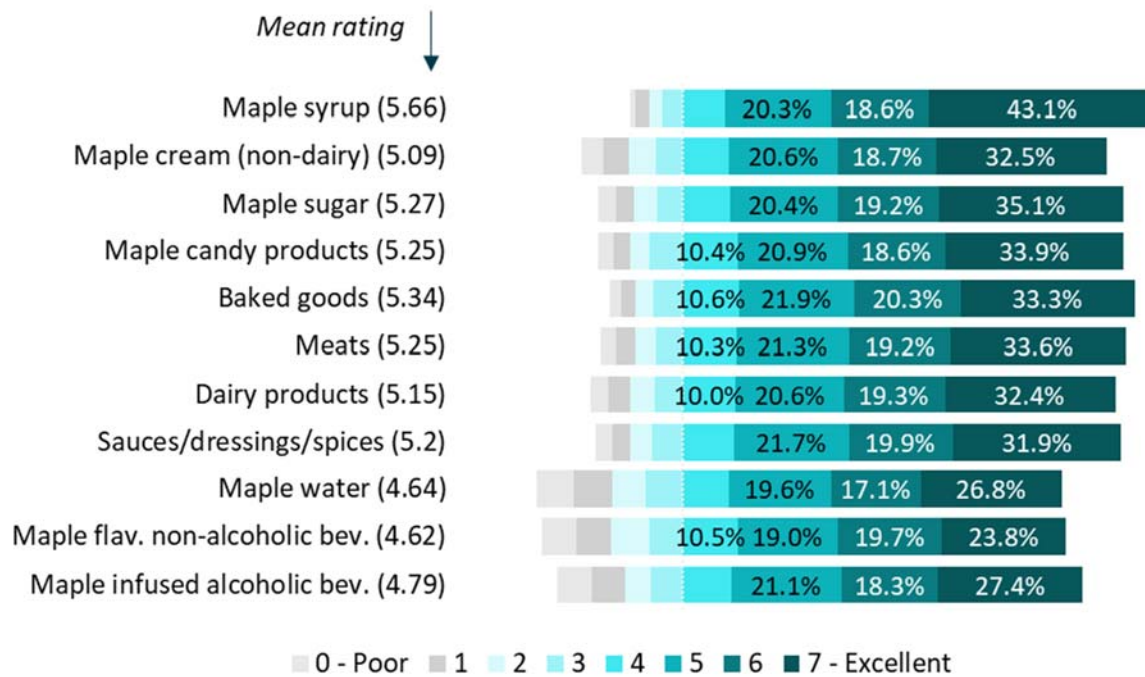
Universe: Rated product within maple consumer subset, n varies by product refer to tables.

Findings by geography and demographic characteristics are detailed in Table A-22. Means are not reported at state level due to small sample size, except for maple syrup.

QUALITY (Q26)

Consumers were asked to rate the quality of various maple products in their local area using a scale of 0 (poor) to 7 (excellent). Similar to price and availability ratings, the quality of maple products is rated at varying degrees of excellence – as shown in Figure 19 – which illustrates distribution and mean ratings. Maple products with the highest quality ratings include maple syrup (5.66), baked goods (5.34), maple sugar (5.27), and candy products (5.25).

Figure 19. Rate Quality of Maple Products, Frequency and Mean Ratings



Question 26: "How would you rate the following maple products available in your local area, on a scale of 0 to 7 with option of 'never tried' or 'n/a'".

Note: Bars with values less than 10% are not labeled

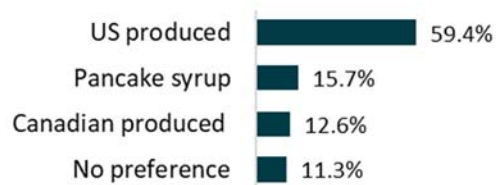
Universe: Rated product within maple consumer subset, n varies by product refer to tables.

Findings by geography and demographic characteristics are detailed in Table A-23. Means are not reported at state level due to small sample size, except for maple syrup.

SYRUP PRODUCT PREFERENCE (Q27)

Assuming everything is equal, including price, consumers were asked which they would prefer to purchase – answer choices included ‘US produced’, ‘pancake syrup’ or ‘Canadian produced’. US produced maple syrup (59.4%) was most preferred (Figure 20), followed by 15.7% that preferred pancake syrup, and 12.3% Canadian produced. Eleven percent did not have a preference. Preference for US produced maple syrup varied by state ranging from as low as 47.1% in Hawaii to as high as 88.7% in Vermont. When looking at regional differences, consumers in maple-producing states are more likely to prefer US produced maple syrup than those in non-maple producing states by 11.1 percentage points more.

Figure 20. Product Preference



Question 27: "Assuming everything is equal, including price, which of the following would you prefer to purchase?"

Universe: Maple Consumer Subset (n=17,145)

Findings by geography and demographic characteristics are detailed in Table A-24.

LIKELIHOOD TO TRY NEW PRODUCT IF FLAVORED WITH PURE MAPLE (Q28)

Consumers were asked to rate the likelihood of trying a new product if it was flavored with pure maple using a scale of 0 (extremely unlikely) to 8 (extremely likely). Table A-25 shows average likelihood ratings by geography (i.e., national, region, and state) and demographic characteristics (i.e., age cohort, race and ethnicity). Nationally, consumers were more likely to try new products if they were flavored with maple (average rating of 5.65).

Question 28: "How likely are you to try a new product if it is flavored with pure maple? [Scale of 0-7, 0 = extremely unlikely to 7 = extremely likely.]"

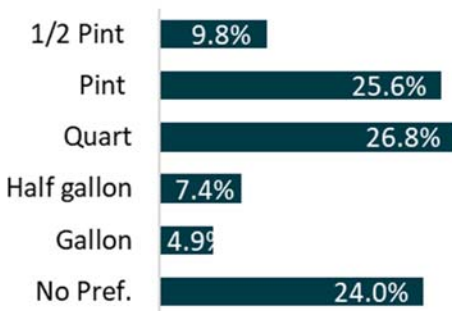
Note: This question has been rescaled from an 8-point to a 9-point scale to include "no preference" responses as a neutral rating.

Universe: Maple Consumer Subset (n=17,145)

PACKAGE SIZE PREFERENCE (Q29)

Consumers were asked to indicate preference for packaging size when buying maple syrup. Quart sized packaging (26.8%) was most preferred (Figure 21), closely followed by pint sized packaging (25.6%). Twenty-four percent of consumers indicate no preference for packaging type. Preference differed by maple-producing and non-maple producing states. Consumers in maple-producing states are more likely to prefer larger packaging sizes such as gallons, half gallons and quarts whereas consumers in non-maple producing states are more likely to prefer smaller packing sizes (i.e., pints and half pints).

Figure 21. Preference for Package Size



Question 29: "When purchasing maple syrup, which size packaging do you prefer?"

Universe: Maple Consumer Subset (n=17,145)⁹

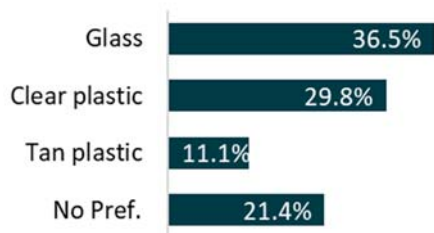
Findings by geography and demographic characteristics are detailed in Table A-26.

⁹ While not the intended design for this survey question, respondents were able to select more than one size option. To correct this issue, cases that selected more than one preference size were recoded to "no preference".

TYPE OF PACKAGING PREFERENCE (Q30)

Consumers were asked to indicate preference for packaging type when buying maple syrup – answer choices included ‘glass’, ‘clear plastic’, and ‘tan plastic’. Glass packaging (36.5%) was most preferred (Figure 22), by clear plastic (29.8%), and tan plastic (11.1%). Consumers with no preference comprise 21.4% of all consumers. Preference for clear plastic and tan plastic containers differed by maple-producing and non-maple producing states. Consumers in maple-producing states are more likely to prefer tan plastic containers than those in non-maple producing states, 5.4 percentage points more. While consumers in non-maple producing states are more likely to prefer a clear plastic container than those in non-maple producing states by 7.7 percentage points more.

Figure 22. Preference for Package Type



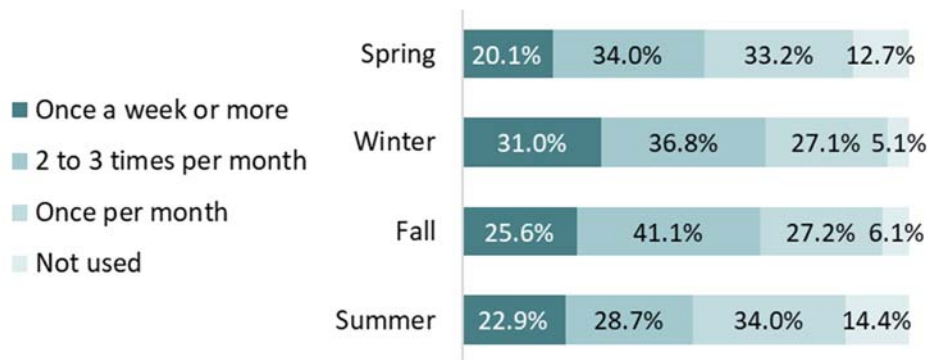
Question 30: "When purchasing maple syrup, which type of packaging do you prefer? (Select only one)"
 Universe: Maple Consumer Subset (n=17,145)

Findings by geography and demographic characteristics are detailed in Table A-27.

MAPLE SYRUP USE BY SEASON (Q31)

Consumers were asked how often they consume or use maple syrup during the summer, fall, winter, and spring seasons. The distribution of responses is presented in Figure 23 by season ranging from ‘not used’ to ‘once a week or more’. Consumption patterns of maple syrup is clearly seasonal. The use as often as ‘once a week or more’ peaks in winter (31.0%) and drop in the spring and summer. Maple syrup is used most frequently in fall and winter months.

Figure 23. Maple Syrup Use by Season



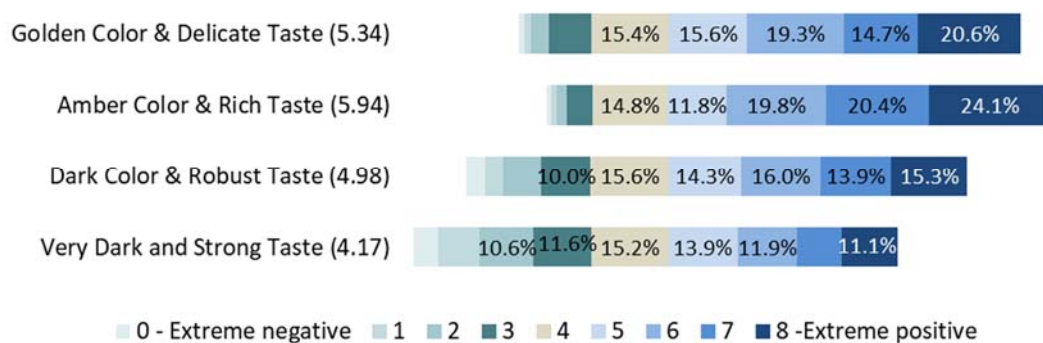
Question 31: "How often do you consume/use maple syrup during the following seasons?"
 Universe: Maple Consumer Subset (n=17,145)

Findings by geography and demographic characteristics are detailed in Table A-28.

FLAVOR PROFILE PREFERENCE (Q32)

Consumers were asked to rate their preference for maple syrup flavor profiles (i.e., color and taste) using a scale of 0 (extremely dislike) to 8 (extremely like). Figure 24 shows the average rating and distribution of responses for flavor profiles ranging from light in color and taste to dark in color and strong in taste. Overall consumers prefer the ‘Amber Color & Rich Taste’ (5.94) maple syrup profile followed by ‘Golden Color & Delicate Taste’ (5.4), ‘Dark Color & Robust Taste’ (5.0), and ‘Very Dark & Strong Taste’ (4.2).

Figure 24. Rating Preference for Color and Taste, Frequency and Mean



Question 32: "Please indicate your preference for the following Grade A maple syrup flavor profiles (i.e., color and taste): [0 = extremely dislike to 7 = extremely like]"

Note: This question has been rescaled from an 8-point to a 9-point scale to include “no preference” responses as a neutral rating.

Note: Bars with values less than 10% are not labeled.

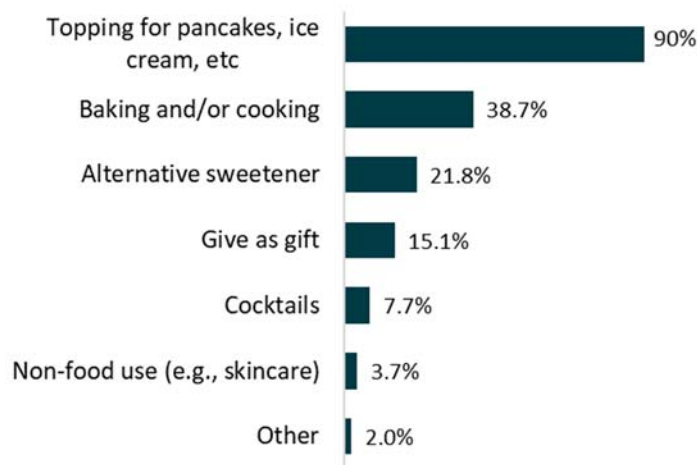
Universe: Maple Consumer Subset (n=17,145)

Findings by geography and demographic characteristics are detailed in Table A-29.

MAPLE SYRUP USE (Q33)

Consumers were asked to indicate the various ways they use maple syrup, if they buy the product. Figure 25 shows the most popular use for maple syrup is as a topping for pancakes or ice cream (90.0%), followed by baking and/or cooking (38.7%), alternative sweetener (21.8%), give as a gift (15.1%), cocktails (7.7%), and non-food uses (3.7%). This varied by region as well as race and age cohort. Use varied by location, consumers from New England, in particular the states of Vermont (49.1%), Maine (35.9%), and New Hampshire (29.8%) are more likely to give maple syrup as a gift compared to the nation (15.1%).

Figure 25. Various Ways Respondents Use Maple Syrup



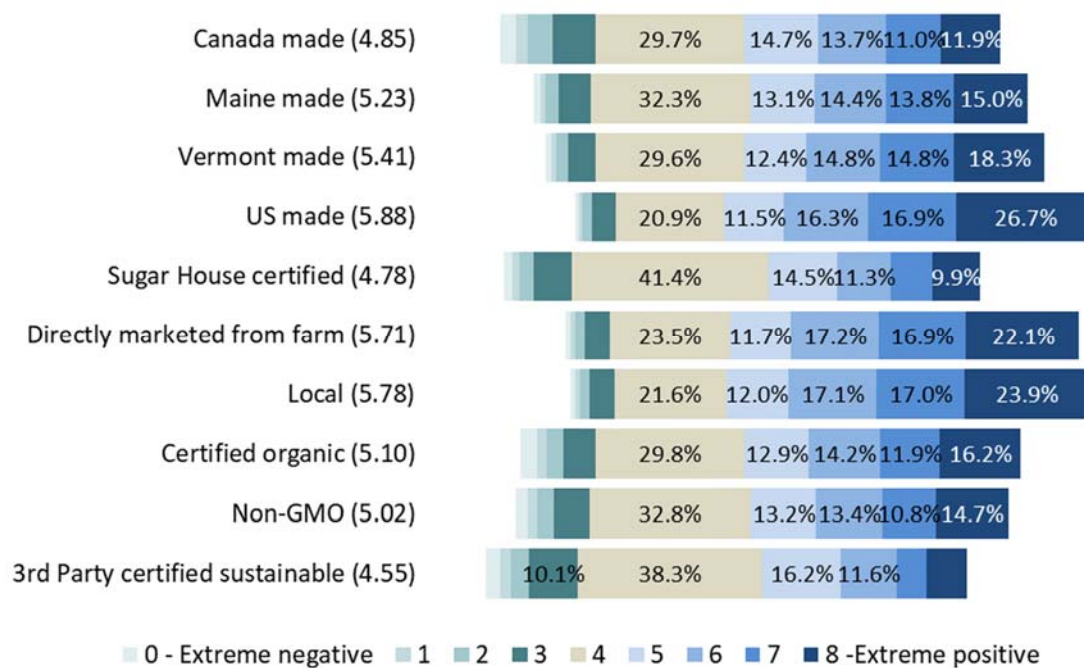
Question 33: "If you buy maple syrup, what do you use it for? [Multiple selection allowed]"
 Universe: Maple Consumer Subset (n=17,145)

Findings by geography and demographic characteristics are detailed in Table A-30.

QUALITY CERTIFICATION AND INDICATOR AFFECTS ON WILLINGNESS TO PAY (Q34)

Consumers were asked to rate how various quality certifications and indicators – as listed in Figure 26 – affect their willingness to pay for maple products using a scale of 0 (extremely decreases) to 8 (extremely increases). Figure 26 shows average ratings and the distribution of responses by quality certification and indicator. On average, the type of quality certification and indicators that increase consumers’ willingness to pay more include ‘US made’ (5.88), ‘local’ (5.78), and ‘directly marketed from farm’ (5.71).

Figure 26. Rate Willingness to Pay by Quality Certification & Indicator, Frequency & Mean



Question 34: “How do the following quality certifications/indicators affect your willingness to pay for maple products? Select No Preference if not important. (0 = extremely decreases, 7 = extremely increases).

Note: This question has been rescaled from an 8-point to a 9-point scale to include “no preference” responses as a neutral rating.

Note: Bars with values less than 10% are not labeled.

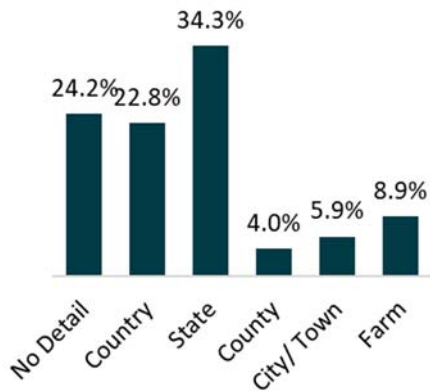
Universe: Maple Consumer Subset (n=17,145)

Findings by geography and demographic characteristics are detailed in Table A-31.

LEVEL OF ORIGIN DETAIL (Q35)

Consumers were asked how much detail they desire about the geographic origin of their maple products. Answer choices included 'no detail' to 'farm' level detail, as shown in Figure 27. The majority preferred to have the state of origin (34.3%) followed by consumers who preferred to have the country of origin. Nearly a quarter of respondents preferred no detail at all.

Figure 27. Product Origin



Question 35: "How much detail do you desire to know about geographic origin of your maple products?"
Universe: Maple Consumer Subset (n=17,145)

Findings by geography and demographic characteristics are detailed in Table A-32.

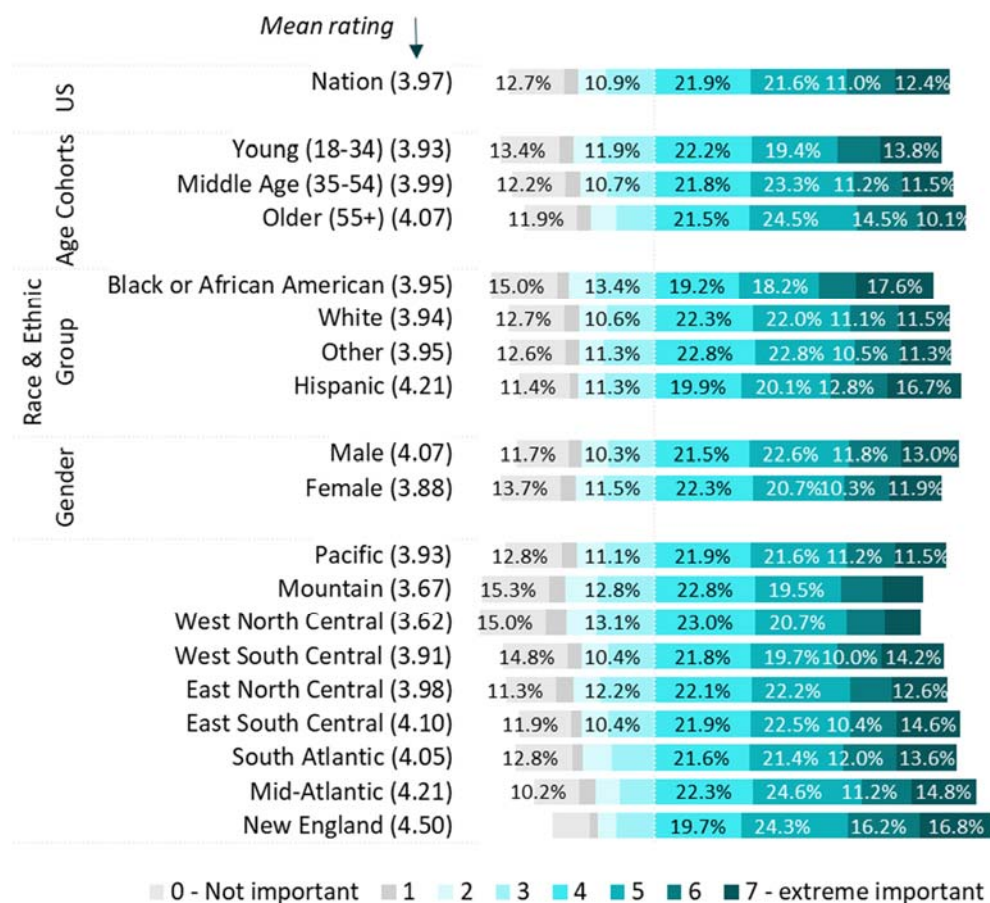
IMPORTANCE OF GEOGRAPHIC ORIGIN TO PURCHASING DECISIONS (Q36)

Consumers were asked to rate the importance of maple products’ geographic origin labels when making purchasing decisions using a scale of 0 (not important) to 7 (extremely important). Figure 28 shows average ratings and distribution of responses by region and demographic characteristics.

With an average rating of 4.5 in New England and 4.21 in the Mid-Atlantic, consumers in these regions believe that geographic origin is more important when purchasing maple products compared to other regions. Male consumers believe geographic origin is more important than females. Hispanic consumers believe geographic origin is more important than other racial and ethnic groups, and respondents in the older age cohort placed greater importance than younger age cohorts.

Findings by geography and demographic characteristics are detailed in Table A-33.

Figure 28. Rate Importance of Origin to Purchase Decision, Frequency & Mean



Question 36: "How important to your purchasing decision is knowing the geographic origination of maple products? (0 = Not important, 7 = extremely important)".

Note: Bars with values less than 10% are not labeled. Universe: Maple Consumer Subset (n=17,145)

USE OF FOOD LABELS OR STORE SIGNAGE (Q37)

Consumers were asked how frequently they look to labels or store signage to provide more information prior to purchasing maple products. Table A-34 shows the average percent of time consumers report looking at labels or store signage before purchasing maple products by geography and demographic characteristics. On average, consumers look for labels or signage 40.1% of the time. This varied by region, consumers from West North Central looked for labels or signage 35.7% of the time while those from New England looked for labels or signage 48.3% of the time.

Question 37: "What percent of the time do you look for a label or store signage to provide more information prior to purchasing maple products? Drop down: 0 to 100% (5% inc.)"

APPENDICES

A. SURVEY TABLES

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Table A-1

DEMOGRAPHIC & SOCIOECONOMIC CHARACTERISTICS

	Prc.	N
Gender		
Male	47.6	9,600
Female	52.1	10,497

Age Distribution		
18-24	13.2	2,653
25-34	17.1	3,453
35-44	17.1	3,449
45-54	18.8	3,797
55-64	16.1	3,246
65+	17.6	3,557

Race & Ethnicity		
Black/African American	8.0	1,612
White	74.0	14,915
Hispanic (any race)	9.0	1,814
Other	8.4	1,693

Education		
High School or GED	19.6	3,948
Some college	31.2	6,281
Bachelor's degree	30.8	6,206
Graduate School	18.5	3,720

Marital Status		
Never married	32.2	6,494
Married	51.5	10,374
Widowed	3.8	769
Divorced	10.8	2,183
Separated	1.7	335

	Prc.	N
Household (HH) size		
1 person	20.3	4,096
2 people	39.1	7,879
3 people	16.6	3,354
4 people	13.3	2,675
5 or more	10.7	2,157
Average HH Size (#)	2.66	536

Under age 18 in HH		
0	65.4	13,189
1	16.1	3,252
2	11.9	2,389
3	4.0	798
4 or more	2.6	524

Annual Household Income		
Less than \$15k	10.4	2,088
\$15K-\$24.99K	9.1	1,832
\$25K-\$34.99k	9.6	1,928
\$35K-49.99K	12.0	2,418
\$50K-74.99K	18.8	3,782
\$75K-99.99K	14.9	3,007
\$100K-149.99K	15.3	3,082
\$150K-199.99K	5.6	1,130
Over \$200K	4.4	888

Food Shopper Status		
Primary shopper	72.9	14,693
Shared equally	18.0	3,628
Does not purchase	9.1	1,834

Table A-1

GEOGRAPHIC CHARACTERISTICS

	Prc.	N
Census Divisions		
Nation	100	20,155
Pacific	10.0	2,010
Mountain	16.2	3,267
West North Central	14.0	2,824
West South Central	8.0	1,608

	Prc.	N
Census Regions		
Pacific	10.0	2,010
Mountain	16.2	3,267
West North Central	14.0	2,824
West South Central	8.0	1,608
East North Central	10.0	2,009
East South Central	8.0	1,604
South Atlantic	15.9	3,209
Mid-Atlantic	6.0	1,205
New England	12.0	2,419

State	Prc.	N
Alabama	2.0	401
Alaska	2.0	401
Arizona	2.0	401
Arkansas	2.0	402
California	2.0	402
Colorado	2.0	402
Connecticut	2.0	401
Delaware	2.0	400
Florida	2.0	401
Georgia	2.0	402
Hawaii	2.0	401
Idaho	2.2	438
Illinois	2.0	404
Indiana	2.0	402
Iowa	2.0	401
Kansas	2.0	402
Kentucky	2.0	401
Louisiana	2.0	401
Maine	2.0	403

State	Prc.	N
Maryland	2.0	401
Massachusetts	2.0	401
Michigan	2.0	400
Minnesota	2.0	402
Mississippi	2.0	401
Missouri	2.0	401
Montana	2.1	418
Nebraska	2.0	400
Nevada	2.0	400
New Hampshire	2.0	400
New Jersey	2.0	400
New Mexico	2.0	402
New York	2.0	402
North Carolina	2.0	400
North Dakota	2.0	404
Ohio	2.0	403
Oklahoma	2.0	403
Oregon	2.0	403
Pennsylvania	2.0	403
Rhode Island	2.0	403
South Carolina	2.0	403
South Dakota	2.1	414
Tennessee	2.0	401
Texas	2.0	402
Utah	2.0	402
Vermont	2.0	411
Virginia	2.0	401
Washington	2.0	403
West Virginia	2.0	401
Wisconsin	2.0	400
Wyoming	2.0	404

Table A-2

MONTHLY FOOD BUDGET (\$ PER HOUSEHOLD): Food Stores

	Food Stores		
	Mean \$	Std. Dev.	N
Nation			
Total	\$377.1	\$378.3	20,155
Age Cohorts			
Young (18-34)	\$387.6	\$457.1	9,555
Middle Age (35-54)	\$386.5	\$304.0	7,043
Older (55+)	\$330.2	\$253.1	3,557
Race & Ethnic Group			
Black/African American	\$304.7	\$429.6	1,604
White	\$381.7	\$336.5	14,914
Other	\$395.8	\$471.4	1,699
Hispanic	\$385.7	\$524.0	1,820
Gender			
Male	\$392.8	\$438.0	9,600
Female	\$362.2	\$309.5	10,497
Regions			
Pacific	\$400.0	\$400.2	2,010
Mountain	\$386.8	\$348.6	3,267
West North Central	\$354.9	\$342.0	2,824
West South Central	\$367.2	\$418.6	1,608
East North Central	\$347.8	\$317.9	2,009
East South Central	\$359.2	\$388.2	1,604
South Atlantic	\$375.2	\$411.0	3,209
Mid-Atlantic	\$405.7	\$443.7	1,205
New England	\$401.8	\$365.5	2,419
States			
Alabama	\$374.5	\$416.7	401
Alaska	\$482.3	\$520.2	401
Arizona	\$387.2	\$371.5	401
Arkansas	\$320.6	\$333.6	402
California	\$349.9	\$306.0	402
Colorado	\$383.6	\$341.6	402
Connecticut	\$384.5	\$392.4	401
Delaware	\$407.9	\$489.7	400
Florida	\$364.3	\$393.7	401
Georgia	\$397.0	\$478.3	402
Hawaii	\$398.8	\$410.5	401
Idaho	\$388.9	\$386.0	438
Illinois	\$360.5	\$335.3	404
Indiana	\$361.8	\$340.6	402

Table A-2

MONTHLY FOOD BUDGET (\$ PER HOUSEHOLD): *Food Stores*

	Food Stores		
	Mean \$	Std. Dev.	N
States			
Iowa	\$345.5	\$282.8	401
Kansas	\$359.5	\$309.3	402
Kentucky	\$339.4	\$368.1	401
Louisiana	\$347.4	\$346.0	401
Maine	\$401.0	\$376.4	403
Maryland	\$368.5	\$454.7	401
Massachusetts	\$413.7	\$465.9	401
Michigan	\$333.3	\$262.2	400
Minnesota	\$332.0	\$343.0	402
Mississippi	\$363.9	\$461.9	401
Missouri	\$392.2	\$471.7	401
Montana	\$382.9	\$369.2	418
Nebraska	\$349.0	\$322.1	400
Nevada	\$354.0	\$269.5	400
New Hampshire	\$432.0	\$273.8	400
New Jersey	\$392.3	\$346.5	400
New Mexico	\$395.4	\$347.5	402
New York	\$443.4	\$602.0	402
North Carolina	\$346.6	\$253.1	400
North Dakota	\$352.5	\$359.3	404
Ohio	\$358.9	\$391.2	403
Oklahoma	\$380.7	\$383.4	403
Oregon	\$389.6	\$346.8	403
Pennsylvania	\$381.3	\$326.7	403
Rhode Island	\$390.8	\$392.0	403
South Carolina	\$344.9	\$367.8	403
South Dakota	\$353.9	\$267.1	414
Tennessee	\$358.9	\$284.3	401
Texas	\$419.9	\$564.3	402
Utah	\$388.8	\$310.8	402
Vermont	\$389.2	\$248.5	411
Virginia	\$390.5	\$468.8	401
Washington	\$379.6	\$373.9	403
West Virginia	\$382.1	\$317.9	401
Wisconsin	\$324.4	\$233.0	400
Wyoming	\$413.2	\$372.7	404

Note: Food stores include: big box stores, convenience stores, farmer's/gourmet markets, local organic markets, meat markets, seafood markets/trucks/stands, and supermarkets.

Table A-2

MONTHLY FOOD BUDGET (\$ PER HOUSEHOLD):*Mail/home delivery*

	Mail or home delivery		
	Mean \$	Std. Dev.	N
Nation			
Total	\$55.5	\$224.7	20,155
Age Cohorts			
Young (18-34)	\$86.6	\$305.8	9,555
Middle Age (35-54)	\$31.5	\$99.3	7,043
Older (55+)	\$19.6	\$101.1	3,557
Race & Ethnic Group			
Black/African American	\$80.4	\$263.7	1,604
White	\$44.2	\$180.0	14,914
Other	\$62.2	\$276.3	1,699
Hispanic	\$119.8	\$393.0	1,820
Gender			
Male	\$70.7	\$263.6	9,600
Female	\$40.8	\$174.0	10,497
Regions			
Pacific	\$61.6	\$238.4	2010
Mountain	\$56.0	\$207.9	3267
West North Central	\$44.2	\$195.8	2824
West South Central	\$67.1	\$281.5	1608
East North Central	\$47.1	\$208.6	2009
East South Central	\$54.6	\$215.6	1604
South Atlantic	\$61.0	\$236.2	3209
Mid-Atlantic	\$72.1	\$288.9	1205
New England	\$47.3	\$185.9	2419
States			
Alabama	\$59.9	\$207.4	401
Alaska	\$57.9	\$180.6	401
Arizona	\$70.6	\$271.1	401
Arkansas	\$45.2	\$147.8	402
California	\$66.3	\$174.9	402
Colorado	\$62.4	\$228.8	402
Connecticut	\$40.8	\$103.0	401
Delaware	\$72.7	\$313.3	400
Florida	\$84.1	\$345.5	401
Georgia	\$71.6	\$269.8	402
Hawaii	\$61.8	\$364.1	401
Idaho	\$41.4	\$109.2	438
Illinois	\$59.4	\$273.6	404
Indiana	\$46.1	\$261.1	402

Table A-2

MONTHLY FOOD BUDGET (\$ PER HOUSEHOLD): *Mail/home delivery*

	Mail or home delivery		
	Mean \$	Std. Dev.	N
States			
Iowa	\$25.4	\$64.5	401
Kansas	\$50.1	\$120.6	402
Kentucky	\$45.0	\$180.5	401
Louisiana	\$77.8	\$307.4	401
Maine	\$56.7	\$227.8	403
Maryland	\$55.5	\$150.0	401
Massachusetts	\$70.2	\$329.7	401
Michigan	\$41.1	\$137.5	400
Minnesota	\$44.4	\$119.4	402
Mississippi	\$55.2	\$242.7	401
Missouri	\$48.3	\$269.8	401
Montana	\$27.5	\$73.5	418
Nebraska	\$43.5	\$210.2	400
Nevada	\$61.3	\$132.5	400
New Hampshire	\$32.1	\$63.4	400
New Jersey	\$38.5	\$83.4	400
New Mexico	\$68.3	\$303.8	402
New York	\$139.9	\$478.5	402
North Carolina	\$50.8	\$153.7	400
North Dakota	\$43.2	\$163.8	404
Ohio	\$47.3	\$142.7	403
Oklahoma	\$46.9	\$259.0	403
Oregon	\$56.7	\$159.4	403
Pennsylvania	\$37.9	\$88.8	403
Rhode Island	\$50.7	\$150.3	403
South Carolina	\$57.6	\$184.1	403
South Dakota	\$54.0	\$300.5	414
Tennessee	\$58.5	\$227.2	401
Texas	\$98.5	\$363.7	402
Utah	\$60.6	\$155.8	402
Vermont	\$33.5	\$96.9	411
Virginia	\$59.8	\$261.3	401
Washington	\$65.3	\$252.3	403
West Virginia	\$36.0	\$85.8	401
Wisconsin	\$41.3	\$187.6	400
Wyoming	\$58.5	\$268.2	404

Table A-2

MONTHLY FOOD BUDGET (\$ PER HOUSEHOLD): Restaurant/takeout

	Restaurant/Takeout		
	Mean \$	Std. Dev.	N
Nation			
Total	\$137.2	\$243.6	20,155
Age Cohorts			
Young (18-34)	\$154.2	\$303.1	9,555
Middle Age (35-54)	\$130.1	\$181.9	7,043
Older (55+)	\$107.6	\$172.0	3,557
Race & Ethnic Group			
Black/African American	\$123.1	\$257.3	1,604
White	\$132.8	\$218.5	14,914
Other	\$150.6	\$296.3	1,699
Hispanic	\$176.2	\$352.6	1,820
Gender			
Male	\$161.3	\$294.6	9,600
Female	\$115.1	\$182.3	10,497
Regions			
Pacific	\$142.4	\$216.0	2,010
Mountain	\$129.5	\$203.1	3,267
West North Central	\$125.8	\$212.7	2,824
West South Central	\$153.2	\$348.1	1,608
East North Central	\$126.6	\$182.4	2,009
East South Central	\$128.7	\$188.6	1,604
South Atlantic	\$151.4	\$297.9	3,209
Mid-Atlantic	\$158.9	\$300.0	1,205
New England	\$133.7	\$250.3	2,419
States			
Alabama	\$142.0	\$232.4	401
Alaska	\$149.7	\$211.1	401
Arizona	\$144.1	\$253.1	401
Arkansas	\$132.9	\$298.2	402
California	\$155.4	\$202.0	402
Colorado	\$143.3	\$225.5	402
Connecticut	\$132.5	\$187.0	401
Delaware	\$159.2	\$317.4	400
Florida	\$180.0	\$382.4	401
Georgia	\$153.4	\$304.5	402
Hawaii	\$154.2	\$253.7	401
Idaho	\$99.3	\$116.6	438
Illinois	\$151.7	\$245.3	404
Indiana	\$111.2	\$108.7	402

Table A-2

MONTHLY FOOD BUDGET (\$ PER HOUSEHOLD):*Restaurant/takeout*

	Restaurant/Takeout		
	Mean \$	Std. Dev.	N
States			
Iowa	117.71	147.555	401
Kansas	132.53	265.841	402
Kentucky	115.59	153.401	401
Louisiana	146.70	323.668	401
Maine	126.10	322.112	403
Maryland	151.77	272.080	401
Massachusetts	153.99	331.550	401
Michigan	119.72	155.475	400
Minnesota	122.54	164.339	402
Mississippi	138.70	209.965	401
Missouri	133.37	177.941	401
Montana	115.58	161.881	418
Nebraska	130.97	242.363	400
Nevada	150.95	188.424	400
New Hampshire	134.12	188.862	400
New Jersey	145.28	199.106	400
New Mexico	146.27	220.274	402
New York	203.02	438.334	402
North Carolina	141.82	293.438	400
North Dakota	125.22	236.418	404
Ohio	136.47	223.722	403
Oklahoma	133.91	300.037	403
Oregon	123.72	178.976	403
Pennsylvania	128.36	188.324	403
Rhode Island	153.71	246.230	403
South Carolina	147.57	307.356	403
South Dakota	118.72	226.369	414
Tennessee	118.54	142.679	401
Texas	199.18	446.006	402
Utah	115.94	132.154	402
Vermont	102.46	174.027	411
Virginia	139.87	210.545	401
Washington	129.03	226.222	403
West Virginia	137.35	267.741	401
Wisconsin	113.61	138.031	400
Wyoming	124.04	273.728	404

Question 13: "What is your household's average monthly expenditure on food at: Food stores, mail order, and restaurants/prepared takeout? [Numeric fill in – max \$5000]"

Table A-3

AWARENESS OF LOCAL MAPLE OPERATIONS: *Operating in your area*

	Yes (%)	N
Nation		
Total	19.8%	20,155
Age Cohorts		
Young (18-34)	27.8%	9,555
Middle Age (35-54)	13.0%	7,043
Older (55+)	12.0%	3,557
Race & Ethnic Group		
Black/African American	25.3%	1,604
White	17.9%	14,914
Other	16.0%	1,699
Hispanic	34.7%	1,820
Gender		
Male	24.4%	9,600
Female	15.7%	10,497
Regions		
Pacific	14.4%	2,010
Mountain	10.5%	3,267
West North Central	11.7%	2,824
West South Central	15.5%	1,608
East North Central	24.9%	2,009
East South Central	14.2%	1,604
South Atlantic	17.0%	3,209
Mid-Atlantic	26.1%	1,205
New England	49.6%	2,419
States		
Alabama	14.7%	401
Alaska	11.2%	401
Arizona	14.5%	401
Arkansas	12.7%	402
California	21.1%	402
Colorado	14.9%	402
Connecticut	34.9%	401
Delaware	15.3%	400
Florida	20.4%	401
Georgia	17.9%	402
Hawaii	12.0%	401
Idaho	7.3%	438
Illinois	20.8%	404
Indiana	19.9%	402

Table A-3

AWARENESS OF LOCAL MAPLE OPERATIONS: *Operating in your area*

	Yes (%)	N
States		
Iowa	12.0%	401
Kansas	12.2%	402
Kentucky	15.7%	401
Louisiana	14.5%	401
Maine	65.3%	403
Maryland	18.5%	401
Massachusetts	27.4%	401
Michigan	27.0%	400
Minnesota	19.2%	402
Mississippi	12.0%	401
Missouri	9.2%	401
Montana	5.0%	418
Nebraska	11.0%	400
Nevada	18.3%	400
New Hampshire	60.8%	400
New Jersey	18.0%	400
New Mexico	6.0%	402
New York	41.3%	402
North Carolina	13.3%	400
North Dakota	11.1%	404
Ohio	30.5%	403
Oklahoma	11.7%	403
Oregon	11.2%	403
Pennsylvania	19.1%	403
Rhode Island	21.3%	403
South Carolina	13.9%	403
South Dakota	7.0%	414
Tennessee	14.5%	401
Texas	23.4%	402
Utah	12.9%	402
Vermont	87.1%	411
Virginia	20.7%	401
Washington	16.4%	403
West Virginia	16.0%	401
Wisconsin	26.3%	400
Wyoming	5.4%	404

Question 14: "Are you aware of local maple operations within 75 miles of where you live?".

Table A-4

AWARENESS OF LOCAL MAPLE OPERATIONS:*Selling syrup or products*

	Yes (%)	N
Nation		
Total	27.3%	20,155
Age Cohorts		
Young (18-34)	37.6%	9,555
Middle Age (35-54)	19.2%	7,043
Older (55+)	15.5%	3,557
Race & Ethnic Group		
Black/African American	37.1%	1,604
White	24.4%	14,914
Other	25.5%	1,699
Hispanic	44.7%	1,820
Gender		
Male	31.7%	9,600
Female	23.3%	10,497
Regions		
Pacific	39.4%	2,010
Mountain	35.7%	3,267
West North Central	42.0%	2,824
West South Central	32.2%	1,608
East North Central	42.1%	2,009
East South Central	31.9%	1,604
South Atlantic	32.2%	3,209
Mid-Atlantic	38.6%	1,205
New England	48.4%	2,419
States		
Alabama	24.4%	401
Alaska	21.9%	401
Arizona	20.7%	401
Arkansas	22.6%	402
California	28.1%	402
Colorado	21.6%	402
Connecticut	42.4%	401
Delaware	23.0%	400
Florida	29.4%	401
Georgia	24.6%	402
Hawaii	15.5%	401
Idaho	14.2%	438
Illinois	28.0%	404
Indiana	26.1%	402

Table A-4

AWARENESS OF LOCAL MAPLE OPERATIONS: *Selling syrup or products*

	Yes (%)	N
States		
Iowa	17.5%	401
Kansas	21.1%	402
Kentucky	25.2%	401
Louisiana	25.2%	401
Maine	59.8%	403
Maryland	27.2%	401
Massachusetts	39.4%	401
Michigan	36.8%	400
Minnesota	31.8%	402
Mississippi	24.9%	401
Missouri	19.5%	401
Montana	13.4%	418
Nebraska	14.3%	400
Nevada	23.3%	400
New Hampshire	64.3%	400
New Jersey	24.5%	400
New Mexico	12.2%	402
New York	50.5%	402
North Carolina	19.8%	400
North Dakota	17.3%	404
Ohio	39.0%	403
Oklahoma	20.6%	403
Oregon	17.1%	403
Pennsylvania	26.8%	403
Rhode Island	30.5%	403
South Carolina	22.6%	403
South Dakota	13.0%	414
Tennessee	23.2%	401
Texas	30.3%	402
Utah	21.4%	402
Vermont	84.4%	411
Virginia	25.9%	401
Washington	25.1%	403
West Virginia	23.9%	401
Wisconsin	38.8%	400
Wyoming	12.4%	404

Question 15: "Are you aware of any local (within 75 miles of where you live) maple operations selling their maple syrup or maple products in your local grocery store(s), farmer's market, gift or novelty stores, etc.?"

Table A-5

KNOWLEDGE OF MAPLE PROCESSING

On a scale of 0 to 7, neutral between 3 and 4			
	Mean Rating	Std. Dev.	N
Nation			
Total	2.41	2.17	20,155
Age Cohorts			
Young (18-34)	2.68	2.29	9,555
Middle Age (35-54)	2.16	2.04	7,043
Older (55+)	2.21	2.02	3,557
Race & Ethnic Group			
Black/African American	2.48	2.33	1,604
White	2.38	2.13	14,914
Other	2.24	2.15	1,699
Hispanic	2.83	2.33	1,820
Gender			
Male	2.74	2.23	9,600
Female	2.12	2.07	10,497
Regions			
Pacific	2.27	2.15	2,010
Mountain	2.07	2.09	3,267
West North Central	2.08	1.99	2,824
West South Central	2.20	2.28	1,608
East North Central	2.70	2.12	2,009
East South Central	2.23	2.19	1,604
South Atlantic	2.46	2.21	3,209
Mid-Atlantic	2.71	2.25	1,205
New England	3.22	2.12	2,419
States			
Alabama	2.28	2.20	401
Alaska	2.34	2.18	401
Arizona	2.40	2.18	401
Arkansas	2.14	2.34	402
California	2.56	2.22	402
Colorado	2.25	2.13	402
Connecticut	2.72	2.12	401
Delaware	2.18	2.02	400
Florida	2.65	2.32	401
Georgia	2.60	2.29	402
Hawaii	1.82	2.03	401
Idaho	1.87	2.03	438
Illinois	2.60	2.27	404
Indiana	2.56	2.12	402

Table A-5

KNOWLEDGE OF MAPLE PROCESSING

On a scale of 0 to 7, neutral between 3 and 4			
	Mean Rating	Std. Dev.	N
States			
Iowa	2.18	1.99	401
Kansas	2.08	2.08	402
Kentucky	2.21	2.13	401
Louisiana	2.06	2.16	401
Maine	3.55	1.95	403
Maryland	2.53	2.35	401
Massachusetts	2.77	2.05	401
Michigan	2.76	2.07	400
Minnesota	2.73	2.01	402
Mississippi	2.10	2.16	401
Missouri	2.12	2.05	401
Montana	1.97	1.93	418
Nebraska	1.73	1.89	400
Nevada	2.39	2.36	400
New Hampshire	3.47	1.97	400
New Jersey	2.45	2.31	400
New Mexico	1.80	1.94	402
New York	3.22	2.30	402
North Carolina	2.38	2.16	400
North Dakota	1.94	1.90	404
Ohio	2.85	2.12	403
Oklahoma	1.95	2.09	403
Oregon	2.21	2.06	403
Pennsylvania	2.47	2.03	403
Rhode Island	2.42	2.05	403
South Carolina	2.31	2.25	403
South Dakota	1.78	1.82	414
Tennessee	2.32	2.27	401
Texas	2.65	2.48	402
Utah	2.18	2.12	402
Vermont	4.34	1.95	411
Virginia	2.58	2.23	401
Washington	2.43	2.20	403
West Virginia	2.41	2.00	401
Wisconsin	2.75	2.03	400
Wyoming	1.72	1.90	404

Question 16: "Please rate your knowledge of maple processing: [Scale 0-7, 0 = No knowledge to 7 = Extremely knowledgeable]"

Table A-6

IMPACT ON: U.S. economy

On a scale of 0 to 8, neutral score = 5			
	Mean rating	Std. Dev.	N
Nation			
Total	5.25	1.79	20,155
Age Cohorts			
Young (18-34)	5.20	1.89	9,555
Middle Age (35-54)	5.28	1.72	7,043
Older (55+)	5.34	1.64	3,557
Race & Ethnic Group			
Black/African American	5.10	2.03	1,604
White	5.29	1.73	14,914
Other	5.03	1.77	1,699
Hispanic	5.29	2.01	1,820
Gender			
Male	5.30	1.83	9,600
Female	5.21	1.74	10,497
Regions			
Pacific	5.18	1.75	2,010
Mountain	5.13	1.73	3,267
West North Central	5.08	1.67	2,824
West South Central	5.19	1.87	1,608
East North Central	5.26	1.79	2,009
East South Central	5.34	1.87	1,604
South Atlantic	5.37	1.83	3,209
Mid-Atlantic	5.33	1.86	1,205
New England	5.46	1.80	2,419
States			
Alabama	5.36	1.84	401
Alaska	5.17	1.67	401
Arizona	5.19	1.69	401
Arkansas	5.30	1.85	402
California	5.21	1.84	402
Colorado	5.23	1.65	402
Connecticut	5.26	1.67	401
Delaware	5.30	1.70	400
Florida	5.49	1.93	401
Georgia	5.57	1.91	402
Hawaii	5.20	1.69	401
Idaho	5.12	1.79	438
Illinois	5.26	1.85	404
Indiana	5.24	1.78	402

Table A-6

IMPACT ON: *U.S. economy*

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
States			
Iowa	5.19	1.69	401
Kansas	5.00	1.71	402
Kentucky	5.28	1.91	401
Louisiana	5.13	1.96	401
Maine	5.69	1.66	403
Maryland	5.44	1.79	401
Massachusetts	5.24	1.80	401
Michigan	5.36	1.79	400
Minnesota	5.28	1.65	402
Mississippi	5.41	1.92	401
Missouri	5.03	1.71	401
Montana	5.18	1.65	418
Nebraska	4.96	1.74	400
Nevada	5.30	1.85	400
New Hampshire	5.45	1.81	400
New Jersey	5.23	1.88	400
New Mexico	4.97	1.81	402
New York	5.54	1.98	402
North Carolina	5.28	1.72	400
North Dakota	4.96	1.61	404
Ohio	5.39	1.73	403
Oklahoma	5.00	1.86	403
Oregon	5.15	1.79	403
Pennsylvania	5.24	1.69	403
Rhode Island	5.29	1.80	403
South Carolina	5.28	1.91	403
South Dakota	5.12	1.57	414
Tennessee	5.29	1.81	401
Texas	5.33	1.81	402
Utah	5.00	1.69	402
Vermont	5.81	1.95	411
Virginia	5.32	1.86	401
Washington	5.18	1.79	403
West Virginia	5.28	1.75	401
Wisconsin	5.06	1.81	400
Wyoming	5.08	1.68	404

Question 38: "How would you characterize the impact of the maple industry (including farming, processing, and value-added production) on the following? (0 = extremely negative to 8 = extremely positive)"

Table A-6

IMPACT ON: U.S. international trade deficit

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
Nation			
Total	4.70	1.69	20,155
Age Cohorts			
Young (18-34)	4.89	1.81	9,555
Middle Age (35-54)	4.57	1.59	7,043
Older (55+)	4.43	1.48	3,557
Race & Ethnic Group			
Black/African American	4.82	1.92	1,604
White	4.65	1.63	14,914
Other	4.67	1.67	1,699
Hispanic	5.08	1.91	1,820
Gender			
Male	4.81	1.79	9,600
Female	4.60	1.59	10,497
Regions			
Pacific	4.70	1.66	2,010
Mountain	4.61	1.63	3,267
West North Central	4.54	1.55	2,824
West South Central	4.69	1.81	1,608
East North Central	4.72	1.72	2,009
East South Central	4.80	1.77	1,604
South Atlantic	4.82	1.75	3,209
Mid-Atlantic	4.84	1.76	1,205
New England	4.69	1.67	2,419
States			
Alabama	4.81	1.81	401
Alaska	4.47	1.64	401
Arizona	4.75	1.70	401
Arkansas	4.80	1.69	402
California	4.90	1.74	402
Colorado	4.73	1.61	402
Connecticut	4.73	1.61	401
Delaware	4.70	1.69	400
Florida	5.01	1.87	401
Georgia	5.07	1.86	402
Hawaii	4.64	1.58	401
Idaho	4.51	1.65	438
Illinois	4.78	1.83	404
Indiana	4.71	1.67	402

Table A-6

IMPACT ON: U.S. international trade deficit

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
States			
Iowa	4.60	1.55	401
Kansas	4.47	1.63	402
Kentucky	4.85	1.72	401
Louisiana	4.61	1.86	401
Maine	4.92	1.61	403
Maryland	4.86	1.76	401
Massachusetts	4.59	1.74	401
Michigan	4.85	1.67	400
Minnesota	4.64	1.59	402
Mississippi	4.73	1.86	401
Missouri	4.62	1.70	401
Montana	4.44	1.43	418
Nebraska	4.51	1.53	400
Nevada	4.94	1.77	400
New Hampshire	4.63	1.66	400
New Jersey	4.84	1.71	400
New Mexico	4.47	1.68	402
New York	5.10	1.92	402
North Carolina	4.78	1.64	400
North Dakota	4.39	1.38	404
Ohio	4.78	1.72	403
Oklahoma	4.44	1.81	403
Oregon	4.71	1.64	403
Pennsylvania	4.60	1.59	403
Rhode Island	4.59	1.64	403
South Carolina	4.56	1.78	403
South Dakota	4.52	1.44	414
Tennessee	4.84	1.67	401
Texas	4.93	1.83	402
Utah	4.52	1.66	402
Vermont	4.67	1.75	411
Virginia	4.90	1.76	401
Washington	4.79	1.67	403
West Virginia	4.65	1.60	401
Wisconsin	4.46	1.66	400
Wyoming	4.51	1.51	404

Table A-6

IMPACT ON: *Local economies*

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
Nation			
Total	5.48	1.84	20,155
Age Cohorts			
Young (18-34)	5.38	1.88	9,555
Middle Age (35-54)	5.58	1.80	7,043
Older (55+)	5.59	1.79	3,557
Race & Ethnic Group			
Black/African American	5.10	2.02	1,604
White	5.56	1.79	14,914
Other	5.25	1.79	1,699
Hispanic	5.44	1.98	1,820
Gender			
Male	5.53	1.85	9,600
Female	5.45	1.83	10,497
Regions			
Pacific	5.39	1.80	2,010
Mountain	5.40	1.81	3,267
West North Central	5.29	1.72	2,824
West South Central	5.32	1.92	1,608
East North Central	5.45	1.86	2,009
East South Central	5.50	1.89	1,604
South Atlantic	5.50	1.86	3,209
Mid-Atlantic	5.57	1.81	1,205
New England	5.97	1.82	2,419
States			
Alabama	5.48	1.97	401
Alaska	5.36	1.80	401
Arizona	5.40	1.81	401
Arkansas	5.44	1.86	402
California	5.36	1.86	402
Colorado	5.44	1.74	402
Connecticut	5.63	1.69	401
Delaware	5.40	1.81	400
Florida	5.54	1.86	401
Georgia	5.62	1.90	402
Hawaii	5.31	1.75	401
Idaho	5.36	1.85	438
Illinois	5.33	1.93	404
Indiana	5.38	1.78	402

Table A-6

IMPACT ON: *Local economies*

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
States			
Iowa	5.29	1.71	401
Kansas	5.26	1.73	402
Kentucky	5.49	1.91	401
Louisiana	5.22	1.97	401
Maine	6.26	1.64	403
Maryland	5.49	1.89	401
Massachusetts	5.70	1.84	401
Michigan	5.63	1.87	400
Minnesota	5.52	1.66	402
Mississippi	5.50	1.86	401
Missouri	5.27	1.76	401
Montana	5.57	1.76	418
Nebraska	5.16	1.82	400
Nevada	5.54	1.87	400
New Hampshire	6.16	1.78	400
New Jersey	5.51	1.83	400
New Mexico	5.24	1.87	402
New York	5.72	1.86	402
North Carolina	5.41	1.80	400
North Dakota	5.22	1.65	404
Ohio	5.57	1.86	403
Oklahoma	5.12	1.91	403
Oregon	5.54	1.76	403
Pennsylvania	5.49	1.75	403
Rhode Island	5.47	1.92	403
South Carolina	5.60	1.89	403
South Dakota	5.34	1.71	414
Tennessee	5.51	1.84	401
Texas	5.49	1.90	402
Utah	5.27	1.80	402
Vermont	6.60	1.77	411
Virginia	5.46	1.90	401
Washington	5.39	1.83	403
West Virginia	5.49	1.80	401
Wisconsin	5.36	1.84	400
Wyoming	5.35	1.77	404

Table A-6

IMPACT ON: *Rural farming communities*

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
Nation			
Total	5.62	1.82	20,155
Age Cohorts			
Young (18-34)	5.50	1.87	9,555
Middle Age (35-54)	5.71	1.78	7,043
Older (55+)	5.78	1.75	3,557
Race & Ethnic Group			
Black/African American	5.16	2.03	1,604
White	5.71	1.77	14,914
Other	5.40	1.77	1,699
Hispanic	5.52	1.98	1,820
Gender			
Male	5.65	1.82	9,600
Female	5.60	1.83	10,497
Regions			
Pacific	5.46	1.82	2,010
Mountain	5.55	1.79	3,267
West North Central	5.44	1.74	2,824
West South Central	5.47	1.88	1,608
East North Central	5.59	1.81	2,009
East South Central	5.62	1.88	1,604
South Atlantic	5.64	1.86	3,209
Mid-Atlantic	5.75	1.79	1,205
New England	6.10	1.78	2,419
States			
Alabama	5.64	1.96	401
Alaska	5.44	1.89	401
Arizona	5.51	1.77	401
Arkansas	5.53	1.85	402
California	5.53	1.79	402
Colorado	5.57	1.77	402
Connecticut	5.72	1.71	401
Delaware	5.67	1.80	400
Florida	5.70	1.92	401
Georgia	5.76	1.89	402
Hawaii	5.37	1.77	401
Idaho	5.42	1.84	438
Illinois	5.42	1.86	404
Indiana	5.44	1.79	402

Table A-6

IMPACT ON: *Rural farming communities*

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
States			
Iowa	5.56	1.69	401
Kansas	5.43	1.70	402
Kentucky	5.63	1.87	401
Louisiana	5.47	1.98	401
Maine	6.38	1.62	403
Maryland	5.70	1.80	401
Massachusetts	5.85	1.89	401
Michigan	5.82	1.84	400
Minnesota	5.52	1.71	402
Mississippi	5.58	1.88	401
Missouri	5.44	1.83	401
Montana	5.77	1.71	418
Nebraska	5.25	1.83	400
Nevada	5.68	1.80	400
New Hampshire	6.22	1.71	400
New Jersey	5.67	1.74	400
New Mexico	5.40	1.84	402
New York	5.91	1.87	402
North Carolina	5.54	1.78	400
North Dakota	5.41	1.67	404
Ohio	5.74	1.74	403
Oklahoma	5.31	1.86	403
Oregon	5.47	1.84	403
Pennsylvania	5.69	1.76	403
Rhode Island	5.74	1.86	403
South Carolina	5.64	1.92	403
South Dakota	5.48	1.70	414
Tennessee	5.65	1.80	401
Texas	5.57	1.84	402
Utah	5.45	1.78	402
Vermont	6.69	1.67	411
Virginia	5.52	1.93	401
Washington	5.49	1.80	403
West Virginia	5.63	1.86	401
Wisconsin	5.52	1.79	400
Wyoming	5.57	1.77	404

Table A-6

IMPACT ON: *Job creation*

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
Nation			
Total	5.10	1.78	20,155
Age Cohorts			
Young (18-34)	5.16	1.85	9,555
Middle Age (35-54)	5.07	1.72	7,043
Older (55+)	5.01	1.67	3,557
Race & Ethnic Group			
Black/African American	4.98	2.03	1,604
White	5.10	1.73	14,914
Other	5.02	1.74	1,699
Hispanic	5.34	1.93	1,820
Gender			
Male	5.13	1.81	9,600
Female	5.08	1.74	10,497
Regions			
Pacific	5.10	1.73	2,010
Mountain	5.05	1.75	3,267
West North Central	4.96	1.67	2,824
West South Central	5.06	1.85	1,608
East North Central	5.06	1.79	2,009
East South Central	5.21	1.86	1,604
South Atlantic	5.20	1.83	3,209
Mid-Atlantic	5.19	1.81	1,205
New England	5.15	1.75	2,419
States			
Alabama	5.20	1.87	401
Alaska	5.02	1.75	401
Arizona	5.10	1.80	401
Arkansas	5.17	1.80	402
California	5.26	1.72	402
Colorado	5.07	1.71	402
Connecticut	5.05	1.68	401
Delaware	5.22	1.81	400
Florida	5.35	1.87	401
Georgia	5.38	1.93	402
Hawaii	5.04	1.74	401
Idaho	5.08	1.80	438
Illinois	5.05	1.87	404
Indiana	5.07	1.73	402

Table A-6

IMPACT ON: *Job creation*

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
States			
Iowa	5.01	1.63	401
Kansas	4.96	1.68	402
Kentucky	5.22	1.82	401
Louisiana	4.89	1.97	401
Maine	5.23	1.66	403
Maryland	5.16	1.83	401
Massachusetts	5.09	1.79	401
Michigan	5.11	1.79	400
Minnesota	4.99	1.74	402
Mississippi	5.28	1.92	401
Missouri	4.98	1.70	401
Montana	5.03	1.64	418
Nebraska	4.90	1.62	400
Nevada	5.27	1.85	400
New Hampshire	5.20	1.81	400
New Jersey	5.22	1.79	400
New Mexico	4.88	1.77	402
New York	5.39	1.90	402
North Carolina	5.19	1.72	400
North Dakota	4.97	1.63	404
Ohio	5.19	1.73	403
Oklahoma	4.90	1.82	403
Oregon	5.12	1.72	403
Pennsylvania	4.97	1.72	403
Rhode Island	5.05	1.79	403
South Carolina	5.16	1.96	403
South Dakota	4.94	1.67	414
Tennessee	5.13	1.84	401
Texas	5.27	1.78	402
Utah	4.98	1.72	402
Vermont	5.29	1.75	411
Virginia	5.17	1.73	401
Washington	5.03	1.69	403
West Virginia	4.95	1.74	401
Wisconsin	4.85	1.81	400
Wyoming	5.01	1.71	404

Table A-6

IMPACT ON: *Environment*

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
Nation			
Total	5.22	1.79	20,155
Age Cohorts			
Young (18-34)	5.23	1.87	9,555
Middle Age (35-54)	5.21	1.73	7,043
Older (55+)	5.21	1.71	3,557
Race & Ethnic Group			
Black/African American	5.10	2.01	1,604
White	5.23	1.75	14,914
Other	5.10	1.78	1,699
Hispanic	5.38	1.98	1,820
Gender			
Male	5.24	1.82	9,600
Female	5.20	1.77	10,497
Regions			
Pacific	5.19	1.75	2,010
Mountain	5.07	1.74	3,267
West North Central	5.05	1.70	2,824
West South Central	5.15	1.85	1,608
East North Central	5.18	1.81	2,009
East South Central	5.31	1.87	1,604
South Atlantic	5.32	1.84	3,209
Mid-Atlantic	5.34	1.82	1,205
New England	5.46	1.79	2,419
States			
Alabama	5.34	1.89	401
Alaska	5.07	1.78	401
Arizona	5.15	1.81	401
Arkansas	5.26	1.84	402
California	5.34	1.78	402
Colorado	5.06	1.67	402
Connecticut	5.31	1.70	401
Delaware	5.29	1.80	400
Florida	5.40	1.93	401
Georgia	5.32	1.97	402
Hawaii	5.16	1.76	401
Idaho	5.02	1.76	438
Illinois	5.13	1.83	404
Indiana	5.14	1.78	402

Table A-6

IMPACT ON: *Environment*

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
States			
Iowa	5.04	1.69	401
Kansas	5.13	1.65	402
Kentucky	5.28	1.83	401
Louisiana	5.10	1.93	401
Maine	5.68	1.68	403
Maryland	5.24	1.79	401
Massachusetts	5.38	1.78	401
Michigan	5.29	1.82	400
Minnesota	5.13	1.70	402
Mississippi	5.37	1.92	401
Missouri	5.00	1.76	401
Montana	5.09	1.60	418
Nebraska	4.97	1.76	400
Nevada	5.32	1.83	400
New Hampshire	5.54	1.81	400
New Jersey	5.29	1.84	400
New Mexico	4.93	1.78	402
New York	5.50	1.91	402
North Carolina	5.28	1.82	400
North Dakota	4.92	1.64	404
Ohio	5.27	1.78	403
Oklahoma	4.87	1.83	403
Oregon	5.20	1.74	403
Pennsylvania	5.22	1.71	403
Rhode Island	5.29	1.84	403
South Carolina	5.41	1.90	403
South Dakota	5.14	1.67	414
Tennessee	5.23	1.85	401
Texas	5.38	1.78	402
Utah	4.90	1.75	402
Vermont	5.59	1.88	411
Virginia	5.34	1.81	401
Washington	5.17	1.67	403
West Virginia	5.26	1.72	401
Wisconsin	5.10	1.86	400
Wyoming	5.06	1.72	404

Table A-6

IMPACT ON: U.S. food security

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
Nation			
Total	5.14	1.77	20,155
Age Cohorts			
Young (18-34)	5.18	1.84	9,555
Middle Age (35-54)	5.10	1.71	7,043
Older (55+)	5.09	1.69	3,557
Race & Ethnic Group			
Black/African American	5.15	2.00	1,604
White	5.13	1.72	14,914
Other	5.05	1.75	1,699
Hispanic	5.30	1.92	1,820
Gender			
Male	5.18	1.80	9,600
Female	5.10	1.74	10,497
Regions			
Pacific	5.08	1.72	2,010
Mountain	5.01	1.72	3,267
West North Central	4.99	1.68	2,824
West South Central	5.11	1.82	1,608
East North Central	5.15	1.76	2,009
East South Central	5.28	1.87	1,604
South Atlantic	5.28	1.82	3,209
Mid-Atlantic	5.29	1.79	1,205
New England	5.18	1.77	2,419
States			
Alabama	5.33	1.80	401
Alaska	5.02	1.75	401
Arizona	5.14	1.77	401
Arkansas	5.16	1.82	402
California	5.11	1.72	402
Colorado	5.01	1.64	402
Connecticut	5.04	1.63	401
Delaware	5.17	1.77	400
Florida	5.39	1.89	401
Georgia	5.37	1.94	402
Hawaii	5.02	1.76	401
Idaho	4.97	1.73	438
Illinois	5.16	1.86	404
Indiana	5.08	1.75	402

Table A-6

IMPACT ON: *U.S. food security*

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
States			
Iowa	5.15	1.65	401
Kansas	5.06	1.71	402
Kentucky	5.31	1.88	401
Louisiana	5.04	1.93	401
Maine	5.35	1.79	403
Maryland	5.31	1.78	401
Massachusetts	5.03	1.79	401
Michigan	5.22	1.74	400
Minnesota	4.92	1.67	402
Mississippi	5.29	1.94	401
Missouri	4.92	1.74	401
Montana	4.92	1.61	418
Nebraska	4.96	1.69	400
Nevada	5.35	1.85	400
New Hampshire	5.29	1.77	400
New Jersey	5.30	1.76	400
New Mexico	4.90	1.68	402
New York	5.44	1.89	402
North Carolina	5.30	1.75	400
North Dakota	4.90	1.64	404
Ohio	5.34	1.66	403
Oklahoma	4.94	1.75	403
Oregon	5.16	1.74	403
Pennsylvania	5.15	1.69	403
Rhode Island	5.11	1.82	403
South Carolina	5.25	1.93	403
South Dakota	5.02	1.68	414
Tennessee	5.19	1.87	401
Texas	5.28	1.76	402
Utah	4.85	1.69	402
Vermont	5.26	1.77	411
Virginia	5.21	1.77	401
Washington	5.08	1.65	403
West Virginia	5.22	1.74	401
Wisconsin	4.95	1.79	400
Wyoming	4.95	1.72	404

Table A-6

IMPACT ON: *Nutrition for U.S. consumers*

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
Nation			
Total	5.11	1.82	20,155
Age Cohorts			
Young (18-34)	5.12	1.91	9,555
Middle Age (35-54)	5.09	1.74	7,043
Older (55+)	5.16	1.74	3,557
Race & Ethnic Group			
Black/African American	5.18	2.01	1,604
White	5.10	1.78	14,914
Other	5.01	1.81	1,699
Hispanic	5.30	1.99	1,820
Gender			
Male	5.14	1.84	9,600
Female	5.09	1.80	10,497
Regions			
Pacific	5.03	1.79	2,010
Mountain	4.95	1.80	3,267
West North Central	4.98	1.74	2,824
West South Central	5.11	1.90	1,608
East North Central	5.16	1.81	2,009
East South Central	5.29	1.87	1,604
South Atlantic	5.27	1.85	3,209
Mid-Atlantic	5.31	1.82	1,205
New England	5.11	1.81	2,419
States			
Alabama	5.31	1.91	401
Alaska	4.92	1.80	401
Arizona	5.01	1.83	401
Arkansas	5.28	1.77	402
California	5.19	1.76	402
Colorado	5.00	1.67	402
Connecticut	5.12	1.66	401
Delaware	5.16	1.77	400
Florida	5.31	1.96	401
Georgia	5.39	1.98	402
Hawaii	5.02	1.87	401
Idaho	4.87	1.84	438
Illinois	5.21	1.93	404
Indiana	5.10	1.76	402

Table A-6

IMPACT ON: Nutrition for U.S. consumers

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
States			
Iowa	5.02	1.76	401
Kansas	5.02	1.74	402
Kentucky	5.18	1.89	401
Louisiana	5.00	2.00	401
Maine	5.21	1.80	403
Maryland	5.22	1.83	401
Massachusetts	5.00	1.84	401
Michigan	5.28	1.75	400
Minnesota	5.00	1.77	402
Mississippi	5.38	1.91	401
Missouri	4.98	1.86	401
Montana	4.77	1.68	418
Nebraska	4.89	1.75	400
Nevada	5.29	1.98	400
New Hampshire	4.96	1.90	400
New Jersey	5.27	1.81	400
New Mexico	4.84	1.81	402
New York	5.46	1.89	402
North Carolina	5.33	1.77	400
North Dakota	4.93	1.69	404
Ohio	5.22	1.82	403
Oklahoma	4.85	1.90	403
Oregon	5.01	1.80	403
Pennsylvania	5.18	1.76	403
Rhode Island	5.16	1.83	403
South Carolina	5.18	1.93	403
South Dakota	4.97	1.66	414
Tennessee	5.30	1.77	401
Texas	5.32	1.88	402
Utah	4.94	1.75	402
Vermont	5.21	1.83	411
Virginia	5.27	1.85	401
Washington	5.02	1.72	403
West Virginia	5.28	1.71	401
Wisconsin	5.00	1.77	400
Wyoming	4.88	1.76	404

Table A-6

IMPACT ON: Keeping prices low

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
Nation			
Total	5.12	1.80	20,155
Age Cohorts			
Young (18-34)	5.18	1.88	9,555
Middle Age (35-54)	5.07	1.73	7,043
Older (55+)	5.06	1.71	3,557
Race & Ethnic Group			
Black/African American	5.22	2.08	1,604
White	5.10	1.74	14,914
Other	5.10	1.77	1,699
Hispanic	5.31	2.01	1,820
Gender			
Male	5.18	1.83	9,600
Female	5.07	1.78	10,497
Regions			
Pacific	5.04	1.72	2,010
Mountain	5.02	1.78	3,267
West North Central	5.01	1.70	2,824
West South Central	5.12	1.85	1,608
East North Central	5.15	1.78	2,009
East South Central	5.25	1.91	1,604
South Atlantic	5.24	1.87	3,209
Mid-Atlantic	5.25	1.84	1,205
New England	5.15	1.79	2,419
States			
Alabama	5.28	1.91	401
Alaska	4.94	1.69	401
Arizona	5.06	1.81	401
Arkansas	5.23	1.80	402
California	5.11	1.68	402
Colorado	5.08	1.66	402
Connecticut	5.10	1.74	401
Delaware	5.12	1.82	400
Florida	5.38	1.90	401
Georgia	5.36	1.97	402
Hawaii	5.04	1.77	401
Idaho	5.02	1.80	438
Illinois	5.23	1.84	404
Indiana	5.10	1.82	402

Table A-6

IMPACT ON: Keeping prices low

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
States			
Iowa	5.14	1.62	401
Kansas	5.02	1.71	402
Kentucky	5.23	1.89	401
Louisiana	5.08	1.94	401
Maine	5.32	1.76	403
Maryland	5.32	1.92	401
Massachusetts	5.06	1.75	401
Michigan	5.20	1.78	400
Minnesota	5.04	1.66	402
Mississippi	5.26	1.96	401
Missouri	5.03	1.83	401
Montana	4.93	1.67	418
Nebraska	4.87	1.73	400
Nevada	5.27	1.93	400
New Hampshire	5.15	1.80	400
New Jersey	5.35	1.80	400
New Mexico	4.87	1.86	402
New York	5.40	1.94	402
North Carolina	5.16	1.86	400
North Dakota	4.93	1.65	404
Ohio	5.23	1.70	403
Oklahoma	4.83	1.79	403
Oregon	5.10	1.78	403
Pennsylvania	5.00	1.75	403
Rhode Island	5.06	1.84	403
South Carolina	5.24	1.87	403
South Dakota	5.04	1.70	414
Tennessee	5.22	1.88	401
Texas	5.33	1.84	402
Utah	4.97	1.78	402
Vermont	5.17	1.86	411
Virginia	5.17	1.81	401
Washington	4.99	1.69	403
West Virginia	5.17	1.83	401
Wisconsin	4.99	1.76	400
Wyoming	4.93	1.74	404

Table A-6

IMPACT ON: *Climate change*

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
Nation			
Total	4.67	1.81	20,155
Age Cohorts			
Young (18-34)	4.76	1.90	9,555
Middle Age (35-54)	4.60	1.72	7,043
Older (55+)	4.57	1.72	3,557
Race & Ethnic Group			
Black/African American	4.67	2.07	1,604
White	4.65	1.76	14,914
Other	4.71	1.77	1,699
Hispanic	4.87	2.03	1,820
Gender			
Male	4.72	1.89	9,600
Female	4.63	1.74	10,497
Regions			
Pacific	4.73	1.75	2,010
Mountain	4.59	1.80	3,267
West North Central	4.51	1.69	2,824
West South Central	4.66	1.86	1,608
East North Central	4.68	1.78	2,009
East South Central	4.68	1.92	1,604
South Atlantic	4.75	1.86	3,209
Mid-Atlantic	4.82	1.87	1,205
New England	4.74	1.80	2,419
States			
Alabama	4.66	1.96	401
Alaska	4.56	1.66	401
Arizona	4.68	1.78	401
Arkansas	4.71	1.88	402
California	4.84	1.76	402
Colorado	4.64	1.79	402
Connecticut	4.78	1.61	401
Delaware	4.62	1.79	400
Florida	4.80	2.02	401
Georgia	4.83	1.97	402
Hawaii	4.88	1.72	401
Idaho	4.46	1.72	438
Illinois	4.73	1.83	404
Indiana	4.74	1.73	402

Table A-6

IMPACT ON: *Climate change*

On a scale of 0 to 8, neutral score = 5			
	Mean Rating	Std. Dev.	N
States			
Iowa	4.61	1.67	401
Kansas	4.58	1.60	402
Kentucky	4.75	1.87	401
Louisiana	4.55	1.87	401
Maine	4.89	1.77	403
Maryland	4.93	1.86	401
Massachusetts	4.77	1.81	401
Michigan	4.73	1.86	400
Minnesota	4.64	1.76	402
Mississippi	4.61	1.99	401
Missouri	4.39	1.87	401
Montana	4.45	1.68	418
Nebraska	4.46	1.68	400
Nevada	4.90	1.92	400
New Hampshire	4.73	1.83	400
New Jersey	4.84	1.86	400
New Mexico	4.43	1.88	402
New York	5.03	2.04	402
North Carolina	4.77	1.74	400
North Dakota	4.34	1.54	404
Ohio	4.74	1.72	403
Oklahoma	4.38	1.84	403
Oregon	4.61	1.81	403
Pennsylvania	4.60	1.68	403
Rhode Island	4.49	1.82	403
South Carolina	4.63	1.92	403
South Dakota	4.58	1.71	414
Tennessee	4.71	1.87	401
Texas	5.00	1.83	402
Utah	4.69	1.81	402
Vermont	4.80	1.93	411
Virginia	4.75	1.83	401
Washington	4.78	1.79	403
West Virginia	4.66	1.74	401
Wisconsin	4.46	1.76	400
Wyoming	4.50	1.77	404

Table A-6

Question 38: "How would you characterize the impact of the maple industry (including farming, processing, and value-added production) on the following? (0 = extremely negative to 8 = extremely positive)"

Table A-7

RESPONDENTS DEFINITION OF LOCAL

	Miles					N
	0 – 10	11 – 51	51 -100	101 – 200	201 +	
Nation						
Total	12.5%	30.1%	41.6%	8.6%	7.2%	20,155
Age Cohorts						
Young (18-34)	14.6%	31.3%	39.3%	9.7%	5.1%	9,555
Middle Age (35-54)	11.2%	29.1%	44.3%	7.5%	7.9%	7,043
Older (55+)	9.3%	28.9%	42.5%	7.6%	11.7%	3,557
Race & Ethnic Group						
Black/African American	22.5%	29.1%	34.9%	9.0%	4.6%	1,604
White	10.4%	30.0%	43.5%	8.5%	7.6%	14,914
Other	16.6%	31.0%	37.2%	7.5%	7.7%	1,699
Hispanic	15.9%	31.2%	37.0%	9.9%	5.9%	1,820
Gender						
Male	11.5%	29.4%	42.5%	8.9%	7.7%	9,600
Female	13.4%	30.8%	40.8%	8.2%	6.8%	10,497
Regions						
Pacific	11.7%	28.3%	39.6%	9.2%	11.2%	2,010
Mountain	10.5%	23.6%	44.5%	10.6%	10.8%	3,267
West North Central	11.6%	27.2%	43.4%	10.4%	7.4%	2,824
West South Central	14.2%	28.0%	40.1%	9.6%	8.1%	1,608
East North Central	13.3%	34.2%	40.5%	8.2%	3.7%	2,009
East South Central	13.7%	29.3%	43.8%	5.8%	7.4%	1,604
South Atlantic	11.7%	30.7%	42.8%	7.9%	6.9%	3,209
Mid-Atlantic	14.6%	32.7%	39.3%	7.8%	5.6%	1,205
New England	14.6%	40.3%	37.0%	5.7%	2.4%	2,419
States						
Alabama	12.7%	28.4%	44.6%	5.7%	8.5%	401
Alaska	9.2%	26.4%	38.7%	11.5%	14.2%	401
Arizona	11.2%	27.4%	41.1%	10.2%	10.0%	401
Arkansas	14.7%	26.4%	43.8%	9.5%	5.7%	402
California	15.4%	29.4%	38.1%	8.0%	9.2%	402
Colorado	9.7%	24.4%	48.8%	9.0%	8.2%	402
Connecticut	16.2%	36.4%	39.4%	5.7%	2.2%	401
Delaware	12.5%	32.8%	44.8%	6.0%	4.0%	400
Florida	13.2%	27.4%	41.1%	8.2%	10.0%	401
Georgia	13.2%	27.9%	43.8%	7.2%	8.0%	402
Hawaii	13.5%	26.7%	37.4%	7.7%	14.7%	401
Idaho	7.1%	25.6%	48.2%	9.1%	10.0%	438
Illinois	17.8%	28.7%	40.1%	8.2%	5.2%	404
Indiana	14.2%	32.6%	40.5%	9.2%	3.5%	402

Table A-7

RESPONDENTS DEFINITION OF LOCAL

	Miles					N
	0 – 10	11 – 51	51 -100	101 – 200	201 +	
States						
Iowa	9.7%	33.9%	38.4%	10.2%	7.7%	401
Kansas	13.9%	27.9%	42.8%	9.0%	6.5%	402
Kentucky	14.7%	30.2%	46.4%	2.7%	6.0%	401
Louisiana	16.0%	26.7%	38.4%	10.7%	8.2%	401
Maine	12.2%	43.7%	36.2%	5.0%	3.0%	403
Maryland	13.0%	30.2%	42.9%	7.2%	6.7%	401
Massachusetts	10.7%	35.7%	42.9%	8.2%	2.5%	401
Michigan	14.8%	34.8%	39.0%	8.8%	2.8%	400
Minnesota	9.7%	28.9%	46.0%	12.2%	3.2%	402
Mississippi	14.2%	30.7%	37.7%	8.2%	9.2%	401
Missouri	14.0%	29.4%	40.6%	9.2%	6.7%	401
Montana	8.9%	15.6%	46.7%	14.1%	14.8%	418
Nebraska	12.8%	25.5%	43.5%	10.5%	7.8%	400
Nevada	18.0%	25.8%	41.3%	7.3%	7.8%	400
New Hampshire	13.3%	43.3%	38.0%	4.5%	1.0%	400
New Jersey	14.3%	33.8%	39.3%	5.3%	7.5%	400
New Mexico	8.7%	24.9%	42.8%	11.7%	11.9%	402
New York	16.7%	28.4%	37.8%	11.7%	5.5%	402
North Carolina	11.8%	33.3%	40.3%	8.3%	6.5%	400
North Dakota	9.4%	21.0%	48.0%	12.6%	8.9%	404
Ohio	8.9%	40.4%	40.9%	5.7%	4.0%	403
Oklahoma	14.9%	29.3%	39.7%	8.7%	7.4%	403
Oregon	8.2%	28.0%	44.4%	7.4%	11.9%	403
Pennsylvania	12.9%	36.0%	40.9%	6.5%	3.7%	403
Rhode Island	16.9%	37.0%	33.7%	7.4%	5.0%	403
South Carolina	8.7%	33.7%	39.5%	8.4%	9.7%	403
South Dakota	11.6%	23.7%	44.7%	9.4%	10.6%	414
Tennessee	13.0%	27.9%	46.6%	6.5%	6.0%	401
Texas	11.2%	29.6%	38.6%	9.5%	11.2%	402
Utah	10.7%	25.4%	46.8%	10.7%	6.5%	402
Vermont	18.0%	45.7%	31.9%	3.6%	0.7%	411
Virginia	10.7%	28.2%	47.4%	9.0%	4.7%	401
Washington	12.2%	31.0%	39.5%	11.4%	6.0%	403
West Virginia	10.7%	31.9%	43.1%	9.0%	5.2%	401
Wisconsin	11.0%	34.8%	42.0%	9.0%	3.3%	400
Wyoming	9.9%	20.0%	40.1%	12.9%	17.1%	404

Question 39: "For the purposes of this survey, we defined "local" as being processed within 75 miles of the point of purchase but the definition can vary according to product and geography. Which of the following geographic boundaries is consistent with your understanding of the term "local," in relation

Table A-8

MAPLE CONSUMERS

	Consumes maple products	
	Yes (%)	N
Nation		
Total	85.1%	20,155
Age Cohorts		
Young (18-34)	88.1%	9,555
Middle Age (35-54)	84.4%	7,043
Older (55+)	78.2%	3,557
Race & Ethnic Group		
Black/African American	77.9%	1,604
White	86.2%	14,914
Other	82.8%	1,699
Hispanic	85.6%	1,820
Gender		
Male	85.9%	9,600
Female	84.4%	10,497
Regions		
Pacific	86.2%	2,010
Mountain	84.9%	3,267
West North Central	84.6%	2,824
West South Central	81.7%	1,608
East North Central	86.6%	2,009
East South Central	80.7%	1,604
South Atlantic	83.6%	3,209
Mid-Atlantic	86.6%	1,205
New England	89.8%	2,419
States		
Alabama	79.6%	401
Alaska	87.3%	401
Arizona	82.5%	401
Arkansas	79.4%	402
California	87.3%	402
Colorado	87.8%	402
Connecticut	89.3%	401
Delaware	81.3%	400
Florida	84.3%	401
Georgia	85.8%	402
Hawaii	81.5%	401
Idaho	85.8%	438
Illinois	86.6%	404
Indiana	82.8%	402

Table A-8

MAPLE CONSUMERS

	Consumes maple products	
	Yes (%)	N
States		
Iowa	86.8%	401
Kansas	83.3%	402
Kentucky	83.5%	401
Louisiana	76.8%	401
Maine	87.1%	403
Maryland	84.5%	401
Massachusetts	86.8%	401
Michigan	86.8%	400
Minnesota	87.1%	402
Mississippi	75.8%	401
Missouri	84.8%	401
Montana	87.8%	418
Nebraska	82.8%	400
Nevada	85.0%	400
New Hampshire	93.3%	400
New Jersey	88.5%	400
New Mexico	80.8%	402
New York	85.1%	402
North Carolina	83.8%	400
North Dakota	86.1%	404
Ohio	87.3%	403
Oklahoma	85.6%	403
Oregon	87.6%	403
Pennsylvania	86.1%	403
Rhode Island	87.8%	403
South Carolina	81.6%	403
South Dakota	81.6%	414
Tennessee	83.8%	401
Texas	85.1%	402
Utah	86.6%	402
Vermont	94.6%	411
Virginia	84.5%	401
Washington	87.3%	403
West Virginia	83.0%	401
Wisconsin	89.5%	400
Wyoming	82.9%	404

Question 17: "Do you (or others in your household) purchase or consume maple syrup and/or other maple products? "

Universe: Total (n=20,155)

Table A-9

REASONS FOR NOT CONSUMING MAPLE

	Reason						N
	Availability	Cost	Allergy	Diet	Taste	Other	
Nation							
Total	22.5%	24.0%	4.2%	20.4%	20.0%	25.9%	3,010
Age Cohorts							
Young (18-34)	22.4%	19.4%	8.6%	14.3%	22.8%	28.1%	1,136
Middle Age (35-54)	22.1%	25.8%	1.8%	21.6%	18.7%	25.7%	1,097
Older (55+)	23.3%	28.2%	0.9%	27.5%	17.9%	22.9%	777
Race & Ethnic Group							
Black/African American	21.8%	11.0%	9.6%	11.9%	27.4%	30.2%	354
White	23.5%	27.6%	2.1%	22.8%	19.6%	22.8%	2,064
Other	20.5%	22.2%	5.5%	17.1%	17.1%	34.5%	293
Hispanic	19.8%	15.3%	11.1%	16.4%	17.6%	34.7%	262
Gender							
Male	23.4%	25.0%	4.4%	22.0%	19.0%	24.7%	1,356
Female	21.9%	23.2%	4.0%	19.1%	20.9%	26.8%	1,642
Regions							
Pacific	22.4%	26.4%	5.4%	20.9%	16.2%	31.0%	277
Mountain	25.8%	25.2%	3.7%	19.5%	17.7%	28.5%	492
West North Central	21.0%	23.5%	2.3%	22.1%	19.4%	25.3%	434
West South Central	27.9%	23.8%	2.7%	17.7%	21.1%	24.8%	294
East North Central	19.3%	32.0%	4.8%	18.2%	20.4%	23.4%	269
East South Central	22.9%	19.4%	4.2%	17.7%	28.4%	23.9%	310
South Atlantic	23.4%	22.4%	5.5%	21.3%	18.4%	24.7%	526
Mid-Atlantic	21.6%	20.4%	3.7%	17.3%	17.9%	27.8%	162
New England	14.2%	22.8%	5.3%	27.2%	22.8%	23.6%	246

Question 17a: "Why do you not consume maple?" [Select all that apply]

Universe: Non-Maple Consumer Subset (n=3,010)

Table A-10

CONSUMED MAPLE SUBSTITUTES

	Substitute						N
	Pancake	Honey	Agave	Molasses	Other	None	
Nation							
Total	52.8%	34.1%	3.9%	5.3%	2.7%	27.6%	3,010
Age Cohorts							
Young (18-34)	52.2%	36.7%	5.0%	4.2%	2.2%	24.2%	1,136
Middle Age (35-54)	55.6%	32.5%	3.6%	6.6%	2.4%	28.4%	1,097
Older (55+)	49.8%	32.7%	2.7%	5.1%	4.0%	31.7%	777
Race & Ethnic Group							
Black/African American	57.3%	30.2%	5.6%	8.5%	3.7%	24.0%	354
White	54.9%	33.1%	3.2%	5.2%	2.5%	28.0%	2,064
Other	36.5%	44.0%	5.1%	3.8%	2.4%	29.7%	293
Hispanic	53.1%	37.4%	5.3%	3.8%	3.4%	24.4%	262
Gender							
Male	48.4%	35.0%	4.1%	5.3%	2.7%	28.9%	1,356
Female	56.6%	33.3%	3.8%	5.4%	2.7%	26.7%	1,642
Regions							
Pacific	42.2%	36.8%	5.1%	2.5%	3.6%	33.6%	277
Mountain	52.8%	36.2%	4.9%	5.5%	2.0%	26.8%	492
West North Central	58.5%	34.3%	1.4%	4.8%	2.3%	26.5%	434
West South Central	59.5%	38.8%	5.4%	4.4%	4.1%	20.1%	294
East North Central	55.8%	31.2%	4.8%	2.6%	3.0%	24.9%	269
East South Central	53.2%	33.5%	1.6%	9.4%	3.9%	25.5%	310
South Atlantic	54.9%	34.6%	5.3%	6.8%	1.9%	25.9%	526
Mid-Atlantic	49.4%	28.4%	1.9%	8.0%	1.9%	30.2%	162
New England	40.7%	27.6%	3.7%	2.8%	2.8%	41.5%	246

Question 17b: "Which of the following maple substitutes do you consume?" [Select all that apply]

Universe: Non-Maple Consumer Subset (n=3,010)

Table A-11

ANNUAL BUDGET FOR MAPLE PRODUCTS (\$ PER HOUSEHOLD)

	Mean \$	Std. Dev.	N
Nation			
Total	\$81.81	\$238.5	17,145
Age Cohorts			
Young (18-34)	\$111.96	\$301.9	8,419
Middle Age (35-54)	\$58.83	\$176.7	5,946
Older (55+)	\$39.63	\$50.1	2,780
Race & Ethnic Group			
Black/African American	\$92.15	\$204.3	1,250
White	\$72.52	\$215.4	12,850
Other	\$81.48	\$208.2	1,406
Hispanic	\$148.44	\$396.0	1,558
Gender			
Male	\$106.15	\$306.7	8,244
Female	\$58.76	\$141.0	8,855
Regions			
Pacific	\$92.33	\$264.9	1,733
Mountain	\$82.26	\$266.3	2,775
West North Central	\$61.86	\$156.2	2,390
West South Central	\$96.37	\$268.7	1,314
East North Central	\$68.50	\$158.0	1,740
East South Central	\$85.59	\$213.7	1,294
South Atlantic	\$80.01	\$235.2	2,683
Mid-Atlantic	\$97.10	\$255.1	1,043
New England	\$89.25	\$290.6	2,173
States			
Alabama	\$94.56	\$239.6	319
Alaska	\$87.91	\$230.2	350
Arizona	\$94.04	\$290.3	331
Arkansas	\$77.94	\$161.5	319
California	\$106.91	\$291.3	351
Colorado	\$96.99	\$295.8	353
Connecticut	\$93.55	\$313.3	358
Delaware	\$66.72	\$156.9	325
Florida	\$122.39	\$373.5	338
Georgia	\$77.48	\$166.5	345
Hawaii	\$59.93	\$146.7	327
Idaho	\$69.06	\$180.1	376
Illinois	\$73.14	\$150.3	350
Indiana	\$58.10	\$128.8	333

Table A-11

ANNUAL BUDGET FOR MAPLE PRODUCTS (\$ PER HOUSEHOLD)

	Mean \$	Std. Dev.	N
States			
Iowa	\$57.90	\$161.1	348
Kansas	\$88.49	\$224.4	335
Kentucky	\$68.04	\$132.3	335
Louisiana	\$95.80	\$256.5	308
Maine	\$101.12	\$267.7	351
Maryland	\$80.51	\$255.5	339
Massachusetts	\$107.46	\$526.2	348
Michigan	\$68.92	\$165.9	347
Minnesota	\$67.62	\$172.2	350
Mississippi	\$106.17	\$271.8	304
Missouri	\$58.88	\$141.4	340
Montana	\$76.62	\$465.6	367
Nebraska	\$65.14	\$161.9	331
Nevada	\$92.50	\$199.9	340
New Hampshire	\$90.91	\$234.4	373
New Jersey	\$70.83	\$127.0	354
New Mexico	\$67.69	\$170.3	325
New York	\$169.51	\$410.5	342
North Carolina	\$79.89	\$213.6	335
North Dakota	\$48.05	\$101.3	348
Ohio	\$74.61	\$141.8	352
Oklahoma	\$77.04	\$245.7	345
Oregon	\$89.40	\$279.0	353
Pennsylvania	\$52.53	\$75.0	347
Rhode Island	\$52.45	\$68.3	354
South Carolina	\$62.20	\$131.8	329
South Dakota	\$47.60	\$89.3	338
Tennessee	\$75.96	\$191.5	336
Texas	\$133.56	\$362.7	342
Utah	\$89.02	\$207.4	348
Vermont	\$90.20	\$108.2	389
Virginia	\$80.55	\$245.2	339
Washington	\$115.21	\$330.4	352
West Virginia	\$69.23	\$243.7	333
Wisconsin	\$67.20	\$193.4	358
Wyoming	\$72.79	\$157.8	335

Question 18: "How much do you spend on all maple products on an annual basis? Note: Please exclude spending on Alternative maple products, such as pancake syrup. [Numeric fill in – max \$4000] " Note: Dollar amounts adjusted by sum of spending reported in Q21.

Table A-12

ANNUAL MAPLE BUDGET BY TYPE OF FOOD STORE (%)

	Big box	Super-Mrkt.	Convenience Store	Specialty/Gourmet market	Local/Farmer's market	Online (excluding direct)	Direct from producer	Gift shop	Other	N
Nation										
Total	18.1%	48.4%	3.6%	5.5%	9.2%	3.2%	5.4%	2.8%	3.8%	17,145
Age Cohorts										
Young (18-34)	18.5%	42.0%	6.1%	6.0%	9.9%	4.3%	5.1%	3.8%	4.3%	8,419
Middle Age (35-54)	17.9%	54.6%	1.4%	5.1%	8.8%	2.2%	5.2%	1.9%	2.9%	5,946
Older (55+)	17.5%	54.5%	0.5%	4.8%	7.5%	1.9%	6.8%	2.0%	4.4%	2,780
Race & Ethnic Group										
Black/African American	13.6%	42.1%	8.0%	6.9%	8.5%	5.2%	5.1%	4.7%	5.9%	1,250
White	18.7%	50.4%	2.6%	5.1%	9.2%	2.7%	5.5%	2.4%	3.4%	12,850
Other	18.6%	47.8%	4.6%	6.4%	7.9%	3.2%	4.0%	3.1%	4.4%	1,406
Hispanic	16.6%	38.2%	7.4%	6.8%	10.2%	5.7%	5.5%	4.4%	5.1%	1,558
Gender										
Male	18.1%	46.8%	4.2%	5.7%	8.9%	3.7%	5.6%	3.0%	4.0%	8,244
Female	18.2%	49.9%	3.0%	5.3%	9.4%	2.7%	5.2%	2.6%	3.6%	8,855
Regions										
Pacific	20.3%	49.9%	3.7%	6.7%	6.3%	3.6%	2.9%	2.4%	4.0%	1,733
Mountain	23.2%	49.8%	3.3%	5.4%	6.0%	3.3%	3.1%	2.3%	3.6%	2,775
West North Central	22.7%	50.4%	3.0%	4.4%	8.0%	2.3%	3.4%	2.4%	3.4%	2,390
West South Central	21.2%	49.7%	4.3%	4.6%	6.3%	3.7%	3.3%	3.0%	3.9%	1,314
East North Central	16.7%	45.7%	3.8%	5.4%	12.3%	3.3%	5.6%	2.9%	4.3%	1,740
East South Central	19.3%	47.3%	4.6%	5.6%	8.7%	3.9%	3.6%	3.1%	3.9%	1,294
South Atlantic	15.4%	50.6%	4.0%	6.4%	9.4%	3.6%	4.1%	3.0%	3.5%	2,683
Mid-Atlantic	13.0%	49.2%	3.9%	6.1%	11.5%	3.7%	5.4%	3.3%	3.9%	1,043
New England	9.4%	42.1%	2.6%	5.0%	14.7%	2.1%	16.2%	3.6%	4.3%	2,173

Table A-12

PERCENT OF ANNUAL MAPLE BUDGET BY TYPE OF FOOD STORE

	Big box	Super-Mrkt.	Convenience Store	Specialty/Gourmet market	Local/Farmer's market	Online (excluding direct)	Direct from producer	Gift shop	Other	N
States										
Alabama	23.6%	40.4%	5.0%	6.0%	7.1%	4.9%	3.8%	3.8%	5.5%	319
Alaska	20.5%	49.2%	4.6%	5.3%	7.0%	3.8%	3.3%	2.5%	3.9%	350
Arizona	16.0%	53.4%	4.1%	7.6%	4.8%	3.7%	3.4%	2.7%	4.3%	331
Arkansas	22.8%	46.9%	5.5%	5.2%	7.3%	2.7%	3.3%	2.3%	4.1%	319
California	17.9%	44.2%	4.0%	9.6%	6.9%	5.1%	3.6%	3.3%	5.3%	351
Colorado	18.6%	51.2%	2.9%	7.3%	7.5%	3.1%	4.0%	2.8%	2.6%	353
Connecticut	10.9%	46.5%	2.0%	5.3%	16.6%	2.9%	9.0%	3.9%	3.0%	358
Delaware	10.7%	56.6%	3.9%	7.0%	10.2%	4.1%	3.4%	1.8%	2.3%	325
Florida	14.7%	48.4%	5.6%	7.3%	9.8%	4.0%	4.4%	2.6%	3.1%	338
Georgia	14.2%	52.1%	4.4%	6.0%	8.1%	4.2%	4.0%	3.2%	3.7%	345
Hawaii	24.9%	50.5%	3.3%	6.1%	4.9%	2.7%	2.0%	2.2%	3.5%	327
Idaho	25.1%	50.8%	3.2%	4.2%	6.2%	2.7%	2.5%	1.7%	3.6%	376
Illinois	17.0%	48.4%	5.1%	6.7%	8.6%	3.4%	3.5%	3.7%	3.6%	350
Indiana	20.5%	50.7%	2.8%	3.5%	8.6%	2.8%	4.5%	2.3%	4.4%	333
Iowa	17.9%	52.1%	3.1%	5.2%	9.8%	2.8%	3.3%	1.6%	4.1%	348
Kansas	23.1%	51.1%	3.3%	4.1%	6.0%	2.8%	2.8%	2.7%	4.0%	335
Kentucky	18.6%	53.5%	4.2%	5.0%	9.1%	2.4%	2.7%	2.3%	2.2%	335
Louisiana	22.8%	47.7%	4.7%	4.7%	6.2%	3.5%	2.6%	3.9%	3.9%	308
Maine	9.9%	39.2%	3.5%	4.9%	14.7%	2.7%	17.4%	3.8%	3.9%	351
Maryland	16.7%	50.0%	3.2%	6.7%	9.4%	3.6%	4.4%	3.2%	2.8%	339
Massachusetts	10.6%	49.3%	2.8%	6.7%	10.6%	3.0%	6.3%	5.8%	4.9%	348
Michigan	14.6%	41.3%	3.9%	7.3%	14.3%	3.1%	6.5%	3.2%	5.7%	347
Minnesota	21.4%	44.0%	2.7%	5.1%	13.7%	2.1%	5.9%	2.7%	2.4%	350
Mississippi	18.4%	46.9%	4.8%	5.7%	9.2%	3.7%	4.5%	3.3%	3.5%	304
Missouri	25.9%	48.1%	3.5%	4.0%	7.3%	2.1%	3.1%	2.8%	3.1%	340

Table A-12

ANNUAL MAPLE BUDGET BY TYPE OF FOOD STORE (%)

	Big box	Super-Mrkt.	Convenience Store	Specialty/Gourmet market	Local/Farmer's market	Online (excluding direct)	Direct from producer	Gift shop	Other	N
States										
Montana	30.0%	44.7%	2.6%	3.8%	6.8%	2.0%	2.6%	2.8%	4.6%	367
Nebraska	22.0%	56.6%	2.7%	4.1%	5.0%	2.0%	1.8%	2.2%	3.5%	331
Nevada	20.3%	49.6%	4.5%	6.3%	5.8%	4.3%	3.7%	2.4%	3.1%	340
New Hampshire	6.4%	43.1%	2.1%	3.6%	16.7%	1.9%	19.7%	2.4%	4.3%	373
New Jersey	12.6%	56.0%	4.4%	6.0%	8.0%	3.8%	3.3%	2.4%	3.4%	354
New Mexico	24.9%	50.7%	2.6%	5.2%	6.2%	2.9%	2.2%	1.5%	3.9%	325
New York	10.5%	41.0%	4.3%	7.0%	13.7%	4.6%	9.1%	4.9%	5.1%	342
North Carolina	16.4%	53.2%	3.0%	5.4%	9.7%	3.3%	3.0%	2.9%	3.2%	335
North Dakota	25.5%	51.3%	2.2%	4.0%	6.5%	2.4%	3.5%	2.0%	2.7%	348
Ohio	17.7%	43.9%	3.3%	4.9%	13.7%	4.0%	5.8%	3.1%	3.8%	352
Oklahoma	22.9%	51.6%	3.4%	3.6%	5.0%	3.6%	3.3%	1.9%	4.5%	345
Oregon	21.4%	51.8%	2.7%	5.8%	7.1%	3.0%	2.3%	1.8%	4.0%	353
Pennsylvania	15.9%	50.4%	2.9%	5.2%	13.0%	2.7%	3.9%	2.6%	3.4%	347
Rhode Island	13.5%	54.6%	2.0%	5.1%	11.0%	1.5%	3.0%	3.4%	5.9%	354
South Carolina	17.5%	47.0%	4.2%	6.2%	7.7%	3.7%	4.5%	4.0%	5.2%	329
South Dakota	23.2%	49.8%	3.2%	4.1%	7.6%	2.0%	3.5%	2.6%	3.9%	338
Tennessee	16.7%	48.1%	4.5%	5.9%	9.2%	4.6%	3.5%	3.0%	4.5%	336
Texas	16.7%	52.3%	3.7%	5.0%	6.5%	4.8%	3.9%	3.9%	3.1%	342
Utah	27.7%	45.8%	3.6%	4.9%	5.4%	3.6%	3.0%	2.7%	3.4%	348
Vermont	5.8%	21.9%	3.2%	4.6%	18.2%	0.8%	39.3%	2.3%	3.8%	389
Virginia	15.0%	48.3%	4.2%	6.8%	8.6%	3.6%	5.2%	3.5%	4.7%	339
Washington	17.3%	53.8%	4.1%	6.5%	5.6%	3.6%	3.4%	2.2%	3.5%	352
West Virginia	17.7%	49.2%	3.8%	6.1%	11.4%	2.6%	3.6%	2.7%	2.8%	333
Wisconsin	14.0%	44.6%	3.7%	4.6%	16.1%	3.3%	7.5%	2.1%	4.1%	358
Wyoming	22.0%	52.5%	2.5%	4.3%	5.6%	4.1%	3.9%	1.5%	3.6%	335

Table A-12

Question 19: "What portion of your annual maple budget do you spend at the following types of stores?" [Drop down: 0 to 100% (5% inc.)]

Table A-13

ANNUAL MAPLE BUDGET PER SEASON (%)

	Annual %				
	Winter	Spring	Summer	Fall	N
Nation					
Total	32.3%	22.2%	19.1%	26.5%	17,145
Age Cohorts					
Young (18-34)	30.2%	22.2%	21.6%	26.1%	8,419
Middle Age (35-54)	34.0%	22.3%	17.4%	26.3%	5,946
Older (55+)	34.7%	21.9%	15.5%	28.0%	2,780
Race & Ethnic Group					
Black/African American	29.1%	22.4%	22.9%	25.6%	1,250
White	32.8%	22.1%	18.3%	26.8%	12,850
Other	31.5%	22.6%	20.3%	25.6%	1,406
Hispanic	31.1%	22.0%	21.5%	25.4%	1,558
Gender					
Male	31.5%	23.3%	19.6%	25.6%	8,244
Female	33.0%	21.1%	18.7%	27.3%	8,855
Regions					
Pacific	33.5%	21.0%	19.8%	25.7%	1,733
Mountain	34.5%	20.4%	20.2%	24.9%	2,775
West North Central	33.1%	20.0%	19.4%	27.5%	2,390
West South Central	33.5%	21.0%	19.2%	26.3%	1,314
East North Central	29.3%	23.6%	20.9%	26.3%	1,740
East South Central	33.0%	20.3%	19.7%	27.0%	1,294
South Atlantic	33.5%	21.1%	18.4%	27.0%	2,683
Mid-Atlantic	30.8%	22.6%	18.2%	28.4%	1,043
New England	28.0%	29.5%	16.3%	26.3%	2,173
States					
Alabama	32.1%	20.7%	21.0%	26.2%	319
Alaska	35.2%	18.5%	20.7%	25.5%	350
Arizona	34.1%	21.8%	18.5%	25.5%	331
Arkansas	31.8%	24.1%	17.6%	26.5%	319
California	31.9%	22.6%	19.7%	25.8%	351
Colorado	35.7%	20.8%	20.0%	23.5%	353
Connecticut	28.0%	24.3%	18.6%	29.2%	358
Delaware	34.7%	21.4%	16.7%	27.2%	325
Florida	33.2%	21.7%	20.6%	24.5%	338
Georgia	33.6%	21.2%	16.5%	28.7%	345
Hawaii	29.5%	24.6%	21.3%	24.6%	327
Idaho	32.7%	21.0%	20.7%	25.6%	376
Illinois	31.9%	19.2%	22.6%	26.4%	350
Indiana	31.4%	22.7%	19.6%	26.2%	333

Table A-13

ANNUAL MAPLE BUDGET PER SEASON (%)

	Annual %				
	Winter	Spring	Summer	Fall	N
States					
Iowa	31.7%	20.1%	19.8%	28.4%	348
Kansas	34.2%	18.5%	18.8%	28.6%	335
Kentucky	32.9%	21.4%	19.5%	26.2%	335
Louisiana	33.4%	19.8%	19.9%	27.0%	308
Maine	25.9%	34.8%	16.8%	22.5%	351
Maryland	34.1%	19.9%	18.0%	28.0%	339
Massachusetts	30.0%	23.1%	16.5%	30.5%	348
Michigan	25.9%	27.6%	20.2%	26.3%	347
Minnesota	27.1%	25.3%	20.4%	27.1%	350
Mississippi	34.3%	18.8%	19.7%	27.2%	304
Missouri	33.9%	19.4%	19.1%	27.6%	340
Montana	33.6%	19.7%	21.3%	25.4%	367
Nebraska	35.9%	20.4%	18.4%	25.4%	331
Nevada	34.0%	21.5%	19.9%	24.5%	340
New Hampshire	28.5%	31.0%	13.5%	27.0%	373
New Jersey	33.9%	21.7%	17.3%	27.1%	354
New Mexico	36.8%	19.3%	19.4%	24.4%	325
New York	29.3%	24.5%	18.3%	27.9%	342
North Carolina	34.8%	21.4%	18.4%	25.4%	335
North Dakota	36.0%	18.1%	18.5%	27.4%	348
Ohio	31.2%	21.5%	19.3%	28.0%	352
Oklahoma	34.7%	19.5%	19.6%	26.3%	345
Oregon	39.8%	18.7%	16.7%	24.8%	353
Pennsylvania	29.0%	21.6%	19.1%	30.3%	347
Rhode Island	32.4%	19.9%	19.4%	28.2%	354
South Carolina	34.4%	19.3%	19.4%	26.9%	329
South Dakota	33.1%	18.4%	20.5%	27.9%	338
Tennessee	32.7%	20.3%	18.7%	28.3%	336
Texas	34.1%	20.7%	19.7%	25.5%	342
Utah	34.2%	21.0%	20.4%	24.5%	348
Vermont	23.5%	42.5%	13.3%	20.7%	389
Virginia	34.1%	20.2%	18.1%	27.6%	339
Washington	30.7%	20.6%	20.9%	27.8%	352
West Virginia	29.1%	23.6%	19.7%	27.6%	333
Wisconsin	26.0%	26.8%	22.7%	24.5%	358
Wyoming	34.8%	18.3%	21.4%	25.5%	335

Question 20: "Approximately what percent of your annual maple purchases occur in each of the following seasons" [0 to 100% (5% inc.)]

Table A-14

ANNUAL BUDGET BY PRODUCT (\$) : *Maple syrup*

	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$36.8	\$58.3	17,145
Age Cohorts			
Young (18-34)	\$36.9	\$65.7	8,419
Middle Age (35-54)	\$38.1	\$54.0	5,946
Older (55+)	\$33.6	\$39.9	2,780
Race & Ethnic Group			
Black/African American	\$27.0	\$61.3	1,250
White	\$36.8	\$54.3	12,850
Other	\$37.8	\$58.9	1,406
Hispanic	\$42.8	\$77.6	1,558
Gender			
Male	\$41.9	\$67.4	8,244
Female	\$32.0	\$46.9	8,855
Regions			
Pacific	\$37.1	\$58.8	1,733
Mountain	\$37.2	\$57.8	2,775
West North Central	\$31.7	\$48.3	2,390
West South Central	\$37.3	\$69.5	1,314
East North Central	\$32.5	\$50.7	1,740
East South Central	\$33.1	\$53.2	1,294
South Atlantic	\$33.8	\$48.9	2,683
Mid-Atlantic	\$39.5	\$63.9	1,043
New England	\$49.1	\$73.6	2,173
States			
Alabama	\$35.8	\$72.3	319
Alaska	\$38.9	\$66.6	350
Arizona	\$39.5	\$62.3	331
Arkansas	\$32.0	\$39.3	319
California	\$39.9	\$72.3	351
Colorado	\$37.5	\$53.2	353
Connecticut	\$43.2	\$72.5	358
Delaware	\$31.9	\$42.6	325
Florida	\$40.6	\$62.6	338
Georgia	\$31.8	\$45.1	345
Hawaii	\$29.8	\$38.7	327
Idaho	\$35.3	\$55.4	376
Illinois	\$30.3	\$42.1	350
Indiana	\$27.7	\$32.0	333

Table A-14

ANNUAL BUDGET (\$) : *Maple syrup*

	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$30.9	\$49.6	348
Kansas	\$37.3	\$70.1	335
Kentucky	\$30.6	\$40.8	335
Louisiana	\$36.5	\$77.4	308
Maine	\$52.1	\$68.0	351
Maryland	\$32.9	\$43.3	339
Massachusetts	\$39.4	\$82.2	348
Michigan	\$32.9	\$62.0	347
Minnesota	\$34.7	\$43.8	350
Mississippi	\$31.8	\$38.7	304
Missouri	\$31.1	\$49.2	340
Montana	\$35.2	\$62.2	367
Nebraska	\$31.8	\$49.5	331
Nevada	\$37.8	\$71.1	340
New Hampshire	\$54.5	\$87.3	373
New Jersey	\$38.2	\$59.6	354
New Mexico	\$37.5	\$64.2	325
New York	\$48.5	\$86.2	342
North Carolina	\$37.5	\$65.8	335
North Dakota	\$27.0	\$32.4	348
Ohio	\$37.2	\$65.0	352
Oklahoma	\$35.8	\$68.1	345
Oregon	\$36.5	\$54.4	353
Pennsylvania	\$31.9	\$34.8	347
Rhode Island	\$34.6	\$38.4	354
South Carolina	\$29.9	\$42.8	329
South Dakota	\$29.4	\$34.3	338
Tennessee	\$34.4	\$54.1	336
Texas	\$44.6	\$83.6	342
Utah	\$35.0	\$39.5	348
Vermont	\$68.5	\$76.7	389
Virginia	\$31.7	\$44.1	339
Washington	\$40.0	\$55.0	352
West Virginia	\$34.2	\$36.4	333
Wisconsin	\$34.0	\$43.4	358
Wyoming	\$40.6	\$49.3	335

Question 21: "How much of your annual maple budget is spent on the following maple products? Note: Please exclude spending on Alternative maple products, such as pancake syrup. If none, enter 0"

Table A-14

ANNUAL BUDGET (\$): Maple cream/butter (non-dairy)

	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$4.6	\$26.9	17,145
Age Cohorts			
Young (18-34)	\$8.1	\$35.5	8,419
Middle Age (35-54)	\$1.7	\$16.2	5,946
Older (55+)	\$0.4	\$2.7	2,780
Race & Ethnic Group			
Black/African American	\$6.6	\$24.6	1,250
White	\$3.6	\$23.5	12,850
Other	\$4.7	\$32.1	1,406
Hispanic	\$11.6	\$39.7	1,558
Gender			
Male	\$6.7	\$32.5	8,244
Female	\$2.7	\$18.6	8,855
Regions			
Pacific	\$5.0	\$23.3	1,733
Mountain	\$4.7	\$27.2	2,775
West North Central	\$3.3	\$26.1	2,390
West South Central	\$6.2	\$33.0	1,314
East North Central	\$3.8	\$18.5	1,740
East South Central	\$5.3	\$22.9	1,294
South Atlantic	\$5.0	\$30.2	2,683
Mid-Atlantic	\$6.0	\$29.6	1,043
New England	\$3.9	\$27.6	2,173
States			
Alabama	\$5.8	\$24.2	319
Alaska	\$3.6	\$16.2	350
Arizona	\$6.3	\$33.8	331
Arkansas	\$4.0	\$18.6	319
California	\$6.8	\$26.0	351
Colorado	\$5.7	\$26.1	353
Connecticut	\$4.5	\$28.8	358
Delaware	\$4.7	\$21.3	325
Florida	\$8.5	\$28.5	338
Georgia	\$5.3	\$27.9	345
Hawaii	\$2.6	\$13.9	327
Idaho	\$3.7	\$21.8	376
Illinois	\$4.5	\$15.0	350
Indiana	\$3.0	\$14.6	333

Table A-14

ANNUAL BUDGET (\$): Maple cream/butter (non-dairy)

	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$3.1	\$19.4	348
Kansas	\$8.3	\$58.8	335
Kentucky	\$4.5	\$24.8	335
Louisiana	\$6.3	\$24.2	308
Maine	\$5.4	\$25.7	351
Maryland	\$4.5	\$29.2	339
Massachusetts	\$5.7	\$50.3	348
Michigan	\$3.3	\$18.7	347
Minnesota	\$3.4	\$17.2	350
Mississippi	\$7.1	\$25.3	304
Missouri	\$2.5	\$13.6	340
Montana	\$3.3	\$42.2	367
Nebraska	\$3.1	\$18.4	331
Nevada	\$6.7	\$23.4	340
New Hampshire	\$4.0	\$23.4	373
New Jersey	\$3.0	\$13.5	354
New Mexico	\$3.5	\$19.6	325
New York	\$13.8	\$48.6	342
North Carolina	\$7.6	\$62.1	335
North Dakota	\$1.3	\$8.6	348
Ohio	\$4.7	\$19.3	352
Oklahoma	\$5.2	\$43.3	345
Oregon	\$4.2	\$21.6	353
Pennsylvania	\$1.3	\$5.4	347
Rhode Island	\$1.7	\$8.4	354
South Carolina	\$2.9	\$13.4	329
South Dakota	\$1.9	\$9.6	338
Tennessee	\$4.2	\$16.3	336
Texas	\$9.1	\$38.0	342
Utah	\$6.3	\$24.9	348
Vermont	\$1.9	\$7.0	389
Virginia	\$4.1	\$15.3	339
Washington	\$7.6	\$33.0	352
West Virginia	\$2.1	\$10.6	333
Wisconsin	\$3.6	\$23.4	358
Wyoming	\$2.4	\$14.5	335

Table A-14

ANNUAL BUDGET (\$): *Maple sugar*

	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$4.6	\$24.0	17,145
Age Cohorts			
Young (18-34)	\$7.8	\$31.6	8,419
Middle Age (35-54)	\$2.0	\$14.7	5,946
Older (55+)	\$0.6	\$3.2	2,780
Race & Ethnic Group			
Black/African American	\$6.2	\$23.1	1,250
White	\$3.6	\$21.0	12,850
Other	\$5.0	\$20.8	1,406
Hispanic	\$11.9	\$42.7	1,558
Gender			
Male	\$6.8	\$30.2	8,244
Female	\$2.6	\$15.2	8,855
Regions			
Pacific	\$6.1	\$30.4	1,733
Mountain	\$4.7	\$26.8	2,775
West North Central	\$3.1	\$17.0	2,390
West South Central	\$5.4	\$23.1	1,314
East North Central	\$3.6	\$15.6	1,740
East South Central	\$5.5	\$21.8	1,294
South Atlantic	\$5.1	\$26.8	2,683
Mid-Atlantic	\$5.4	\$21.0	1,043
New England	\$4.0	\$25.8	2,173
States			
Alabama	\$5.8	\$24.5	319
Alaska	\$4.0	\$17.8	350
Arizona	\$5.0	\$20.7	331
Arkansas	\$4.5	\$17.0	319
California	\$8.4	\$37.4	351
Colorado	\$6.1	\$26.8	353
Connecticut	\$6.0	\$37.2	358
Delaware	\$3.8	\$19.3	325
Florida	\$9.2	\$40.2	338
Georgia	\$5.5	\$24.1	345
Hawaii	\$3.7	\$29.8	327
Idaho	\$3.2	\$17.6	376
Illinois	\$4.8	\$14.6	350
Indiana	\$3.0	\$17.3	333

Table A-14

ANNUAL BUDGET (\$): *Maple sugar*

	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$3.2	\$17.6	348
Kansas	\$6.1	\$27.1	335
Kentucky	\$4.1	\$14.8	335
Louisiana	\$6.3	\$27.4	308
Maine	\$5.4	\$21.7	351
Maryland	\$4.6	\$29.0	339
Massachusetts	\$5.0	\$38.9	348
Michigan	\$3.1	\$10.1	347
Minnesota	\$3.6	\$20.9	350
Mississippi	\$8.0	\$29.4	304
Missouri	\$2.7	\$13.5	340
Montana	\$3.9	\$42.7	367
Nebraska	\$3.6	\$16.0	331
Nevada	\$6.5	\$24.8	340
New Hampshire	\$3.6	\$23.1	373
New Jersey	\$3.1	\$9.9	354
New Mexico	\$3.0	\$15.7	325
New York	\$11.4	\$34.1	342
North Carolina	\$6.4	\$35.4	335
North Dakota	\$1.2	\$7.0	348
Ohio	\$4.1	\$14.9	352
Oklahoma	\$2.8	\$13.0	345
Oregon	\$5.3	\$26.1	353
Pennsylvania	\$1.9	\$6.1	347
Rhode Island	\$2.2	\$8.6	354
South Carolina	\$2.8	\$13.5	329
South Dakota	\$1.5	\$7.2	338
Tennessee	\$4.3	\$16.1	336
Texas	\$8.1	\$30.5	342
Utah	\$6.1	\$26.6	348
Vermont	\$2.0	\$8.1	389
Virginia	\$5.1	\$24.5	339
Washington	\$8.6	\$36.4	352
West Virginia	\$3.3	\$16.1	333
Wisconsin	\$3.2	\$19.4	358
Wyoming	\$3.5	\$28.9	335

Table A-14

ANNUAL BUDGET (\$): Maple candy products (cotton candy, taffy, etc.)

	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$4.9	\$24.7	17,145
Age Cohorts			
Young (18-34)	\$7.7	\$32.5	8,419
Middle Age (35-54)	\$2.5	\$14.9	5,946
Older (55+)	\$1.1	\$4.5	2,780
Race & Ethnic Group			
Black/African American	\$6.5	\$22.9	1,250
White	\$4.0	\$20.8	12,850
Other	\$4.5	\$30.8	1,406
Hispanic	\$10.5	\$37.2	1,558
Gender			
Male	\$6.5	\$28.3	8,244
Female	\$3.2	\$18.8	8,855
Regions			
Pacific	\$5.7	\$28.2	1,733
Mountain	\$4.6	\$25.5	2,775
West North Central	\$3.2	\$16.8	2,390
West South Central	\$5.9	\$30.1	1,314
East North Central	\$3.9	\$14.7	1,740
East South Central	\$6.4	\$29.9	1,294
South Atlantic	\$4.8	\$27.0	2,683
Mid-Atlantic	\$5.8	\$20.9	1,043
New England	\$5.1	\$25.7	2,173
States			
Alabama	\$7.7	\$38.4	319
Alaska	\$4.4	\$17.2	350
Arizona	\$3.9	\$18.1	331
Arkansas	\$4.3	\$15.6	319
California	\$7.4	\$27.6	351
Colorado	\$5.8	\$26.3	353
Connecticut	\$5.5	\$28.8	358
Delaware	\$4.1	\$18.4	325
Florida	\$9.5	\$56.7	338
Georgia	\$4.2	\$13.6	345
Hawaii	\$3.1	\$18.9	327
Idaho	\$4.0	\$21.1	376
Illinois	\$5.2	\$17.2	350
Indiana	\$3.1	\$10.8	333

Table A-14

ANNUAL BUDGET (\$): Maple candy products (cotton candy, taffy, etc.)

	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$3.6	\$18.5	348
Kansas	\$4.5	\$14.3	335
Kentucky	\$4.1	\$13.3	335
Louisiana	\$6.5	\$21.0	308
Maine	\$5.8	\$24.9	351
Maryland	\$4.6	\$28.6	339
Massachusetts	\$5.0	\$29.4	348
Michigan	\$3.3	\$10.8	347
Minnesota	\$3.2	\$17.1	350
Mississippi	\$7.6	\$28.4	304
Missouri	\$3.3	\$28.0	340
Montana	\$3.9	\$42.0	367
Nebraska	\$3.8	\$15.1	331
Nevada	\$6.5	\$22.3	340
New Hampshire	\$6.5	\$36.5	373
New Jersey	\$4.1	\$15.4	354
New Mexico	\$3.7	\$26.2	325
New York	\$11.1	\$31.3	342
North Carolina	\$3.0	\$10.6	335
North Dakota	\$1.6	\$6.8	348
Ohio	\$4.7	\$14.9	352
Oklahoma	\$5.3	\$46.5	345
Oregon	\$5.2	\$31.3	353
Pennsylvania	\$2.3	\$8.0	347
Rhode Island	\$3.2	\$9.8	354
South Carolina	\$3.9	\$11.3	329
South Dakota	\$2.5	\$8.1	338
Tennessee	\$6.6	\$33.5	336
Texas	\$7.5	\$25.9	342
Utah	\$6.2	\$24.4	348
Vermont	\$4.6	\$15.5	389
Virginia	\$4.0	\$11.9	339
Washington	\$8.5	\$39.0	352
West Virginia	\$4.8	\$29.0	333
Wisconsin	\$3.1	\$17.9	358
Wyoming	\$3.0	\$10.7	335

Table A-14

ANNUAL BUDGET (\$): Baked goods (Cereal, bread, doughnut, muffin, etc.)

	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$6.5	\$30.9	17,145
Age Cohorts			
Young (18-34)	\$10.3	\$40.4	8,419
Middle Age (35-54)	\$3.3	\$19.5	5,946
Older (55+)	\$1.5	\$6.3	2,780
Race & Ethnic Group			
Black/African American	\$9.4	\$33.0	1,250
White	\$5.3	\$27.9	12,850
Other	\$6.2	\$20.7	1,406
Hispanic	\$13.8	\$52.5	1,558
Gender			
Male	\$8.5	\$38.8	8,244
Female	\$4.5	\$20.8	8,855
Regions			
Pacific	\$8.1	\$33.7	1,733
Mountain	\$6.6	\$30.2	2,775
West North Central	\$4.4	\$15.5	2,390
West South Central	\$7.9	\$28.8	1,314
East North Central	\$4.7	\$16.4	1,740
East South Central	\$7.6	\$33.0	1,294
South Atlantic	\$6.9	\$37.3	2,683
Mid-Atlantic	\$7.5	\$27.0	1,043
New England	\$6.0	\$41.9	2,173
States			
Alabama	\$6.7	\$23.2	319
Alaska	\$8.5	\$36.9	350
Arizona	\$8.5	\$36.5	331
Arkansas	\$6.9	\$23.3	319
California	\$8.0	\$27.2	351
Colorado	\$7.2	\$34.9	353
Connecticut	\$5.2	\$24.8	358
Delaware	\$6.8	\$28.2	325
Florida	\$11.2	\$61.7	338
Georgia	\$5.8	\$18.7	345
Hawaii	\$5.4	\$17.5	327
Idaho	\$5.3	\$19.2	376
Illinois	\$5.7	\$18.3	350
Indiana	\$3.9	\$13.4	333

Table A-14

ANNUAL BUDGET (\$): Baked goods (Cereal, bread, doughnut, muffin, etc.)

	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$4.5	\$17.3	348
Kansas	\$5.6	\$17.9	335
Kentucky	\$6.8	\$38.9	335
Louisiana	\$7.8	\$29.4	308
Maine	\$6.9	\$34.5	351
Maryland	\$7.2	\$41.4	339
Massachusetts	\$12.5	\$87.9	348
Michigan	\$3.7	\$11.5	347
Minnesota	\$4.6	\$14.5	350
Mississippi	\$10.6	\$36.8	304
Missouri	\$4.0	\$15.2	340
Montana	\$6.8	\$48.3	367
Nebraska	\$4.7	\$16.9	331
Nevada	\$7.9	\$24.2	340
New Hampshire	\$5.8	\$32.3	373
New Jersey	\$6.1	\$24.3	354
New Mexico	\$4.1	\$14.4	325
New York	\$12.6	\$38.2	342
North Carolina	\$7.1	\$40.0	335
North Dakota	\$4.3	\$12.7	348
Ohio	\$5.5	\$17.0	352
Oklahoma	\$6.2	\$18.6	345
Oregon	\$8.0	\$38.6	353
Pennsylvania	\$3.9	\$10.8	347
Rhode Island	\$3.1	\$8.7	354
South Carolina	\$5.4	\$29.6	329
South Dakota	\$3.4	\$13.5	338
Tennessee	\$6.4	\$30.6	336
Texas	\$10.5	\$39.5	342
Utah	\$6.7	\$20.1	348
Vermont	\$3.2	\$13.0	389
Virginia	\$7.4	\$42.6	339
Washington	\$10.4	\$41.4	352
West Virginia	\$4.5	\$12.8	333
Wisconsin	\$4.5	\$19.9	358
Wyoming	\$6.1	\$27.5	335

Table A-14

ANNUAL BUDGET (\$) : Meats

	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$6.0	\$31.9	17,145
Age Cohorts			
Young (18-34)	\$9.8	\$40.5	8,419
Middle Age (35-54)	\$3.2	\$23.8	5,946
Older (55+)	\$0.7	\$4.6	2,780
Race & Ethnic Group			
Black/African American	\$9.6	\$30.1	1,250
White	\$4.8	\$29.1	12,850
Other	\$6.1	\$29.0	1,406
Hispanic	\$13.2	\$51.5	1,558
Gender			
Male	\$8.0	\$38.5	8,244
Female	\$4.2	\$24.1	8,855
Regions			
Pacific	\$7.4	\$35.5	1,733
Mountain	\$5.9	\$28.7	2,775
West North Central	\$4.6	\$25.5	2,390
West South Central	\$8.2	\$34.1	1,314
East North Central	\$4.2	\$19.9	1,740
East South Central	\$7.2	\$29.3	1,294
South Atlantic	\$6.2	\$32.8	2,683
Mid-Atlantic	\$6.9	\$31.9	1,043
New England	\$5.5	\$43.7	2,173
States			
Alabama	\$9.7	\$33.8	319
Alaska	\$6.0	\$26.1	350
Arizona	\$8.1	\$39.0	331
Arkansas	\$8.6	\$32.9	319
California	\$8.7	\$46.0	351
Colorado	\$6.4	\$27.2	353
Connecticut	\$5.0	\$27.1	358
Delaware	\$4.0	\$15.5	325
Florida	\$10.2	\$46.3	338
Georgia	\$7.4	\$41.0	345
Hawaii	\$5.8	\$32.0	327
Idaho	\$4.3	\$22.7	376
Illinois	\$5.1	\$22.1	350
Indiana	\$4.0	\$21.8	333

Table A-14

ANNUAL BUDGET (\$): *Meats*

	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$3.4	\$13.3	348
Kansas	\$7.0	\$31.0	335
Kentucky	\$4.6	\$15.7	335
Louisiana	\$8.5	\$33.0	308
Maine	\$5.9	\$27.7	351
Maryland	\$7.6	\$38.2	339
Massachusetts	\$12.1	\$87.9	348
Michigan	\$4.4	\$20.3	347
Minnesota	\$4.3	\$17.2	350
Mississippi	\$9.5	\$34.2	304
Missouri	\$5.5	\$24.1	340
Montana	\$5.1	\$43.6	367
Nebraska	\$3.5	\$13.6	331
Nevada	\$6.2	\$21.8	340
New Hampshire	\$5.8	\$47.4	373
New Jersey	\$3.9	\$20.8	354
New Mexico	\$3.9	\$15.3	325
New York	\$14.0	\$49.4	342
North Carolina	\$4.9	\$23.8	335
North Dakota	\$5.7	\$44.6	348
Ohio	\$4.7	\$17.6	352
Oklahoma	\$6.3	\$36.2	345
Oregon	\$7.6	\$32.7	353
Pennsylvania	\$3.1	\$12.3	347
Rhode Island	\$2.6	\$9.2	354
South Carolina	\$5.0	\$29.5	329
South Dakota	\$2.9	\$18.2	338
Tennessee	\$5.4	\$30.0	336
Texas	\$9.4	\$34.1	342
Utah	\$7.8	\$25.7	348
Vermont	\$1.8	\$11.0	389
Virginia	\$6.2	\$30.8	339
Washington	\$8.6	\$37.5	352
West Virginia	\$4.3	\$24.5	333
Wisconsin	\$2.9	\$17.6	358
Wyoming	\$5.3	\$22.4	335

Table A-14

ANNUAL BUDGET (\$): Dairy products (ice cream, creamer, etc.)

	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$4.6	\$27.9	17,145
Age Cohorts			
Young (18-34)	\$7.7	\$34.6	8,419
Middle Age (35-54)	\$2.2	\$22.6	5,946
Older (55+)	\$0.6	\$3.8	2,780
Race & Ethnic Group			
Black/African American	\$6.9	\$25.5	1,250
White	\$3.7	\$25.8	12,850
Other	\$4.2	\$19.0	1,406
Hispanic	\$10.9	\$46.7	1,558
Gender			
Male	\$6.7	\$36.6	8,244
Female	\$2.7	\$15.9	8,855
Regions			
Pacific	\$5.6	\$28.4	1,733
Mountain	\$4.7	\$28.0	2,775
West North Central	\$3.0	\$17.9	2,390
West South Central	\$5.2	\$22.8	1,314
East North Central	\$3.5	\$19.7	1,740
East South Central	\$5.7	\$25.8	1,294
South Atlantic	\$4.7	\$31.3	2,683
Mid-Atlantic	\$5.8	\$26.3	1,043
New England	\$4.6	\$39.6	2,173
States			
Alabama	\$5.7	\$25.0	319
Alaska	\$5.0	\$30.3	350
Arizona	\$6.2	\$34.4	331
Arkansas	\$4.9	\$19.8	319
California	\$5.6	\$24.5	351
Colorado	\$6.6	\$36.5	353
Connecticut	\$5.4	\$32.6	358
Delaware	\$2.7	\$11.3	325
Florida	\$7.3	\$30.5	338
Georgia	\$4.3	\$23.6	345
Hawaii	\$3.5	\$18.3	327
Idaho	\$2.9	\$17.3	376
Illinois	\$4.6	\$19.9	350
Indiana	\$4.1	\$30.9	333

Table A-14

ANNUAL BUDGET (\$): Dairy products (ice cream, creamer, etc.)

	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$2.4	\$13.9	348
Kansas	\$4.3	\$18.7	335
Kentucky	\$4.1	\$20.5	335
Louisiana	\$5.9	\$23.6	308
Maine	\$5.4	\$31.4	351
Maryland	\$4.3	\$21.8	339
Massachusetts	\$9.9	\$80.8	348
Michigan	\$2.8	\$11.3	347
Minnesota	\$3.2	\$17.5	350
Mississippi	\$8.4	\$33.2	304
Missouri	\$2.7	\$10.5	340
Montana	\$4.1	\$42.2	367
Nebraska	\$3.1	\$15.6	331
Nevada	\$5.6	\$22.8	340
New Hampshire	\$3.6	\$31.3	373
New Jersey	\$4.1	\$15.1	354
New Mexico	\$2.2	\$11.0	325
New York	\$11.4	\$41.8	342
North Carolina	\$4.8	\$30.5	335
North Dakota	\$3.6	\$28.4	348
Ohio	\$3.2	\$13.1	352
Oklahoma	\$2.6	\$10.8	345
Oregon	\$6.0	\$30.1	353
Pennsylvania	\$2.2	\$9.5	347
Rhode Island	\$1.6	\$7.9	354
South Carolina	\$4.9	\$50.2	329
South Dakota	\$2.0	\$15.0	338
Tennessee	\$5.0	\$23.5	336
Texas	\$7.6	\$31.7	342
Utah	\$5.9	\$22.1	348
Vermont	\$2.2	\$7.6	389
Virginia	\$4.9	\$26.9	339
Washington	\$8.0	\$35.3	352
West Virginia	\$4.1	\$40.1	333
Wisconsin	\$2.9	\$18.2	358
Wyoming	\$4.2	\$22.2	335

Table A-14

ANNUAL BUDGET (\$): Sauces/dressings/spices (BBQ sauce, mustards, etc.)

	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$4.0	\$24.8	17,145
Age Cohorts			
Young (18-34)	\$6.7	\$31.8	8,419
Middle Age (35-54)	\$1.9	\$17.9	5,946
Older (55+)	\$0.5	\$3.2	2,780
Race & Ethnic Group			
Black/African American	\$5.4	\$16.5	1,250
White	\$3.2	\$21.8	12,850
Other	\$3.8	\$22.9	1,406
Hispanic	\$9.7	\$45.9	1,558
Gender			
Male	\$5.8	\$33.0	8,244
Female	\$2.4	\$13.2	8,855
Regions			
Pacific	\$4.8	\$27.3	1,733
Mountain	\$4.1	\$24.5	2,775
West North Central	\$3.0	\$16.2	2,390
West South Central	\$5.1	\$24.1	1,314
East North Central	\$3.4	\$30.5	1,740
East South Central	\$4.3	\$17.9	1,294
South Atlantic	\$4.3	\$30.2	2,683
Mid-Atlantic	\$5.0	\$21.9	1,043
New England	\$3.5	\$23.9	2,173
States			
Alabama	\$4.0	\$15.9	319
Alaska	\$5.1	\$32.6	350
Arizona	\$3.4	\$15.5	331
Arkansas	\$3.1	\$11.0	319
California	\$6.4	\$29.7	351
Colorado	\$5.6	\$31.3	353
Connecticut	\$4.1	\$24.9	358
Delaware	\$2.7	\$10.9	325
Florida	\$7.7	\$33.6	338
Georgia	\$3.6	\$15.4	345
Hawaii	\$2.3	\$9.5	327
Idaho	\$3.1	\$20.3	376
Illinois	\$3.1	\$12.0	350
Indiana	\$4.6	\$44.6	333

Table A-14

ANNUAL BUDGET (\$): Sauces/dressings/spices (BBQ sauce, mustards, etc.)

	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$2.5	\$14.1	348
Kansas	\$4.8	\$18.9	335
Kentucky	\$3.5	\$18.0	335
Louisiana	\$5.7	\$20.0	308
Maine	\$4.6	\$25.0	351
Maryland	\$3.5	\$14.4	339
Massachusetts	\$5.5	\$32.9	348
Michigan	\$1.6	\$7.8	347
Minnesota	\$3.5	\$17.6	350
Mississippi	\$6.0	\$20.6	304
Missouri	\$2.0	\$8.0	340
Montana	\$4.5	\$44.0	367
Nebraska	\$4.2	\$26.6	331
Nevada	\$5.4	\$20.8	340
New Hampshire	\$3.3	\$30.6	373
New Jersey	\$2.7	\$9.4	354
New Mexico	\$3.1	\$13.2	325
New York	\$10.5	\$35.3	342
North Carolina	\$2.7	\$10.2	335
North Dakota	\$1.8	\$8.3	348
Ohio	\$2.9	\$12.0	352
Oklahoma	\$3.0	\$13.4	345
Oregon	\$4.0	\$15.5	353
Pennsylvania	\$2.0	\$9.5	347
Rhode Island	\$1.5	\$7.0	354
South Carolina	\$3.1	\$10.5	329
South Dakota	\$1.9	\$12.4	338
Tennessee	\$4.0	\$16.8	336
Texas	\$8.4	\$39.5	342
Utah	\$4.8	\$19.2	348
Vermont	\$2.1	\$12.3	389
Virginia	\$5.7	\$47.9	339
Washington	\$6.3	\$37.6	352
West Virginia	\$5.0	\$55.3	333
Wisconsin	\$5.0	\$48.2	358
Wyoming	\$2.7	\$10.5	335

Table A-14

ANNUAL BUDGET (\$): *Maple water*

	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$3.2	\$24.2	17,145
Age Cohorts			
Young (18-34)	\$5.7	\$31.8	8,419
Middle Age (35-54)	\$1.2	\$15.4	5,946
Older (55+)	\$0.1	\$1.6	2,780
Race & Ethnic Group			
Black/African American	\$4.1	\$16.5	1,250
White	\$2.5	\$20.4	12,850
Other	\$3.3	\$31.3	1,406
Hispanic	\$8.1	\$38.2	1,558
Gender			
Male	\$5.1	\$30.6	8,244
Female	\$1.4	\$13.3	8,855
Regions			
Pacific	\$4.3	\$26.6	1,733
Mountain	\$3.3	\$28.5	2,775
West North Central	\$1.7	\$12.2	2,390
West South Central	\$5.6	\$40.4	1,314
East North Central	\$2.3	\$13.3	1,740
East South Central	\$3.2	\$16.1	1,294
South Atlantic	\$3.1	\$21.5	2,683
Mid-Atlantic	\$5.0	\$29.3	1,043
New England	\$2.5	\$23.8	2,173
States			
Alabama	\$3.9	\$19.8	319
Alaska	\$4.2	\$28.5	350
Arizona	\$4.8	\$35.1	331
Arkansas	\$3.9	\$24.5	319
California	\$4.9	\$26.2	351
Colorado	\$5.2	\$33.0	353
Connecticut	\$6.0	\$41.8	358
Delaware	\$2.3	\$16.3	325
Florida	\$5.8	\$26.4	338
Georgia	\$3.6	\$17.1	345
Hawaii	\$1.4	\$12.6	327
Idaho	\$2.0	\$13.9	376
Illinois	\$2.8	\$14.3	350
Indiana	\$2.0	\$13.9	333

Table A-14

ANNUAL BUDGET (\$): *Maple water*

	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$1.4	\$12.3	348
Kansas	\$3.2	\$14.5	335
Kentucky	\$2.0	\$9.9	335
Louisiana	\$4.3	\$22.1	308
Maine	\$3.3	\$23.5	351
Maryland	\$3.0	\$15.0	339
Massachusetts	\$3.9	\$29.7	348
Michigan	\$2.4	\$15.3	347
Minnesota	\$2.2	\$14.0	350
Mississippi	\$5.0	\$21.5	304
Missouri	\$2.1	\$14.3	340
Montana	\$2.9	\$42.0	367
Nebraska	\$2.4	\$15.7	331
Nevada	\$3.5	\$14.5	340
New Hampshire	\$1.4	\$16.2	373
New Jersey	\$2.1	\$9.0	354
New Mexico	\$3.3	\$39.8	325
New York	\$11.7	\$49.1	342
North Carolina	\$1.9	\$12.6	335
North Dakota	\$0.3	\$2.5	348
Ohio	\$2.1	\$10.7	352
Oklahoma	\$4.0	\$44.4	345
Oregon	\$3.9	\$25.0	353
Pennsylvania	\$1.3	\$8.0	347
Rhode Island	\$0.6	\$3.3	354
South Carolina	\$1.5	\$7.9	329
South Dakota	\$0.7	\$5.1	338
Tennessee	\$2.2	\$10.6	336
Texas	\$9.8	\$57.3	342
Utah	\$3.9	\$18.9	348
Vermont	\$0.3	\$2.3	389
Virginia	\$3.1	\$17.9	339
Washington	\$6.9	\$35.0	352
West Virginia	\$3.4	\$40.8	333
Wisconsin	\$2.1	\$12.0	358
Wyoming	\$1.1	\$9.4	335

Table A-14

ANNUAL BUDGET (\$): Maple flavored non-alcoholic beverages

	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$3.2	\$26.7	17,145
Age Cohorts			
Young (18-34)	\$5.6	\$33.5	8,419
Middle Age (35-54)	\$1.2	\$19.9	5,946
Older (55+)	\$0.3	\$10.1	2,780
Race & Ethnic Group			
Black/African American	\$5.0	\$32.5	1,250
White	\$2.4	\$22.5	12,850
Other	\$3.0	\$30.8	1,406
Hispanic	\$8.5	\$43.6	1,558
Gender			
Male	\$5.0	\$33.7	8,244
Female	\$1.6	\$17.6	8,855
Regions			
Pacific	\$3.9	\$25.6	1,733
Mountain	\$2.9	\$24.2	2,775
West North Central	\$1.7	\$11.5	2,390
West South Central	\$4.5	\$28.5	1,314
East North Central	\$3.2	\$31.2	1,740
East South Central	\$3.7	\$20.4	1,294
South Atlantic	\$3.5	\$31.4	2,683
Mid-Atlantic	\$5.2	\$39.7	1,043
New England	\$2.4	\$26.6	2,173
States			
Alabama	\$4.4	\$25.8	319
Alaska	\$3.7	\$28.3	350
Arizona	\$4.0	\$30.7	331
Arkansas	\$2.8	\$14.5	319
California	\$4.6	\$23.0	351
Colorado	\$5.8	\$34.4	353
Connecticut	\$4.8	\$39.1	358
Delaware	\$1.9	\$13.1	325
Florida	\$7.0	\$51.2	338
Georgia	\$3.7	\$19.3	345
Hawaii	\$1.0	\$8.1	327
Idaho	\$1.1	\$7.9	376
Illinois	\$3.0	\$13.3	350
Indiana	\$1.3	\$6.4	333

Table A-14

ANNUAL BUDGET (\$): *Maple flavored non-alcoholic beverages*

	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$1.4	\$9.3	348
Kansas	\$3.1	\$14.2	335
Kentucky	\$2.1	\$9.4	335
Louisiana	\$3.9	\$18.3	308
Maine	\$3.2	\$22.8	351
Maryland	\$5.2	\$41.5	339
Massachusetts	\$4.4	\$44.8	348
Michigan	\$5.5	\$60.8	347
Minnesota	\$2.7	\$17.4	350
Mississippi	\$6.5	\$29.1	304
Missouri	\$1.5	\$9.8	340
Montana	\$3.1	\$42.0	367
Nebraska	\$2.4	\$13.3	331
Nevada	\$2.9	\$13.1	340
New Hampshire	\$1.4	\$15.9	373
New Jersey	\$1.9	\$8.1	354
New Mexico	\$1.7	\$10.8	325
New York	\$12.6	\$67.8	342
North Carolina	\$1.9	\$9.6	335
North Dakota	\$0.5	\$5.5	348
Ohio	\$2.8	\$15.9	352
Oklahoma	\$2.0	\$9.4	345
Oregon	\$4.7	\$35.5	353
Pennsylvania	\$1.3	\$8.8	347
Rhode Island	\$0.5	\$2.7	354
South Carolina	\$1.2	\$6.4	329
South Dakota	\$0.6	\$5.9	338
Tennessee	\$2.1	\$10.2	336
Texas	\$9.1	\$50.1	342
Utah	\$3.3	\$15.5	348
Vermont	\$0.6	\$5.5	389
Virginia	\$5.2	\$47.5	339
Washington	\$5.1	\$24.2	352
West Virginia	\$1.8	\$22.8	333
Wisconsin	\$3.5	\$26.1	358
Wyoming	\$1.5	\$11.8	335

Table A-14

ANNUAL BUDGET (\$): Maple infused alcoholic beverages (beer, wine, liquor)

	\$ Per Household		
	Mean \$ Rating	Std. Dev.	N
Nation			
Total	\$3.3	\$27.5	17,145
Age Cohorts			
Young (18-34)	\$5.6	\$34.9	8,419
Middle Age (35-54)	\$1.4	\$19.9	5,946
Older (55+)	\$0.3	\$10.1	2,780
Race & Ethnic Group			
Black/African American	\$5.6	\$43.2	1,250
White	\$2.6	\$23.1	12,850
Other	\$3.0	\$23.8	1,406
Hispanic	\$7.5	\$43.7	1,558
Gender			
Male	\$5.3	\$37.2	8,244
Female	\$1.5	\$13.1	8,855
Regions			
Pacific	\$4.3	\$35.7	1,733
Mountain	\$3.5	\$31.4	2,775
West North Central	\$1.9	\$12.9	2,390
West South Central	\$5.1	\$34.0	1,314
East North Central	\$3.2	\$29.8	1,740
East South Central	\$3.4	\$19.4	1,294
South Atlantic	\$2.7	\$17.8	2,683
Mid-Atlantic	\$4.9	\$39.1	1,043
New England	\$2.6	\$27.6	2,173
States			
Alabama	\$5.1	\$26.1	319
Alaska	\$4.6	\$37.8	350
Arizona	\$4.2	\$32.8	331
Arkansas	\$3.1	\$15.7	319
California	\$6.2	\$56.4	351
Colorado	\$5.0	\$32.8	353
Connecticut	\$3.8	\$29.7	358
Delaware	\$1.9	\$8.8	325
Florida	\$5.5	\$32.9	338
Georgia	\$2.3	\$8.5	345
Hawaii	\$1.3	\$8.6	327
Idaho	\$4.2	\$52.2	376
Illinois	\$4.1	\$17.8	350
Indiana	\$1.5	\$8.2	333

Table A-14

ANNUAL BUDGET (\$): *Maple infused alcoholic beverages (beer, wine, liquor)*

	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$1.3	\$8.5	348
Kansas	\$4.2	\$22.4	335
Kentucky	\$1.6	\$6.7	335
Louisiana	\$3.9	\$18.5	308
Maine	\$3.3	\$20.9	351
Maryland	\$3.2	\$17.9	339
Massachusetts	\$4.1	\$43.8	348
Michigan	\$5.8	\$60.8	347
Minnesota	\$2.2	\$13.7	350
Mississippi	\$5.6	\$27.4	304
Missouri	\$1.6	\$11.5	340
Montana	\$3.7	\$43.1	367
Nebraska	\$2.6	\$14.2	331
Nevada	\$3.6	\$14.9	340
New Hampshire	\$1.0	\$6.6	373
New Jersey	\$1.7	\$7.0	354
New Mexico	\$1.7	\$11.2	325
New York	\$11.9	\$67.0	342
North Carolina	\$2.1	\$13.6	335
North Dakota	\$0.7	\$6.1	348
Ohio	\$2.5	\$11.8	352
Oklahoma	\$3.7	\$25.2	345
Oregon	\$3.9	\$30.1	353
Pennsylvania	\$1.2	\$6.9	347
Rhode Island	\$0.6	\$3.8	354
South Carolina	\$1.7	\$9.3	329
South Dakota	\$0.8	\$6.3	338
Tennessee	\$1.6	\$7.9	336
Texas	\$9.5	\$57.0	342
Utah	\$3.0	\$12.7	348
Vermont	\$2.9	\$35.5	389
Virginia	\$3.1	\$17.5	339
Washington	\$5.2	\$26.3	352
West Virginia	\$1.7	\$19.8	333
Wisconsin	\$2.4	\$15.2	358
Wyoming	\$2.4	\$18.7	335

Question 21: "How much of your annual maple budget is spent on the following maple products? Note: Please exclude spending on Alternative maple products, such as pancake syrup. If none, enter 0"

Table A-15

AVAILABILITY OF LOCAL BY PRODUCT: *Maple syrup*

	Percent		
	Yes	No or not sure	N
Nation			
Total	57.8%	39.1%	17,145
Age Cohorts			
Young (18-34)	65.8%	32.5%	8,419
Middle Age (35-54)	51.9%	44.4%	5,946
Older (55+)	46.0%	47.7%	2,780
Race & Ethnic Group			
Black/African American	65.9%	31.6%	1,250
White	55.6%	41.1%	12,850
Other	56.6%	39.6%	1,406
Hispanic	70.2%	28.0%	1,558
Gender			
Male	60.7%	36.4%	8,244
Female	55.0%	41.6%	8,855
Regions			
Pacific	48.4%	46.8%	1,733
Mountain	47.0%	48.1%	2,775
West North Central	50.7%	46.2%	2,390
West South Central	54.3%	43.0%	1,314
East North Central	66.7%	31.4%	1,740
East South Central	54.7%	41.9%	1,294
South Atlantic	57.1%	39.9%	2,683
Mid-Atlantic	64.9%	32.8%	1,043
New England	80.9%	17.9%	2,173
States			
Alabama	53.0%	43.6%	319
Alaska	43.4%	48.3%	350
Arizona	48.3%	47.4%	331
Arkansas	52.4%	44.2%	319
California	56.7%	41.0%	351
Colorado	52.7%	44.5%	353
Connecticut	77.1%	21.5%	358
Delaware	54.8%	42.2%	325
Florida	56.2%	41.1%	338
Georgia	55.4%	41.4%	345
Hawaii	36.7%	54.4%	327
Idaho	43.1%	51.3%	376
Illinois	63.1%	35.1%	350
Indiana	58.3%	38.7%	333

Table A-15

AVAILABILITY OF LOCAL: *Maple Syrup*

	Percent		
	Yes	No or not sure	N
States			
Iowa	49.1%	46.8%	348
Kansas	49.0%	48.7%	335
Kentucky	58.2%	38.8%	335
Louisiana	58.1%	38.6%	308
Maine	86.6%	13.1%	351
Maryland	59.9%	38.3%	339
Massachusetts	71.6%	25.9%	348
Michigan	68.0%	29.7%	347
Minnesota	67.7%	30.9%	350
Mississippi	51.0%	45.1%	304
Missouri	48.2%	50.0%	340
Montana	41.1%	51.2%	367
Nebraska	47.1%	50.2%	331
Nevada	57.6%	40.3%	340
New Hampshire	88.5%	11.3%	373
New Jersey	59.0%	37.0%	354
New Mexico	45.8%	49.5%	325
New York	76.0%	23.1%	342
North Carolina	55.8%	41.5%	335
North Dakota	48.9%	47.1%	348
Ohio	71.3%	27.6%	352
Oklahoma	44.6%	52.2%	345
Oregon	49.6%	47.9%	353
Pennsylvania	59.9%	38.0%	347
Rhode Island	66.9%	30.5%	354
South Carolina	54.7%	41.6%	329
South Dakota	44.4%	50.0%	338
Tennessee	56.3%	40.5%	336
Texas	62.3%	36.5%	342
Utah	48.6%	46.3%	348
Vermont	93.1%	6.4%	389
Virginia	60.2%	36.6%	339
Washington	54.5%	42.9%	352
West Virginia	59.5%	36.3%	333
Wisconsin	72.3%	26.5%	358
Wyoming	39.4%	54.3%	335

Question 22: "Please indicate which of the following maple products are available from local small to medium size maple farms or processors?"

Table A-15

AVAILABILITY OF LOCAL: *Maple cream/butter (non-dairy)*

	Percent		
	Yes	No or not sure	N
Nation			
Total	21.2%	67.2%	17,145
Age Cohorts			
Young (18-34)	27.7%	64.2%	8,419
Middle Age (35-54)	16.9%	70.0%	5,946
Older (55+)	10.6%	70.5%	2,780
Race & Ethnic Group			
Black/African American	25.8%	64.3%	1,250
White	19.4%	68.4%	12,850
Other	22.2%	64.7%	1,406
Hispanic	31.2%	61.9%	1,558
Gender			
Male	24.2%	65.3%	8,244
Female	18.5%	69.0%	8,855
Regions			
Pacific	18.2%	67.9%	1,733
Mountain	17.3%	69.8%	2,775
West North Central	15.0%	73.4%	2,390
West South Central	18.6%	68.9%	1,314
East North Central	22.1%	68.7%	1,740
East South Central	19.5%	69.2%	1,294
South Atlantic	20.9%	68.1%	2,683
Mid-Atlantic	26.8%	60.9%	1,043
New England	35.0%	55.1%	2,173
States			
Alabama	17.9%	72.4%	319
Alaska	13.1%	69.7%	350
Arizona	21.8%	67.1%	331
Arkansas	17.6%	67.4%	319
California	24.8%	65.0%	351
Colorado	19.5%	69.4%	353
Connecticut	25.4%	64.0%	358
Delaware	17.8%	69.8%	325
Florida	23.7%	66.0%	338
Georgia	21.2%	70.4%	345
Hawaii	13.8%	69.4%	327
Idaho	14.4%	73.7%	376
Illinois	25.4%	66.0%	350
Indiana	20.4%	71.8%	333

Table A-15

AVAILABILITY OF LOCAL: *Maple cream/butter (non-dairy)*

	Percent		
	Yes	No or not sure	N
States			
Iowa	14.4%	74.4%	348
Kansas	18.5%	70.4%	335
Kentucky	17.6%	72.5%	335
Louisiana	18.8%	65.6%	308
Maine	33.0%	57.5%	351
Maryland	23.9%	67.3%	339
Massachusetts	31.6%	56.0%	348
Michigan	23.3%	64.3%	347
Minnesota	18.9%	73.1%	350
Mississippi	19.4%	66.8%	304
Missouri	16.2%	70.9%	340
Montana	12.0%	71.1%	367
Nebraska	11.8%	77.0%	331
Nevada	28.5%	60.0%	340
New Hampshire	37.3%	54.2%	373
New Jersey	21.2%	64.7%	354
New Mexico	14.8%	70.8%	325
New York	35.7%	54.7%	342
North Carolina	20.9%	66.3%	335
North Dakota	12.1%	73.3%	348
Ohio	23.9%	68.2%	352
Oklahoma	13.0%	75.7%	345
Oregon	19.0%	67.4%	353
Pennsylvania	23.9%	63.1%	347
Rhode Island	23.4%	65.8%	354
South Carolina	19.8%	68.4%	329
South Dakota	13.0%	74.9%	338
Tennessee	22.9%	65.2%	336
Texas	25.1%	66.7%	342
Utah	17.5%	70.7%	348
Vermont	56.8%	35.2%	389
Virginia	21.2%	68.7%	339
Washington	20.2%	67.9%	352
West Virginia	18.6%	67.9%	333
Wisconsin	17.6%	73.2%	358
Wyoming	10.1%	75.2%	335

Table A-15

AVAILABILITY OF LOCAL: *Maple sugar*

	Percent		
	Yes	No or not sure	N
Nation			
Total	26.6%	62.2%	17,145
Age Cohorts			
Young (18-34)	33.5%	58.7%	8,419
Middle Age (35-54)	21.4%	65.8%	5,946
Older (55+)	16.5%	65.3%	2,780
Race & Ethnic Group			
Black/African American	35.7%	54.3%	1,250
White	24.5%	63.8%	12,850
Other	25.0%	61.6%	1,406
Hispanic	37.5%	55.8%	1,558
Gender			
Male	30.0%	59.8%	8,244
Female	23.3%	64.5%	8,855
Regions			
Pacific	22.6%	64.1%	1,733
Mountain	21.9%	65.7%	2,775
West North Central	18.1%	70.4%	2,390
West South Central	23.4%	65.1%	1,314
East North Central	27.9%	62.8%	1,740
East South Central	24.1%	64.8%	1,294
South Atlantic	26.4%	62.6%	2,683
Mid-Atlantic	32.9%	55.8%	1,043
New England	44.4%	46.1%	2,173
States			
Alabama	22.9%	66.5%	319
Alaska	19.1%	64.0%	350
Arizona	21.8%	66.2%	331
Arkansas	22.9%	64.3%	319
California	30.8%	58.7%	351
Colorado	24.4%	64.9%	353
Connecticut	34.6%	53.9%	358
Delaware	21.5%	65.2%	325
Florida	29.6%	60.9%	338
Georgia	25.5%	65.8%	345
Hawaii	14.7%	70.0%	327
Idaho	18.1%	69.9%	376
Illinois	27.4%	64.3%	350
Indiana	28.2%	64.0%	333

Table A-15

AVAILABILITY OF LOCAL: *Maple sugar*

	Percent		
	Yes	No or not sure	N
States			
Iowa	18.1%	70.7%	348
Kansas	20.6%	69.0%	335
Kentucky	22.1%	68.7%	335
Louisiana	23.1%	62.7%	308
Maine	51.0%	40.2%	351
Maryland	32.2%	58.7%	339
Massachusetts	39.4%	49.4%	348
Michigan	30.5%	58.2%	347
Minnesota	21.4%	70.3%	350
Mississippi	27.3%	59.2%	304
Missouri	19.4%	67.4%	340
Montana	18.8%	64.9%	367
Nebraska	13.9%	75.5%	331
Nevada	34.7%	55.3%	340
New Hampshire	48.3%	44.2%	373
New Jersey	26.3%	61.6%	354
New Mexico	19.7%	67.4%	325
New York	45.0%	45.9%	342
North Carolina	25.7%	62.7%	335
North Dakota	16.1%	70.7%	348
Ohio	30.4%	60.5%	352
Oklahoma	19.4%	70.1%	345
Oregon	22.1%	65.4%	353
Pennsylvania	27.7%	59.7%	347
Rhode Island	31.1%	58.5%	354
South Carolina	23.4%	63.8%	329
South Dakota	17.2%	69.5%	338
Tennessee	24.4%	64.3%	336
Texas	28.1%	62.9%	342
Utah	21.8%	67.0%	348
Vermont	60.2%	31.9%	389
Virginia	27.7%	61.9%	339
Washington	25.9%	62.8%	352
West Virginia	25.5%	61.6%	333
Wisconsin	22.9%	67.0%	358
Wyoming	16.1%	69.6%	335

Table A-15

AVAILABILITY OF LOCAL: Maple candy products (cotton candy, taffy, etc.)

	Percent		
	Yes	No or not sure	N
Nation			
Total	29.6%	58.9%	17,145
Age Cohorts			
Young (18-34)	35.0%	56.4%	8,419
Middle Age (35-54)	26.0%	61.8%	5,946
Older (55+)	21.3%	60.5%	2,780
Race & Ethnic Group			
Black/African American	33.2%	55.0%	1,250
White	28.6%	59.8%	12,850
Other	26.5%	60.5%	1,406
Hispanic	38.2%	53.3%	1,558
Gender			
Male	31.5%	57.8%	8,244
Female	27.9%	60.0%	8,855
Regions			
Pacific	24.0%	62.7%	1,733
Mountain	23.5%	63.8%	2,775
West North Central	22.5%	65.6%	2,390
West South Central	25.6%	62.6%	1,314
East North Central	33.0%	57.4%	1,740
East South Central	26.0%	62.9%	1,294
South Atlantic	28.1%	60.6%	2,683
Mid-Atlantic	35.4%	52.0%	1,043
New England	50.9%	40.4%	2,173
States			
Alabama	26.0%	62.1%	319
Alaska	18.9%	65.1%	350
Arizona	25.4%	61.6%	331
Arkansas	28.2%	58.6%	319
California	31.6%	58.1%	351
Colorado	26.9%	61.2%	353
Connecticut	42.2%	47.5%	358
Delaware	27.1%	60.6%	325
Florida	29.9%	58.9%	338
Georgia	28.1%	62.6%	345
Hawaii	16.2%	67.9%	327
Idaho	23.1%	65.4%	376
Illinois	30.9%	60.6%	350
Indiana	30.0%	60.1%	333

Table A-15

AVAILABILITY OF LOCAL: *Maple candy products (cotton candy, taffy, etc.)*

	Percent		
	Yes	No or not sure	N
States			
Iowa	21.6%	66.4%	348
Kansas	24.8%	63.9%	335
Kentucky	25.1%	64.8%	335
Louisiana	26.0%	58.8%	308
Maine	57.8%	33.9%	351
Maryland	32.4%	58.7%	339
Massachusetts	38.8%	50.6%	348
Michigan	33.4%	55.3%	347
Minnesota	27.1%	63.4%	350
Mississippi	27.0%	60.2%	304
Missouri	21.2%	65.6%	340
Montana	22.3%	61.9%	367
Nebraska	20.8%	68.3%	331
Nevada	29.7%	59.4%	340
New Hampshire	60.3%	33.5%	373
New Jersey	30.2%	56.8%	354
New Mexico	20.0%	66.8%	325
New York	46.2%	42.7%	342
North Carolina	25.1%	62.4%	335
North Dakota	21.0%	65.8%	348
Ohio	38.4%	53.7%	352
Oklahoma	20.0%	69.6%	345
Oregon	24.6%	62.6%	353
Pennsylvania	30.0%	56.2%	347
Rhode Island	36.4%	54.0%	354
South Carolina	24.9%	62.6%	329
South Dakota	21.0%	66.3%	338
Tennessee	25.9%	64.3%	336
Texas	28.4%	62.9%	342
Utah	21.3%	67.5%	348
Vermont	67.9%	24.7%	389
Virginia	26.0%	63.1%	339
Washington	28.1%	59.9%	352
West Virginia	31.5%	55.9%	333
Wisconsin	32.1%	57.3%	358
Wyoming	19.1%	66.9%	335

Table A-15

AVAILABILITY OF LOCAL: *Baked goods (Cereal, bread, doughnut, muffin, etc.)*

	Percent		
	Yes	No or not sure	N
Nation			
Total	30.8%	58.5%	17,145
Age Cohorts			
Young (18-34)	39.8%	53.1%	8,419
Middle Age (35-54)	24.7%	63.2%	5,946
Older (55+)	16.7%	64.8%	2,780
Race & Ethnic Group			
Black/African American	42.9%	49.8%	1,250
White	27.9%	60.7%	12,850
Other	32.4%	56.0%	1,406
Hispanic	44.6%	49.2%	1,558
Gender			
Male	33.5%	56.7%	8,244
Female	28.3%	60.2%	8,855
Regions			
Pacific	29.8%	58.9%	1,733
Mountain	26.3%	61.6%	2,775
West North Central	25.1%	64.6%	2,390
West South Central	30.4%	58.4%	1,314
East North Central	30.5%	60.1%	1,740
East South Central	29.0%	60.8%	1,294
South Atlantic	31.9%	57.7%	2,683
Mid-Atlantic	35.1%	53.6%	1,043
New England	42.0%	48.2%	2,173
States			
Alabama	29.5%	60.8%	319
Alaska	29.7%	56.3%	350
Arizona	24.8%	62.8%	331
Arkansas	30.4%	56.1%	319
California	34.2%	56.4%	351
Colorado	27.2%	60.6%	353
Connecticut	35.2%	54.2%	358
Delaware	31.7%	56.0%	325
Florida	34.0%	56.8%	338
Georgia	34.8%	56.8%	345
Hawaii	25.1%	62.4%	327
Idaho	26.3%	61.4%	376
Illinois	31.7%	60.3%	350
Indiana	27.6%	64.0%	333

Table A-15

AVAILABILITY OF LOCAL: *Baked goods (Cereal, bread, doughnut, muffin, etc.)*

	Percent		
	Yes	No or not sure	N
States			
Iowa	25.9%	63.8%	348
Kansas	26.0%	64.8%	335
Kentucky	28.1%	62.7%	335
Louisiana	28.9%	58.4%	308
Maine	48.1%	42.2%	351
Maryland	35.7%	56.0%	339
Massachusetts	35.6%	53.2%	348
Michigan	31.4%	55.9%	347
Minnesota	30.0%	61.7%	350
Mississippi	30.6%	59.2%	304
Missouri	23.8%	65.3%	340
Montana	23.7%	61.0%	367
Nebraska	22.1%	68.0%	331
Nevada	32.9%	58.8%	340
New Hampshire	45.6%	46.6%	373
New Jersey	33.1%	54.2%	354
New Mexico	24.0%	63.1%	325
New York	45.9%	45.6%	342
North Carolina	28.1%	59.7%	335
North Dakota	23.9%	63.8%	348
Ohio	32.7%	58.8%	352
Oklahoma	25.8%	64.6%	345
Oregon	28.9%	59.8%	353
Pennsylvania	26.5%	60.8%	347
Rhode Island	34.2%	55.9%	354
South Carolina	28.9%	58.7%	329
South Dakota	23.7%	65.1%	338
Tennessee	28.0%	60.4%	336
Texas	36.5%	54.4%	342
Utah	29.3%	60.6%	348
Vermont	51.9%	38.3%	389
Virginia	32.2%	59.3%	339
Washington	31.0%	59.9%	352
West Virginia	29.7%	58.3%	333
Wisconsin	28.8%	61.5%	358
Wyoming	21.8%	64.8%	335

Table A-15

AVAILABILITY OF LOCAL: *Meats*

	Percent		
	Yes	No or not sure	N
Nation			
Total	19.2%	67.8%	17,145
Age Cohorts			
Young (18-34)	27.0%	63.7%	8,419
Middle Age (35-54)	13.8%	71.9%	5,946
Older (55+)	6.7%	71.6%	2,780
Race & Ethnic Group			
Black/African American	34.2%	55.5%	1,250
White	16.1%	70.4%	12,850
Other	19.5%	65.2%	1,406
Hispanic	32.4%	58.7%	1,558
Gender			
Male	22.7%	65.7%	8,244
Female	15.9%	69.8%	8,855
Regions			
Pacific	19.8%	65.3%	1,733
Mountain	17.9%	68.5%	2,775
West North Central	17.5%	70.3%	2,390
West South Central	20.8%	66.6%	1,314
East North Central	18.7%	70.0%	1,740
East South Central	21.5%	65.8%	1,294
South Atlantic	20.6%	67.2%	2,683
Mid-Atlantic	19.5%	66.9%	1,043
New England	18.2%	67.8%	2,173
States			
Alabama	24.8%	62.7%	319
Alaska	15.7%	66.0%	350
Arizona	19.6%	67.4%	331
Arkansas	25.7%	60.5%	319
California	26.2%	61.3%	351
Colorado	19.8%	66.3%	353
Connecticut	16.2%	70.4%	358
Delaware	17.8%	68.0%	325
Florida	20.7%	67.2%	338
Georgia	23.8%	65.8%	345
Hawaii	17.1%	67.0%	327
Idaho	16.8%	69.7%	376
Illinois	21.7%	68.6%	350
Indiana	17.1%	72.4%	333

Table A-15

AVAILABILITY OF LOCAL: *Meats*

	Percent		
	Yes	No or not sure	N
States			
Iowa	16.7%	72.1%	348
Kansas	18.8%	70.1%	335
Kentucky	17.3%	72.2%	335
Louisiana	17.5%	68.5%	308
Maine	18.5%	67.8%	351
Maryland	21.8%	68.1%	339
Massachusetts	20.4%	64.1%	348
Michigan	19.0%	66.6%	347
Minnesota	19.4%	69.1%	350
Mississippi	24.0%	61.5%	304
Missouri	17.9%	69.4%	340
Montana	13.1%	70.6%	367
Nebraska	16.9%	71.0%	331
Nevada	23.8%	66.5%	340
New Hampshire	15.5%	70.5%	373
New Jersey	18.6%	66.4%	354
New Mexico	15.1%	69.8%	325
New York	24.3%	63.5%	342
North Carolina	20.6%	65.1%	335
North Dakota	18.7%	67.2%	348
Ohio	18.8%	70.7%	352
Oklahoma	16.2%	71.3%	345
Oregon	18.7%	66.0%	353
Pennsylvania	15.6%	70.9%	347
Rhode Island	17.8%	68.9%	354
South Carolina	19.1%	68.7%	329
South Dakota	13.9%	73.4%	338
Tennessee	20.2%	66.4%	336
Texas	23.7%	65.8%	342
Utah	20.1%	67.5%	348
Vermont	20.8%	65.0%	389
Virginia	24.8%	64.3%	339
Washington	21.0%	66.2%	352
West Virginia	16.2%	70.3%	333
Wisconsin	16.8%	71.8%	358
Wyoming	14.9%	70.1%	335

Table A-15

AVAILABILITY OF LOCAL: Dairy products (ice cream, creamer, etc.)

	Percent		
	Yes	No or not sure	N
Nation			
Total	20.8%	66.9%	17,145
Age Cohorts			
Young (18-34)	29.7%	61.8%	8,419
Middle Age (35-54)	13.8%	72.7%	5,946
Older (55+)	8.7%	70.3%	2,780
Race & Ethnic Group			
Black/African American	35.0%	56.4%	1,250
White	17.3%	69.7%	12,850
Other	22.0%	64.8%	1,406
Hispanic	37.0%	54.7%	1,558
Gender			
Male	24.0%	64.9%	8,244
Female	17.7%	68.8%	8,855
Regions			
Pacific	19.3%	66.9%	1,733
Mountain	19.4%	67.4%	2,775
West North Central	15.0%	72.9%	2,390
West South Central	22.5%	65.4%	1,314
East North Central	19.5%	69.8%	1,740
East South Central	19.9%	67.5%	1,294
South Atlantic	22.1%	66.5%	2,683
Mid-Atlantic	24.8%	61.9%	1,043
New England	26.9%	61.1%	2,173
States			
Alabama	21.6%	66.1%	319
Alaska	13.1%	69.4%	350
Arizona	19.6%	67.4%	331
Arkansas	23.2%	63.3%	319
California	26.2%	62.1%	351
Colorado	20.1%	67.1%	353
Connecticut	22.6%	65.1%	358
Delaware	18.2%	67.7%	325
Florida	26.6%	61.8%	338
Georgia	24.9%	66.4%	345
Hawaii	16.5%	68.5%	327
Idaho	18.1%	69.1%	376
Illinois	22.3%	68.9%	350
Indiana	18.6%	71.5%	333

Table A-15

AVAILABILITY OF LOCAL: Dairy products (ice cream, creamer, etc.)

	Percent		
	Yes	No or not sure	N
States			
Iowa	14.4%	73.9%	348
Kansas	18.8%	69.6%	335
Kentucky	17.9%	71.0%	335
Louisiana	24.4%	63.3%	308
Maine	27.1%	61.5%	351
Maryland	25.7%	65.8%	339
Massachusetts	25.6%	59.8%	348
Michigan	20.2%	65.4%	347
Minnesota	18.0%	71.7%	350
Mississippi	24.0%	62.5%	304
Missouri	14.4%	72.9%	340
Montana	11.4%	73.0%	367
Nebraska	13.3%	74.6%	331
Nevada	28.2%	61.5%	340
New Hampshire	24.9%	63.3%	373
New Jersey	22.9%	62.7%	354
New Mexico	18.2%	68.3%	325
New York	31.0%	56.7%	342
North Carolina	20.0%	67.2%	335
North Dakota	14.4%	72.7%	348
Ohio	19.6%	70.5%	352
Oklahoma	16.5%	71.3%	345
Oregon	17.8%	68.6%	353
Pennsylvania	20.7%	66.3%	347
Rhode Island	20.6%	68.4%	354
South Carolina	20.1%	67.8%	329
South Dakota	11.8%	75.1%	338
Tennessee	16.7%	69.9%	336
Texas	26.0%	63.5%	342
Utah	23.9%	63.5%	348
Vermont	39.6%	49.4%	389
Virginia	23.6%	65.5%	339
Washington	22.4%	65.9%	352
West Virginia	17.1%	69.7%	333
Wisconsin	17.0%	72.9%	358
Wyoming	16.4%	69.0%	335

Table A-15

AVAILABILITY OF LOCAL: Sauces/dressings/spices (BBQ sauce, mustards, etc.)

	Percent		
	Yes	No or not sure	N
Nation			
Total	23.0%	64.9%	17,145
Age Cohorts			
Young (18-34)	30.5%	60.8%	8,419
Middle Age (35-54)	18.1%	68.7%	5,946
Older (55+)	10.9%	69.2%	2,780
Race & Ethnic Group			
Black/African American	35.4%	55.4%	1,250
White	20.5%	66.9%	12,850
Other	24.1%	62.3%	1,406
Hispanic	33.1%	58.5%	1,558
Gender			
Male	25.4%	63.5%	8,244
Female	20.8%	66.2%	8,855
Regions			
Pacific	21.7%	64.4%	1,733
Mountain	20.4%	67.0%	2,775
West North Central	18.7%	69.4%	2,390
West South Central	23.6%	64.5%	1,314
East North Central	23.9%	65.6%	1,740
East South Central	23.0%	65.4%	1,294
South Atlantic	24.3%	64.0%	2,683
Mid-Atlantic	24.3%	62.9%	1,043
New England	29.0%	59.2%	2,173
States			
Alabama	25.4%	63.9%	319
Alaska	17.4%	65.1%	350
Arizona	18.7%	68.9%	331
Arkansas	23.8%	62.7%	319
California	27.6%	62.1%	351
Colorado	23.8%	64.3%	353
Connecticut	25.7%	62.6%	358
Delaware	19.7%	65.2%	325
Florida	27.5%	60.9%	338
Georgia	24.3%	64.9%	345
Hawaii	16.5%	67.3%	327
Idaho	20.5%	67.3%	376
Illinois	26.3%	64.9%	350
Indiana	19.5%	71.2%	333

Table A-15

AVAILABILITY OF LOCAL: *Sauces/dressings/spices (BBQ sauce, mustards, etc.)*

	Percent		
	Yes	No or not sure	N
States			
Iowa	17.5%	70.1%	348
Kansas	21.2%	68.4%	335
Kentucky	19.4%	70.7%	335
Louisiana	24.4%	63.0%	308
Maine	29.1%	59.3%	351
Maryland	31.0%	60.5%	339
Massachusetts	25.6%	61.2%	348
Michigan	25.6%	60.5%	347
Minnesota	22.0%	68.0%	350
Mississippi	25.7%	62.2%	304
Missouri	19.4%	67.9%	340
Montana	15.5%	68.4%	367
Nebraska	19.9%	68.6%	331
Nevada	25.9%	63.8%	340
New Hampshire	26.8%	61.9%	373
New Jersey	22.0%	63.6%	354
New Mexico	18.5%	68.9%	325
New York	31.9%	57.0%	342
North Carolina	26.0%	61.8%	335
North Dakota	14.9%	70.1%	348
Ohio	27.6%	62.8%	352
Oklahoma	19.4%	68.7%	345
Oregon	22.7%	64.0%	353
Pennsylvania	19.0%	68.0%	347
Rhode Island	25.1%	63.0%	354
South Carolina	22.5%	64.4%	329
South Dakota	16.3%	72.5%	338
Tennessee	21.7%	64.3%	336
Texas	26.9%	63.2%	342
Utah	20.1%	68.4%	348
Vermont	40.9%	48.3%	389
Virginia	25.7%	64.0%	339
Washington	23.9%	63.6%	352
West Virginia	17.4%	70.3%	333
Wisconsin	20.1%	69.0%	358
Wyoming	20.3%	66.0%	335

Table A-15

AVAILABILITY OF LOCAL: *Maple water*

	Percent		
	Yes	No or not sure	N
Nation			
Total	12.0%	74.0%	17,145
Age Cohorts			
Young (18-34)	18.9%	70.5%	8,419
Middle Age (35-54)	6.4%	78.6%	5,946
Older (55+)	2.9%	74.7%	2,780
Race & Ethnic Group			
Black/African American	19.5%	67.2%	1,250
White	9.6%	76.0%	12,850
Other	12.5%	70.8%	1,406
Hispanic	24.8%	65.6%	1,558
Gender			
Male	15.6%	71.9%	8,244
Female	8.6%	75.9%	8,855
Regions			
Pacific	11.8%	72.9%	1,733
Mountain	10.9%	74.5%	2,775
West North Central	7.7%	78.6%	2,390
West South Central	13.8%	72.0%	1,314
East North Central	12.8%	74.5%	1,740
East South Central	11.9%	73.6%	1,294
South Atlantic	12.7%	73.7%	2,683
Mid-Atlantic	16.8%	68.0%	1,043
New England	13.1%	73.3%	2,173
States			
Alabama	13.2%	74.0%	319
Alaska	11.1%	72.3%	350
Arizona	14.2%	72.2%	331
Arkansas	13.5%	70.2%	319
California	15.7%	70.7%	351
Colorado	12.7%	73.7%	353
Connecticut	13.4%	72.6%	358
Delaware	10.8%	73.5%	325
Florida	19.2%	68.0%	338
Georgia	15.7%	74.2%	345
Hawaii	6.4%	76.1%	327
Idaho	7.7%	78.7%	376
Illinois	12.0%	77.1%	350
Indiana	12.6%	77.2%	333

Table A-15

AVAILABILITY OF LOCAL: *Maple water*

	Percent		
	Yes	No or not sure	N
States			
Iowa	8.0%	77.3%	348
Kansas	11.6%	77.0%	335
Kentucky	11.0%	75.8%	335
Louisiana	14.9%	69.2%	308
Maine	10.8%	75.5%	351
Maryland	13.9%	74.6%	339
Massachusetts	14.4%	71.3%	348
Michigan	15.9%	66.9%	347
Minnesota	8.9%	77.7%	350
Mississippi	12.5%	72.0%	304
Missouri	7.4%	77.6%	340
Montana	5.7%	75.2%	367
Nebraska	6.6%	81.3%	331
Nevada	21.2%	65.0%	340
New Hampshire	11.5%	75.6%	373
New Jersey	14.4%	68.9%	354
New Mexico	8.6%	76.9%	325
New York	24.9%	63.5%	342
North Carolina	10.7%	74.6%	335
North Dakota	5.2%	78.7%	348
Ohio	12.2%	75.9%	352
Oklahoma	9.3%	77.4%	345
Oregon	10.8%	74.5%	353
Pennsylvania	11.2%	71.5%	347
Rhode Island	9.9%	75.7%	354
South Carolina	10.3%	74.8%	329
South Dakota	6.2%	80.8%	338
Tennessee	11.0%	72.3%	336
Texas	17.5%	70.8%	342
Utah	13.5%	74.1%	348
Vermont	18.3%	69.2%	389
Virginia	15.6%	71.7%	339
Washington	14.5%	71.0%	352
West Virginia	5.4%	78.4%	333
Wisconsin	11.5%	75.4%	358
Wyoming	4.2%	79.7%	335

Table A-15

AVAILABILITY OF LOCAL: *Maple flavored non-alcoholic beverages*

	Percent		
	Yes	No or not sure	N
Nation			
Total	11.7%	74.2%	17,145
Age Cohorts			
Young (18-34)	18.3%	71.2%	8,419
Middle Age (35-54)	6.4%	78.3%	5,946
Older (55+)	2.8%	74.6%	2,780
Race & Ethnic Group			
Black/African American	19.2%	67.6%	1,250
White	9.4%	76.2%	12,850
Other	12.2%	71.3%	1,406
Hispanic	24.1%	65.9%	1,558
Gender			
Male	14.9%	72.5%	8,244
Female	8.7%	75.7%	8,855
Regions			
Pacific	11.8%	73.1%	1,733
Mountain	10.8%	74.5%	2,775
West North Central	8.1%	78.0%	2,390
West South Central	13.1%	72.5%	1,314
East North Central	11.9%	75.6%	1,740
East South Central	12.1%	73.9%	1,294
South Atlantic	11.6%	74.8%	2,683
Mid-Atlantic	16.1%	68.2%	1,043
New England	13.3%	72.7%	2,173
States			
Alabama	13.8%	73.0%	319
Alaska	8.3%	74.0%	350
Arizona	14.2%	72.5%	331
Arkansas	13.5%	71.2%	319
California	16.8%	70.4%	351
Colorado	11.6%	74.2%	353
Connecticut	13.1%	73.7%	358
Delaware	9.8%	75.1%	325
Florida	15.4%	73.4%	338
Georgia	14.5%	73.9%	345
Hawaii	9.2%	74.0%	327
Idaho	7.7%	79.0%	376
Illinois	13.7%	76.6%	350
Indiana	10.5%	79.3%	333

Table A-15

AVAILABILITY OF LOCAL: *Maple flavored non-alcoholic beverages*

	Percent		
	Yes	No or not sure	N
States			
Iowa	8.3%	75.9%	348
Kansas	11.0%	76.7%	335
Kentucky	9.9%	77.3%	335
Louisiana	12.7%	70.1%	308
Maine	13.4%	71.8%	351
Maryland	13.9%	74.9%	339
Massachusetts	14.7%	70.4%	348
Michigan	12.7%	70.6%	347
Minnesota	10.0%	77.4%	350
Mississippi	13.2%	72.0%	304
Missouri	9.4%	75.3%	340
Montana	4.9%	75.7%	367
Nebraska	6.9%	81.3%	331
Nevada	18.8%	67.6%	340
New Hampshire	12.6%	74.8%	373
New Jersey	13.0%	70.1%	354
New Mexico	9.5%	75.1%	325
New York	24.6%	62.3%	342
North Carolina	10.1%	74.6%	335
North Dakota	4.9%	79.0%	348
Ohio	10.2%	77.3%	352
Oklahoma	10.4%	75.1%	345
Oregon	11.0%	73.7%	353
Pennsylvania	11.0%	72.0%	347
Rhode Island	10.5%	74.6%	354
South Carolina	10.3%	74.5%	329
South Dakota	5.9%	80.5%	338
Tennessee	11.6%	72.9%	336
Texas	15.8%	73.4%	342
Utah	13.5%	73.3%	348
Vermont	15.7%	70.7%	389
Virginia	12.4%	75.2%	339
Washington	13.4%	73.3%	352
West Virginia	5.7%	77.2%	333
Wisconsin	12.3%	74.6%	358
Wyoming	6.6%	77.6%	335

Table A-15

AVAILABILITY OF LOCAL: *Maple infused alcoholic beverages (beer, wine, liquor)*

	Percent		
	Yes	No or not sure	N
Nation			
Total	13.4%	72.4%	17,145
Age Cohorts			
Young (18-34)	21.4%	68.3%	8,419
Middle Age (35-54)	7.1%	77.7%	5,946
Older (55+)	3.0%	73.7%	2,780
Race & Ethnic Group			
Black/African American	21.1%	66.3%	1,250
White	10.9%	74.6%	12,850
Other	14.9%	69.2%	1,406
Hispanic	27.2%	62.9%	1,558
Gender			
Male	16.8%	70.5%	8,244
Female	10.3%	74.3%	8,855
Regions			
Pacific	13.2%	71.7%	1,733
Mountain	11.8%	73.2%	2,775
West North Central	10.2%	76.4%	2,390
West South Central	14.8%	71.2%	1,314
East North Central	13.6%	73.7%	1,740
East South Central	14.5%	71.4%	1,294
South Atlantic	14.0%	72.7%	2,683
Mid-Atlantic	19.0%	64.9%	1,043
New England	14.4%	71.4%	2,173
States			
Alabama	16.3%	70.8%	319
Alaska	10.9%	72.3%	350
Arizona	14.2%	72.8%	331
Arkansas	16.3%	68.3%	319
California	14.8%	72.4%	351
Colorado	12.2%	73.7%	353
Connecticut	14.2%	72.6%	358
Delaware	14.8%	69.8%	325
Florida	17.8%	70.7%	338
Georgia	16.8%	71.9%	345
Hawaii	11.3%	72.2%	327
Idaho	9.3%	76.9%	376
Illinois	14.9%	76.0%	350
Indiana	11.1%	77.5%	333

Table A-15

AVAILABILITY OF LOCAL: *Maple infused alcoholic beverages (beer, wine, liquor)*

	Percent		
	Yes	No or not sure	N
States			
Iowa	10.6%	75.0%	348
Kansas	14.9%	73.7%	335
Kentucky	13.7%	73.7%	335
Louisiana	13.3%	70.8%	308
Maine	11.4%	73.2%	351
Maryland	15.9%	74.0%	339
Massachusetts	15.5%	69.3%	348
Michigan	17.0%	66.0%	347
Minnesota	13.4%	73.7%	350
Mississippi	14.8%	69.4%	304
Missouri	7.9%	76.8%	340
Montana	7.4%	73.0%	367
Nebraska	10.0%	77.9%	331
Nevada	19.1%	67.1%	340
New Hampshire	12.1%	75.3%	373
New Jersey	15.0%	66.4%	354
New Mexico	11.1%	73.5%	325
New York	27.2%	60.5%	342
North Carolina	12.8%	72.5%	335
North Dakota	7.2%	77.9%	348
Ohio	13.6%	73.9%	352
Oklahoma	10.7%	75.4%	345
Oregon	13.3%	70.0%	353
Pennsylvania	15.0%	67.7%	347
Rhode Island	10.5%	74.3%	354
South Carolina	11.6%	73.9%	329
South Dakota	7.1%	79.9%	338
Tennessee	13.4%	71.4%	336
Texas	19.0%	69.9%	342
Utah	13.8%	73.0%	348
Vermont	21.9%	64.0%	389
Virginia	15.0%	72.9%	339
Washington	15.3%	71.6%	352
West Virginia	7.2%	76.0%	333
Wisconsin	11.2%	75.4%	358
Wyoming	8.1%	75.5%	335

Question 22: "Please indicate which of the following maple products are available from local small to medium size maple farms or processors?"

Note: Row values do not sum to 100%, 'n/a' cases excluded.

Table A-16

ANNUAL PURCHASE (\$) IF LOCAL WERE AVAILABLE: *Maple syrup*

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$29.4	\$51.0	6,704
Age Cohorts			
Young (18-34)	\$28.9	\$55.9	2,739
Middle Age (35-54)	\$31.4	\$50.3	2,640
Older (55+)	\$26.7	\$41.8	1,325
Race & Ethnic Group			
Black/African American	\$21.2	\$36.6	395
White	\$29.7	\$49.3	5,283
Other	\$29.2	\$51.3	557
Hispanic	\$34.7	\$78.0	437
Gender			
Male	\$32.5	\$62.9	3,001
Female	\$26.9	\$38.5	3,685
Regions			
Pacific	\$29.1	\$37.3	811
Mountain	\$32.8	\$54.8	1,336
West North Central	\$26.2	\$47.0	1,103
West South Central	\$28.1	\$41.9	565
East North Central	\$28.9	\$62.9	547
East South Central	\$31.2	\$56.6	542
South Atlantic	\$28.2	\$37.1	1,070
Mid-Atlantic	\$31.8	\$76.7	342
New England	\$29.8	\$64.2	388
States			
Alabama	\$29.1	\$33.1	139
Alaska	\$35.0	\$39.3	169
Arizona	\$32.2	\$51.5	157
Arkansas	\$30.2	\$37.1	141
California	\$28.7	\$33.4	144
Colorado	\$30.5	\$38.3	157
Connecticut	\$29.4	\$46.0	77
Delaware	\$26.6	\$31.7	137
Florida	\$30.0	\$39.7	139
Georgia	\$28.5	\$48.3	143
Hawaii	\$26.0	\$40.6	178
Idaho	\$34.2	\$52.4	193
Illinois	\$23.0	\$27.3	123
Indiana	\$24.7	\$32.2	129

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: *Maple Syrup*

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$23.4	\$24.3	163
Kansas	\$29.4	\$35.9	163
Kentucky	\$28.9	\$31.2	130
Louisiana	\$23.5	\$26.4	119
Maine	\$23.5	\$34.7	46
Maryland	\$24.8	\$29.4	130
Massachusetts	\$35.6	\$109.1	90
Michigan	\$29.3	\$61.4	103
Minnesota	\$25.3	\$33.2	108
Mississippi	\$28.6	\$27.5	137
Missouri	\$23.6	\$37.6	170
Montana	\$32.8	\$40.7	188
Nebraska	\$27.0	\$47.0	166
Nevada	\$29.7	\$39.9	137
New Hampshire	\$31.1	\$37.8	42
New Jersey	\$30.8	\$70.3	131
New Mexico	\$35.0	\$81.2	161
New York	\$40.4	\$116.2	79
North Carolina	\$32.4	\$33.5	139
North Dakota	\$23.3	\$27.5	164
Ohio	\$44.0	\$113.9	97
Oklahoma	\$30.9	\$52.9	180
Oregon	\$25.9	\$32.8	169
Pennsylvania	\$27.7	\$48.2	132
Rhode Island	\$25.1	\$27.0	108
South Carolina	\$25.2	\$37.5	137
South Dakota	\$30.8	\$87.3	169
Tennessee	\$38.3	\$99.7	136
Texas	\$26.0	\$41.2	125
Utah	\$27.4	\$31.1	161
Vermont	\$39.3	\$85.7	25
Virginia	\$28.5	\$40.5	124
Washington	\$29.9	\$38.6	151
West Virginia	\$29.9	\$31.4	121
Wisconsin	\$26.3	\$54.3	95
Wyoming	\$39.3	\$77.7	182

Question 22.a: "How much would you purchase annually if products were readily available from small to medium size farms or processors? [Numeric fill in – max \$1000] If none, enter 0."

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: *Maple cream/butter (non-dairy)*

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$7.1	\$32.2	11,525
Age Cohorts			
Young (18-34)	\$10.6	\$43.4	5,402
Middle Age (35-54)	\$4.6	\$18.0	4,164
Older (55+)	\$2.6	\$11.8	1,959
Race & Ethnic Group			
Black/African American	\$7.5	\$23.0	804
White	\$5.9	\$26.8	8,794
Other	\$10.6	\$46.8	909
Hispanic	\$14.1	\$57.0	965
Gender			
Male	\$9.0	\$41.3	5,381
Female	\$5.4	\$21.1	6,111
Regions			
Pacific	\$6.5	\$25.5	1,176
Mountain	\$7.2	\$37.5	1,937
West North Central	\$5.8	\$28.7	1,755
West South Central	\$10.9	\$54.3	906
East North Central	\$5.8	\$21.8	1,195
East South Central	\$7.2	\$27.8	896
South Atlantic	\$7.3	\$29.7	1,827
Mid-Atlantic	\$9.0	\$33.7	635
New England	\$6.3	\$24.7	1,198
States			
Alabama	\$8.8	\$25.9	231
Alaska	\$4.1	\$11.1	244
Arizona	\$6.0	\$16.5	222
Arkansas	\$5.4	\$14.1	215
California	\$7.7	\$23.9	228
Colorado	\$8.3	\$38.1	245
Connecticut	\$5.8	\$30.5	229
Delaware	\$6.2	\$19.2	227
Florida	\$10.2	\$38.8	223
Georgia	\$9.0	\$43.3	243
Hawaii	\$5.7	\$21.9	227
Idaho	\$6.1	\$18.9	277
Illinois	\$7.1	\$17.5	231
Indiana	\$5.5	\$17.5	239

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: *Maple cream/butter (non-dairy)*

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$5.3	\$17.3	259
Kansas	\$6.4	\$29.1	236
Kentucky	\$6.2	\$23.8	243
Louisiana	\$7.1	\$18.9	202
Maine	\$7.5	\$31.3	202
Maryland	\$5.5	\$22.5	228
Massachusetts	\$6.4	\$19.1	195
Michigan	\$3.9	\$13.4	223
Minnesota	\$7.1	\$31.0	256
Mississippi	\$5.0	\$12.5	203
Missouri	\$3.6	\$10.0	241
Montana	\$6.7	\$22.4	261
Nebraska	\$7.0	\$52.0	255
Nevada	\$5.9	\$16.2	204
New Hampshire	\$5.5	\$12.6	202
New Jersey	\$8.6	\$26.4	229
New Mexico	\$7.8	\$66.5	230
New York	\$16.1	\$53.3	187
North Carolina	\$5.2	\$13.1	222
North Dakota	\$5.2	\$18.8	255
Ohio	\$7.9	\$35.8	240
Oklahoma	\$8.6	\$53.7	261
Oregon	\$6.3	\$26.7	238
Pennsylvania	\$3.5	\$8.3	219
Rhode Island	\$6.4	\$22.4	233
South Carolina	\$6.8	\$19.9	225
South Dakota	\$5.8	\$21.8	253
Tennessee	\$8.6	\$41.1	219
Texas	\$22.0	\$88.2	228
Utah	\$6.4	\$21.3	246
Vermont	\$5.9	\$27.7	137
Virginia	\$10.5	\$43.4	233
Washington	\$8.8	\$36.9	239
West Virginia	\$4.9	\$14.8	226
Wisconsin	\$4.9	\$16.9	262
Wyoming	\$10.3	\$59.8	252

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: Maple sugar

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$6.2	\$30.6	10,637
Age Cohorts			
Young (18-34)	\$9.0	\$40.3	4,938
Middle Age (35-54)	\$4.3	\$20.4	3,913
Older (55+)	\$2.6	\$10.9	1,814
Race & Ethnic Group			
Black/African American	\$6.4	\$15.5	679
White	\$4.9	\$21.0	8,194
Other	\$8.8	\$40.9	866
Hispanic	\$16.1	\$72.8	870
Gender			
Male	\$8.1	\$40.8	4,928
Female	\$4.5	\$17.3	5,709
Regions			
Pacific	\$6.3	\$23.3	1,111
Mountain	\$7.2	\$46.6	1,822
West North Central	\$4.6	\$18.6	1,683
West South Central	\$8.1	\$29.8	855
East North Central	\$6.0	\$36.4	1,093
East South Central	\$5.3	\$15.2	838
South Atlantic	\$5.9	\$24.0	1,679
Mid-Atlantic	\$8.6	\$42.3	582
New England	\$5.2	\$19.7	1,002
States			
Alabama	\$4.4	\$10.9	212
Alaska	\$6.9	\$19.3	224
Arizona	\$5.1	\$15.7	219
Arkansas	\$7.1	\$21.7	205
California	\$5.9	\$15.1	206
Colorado	\$4.0	\$11.2	229
Connecticut	\$2.2	\$6.2	193
Delaware	\$5.1	\$13.8	212
Florida	\$9.2	\$42.5	206
Georgia	\$7.1	\$27.8	227
Hawaii	\$4.8	\$12.4	229
Idaho	\$7.1	\$38.0	263
Illinois	\$10.6	\$70.2	225
Indiana	\$3.1	\$8.4	213

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: *Maple sugar*

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$3.5	\$8.8	246
Kansas	\$5.0	\$14.6	231
Kentucky	\$4.2	\$11.8	230
Louisiana	\$6.0	\$14.3	193
Maine	\$9.0	\$34.7	141
Maryland	\$5.4	\$18.4	199
Massachusetts	\$6.7	\$23.2	172
Michigan	\$4.7	\$17.4	202
Minnesota	\$6.2	\$34.0	246
Mississippi	\$5.7	\$15.5	180
Missouri	\$4.1	\$10.8	229
Montana	\$3.8	\$9.8	238
Nebraska	\$7.4	\$25.4	250
Nevada	\$12.6	\$53.9	188
New Hampshire	\$6.3	\$19.0	165
New Jersey	\$7.3	\$32.7	218
New Mexico	\$8.9	\$68.1	219
New York	\$15.2	\$68.5	157
North Carolina	\$6.7	\$29.3	210
North Dakota	\$3.0	\$9.9	246
Ohio	\$5.7	\$23.2	213
Oklahoma	\$6.3	\$24.5	242
Oregon	\$6.6	\$25.6	231
Pennsylvania	\$5.1	\$17.5	207
Rhode Island	\$3.7	\$11.5	207
South Carolina	\$5.2	\$16.8	210
South Dakota	\$2.7	\$8.6	235
Tennessee	\$7.2	\$20.7	216
Texas	\$12.8	\$47.1	215
Utah	\$8.2	\$66.5	233
Vermont	\$4.4	\$15.8	124
Virginia	\$4.2	\$10.7	210
Washington	\$7.1	\$35.9	221
West Virginia	\$4.5	\$15.2	205
Wisconsin	\$5.7	\$24.6	240
Wyoming	\$9.1	\$61.5	233

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: Maple candy products (cotton candy, taffy, etc.)

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$6.9	\$36.1	10,082
Age Cohorts			
Young (18-34)	\$9.9	\$48.5	4,752
Middle Age (35-54)	\$4.7	\$20.5	3,673
Older (55+)	\$3.0	\$14.7	1,681
Race & Ethnic Group			
Black/African American	\$7.9	\$42.1	687
White	\$5.6	\$25.0	7,690
Other	\$7.7	\$39.9	851
Hispanic	\$17.0	\$82.6	830
Gender			
Male	\$8.7	\$45.9	4,766
Female	\$5.3	\$24.0	5,316
Regions			
Pacific	\$7.2	\$45.4	1,086
Mountain	\$8.1	\$49.0	1,771
West North Central	\$5.2	\$25.2	1,569
West South Central	\$7.7	\$32.0	823
East North Central	\$5.9	\$20.2	998
East South Central	\$8.2	\$38.0	814
South Atlantic	\$6.8	\$35.0	1,626
Mid-Atlantic	\$7.7	\$37.3	542
New England	\$5.7	\$23.8	877
States			
Alabama	\$5.9	\$14.5	198
Alaska	\$6.6	\$19.1	228
Arizona	\$5.2	\$13.6	204
Arkansas	\$5.3	\$17.4	187
California	\$4.5	\$10.9	204
Colorado	\$11.1	\$53.9	216
Connecticut	\$2.8	\$7.5	170
Delaware	\$4.7	\$17.3	197
Florida	\$7.4	\$29.1	199
Georgia	\$6.0	\$14.1	216
Hawaii	\$3.7	\$11.9	222
Idaho	\$6.9	\$36.1	246
Illinois	\$7.6	\$24.5	212
Indiana	\$4.2	\$13.5	200

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: Maple candy products (cotton candy, taffy, etc.)

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$4.0	\$10.7	231
Kansas	\$8.6	\$37.8	214
Kentucky	\$6.8	\$18.7	217
Louisiana	\$11.0	\$46.7	181
Maine	\$9.9	\$30.5	119
Maryland	\$6.0	\$36.1	199
Massachusetts	\$9.0	\$42.6	176
Michigan	\$6.0	\$19.3	192
Minnesota	\$7.0	\$38.8	222
Mississippi	\$7.7	\$17.7	183
Missouri	\$3.7	\$10.4	223
Montana	\$4.6	\$11.2	227
Nebraska	\$3.1	\$7.3	226
Nevada	\$8.0	\$37.2	202
New Hampshire	\$4.5	\$12.7	125
New Jersey	\$4.1	\$12.4	201
New Mexico	\$9.9	\$69.2	217
New York	\$16.4	\$68.3	146
North Carolina	\$10.2	\$71.7	209
North Dakota	\$3.5	\$9.6	229
Ohio	\$4.9	\$11.3	189
Oklahoma	\$6.8	\$33.2	240
Oregon	\$13.0	\$90.8	221
Pennsylvania	\$4.8	\$12.3	195
Rhode Island	\$5.1	\$11.9	191
South Carolina	\$6.6	\$19.2	206
South Dakota	\$6.5	\$34.6	224
Tennessee	\$12.2	\$68.0	216
Texas	\$8.0	\$24.3	215
Utah	\$9.7	\$68.3	235
Vermont	\$2.3	\$6.7	96
Virginia	\$7.8	\$36.0	214
Washington	\$8.1	\$35.8	211
West Virginia	\$5.7	\$13.9	186
Wisconsin	\$6.6	\$26.8	205
Wyoming	\$9.1	\$61.0	224

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: Baked goods (Cereal, bread, doughnut, muffin, etc.)

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$10.7	\$41.0	10,005
Age Cohorts			
Young (18-34)	\$14.9	\$56.9	4,468
Middle Age (35-54)	\$8.3	\$22.1	3,760
Older (55+)	\$5.1	\$14.2	1,802
Race & Ethnic Group			
Black/African American	\$9.6	\$22.7	622
White	\$9.7	\$35.2	7,804
Other	\$11.0	\$39.1	788
Hispanic	\$21.0	\$85.1	766
Gender			
Male	\$12.7	\$54.0	4,675
Female	\$8.8	\$24.3	5,330
Regions			
Pacific	\$10.6	\$32.9	1,021
Mountain	\$12.3	\$53.4	1,710
West North Central	\$8.8	\$32.4	1,544
West South Central	\$11.3	\$42.2	768
East North Central	\$8.5	\$24.0	1,045
East South Central	\$11.5	\$47.4	787
South Atlantic	\$9.6	\$39.4	1,548
Mid-Atlantic	\$13.6	\$55.4	559
New England	\$11.8	\$36.3	1,048
States			
Alabama	\$8.2	\$14.8	194
Alaska	\$14.3	\$47.7	197
Arizona	\$9.8	\$27.1	208
Arkansas	\$11.9	\$34.6	179
California	\$12.1	\$36.3	198
Colorado	\$17.0	\$58.6	214
Connecticut	\$13.3	\$48.6	194
Delaware	\$7.3	\$14.8	182
Florida	\$16.2	\$83.0	192
Georgia	\$7.1	\$17.8	196
Hawaii	\$8.7	\$22.0	204
Idaho	\$12.6	\$35.0	231
Illinois	\$12.1	\$30.4	211
Indiana	\$5.3	\$11.8	213

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: Baked goods (Cereal, bread, doughnut, muffin, etc.)

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$12.4	\$68.5	222
Kansas	\$11.5	\$32.3	217
Kentucky	\$13.7	\$76.1	210
Louisiana	\$15.7	\$67.0	180
Maine	\$11.2	\$34.2	148
Maryland	\$8.7	\$26.4	190
Massachusetts	\$12.8	\$33.5	185
Michigan	\$7.2	\$14.8	194
Minnesota	\$6.5	\$14.5	216
Mississippi	\$11.9	\$45.5	180
Missouri	\$6.9	\$16.9	222
Montana	\$9.1	\$17.5	224
Nebraska	\$6.7	\$15.2	225
Nevada	\$12.6	\$58.7	200
New Hampshire	\$12.7	\$45.7	174
New Jersey	\$12.7	\$52.5	192
New Mexico	\$16.3	\$98.8	205
New York	\$17.4	\$82.8	156
North Carolina	\$9.4	\$22.0	200
North Dakota	\$10.0	\$25.2	222
Ohio	\$13.1	\$37.4	207
Oklahoma	\$10.6	\$36.7	223
Oregon	\$8.8	\$24.0	211
Pennsylvania	\$11.7	\$23.7	211
Rhode Island	\$10.7	\$24.7	198
South Carolina	\$10.8	\$52.1	193
South Dakota	\$7.3	\$15.4	220
Tennessee	\$12.0	\$26.4	203
Texas	\$7.2	\$15.3	186
Utah	\$8.2	\$20.1	211
Vermont	\$9.8	\$20.5	149
Virginia	\$9.3	\$27.7	201
Washington	\$9.5	\$28.7	211
West Virginia	\$7.9	\$19.1	194
Wisconsin	\$5.2	\$12.7	220
Wyoming	\$13.1	\$62.9	217

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: Meats

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$11.6	\$50.5	11,601
Age Cohorts			
Young (18-34)	\$15.6	\$59.7	5,365
Middle Age (35-54)	\$10.1	\$46.7	4,275
Older (55+)	\$3.9	\$21.1	1,991
Race & Ethnic Group			
Black/African American	\$14.5	\$52.2	694
White	\$10.1	\$44.6	9,050
Other	\$16.1	\$75.8	917
Hispanic	\$19.4	\$68.7	915
Gender			
Male	\$13.4	\$58.8	5,418
Female	\$10.0	\$41.8	6,183
Regions			
Pacific	\$11.7	\$52.0	1,131
Mountain	\$11.2	\$54.0	1,901
West North Central	\$10.6	\$44.7	1,681
West South Central	\$14.2	\$59.6	875
East North Central	\$10.1	\$40.2	1,218
East South Central	\$10.4	\$54.7	852
South Atlantic	\$11.6	\$49.6	1,802
Mid-Atlantic	\$13.2	\$55.2	698
New England	\$12.6	\$48.4	1,473
States			
Alabama	\$7.7	\$28.3	200
Alaska	\$15.0	\$71.4	231
Arizona	\$13.0	\$76.4	223
Arkansas	\$8.0	\$20.9	193
California	\$10.6	\$41.0	215
Colorado	\$11.8	\$52.9	234
Connecticut	\$16.2	\$67.6	252
Delaware	\$8.1	\$28.3	221
Florida	\$16.1	\$57.2	227
Georgia	\$9.7	\$45.9	227
Hawaii	\$10.5	\$41.3	219
Idaho	\$9.4	\$33.4	262
Illinois	\$11.8	\$42.3	240
Indiana	\$6.8	\$21.7	241

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: *Meats*

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$12.5	\$44.7	251
Kansas	\$15.0	\$48.7	235
Kentucky	\$12.3	\$68.5	242
Louisiana	\$20.0	\$90.7	211
Maine	\$15.4	\$54.4	238
Maryland	\$13.8	\$69.5	231
Massachusetts	\$10.7	\$41.6	223
Michigan	\$15.8	\$64.1	231
Minnesota	\$5.6	\$14.2	242
Mississippi	\$14.2	\$77.3	187
Missouri	\$9.2	\$42.7	236
Montana	\$8.5	\$26.5	259
Nebraska	\$9.4	\$38.1	235
Nevada	\$15.3	\$58.1	226
New Hampshire	\$15.0	\$54.1	263
New Jersey	\$7.9	\$28.6	235
New Mexico	\$11.4	\$68.9	227
New York	\$18.5	\$75.8	217
North Carolina	\$11.1	\$57.9	218
North Dakota	\$16.2	\$77.2	234
Ohio	\$10.9	\$38.0	249
Oklahoma	\$12.9	\$54.2	246
Oregon	\$7.6	\$21.4	233
Pennsylvania	\$13.7	\$52.6	246
Rhode Island	\$6.9	\$20.8	244
South Carolina	\$11.1	\$33.8	226
South Dakota	\$6.5	\$16.8	248
Tennessee	\$7.5	\$25.0	223
Texas	\$15.4	\$49.9	225
Utah	\$8.1	\$39.4	235
Vermont	\$11.1	\$36.2	253
Virginia	\$10.6	\$46.0	218
Washington	\$14.7	\$66.8	233
West Virginia	\$12.0	\$44.9	234
Wisconsin	\$5.8	\$19.9	257
Wyoming	\$12.8	\$62.5	235

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: Dairy products (ice cream, creamer, etc.)

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$7.2	\$38.3	11,449
Age Cohorts			
Young (18-34)	\$10.6	\$52.8	5,202
Middle Age (35-54)	\$5.1	\$21.3	4,322
Older (55+)	\$2.6	\$10.5	1,954
Race & Ethnic Group			
Black/African American	\$7.4	\$22.9	705
White	\$6.2	\$33.3	8,955
Other	\$7.9	\$41.7	911
Hispanic	\$16.8	\$75.2	852
Gender			
Male	\$9.0	\$50.2	5,354
Female	\$5.5	\$23.1	6,095
Regions			
Pacific	\$7.6	\$48.0	1,159
Mountain	\$7.2	\$44.7	1,871
West North Central	\$5.2	\$23.1	1,743
West South Central	\$7.9	\$35.9	860
East North Central	\$6.3	\$37.0	1,215
East South Central	\$8.6	\$46.8	874
South Atlantic	\$6.7	\$31.7	1,783
Mid-Atlantic	\$10.1	\$53.6	646
New England	\$7.8	\$28.9	1,327
States			
Alabama	\$8.4	\$26.7	211
Alaska	\$6.5	\$22.3	243
Arizona	\$10.5	\$50.0	223
Arkansas	\$4.9	\$17.7	202
California	\$13.3	\$75.4	218
Colorado	\$7.8	\$42.6	237
Connecticut	\$6.5	\$31.3	233
Delaware	\$4.8	\$17.3	220
Florida	\$11.2	\$37.1	209
Georgia	\$8.7	\$45.2	229
Hawaii	\$5.2	\$20.4	224
Idaho	\$6.5	\$32.1	260
Illinois	\$6.8	\$31.7	241
Indiana	\$4.4	\$16.0	238

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: Dairy products (ice cream, creamer, etc.)

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$4.3	\$12.7	257
Kansas	\$5.3	\$14.3	233
Kentucky	\$10.2	\$68.1	238
Louisiana	\$5.5	\$15.5	195
Maine	\$8.5	\$30.6	216
Maryland	\$8.7	\$42.8	223
Massachusetts	\$7.8	\$30.4	208
Michigan	\$8.3	\$66.8	227
Minnesota	\$5.6	\$33.0	251
Mississippi	\$5.0	\$18.6	190
Missouri	\$6.2	\$33.8	248
Montana	\$5.3	\$14.0	268
Nebraska	\$4.8	\$23.1	247
Nevada	\$7.9	\$41.6	209
New Hampshire	\$8.5	\$36.8	236
New Jersey	\$7.4	\$30.3	222
New Mexico	\$7.3	\$67.6	222
New York	\$18.0	\$83.8	194
North Carolina	\$6.8	\$36.8	225
North Dakota	\$5.7	\$20.2	253
Ohio	\$8.1	\$35.7	248
Oklahoma	\$10.6	\$55.4	246
Oregon	\$8.3	\$67.2	242
Pennsylvania	\$5.9	\$34.6	230
Rhode Island	\$6.8	\$19.2	242
South Carolina	\$6.9	\$29.9	223
South Dakota	\$4.6	\$14.1	254
Tennessee	\$10.0	\$50.3	235
Texas	\$9.7	\$33.3	217
Utah	\$3.8	\$10.1	221
Vermont	\$8.9	\$20.5	192
Virginia	\$3.3	\$9.6	222
Washington	\$5.2	\$23.0	232
West Virginia	\$3.8	\$12.1	232
Wisconsin	\$3.9	\$11.0	261
Wyoming	\$9.2	\$66.9	231

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: Sauces/dressings/spices (BBQ sauce, mustards, etc.)

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$6.4	\$32.1	11,099
Age Cohorts			
Young (18-34)	\$9.2	\$44.2	5,120
Middle Age (35-54)	\$4.8	\$17.7	4,083
Older (55+)	\$2.2	\$7.1	1,925
Race & Ethnic Group			
Black/African American	\$6.8	\$15.6	693
White	\$5.5	\$28.4	8,598
Other	\$6.7	\$40.9	876
Hispanic	\$13.9	\$55.7	912
Gender			
Male	\$8.4	\$43.0	5,238
Female	\$4.6	\$17.2	5,861
Regions			
Pacific	\$6.2	\$24.8	1,116
Mountain	\$7.5	\$46.1	1,859
West North Central	\$5.5	\$27.9	1,658
West South Central	\$6.7	\$24.1	847
East North Central	\$4.6	\$15.2	1,142
East South Central	\$7.1	\$39.0	846
South Atlantic	\$6.2	\$24.2	1,717
Mid-Atlantic	\$9.5	\$53.4	656
New England	\$5.7	\$21.7	1,287
States			
Alabama	\$5.7	\$13.8	204
Alaska	\$5.4	\$14.2	228
Arizona	\$7.5	\$31.1	228
Arkansas	\$5.6	\$16.0	200
California	\$7.3	\$30.4	218
Colorado	\$7.7	\$49.7	227
Connecticut	\$5.4	\$16.3	224
Delaware	\$4.9	\$14.0	212
Florida	\$7.4	\$22.9	206
Georgia	\$7.0	\$23.3	224
Hawaii	\$4.6	\$19.9	220
Idaho	\$5.9	\$38.6	253
Illinois	\$5.3	\$22.6	227
Indiana	\$4.0	\$12.4	237

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: Sauces/dressings/spices (BBQ sauce, mustards, etc.)

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$4.1	\$10.1	244
Kansas	\$5.9	\$15.9	229
Kentucky	\$10.6	\$69.5	237
Louisiana	\$6.6	\$18.7	194
Maine	\$5.8	\$19.6	208
Maryland	\$7.7	\$36.9	205
Massachusetts	\$6.0	\$19.5	213
Michigan	\$3.7	\$9.0	210
Minnesota	\$8.7	\$59.8	238
Mississippi	\$6.1	\$16.5	189
Missouri	\$3.7	\$10.5	231
Montana	\$5.7	\$17.1	251
Nebraska	\$4.9	\$27.6	227
Nevada	\$11.8	\$51.4	217
New Hampshire	\$7.3	\$36.1	231
New Jersey	\$5.0	\$13.1	225
New Mexico	\$8.8	\$67.9	224
New York	\$20.0	\$94.7	195
North Carolina	\$4.4	\$10.9	207
North Dakota	\$6.3	\$19.8	244
Ohio	\$5.6	\$15.2	221
Oklahoma	\$6.2	\$34.1	237
Oregon	\$4.5	\$13.0	226
Pennsylvania	\$5.0	\$16.3	236
Rhode Island	\$4.3	\$11.0	223
South Carolina	\$5.1	\$13.7	212
South Dakota	\$4.9	\$16.1	245
Tennessee	\$5.4	\$15.3	216
Texas	\$8.2	\$21.4	216
Utah	\$4.5	\$21.7	238
Vermont	\$5.4	\$17.7	188
Virginia	\$8.8	\$40.5	217
Washington	\$9.2	\$37.4	224
West Virginia	\$4.4	\$12.2	234
Wisconsin	\$4.4	\$13.4	247
Wyoming	\$8.6	\$67.7	221

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: *Maple water*

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$2.6	\$22.3	12,646
Age Cohorts			
Young (18-34)	\$4.5	\$31.2	5,934
Middle Age (35-54)	\$1.2	\$9.9	4,672
Older (55+)	\$0.8	\$22.3	2,076
Race & Ethnic Group			
Black/African American	\$4.1	\$15.2	840
White	\$1.8	\$14.3	9,766
Other	\$4.8	\$46.7	996
Hispanic	\$7.9	\$53.3	1,022
Gender			
Male	\$3.8	\$30.7	5,928
Female	\$1.5	\$10.3	6,718
Regions			
Pacific	\$3.0	\$22.8	1,263
Mountain	\$3.5	\$40.9	2,067
West North Central	\$1.9	\$15.8	1,879
West South Central	\$2.5	\$13.8	946
East North Central	\$1.9	\$9.7	1,296
East South Central	\$2.4	\$12.6	952
South Atlantic	\$2.5	\$18.3	1,978
Mid-Atlantic	\$3.7	\$21.9	709
New England	\$2.9	\$28.1	1,592
States			
Alabama	\$3.1	\$16.1	236
Alaska	\$1.1	\$8.1	253
Arizona	\$1.5	\$6.9	239
Arkansas	\$2.0	\$16.6	224
California	\$3.0	\$11.6	248
Colorado	\$4.0	\$32.7	260
Connecticut	\$1.8	\$17.0	260
Delaware	\$2.7	\$20.5	239
Florida	\$4.2	\$34.0	230
Georgia	\$3.8	\$21.9	256
Hawaii	\$2.0	\$10.3	249
Idaho	\$2.5	\$16.3	296
Illinois	\$3.2	\$11.6	270
Indiana	\$2.2	\$13.7	257

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: *Maple water*

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$3.8	\$32.4	269
Kansas	\$1.6	\$8.0	258
Kentucky	\$2.4	\$12.9	254
Louisiana	\$2.2	\$9.7	213
Maine	\$3.8	\$22.9	265
Maryland	\$2.3	\$8.8	253
Massachusetts	\$8.0	\$63.6	248
Michigan	\$1.2	\$6.8	232
Minnesota	\$2.5	\$17.7	272
Mississippi	\$2.5	\$12.3	219
Missouri	\$1.7	\$8.3	264
Montana	\$0.9	\$5.9	276
Nebraska	\$1.5	\$10.9	269
Nevada	\$2.2	\$10.9	221
New Hampshire	\$1.7	\$6.5	282
New Jersey	\$3.5	\$15.4	244
New Mexico	\$5.2	\$63.6	250
New York	\$6.5	\$34.6	217
North Carolina	\$2.8	\$20.6	250
North Dakota	\$0.7	\$4.3	274
Ohio	\$1.6	\$6.5	267
Oklahoma	\$2.4	\$14.5	267
Oregon	\$5.0	\$42.0	263
Pennsylvania	\$1.5	\$9.2	248
Rhode Island	\$1.5	\$8.2	268
South Carolina	\$2.5	\$10.7	246
South Dakota	\$1.4	\$10.7	273
Tennessee	\$1.7	\$8.0	243
Texas	\$3.6	\$13.2	242
Utah	\$1.9	\$11.5	258
Vermont	\$1.1	\$4.5	269
Virginia	\$1.0	\$4.7	243
Washington	\$3.6	\$21.7	250
West Virginia	\$1.2	\$7.5	261
Wisconsin	\$1.0	\$7.3	270
Wyoming	\$9.4	\$86.7	267

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: Maple flavored non-alcoholic beverages

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$3.4	\$23.9	12,681
Age Cohorts			
Young (18-34)	\$5.9	\$32.8	5,992
Middle Age (35-54)	\$1.7	\$12.4	4,654
Older (55+)	\$1.0	\$22.5	2,073
Race & Ethnic Group			
Black/African American	\$6.4	\$29.0	845
White	\$2.5	\$16.4	9,786
Other	\$6.5	\$51.2	1,003
Hispanic	\$8.6	\$47.0	1,027
Gender			
Male	\$4.6	\$28.5	5,976
Female	\$2.4	\$18.8	6,705
Regions			
Pacific	\$3.5	\$20.3	1,266
Mountain	\$4.1	\$41.2	2,066
West North Central	\$2.3	\$15.7	1,864
West South Central	\$5.5	\$31.7	953
East North Central	\$3.0	\$18.1	1,316
East South Central	\$4.0	\$25.2	956
South Atlantic	\$3.4	\$21.2	2,008
Mid-Atlantic	\$4.3	\$19.4	711
New England	\$3.3	\$20.2	1,579
States			
Alabama	\$6.7	\$39.6	233
Alaska	\$2.6	\$15.0	259
Arizona	\$2.1	\$10.5	240
Arkansas	\$4.7	\$20.7	227
California	\$3.7	\$14.3	247
Colorado	\$4.0	\$19.2	262
Connecticut	\$4.9	\$39.3	264
Delaware	\$2.6	\$12.4	244
Florida	\$4.4	\$14.3	248
Georgia	\$3.7	\$12.5	255
Hawaii	\$2.4	\$12.2	242
Idaho	\$2.6	\$18.3	297
Illinois	\$2.7	\$9.6	268
Indiana	\$2.5	\$11.0	264

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: *Maple flavored non-alcoholic beverages*

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$2.4	\$9.2	264
Kansas	\$5.1	\$34.4	257
Kentucky	\$4.8	\$27.2	259
Louisiana	\$4.2	\$21.5	216
Maine	\$1.2	\$4.9	252
Maryland	\$2.7	\$9.5	254
Massachusetts	\$4.5	\$17.8	245
Michigan	\$2.1	\$9.0	245
Minnesota	\$2.9	\$15.2	271
Mississippi	\$2.4	\$11.7	219
Missouri	\$1.7	\$9.0	256
Montana	\$2.0	\$10.7	278
Nebraska	\$1.6	\$10.0	269
Nevada	\$4.6	\$14.6	230
New Hampshire	\$2.2	\$7.5	279
New Jersey	\$3.5	\$12.9	248
New Mexico	\$5.5	\$64.4	244
New York	\$8.5	\$31.7	213
North Carolina	\$5.7	\$43.5	250
North Dakota	\$1.2	\$6.7	275
Ohio	\$5.9	\$35.0	272
Oklahoma	\$5.9	\$47.3	259
Oregon	\$2.7	\$10.7	260
Pennsylvania	\$1.5	\$5.3	250
Rhode Island	\$2.6	\$11.7	264
South Carolina	\$2.6	\$11.1	245
South Dakota	\$1.1	\$5.5	272
Tennessee	\$2.1	\$8.6	245
Texas	\$6.8	\$26.8	251
Utah	\$2.9	\$26.0	255
Vermont	\$4.2	\$19.0	275
Virginia	\$4.6	\$30.7	255
Washington	\$5.9	\$36.7	258
West Virginia	\$1.0	\$4.5	257
Wisconsin	\$1.5	\$8.1	267
Wyoming	\$9.4	\$88.0	260

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: Maple infused alcoholic beverages (beer, wine, liquor)

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
Nation			
Total	\$4.9	\$30.8	12,388
Age Cohorts			
Young (18-34)	\$7.9	\$42.7	5,751
Middle Age (35-54)	\$2.9	\$14.6	4,620
Older (55+)	\$1.1	\$10.1	2,050
Race & Ethnic Group			
Black/African American	\$6.0	\$26.0	829
White	\$4.1	\$25.4	9,584
Other	\$5.4	\$34.1	973
Hispanic	\$11.4	\$62.7	980
Gender			
Male	\$6.8	\$39.4	5,809
Female	\$3.3	\$20.3	6,579
Regions			
Pacific	\$4.4	\$18.9	1,242
Mountain	\$5.7	\$43.9	2,032
West North Central	\$3.7	\$21.0	1,826
West South Central	\$5.9	\$42.3	935
East North Central	\$3.9	\$19.8	1,283
East South Central	\$4.9	\$30.0	924
South Atlantic	\$4.5	\$31.3	1,951
Mid-Atlantic	\$6.3	\$26.1	677
New England	\$6.0	\$27.9	1,551
States			
Alabama	\$3.9	\$12.8	226
Alaska	\$3.1	\$12.7	253
Arizona	\$3.3	\$11.9	241
Arkansas	\$3.4	\$13.1	218
California	\$5.2	\$18.3	254
Colorado	\$6.1	\$37.1	260
Connecticut	\$6.2	\$34.6	260
Delaware	\$3.0	\$10.8	227
Florida	\$8.3	\$41.8	239
Georgia	\$3.4	\$12.0	248
Hawaii	\$2.9	\$13.0	236
Idaho	\$4.3	\$23.7	289
Illinois	\$3.9	\$14.0	266
Indiana	\$3.0	\$14.7	258

Table A-16

ANNUAL (\$) IF LOCAL AVAIL.: Maple infused alcoholic beverages (beer, wine, liquor)

Universe: "No" or "not sure" to local availability	\$ Per Household		
	Mean \$	Std. Dev.	N
States			
Iowa	\$5.4	\$34.7	261
Kansas	\$7.3	\$34.0	247
Kentucky	\$4.3	\$23.2	247
Louisiana	\$5.9	\$30.1	218
Maine	\$6.3	\$24.7	257
Maryland	\$9.6	\$72.4	251
Massachusetts	\$6.4	\$22.6	241
Michigan	\$5.7	\$35.3	229
Minnesota	\$4.2	\$20.2	258
Mississippi	\$5.2	\$18.2	211
Missouri	\$2.6	\$10.3	261
Montana	\$3.5	\$13.6	268
Nebraska	\$2.2	\$10.5	258
Nevada	\$7.8	\$37.2	228
New Hampshire	\$6.1	\$32.2	281
New Jersey	\$7.5	\$36.0	235
New Mexico	\$10.2	\$91.4	239
New York	\$8.0	\$24.5	207
North Carolina	\$2.9	\$11.0	243
North Dakota	\$2.2	\$9.2	271
Ohio	\$3.0	\$11.7	260
Oklahoma	\$5.1	\$47.6	260
Oregon	\$4.2	\$21.7	247
Pennsylvania	\$3.5	\$11.4	235
Rhode Island	\$5.3	\$22.2	263
South Carolina	\$3.0	\$10.0	243
South Dakota	\$2.2	\$8.9	270
Tennessee	\$6.3	\$49.7	240
Texas	\$9.1	\$59.6	239
Utah	\$3.4	\$22.1	254
Vermont	\$5.8	\$28.2	249
Virginia	\$3.1	\$10.9	247
Washington	\$6.4	\$25.2	252
West Virginia	\$2.5	\$9.2	253
Wisconsin	\$4.1	\$17.0	270
Wyoming	\$7.5	\$59.1	253

Question 22.a: "How much would you purchase annually if products were readily available from small to medium size farms or processors? [Numeric fill in – max \$1000] If none, enter 0."Note: N includes respondents that said "No"/"not sure" to local availability by product.

Table A-17

BUDGET SPENT ON LOCAL BY PRODUCT (%): Maple syrup

Universe: "Yes" to local availability	Percent of LOCAL purchases		
	%	Std. Dev.	N
Nation			
Total	50.7%	40.0%	8,583
Age Cohorts			
Young (18-34)	43.9%	37.9%	4,920
Middle Age (35-54)	58.3%	40.7%	2,629
Older (55+)	62.8%	41.7%	1,054
Race & Ethnic Group			
Black/African American	36.7%	35.2%	736
White	53.5%	40.6%	6,183
Other	53.9%	38.9%	705
Hispanic	39.8%	36.1%	940
Gender			
Male	49.6%	39.3%	4,362
Female	51.8%	40.8%	4,221
Regions			
Pacific	45.1%	39.0%	706
Mountain	46.9%	40.2%	1,118
West North Central	52.5%	40.6%	1,015
West South Central	44.5%	39.1%	620
East North Central	52.9%	40.1%	1,005
East South Central	42.6%	38.2%	618
South Atlantic	46.0%	38.9%	1,353
Mid-Atlantic	51.3%	39.8%	592
New England	62.4%	39.2%	1,576
States			
Alabama	36.6%	36.9%	145
Alaska	47.4%	40.0%	128
Arizona	40.9%	38.3%	138
Arkansas	45.0%	38.6%	142
California	44.7%	38.2%	170
Colorado	48.3%	41.0%	156
Connecticut	57.7%	40.0%	246
Delaware	48.0%	39.7%	152
Florida	42.5%	38.3%	176
Georgia	43.7%	38.8%	171
Hawaii	50.0%	39.6%	102
Idaho	45.9%	41.2%	137
Illinois	45.5%	39.2%	202
Indiana	49.6%	39.8%	161

Table A-17

BUDGET SPENT ON LOCAL: *Maple Syrup*

Universe: "Yes" to local availability	Percent of LOCAL purchases		
	Mean \$	Std. Dev.	N
States			
Iowa	49.6%	41.4%	141
Kansas	44.2%	38.9%	135
Kentucky	46.9%	39.3%	170
Louisiana	43.7%	39.0%	154
Maine	64.1%	38.4%	272
Maryland	46.6%	39.4%	176
Massachusetts	52.2%	40.6%	217
Michigan	55.8%	40.0%	206
Minnesota	57.3%	40.9%	207
Mississippi	47.4%	38.3%	138
Missouri	49.0%	40.0%	140
Montana	56.2%	41.5%	128
Nebraska	48.0%	40.8%	126
Nevada	41.8%	38.5%	175
New Hampshire	64.2%	38.1%	305
New Jersey	49.1%	40.2%	180
New Mexico	47.2%	39.1%	124
New York	48.0%	38.2%	232
North Carolina	47.5%	39.7%	165
North Dakota	59.4%	39.7%	138
Ohio	52.2%	40.1%	216
Oklahoma	50.0%	40.6%	140
Oregon	44.2%	39.2%	145
Pennsylvania	57.7%	41.0%	180
Rhode Island	51.7%	40.2%	200
South Carolina	43.1%	39.0%	156
South Dakota	57.5%	40.5%	128
Tennessee	39.3%	37.4%	165
Texas	40.7%	38.4%	184
Utah	44.2%	39.7%	148
Vermont	76.1%	34.4%	336
Virginia	43.7%	38.5%	180
Washington	41.6%	38.6%	161
West Virginia	52.6%	37.9%	177
Wisconsin	59.9%	40.1%	220
Wyoming	54.0%	41.2%	112

Note: State level samples are too small to detail for remaining maple products.

Table A-17

BUDGET SPENT ON LOCAL: *Maple cream/butter (non-dairy)*

Universe: "Yes" to local availability	Percent of LOCAL purchases		
	Mean \$	Std. Dev.	N
Nation			
Total	0.1709	0.23880	2340
Age Cohorts			
Young (18-34)	16.8%	21.7%	1,717
Middle Age (35-54)	18.1%	29.1%	499
Older (55+)	15.8%	28.9%	130
Race & Ethnic Group			
Black/African American	13.3%	16.5%	251
White	17.9%	25.9%	1,507
Other	14.8%	18.4%	207
Hispanic	17.3%	21.2%	370
Gender			
Male	17.3%	22.6%	1,344
Female	16.8%	25.5%	996
Regions			
Pacific	13.5%	16.0%	223
Mountain	14.3%	19.0%	329
West North Central	16.7%	23.8%	214
West South Central	16.2%	19.3%	186
East North Central	17.1%	24.1%	242
East South Central	17.7%	22.4%	197
South Atlantic	15.4%	19.7%	390
Mid-Atlantic	17.4%	23.3%	181
New England	23.3%	34.7%	384

Table A-17

BUDGET SPENT ON LOCAL: *Maple sugar*

Universe: "Yes" to local availability	Percent of LOCAL purchases		
	Mean \$	Std. Dev.	N
Nation			
Total	17.4%	24.4%	2,942
Age Cohorts			
Young (18-34)	16.8%	21.4%	2,076
Middle Age (35-54)	19.3%	30.1%	680
Older (55+)	17.2%	31.4%	196
Race & Ethnic Group			
Black/African American	14.1%	15.7%	362
White	18.0%	26.4%	1,904
Other	16.6%	22.5%	242
Hispanic	17.6%	21.7%	432
Gender			
Male	18.0%	23.5%	1,694
Female	16.6%	25.6%	1,248
Regions			
Pacific	15.7%	19.8%	275
Mountain	15.8%	21.5%	417
West North Central	18.2%	24.7%	269
West South Central	18.4%	23.4%	220
East North Central	17.3%	24.0%	310
East South Central	16.3%	20.9%	240
South Atlantic	15.5%	21.1%	495
Mid-Atlantic	18.2%	23.6%	228
New England	21.0%	33.1%	498

Table A-17

BUDGET SPENT ON LOCAL: *Maple candy products (cotton candy, taffy, etc.)*

Universe: "Yes" to local availability	Percent of LOCAL purchases		
	Mean \$	Std. Dev.	N
Nation			
Total	19.1%	27.2%	3,305
Age Cohorts			
Young (18-34)	18.7%	24.9%	2,176
Middle Age (35-54)	20.7%	31.2%	866
Older (55+)	17.7%	30.9%	275
Race & Ethnic Group			
Black/African American	14.3%	17.4%	343
White	20.7%	29.6%	2,264
Other	16.5%	23.7%	256
Hispanic	16.8%	21.0%	438
Gender			
Male	18.8%	25.6%	1,784
Female	19.5%	29.0%	1,521
Regions			
Pacific	15.8%	21.9%	295
Mountain	16.9%	24.1%	442
West North Central	18.5%	26.7%	351
West South Central	15.8%	21.9%	244
East North Central	21.1%	28.7%	349
East South Central	17.7%	23.7%	246
South Atlantic	15.7%	22.9%	516
Mid-Atlantic	20.5%	26.3%	245
New England	25.8%	35.4%	629

Table A-17

BUDGET SPENT ON LOCAL: *Baked goods (Cereal, bread, doughnut, muffin, etc.)*

Universe: "Yes" to local availability	Percent of LOCAL purchases		
	Mean \$	Std. Dev.	N
Nation			
Total	18.3%	23.5%	3,657
Age Cohorts			
Young (18-34)	18.5%	22.2%	2,534
Middle Age (35-54)	17.9%	25.8%	889
Older (55+)	18.0%	28.7%	244
Race & Ethnic Group			
Black/African American	16.4%	17.8%	444
White	18.8%	25.2%	2,357
Other	17.1%	22.1%	327
Hispanic	17.8%	20.3%	526
Gender			
Male	18.7%	23.0%	1,969
Female	17.7%	24.1%	1,688
Regions			
Pacific	17.3%	20.5%	383
Mountain	16.8%	20.7%	512
West North Central	20.2%	25.3%	412
West South Central	17.3%	22.5%	302
East North Central	19.2%	25.3%	355
East South Central	16.6%	18.8%	285
South Atlantic	17.3%	21.7%	625
Mid-Atlantic	19.1%	22.5%	257
New England	20.6%	30.0%	536

Table A-17

BUDGET SPENT ON LOCAL: Meats

Universe: "Yes" to local availability	Percent of LOCAL purchases		
	Mean \$	Std. Dev.	N
Nation			
Total	17.8%	23.0%	2,423
Age Cohorts			
Young (18-34)	18.2%	22.7%	1,818
Middle Age (35-54)	17.1%	24.3%	514
Older (55+)	13.9%	24.4%	95
Race & Ethnic Group			
Black/African American	18.5%	20.7%	359
White	17.5%	23.9%	1,460
Other	18.2%	23.4%	205
Hispanic	17.9%	21.5%	396
Gender			
Male	18.3%	22.4%	1,411
Female	17.1%	23.9%	1,012
Regions			
Pacific	16.9%	19.3%	261
Mountain	17.5%	23.6%	360
West North Central	19.3%	25.6%	294
West South Central	19.5%	23.4%	221
East North Central	18.1%	24.4%	230
East South Central	18.0%	20.7%	214
South Atlantic	17.6%	22.9%	436
Mid-Atlantic	17.1%	19.2%	154
New England	16.4%	25.9%	257

Table A-17

BUDGET SPENT ON LOCAL: Dairy products (ice cream, creamer, etc.)

Universe: "Yes" to local availability	Percent of LOCAL purchases		
	Mean \$	Std. Dev.	N
Nation			
Total	15.1%	20.8%	2,521
Age Cohorts			
Young (18-34)	15.8%	20.3%	1,936
Middle Age (35-54)	13.6%	22.8%	471
Older (55+)	10.0%	19.7%	120
Race & Ethnic Group			
Black/African American	16.6%	20.7%	358
White	14.3%	20.8%	1,494
Other	15.4%	20.4%	227
Hispanic	16.1%	20.5%	438
Gender			
Male	16.0%	20.7%	1,439
Female	13.9%	20.9%	1,082
Regions			
Pacific	13.7%	18.9%	247
Mountain	14.8%	19.1%	397
West North Central	16.8%	22.5%	237
West South Central	14.2%	19.6%	227
East North Central	15.8%	22.2%	239
East South Central	15.8%	18.7%	203
South Atlantic	13.8%	18.2%	435
Mid-Atlantic	14.6%	17.4%	200
New England	16.9%	27.6%	342

Table A-17

BUDGET SPENT ON LOCAL: *Sauces/dressings/spices (BBQ sauce, mustards, etc.)*

Universe: "Yes" to local availability	Percent of LOCAL purchases		
	Mean \$	Std. Dev.	N
Nation			
Total	13.2%	20.7%	2,899
Age Cohorts			
Young (18-34)	13.5%	19.7%	2,074
Middle Age (35-54)	12.3%	22.6%	688
Older (55+)	13.0%	25.2%	144
Race & Ethnic Group			
Black/African American	14.2%	18.5%	386
White	12.7%	21.0%	1,824
Other	11.5%	17.0%	257
Hispanic	15.0%	22.4%	423
Gender			
Male	13.8%	20.6%	1,564
Female	12.5%	20.9%	1,335
Regions			
Pacific	13.4%	19.9%	279
Mountain	11.5%	16.9%	430
West North Central	13.5%	22.2%	320
West South Central	12.7%	18.8%	251
East North Central	14.0%	22.8%	298
East South Central	15.0%	21.2%	247
South Atlantic	12.4%	18.2%	501
Mid-Atlantic	13.8%	20.0%	193
New England	13.9%	25.9%	387

Table A-17

BUDGET SPENT ON LOCAL: *Maple water*

Universe: "Yes" to local availability	Percent of LOCAL purchases		
	Mean \$	Std. Dev.	N
Nation			
Total	15.1%	20.0%	1,462
Age Cohorts			
Young (18-34)	15.6%	19.6%	1,226
Middle Age (35-54)	12.6%	21.3%	208
Older (55+)	10.8%	23.6%	33
Race & Ethnic Group			
Black/African American	16.4%	19.7%	190
White	14.4%	20.1%	860
Other	13.1%	17.4%	129
Hispanic	16.7%	20.1%	282
Gender			
Male	16.1%	19.8%	971
Female	12.9%	20.1%	491
Regions			
Pacific	16.7%	20.8%	157
Mountain	13.6%	16.9%	212
West North Central	11.7%	14.6%	133
West South Central	15.2%	20.0%	142
East North Central	14.5%	19.9%	152
East South Central	18.8%	23.8%	120
South Atlantic	16.9%	21.3%	258
Mid-Atlantic	14.2%	16.4%	128
New England	13.3%	22.9%	165

Table A-17

BUDGET SPENT ON LOCAL: *Maple flavored non-alcoholic beverages*

Universe: "Yes" to local availability	Percent of LOCAL purchases		
	Mean \$	Std. Dev.	N
Nation			
Total	14.2%	19.3%	1,406
Age Cohorts			
Young (18-34)	14.8%	19.3%	1,169
Middle Age (35-54)	12.6%	20.3%	205
Older (55+)	4.6%	8.4%	35
Race & Ethnic Group			
Black/African American	14.7%	18.6%	193
White	12.8%	17.6%	814
Other	15.3%	19.9%	120
Hispanic	17.4%	23.0%	278
Gender			
Male	15.3%	19.6%	918
Female	12.1%	18.4%	488
Regions			
Pacific	14.2%	16.8%	154
Mountain	13.5%	17.3%	210
West North Central	12.2%	15.5%	132
West South Central	16.3%	21.5%	137
East North Central	16.5%	23.0%	137
East South Central	17.4%	24.3%	125
South Atlantic	13.2%	17.2%	227
Mid-Atlantic	14.8%	17.5%	117
New England	11.6%	20.7%	170

Table A-17

BUDGET SPENT ON LOCAL: *Maple infused alcoholic beverages (beer, wine, liquor)*

Universe: "Yes" to local availability	Percent of LOCAL purchases		
	Mean \$	Std. Dev.	N
Nation			
Total	15.4%	21.8%	1,635
Age Cohorts			
Young (18-34)	0.1538	0.20625	1358
Middle Age (35-54)	0.1659	0.27519	246
Older (55+)	0.0657	0.18817	35
Race & Ethnic Group			
Black/African American	15.7%	20.9%	207
White	14.8%	21.8%	968
Other	13.5%	18.0%	152
Hispanic	17.6%	23.5%	305
Gender			
Male	16.0%	21.3%	1,038
Female	14.2%	22.5%	597
Regions			
Pacific	14.4%	18.3%	176
Mountain	15.2%	20.4%	231
West North Central	16.2%	24.0%	167
West South Central	13.0%	18.0%	159
East North Central	17.0%	25.1%	156
East South Central	15.9%	21.8%	147
South Atlantic	15.1%	19.7%	280
Mid-Atlantic	18.2%	22.5%	137
New England	14.5%	26.5%	186

Question 23: "Approximately what percent of your annual maple budget was spent on the following maple products from small to medium size farms/processors? "

Note: Means not reported at state level due to small sample size, except for maple syrup.

Note: Sample size (N) includes the percent that said "Yes" to local availability (Q22) and provided a percentage for Q23. Respondents that said "Yes" to local availability (Q22) but "did not buy the product" are excluded from N's.

Table A-18

WTP for Local: Maple Syrup

	WTP for Local		
	Percent	Std. Dev.	N
Nation			
Total	32.3%	35.7%	14,168
Age Cohorts			
Young (18-34)	31.1%	33.9%	6,885
Middle Age (35-54)	32.9%	36.6%	4,991
Older (55+)	34.5%	38.5%	2,292
Race & Ethnic Group			
Black/African American	25.3%	31.3%	980
White	32.6%	35.9%	10,718
Other	38.2%	37.6%	1,169
Hispanic	29.0%	33.2%	1,234
Gender			
Male	33.7%	36.2%	6,814
Female	31.0%	35.1%	7,322
Regions			
Pacific	33.5%	36.4%	1435
Mountain	33.9%	36.4%	2260
West North Central	32.6%	35.6%	1941
West South Central	29.9%	34.9%	1082
East North Central	33.3%	36.2%	1439
East South Central	29.6%	34.0%	1061
South Atlantic	29.7%	34.1%	2206
Mid-Atlantic	30.4%	35.2%	881
New England	35.3%	36.9%	1863
States			
Alabama	26.5%	32.1%	264
Alaska	39.1%	38.2%	282
Arizona	30.4%	35.4%	275
Arkansas	33.9%	36.3%	269
California	30.5%	35.5%	290
Colorado	35.4%	37.5%	287
Connecticut	34.7%	37.3%	308
Delaware	30.7%	33.6%	264
Florida	26.6%	32.3%	268
Georgia	28.7%	32.7%	273
Hawaii	37.0%	37.7%	266
Idaho	32.6%	35.0%	307
Illinois	31.4%	35.1%	294
Indiana	33.3%	35.6%	271

Table A-18

WTP for Local: Maple Syrup

	WTP for Local		
	Percent	Std. Dev.	N
States			
Iowa	31.4%	34.5%	285
Kansas	30.4%	34.5%	277
Kentucky	32.5%	35.8%	272
Louisiana	28.7%	34.4%	261
Maine	35.6%	37.5%	307
Maryland	28.4%	33.9%	281
Massachusetts	33.5%	35.3%	295
Michigan	34.7%	36.8%	286
Minnesota	36.2%	36.9%	298
Mississippi	31.5%	35.2%	240
Missouri	32.1%	36.5%	269
Montana	38.9%	38.0%	294
Nebraska	30.8%	35.4%	272
Nevada	32.8%	35.7%	277
New Hampshire	35.0%	35.9%	317
New Jersey	32.1%	36.5%	292
New Mexico	31.0%	34.8%	260
New York	30.4%	35.0%	295
North Carolina	30.5%	34.7%	278
North Dakota	36.0%	36.2%	276
Ohio	31.2%	35.9%	288
Oklahoma	27.9%	35.0%	274
Oregon	27.1%	32.2%	295
Pennsylvania	28.6%	34.1%	294
Rhode Island	33.2%	34.9%	297
South Carolina	31.3%	35.8%	273
South Dakota	31.1%	34.7%	264
Tennessee	28.0%	32.8%	285
Texas	28.9%	33.8%	278
Utah	32.1%	36.0%	287
Vermont	38.9%	39.6%	339
Virginia	28.9%	33.9%	283
Washington	34.4%	37.3%	302
West Virginia	32.5%	35.7%	286
Wisconsin	35.9%	37.5%	300
Wyoming	37.9%	38.4%	273

Table A-18

WTP for Local: Maple cream/butter (non-dairy)

	WTP for Local		
	Percent	Std. Dev.	N
Nation			
Total	10.3%	19.7%	10,589
Age Cohorts			
Young (18-34)	11.7%	19.7%	6,042
Middle Age (35-54)	9.6%	20.8%	3,328
Older (55+)	5.7%	16.3%	1,219
Race & Ethnic Group			
Black/African American	9.2%	15.5%	924
White	10.1%	20.1%	7,615
Other	12.6%	22.8%	881
Hispanic	11.0%	17.4%	1,116
Gender			
Male	10.8%	19.5%	5,057
Female	9.9%	19.9%	5,506
Regions			
Pacific	10.3%	19.4%	1047
Mountain	10.4%	20.3%	1722
West North Central	10.3%	20.5%	1493
West South Central	9.5%	18.6%	850
East North Central	10.7%	20.8%	1063
East South Central	9.6%	17.8%	846
South Atlantic	9.7%	17.5%	1660
Mid-Atlantic	10.3%	17.7%	652
New England	12.2%	23.0%	1256
States			
Alabama	9.7%	15.8%	216
Alaska	11.9%	23.8%	208
Arizona	8.6%	16.3%	216
Arkansas	8.6%	15.7%	211
California	10.3%	18.7%	217
Colorado	13.3%	23.1%	207
Connecticut	7.6%	16.9%	213
Delaware	10.7%	19.1%	200
Florida	7.9%	13.8%	216
Georgia	9.7%	14.6%	203
Hawaii	9.7%	18.4%	217
Idaho	10.1%	20.7%	237
Illinois	9.6%	18.2%	220
Indiana	8.7%	16.8%	198

Table A-18

WTP for Local: Maple cream/butter (non-dairy)

	WTP for Local		
	Percent	Std. Dev.	N
States			
Iowa	10.4%	20.7%	211
Kansas	8.9%	17.4%	218
Kentucky	11.1%	21.8%	210
Louisiana	9.4%	18.7%	203
Maine	11.2%	21.4%	189
Maryland	9.3%	16.6%	206
Massachusetts	11.3%	19.2%	196
Michigan	10.1%	20.3%	204
Minnesota	13.8%	25.0%	216
Mississippi	8.8%	15.9%	196
Missouri	10.0%	20.6%	198
Montana	10.0%	20.9%	198
Nebraska	7.4%	16.0%	204
Nevada	12.0%	21.3%	219
New Hampshire	12.5%	21.4%	214
New Jersey	10.6%	17.9%	211
New Mexico	9.5%	20.5%	197
New York	10.1%	15.8%	227
North Carolina	9.8%	17.8%	205
North Dakota	10.3%	20.2%	231
Ohio	12.3%	22.3%	216
Oklahoma	8.8%	20.3%	206
Oregon	9.0%	16.7%	200
Pennsylvania	10.2%	19.5%	214
Rhode Island	10.3%	20.7%	213
South Carolina	11.2%	20.9%	208
South Dakota	10.9%	21.8%	215
Tennessee	8.9%	17.1%	224
Texas	11.2%	19.3%	230
Utah	8.2%	15.0%	227
Vermont	19.5%	32.4%	231
Virginia	10.4%	18.5%	219
Washington	10.8%	18.5%	205
West Virginia	8.2%	17.6%	203
Wisconsin	12.5%	24.8%	225
Wyoming	11.8%	23.0%	221

Table A-18

WTP for Local: Maple sugar

	WTP for Local		
	Percent	Std. Dev.	N
Nation			
Total	10.3%	19.6%	10,607
Age Cohorts			
Young (18-34)	11.7%	19.6%	6,040
Middle Age (35-54)	9.3%	20.4%	3,338
Older (55+)	6.2%	16.4%	1,229
Race & Ethnic Group			
Black/African American	9.6%	15.4%	920
White	10.1%	20.0%	7,634
Other	11.6%	21.9%	876
Hispanic	11.2%	17.5%	1,126
Gender			
Male	11.0%	19.5%	5,101
Female	9.5%	19.6%	5,478
Regions			
Pacific	10.6%	19.2%	1068
Mountain	10.0%	19.1%	1715
West North Central	10.1%	20.6%	1471
West South Central	9.5%	18.6%	857
East North Central	10.7%	21.1%	1058
East South Central	9.1%	17.2%	850
South Atlantic	10.2%	18.5%	1680
Mid-Atlantic	9.9%	17.9%	648
New England	11.8%	22.4%	1260
States			
Alabama	9.5%	14.9%	215
Alaska	12.2%	23.5%	221
Arizona	7.5%	12.6%	208
Arkansas	8.8%	15.7%	221
California	9.2%	16.5%	213
Colorado	11.4%	20.5%	204
Connecticut	6.9%	15.5%	212
Delaware	11.1%	18.4%	204
Florida	7.7%	11.8%	221
Georgia	10.0%	16.9%	209
Hawaii	10.1%	19.4%	220
Idaho	9.5%	20.5%	235
Illinois	9.5%	18.0%	214
Indiana	9.9%	18.4%	197

Table A-18

WTP for Local: Maple sugar

	WTP for Local		
	Percent	Std. Dev.	N
States			
Iowa	9.6%	19.7%	213
Kansas	8.8%	17.6%	213
Kentucky	9.9%	20.9%	214
Louisiana	9.9%	19.7%	193
Maine	10.8%	20.0%	206
Maryland	9.8%	17.0%	204
Massachusetts	11.7%	20.1%	194
Michigan	10.4%	21.1%	214
Minnesota	12.7%	24.8%	211
Mississippi	7.6%	14.3%	196
Missouri	9.9%	19.3%	194
Montana	10.1%	20.1%	203
Nebraska	9.0%	19.2%	206
Nevada	11.6%	19.7%	218
New Hampshire	12.1%	20.8%	209
New Jersey	10.3%	17.6%	214
New Mexico	10.2%	20.3%	207
New York	10.4%	17.1%	222
North Carolina	12.0%	21.5%	206
North Dakota	10.6%	22.3%	225
Ohio	12.5%	23.1%	216
Oklahoma	9.6%	20.7%	211
Oregon	10.5%	16.8%	204
Pennsylvania	8.9%	19.1%	212
Rhode Island	10.3%	20.5%	211
South Carolina	10.8%	20.7%	206
South Dakota	10.1%	19.9%	209
Tennessee	9.3%	17.6%	225
Texas	9.8%	18.2%	232
Utah	9.1%	16.3%	223
Vermont	18.8%	31.6%	228
Virginia	11.6%	20.8%	221
Washington	10.9%	18.9%	210
West Virginia	9.0%	18.8%	209
Wisconsin	11.1%	23.9%	217
Wyoming	10.5%	21.5%	217

Table A-18

WTP for Local: Maple candy products (cotton candy, taffy, etc.)

	WTP for Local		
	Percent	Std. Dev.	N
Nation			
Total	11.0%	20.4%	10,914
Age Cohorts			
Young (18-34)	12.3%	20.4%	6,167
Middle Age (35-54)	10.1%	20.9%	3,443
Older (55+)	7.7%	18.6%	1,304
Race & Ethnic Group			
Black/African American	9.2%	15.2%	933
White	11.0%	20.8%	7,868
Other	12.6%	23.5%	897
Hispanic	11.5%	17.8%	1,161
Gender			
Male	11.5%	20.3%	5,210
Female	10.5%	20.4%	5,675
Regions			
Pacific	11.0%	20.1%	1080
Mountain	10.5%	19.9%	1774
West North Central	10.8%	20.7%	1502
West South Central	9.5%	18.2%	866
East North Central	11.4%	20.8%	1115
East South Central	11.1%	19.8%	884
South Atlantic	10.6%	19.3%	1708
Mid-Atlantic	11.5%	20.0%	658
New England	13.3%	23.6%	1327
States			
Alabama	11.4%	18.1%	223
Alaska	12.9%	24.7%	213
Arizona	7.9%	11.9%	217
Arkansas	9.7%	17.8%	218
California	9.7%	17.3%	225
Colorado	10.8%	20.0%	205
Connecticut	9.5%	18.5%	222
Delaware	11.3%	19.3%	201
Florida	7.8%	14.8%	224
Georgia	10.3%	18.7%	210
Hawaii	9.3%	18.4%	221
Idaho	8.6%	17.1%	235
Illinois	10.1%	18.5%	228
Indiana	10.7%	17.7%	207

Table A-18

WTP for Local: Maple candy products (cotton candy, taffy, etc.)

	WTP for Local		
	Percent	Std. Dev.	N
States			
Iowa	10.6%	20.3%	220
Kansas	9.7%	18.3%	214
Kentucky	11.6%	23.0%	227
Louisiana	8.8%	16.1%	207
Maine	11.0%	20.2%	202
Maryland	8.6%	16.4%	214
Massachusetts	11.1%	20.7%	205
Michigan	12.0%	22.4%	222
Minnesota	11.6%	22.8%	214
Mississippi	9.8%	16.9%	204
Missouri	11.7%	20.8%	197
Montana	11.4%	22.9%	213
Nebraska	9.1%	19.4%	212
Nevada	12.1%	22.4%	235
New Hampshire	14.5%	23.3%	224
New Jersey	11.1%	18.4%	215
New Mexico	10.0%	21.0%	206
New York	12.8%	20.8%	228
North Carolina	10.0%	17.6%	207
North Dakota	10.9%	20.7%	226
Ohio	11.7%	20.6%	226
Oklahoma	10.0%	21.9%	203
Oregon	10.8%	19.1%	206
Pennsylvania	10.5%	20.8%	215
Rhode Island	12.9%	23.0%	227
South Carolina	12.9%	22.8%	212
South Dakota	11.7%	22.2%	219
Tennessee	11.3%	20.2%	230
Texas	9.5%	17.0%	238
Utah	9.4%	16.3%	233
Vermont	19.4%	31.2%	247
Virginia	11.6%	21.1%	226
Washington	12.3%	20.5%	215
West Virginia	12.1%	22.0%	214
Wisconsin	12.4%	23.9%	232
Wyoming	13.7%	24.0%	230

Table A-18

WTP for Local: Baked goods (Cereal, bread, doughnut, muffin, etc.)

	WTP for Local		
	Percent	Std. Dev.	N
Nation			
Total	13.3%	21.7%	11,007
Age Cohorts			
Young (18-34)	14.8%	22.1%	6,167
Middle Age (35-54)	12.0%	21.6%	3,526
Older (55+)	9.7%	19.6%	1,314
Race & Ethnic Group			
Black/African American	11.9%	18.4%	941
White	13.1%	21.9%	7,974
Other	15.7%	24.6%	902
Hispanic	14.0%	20.2%	1,141
Gender			
Male	13.3%	21.4%	5,236
Female	13.3%	21.9%	5,742
Regions			
Pacific	14.0%	21.7%	1128
Mountain	13.4%	21.6%	1782
West North Central	14.0%	22.7%	1525
West South Central	12.0%	20.4%	868
East North Central	11.8%	20.1%	1095
East South Central	12.4%	20.3%	885
South Atlantic	13.4%	21.7%	1724
Mid-Atlantic	11.9%	18.8%	667
New England	15.2%	24.7%	1333
States			
Alabama	11.6%	16.3%	233
Alaska	18.4%	28.5%	222
Arizona	9.9%	14.6%	219
Arkansas	12.2%	19.8%	221
California	12.7%	20.4%	230
Colorado	14.4%	22.1%	209
Connecticut	12.1%	19.6%	218
Delaware	14.9%	23.3%	212
Florida	10.3%	16.7%	232
Georgia	13.3%	21.4%	216
Hawaii	13.7%	21.4%	226
Idaho	13.9%	21.6%	240
Illinois	11.6%	19.4%	225
Indiana	10.0%	15.6%	203

Table A-18

WTP for Local: Baked goods (Cereal, bread, doughnut, muffin, etc.)

	WTP for Local		
	Percent	Std. Dev.	N
States			
Iowa	13.1%	20.7%	220
Kansas	14.9%	24.1%	220
Kentucky	13.5%	23.3%	228
Louisiana	11.7%	20.2%	209
Maine	14.6%	24.0%	207
Maryland	11.6%	17.4%	216
Massachusetts	16.0%	24.7%	211
Michigan	11.3%	21.0%	216
Minnesota	16.4%	25.5%	215
Mississippi	12.8%	21.5%	200
Missouri	12.9%	20.8%	203
Montana	13.0%	20.5%	220
Nebraska	10.9%	19.7%	213
Nevada	14.4%	23.4%	229
New Hampshire	14.2%	23.1%	222
New Jersey	11.9%	17.8%	220
New Mexico	12.8%	22.1%	206
New York	12.1%	18.6%	230
North Carolina	12.5%	19.4%	204
North Dakota	15.1%	24.0%	236
Ohio	13.5%	20.7%	223
Oklahoma	11.9%	22.2%	205
Oregon	12.9%	19.2%	224
Pennsylvania	11.8%	19.9%	217
Rhode Island	13.9%	22.6%	236
South Carolina	14.8%	24.9%	203
South Dakota	14.5%	23.1%	218
Tennessee	11.9%	19.5%	224
Texas	12.0%	19.7%	233
Utah	13.2%	20.9%	233
Vermont	20.3%	31.4%	239
Virginia	16.5%	25.1%	223
Washington	12.3%	17.3%	226
West Virginia	13.6%	23.2%	218
Wisconsin	12.4%	22.9%	228
Wyoming	15.2%	26.0%	226

Table A-18

WTP for Local: Meats

	WTP for Local		
	Percent	Std. Dev.	N
Nation			
Total	10.2%	19.4%	10,286
Age Cohorts			
Young (18-34)	12.2%	20.5%	5,851
Middle Age (35-54)	8.6%	18.6%	3,255
Older (55+)	5.1%	13.7%	1,180
Race & Ethnic Group			
Black/African American	10.9%	18.8%	878
White	9.8%	19.2%	7,458
Other	11.7%	21.6%	830
Hispanic	11.8%	19.1%	1,068
Gender			
Male	11.0%	19.8%	4,877
Female	9.5%	18.9%	5,386
Regions			
Pacific	10.2%	19.1%	1054
Mountain	10.6%	19.9%	1673
West North Central	11.0%	20.4%	1450
West South Central	10.4%	20.2%	831
East North Central	9.3%	18.4%	1017
East South Central	9.6%	17.9%	833
South Atlantic	10.5%	18.8%	1621
Mid-Atlantic	9.2%	17.4%	609
New England	10.1%	20.6%	1198
States			
Alabama	9.9%	17.2%	211
Alaska	13.0%	24.3%	210
Arizona	9.0%	16.3%	207
Arkansas	11.5%	20.9%	216
California	9.7%	17.5%	211
Colorado	8.9%	16.7%	187
Connecticut	7.4%	17.5%	212
Delaware	10.9%	19.5%	195
Florida	7.6%	13.9%	212
Georgia	8.7%	15.1%	193
Hawaii	9.6%	18.7%	221
Idaho	11.5%	21.4%	232
Illinois	9.1%	19.0%	217
Indiana	7.0%	11.6%	179

Table A-18

WTP for Local: Meats

	WTP for Local		
	Percent	Std. Dev.	N
States			
Iowa	11.2%	20.6%	213
Kansas	11.0%	21.4%	211
Kentucky	10.2%	19.7%	209
Louisiana	9.7%	19.1%	191
Maine	8.3%	15.6%	192
Maryland	10.9%	17.7%	208
Massachusetts	9.4%	19.4%	185
Michigan	8.9%	16.9%	195
Minnesota	11.8%	21.8%	199
Mississippi	9.6%	18.0%	193
Missouri	10.4%	17.5%	188
Montana	11.2%	20.3%	212
Nebraska	9.9%	19.6%	203
Nevada	11.2%	20.8%	210
New Hampshire	10.3%	20.0%	192
New Jersey	9.1%	16.3%	194
New Mexico	10.2%	22.1%	191
New York	9.1%	15.2%	214
North Carolina	10.5%	19.7%	199
North Dakota	11.5%	20.1%	231
Ohio	11.0%	20.3%	217
Oklahoma	11.2%	22.6%	204
Oregon	9.8%	16.6%	201
Pennsylvania	9.3%	20.5%	201
Rhode Island	8.9%	18.2%	205
South Carolina	12.6%	22.1%	202
South Dakota	11.3%	21.4%	205
Tennessee	8.6%	16.8%	220
Texas	9.2%	18.0%	220
Utah	10.5%	17.8%	219
Vermont	16.0%	28.6%	212
Virginia	12.8%	21.8%	216
Washington	9.1%	17.1%	211
West Virginia	9.6%	18.9%	196
Wisconsin	10.0%	21.7%	209
Wyoming	12.1%	22.3%	215

Table A-18

WTP for Local: Dairy products (ice cream, creamer, etc.)

	WTP for Local		
	Percent	Std. Dev.	N
Nation			
Total	9.3%	18.6%	10,279
Age Cohorts			
Young (18-34)	11.0%	19.4%	5,898
Middle Age (35-54)	7.5%	17.9%	3,212
Older (55+)	5.6%	15.3%	1,169
Race & Ethnic Group			
Black/African American	9.3%	16.1%	903
White	8.9%	18.6%	7,396
Other	11.1%	21.3%	845
Hispanic	10.5%	18.0%	1,086
Gender			
Male	9.9%	18.7%	4,887
Female	8.7%	18.5%	5,364
Regions			
Pacific	9.7%	19.1%	1033
Mountain	9.6%	19.2%	1676
West North Central	9.4%	19.0%	1447
West South Central	8.3%	17.1%	831
East North Central	8.5%	17.6%	1037
East South Central	8.7%	17.4%	806
South Atlantic	8.9%	17.3%	1623
Mid-Atlantic	8.6%	16.2%	624
New England	11.1%	22.0%	1202
States			
Alabama	9.6%	16.8%	205
Alaska	12.5%	24.1%	208
Arizona	7.1%	13.7%	198
Arkansas	9.2%	18.0%	213
California	9.4%	16.2%	207
Colorado	9.7%	18.6%	200
Connecticut	7.2%	17.3%	201
Delaware	9.2%	16.6%	191
Florida	7.8%	14.7%	216
Georgia	7.9%	13.4%	197
Hawaii	8.2%	16.5%	217
Idaho	9.3%	19.5%	232
Illinois	8.4%	17.6%	216
Indiana	6.4%	11.6%	193

Table A-18

WTP for Local: Dairy products (ice cream, creamer, etc.)

	WTP for Local		
	Percent	Std. Dev.	N
States			
Iowa	8.7%	18.6%	204
Kansas	8.9%	18.8%	214
Kentucky	9.1%	19.8%	206
Louisiana	8.4%	15.9%	196
Maine	9.3%	18.3%	184
Maryland	7.5%	13.4%	203
Massachusetts	8.9%	17.9%	177
Michigan	9.5%	19.9%	208
Minnesota	10.7%	20.2%	201
Mississippi	7.9%	15.0%	184
Missouri	10.7%	21.5%	194
Montana	10.6%	20.4%	201
Nebraska	7.6%	16.9%	203
Nevada	10.4%	20.1%	220
New Hampshire	11.1%	20.8%	197
New Jersey	8.5%	14.8%	199
New Mexico	9.2%	21.0%	187
New York	8.4%	13.9%	216
North Carolina	9.0%	18.8%	205
North Dakota	10.5%	19.6%	226
Ohio	8.5%	16.7%	213
Oklahoma	7.5%	18.3%	203
Oregon	9.3%	18.3%	197
Pennsylvania	8.9%	19.4%	209
Rhode Island	10.3%	20.3%	214
South Carolina	10.5%	20.4%	195
South Dakota	9.0%	17.4%	205
Tennessee	8.2%	17.4%	211
Texas	8.0%	16.0%	219
Utah	8.9%	16.3%	225
Vermont	18.6%	30.7%	229
Virginia	11.3%	20.0%	216
Washington	9.3%	19.0%	204
West Virginia	8.2%	19.3%	200
Wisconsin	9.3%	20.5%	207
Wyoming	11.9%	22.5%	213

Table A-18

WTP for Local: Sauces/dressings/spices (BBQ sauce, mustards, etc.)

	WTP for Local		
	Percent	Std. Dev.	N
Nation			
Total	9.6%	19.0%	10,557
Age Cohorts			
Young (18-34)	11.1%	19.7%	6,041
Middle Age (35-54)	8.4%	18.7%	3,301
Older (55+)	5.7%	15.0%	1,215
Race & Ethnic Group			
Black/African American	10.2%	17.6%	945
White	9.3%	19.2%	7,565
Other	10.7%	20.5%	863
Hispanic	10.0%	17.1%	1,134
Gender			
Male	10.2%	19.2%	5,007
Female	9.1%	18.7%	5,522
Regions			
Pacific	9.5%	18.3%	1075
Mountain	9.5%	19.1%	1701
West North Central	9.8%	20.0%	1460
West South Central	8.9%	17.8%	861
East North Central	9.5%	19.2%	1059
East South Central	9.6%	17.6%	853
South Atlantic	10.0%	19.0%	1681
Mid-Atlantic	8.5%	16.8%	632
New England	10.3%	20.9%	1235
States			
Alabama	8.9%	14.4%	221
Alaska	14.6%	26.4%	217
Arizona	6.8%	12.6%	211
Arkansas	9.0%	17.0%	225
California	7.4%	13.5%	215
Colorado	10.4%	19.1%	201
Connecticut	8.2%	18.0%	208
Delaware	11.8%	21.1%	203
Florida	9.2%	16.9%	215
Georgia	10.7%	19.3%	209
Hawaii	8.1%	15.0%	223
Idaho	9.0%	18.4%	230
Illinois	8.3%	17.2%	225
Indiana	7.9%	14.0%	193

Table A-18

WTP for Local: Sauces/dressings/spices (BBQ sauce, mustards, etc.)

	WTP for Local		
	Percent	Std. Dev.	N
States			
Iowa	9.9%	20.9%	207
Kansas	9.1%	18.8%	214
Kentucky	9.6%	19.7%	212
Louisiana	9.4%	18.9%	205
Maine	9.0%	18.0%	190
Maryland	8.4%	15.9%	210
Massachusetts	9.8%	19.9%	192
Michigan	8.7%	17.8%	203
Minnesota	11.7%	21.7%	202
Mississippi	9.9%	18.0%	197
Missouri	9.0%	18.4%	196
Montana	9.6%	20.1%	200
Nebraska	8.9%	18.9%	207
Nevada	11.1%	20.0%	225
New Hampshire	9.2%	17.7%	203
New Jersey	8.4%	14.4%	208
New Mexico	8.1%	18.5%	197
New York	8.9%	16.6%	217
North Carolina	9.3%	17.0%	209
North Dakota	11.0%	22.1%	228
Ohio	11.0%	21.0%	218
Oklahoma	8.2%	18.4%	202
Oregon	8.1%	15.7%	210
Pennsylvania	8.3%	19.0%	207
Rhode Island	8.2%	16.4%	211
South Carolina	9.5%	19.9%	204
South Dakota	9.2%	18.5%	206
Tennessee	9.8%	17.9%	223
Texas	9.1%	17.2%	229
Utah	8.8%	17.4%	218
Vermont	16.8%	29.8%	231
Virginia	12.4%	21.8%	226
Washington	9.0%	17.2%	210
West Virginia	8.2%	19.3%	205
Wisconsin	11.3%	23.8%	220
Wyoming	12.0%	24.1%	219

Table A-18

WTP for Local: Maple water

	WTP for Local		
	Percent	Std. Dev.	N
Nation			
Total	5.6%	15.3%	9,613
Age Cohorts			
Young (18-34)	7.3%	16.6%	5,634
Middle Age (35-54)	3.7%	14.2%	2,921
Older (55+)	1.2%	8.2%	1,058
Race & Ethnic Group			
Black/African American	7.0%	14.8%	864
White	4.9%	15.1%	6,858
Other	6.6%	17.0%	797
Hispanic	7.9%	15.8%	1,049
Gender			
Male	7.1%	16.8%	4,610
Female	4.1%	13.6%	4,977
Regions			
Pacific	6.2%	15.7%	984
Mountain	4.9%	14.3%	1555
West North Central	5.0%	15.2%	1347
West South Central	5.2%	14.4%	795
East North Central	5.7%	16.1%	968
East South Central	5.7%	14.7%	767
South Atlantic	5.9%	15.4%	1506
Mid-Atlantic	6.3%	14.3%	582
New England	5.8%	17.3%	1109
States			
Alabama	6.7%	15.0%	191
Alaska	7.7%	20.7%	202
Arizona	4.6%	10.9%	200
Arkansas	4.3%	12.2%	209
California	6.6%	13.4%	201
Colorado	6.5%	15.5%	183
Connecticut	3.9%	12.0%	194
Delaware	5.1%	13.3%	171
Florida	5.4%	12.9%	202
Georgia	7.2%	16.4%	189
Hawaii	4.5%	13.4%	201
Idaho	3.0%	10.9%	208
Illinois	6.0%	15.5%	200
Indiana	4.8%	13.9%	177

Table A-18

WTP for Local: Maple water

	WTP for Local		
	Percent	Std. Dev.	N
States			
Iowa	5.7%	18.0%	193
Kansas	3.6%	8.9%	200
Kentucky	5.8%	16.3%	201
Louisiana	4.9%	13.0%	183
Maine	4.3%	13.5%	164
Maryland	4.0%	8.9%	186
Massachusetts	5.7%	16.0%	174
Michigan	5.5%	16.6%	194
Minnesota	7.9%	21.0%	187
Mississippi	4.7%	11.9%	178
Missouri	6.1%	17.3%	176
Montana	3.0%	11.7%	183
Nebraska	3.3%	10.9%	189
Nevada	7.7%	19.1%	198
New Hampshire	5.2%	15.6%	181
New Jersey	6.3%	12.6%	188
New Mexico	4.9%	16.8%	177
New York	8.4%	15.9%	208
North Carolina	5.9%	14.2%	186
North Dakota	4.4%	14.4%	212
Ohio	6.2%	15.5%	196
Oklahoma	4.8%	16.1%	186
Oregon	4.1%	9.8%	183
Pennsylvania	4.1%	13.6%	186
Rhode Island	4.4%	15.2%	194
South Carolina	8.1%	21.5%	179
South Dakota	3.9%	12.7%	190
Tennessee	5.6%	14.9%	197
Texas	6.7%	15.9%	217
Utah	4.9%	12.8%	205
Vermont	10.5%	26.1%	202
Virginia	6.6%	16.2%	203
Washington	7.9%	18.0%	197
West Virginia	4.8%	17.1%	190
Wisconsin	6.0%	18.4%	201
Wyoming	4.6%	14.8%	201

Table A-18

WTP for Local: Maple flavored non-alcoholic beverages

	WTP for Local		
	Percent	Std. Dev.	N
Nation			
Total	5.7%	15.5%	9,592
Age Cohorts			
Young (18-34)	7.7%	17.0%	5,604
Middle Age (35-54)	3.8%	14.1%	2,927
Older (55+)	0.9%	6.2%	1,061
Race & Ethnic Group			
Black/African American	7.1%	15.3%	845
White	5.1%	15.1%	6,865
Other	6.7%	17.8%	798
Hispanic	7.8%	15.6%	1,035
Gender			
Male	6.9%	16.4%	4,587
Female	4.6%	14.3%	4,977
Regions			
Pacific	6.3%	15.2%	970
Mountain	5.3%	15.0%	1549
West North Central	4.8%	14.8%	1349
West South Central	5.6%	15.9%	777
East North Central	5.6%	15.3%	959
East South Central	5.9%	15.3%	767
South Atlantic	6.1%	15.7%	1515
Mid-Atlantic	6.3%	14.2%	587
New England	6.3%	17.3%	1119
States			
Alabama	7.5%	16.0%	195
Alaska	7.7%	20.3%	195
Arizona	4.4%	10.5%	191
Arkansas	4.5%	13.0%	201
California	6.1%	12.5%	196
Colorado	7.0%	16.5%	183
Connecticut	4.0%	11.5%	193
Delaware	6.1%	15.6%	180
Florida	6.2%	15.9%	204
Georgia	6.6%	14.9%	185
Hawaii	5.3%	13.1%	206
Idaho	4.0%	13.1%	212
Illinois	5.3%	13.6%	196
Indiana	4.0%	10.6%	176

Table A-18

WTP for Local: Maple flavored non-alcoholic beverages

	WTP for Local		
	Percent	Std. Dev.	N
States			
Iowa	5.4%	16.2%	195
Kansas	4.8%	13.2%	202
Kentucky	5.6%	16.6%	198
Louisiana	4.5%	12.7%	180
Maine	4.8%	14.1%	169
Maryland	4.0%	8.8%	183
Massachusetts	6.8%	17.3%	173
Michigan	4.8%	13.5%	193
Minnesota	7.2%	19.5%	187
Mississippi	5.3%	14.5%	175
Missouri	5.3%	17.0%	174
Montana	3.8%	13.1%	180
Nebraska	3.5%	11.6%	192
Nevada	8.0%	19.3%	201
New Hampshire	6.1%	15.6%	182
New Jersey	5.9%	12.0%	188
New Mexico	5.0%	15.9%	177
New York	7.5%	14.6%	202
North Carolina	6.8%	16.7%	187
North Dakota	4.2%	13.5%	205
Ohio	6.4%	16.6%	193
Oklahoma	6.0%	18.6%	186
Oregon	5.4%	12.8%	184
Pennsylvania	5.4%	15.5%	197
Rhode Island	4.8%	14.0%	194
South Carolina	7.4%	19.2%	182
South Dakota	3.1%	10.9%	194
Tennessee	5.2%	13.9%	199
Texas	7.5%	18.1%	210
Utah	5.4%	14.2%	204
Vermont	10.5%	25.8%	208
Virginia	6.5%	15.7%	206
Washington	6.9%	15.9%	189
West Virginia	4.9%	16.7%	188
Wisconsin	7.3%	20.1%	201
Wyoming	5.1%	15.4%	201

Table A-18

WTP for Local: Maple infused alcoholic beverages (beer, wine, liquor)

	WTP for Local		
	Percent	Std. Dev.	N
Nation			
Total	7.0%	17.2%	9,840
Age Cohorts			
Young (18-34)	8.9%	18.6%	5,792
Middle Age (35-54)	5.1%	16.0%	2,981
Older (55+)	1.6%	8.3%	1,067
Race & Ethnic Group			
Black/African American	8.0%	16.5%	899
White	6.4%	16.8%	6,992
Other	7.9%	19.1%	821
Hispanic	9.3%	18.2%	1,084
Gender			
Male	8.2%	18.3%	4,718
Female	5.7%	15.8%	5,093
Regions			
Pacific	6.9%	16.3%	992
Mountain	7.0%	17.5%	1589
West North Central	6.6%	17.4%	1371
West South Central	6.3%	16.5%	794
East North Central	6.9%	17.8%	994
East South Central	7.0%	16.4%	796
South Atlantic	6.9%	16.7%	1551
Mid-Atlantic	7.2%	15.5%	607
New England	7.9%	18.9%	1146
States			
Alabama	9.0%	16.5%	203
Alaska	9.3%	22.9%	206
Arizona	5.8%	13.9%	198
Arkansas	4.8%	12.4%	208
California	6.3%	13.2%	196
Colorado	7.2%	15.6%	193
Connecticut	5.7%	15.0%	197
Delaware	8.2%	18.9%	187
Florida	6.3%	14.6%	210
Georgia	7.6%	16.9%	192
Hawaii	5.5%	13.8%	211
Idaho	5.3%	15.0%	214
Illinois	7.4%	18.1%	207
Indiana	4.5%	11.3%	183

Table A-18

WTP for Local: Maple infused alcoholic beverages (beer, wine, liquor)

	WTP for Local		
	Percent	Std. Dev.	N
States			
Iowa	8.8%	21.3%	200
Kansas	6.7%	16.3%	204
Kentucky	6.7%	18.2%	204
Louisiana	6.8%	18.0%	183
Maine	6.5%	15.9%	167
Maryland	4.7%	10.4%	190
Massachusetts	6.7%	16.9%	180
Michigan	6.0%	15.7%	198
Minnesota	7.9%	18.4%	194
Mississippi	6.3%	15.7%	181
Missouri	6.6%	17.8%	176
Montana	4.9%	14.3%	181
Nebraska	4.5%	14.0%	195
Nevada	8.9%	20.7%	206
New Hampshire	8.0%	17.4%	190
New Jersey	6.2%	12.9%	197
New Mexico	9.1%	22.1%	181
New York	8.4%	15.6%	208
North Carolina	7.6%	17.7%	193
North Dakota	6.2%	17.2%	209
Ohio	7.7%	19.1%	202
Oklahoma	6.3%	19.4%	184
Oregon	5.4%	11.3%	183
Pennsylvania	7.0%	17.8%	202
Rhode Island	6.8%	17.1%	200
South Carolina	8.0%	19.8%	184
South Dakota	5.9%	16.1%	193
Tennessee	5.9%	15.0%	208
Texas	7.3%	16.0%	219
Utah	6.9%	17.0%	209
Vermont	12.7%	26.8%	212
Virginia	8.5%	18.5%	207
Washington	7.8%	17.0%	196
West Virginia	4.5%	14.8%	188
Wisconsin	8.8%	22.1%	204
Wyoming	7.9%	19.6%	207

Question 24: "How much more would you be willing to pay for the following maple products if they were produced by small to medium sized farms/processors compared to conventional name brand maple products from national processors or store bought brands? If none, enter 0."

Table A-19

WTP FOR ORGANIC: Maple Syrup

	WTP for Organic		
	Percent	Std. Dev.	N
Nation			
Total	24.3%	33.3%	13,479
Age Cohorts			
Young (18-34)	25.9%	32.7%	6,684
Middle Age (35-54)	22.9%	33.6%	4,675
Older (55+)	22.2%	34.1%	2,120
Race & Ethnic Group			
Black/African American	23.1%	30.8%	973
White	23.2%	32.9%	10,091
Other	32.6%	37.4%	1,131
Hispanic	25.7%	32.6%	1,220
Gender			
Male	25.5%	34.1%	6,446
Female	23.2%	32.5%	6,997
Regions			
Pacific	27.6%	35.5%	1385
Mountain	24.1%	33.4%	2174
West North Central	22.8%	32.8%	1836
West South Central	23.2%	32.3%	1038
East North Central	23.7%	32.4%	1351
East South Central	22.5%	31.7%	1032
South Atlantic	23.7%	32.7%	2096
Mid-Atlantic	24.9%	33.2%	836
New England	25.9%	34.4%	1731
States			
Alabama	22.1%	30.9%	254
Alaska	32.7%	38.4%	269
Arizona	24.6%	33.3%	261
Arkansas	23.0%	32.3%	256
California	27.7%	35.3%	284
Colorado	24.8%	33.7%	275
Connecticut	24.8%	34.2%	280
Delaware	24.1%	31.1%	249
Florida	21.6%	30.8%	264
Georgia	24.2%	32.3%	261
Hawaii	27.5%	35.6%	258
Idaho	22.1%	32.2%	281
Illinois	25.8%	32.8%	287
Indiana	23.1%	33.0%	264

Table A-19

WTP FOR ORGANIC: Maple Syrup

	WTP for Organic		
	Percent	Std. Dev.	N
States			
Iowa	21.6%	31.8%	256
Kansas	22.1%	31.8%	262
Kentucky	25.4%	33.9%	265
Louisiana	24.2%	34.2%	244
Maine	29.3%	37.4%	290
Maryland	22.0%	31.3%	268
Massachusetts	23.8%	30.7%	271
Michigan	22.1%	31.3%	262
Minnesota	24.2%	33.0%	284
Mississippi	21.3%	31.4%	238
Missouri	22.5%	32.9%	261
Montana	27.0%	36.4%	276
Nebraska	21.3%	33.0%	249
Nevada	24.2%	32.6%	272
New Hampshire	25.5%	33.8%	281
New Jersey	26.8%	34.3%	289
New Mexico	25.2%	33.3%	263
New York	23.6%	31.6%	276
North Carolina	25.2%	34.0%	270
North Dakota	26.0%	34.6%	275
Ohio	24.0%	32.1%	269
Oklahoma	20.4%	29.8%	268
Oregon	24.1%	32.7%	288
Pennsylvania	24.4%	33.6%	271
Rhode Island	26.2%	33.6%	293
South Carolina	23.9%	34.6%	250
South Dakota	21.4%	32.3%	249
Tennessee	21.2%	30.5%	275
Texas	25.1%	32.9%	270
Utah	21.8%	31.5%	280
Vermont	25.6%	36.1%	316
Virginia	23.1%	32.2%	268
Washington	26.6%	35.3%	286
West Virginia	25.3%	35.1%	266
Wisconsin	23.3%	32.9%	269
Wyoming	23.4%	34.2%	266

Table A-19

WTP FOR ORGANIC: Maple cream/butter (non-dairy)

	WTP for Organic		
	Percent	Std. Dev.	N
Nation			
Total	8.9%	18.3%	9,975
Age Cohorts			
Young (18-34)	10.9%	19.3%	5,706
Middle Age (35-54)	7.3%	18.0%	3,135
Older (55+)	3.5%	10.6%	1,134
Race & Ethnic Group			
Black/African American	8.9%	14.9%	891
White	8.2%	17.8%	7,163
Other	12.2%	22.9%	819
Hispanic	11.6%	19.2%	1,057
Gender			
Male	9.3%	17.8%	4,714
Female	8.5%	18.5%	5,234
Regions			
Pacific	9.9%	20.3%	1000
Mountain	8.8%	18.4%	1620
West North Central	8.0%	17.1%	1369
West South Central	8.9%	17.1%	794
East North Central	8.8%	17.8%	996
East South Central	8.4%	16.6%	813
South Atlantic	9.0%	17.7%	1596
Mid-Atlantic	9.0%	17.5%	609
New England	9.7%	20.5%	1178
States			
Alabama	10.7%	18.4%	208
Alaska	11.3%	25.0%	193
Arizona	8.6%	17.9%	202
Arkansas	8.1%	15.7%	196
California	10.6%	21.6%	216
Colorado	9.8%	18.1%	189
Connecticut	5.6%	13.9%	195
Delaware	8.7%	16.0%	193
Florida	8.0%	15.7%	212
Georgia	8.8%	13.8%	200
Hawaii	8.7%	18.3%	203
Idaho	7.8%	18.3%	229
Illinois	8.7%	16.6%	214
Indiana	8.2%	17.4%	189

Table A-19

WTP FOR ORGANIC: Maple cream/butter (non-dairy)

	WTP for Organic		
	Percent	Std. Dev.	N
States			
Iowa	8.6%	20.3%	186
Kansas	6.2%	12.5%	198
Kentucky	9.3%	19.9%	201
Louisiana	9.8%	19.5%	182
Maine	7.9%	17.0%	175
Maryland	8.8%	17.7%	200
Massachusetts	12.3%	22.3%	187
Michigan	8.2%	16.5%	186
Minnesota	10.1%	18.4%	198
Mississippi	7.7%	14.8%	186
Missouri	8.4%	18.5%	190
Montana	8.9%	19.2%	193
Nebraska	6.0%	14.5%	185
Nevada	11.1%	21.1%	202
New Hampshire	9.5%	19.1%	194
New Jersey	9.5%	17.3%	203
New Mexico	8.6%	19.2%	187
New York	9.2%	15.6%	210
North Carolina	9.0%	18.9%	200
North Dakota	8.2%	17.5%	219
Ohio	11.0%	19.9%	202
Oklahoma	6.6%	13.1%	197
Oregon	9.2%	18.2%	198
Pennsylvania	8.5%	19.6%	196
Rhode Island	10.5%	22.0%	210
South Carolina	10.2%	20.1%	192
South Dakota	8.5%	17.0%	193
Tennessee	6.1%	12.3%	218
Texas	10.9%	19.1%	219
Utah	6.9%	13.5%	203
Vermont	12.0%	25.3%	217
Virginia	11.8%	21.9%	205
Washington	9.9%	17.5%	190
West Virginia	6.8%	16.3%	194
Wisconsin	7.9%	18.3%	205
Wyoming	8.7%	19.4%	215

Table A-19

WTP FOR ORGANIC: Maple sugar

	WTP for Organic		
	Percent	Std. Dev.	N
Nation			
Total	8.9%	18.1%	9,982
Age Cohorts			
Young (18-34)	10.8%	18.8%	5,702
Middle Age (35-54)	7.3%	18.0%	3,133
Older (55+)	4.0%	12.6%	1,147
Race & Ethnic Group			
Black/African American	10.0%	16.1%	884
White	8.2%	17.8%	7,157
Other	11.4%	22.2%	830
Hispanic	10.7%	17.5%	1,064
Gender			
Male	9.6%	17.9%	4,735
Female	8.3%	18.2%	5,221
Regions			
Pacific	9.6%	18.8%	1013
Mountain	8.8%	18.6%	1624
West North Central	8.0%	17.5%	1357
West South Central	9.5%	17.9%	802
East North Central	8.5%	16.8%	989
East South Central	8.0%	15.9%	809
South Atlantic	9.2%	17.9%	1597
Mid-Atlantic	9.3%	17.4%	609
New England	9.5%	20.3%	1182
States			
Alabama	8.9%	16.0%	202
Alaska	11.1%	23.4%	207
Arizona	7.7%	15.8%	196
Arkansas	8.2%	15.6%	204
California	9.4%	18.3%	209
Colorado	10.7%	19.0%	193
Connecticut	6.8%	15.9%	192
Delaware	10.4%	18.9%	192
Florida	7.9%	13.7%	211
Georgia	7.7%	13.0%	200
Hawaii	9.8%	18.6%	206
Idaho	7.4%	18.4%	222
Illinois	8.6%	15.1%	213
Indiana	9.1%	18.3%	184

Table A-19

WTP FOR ORGANIC: Maple sugar

	WTP for Organic		
	Percent	Std. Dev.	N
States			
Iowa	6.4%	14.8%	187
Kansas	5.8%	13.1%	196
Kentucky	8.2%	18.0%	204
Louisiana	10.2%	18.7%	181
Maine	8.1%	16.7%	185
Maryland	8.8%	17.9%	203
Massachusetts	12.3%	23.4%	182
Michigan	8.0%	15.5%	194
Minnesota	10.3%	19.6%	192
Mississippi	7.9%	16.2%	185
Missouri	8.9%	19.8%	186
Montana	9.8%	22.2%	192
Nebraska	6.7%	15.6%	190
Nevada	11.3%	20.5%	211
New Hampshire	10.2%	19.9%	189
New Jersey	9.4%	17.8%	207
New Mexico	7.9%	17.7%	195
New York	10.0%	15.8%	209
North Carolina	9.3%	18.9%	203
North Dakota	8.7%	19.6%	213
Ohio	9.6%	17.5%	195
Oklahoma	7.5%	14.9%	195
Oregon	9.1%	17.5%	201
Pennsylvania	8.3%	18.5%	193
Rhode Island	8.6%	18.7%	216
South Carolina	10.2%	19.5%	190
South Dakota	9.0%	18.6%	193
Tennessee	7.1%	13.2%	218
Texas	12.0%	21.0%	222
Utah	7.5%	14.2%	204
Vermont	11.0%	24.7%	218
Virginia	12.3%	22.2%	206
Washington	8.8%	15.0%	190
West Virginia	6.8%	17.4%	192
Wisconsin	7.5%	17.4%	203
Wyoming	8.3%	19.4%	211

Table A-19

WTP FOR ORGANIC: Maple candy products (cotton candy, taffy, etc.)

	WTP for Organic		
	Percent	Std. Dev.	N
Nation			
Total	8.7%	17.7%	10,194
Age Cohorts			
Young (18-34)	10.7%	18.8%	5,830
Middle Age (35-54)	6.8%	16.7%	3,189
Older (55+)	4.3%	12.8%	1,175
Race & Ethnic Group			
Black/African American	9.8%	15.7%	914
White	8.0%	17.3%	7,281
Other	10.7%	22.0%	855
Hispanic	10.8%	17.5%	1,095
Gender			
Male	9.3%	17.7%	4,819
Female	8.1%	17.6%	5,345
Regions			
Pacific	9.0%	18.2%	1018
Mountain	8.3%	17.8%	1653
West North Central	7.8%	17.0%	1389
West South Central	8.7%	17.1%	801
East North Central	8.3%	16.9%	1040
East South Central	8.8%	16.8%	842
South Atlantic	8.9%	17.5%	1626
Mid-Atlantic	9.4%	17.8%	615
New England	9.8%	19.9%	1210
States			
Alabama	10.8%	18.5%	212
Alaska	10.1%	22.3%	203
Arizona	7.9%	15.2%	203
Arkansas	8.4%	15.8%	201
California	9.5%	18.8%	216
Colorado	8.5%	18.0%	188
Connecticut	7.2%	15.7%	196
Delaware	8.6%	16.1%	192
Florida	7.5%	14.0%	219
Georgia	9.2%	14.8%	200
Hawaii	8.1%	16.6%	208
Idaho	7.0%	16.8%	224
Illinois	8.6%	16.2%	224
Indiana	6.8%	14.0%	194

Table A-19

WTP FOR ORGANIC: Maple candy products (cotton candy, taffy, etc.)

	WTP for Organic		
	Percent	Std. Dev.	N
States			
Iowa	7.2%	15.7%	197
Kansas	7.5%	15.3%	200
Kentucky	8.6%	18.1%	214
Louisiana	8.7%	17.0%	191
Maine	8.6%	17.4%	185
Maryland	6.2%	11.3%	202
Massachusetts	10.0%	19.0%	185
Michigan	7.6%	16.3%	201
Minnesota	9.4%	18.2%	195
Mississippi	8.2%	14.9%	194
Missouri	7.6%	16.7%	196
Montana	9.5%	22.0%	196
Nebraska	6.8%	15.7%	191
Nevada	10.6%	20.0%	219
New Hampshire	10.5%	20.1%	199
New Jersey	10.7%	18.9%	210
New Mexico	7.0%	16.4%	194
New York	8.8%	15.3%	208
North Carolina	9.2%	18.0%	209
North Dakota	7.9%	18.1%	213
Ohio	9.8%	18.3%	205
Oklahoma	6.9%	14.2%	192
Oregon	8.6%	17.2%	198
Pennsylvania	8.7%	19.1%	197
Rhode Island	11.2%	21.7%	220
South Carolina	10.7%	20.9%	195
South Dakota	8.5%	19.1%	197
Tennessee	7.6%	15.1%	222
Texas	10.7%	20.3%	217
Utah	8.2%	15.9%	210
Vermont	10.9%	23.3%	225
Virginia	11.5%	22.6%	210
Washington	8.7%	15.3%	193
West Virginia	8.5%	19.1%	199
Wisconsin	8.4%	19.1%	216
Wyoming	7.9%	17.5%	219

Table A-19

WTP FOR ORGANIC: Baked goods (Cereal, bread, doughnut, muffin, etc.)

	WTP for Organic		
	Percent	Std. Dev.	N
Nation			
Total	10.7%	19.7%	10,254
Age Cohorts			
Young (18-34)	13.2%	21.3%	5,830
Middle Age (35-54)	8.1%	17.8%	3,242
Older (55+)	5.6%	14.1%	1,182
Race & Ethnic Group			
Black/African American	12.2%	18.4%	907
White	9.6%	18.9%	7,369
Other	14.3%	24.4%	866
Hispanic	13.8%	21.4%	1,068
Gender			
Male	11.1%	19.6%	4,833
Female	10.3%	19.7%	5,391
Regions			
Pacific	12.3%	22.1%	1064
Mountain	10.6%	19.9%	1653
West North Central	10.3%	19.5%	1401
West South Central	10.3%	18.5%	797
East North Central	9.2%	17.4%	1025
East South Central	9.4%	17.3%	847
South Atlantic	10.8%	19.6%	1640
Mid-Atlantic	11.3%	18.6%	624
New England	11.9%	22.3%	1203
States			
Alabama	11.6%	20.4%	220
Alaska	14.7%	27.1%	209
Arizona	8.3%	15.2%	204
Arkansas	9.4%	17.2%	201
California	13.3%	23.0%	222
Colorado	11.3%	19.5%	193
Connecticut	10.4%	20.6%	190
Delaware	10.5%	17.8%	194
Florida	8.2%	14.4%	220
Georgia	12.0%	17.7%	206
Hawaii	11.9%	22.2%	214
Idaho	8.9%	18.6%	222
Illinois	10.0%	17.6%	219
Indiana	8.4%	16.0%	193

Table A-19

WTP FOR ORGANIC: Baked goods (Cereal, bread, doughnut, muffin, etc.)

	WTP for Organic		
	Percent	Std. Dev.	N
States			
Iowa	9.9%	18.5%	190
Kansas	11.2%	19.5%	206
Kentucky	8.1%	16.9%	213
Louisiana	11.0%	20.0%	186
Maine	11.4%	21.7%	188
Maryland	9.3%	16.4%	213
Massachusetts	14.4%	23.2%	188
Michigan	8.1%	15.5%	202
Minnesota	11.4%	20.1%	203
Mississippi	9.1%	16.2%	191
Missouri	10.0%	19.3%	199
Montana	11.8%	21.2%	199
Nebraska	7.9%	17.7%	189
Nevada	13.3%	23.3%	211
New Hampshire	10.6%	20.8%	194
New Jersey	11.4%	18.0%	206
New Mexico	12.0%	22.8%	195
New York	11.7%	17.8%	218
North Carolina	11.7%	20.6%	206
North Dakota	10.7%	21.1%	224
Ohio	10.8%	19.0%	201
Oklahoma	9.2%	17.2%	194
Oregon	10.9%	18.5%	217
Pennsylvania	10.6%	20.2%	200
Rhode Island	12.1%	22.1%	224
South Carolina	11.3%	21.4%	197
South Dakota	10.8%	20.3%	190
Tennessee	8.8%	15.2%	223
Texas	11.4%	19.4%	216
Utah	9.6%	17.0%	213
Vermont	12.7%	24.7%	219
Virginia	14.1%	24.6%	209
Washington	10.8%	18.4%	202
West Virginia	9.7%	22.0%	195
Wisconsin	8.7%	18.6%	210
Wyoming	9.9%	20.1%	216

Table A-19

WTP FOR ORGANIC: Meats

	WTP for Organic		
	Percent	Std. Dev.	N
Nation			
Total	9.2%	18.4%	9,670
Age Cohorts			
Young (18-34)	11.6%	20.2%	5,514
Middle Age (35-54)	6.9%	16.7%	3,051
Older (55+)	3.3%	10.1%	1,105
Race & Ethnic Group			
Black/African American	11.6%	19.4%	855
White	8.2%	17.7%	6,955
Other	11.3%	21.9%	799
Hispanic	11.7%	19.0%	1,013
Gender			
Male	9.9%	18.7%	4,567
Female	8.4%	18.1%	5,078
Regions			
Pacific	9.5%	18.7%	987
Mountain	9.2%	18.6%	1594
West North Central	8.6%	18.0%	1331
West South Central	9.2%	18.2%	783
East North Central	8.5%	17.4%	970
East South Central	8.2%	16.6%	785
South Atlantic	9.8%	19.1%	1529
Mid-Atlantic	9.1%	17.7%	581
New England	9.8%	20.1%	1110
States			
Alabama	9.4%	19.4%	199
Alaska	10.4%	22.0%	197
Arizona	7.5%	15.0%	195
Arkansas	8.6%	16.9%	206
California	9.9%	18.5%	204
Colorado	11.2%	20.6%	182
Connecticut	7.7%	19.0%	187
Delaware	8.9%	18.3%	182
Florida	8.0%	14.4%	202
Georgia	9.6%	16.1%	187
Hawaii	9.7%	20.1%	208
Idaho	6.4%	14.6%	216
Illinois	9.3%	18.7%	209
Indiana	8.8%	16.3%	179

Table A-19

WTP FOR ORGANIC: Meats

	WTP for Organic		
	Percent	Std. Dev.	N
States			
Iowa	9.0%	18.2%	184
Kansas	9.5%	19.8%	190
Kentucky	7.4%	15.9%	197
Louisiana	9.2%	18.8%	178
Maine	9.5%	18.1%	178
Maryland	9.6%	18.3%	201
Massachusetts	10.5%	19.6%	168
Michigan	6.9%	14.5%	186
Minnesota	9.4%	17.9%	180
Mississippi	9.6%	18.1%	180
Missouri	8.2%	16.8%	184
Montana	10.8%	21.7%	195
Nebraska	6.6%	14.9%	184
Nevada	10.7%	20.2%	206
New Hampshire	8.7%	18.4%	179
New Jersey	8.8%	17.6%	191
New Mexico	9.6%	21.6%	185
New York	9.6%	15.8%	201
North Carolina	11.2%	21.7%	195
North Dakota	9.8%	20.4%	222
Ohio	9.3%	17.7%	196
Oklahoma	9.3%	19.0%	184
Oregon	9.0%	17.1%	191
Pennsylvania	8.7%	19.7%	189
Rhode Island	9.6%	20.0%	199
South Carolina	10.1%	20.8%	180
South Dakota	7.5%	17.0%	187
Tennessee	6.5%	12.5%	209
Texas	9.7%	18.3%	215
Utah	9.0%	16.1%	201
Vermont	12.3%	24.4%	199
Virginia	13.0%	22.9%	197
Washington	8.6%	15.1%	187
West Virginia	8.1%	18.9%	185
Wisconsin	8.2%	18.9%	200
Wyoming	8.8%	17.9%	214

Table A-19

WTP FOR ORGANIC: Dairy products (ice cream, creamer, etc.)

	WTP for Organic		
	Percent	Std. Dev.	N
Nation			
Total	8.4%	17.6%	9,710
Age Cohorts			
Young (18-34)	10.6%	19.1%	5,598
Middle Age (35-54)	6.0%	15.8%	3,018
Older (55+)	3.3%	10.8%	1,094
Race & Ethnic Group			
Black/African American	9.6%	16.2%	890
White	7.4%	16.7%	6,919
Other	11.5%	22.5%	822
Hispanic	11.4%	19.3%	1,037
Gender			
Male	8.7%	17.1%	4,588
Female	8.0%	17.8%	5,095
Regions			
Pacific	9.4%	19.2%	980
Mountain	8.2%	18.1%	1580
West North Central	7.7%	17.0%	1330
West South Central	7.9%	16.3%	781
East North Central	7.7%	15.9%	974
East South Central	7.9%	16.0%	786
South Atlantic	8.6%	17.7%	1566
Mid-Atlantic	9.0%	17.0%	591
New England	9.0%	19.2%	1122
States			
Alabama	10.5%	18.0%	203
Alaska	10.7%	24.3%	194
Arizona	7.2%	15.3%	193
Arkansas	7.0%	13.4%	197
California	9.4%	17.9%	206
Colorado	8.6%	16.1%	188
Connecticut	6.8%	15.9%	187
Delaware	8.4%	17.6%	182
Florida	8.3%	16.3%	213
Georgia	7.3%	11.8%	195
Hawaii	9.1%	18.4%	204
Idaho	7.3%	18.0%	216
Illinois	7.9%	16.2%	203
Indiana	6.6%	14.4%	180

Table A-19

WTP FOR ORGANIC: Dairy products (ice cream, creamer, etc.)

	WTP for Organic		
	Percent	Std. Dev.	N
States			
Iowa	7.0%	14.8%	178
Kansas	6.9%	15.5%	191
Kentucky	6.8%	15.4%	196
Louisiana	8.2%	15.7%	184
Maine	9.0%	18.0%	172
Maryland	7.7%	14.5%	202
Massachusetts	9.3%	18.8%	160
Michigan	7.3%	14.6%	193
Minnesota	8.7%	17.0%	184
Mississippi	8.0%	16.9%	177
Missouri	7.9%	18.2%	190
Montana	8.6%	19.3%	186
Nebraska	7.0%	15.7%	187
Nevada	9.9%	19.4%	205
New Hampshire	8.4%	17.5%	181
New Jersey	9.1%	15.5%	195
New Mexico	7.4%	19.4%	178
New York	9.9%	16.9%	204
North Carolina	8.9%	19.6%	202
North Dakota	8.2%	18.8%	211
Ohio	8.8%	16.7%	198
Oklahoma	7.1%	17.3%	192
Oregon	8.0%	16.2%	188
Pennsylvania	8.1%	18.6%	192
Rhode Island	8.9%	19.8%	207
South Carolina	10.1%	20.0%	189
South Dakota	8.1%	18.2%	189
Tennessee	6.2%	13.3%	210
Texas	9.5%	18.2%	208
Utah	8.5%	16.5%	207
Vermont	11.5%	23.4%	215
Virginia	10.7%	20.5%	196
Washington	9.7%	18.4%	188
West Virginia	7.4%	19.7%	187
Wisconsin	7.8%	17.1%	200
Wyoming	8.4%	20.3%	207

Table A-19

WTP FOR ORGANIC: Sauces/dressings/spices (BBQ sauce, mustards, etc.)

	WTP for Organic		
	Percent	Std. Dev.	N
Nation			
Total	8.1%	17.3%	9,873
Age Cohorts			
Young (18-34)	10.0%	18.5%	5,685
Middle Age (35-54)	6.4%	16.6%	3,074
Older (55+)	3.2%	9.6%	1,114
Race & Ethnic Group			
Black/African American	9.8%	16.3%	908
White	7.2%	16.5%	7,027
Other	10.7%	22.0%	828
Hispanic	10.6%	18.4%	1,065
Gender			
Male	8.8%	17.4%	4,648
Female	7.5%	17.1%	5,198
Regions			
Pacific	8.6%	18.1%	1008
Mountain	8.2%	18.0%	1604
West North Central	7.4%	16.7%	1339
West South Central	7.9%	16.2%	803
East North Central	7.7%	16.4%	989
East South Central	8.2%	16.9%	805
South Atlantic	8.7%	17.8%	1599
Mid-Atlantic	8.8%	17.1%	598
New England	7.7%	17.5%	1128
States			
Alabama	10.1%	19.1%	206
Alaska	11.9%	25.3%	205
Arizona	7.4%	16.3%	198
Arkansas	7.2%	14.4%	203
California	9.4%	17.1%	210
Colorado	8.8%	16.3%	184
Connecticut	6.0%	15.5%	189
Delaware	8.7%	17.8%	191
Florida	7.8%	16.3%	207
Georgia	8.8%	14.4%	202
Hawaii	7.1%	16.0%	206
Idaho	5.8%	15.3%	218
Illinois	8.0%	17.1%	209
Indiana	7.1%	15.0%	185

Table A-19

WTP FOR ORGANIC: Sauces/dressings/spices (BBQ sauce, mustards, etc.)

	WTP for Organic		
	Percent	Std. Dev.	N
States			
Iowa	6.4%	14.7%	181
Kansas	8.3%	17.3%	197
Kentucky	7.0%	15.7%	198
Louisiana	9.0%	18.0%	189
Maine	7.4%	15.2%	173
Maryland	7.5%	14.2%	208
Massachusetts	7.5%	17.2%	166
Michigan	5.8%	12.3%	191
Minnesota	8.9%	17.9%	184
Mississippi	8.4%	16.8%	187
Missouri	8.0%	18.1%	190
Montana	8.6%	19.4%	189
Nebraska	6.6%	15.0%	189
Nevada	10.0%	19.0%	216
New Hampshire	6.4%	14.7%	180
New Jersey	9.7%	17.3%	198
New Mexico	6.8%	18.2%	189
New York	10.0%	17.5%	209
North Carolina	9.4%	18.2%	207
North Dakota	6.5%	16.9%	214
Ohio	9.0%	17.7%	197
Oklahoma	6.7%	15.7%	192
Oregon	6.5%	13.8%	194
Pennsylvania	6.6%	16.3%	191
Rhode Island	7.7%	17.1%	206
South Carolina	8.4%	18.4%	188
South Dakota	7.0%	16.6%	184
Tennessee	7.3%	15.7%	214
Texas	8.7%	16.4%	219
Utah	8.3%	17.1%	200
Vermont	10.5%	23.0%	214
Virginia	12.0%	22.4%	205
Washington	8.2%	15.4%	193
West Virginia	7.1%	18.9%	191
Wisconsin	8.5%	18.9%	207
Wyoming	9.5%	21.6%	210

Table A-19

WTP FOR ORGANIC: Maple water

	WTP for Organic		
	Percent	Std. Dev.	N
Nation			
Total	5.5%	14.6%	9,074
Age Cohorts			
Young (18-34)	7.7%	16.5%	5,314
Middle Age (35-54)	3.1%	12.1%	2,770
Older (55+)	0.8%	5.7%	990
Race & Ethnic Group			
Black/African American	7.7%	15.1%	814
White	4.6%	13.7%	6,470
Other	7.0%	17.6%	759
Hispanic	8.8%	16.6%	991
Gender			
Male	7.1%	16.4%	4,327
Female	4.0%	12.6%	4,724
Regions			
Pacific	6.2%	15.6%	926
Mountain	5.4%	14.8%	1481
West North Central	4.6%	13.6%	1226
West South Central	5.1%	12.6%	744
East North Central	5.6%	15.0%	923
East South Central	5.7%	14.3%	738
South Atlantic	5.9%	14.9%	1458
Mid-Atlantic	6.6%	15.0%	551
New England	5.2%	15.2%	1027
States			
Alabama	8.7%	18.3%	185
Alaska	6.5%	19.0%	183
Arizona	5.5%	13.5%	191
Arkansas	4.9%	12.2%	199
California	7.3%	15.1%	198
Colorado	7.2%	16.1%	172
Connecticut	3.3%	11.1%	180
Delaware	4.7%	12.1%	168
Florida	5.6%	13.0%	199
Georgia	6.6%	12.2%	186
Hawaii	4.8%	14.3%	190
Idaho	5.0%	16.4%	205
Illinois	6.6%	16.2%	191
Indiana	3.9%	11.2%	175

Table A-19

WTP FOR ORGANIC: Maple water

	WTP for Organic		
	Percent	Std. Dev.	N
States			
Iowa	4.9%	15.2%	171
Kansas	4.8%	11.9%	180
Kentucky	5.4%	15.2%	189
Louisiana	5.1%	11.7%	166
Maine	3.8%	8.8%	154
Maryland	4.2%	8.0%	185
Massachusetts	6.4%	15.9%	153
Michigan	4.6%	12.8%	182
Minnesota	6.8%	17.3%	170
Mississippi	3.8%	9.4%	164
Missouri	4.4%	13.8%	162
Montana	4.0%	14.3%	178
Nebraska	4.3%	12.2%	175
Nevada	7.0%	17.1%	186
New Hampshire	4.7%	14.3%	164
New Jersey	6.6%	15.0%	179
New Mexico	4.0%	12.8%	160
New York	8.1%	13.4%	197
North Carolina	6.5%	16.1%	191
North Dakota	3.8%	12.7%	196
Ohio	7.1%	17.4%	182
Oklahoma	3.2%	9.4%	177
Oregon	4.5%	12.1%	176
Pennsylvania	4.9%	16.6%	175
Rhode Island	5.3%	16.4%	188
South Carolina	7.4%	19.2%	166
South Dakota	3.3%	11.3%	172
Tennessee	4.7%	12.1%	200
Texas	7.1%	15.6%	202
Utah	6.0%	13.9%	195
Vermont	7.3%	20.7%	188
Virginia	8.3%	19.2%	189
Washington	7.7%	16.4%	179
West Virginia	3.9%	15.8%	174
Wisconsin	5.7%	16.1%	193
Wyoming	4.4%	13.8%	194

Table A-19

WTP FOR ORGANIC: Maple flavored non-alcoholic beverages

	WTP for Organic		
	Percent	Std. Dev.	N
Nation			
Total	5.5%	14.6%	9,075
Age Cohorts			
Young (18-34)	7.6%	16.4%	5,306
Middle Age (35-54)	3.2%	12.5%	2,770
Older (55+)	0.7%	4.5%	999
Race & Ethnic Group			
Black/African American	7.8%	15.2%	829
White	4.6%	13.6%	6,480
Other	7.2%	18.2%	751
Hispanic	8.5%	16.8%	974
Gender			
Male	6.8%	15.9%	4,323
Female	4.3%	13.2%	4,727
Regions			
Pacific	6.1%	15.5%	921
Mountain	5.2%	14.6%	1484
West North Central	4.5%	13.7%	1231
West South Central	5.6%	14.0%	741
East North Central	5.7%	15.2%	916
East South Central	5.6%	13.7%	743
South Atlantic	5.7%	14.2%	1444
Mid-Atlantic	6.6%	14.8%	556
New England	5.6%	15.9%	1039
States			
Alabama	7.4%	15.3%	188
Alaska	6.1%	19.2%	182
Arizona	5.3%	13.4%	183
Arkansas	4.7%	12.3%	192
California	6.6%	13.3%	196
Colorado	6.2%	14.7%	175
Connecticut	5.0%	14.5%	183
Delaware	4.5%	10.8%	173
Florida	6.1%	14.3%	196
Georgia	6.0%	10.7%	182
Hawaii	5.4%	14.3%	191
Idaho	3.6%	11.3%	206
Illinois	7.0%	16.9%	189
Indiana	4.6%	13.3%	172

Table A-19

WTP FOR ORGANIC: Maple flavored non-alcoholic beverages

	WTP for Organic		
	Percent	Std. Dev.	N
States			
Iowa	4.5%	14.1%	173
Kansas	5.1%	14.6%	182
Kentucky	5.5%	15.9%	187
Louisiana	5.7%	13.7%	171
Maine	4.1%	9.9%	155
Maryland	4.2%	9.7%	184
Massachusetts	7.3%	18.0%	153
Michigan	4.1%	11.5%	179
Minnesota	6.5%	16.0%	170
Mississippi	3.9%	8.4%	170
Missouri	5.0%	15.5%	164
Montana	3.9%	14.6%	175
Nebraska	4.1%	12.9%	177
Nevada	8.9%	20.3%	193
New Hampshire	5.2%	14.8%	165
New Jersey	5.3%	10.2%	180
New Mexico	3.9%	12.8%	166
New York	9.2%	16.5%	194
North Carolina	7.1%	17.3%	190
North Dakota	3.7%	12.0%	194
Ohio	6.4%	15.9%	182
Oklahoma	4.5%	13.8%	177
Oregon	5.1%	14.0%	173
Pennsylvania	5.3%	16.4%	182
Rhode Island	5.1%	15.0%	190
South Carolina	6.3%	16.8%	164
South Dakota	3.0%	10.0%	171
Tennessee	5.3%	13.4%	198
Texas	7.3%	15.6%	201
Utah	5.2%	13.3%	190
Vermont	7.0%	20.5%	193
Virginia	6.8%	16.3%	184
Washington	7.2%	16.5%	179
West Virginia	4.0%	15.6%	171
Wisconsin	6.1%	17.1%	194
Wyoming	4.6%	14.4%	196

Table A-19

WTP FOR ORGANIC: Maple infused alcoholic beverages (beer, wine, liquor)

	WTP for Organic		
	Percent	Std. Dev.	N
Nation			
Total	6.4%	16.1%	9,303
Age Cohorts			
Young (18-34)	8.7%	18.0%	5,489
Middle Age (35-54)	3.8%	13.2%	2,813
Older (55+)	1.3%	7.7%	1,001
Race & Ethnic Group			
Black/African American	8.4%	16.0%	886
White	5.5%	15.3%	6,564
Other	8.0%	18.7%	779
Hispanic	9.4%	17.9%	1,032
Gender			
Male	7.7%	17.1%	4,448
Female	5.2%	14.8%	4,829
Regions			
Pacific	6.6%	16.0%	946
Mountain	6.5%	16.9%	1510
West North Central	5.5%	15.3%	1260
West South Central	5.5%	13.6%	758
East North Central	6.6%	16.2%	946
East South Central	6.4%	15.1%	769
South Atlantic	6.8%	16.3%	1493
Mid-Atlantic	7.4%	16.4%	571
New England	6.8%	17.5%	1050
States			
Alabama	9.0%	18.3%	197
Alaska	8.0%	21.4%	192
Arizona	6.3%	14.4%	188
Arkansas	5.7%	14.9%	197
California	7.2%	13.8%	203
Colorado	7.5%	17.5%	181
Connecticut	4.7%	13.8%	182
Delaware	7.7%	18.6%	182
Florida	6.0%	13.6%	203
Georgia	7.8%	14.4%	188
Hawaii	6.2%	15.7%	194
Idaho	5.3%	14.8%	204
Illinois	7.6%	18.2%	202
Indiana	5.1%	11.9%	175

Table A-19

WTP FOR ORGANIC: Maple infused alcoholic beverages (beer, wine, liquor)

	WTP for Organic		
	Percent	Std. Dev.	N
States			
Iowa	5.7%	16.3%	179
Kansas	5.5%	13.9%	191
Kentucky	5.6%	14.7%	193
Louisiana	5.3%	12.1%	175
Maine	6.4%	15.4%	156
Maryland	4.4%	8.1%	188
Massachusetts	8.3%	19.7%	155
Michigan	4.6%	10.3%	183
Minnesota	7.0%	15.6%	172
Mississippi	5.2%	10.5%	176
Missouri	6.1%	17.4%	170
Montana	4.8%	16.2%	171
Nebraska	5.6%	17.0%	179
Nevada	9.2%	20.3%	199
New Hampshire	5.6%	14.4%	170
New Jersey	6.2%	12.9%	187
New Mexico	6.1%	18.1%	172
New York	9.0%	17.0%	197
North Carolina	8.2%	19.1%	199
North Dakota	4.7%	13.3%	197
Ohio	8.4%	19.6%	193
Oklahoma	3.8%	11.5%	179
Oregon	4.2%	10.3%	179
Pennsylvania	6.9%	18.7%	187
Rhode Island	6.2%	16.8%	192
South Carolina	7.5%	18.9%	170
South Dakota	4.0%	13.7%	172
Tennessee	5.9%	15.3%	203
Texas	6.9%	15.0%	207
Utah	5.9%	15.1%	199
Vermont	9.3%	22.7%	195
Virginia	8.7%	19.4%	188
Washington	7.4%	16.4%	178
West Virginia	3.8%	14.9%	175
Wisconsin	7.1%	18.1%	193
Wyoming	6.5%	18.1%	196

Question 25: "How much more would you be willing to pay for the following maple products if they were organically produced? If none, enter 0."

Table A-20

NEVER TRIED PRODUCT BY MAPLE PRODUCT: *Maple Syrup*

	Never tried product	
	Percent	N
Nation		
Total	12.4%	17,145
Age Cohorts		
Young (18-34)	13.3%	8,419
Middle Age (35-54)	11.9%	5,946
Older (55+)	11.0%	2,780
Race & Ethnic Group		
Black/African American	15.0%	1,250
White	12.0%	12,850
Other	11.7%	1,406
Hispanic	15.0%	1,558
Gender		
Male	11.2%	8,244
Female	13.6%	8,855
Regions		
Pacific	10.2%	1733
Mountain	11.6%	2775
West North Central	14.1%	2390
West South Central	13.2%	1314
East North Central	12.7%	1740
East South Central	14.3%	1294
South Atlantic	14.7%	2683
Mid-Atlantic	13.7%	1043
New England	8.2%	2173
States		
Alabama	16.9%	319
Alaska	10.0%	350
Arizona	13.6%	331
Arkansas	14.4%	319
California	9.1%	351
Colorado	13.0%	353
Connecticut	11.5%	358
Delaware	12.9%	325
Florida	17.2%	338
Georgia	16.2%	345
Hawaii	7.6%	327
Idaho	11.2%	376
Illinois	13.7%	350
Indiana	16.5%	333

Table A-20

NEVER TRIED PRODUCT: *Maple Syrup*

	Never tried product	
	Percent	N
States		
Iowa	12.4%	348
Kansas	15.2%	335
Kentucky	12.2%	335
Louisiana	13.0%	308
Maine	5.7%	351
Maryland	13.3%	339
Massachusetts	10.1%	348
Michigan	13.3%	347
Minnesota	13.7%	350
Mississippi	14.5%	304
Missouri	16.2%	340
Montana	11.2%	367
Nebraska	13.6%	331
Nevada	10.6%	340
New Hampshire	5.9%	373
New Jersey	16.7%	354
New Mexico	9.2%	325
New York	13.2%	342
North Carolina	12.5%	335
North Dakota	15.2%	348
Ohio	12.8%	352
Oklahoma	12.8%	345
Oregon	13.9%	353
Pennsylvania	11.2%	347
Rhode Island	13.3%	354
South Carolina	16.1%	329
South Dakota	12.7%	338
Tennessee	13.7%	336
Texas	12.9%	342
Utah	10.6%	348
Vermont	3.6%	389
Virginia	18.3%	339
Washington	9.9%	352
West Virginia	10.8%	333
Wisconsin	7.5%	358
Wyoming	13.4%	335

Table A-20

NEVER TRIED PRODUCT: *Maple cream/butter (non-dairy)*

	Never tried product	
	Percent	N
Nation		
Total	57.2%	17,145
Age Cohorts		
Young (18-34)	53.0%	8,419
Middle Age (35-54)	61.1%	5,946
Older (55+)	61.4%	2,780
Race & Ethnic Group		
Black/African American	51.3%	1,250
White	59.2%	12,850
Other	53.8%	1,406
Hispanic	48.5%	1,558
Gender		
Male	53.1%	8,244
Female	60.9%	8,855
Regions		
Pacific	55.3%	1733
Mountain	59.1%	2775
West North Central	62.2%	2390
West South Central	53.6%	1314
East North Central	59.1%	1740
East South Central	54.9%	1294
South Atlantic	55.6%	2683
Mid-Atlantic	55.4%	1043
New England	55.4%	2173
States		
Alabama	54.5%	319
Alaska	54.6%	350
Arizona	54.4%	331
Arkansas	48.3%	319
California	52.7%	351
Colorado	60.9%	353
Connecticut	58.9%	358
Delaware	60.0%	325
Florida	49.7%	338
Georgia	53.3%	345
Hawaii	51.4%	327
Idaho	60.6%	376
Illinois	57.4%	350
Indiana	62.5%	333

Table A-20

NEVER TRIED PRODUCT: *Maple cream/butter (non-dairy)*

	Never tried product	
	Percent	N
States		
Iowa	60.6%	348
Kansas	60.3%	335
Kentucky	57.0%	335
Louisiana	52.3%	308
Maine	57.5%	351
Maryland	60.2%	339
Massachusetts	53.4%	348
Michigan	58.2%	347
Minnesota	64.3%	350
Mississippi	51.3%	304
Missouri	61.5%	340
Montana	62.7%	367
Nebraska	64.7%	331
Nevada	51.8%	340
New Hampshire	54.4%	373
New Jersey	53.1%	354
New Mexico	60.9%	325
New York	50.0%	342
North Carolina	52.2%	335
North Dakota	64.9%	348
Ohio	55.1%	352
Oklahoma	60.9%	345
Oregon	62.6%	353
Pennsylvania	63.1%	347
Rhode Island	64.7%	354
South Carolina	57.8%	329
South Dakota	59.2%	338
Tennessee	56.3%	336
Texas	52.3%	342
Utah	60.9%	348
Vermont	44.2%	389
Virginia	56.3%	339
Washington	54.8%	352
West Virginia	55.6%	333
Wisconsin	62.6%	358
Wyoming	59.7%	335

Table A-20

NEVER TRIED PRODUCT: *Maple sugar*

	Never tried product	
	Percent	N
Nation		
Total	53.9%	17,145
Age Cohorts		
Young (18-34)	50.5%	8,419
Middle Age (35-54)	57.2%	5,946
Older (55+)	57.2%	2,780
Race & Ethnic Group		
Black/African American	46.6%	1,250
White	55.9%	12,850
Other	51.4%	1,406
Hispanic	45.9%	1,558
Gender		
Male	49.7%	8,244
Female	57.8%	8,855
Regions		
Pacific	52.5%	1733
Mountain	55.3%	2775
West North Central	59.7%	2390
West South Central	50.9%	1314
East North Central	55.6%	1740
East South Central	51.8%	1294
South Atlantic	53.2%	2683
Mid-Atlantic	50.3%	1043
New England	51.1%	2173
States		
Alabama	51.7%	319
Alaska	54.3%	350
Arizona	50.5%	331
Arkansas	47.0%	319
California	46.7%	351
Colorado	55.5%	353
Connecticut	53.6%	358
Delaware	55.4%	325
Florida	51.2%	338
Georgia	50.4%	345
Hawaii	49.8%	327
Idaho	59.0%	376
Illinois	55.4%	350
Indiana	57.4%	333

Table A-20

NEVER TRIED PRODUCT: *Maple sugar*

	Never tried product	
	Percent	N
States		
Iowa	58.0%	348
Kansas	60.0%	335
Kentucky	56.4%	335
Louisiana	50.3%	308
Maine	47.6%	351
Maryland	56.6%	339
Massachusetts	52.3%	348
Michigan	52.2%	347
Minnesota	62.0%	350
Mississippi	47.7%	304
Missouri	58.2%	340
Montana	59.1%	367
Nebraska	61.3%	331
Nevada	50.6%	340
New Hampshire	51.7%	373
New Jersey	47.5%	354
New Mexico	55.4%	325
New York	43.3%	342
North Carolina	50.7%	335
North Dakota	61.5%	348
Ohio	54.0%	352
Oklahoma	55.1%	345
Oregon	58.1%	353
Pennsylvania	60.2%	347
Rhode Island	60.5%	354
South Carolina	56.2%	329
South Dakota	56.8%	338
Tennessee	50.9%	336
Texas	50.9%	342
Utah	55.7%	348
Vermont	41.6%	389
Virginia	55.2%	339
Washington	53.1%	352
West Virginia	50.2%	333
Wisconsin	59.2%	358
Wyoming	55.8%	335

Table A-20

NEVER TRIED PRODUCT: *Maple candy products (cotton candy, taffy, etc.)*

	Never tried product	
	Percent	N
Nation		
Total	48.5%	17,145
Age Cohorts		
Young (18-34)	46.2%	8,419
Middle Age (35-54)	50.8%	5,946
Older (55+)	50.8%	2,780
Race & Ethnic Group		
Black/African American	46.1%	1,250
White	49.6%	12,850
Other	47.4%	1,406
Hispanic	42.0%	1,558
Gender		
Male	46.4%	8,244
Female	50.5%	8,855
Regions		
Pacific	48.0%	1733
Mountain	49.5%	2775
West North Central	53.6%	2390
West South Central	47.5%	1314
East North Central	50.1%	1740
East South Central	47.8%	1294
South Atlantic	48.1%	2683
Mid-Atlantic	47.8%	1043
New England	42.8%	2173
States		
Alabama	48.6%	319
Alaska	46.3%	350
Arizona	47.1%	331
Arkansas	45.8%	319
California	46.4%	351
Colorado	51.6%	353
Connecticut	46.9%	358
Delaware	49.5%	325
Florida	48.2%	338
Georgia	46.7%	345
Hawaii	45.3%	327
Idaho	48.7%	376
Illinois	49.7%	350
Indiana	51.7%	333

Table A-20

NEVER TRIED PRODUCT: *Maple candy products (cotton candy, taffy, etc.)*

	Never tried product	
	Percent	N
States		
Iowa	49.7%	348
Kansas	52.2%	335
Kentucky	50.1%	335
Louisiana	47.4%	308
Maine	42.2%	351
Maryland	52.5%	339
Massachusetts	44.5%	348
Michigan	45.8%	347
Minnesota	54.6%	350
Mississippi	44.1%	304
Missouri	54.1%	340
Montana	50.1%	367
Nebraska	57.4%	331
Nevada	45.6%	340
New Hampshire	37.8%	373
New Jersey	45.8%	354
New Mexico	51.4%	325
New York	42.1%	342
North Carolina	48.1%	335
North Dakota	54.0%	348
Ohio	47.7%	352
Oklahoma	48.7%	345
Oregon	53.3%	353
Pennsylvania	55.6%	347
Rhode Island	54.8%	354
South Carolina	45.3%	329
South Dakota	53.0%	338
Tennessee	47.9%	336
Texas	48.0%	342
Utah	52.0%	348
Vermont	31.9%	389
Virginia	51.0%	339
Washington	48.3%	352
West Virginia	43.2%	333
Wisconsin	55.3%	358
Wyoming	49.3%	335

Table A-20

NEVER TRIED PRODUCT: *Baked goods (Cereal, bread, doughnut, muffin, etc.)*

	Never tried product	
	Percent	N
Nation		
Total	45.6%	17,145
Age Cohorts		
Young (18-34)	43.1%	8,419
Middle Age (35-54)	47.7%	5,946
Older (55+)	48.7%	2,780
Race & Ethnic Group		
Black/African American	41.7%	1,250
White	46.8%	12,850
Other	43.1%	1,406
Hispanic	41.1%	1,558
Gender		
Male	43.9%	8,244
Female	47.2%	8,855
Regions		
Pacific	41.6%	1733
Mountain	43.4%	2775
West North Central	49.9%	2390
West South Central	45.7%	1314
East North Central	49.2%	1740
East South Central	45.4%	1294
South Atlantic	45.6%	2683
Mid-Atlantic	45.6%	1043
New England	44.0%	2173
States		
Alabama	46.4%	319
Alaska	42.3%	350
Arizona	42.0%	331
Arkansas	42.3%	319
California	40.5%	351
Colorado	49.3%	353
Connecticut	45.3%	358
Delaware	47.1%	325
Florida	44.4%	338
Georgia	43.5%	345
Hawaii	40.4%	327
Idaho	39.9%	376
Illinois	48.6%	350
Indiana	51.1%	333

Table A-20

NEVER TRIED PRODUCT: *Baked goods (Cereal, bread, doughnut, muffin, etc.)*

	Never tried product	
	Percent	N
States		
Iowa	48.3%	348
Kansas	49.6%	335
Kentucky	47.8%	335
Louisiana	45.5%	308
Maine	45.6%	351
Maryland	46.6%	339
Massachusetts	42.2%	348
Michigan	43.8%	347
Minnesota	49.1%	350
Mississippi	43.1%	304
Missouri	54.1%	340
Montana	40.9%	367
Nebraska	54.1%	331
Nevada	40.3%	340
New Hampshire	44.8%	373
New Jersey	46.3%	354
New Mexico	48.6%	325
New York	40.9%	342
North Carolina	48.4%	335
North Dakota	49.7%	348
Ohio	46.9%	352
Oklahoma	48.4%	345
Oregon	44.8%	353
Pennsylvania	49.6%	347
Rhode Island	51.4%	354
South Carolina	44.7%	329
South Dakota	44.7%	338
Tennessee	44.0%	336
Texas	46.2%	342
Utah	44.5%	348
Vermont	35.7%	389
Virginia	45.7%	339
Washington	40.1%	352
West Virginia	44.7%	333
Wisconsin	55.6%	358
Wyoming	42.1%	335

Table A-20

NEVER TRIED PRODUCT: *Meats*

	Never tried product	
	Percent	N
Nation		
Total	51.9%	17,145
Age Cohorts		
Young (18-34)	48.9%	8,419
Middle Age (35-54)	54.4%	5,946
Older (55+)	55.4%	2,780
Race & Ethnic Group		
Black/African American	42.8%	1,250
White	54.0%	12,850
Other	50.1%	1,406
Hispanic	43.8%	1,558
Gender		
Male	49.4%	8,244
Female	54.2%	8,855
Regions		
Pacific	49.4%	1733
Mountain	51.5%	2775
West North Central	54.5%	2390
West South Central	48.3%	1314
East North Central	53.7%	1740
East South Central	50.5%	1294
South Atlantic	49.6%	2683
Mid-Atlantic	52.6%	1043
New England	55.2%	2173
States		
Alabama	50.8%	319
Alaska	49.1%	350
Arizona	49.2%	331
Arkansas	46.1%	319
California	47.6%	351
Colorado	55.2%	353
Connecticut	55.3%	358
Delaware	50.8%	325
Florida	50.0%	338
Georgia	47.2%	345
Hawaii	48.6%	327
Idaho	47.9%	376
Illinois	52.9%	350
Indiana	57.1%	333

Table A-20

NEVER TRIED PRODUCT: *Meats*

	Never tried product	
	Percent	N
States		
Iowa	50.9%	348
Kansas	57.0%	335
Kentucky	54.0%	335
Louisiana	48.4%	308
Maine	56.7%	351
Maryland	53.1%	339
Massachusetts	51.7%	348
Michigan	51.3%	347
Minnesota	54.9%	350
Mississippi	46.4%	304
Missouri	55.9%	340
Montana	55.3%	367
Nebraska	57.1%	331
Nevada	45.3%	340
New Hampshire	56.8%	373
New Jersey	53.1%	354
New Mexico	54.5%	325
New York	47.4%	342
North Carolina	49.0%	335
North Dakota	54.0%	348
Ohio	48.6%	352
Oklahoma	51.9%	345
Oregon	51.6%	353
Pennsylvania	57.3%	347
Rhode Island	60.2%	354
South Carolina	47.7%	329
South Dakota	51.8%	338
Tennessee	50.6%	336
Texas	46.8%	342
Utah	54.0%	348
Vermont	50.9%	389
Virginia	50.7%	339
Washington	50.0%	352
West Virginia	48.6%	333
Wisconsin	58.7%	358
Wyoming	50.7%	335

Table A-20

NEVER TRIED PRODUCT: Dairy products (ice cream, creamer, etc.)

	Never tried product	
	Percent	N
Nation		
Total	54.6%	17,145
Age Cohorts		
Young (18-34)	51.3%	8,419
Middle Age (35-54)	58.5%	5,946
Older (55+)	56.6%	2,780
Race & Ethnic Group		
Black/African American	46.9%	1,250
White	56.7%	12,850
Other	52.1%	1,406
Hispanic	46.0%	1,558
Gender		
Male	52.3%	8,244
Female	56.9%	8,855
Regions		
Pacific	52.9%	1733
Mountain	54.3%	2775
West North Central	60.0%	2390
West South Central	51.8%	1314
East North Central	57.3%	1740
East South Central	53.2%	1294
South Atlantic	53.3%	2683
Mid-Atlantic	52.9%	1043
New England	53.6%	2173
States		
Alabama	54.2%	319
Alaska	54.3%	350
Arizona	52.0%	331
Arkansas	47.0%	319
California	49.0%	351
Colorado	58.4%	353
Connecticut	56.1%	358
Delaware	57.5%	325
Florida	53.0%	338
Georgia	47.8%	345
Hawaii	50.2%	327
Idaho	55.1%	376
Illinois	55.4%	350
Indiana	61.6%	333

Table A-20

NEVER TRIED PRODUCT: *Dairy products (ice cream, creamer, etc.)*

	Never tried product	
	Percent	N
States		
Iowa	58.9%	348
Kansas	60.6%	335
Kentucky	55.5%	335
Louisiana	51.3%	308
Maine	57.0%	351
Maryland	55.8%	339
Massachusetts	54.6%	348
Michigan	51.9%	347
Minnesota	62.3%	350
Mississippi	48.0%	304
Missouri	62.6%	340
Montana	56.9%	367
Nebraska	60.1%	331
Nevada	48.8%	340
New Hampshire	55.5%	373
New Jersey	51.1%	354
New Mexico	55.7%	325
New York	48.0%	342
North Carolina	52.8%	335
North Dakota	58.3%	348
Ohio	56.3%	352
Oklahoma	58.0%	345
Oregon	58.1%	353
Pennsylvania	59.7%	347
Rhode Island	61.3%	354
South Carolina	50.5%	329
South Dakota	56.8%	338
Tennessee	54.5%	336
Texas	50.6%	342
Utah	51.7%	348
Vermont	38.6%	389
Virginia	54.9%	339
Washington	52.8%	352
West Virginia	54.1%	333
Wisconsin	61.5%	358
Wyoming	55.2%	335

Table A-20

NEVER TRIED PRODUCT: Sauces/dressings/spices (BBQ sauce, mustards, etc.)

	Never tried product	
	Percent	N
Nation		
Total	54.0%	17,145
Age Cohorts		
Young (18-34)	51.7%	8,419
Middle Age (35-54)	56.1%	5,946
Older (55+)	56.5%	2,780
Race & Ethnic Group		
Black/African American	46.0%	1,250
White	55.8%	12,850
Other	53.1%	1,406
Hispanic	46.9%	1,558
Gender		
Male	51.6%	8,244
Female	56.3%	8,855
Regions		
Pacific	52.3%	1733
Mountain	54.4%	2775
West North Central	58.6%	2390
West South Central	50.5%	1314
East North Central	56.7%	1740
East South Central	52.1%	1294
South Atlantic	51.5%	2683
Mid-Atlantic	52.9%	1043
New England	54.6%	2173
States		
Alabama	52.0%	319
Alaska	52.3%	350
Arizona	50.8%	331
Arkansas	47.3%	319
California	49.6%	351
Colorado	57.8%	353
Connecticut	54.5%	358
Delaware	52.9%	325
Florida	49.7%	338
Georgia	48.4%	345
Hawaii	50.5%	327
Idaho	54.3%	376
Illinois	55.1%	350
Indiana	59.5%	333

Table A-20

NEVER TRIED PRODUCT: *Sauces/dressings/spices (BBQ sauce, mustards, etc.)*

	Never tried product	
	Percent	N
States		
Iowa	58.3%	348
Kansas	56.7%	335
Kentucky	57.0%	335
Louisiana	48.7%	308
Maine	55.3%	351
Maryland	54.0%	339
Massachusetts	56.9%	348
Michigan	51.3%	347
Minnesota	62.0%	350
Mississippi	46.4%	304
Missouri	57.6%	340
Montana	57.8%	367
Nebraska	59.8%	331
Nevada	49.7%	340
New Hampshire	58.2%	373
New Jersey	51.7%	354
New Mexico	55.4%	325
New York	48.8%	342
North Carolina	51.0%	335
North Dakota	59.8%	348
Ohio	56.0%	352
Oklahoma	55.1%	345
Oregon	57.2%	353
Pennsylvania	58.2%	347
Rhode Island	59.0%	354
South Carolina	50.2%	329
South Dakota	55.6%	338
Tennessee	52.4%	336
Texas	50.3%	342
Utah	56.0%	348
Vermont	44.5%	389
Virginia	53.1%	339
Washington	51.7%	352
West Virginia	52.9%	333
Wisconsin	61.5%	358
Wyoming	52.8%	335

Table A-20

NEVER TRIED PRODUCT: *Maple water*

	Never tried product	
	Percent	N
Nation		
Total	61.7%	17,145
Age Cohorts		
Young (18-34)	59.2%	8,419
Middle Age (35-54)	64.5%	5,946
Older (55+)	63.6%	2,780
Race & Ethnic Group		
Black/African American	56.4%	1,250
White	63.6%	12,850
Other	58.7%	1,406
Hispanic	53.4%	1,558
Gender		
Male	58.0%	8,244
Female	65.2%	8,855
Regions		
Pacific	58.9%	1733
Mountain	62.8%	2775
West North Central	66.5%	2390
West South Central	58.0%	1314
East North Central	62.7%	1740
East South Central	59.4%	1294
South Atlantic	60.0%	2683
Mid-Atlantic	59.5%	1043
New England	63.5%	2173
States		
Alabama	60.5%	319
Alaska	58.9%	350
Arizona	58.3%	331
Arkansas	53.6%	319
California	55.3%	351
Colorado	62.6%	353
Connecticut	64.8%	358
Delaware	64.0%	325
Florida	57.7%	338
Georgia	55.9%	345
Hawaii	56.6%	327
Idaho	64.9%	376
Illinois	60.6%	350
Indiana	66.4%	333

Table A-20

NEVER TRIED PRODUCT: *Maple water*

	Never tried product	
	Percent	N
States		
Iowa	65.2%	348
Kansas	66.0%	335
Kentucky	62.4%	335
Louisiana	58.4%	308
Maine	64.4%	351
Maryland	62.8%	339
Massachusetts	59.5%	348
Michigan	59.7%	347
Minnesota	68.6%	350
Mississippi	53.0%	304
Missouri	65.0%	340
Montana	68.9%	367
Nebraska	68.0%	331
Nevada	55.6%	340
New Hampshire	66.5%	373
New Jersey	57.1%	354
New Mexico	65.2%	325
New York	55.0%	342
North Carolina	59.1%	335
North Dakota	67.8%	348
Ohio	61.4%	352
Oklahoma	62.6%	345
Oregon	63.2%	353
Pennsylvania	66.6%	347
Rhode Island	68.9%	354
South Carolina	58.1%	329
South Dakota	64.8%	338
Tennessee	61.3%	336
Texas	57.0%	342
Utah	62.4%	348
Vermont	57.3%	389
Virginia	61.1%	339
Washington	60.2%	352
West Virginia	61.3%	333
Wisconsin	65.6%	358
Wyoming	63.6%	335

Table A-20

NEVER TRIED PRODUCT: *Maple flavored non-alcoholic beverages*

	Never tried product	
	Percent	N
Nation		
Total	61.5%	17,145
Age Cohorts		
Young (18-34)	58.8%	8,419
Middle Age (35-54)	64.6%	5,946
Older (55+)	63.0%	2,780
Race & Ethnic Group		
Black/African American	54.1%	1,250
White	63.4%	12,850
Other	59.7%	1,406
Hispanic	53.9%	1,558
Gender		
Male	57.8%	8,244
Female	65.0%	8,855
Regions		
Pacific	59.8%	1733
Mountain	62.3%	2775
West North Central	66.3%	2390
West South Central	58.5%	1314
East North Central	62.5%	1740
East South Central	57.4%	1294
South Atlantic	59.6%	2683
Mid-Atlantic	58.7%	1043
New England	63.7%	2173
States		
Alabama	57.7%	319
Alaska	58.9%	350
Arizona	57.7%	331
Arkansas	52.0%	319
California	57.0%	351
Colorado	63.5%	353
Connecticut	65.1%	358
Delaware	62.2%	325
Florida	56.8%	338
Georgia	57.4%	345
Hawaii	57.2%	327
Idaho	63.3%	376
Illinois	60.9%	350
Indiana	67.0%	333

Table A-20

NEVER TRIED PRODUCT: *Maple flavored non-alcoholic beverages*

	Never tried product	
	Percent	N
States		
Iowa	63.8%	348
Kansas	64.5%	335
Kentucky	60.9%	335
Louisiana	60.7%	308
Maine	63.5%	351
Maryland	62.5%	339
Massachusetts	60.3%	348
Michigan	59.4%	347
Minnesota	68.3%	350
Mississippi	51.6%	304
Missouri	65.9%	340
Montana	68.4%	367
Nebraska	68.6%	331
Nevada	55.3%	340
New Hampshire	65.1%	373
New Jersey	58.2%	354
New Mexico	64.9%	325
New York	51.8%	342
North Carolina	57.3%	335
North Dakota	67.5%	348
Ohio	59.9%	352
Oklahoma	62.3%	345
Oregon	64.0%	353
Pennsylvania	66.0%	347
Rhode Island	69.2%	354
South Carolina	59.3%	329
South Dakota	65.4%	338
Tennessee	58.9%	336
Texas	58.8%	342
Utah	62.1%	348
Vermont	59.1%	389
Virginia	60.8%	339
Washington	61.9%	352
West Virginia	61.0%	333
Wisconsin	65.6%	358
Wyoming	62.7%	335

Table A-20

NEVER TRIED PRODUCT: *Maple infused alcoholic beverages (beer, wine, liquor)*

	Never tried product	
	Percent	N
Nation		
Total	60.6%	17,145
Age Cohorts		
Young (18-34)	58.2%	8,419
Middle Age (35-54)	63.2%	5,946
Older (55+)	62.4%	2,780
Race & Ethnic Group		
Black/African American	56.2%	1,250
White	62.1%	12,850
Other	59.0%	1,406
Hispanic	53.5%	1,558
Gender		
Male	57.2%	8,244
Female	63.8%	8,855
Regions		
Pacific	57.8%	1733
Mountain	61.4%	2775
West North Central	65.3%	2390
West South Central	56.5%	1314
East North Central	62.3%	1740
East South Central	57.3%	1294
South Atlantic	59.4%	2683
Mid-Atlantic	58.7%	1043
New England	62.4%	2173
States		
Alabama	58.3%	319
Alaska	58.0%	350
Arizona	55.3%	331
Arkansas	53.0%	319
California	55.6%	351
Colorado	64.9%	353
Connecticut	64.8%	358
Delaware	60.3%	325
Florida	57.4%	338
Georgia	57.7%	345
Hawaii	54.1%	327
Idaho	63.3%	376
Illinois	63.1%	350
Indiana	65.2%	333

Table A-20

NEVER TRIED PRODUCT: *Maple infused alcoholic beverages (beer, wine, liquor)*

	Never tried product	
	Percent	N
States		
Iowa	61.2%	348
Kansas	63.3%	335
Kentucky	59.4%	335
Louisiana	56.8%	308
Maine	61.3%	351
Maryland	62.8%	339
Massachusetts	60.3%	348
Michigan	58.5%	347
Minnesota	68.9%	350
Mississippi	51.6%	304
Missouri	65.3%	340
Montana	66.8%	367
Nebraska	67.1%	331
Nevada	56.2%	340
New Hampshire	64.3%	373
New Jersey	56.8%	354
New Mexico	63.4%	325
New York	52.6%	342
North Carolina	57.3%	335
North Dakota	66.7%	348
Ohio	60.8%	352
Oklahoma	61.4%	345
Oregon	62.9%	353
Pennsylvania	66.6%	347
Rhode Island	68.9%	354
South Carolina	57.4%	329
South Dakota	64.5%	338
Tennessee	59.5%	336
Texas	54.7%	342
Utah	61.5%	348
Vermont	55.5%	389
Virginia	62.2%	339
Washington	58.2%	352
West Virginia	60.1%	333
Wisconsin	64.0%	358
Wyoming	58.8%	335

Question 26: "How would you rate the following maple products available in your local area, on a scale of 0 to 7 with option of 'never tried' or 'n/a'"

Table A-20

NOTE: 'never tried' replies are accounted for because they make up a large portion of responses.

Table A-21

PRICE OF LOCAL MAPLE PRODUCT: *Maple syrup*

On a scale of 0 to 7, neutral score = 3.5	Price		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.27	1.60	12,684
Age Cohorts			
Young (18-34)	5.28	1.63	6,125
Middle Age (35-54)	5.22	1.56	4,498
Older (55+)	5.31	1.58	2,061
Race & Ethnic Group			
Black/African American	5.38	1.69	838
White	5.26	1.57	9,664
Other	5.12	1.63	1,049
Hispanic	5.36	1.68	1,077
Gender			
Male	5.21	1.62	6,217
Female	5.32	1.57	6,441
Regions			
Pacific	5.06	1.70	1,292
Mountain	5.07	1.62	2,036
West North Central	5.12	1.61	1,731
West South Central	5.26	1.60	944
East North Central	5.36	1.54	1,291
East South Central	5.38	1.62	912
South Atlantic	5.24	1.60	1,933
Mid-Atlantic	5.43	1.50	761
New England	5.61	1.45	1,784
States			
Alabama	5.25	1.82	227
Alaska	4.67	1.81	252
Arizona	5.17	1.63	244
Arkansas	5.27	1.58	216
California	5.26	1.61	255
Colorado	4.95	1.64	258
Connecticut	5.46	1.39	271
Delaware	5.26	1.48	234
Florida	5.30	1.66	237
Georgia	5.26	1.67	242
Hawaii	4.88	1.87	257
Idaho	5.10	1.62	273
Illinois	5.14	1.63	258
Indiana	5.37	1.42	234

Table A-21

PRICE OF LOCAL MAPLE PRODUCTS: *Maple Syrup*

	Price		
	Mean Rating	Std. Dev.	N
States			
Iowa	5.10	1.59	247
Kansas	5.32	1.63	239
Kentucky	5.43	1.42	245
Louisiana	5.19	1.65	229
Maine	5.69	1.40	308
Maryland	5.19	1.66	252
Massachusetts	5.29	1.55	262
Michigan	5.46	1.52	247
Minnesota	5.09	1.53	271
Mississippi	5.36	1.71	199
Missouri	5.05	1.73	243
Montana	4.94	1.56	266
Nebraska	5.29	1.50	244
Nevada	5.25	1.53	260
New Hampshire	5.70	1.42	322
New Jersey	5.44	1.57	236
New Mexico	5.08	1.62	249
New York	5.48	1.51	254
North Carolina	5.15	1.53	251
North Dakota	4.96	1.72	249
Ohio	5.56	1.54	263
Oklahoma	5.24	1.56	250
Oregon	5.09	1.59	259
Pennsylvania	5.39	1.45	271
Rhode Island	5.38	1.46	272
South Carolina	5.18	1.77	225
South Dakota	5.03	1.56	238
Tennessee	5.46	1.53	241
Texas	5.34	1.63	249
Utah	5.18	1.57	256
Vermont	6.02	1.39	349
Virginia	5.29	1.56	234
Washington	5.36	1.52	269
West Virginia	5.30	1.47	258
Wisconsin	5.29	1.56	289
Wyoming	4.89	1.77	230

Table A-21

PRICE: Maple cream/butter (non-dairy)

	Price		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.82	1.97	2,942
Age Cohorts			
Young (18-34)	4.84	1.95	2,039
Middle Age (35-54)	4.83	1.96	689
Older (55+)	4.65	2.14	214
Race & Ethnic Group			
Black/African American	4.73	2.11	295
White	4.84	1.95	1,958
Other	4.68	1.90	262
Hispanic	4.93	1.98	417
Gender			
Male	4.80	1.96	1,709
Female	4.86	1.96	1,226
Regions			
Pacific	4.65	2.01	269
Mountain	4.78	1.97	421
West North Central	4.56	1.99	300
West South Central	4.84	2.05	242
East North Central	4.67	1.98	288
East South Central	4.83	2.08	243
South Atlantic	4.82	2.02	497
Mid-Atlantic	4.78	1.99	218
New England	5.25	1.66	464

Table A-21

PRICE: Maple sugar

	Price		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.00	1.90	3,384
Age Cohorts			
Young (18-34)	5.02	1.89	2,203
Middle Age (35-54)	5.01	1.86	886
Older (55+)	4.78	2.04	295
Race & Ethnic Group			
Black/African American	4.93	1.96	325
White	5.02	1.88	2,309
Other	4.91	1.77	295
Hispanic	4.97	2.00	443
Gender			
Male	4.94	1.87	1,971
Female	5.08	1.93	1,409
Regions			
Pacific	4.88	1.92	322
Mountain	4.93	1.90	505
West North Central	4.65	1.91	355
West South Central	5.01	1.87	272
East North Central	4.86	2.02	338
East South Central	4.97	2.07	273
South Atlantic	4.98	1.90	541
Mid-Atlantic	5.01	1.88	243
New England	5.46	1.63	535

Table A-21

PRICE: Maple candy products (cotton candy, taffy, etc.)

	Price		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.95	1.88	4,175
Age Cohorts			
Young (18-34)	5.00	1.89	2,477
Middle Age (35-54)	4.91	1.87	1,215
Older (55+)	4.81	1.82	483
Race & Ethnic Group			
Black/African American	4.97	2.07	324
White	4.97	1.82	3,024
Other	4.76	1.90	329
Hispanic	4.97	2.05	484
Gender			
Male	4.91	1.87	2,151
Female	5.00	1.88	2,008
Regions			
Pacific	4.92	1.92	387
Mountain	4.83	1.88	622
West North Central	4.62	1.82	486
West South Central	4.96	1.93	306
East North Central	4.98	1.87	419
East South Central	5.03	1.98	330
South Atlantic	5.00	1.91	655
Mid-Atlantic	4.78	1.91	269
New England	5.29	1.72	701

Table A-21

PRICE: Baked goods (Cereal, bread, doughnut, muffin, etc.)

	Price		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.15	1.70	4,756
Age Cohorts			
Young (18-34)	5.19	1.74	2,796
Middle Age (35-54)	5.11	1.62	1,416
Older (55+)	5.09	1.65	544
Race & Ethnic Group			
Black/African American	5.16	1.85	380
White	5.15	1.67	3,439
Other	5.04	1.63	417
Hispanic	5.26	1.81	503
Gender			
Male	5.06	1.73	2,407
Female	5.26	1.66	2,337
Regions			
Pacific	5.16	1.70	523
Mountain	5.06	1.69	829
West North Central	4.98	1.71	577
West South Central	5.28	1.66	341
East North Central	5.10	1.75	442
East South Central	5.18	1.82	351
South Atlantic	5.16	1.73	737
Mid-Atlantic	5.06	1.74	290
New England	5.42	1.52	666

Table A-21

PRICE: Meats

	Price		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.96	1.87	3,412
Age Cohorts			
Young (18-34)	5.02	1.87	2,169
Middle Age (35-54)	4.91	1.83	966
Older (55+)	4.68	1.98	277
Race & Ethnic Group			
Black/African American	5.13	1.90	349
White	4.94	1.84	2,321
Other	4.90	1.85	290
Hispanic	4.93	2.05	439
Gender			
Male	4.88	1.86	1,831
Female	5.06	1.88	1,574
Regions			
Pacific	4.78	1.96	351
Mountain	4.80	1.86	574
West North Central	4.93	1.69	448
West South Central	5.13	1.87	297
East North Central	4.95	1.94	327
East South Central	5.08	2.01	274
South Atlantic	5.00	1.88	583
Mid-Atlantic	4.93	2.01	194
New England	5.17	1.73	364

Table A-21

PRICE: Dairy products (ice cream, creamer, etc.)

	Price		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.00	1.88	2,920
Age Cohorts			
Young (18-34)	5.01	1.88	1,964
Middle Age (35-54)	5.03	1.85	703
Older (55+)	4.85	1.90	253
Race & Ethnic Group			
Black/African American	5.02	2.01	294
White	5.02	1.85	1,974
Other	4.89	1.79	251
Hispanic	4.95	1.98	393
Gender			
Male	4.91	1.89	1,603
Female	5.12	1.86	1,310
Regions			
Pacific	4.92	1.89	291
Mountain	4.92	1.84	487
West North Central	4.76	1.90	316
West South Central	5.02	1.90	226
East North Central	4.86	1.99	261
East South Central	5.01	2.01	236
South Atlantic	4.99	1.88	482
Mid-Atlantic	4.88	1.92	189
New England	5.44	1.66	432

Table A-21

PRICE: Sauces/dressings/spices (BBQ sauce, mustards, etc.)

	Price		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.03	1.85	3,114
Age Cohorts			
Young (18-34)	5.01	1.87	1,956
Middle Age (35-54)	5.10	1.82	872
Older (55+)	4.95	1.83	286
Race & Ethnic Group			
Black/African American	5.12	2.02	316
White	5.05	1.82	2,144
Other	4.93	1.82	257
Hispanic	4.93	1.93	384
Gender			
Male	4.91	1.88	1,653
Female	5.19	1.81	1,453
Regions			
Pacific	4.87	1.93	308
Mountain	5.04	1.78	509
West North Central	4.97	1.81	354
West South Central	5.30	1.78	274
East North Central	4.79	1.94	285
East South Central	5.08	2.04	259
South Atlantic	5.01	1.86	528
Mid-Atlantic	4.73	1.96	202
New England	5.34	1.65	395

Table A-21

PRICE: Maple water

	Price		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.60	2.24	1,600
Age Cohorts			
Young (18-34)	4.73	2.15	1,258
Middle Age (35-54)	4.32	2.42	286
Older (55+)	3.04	2.57	56
Race & Ethnic Group			
Black/African American	4.51	2.24	169
White	4.61	2.26	1,013
Other	4.43	2.24	150
Hispanic	4.68	2.18	266
Gender			
Male	4.69	2.18	1,056
Female	4.43	2.34	540
Regions			
Pacific	4.88	2.10	182
Mountain	4.56	2.23	241
West North Central	3.97	2.40	139
West South Central	4.77	2.17	136
East North Central	4.34	2.27	169
East South Central	4.59	2.47	144
South Atlantic	4.77	2.26	274
Mid-Atlantic	4.42	2.20	130
New England	4.80	2.00	185

Table A-21

PRICE: Maple flavored non-alcoholic beverages

	Price		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.61	2.20	1,595
Age Cohorts			
Young (18-34)	4.68	2.13	1,267
Middle Age (35-54)	4.51	2.39	278
Older (55+)	3.46	2.52	50
Race & Ethnic Group			
Black/African American	4.36	2.24	176
White	4.66	2.20	1,007
Other	4.41	2.23	140
Hispanic	4.71	2.16	269
Gender			
Male	4.65	2.15	1,050
Female	4.56	2.30	543
Regions			
Pacific	4.80	2.17	168
Mountain	4.66	2.23	251
West North Central	4.02	2.34	142
West South Central	4.80	2.15	132
East North Central	4.49	2.19	166
East South Central	4.46	2.36	153
South Atlantic	4.75	2.19	275
Mid-Atlantic	4.61	2.13	130
New England	4.77	1.99	178

Table A-21

PRICE: Maple infused alcoholic beverages (beer, wine, liquor)

	Price		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.68	2.13	1,765
Age Cohorts			
Young (18-34)	4.76	2.08	1,340
Middle Age (35-54)	4.51	2.21	362
Older (55+)	3.86	2.53	63
Race & Ethnic Group			
Black/African American	4.52	2.20	174
White	4.73	2.10	1,172
Other	4.38	2.24	146
Hispanic	4.70	2.16	269
Gender			
Male	4.69	2.09	1,127
Female	4.65	2.20	635
Regions			
Pacific	4.83	2.06	184
Mountain	4.77	2.05	264
West North Central	4.01	2.16	169
West South Central	4.86	2.18	146
East North Central	4.50	2.21	189
East South Central	4.59	2.29	165
South Atlantic	4.72	2.19	294
Mid-Atlantic	4.83	2.09	139
New England	4.89	1.89	215

Question 26: "How would you rate the following maple products available in your local area, on a scale of 0 = poor to 7 = excellent"

Table A-22

AVAILABILITY OF LOCAL MAPLE PRODUCT: *Maple syrup*

On a scale of 0 to 7, neutral score = 3.5	Availability		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.64	1.74	12,684
Age Cohorts			
Young (18-34)	5.60	1.77	6,125
Middle Age (35-54)	5.64	1.71	4,498
Older (55+)	5.78	1.69	2,061
Race & Ethnic Group			
Black/African American	5.68	1.78	838
White	5.65	1.73	9,664
Other	5.59	1.69	1,049
Hispanic	5.52	1.84	1,077
Gender			
Male	5.61	1.74	6,217
Female	5.67	1.73	6,441
Regions			
Pacific	5.51	1.78	1,292
Mountain	5.55	1.73	2,036
West North Central	5.52	1.75	1,731
West South Central	5.45	1.89	944
East North Central	5.61	1.74	1,291
East South Central	5.62	1.77	912
South Atlantic	5.55	1.82	1,933
Mid-Atlantic	5.70	1.72	761
New England	6.17	1.40	1,784
States			
Alabama	5.71	1.67	227
Alaska	5.29	1.80	252
Arizona	5.69	1.59	244
Arkansas	5.57	1.80	216
California	5.43	1.87	255
Colorado	5.44	1.82	258
Connecticut	5.99	1.40	271
Delaware	5.57	1.77	234
Florida	5.72	1.80	237
Georgia	5.43	1.93	242
Hawaii	5.57	1.81	257
Idaho	5.70	1.68	273
Illinois	5.41	1.83	258
Indiana	5.42	1.84	234

Table A-22

AVAILABILITY OF LOCAL MAPLE PRODUCT: *Maple Syrup*

	Availability		
	Mean Rating	Std. Dev.	N
States			
Iowa	5.48	1.77	247
Kansas	5.65	1.68	239
Kentucky	5.71	1.69	245
Louisiana	5.56	1.82	229
Maine	6.22	1.37	308
Maryland	5.71	1.72	252
Massachusetts	5.82	1.58	262
Michigan	5.72	1.62	247
Minnesota	5.52	1.70	271
Mississippi	5.42	1.89	199
Missouri	5.54	1.79	243
Montana	5.45	1.78	266
Nebraska	5.56	1.66	244
Nevada	5.65	1.69	260
New Hampshire	6.19	1.41	322
New Jersey	5.82	1.64	236
New Mexico	5.39	1.81	249
New York	5.64	1.83	254
North Carolina	5.55	1.85	251
North Dakota	5.53	1.87	249
Ohio	5.78	1.69	263
Oklahoma	5.45	1.88	250
Oregon	5.63	1.71	259
Pennsylvania	5.65	1.69	271
Rhode Island	5.84	1.63	272
South Carolina	5.34	1.94	225
South Dakota	5.39	1.77	238
Tennessee	5.59	1.82	241
Texas	5.24	2.02	249
Utah	5.62	1.59	256
Vermont	6.76	0.69	349
Virginia	5.54	1.77	234
Washington	5.63	1.68	269
West Virginia	5.51	1.76	258
Wisconsin	5.71	1.68	289
Wyoming	5.42	1.89	230

Table A-22

AVAILABILITY: Maple cream/butter (non-dairy)

	Availability		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.78	2.10	2,942
Age Cohorts			
Young (18-34)	4.84	2.05	2,039
Middle Age (35-54)	4.66	2.17	689
Older (55+)	4.57	2.29	214
Race & Ethnic Group			
Black/African American	4.85	2.12	295
White	4.79	2.10	1,958
Other	4.71	2.01	262
Hispanic	4.77	2.10	417
Gender			
Male	4.81	2.05	1,709
Female	4.74	2.16	1,226
Regions			
Pacific	4.70	2.11	269
Mountain	4.56	2.17	421
West North Central	4.43	2.10	300
West South Central	4.68	2.15	242
East North Central	4.56	2.12	288
East South Central	4.65	2.26	243
South Atlantic	4.80	2.07	497
Mid-Atlantic	4.78	2.08	218
New England	5.48	1.76	464

Table A-22

AVAILABILITY: *Maple sugar*

	Availability		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.95	2.09	3,384
Age Cohorts			
Young (18-34)	4.96	2.07	2,203
Middle Age (35-54)	5.01	2.11	886
Older (55+)	4.69	2.20	295
Race & Ethnic Group			
Black/African American	4.92	2.16	325
White	4.97	2.08	2,309
Other	4.87	2.03	295
Hispanic	4.90	2.16	443
Gender			
Male	4.93	2.05	1,971
Female	4.97	2.15	1,409
Regions			
Pacific	4.90	2.13	322
Mountain	4.81	2.18	505
West North Central	4.51	2.08	355
West South Central	4.94	2.05	272
East North Central	4.65	2.14	338
East South Central	4.73	2.28	273
South Atlantic	5.00	2.06	541
Mid-Atlantic	4.93	2.06	243
New England	5.64	1.75	535

Table A-22

AVAILABILITY: Maple candy products (cotton candy, taffy, etc.)

	Availability		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.83	2.06	4,175
Age Cohorts			
Young (18-34)	4.88	2.06	2,477
Middle Age (35-54)	4.80	2.06	1,215
Older (55+)	4.65	2.04	483
Race & Ethnic Group			
Black/African American	4.92	2.11	324
White	4.82	2.04	3,024
Other	4.78	2.03	329
Hispanic	4.90	2.13	484
Gender			
Male	4.84	2.03	2,151
Female	4.82	2.09	2,008
Regions			
Pacific	4.70	2.08	387
Mountain	4.56	2.12	622
West North Central	4.51	1.96	486
West South Central	4.79	2.05	306
East North Central	4.78	2.06	419
East South Central	4.72	2.20	330
South Atlantic	4.77	2.09	655
Mid-Atlantic	4.70	2.07	269
New England	5.57	1.77	701

Table A-22

AVAILABILITY: Baked goods (Cereal, bread, doughnut, muffin, etc.)

	Availability		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.08	1.89	4,756
Age Cohorts			
Young (18-34)	5.07	1.92	2,796
Middle Age (35-54)	5.14	1.84	1,416
Older (55+)	4.96	1.87	544
Race & Ethnic Group			
Black/African American	5.13	1.99	380
White	5.08	1.88	3,439
Other	5.06	1.82	417
Hispanic	5.05	2.00	503
Gender			
Male	5.05	1.88	2,407
Female	5.12	1.90	2,337
Regions			
Pacific	5.03	1.99	523
Mountain	5.10	1.85	829
West North Central	4.90	1.84	577
West South Central	5.09	1.95	341
East North Central	4.92	1.92	442
East South Central	5.06	1.95	351
South Atlantic	5.06	1.91	737
Mid-Atlantic	4.90	1.99	290
New England	5.45	1.73	666

Table A-22

AVAILABILITY: Meats

	Availability		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.06	1.96	3,412
Age Cohorts			
Young (18-34)	5.05	1.98	2,169
Middle Age (35-54)	5.10	1.90	966
Older (55+)	4.97	2.01	277
Race & Ethnic Group			
Black/African American	5.05	2.03	349
White	5.09	1.92	2,321
Other	5.03	1.90	290
Hispanic	4.87	2.12	439
Gender			
Male	4.98	1.94	1,831
Female	5.14	1.98	1,574
Regions			
Pacific	4.95	2.01	351
Mountain	5.08	1.95	574
West North Central	4.99	1.84	448
West South Central	5.14	2.03	297
East North Central	4.97	2.00	327
East South Central	5.01	2.08	274
South Atlantic	5.08	1.96	583
Mid-Atlantic	4.82	2.06	194
New England	5.34	1.77	364

Table A-22

AVAILABILITY: Dairy products (ice cream, creamer, etc.)

	Availability		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.97	2.02	2,920
Age Cohorts			
Young (18-34)	5.03	2.01	1,964
Middle Age (35-54)	4.89	2.02	703
Older (55+)	4.77	2.03	253
Race & Ethnic Group			
Black/African American	5.04	2.09	294
White	4.97	2.01	1,974
Other	4.90	1.99	251
Hispanic	4.99	2.05	393
Gender			
Male	4.92	2.01	1,603
Female	5.04	2.03	1,310
Regions			
Pacific	4.99	1.99	291
Mountain	4.86	2.04	487
West North Central	4.78	1.95	316
West South Central	5.09	2.05	226
East North Central	4.66	2.08	261
East South Central	4.89	2.11	236
South Atlantic	5.06	2.04	482
Mid-Atlantic	4.75	2.08	189
New England	5.38	1.84	432

Table A-22

AVAILABILITY: Sauces/dressings/spices (BBQ sauce, mustards, etc.)

	Availability		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.11	1.94	3,114
Age Cohorts			
Young (18-34)	5.07	1.95	1,956
Middle Age (35-54)	5.20	1.91	872
Older (55+)	5.06	1.93	286
Race & Ethnic Group			
Black/African American	5.14	2.04	316
White	5.14	1.91	2,144
Other	5.06	1.88	257
Hispanic	4.92	2.03	384
Gender			
Male	4.98	1.94	1,653
Female	5.26	1.92	1,453
Regions			
Pacific	4.99	1.97	308
Mountain	5.06	1.93	509
West North Central	5.03	1.87	354
West South Central	5.33	1.88	274
East North Central	4.83	2.06	285
East South Central	5.10	2.03	259
South Atlantic	5.18	1.97	528
Mid-Atlantic	4.79	2.06	202
New England	5.43	1.69	395

Table A-22

AVAILABILITY: Maple water

	Availability		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.49	2.30	1,600
Age Cohorts			
Young (18-34)	4.62	2.24	1,258
Middle Age (35-54)	4.24	2.39	286
Older (55+)	2.84	2.57	56
Race & Ethnic Group			
Black/African American	4.23	2.26	169
White	4.51	2.33	1,013
Other	4.55	2.21	150
Hispanic	4.55	2.27	266
Gender			
Male	4.63	2.24	1,056
Female	4.23	2.41	540
Regions			
Pacific	4.66	2.26	182
Mountain	4.59	2.28	241
West North Central	3.94	2.35	139
West South Central	4.54	2.34	136
East North Central	4.24	2.34	169
East South Central	4.47	2.39	144
South Atlantic	4.74	2.29	274
Mid-Atlantic	4.13	2.35	130
New England	4.73	2.13	185

Table A-22

AVAILABILITY: Maple flavored non-alcoholic beverages

	Availability		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.55	2.23	1,595
Age Cohorts			
Young (18-34)	4.64	2.17	1,267
Middle Age (35-54)	4.32	2.42	278
Older (55+)	3.38	2.43	50
Race & Ethnic Group			
Black/African American	4.45	2.27	176
White	4.56	2.24	1,007
Other	4.55	2.24	140
Hispanic	4.53	2.22	269
Gender			
Male	4.59	2.17	1,050
Female	4.47	2.35	543
Regions			
Pacific	4.86	2.05	168
Mountain	4.54	2.34	251
West North Central	4.17	2.31	142
West South Central	4.67	2.17	132
East North Central	4.32	2.27	166
East South Central	4.40	2.29	153
South Atlantic	4.68	2.26	275
Mid-Atlantic	4.46	2.24	130
New England	4.66	2.07	178

Table A-22

AVAILABILITY: Maple infused alcoholic beverages (beer, wine, liquor)

	Availability		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.63	2.21	1,765
Age Cohorts			
Young (18-34)	4.70	2.18	1,340
Middle Age (35-54)	4.54	2.27	362
Older (55+)	3.76	2.35	63
Race & Ethnic Group			
Black/African American	4.45	2.28	174
White	4.69	2.19	1,172
Other	4.35	2.30	146
Hispanic	4.64	2.21	269
Gender			
Male	4.66	2.19	1,127
Female	4.58	2.24	635
Regions			
Pacific	4.77	2.08	184
Mountain	4.64	2.23	264
West North Central	4.06	2.26	169
West South Central	4.79	2.23	146
East North Central	4.39	2.18	189
East South Central	4.66	2.28	165
South Atlantic	4.74	2.35	294
Mid-Atlantic	4.52	2.15	139
New England	4.94	1.99	215

Question 26: "How would you rate the following maple products available in your local area, on a scale of 0 = poor to 7 = excellent"

Table A-23

QUALITY OF LOCAL MAPLE PRODUCT: *Maple syrup*

On a scale of 0 to 7, neutral score = 3.5	Quality		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.66	1.61	12,684
Age Cohorts			
Young (18-34)	5.58	1.67	6,125
Middle Age (35-54)	5.71	1.55	4,498
Older (55+)	5.80	1.56	2,061
Race & Ethnic Group			
Black/African American	5.63	1.74	838
White	5.70	1.57	9,664
Other	5.50	1.62	1,049
Hispanic	5.50	1.83	1,077
Gender			
Male	5.64	1.61	6,217
Female	5.68	1.62	6,441
Regions			
Pacific	5.54	1.61	1,292
Mountain	5.46	1.60	2,036
West North Central	5.56	1.58	1,731
West South Central	5.46	1.76	944
East North Central	5.77	1.61	1,291
East South Central	5.57	1.66	912
South Atlantic	5.53	1.67	1,933
Mid-Atlantic	5.76	1.60	761
New England	6.26	1.32	1,784
States			
Alabama	5.54	1.74	227
Alaska	5.31	1.65	252
Arizona	5.50	1.63	244
Arkansas	5.46	1.82	216
California	5.69	1.54	255
Colorado	5.51	1.57	258
Connecticut	6.03	1.31	271
Delaware	5.61	1.41	234
Florida	5.70	1.66	237
Georgia	5.36	1.85	242
Hawaii	5.33	1.77	257
Idaho	5.47	1.65	273
Illinois	5.53	1.73	258
Indiana	5.70	1.60	234

Table A-23

QUALITY OF LOCAL MAPLE PRODUCT: *Maple syrup*

	Quality		
	Mean Rating	Std. Dev.	N
States			
Iowa	5.49	1.58	247
Kansas	5.58	1.54	239
Kentucky	5.57	1.58	245
Louisiana	5.52	1.66	229
Maine	6.40	1.29	308
Maryland	5.56	1.63	252
Massachusetts	5.95	1.46	262
Michigan	5.99	1.50	247
Minnesota	5.76	1.52	271
Mississippi	5.51	1.68	199
Missouri	5.58	1.59	243
Montana	5.50	1.52	266
Nebraska	5.48	1.57	244
Nevada	5.49	1.53	260
New Hampshire	6.45	1.14	322
New Jersey	5.77	1.58	236
New Mexico	5.47	1.64	249
New York	5.85	1.64	254
North Carolina	5.53	1.72	251
North Dakota	5.50	1.67	249
Ohio	5.84	1.60	263
Oklahoma	5.51	1.62	250
Oregon	5.52	1.62	259
Pennsylvania	5.66	1.59	271
Rhode Island	5.73	1.62	272
South Carolina	5.41	1.80	225
South Dakota	5.53	1.60	238
Tennessee	5.67	1.64	241
Texas	5.34	1.91	249
Utah	5.43	1.62	256
Vermont	6.77	0.75	349
Virginia	5.61	1.60	234
Washington	5.81	1.41	269
West Virginia	5.48	1.63	258
Wisconsin	5.77	1.61	289
Wyoming	5.27	1.68	230

Table A-23

QUALITY: Maple cream/butter (non-dairy)

	Quality		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.09	2.02	2,942
Age Cohorts			
Young (18-34)	5.02	1.99	2,039
Middle Age (35-54)	5.31	2.00	689
Older (55+)	5.02	2.22	214
Race & Ethnic Group			
Black/African American	4.81	2.12	295
White	5.18	2.00	1,958
Other	4.95	1.94	262
Hispanic	4.92	2.04	417
Gender			
Male	5.06	1.97	1,709
Female	5.12	2.08	1,226
Regions			
Pacific	4.94	1.91	269
Mountain	4.96	2.01	421
West North Central	4.77	2.02	300
West South Central	5.02	1.99	242
East North Central	4.92	2.06	288
East South Central	4.81	2.23	243
South Atlantic	4.97	2.12	497
Mid-Atlantic	5.02	2.04	218
New England	5.92	1.57	464

Table A-23

QUALITY: *Maple sugar*

	Quality		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.27	1.90	3,384
Age Cohorts			
Young (18-34)	5.19	1.91	2,203
Middle Age (35-54)	5.45	1.84	886
Older (55+)	5.29	1.95	295
Race & Ethnic Group			
Black/African American	4.98	2.02	325
White	5.36	1.85	2,309
Other	5.17	1.79	295
Hispanic	5.05	2.07	443
Gender			
Male	5.19	1.87	1,971
Female	5.38	1.93	1,409
Regions			
Pacific	5.01	1.93	322
Mountain	5.16	1.83	505
West North Central	5.01	1.90	355
West South Central	5.16	1.88	272
East North Central	5.12	1.97	338
East South Central	5.01	2.16	273
South Atlantic	5.18	1.97	541
Mid-Atlantic	5.18	1.96	243
New England	6.10	1.38	535

Table A-23

QUALITY: Maple candy products (cotton candy, taffy, etc.)

	Quality		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.25	1.85	4,175
Age Cohorts			
Young (18-34)	5.16	1.88	2,477
Middle Age (35-54)	5.40	1.81	1,215
Older (55+)	5.30	1.78	483
Race & Ethnic Group			
Black/African American	5.16	1.94	324
White	5.31	1.81	3,024
Other	5.02	1.79	329
Hispanic	5.09	2.04	484
Gender			
Male	5.18	1.85	2,151
Female	5.32	1.85	2,008
Regions			
Pacific	5.15	1.86	387
Mountain	5.09	1.85	622
West North Central	4.95	1.87	486
West South Central	5.00	1.89	306
East North Central	5.23	1.84	419
East South Central	5.10	1.96	330
South Atlantic	5.15	1.91	655
Mid-Atlantic	5.17	1.78	269
New England	5.96	1.53	701

Table A-23

QUALITY: Baked goods (Cereal, bread, doughnut, muffin, etc.)

	Quality		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.34	1.73	4,756
Age Cohorts			
Young (18-34)	5.29	1.78	2,796
Middle Age (35-54)	5.42	1.66	1,416
Older (55+)	5.33	1.68	544
Race & Ethnic Group			
Black/African American	5.37	1.85	380
White	5.37	1.71	3,439
Other	5.21	1.65	417
Hispanic	5.19	1.87	503
Gender			
Male	5.27	1.73	2,407
Female	5.41	1.73	2,337
Regions			
Pacific	5.20	1.79	523
Mountain	5.21	1.70	829
West North Central	5.22	1.71	577
West South Central	5.24	1.81	341
East North Central	5.34	1.76	442
East South Central	5.29	1.85	351
South Atlantic	5.34	1.76	737
Mid-Atlantic	5.20	1.82	290
New England	5.83	1.48	666

Table A-23

QUALITY: Meats

	Quality		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.25	1.85	3,412
Age Cohorts			
Young (18-34)	5.25	1.86	2,169
Middle Age (35-54)	5.30	1.80	966
Older (55+)	5.11	1.91	277
Race & Ethnic Group			
Black/African American	5.23	1.92	349
White	5.29	1.80	2,321
Other	5.17	1.85	290
Hispanic	5.11	2.04	439
Gender			
Male	5.18	1.83	1,831
Female	5.33	1.87	1,574
Regions			
Pacific	5.08	1.90	351
Mountain	5.24	1.81	574
West North Central	5.21	1.75	448
West South Central	5.28	1.85	297
East North Central	5.12	1.89	327
East South Central	5.22	2.07	274
South Atlantic	5.20	1.91	583
Mid-Atlantic	5.24	1.89	194
New England	5.71	1.59	364

Table A-23

QUALITY: Dairy products (ice cream, creamer, etc.)

	Quality		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.15	1.93	2,920
Age Cohorts			
Young (18-34)	5.14	1.94	1,964
Middle Age (35-54)	5.22	1.91	703
Older (55+)	5.08	1.93	253
Race & Ethnic Group			
Black/African American	5.09	2.05	294
White	5.20	1.89	1,974
Other	4.97	1.85	251
Hispanic	5.09	2.07	393
Gender			
Male	5.04	1.91	1,603
Female	5.29	1.94	1,310
Regions			
Pacific	5.14	1.93	291
Mountain	5.13	1.86	487
West North Central	4.90	1.93	316
West South Central	5.10	2.00	226
East North Central	4.96	2.04	261
East South Central	5.07	2.07	236
South Atlantic	5.09	1.94	482
Mid-Atlantic	4.93	2.04	189
New England	5.75	1.64	432

Table A-23

QUALITY: Sauces/dressings/spices (BBQ sauce, mustards, etc.)

	Quality		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.20	1.87	3,114
Age Cohorts			
Young (18-34)	5.17	1.88	1,956
Middle Age (35-54)	5.27	1.83	872
Older (55+)	5.16	1.86	286
Race & Ethnic Group			
Black/African American	5.20	1.99	316
White	5.24	1.83	2,144
Other	5.04	1.78	257
Hispanic	5.05	1.99	384
Gender			
Male	5.09	1.88	1,653
Female	5.33	1.84	1,453
Regions			
Pacific	5.13	1.84	308
Mountain	5.16	1.79	509
West North Central	5.15	1.84	354
West South Central	5.30	1.82	274
East North Central	4.96	1.94	285
East South Central	5.15	2.04	259
South Atlantic	5.16	1.91	528
Mid-Atlantic	4.85	2.04	202
New England	5.74	1.60	395

Table A-23

QUALITY: Maple water

	Quality		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.64	2.24	1,600
Age Cohorts			
Young (18-34)	4.73	2.17	1,258
Middle Age (35-54)	4.55	2.36	286
Older (55+)	2.95	2.54	56
Race & Ethnic Group			
Black/African American	4.31	2.20	169
White	4.68	2.26	1,013
Other	4.61	2.20	150
Hispanic	4.67	2.20	266
Gender			
Male	4.73	2.16	1,056
Female	4.45	2.37	540
Regions			
Pacific	4.71	2.19	182
Mountain	4.73	2.19	241
West North Central	4.01	2.39	139
West South Central	4.70	2.25	136
East North Central	4.50	2.29	169
East South Central	4.69	2.37	144
South Atlantic	4.73	2.24	274
Mid-Atlantic	4.49	2.21	130
New England	4.92	2.03	185

Table A-23

QUALITY: *Maple flavored non-alcoholic beverages*

	Quality		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.62	2.18	1,595
Age Cohorts			
Young (18-34)	4.68	2.12	1,267
Middle Age (35-54)	4.56	2.36	278
Older (55+)	3.36	2.42	50
Race & Ethnic Group			
Black/African American	4.26	2.14	176
White	4.69	2.19	1,007
Other	4.51	2.12	140
Hispanic	4.65	2.19	269
Gender			
Male	4.65	2.12	1,050
Female	4.57	2.29	543
Regions			
Pacific	4.80	2.06	168
Mountain	4.75	2.17	251
West North Central	3.89	2.29	142
West South Central	4.55	2.22	132
East North Central	4.54	2.18	166
East South Central	4.59	2.38	153
South Atlantic	4.66	2.17	275
Mid-Atlantic	4.60	2.19	130
New England	4.97	1.93	178

Table A-23

QUALITY: Maple infused alcoholic beverages (beer, wine, liquor)

	Quality		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.79	2.16	1,765
Age Cohorts			
Young (18-34)	4.82	2.12	1,340
Middle Age (35-54)	4.78	2.26	362
Older (55+)	4.03	2.44	63
Race & Ethnic Group			
Black/African American	4.44	2.24	174
White	4.91	2.12	1,172
Other	4.55	2.23	146
Hispanic	4.60	2.26	269
Gender			
Male	4.75	2.14	1,127
Female	4.86	2.21	635
Regions			
Pacific	4.82	2.04	184
Mountain	4.90	2.13	264
West North Central	4.20	2.18	169
West South Central	4.82	2.17	146
East North Central	4.56	2.20	189
East South Central	4.63	2.38	165
South Atlantic	4.82	2.22	294
Mid-Atlantic	4.83	2.11	139
New England	5.30	1.92	215

Question 26: "How would you rate the following maple products available in your local area, on a scale of 0 = poor to 7 = excellent"

Table A-24

SYRUP PRODUCT PREFERENCE

	Type of Maple Syrup				N
	US produced	Canadian produced	Pancake syrup	No preference	
Nation					
Total	59.4%	12.6%	15.7%	11.3%	17,145
Age Cohorts					
Young (18-34)	52.0%	17.7%	17.9%	11.0%	8,419
Middle Age (35-54)	64.9%	8.4%	14.0%	12.0%	5,946
Older (55+)	70.1%	6.2%	12.7%	10.5%	2,780
Race & Ethnic Group					
Black/African American	41.5%	12.1%	33.7%	10.3%	1,250
White	64.3%	10.5%	13.5%	10.9%	12,850
Other	41.5%	24.0%	15.6%	17.6%	1,406
Hispanic	49.2%	20.0%	19.3%	9.9%	1,558
Gender					
Male	60.8%	13.1%	13.8%	11.3%	8,244
Female	58.2%	12.1%	17.5%	11.2%	8,855
Regions					
Pacific	53.3%	18.2%	14.2%	13.5%	1,733
Mountain	57.1%	15.2%	13.8%	12.9%	2,775
West North Central	58.7%	11.3%	17.7%	11.0%	2,390
West South Central	56.3%	11.6%	18.6%	12.8%	1,314
East North Central	60.2%	11.6%	17.0%	10.3%	1,740
East South Central	58.7%	10.0%	20.2%	10.1%	1,294
South Atlantic	55.9%	13.1%	18.0%	11.9%	2,683
Mid-Atlantic	57.1%	14.5%	15.2%	12.1%	1,043
New England	74.8%	8.1%	9.1%	7.0%	2,173
States					
Alabama	59.6%	9.7%	21.0%	8.2%	319
Alaska	60.0%	14.9%	15.1%	8.9%	350
Arizona	50.8%	19.0%	14.8%	13.3%	331
Arkansas	59.2%	9.4%	17.6%	13.2%	319
California	49.9%	19.9%	15.4%	13.4%	351
Colorado	57.5%	16.1%	11.6%	13.9%	353
Connecticut	68.7%	8.9%	11.5%	10.9%	358
Delaware	58.2%	12.0%	17.5%	10.8%	325
Florida	54.4%	13.3%	18.6%	12.4%	338
Georgia	56.2%	14.2%	17.1%	11.0%	345
Hawaii	47.1%	19.6%	16.8%	16.2%	327
Idaho	58.8%	14.9%	15.4%	10.6%	376
Illinois	52.0%	16.0%	19.7%	10.3%	350
Indiana	55.9%	14.1%	17.7%	11.4%	333

Table A-24

SYRUP PRODUCT PREFERENCE

	Type of Maple Syrup				N
	US produced	Canadian produced	Pancake syrup	No preference	
States					
Iowa	59.8%	8.6%	18.7%	11.8%	348
Kansas	54.9%	13.1%	19.4%	10.7%	335
Kentucky	58.5%	11.3%	19.7%	9.9%	335
Louisiana	55.5%	9.1%	21.4%	13.3%	308
Maine	80.9%	5.1%	8.0%	5.7%	351
Maryland	51.0%	14.5%	19.2%	14.7%	339
Massachusetts	65.5%	10.6%	13.5%	8.3%	348
Michigan	63.4%	9.5%	16.1%	9.8%	347
Minnesota	66.3%	9.1%	12.9%	10.9%	350
Mississippi	58.9%	6.9%	24.3%	8.9%	304
Missouri	51.5%	12.6%	24.4%	10.3%	340
Montana	61.6%	15.3%	9.3%	13.4%	367
Nebraska	58.9%	10.0%	18.4%	11.8%	331
Nevada	53.2%	16.2%	15.6%	14.4%	340
New Hampshire	78.0%	9.1%	7.0%	4.8%	373
New Jersey	54.8%	13.8%	18.4%	11.9%	354
New Mexico	55.7%	16.6%	14.5%	12.3%	325
New York	61.4%	16.7%	11.1%	9.4%	342
North Carolina	53.1%	13.1%	19.7%	12.5%	335
North Dakota	60.9%	12.9%	12.9%	12.4%	348
Ohio	61.6%	11.9%	16.8%	9.1%	352
Oklahoma	52.5%	13.9%	19.1%	13.0%	345
Oregon	57.2%	18.7%	10.2%	13.0%	353
Pennsylvania	55.3%	13.0%	16.1%	15.0%	347
Rhode Island	65.5%	11.9%	11.9%	9.0%	354
South Carolina	59.6%	14.6%	13.1%	11.6%	329
South Dakota	58.0%	12.7%	17.2%	9.5%	338
Tennessee	58.0%	11.6%	16.4%	13.4%	336
Texas	58.2%	13.5%	16.4%	11.7%	342
Utah	53.4%	14.9%	16.1%	14.9%	348
Vermont	88.7%	3.1%	3.6%	3.6%	389
Virginia	54.9%	11.5%	21.2%	11.8%	339
Washington	51.7%	17.9%	13.6%	16.2%	352
West Virginia	60.1%	11.4%	17.7%	9.9%	333
Wisconsin	67.6%	6.7%	14.5%	10.9%	358
Wyoming	65.4%	8.4%	13.4%	10.7%	335

Question 27: "Assuming everything is equal, including price, which of the following would you prefer to purchase?"

Table A-25

LIKELIHOOD TO TRY NEW PRODUCT

On a scale of 0 to 8, neutral = 5	Mean Rating	Std. Dev.	N
	Nation		
Total	5.65	2.08	17,145
Age Cohorts			
Young (18-34)	5.85	2.02	8,419
Middle Age (35-54)	5.66	2.05	5,946
Older (55+)	5.05	2.20	2,780
Race & Ethnic Group			
Black/African American	5.63	2.20	1,250
White	5.62	2.06	12,850
Other	5.75	2.03	1,406
Hispanic	5.89	2.12	1,558
Gender			
Male	5.70	2.03	8,244
Female	5.61	2.13	8,855
Regions			
Pacific	5.67	2.07	1,733
Mountain	5.58	2.09	2,775
West North Central	5.47	2.08	2,390
West South Central	5.78	2.10	1,314
East North Central	5.66	2.03	1,740
East South Central	5.73	2.16	1,294
South Atlantic	5.78	2.00	2,683
Mid-Atlantic	5.75	2.08	1,043
New England	5.60	2.14	2,173
States			
Alabama	5.68	2.12	319
Alaska	5.58	2.15	350
Arizona	5.81	1.96	331
Arkansas	5.79	2.09	319
California	5.79	2.06	351
Colorado	5.64	2.00	353
Connecticut	5.47	2.16	358
Delaware	5.48	2.07	325
Florida	5.88	2.17	338
Georgia	5.80	1.94	345
Hawaii	5.80	2.04	327
Idaho	5.70	2.08	376
Illinois	5.89	1.98	350
Indiana	5.83	1.80	333

Table A-25

LIKELIHOOD TO TRY NEW PRODUCT

On a scale of 0 to 8, neutral = 5			
	Mean Rating	Std. Dev.	N
States			
Iowa	5.38	2.08	348
Kansas	5.60	2.08	335
Kentucky	5.67	2.20	335
Louisiana	5.64	2.17	308
Maine	5.75	2.06	351
Maryland	5.72	2.02	339
Massachusetts	5.58	2.13	348
Michigan	5.55	2.10	347
Minnesota	5.43	2.10	350
Mississippi	5.77	2.10	304
Missouri	5.47	2.16	340
Montana	5.29	2.08	367
Nebraska	5.56	1.94	331
Nevada	5.92	2.16	340
New Hampshire	5.62	2.16	373
New Jersey	5.68	2.12	354
New Mexico	5.43	2.18	325
New York	5.94	2.05	342
North Carolina	5.87	1.87	335
North Dakota	5.56	2.07	348
Ohio	5.63	2.06	352
Oklahoma	5.58	2.17	345
Oregon	5.52	2.13	353
Pennsylvania	5.64	2.08	347
Rhode Island	5.57	2.17	354
South Carolina	5.95	1.92	329
South Dakota	5.31	2.09	338
Tennessee	5.80	2.21	336
Texas	6.09	1.96	342
Utah	5.58	1.91	348
Vermont	5.60	2.18	389
Virginia	5.83	1.91	339
Washington	5.69	1.98	352
West Virginia	5.70	2.07	333
Wisconsin	5.39	2.12	358
Wyoming	5.26	2.24	335

Question 28: "How likely are you to try a new product if it is flavored with pure maple? [Scale of 0-8, 0 = extremely unlikely to 8 = extremely likely.]" Note: This question has been re-rescaled to include no preference as neutral.

Table A-26

PACKAGE SIZE PREFERENCE

	Package size					
	Gallon or 1/2	Quart	Pint	1/2 Pint	No Pref.	N
Nation						
Total	12.3%	26.8%	25.6%	9.8%	24.0%	17,145
Age Cohorts						
Young (18-34)	17.5%	22.8%	18.6%	8.5%	31.0%	8,419
Middle Age (35-54)	8.5%	30.7%	28.8%	10.6%	20.3%	5,946
Older (55+)	5.0%	30.9%	40.0%	11.8%	10.9%	2,780
Race & Ethnic Group						
Black/African American	19.3%	23.5%	17.7%	8.3%	28.5%	1,250
White	10.6%	28.4%	27.5%	9.8%	22.4%	12,850
Other	13.0%	22.7%	23.0%	12.2%	27.9%	1,406
Hispanic	20.7%	20.6%	18.9%	8.5%	29.8%	1,558
Gender						
Male	14.7%	27.9%	24.7%	7.6%	24.0%	8,244
Female	10.1%	25.9%	26.5%	11.8%	24.0%	8,855
Regions						
Pacific	12.1%	27.1%	26.5%	9.5%	23.4%	1,733
Mountain	11.0%	26.8%	26.3%	9.9%	24.5%	2,775
West North Central	10.0%	27.7%	26.0%	10.2%	24.0%	2,390
West South Central	13.5%	23.6%	26.4%	11.0%	24.4%	1,314
East North Central	12.6%	27.1%	24.3%	10.6%	24.1%	1,740
East South Central	11.8%	27.4%	25.4%	9.7%	24.2%	1,294
South Atlantic	11.4%	25.8%	26.4%	10.4%	24.4%	2,683
Mid-Atlantic	13.4%	24.8%	27.7%	9.3%	23.8%	1,043
New England	16.8%	29.4%	22.3%	7.4%	23.1%	2,173
States						
Alabama	14.1%	27.9%	25.1%	9.4%	21.9%	319
Alaska	15.1%	30.3%	26.3%	8.9%	19.1%	350
Arizona	7.9%	22.4%	28.1%	11.2%	29.0%	331
Arkansas	14.1%	25.1%	25.7%	11.6%	21.0%	319
California	13.7%	23.9%	25.1%	10.8%	24.5%	351
Colorado	5.7%	22.7%	32.9%	9.6%	28.6%	353
Connecticut	10.6%	26.8%	26.5%	8.7%	26.8%	358
Delaware	9.5%	24.0%	30.2%	11.7%	21.5%	325
Florida	8.3%	26.0%	26.9%	11.5%	26.3%	338
Georgia	14.8%	22.0%	25.8%	9.3%	26.1%	345
Hawaii	6.7%	23.9%	28.7%	12.2%	28.1%	327
Idaho	13.6%	27.4%	22.9%	7.4%	27.4%	376
Illinois	13.1%	20.3%	24.6%	9.1%	31.1%	350
Indiana	10.8%	31.5%	23.7%	9.6%	23.4%	333

Table A-26

PACKAGE SIZE PREFERENCE

	Package size					
	Gallon or 1/2	Quart	Pint	1/2 Pint	No Pref.	N
States						
Iowa	10.3%	27.0%	27.0%	9.8%	23.9%	348
Kansas	11.6%	23.9%	26.6%	10.7%	25.4%	335
Kentucky	10.7%	28.4%	27.5%	9.0%	23.3%	335
Louisiana	13.3%	24.4%	26.6%	10.4%	24.7%	308
Maine	12.8%	33.0%	28.2%	8.0%	17.4%	351
Maryland	14.5%	27.1%	25.7%	8.3%	22.7%	339
Massachusetts	10.9%	30.2%	26.1%	6.6%	23.9%	348
Michigan	13.0%	29.4%	25.6%	10.4%	20.5%	347
Minnesota	10.3%	23.4%	28.6%	12.3%	23.1%	350
Mississippi	10.5%	28.6%	24.3%	10.2%	24.3%	304
Missouri	13.2%	25.9%	25.6%	8.8%	24.7%	340
Montana	10.6%	35.4%	25.9%	9.0%	18.8%	367
Nebraska	8.8%	29.0%	24.2%	11.8%	25.1%	331
Nevada	17.1%	21.8%	24.1%	8.5%	27.9%	340
New Hampshire	11.8%	34.6%	17.4%	9.7%	25.5%	373
New Jersey	11.0%	22.6%	30.2%	11.3%	23.4%	354
New Mexico	9.2%	23.7%	29.2%	12.9%	22.8%	325
New York	19.9%	20.5%	22.2%	7.6%	29.2%	342
North Carolina	12.2%	22.7%	27.2%	12.5%	24.5%	335
North Dakota	7.5%	33.3%	25.0%	8.0%	23.3%	348
Ohio	14.5%	25.9%	23.0%	10.8%	24.4%	352
Oklahoma	13.0%	26.4%	24.9%	11.6%	23.5%	345
Oregon	9.3%	29.5%	28.6%	7.1%	22.1%	353
Pennsylvania	9.5%	31.4%	30.5%	8.9%	18.7%	347
Rhode Island	9.3%	28.2%	28.5%	9.0%	23.4%	354
South Carolina	11.6%	27.1%	26.7%	10.6%	22.5%	329
South Dakota	8.3%	31.7%	25.1%	9.8%	22.8%	338
Tennessee	11.9%	24.7%	24.7%	10.4%	27.1%	336
Texas	13.5%	18.7%	28.4%	10.5%	28.1%	342
Utah	14.7%	31.6%	18.1%	9.5%	25.0%	348
Vermont	42.7%	23.9%	8.5%	2.6%	21.6%	389
Virginia	10.6%	27.7%	23.9%	8.8%	27.4%	339
Washington	15.1%	27.6%	24.1%	8.5%	23.3%	352
West Virginia	9.9%	29.7%	24.6%	10.2%	24.0%	333
Wisconsin	11.5%	28.8%	24.6%	12.8%	21.2%	358
Wyoming	9.3%	29.0%	29.9%	11.9%	16.4%	335

Question 29: "When purchasing maple syrup, which size packaging do you prefer?"

Table A-27

TYPE OF PACKAGING PREFERENCE

	Container Type				N
	Clear plastic	Tan plastic	Glass	No Pref.	
Nation					
Total	29.8%	11.1%	36.5%	21.4%	17,145
Age Cohorts					
Young (18-34)	34.8%	12.2%	32.9%	18.9%	8,419
Middle Age (35-54)	26.6%	9.1%	39.5%	23.9%	5,946
Older (55+)	21.8%	12.2%	40.9%	24.0%	2,780
Race & Ethnic Group					
Black/African American	44.9%	13.6%	23.4%	16.2%	1,250
White	27.8%	10.6%	38.0%	22.6%	12,850
Other	27.7%	9.7%	39.3%	22.5%	1,406
Hispanic	36.7%	15.3%	32.1%	14.7%	1,558
Gender					
Male	32.4%	12.6%	35.4%	18.7%	8,244
Female	27.5%	9.8%	37.5%	24.0%	8,855
Regions					
Pacific	26.5%	10.7%	41.5%	20.3%	1,733
Mountain	28.5%	9.5%	37.7%	22.8%	2,775
West North Central	32.5%	7.4%	36.2%	22.5%	2,390
West South Central	36.8%	9.3%	33.0%	20.3%	1,314
East North Central	29.2%	9.8%	38.4%	21.3%	1,740
East South Central	36.2%	10.3%	34.2%	18.3%	1,294
South Atlantic	33.5%	9.9%	34.7%	20.9%	2,683
Mid-Atlantic	33.3%	11.7%	34.4%	19.5%	1,043
New England	17.5%	21.5%	36.3%	23.8%	2,173
States					
Alabama	35.7%	10.3%	34.8%	17.6%	319
Alaska	22.6%	11.1%	45.4%	20.6%	350
Arizona	29.9%	11.8%	36.9%	19.6%	331
Arkansas	36.1%	9.4%	36.1%	16.9%	319
California	28.2%	15.4%	40.7%	14.8%	351
Colorado	25.2%	9.3%	40.5%	24.1%	353
Connecticut	23.5%	13.1%	37.7%	25.4%	358
Delaware	35.1%	10.2%	36.0%	16.6%	325
Florida	31.1%	11.8%	31.7%	25.1%	338
Georgia	35.4%	9.9%	33.9%	20.0%	345
Hawaii	30.0%	8.9%	37.0%	23.2%	327
Idaho	27.9%	11.4%	37.0%	23.1%	376
Illinois	34.0%	9.4%	34.3%	21.1%	350
Indiana	35.7%	8.7%	33.9%	20.4%	333

Table A-27

TYPE OF PACKAGING PREFERENCE

	Container Type				
	Clear plastic	Tan plastic	Glass	No Pref.	N
States					
Iowa	29.9%	6.6%	37.1%	24.7%	348
Kansas	31.3%	9.6%	36.1%	21.5%	335
Kentucky	38.2%	9.9%	36.1%	15.2%	335
Louisiana	40.6%	8.8%	27.9%	22.4%	308
Maine	12.5%	21.4%	43.6%	21.9%	351
Maryland	31.6%	10.9%	34.8%	22.4%	339
Massachusetts	27.3%	12.6%	39.9%	19.3%	348
Michigan	26.5%	11.2%	38.6%	22.2%	347
Minnesota	27.4%	6.6%	43.4%	21.4%	350
Mississippi	37.5%	11.8%	29.3%	20.7%	304
Missouri	39.1%	7.9%	30.9%	21.5%	340
Montana	25.3%	7.6%	38.4%	27.8%	367
Nebraska	36.0%	6.9%	34.1%	22.1%	331
Nevada	35.9%	10.0%	32.9%	20.6%	340
New Hampshire	14.5%	22.0%	35.1%	27.3%	373
New Jersey	33.6%	10.5%	36.7%	16.9%	354
New Mexico	25.8%	8.0%	41.5%	21.8%	325
New York	35.4%	14.3%	32.5%	17.3%	342
North Carolina	32.5%	10.4%	34.0%	22.1%	335
North Dakota	30.5%	6.9%	35.9%	25.3%	348
Ohio	25.3%	13.4%	40.1%	20.2%	352
Oklahoma	33.3%	7.0%	33.6%	25.5%	345
Oregon	22.7%	7.9%	45.0%	22.1%	353
Pennsylvania	30.8%	10.4%	34.0%	24.2%	347
Rhode Island	24.0%	13.6%	36.4%	25.1%	354
South Carolina	35.3%	7.0%	36.8%	19.1%	329
South Dakota	33.7%	7.4%	35.8%	21.0%	338
Tennessee	33.6%	9.2%	36.3%	19.9%	336
Texas	37.4%	12.0%	33.9%	16.4%	342
Utah	35.1%	9.5%	33.6%	20.1%	348
Vermont	4.6%	44.2%	26.2%	23.4%	389
Virginia	36.0%	11.8%	34.2%	17.4%	339
Washington	29.5%	9.9%	38.9%	20.7%	352
West Virginia	31.5%	7.2%	36.0%	24.3%	333
Wisconsin	24.9%	6.1%	45.0%	22.6%	358
Wyoming	23.3%	8.7%	41.2%	24.5%	335

Question 30: "When purchasing maple syrup, which type of packaging do you prefer? (Select only one)"

Table A-28

FREQUENCY OF MAPLE SYRUP USE BY SEASON: *Summer*

	Frequency					N
	1x/ week or more	2 to 3 times/month	Once/month	Not used		
Nation						
Total	22.9%	28.7%	34.0%	14.4%		17,145
Age Cohorts						
Young (18-34)	30.0%	30.6%	28.4%	11.0%		8,419
Middle Age (35-54)	17.6%	28.2%	38.3%	15.9%		5,946
Older (55+)	12.7%	24.2%	41.7%	21.3%		2,780
Race & Ethnic Group						
Black/African American	37.7%	29.4%	22.6%	10.3%		1,250
White	19.5%	28.7%	36.8%	15.1%		12,850
Other	24.3%	31.2%	29.7%	14.8%		1,406
Hispanic	38.6%	26.1%	24.1%	11.2%		1,558
Gender						
Male	26.2%	29.3%	32.3%	12.2%		8,244
Female	19.9%	28.2%	35.5%	16.4%		8,855
Regions						
Pacific	23.0%	27.3%	34.9%	14.8%		1,733
Mountain	20.3%	30.2%	35.7%	13.8%		2,775
West North Central	18.5%	27.9%	37.9%	15.7%		2,390
West South Central	25.7%	27.1%	33.7%	13.5%		1,314
East North Central	24.2%	30.1%	33.9%	11.8%		1,740
East South Central	28.1%	26.0%	29.8%	16.2%		1,294
South Atlantic	25.0%	27.3%	32.3%	15.4%		2,683
Mid-Atlantic	25.3%	29.4%	31.1%	14.2%		1,043
New England	21.5%	31.8%	33.1%	13.7%		2,173
States						
Alabama	31.0%	21.3%	31.0%	16.6%		319
Alaska	18.3%	33.1%	36.3%	12.3%		350
Arizona	22.1%	28.7%	31.7%	17.5%		331
Arkansas	27.0%	25.1%	32.3%	15.7%		319
California	26.2%	22.8%	33.9%	17.1%		351
Colorado	18.4%	31.4%	35.7%	14.4%		353
Connecticut	17.6%	31.8%	36.0%	14.5%		358
Delaware	21.2%	25.5%	32.3%	20.9%		325
Florida	33.4%	23.1%	28.4%	15.1%		338
Georgia	26.1%	27.5%	29.6%	16.8%		345
Hawaii	22.0%	28.7%	36.4%	12.8%		327
Idaho	20.7%	29.0%	40.7%	9.6%		376
Illinois	32.9%	26.9%	29.4%	10.9%		350

Table A-28

FREQUENCY OF MAPLE SYRUP USE BY SEASON: *Summer*

	Frequency				
	1x/ week or more	2 to 3 times/mo nth	Once/ month	Not used	N
States					
Indiana	22.8%	28.8%	36.0%	12.3%	333
Iowa	16.7%	27.6%	36.5%	19.3%	348
Kansas	20.6%	25.4%	38.5%	15.5%	335
Kentucky	25.1%	31.3%	29.3%	14.3%	335
Louisiana	27.6%	25.3%	33.8%	13.3%	308
Maine	21.4%	31.3%	35.6%	11.7%	351
Maryland	23.9%	30.1%	31.6%	14.5%	339
Massachusetts	25.0%	27.3%	33.9%	13.8%	348
Michigan	21.0%	33.4%	34.3%	11.2%	347
Minnesota	20.6%	31.4%	38.0%	10.0%	350
Mississippi	28.6%	26.3%	28.6%	16.4%	304
Missouri	19.4%	25.9%	38.8%	15.9%	340
Montana	16.1%	32.2%	39.8%	12.0%	367
Nebraska	19.9%	28.1%	33.5%	18.4%	331
Nevada	25.9%	33.5%	28.5%	12.1%	340
New Hampshire	19.3%	32.7%	32.2%	15.8%	373
New Jersey	25.1%	26.8%	28.5%	19.5%	354
New Mexico	20.0%	24.9%	35.1%	20.0%	325
New York	33.9%	26.0%	28.4%	11.7%	342
North Carolina	22.4%	29.3%	34.6%	13.7%	335
North Dakota	15.5%	29.3%	41.1%	14.1%	348
Ohio	26.1%	28.7%	31.0%	14.2%	352
Oklahoma	18.8%	27.8%	38.3%	15.1%	345
Oregon	20.4%	24.4%	38.0%	17.3%	353
Pennsylvania	17.0%	35.4%	36.3%	11.2%	347
Rhode Island	20.9%	29.9%	34.5%	14.7%	354
South Carolina	29.5%	24.6%	31.3%	14.6%	329
South Dakota	16.6%	27.8%	38.5%	17.2%	338
Tennessee	27.7%	24.7%	30.1%	17.6%	336
Texas	29.8%	29.8%	30.4%	9.9%	342
Utah	25.3%	26.4%	37.6%	10.6%	348
Vermont	24.7%	36.8%	27.0%	11.6%	389
Virginia	23.9%	28.9%	31.9%	15.3%	339
Washington	27.8%	27.6%	30.1%	14.5%	352
West Virginia	19.8%	29.1%	39.0%	12.0%	333
Wisconsin	18.2%	32.7%	38.8%	10.3%	358
Wyoming	14.3%	35.5%	35.2%	14.9%	335

Table A-28

FREQUENCY OF MAPLE SYRUP USE BY SEASON: *Fall*

	Frequency				
	1x/ week or more	2 to 3 times/mo nth	Once/ month	Not used	N
Nation					
Total	25.6%	41.1%	27.2%	6.1%	17,145
Age Cohorts					
Young (18-34)	27.9%	42.1%	24.2%	5.9%	8,419
Middle Age (35-54)	25.6%	39.9%	28.8%	5.7%	5,946
Older (55+)	18.6%	40.6%	33.1%	7.7%	2,780
Race & Ethnic Group					
Black/African American	27.8%	40.0%	24.3%	7.9%	1,250
White	24.7%	41.7%	28.0%	5.7%	12,850
Other	27.0%	36.3%	28.7%	8.0%	1,406
Hispanic	30.6%	41.5%	21.9%	6.1%	1,558
Gender					
Male	26.5%	41.9%	25.9%	5.7%	8,244
Female	24.7%	40.4%	28.4%	6.4%	8,855
Regions					
Pacific	23.9%	38.8%	30.7%	6.5%	1,733
Mountain	23.5%	41.8%	28.6%	6.1%	2,775
West North Central	21.5%	42.1%	29.7%	6.7%	2,390
West South Central	24.6%	39.9%	28.5%	7.0%	1,314
East North Central	26.2%	41.4%	26.1%	6.3%	1,740
East South Central	30.1%	38.6%	25.0%	6.2%	1,294
South Atlantic	26.8%	41.0%	26.5%	5.8%	2,683
Mid-Atlantic	27.6%	41.9%	25.0%	5.5%	1,043
New England	29.0%	42.6%	23.4%	5.0%	2,173
States					
Alabama	27.9%	40.8%	24.5%	6.9%	319
Alaska	23.7%	39.7%	31.4%	5.1%	350
Arizona	22.4%	41.1%	28.4%	8.2%	331
Arkansas	24.8%	39.8%	28.5%	6.9%	319
California	24.2%	37.9%	31.6%	6.3%	351
Colorado	19.8%	41.6%	31.7%	6.8%	353
Connecticut	22.9%	48.9%	25.1%	3.1%	358
Delaware	23.1%	44.0%	26.2%	6.8%	325
Florida	27.8%	40.2%	25.1%	6.8%	338
Georgia	25.2%	39.7%	30.4%	4.6%	345
Hawaii	20.5%	34.6%	36.7%	8.3%	327
Idaho	26.9%	41.0%	28.2%	4.0%	376
Illinois	30.9%	40.0%	22.6%	6.6%	350

Table A-28

FREQUENCY OF MAPLE SYRUP USE BY SEASON: *Fall*

	Frequency				
	1x/ week or more	2 to 3 times/mo nth	Once/ month	Not used	N
States					
Indiana	26.4%	40.8%	27.0%	5.7%	333
Iowa	19.3%	44.5%	31.0%	5.2%	348
Kansas	24.2%	39.7%	28.4%	7.8%	335
Kentucky	29.0%	41.2%	23.9%	6.0%	335
Louisiana	26.0%	39.6%	28.2%	6.2%	308
Maine	29.6%	40.5%	24.8%	5.1%	351
Maryland	26.8%	40.7%	26.3%	6.2%	339
Massachusetts	29.3%	40.5%	25.0%	5.2%	348
Michigan	25.9%	41.2%	27.1%	5.8%	347
Minnesota	23.7%	41.1%	30.6%	4.6%	350
Mississippi	31.9%	35.9%	27.0%	5.3%	304
Missouri	23.2%	39.4%	30.6%	6.8%	340
Montana	22.3%	44.4%	29.2%	4.1%	367
Nebraska	23.0%	37.8%	31.7%	7.6%	331
Nevada	26.5%	45.0%	22.6%	5.9%	340
New Hampshire	30.6%	43.4%	20.9%	5.1%	373
New Jersey	27.1%	39.0%	26.3%	7.6%	354
New Mexico	17.8%	41.5%	32.6%	8.0%	325
New York	30.1%	45.3%	21.1%	3.5%	342
North Carolina	28.7%	39.7%	26.6%	5.1%	335
North Dakota	19.5%	45.4%	27.3%	7.8%	348
Ohio	25.0%	45.7%	23.3%	6.0%	352
Oklahoma	24.1%	35.7%	31.6%	8.7%	345
Oregon	24.6%	39.7%	27.2%	8.5%	353
Pennsylvania	25.6%	41.5%	27.7%	5.2%	347
Rhode Island	29.1%	39.3%	24.9%	6.8%	354
South Carolina	29.2%	38.6%	27.4%	4.9%	329
South Dakota	17.8%	46.4%	28.7%	7.1%	338
Tennessee	31.8%	36.6%	25.0%	6.5%	336
Texas	23.7%	44.4%	25.7%	6.1%	342
Utah	27.3%	38.8%	29.0%	4.9%	348
Vermont	32.1%	42.9%	20.3%	4.6%	389
Virginia	28.0%	42.5%	24.2%	5.3%	339
Washington	26.4%	42.0%	27.0%	4.5%	352
West Virginia	25.2%	42.3%	25.5%	6.9%	333
Wisconsin	22.9%	39.1%	30.4%	7.5%	358
Wyoming	24.5%	40.9%	27.2%	7.5%	335

Table A-28

FREQUENCY OF MAPLE SYRUP USE BY SEASON: *Winter*

	Frequency				
	1x/ week or more	2 to 3 times/mo nth	Once/ month	Not used	N
Nation					
Total	31.0%	36.8%	27.1%	5.1%	17,145
Age Cohorts					
Young (18-34)	32.2%	34.7%	27.1%	6.0%	8,419
Middle Age (35-54)	32.1%	37.9%	26.0%	4.1%	5,946
Older (55+)	25.1%	40.8%	29.5%	4.6%	2,780
Race & Ethnic Group					
Black/African American	32.1%	30.6%	29.4%	7.9%	1,250
White	30.4%	38.5%	26.7%	4.4%	12,850
Other	30.8%	33.8%	27.7%	7.7%	1,406
Hispanic	35.3%	30.5%	28.0%	6.2%	1,558
Gender					
Male	32.3%	36.3%	26.6%	4.8%	8,244
Female	29.9%	37.3%	27.6%	5.3%	8,855
Regions					
Pacific	29.9%	36.2%	28.5%	5.4%	1,733
Mountain	29.9%	37.9%	27.4%	4.9%	2,775
West North Central	28.2%	37.9%	28.7%	5.1%	2,390
West South Central	30.0%	36.8%	27.5%	5.8%	1,314
East North Central	30.9%	35.9%	26.8%	6.4%	1,740
East South Central	34.9%	33.8%	25.7%	5.6%	1,294
South Atlantic	32.2%	34.9%	27.7%	5.1%	2,683
Mid-Atlantic	32.3%	36.2%	27.3%	4.1%	1,043
New England	32.7%	39.6%	23.7%	4.0%	2,173
States					
Alabama	32.6%	32.6%	27.0%	7.8%	319
Alaska	31.4%	38.0%	25.4%	5.1%	350
Arizona	26.6%	37.8%	27.8%	7.9%	331
Arkansas	31.0%	36.1%	27.6%	5.3%	319
California	32.5%	33.3%	28.2%	6.0%	351
Colorado	28.3%	37.4%	30.3%	4.0%	353
Connecticut	26.3%	45.0%	25.1%	3.6%	358
Delaware	32.0%	32.3%	29.5%	6.2%	325
Florida	34.3%	32.0%	29.0%	4.7%	338
Georgia	28.7%	31.6%	34.2%	5.5%	345
Hawaii	22.9%	35.2%	36.4%	5.5%	327
Idaho	31.6%	38.6%	25.8%	4.0%	376
Illinois	34.3%	35.1%	23.7%	6.9%	350

Table A-28

FREQUENCY OF MAPLE SYRUP USE BY SEASON: *Winter*

	Frequency				
	1x/ week or more	2 to 3 times/mo nth	Once/ month	Not used	N
States					
Indiana	30.9%	34.8%	27.0%	7.2%	333
Iowa	24.7%	41.1%	29.0%	5.2%	348
Kansas	29.6%	39.1%	26.0%	5.4%	335
Kentucky	33.4%	37.3%	23.3%	6.0%	335
Louisiana	35.1%	30.8%	27.9%	6.2%	308
Maine	31.9%	40.5%	23.1%	4.6%	351
Maryland	30.1%	37.2%	27.7%	5.0%	339
Massachusetts	31.9%	34.8%	28.4%	4.9%	348
Michigan	29.4%	38.0%	28.2%	4.3%	347
Minnesota	28.9%	36.6%	30.0%	4.6%	350
Mississippi	32.9%	34.9%	27.3%	4.9%	304
Missouri	31.2%	32.9%	31.5%	4.4%	340
Montana	28.6%	42.0%	25.6%	3.8%	367
Nebraska	31.7%	32.9%	29.9%	5.4%	331
Nevada	32.4%	41.5%	22.1%	4.1%	340
New Hampshire	31.9%	44.0%	21.4%	2.7%	373
New Jersey	32.8%	34.2%	28.5%	4.5%	354
New Mexico	24.6%	36.0%	33.2%	6.2%	325
New York	37.4%	33.0%	26.0%	3.5%	342
North Carolina	35.5%	37.3%	23.9%	3.3%	335
North Dakota	26.1%	41.4%	27.3%	5.2%	348
Ohio	32.4%	34.7%	26.4%	6.5%	352
Oklahoma	26.4%	38.3%	28.7%	6.7%	345
Oregon	33.4%	34.0%	26.6%	5.9%	353
Pennsylvania	26.8%	41.5%	27.4%	4.3%	347
Rhode Island	33.1%	34.7%	26.0%	6.2%	354
South Carolina	37.4%	35.6%	22.8%	4.3%	329
South Dakota	25.7%	41.4%	27.2%	5.6%	338
Tennessee	40.5%	30.7%	25.3%	3.6%	336
Texas	28.1%	41.2%	25.7%	5.0%	342
Utah	33.6%	33.3%	29.0%	4.0%	348
Vermont	40.6%	38.3%	19.0%	2.1%	389
Virginia	31.6%	36.9%	26.3%	5.3%	339
Washington	28.7%	40.6%	26.4%	4.3%	352
West Virginia	28.5%	36.6%	28.2%	6.6%	333
Wisconsin	27.4%	36.9%	28.8%	7.0%	358
Wyoming	32.8%	36.4%	25.4%	5.4%	335

Table A-28

FREQUENCY OF MAPLE SYRUP USE BY SEASON: *Spring*

	Frequency					N
	1x/ week or more	2 to 3 times/mo nth	Once/ month	Not used		
Nation						
Total	20.1%	34.0%	33.2%	12.7%		17,145
Age Cohorts						
Young (18-34)	22.7%	34.9%	29.8%	12.5%		8,419
Middle Age (35-54)	18.9%	34.3%	35.0%	11.8%		5,946
Older (55+)	14.5%	30.6%	39.9%	15.0%		2,780
Race & Ethnic Group						
Black/African American	26.9%	33.7%	24.2%	15.3%		1,250
White	18.6%	34.2%	35.1%	12.0%		12,850
Other	21.3%	33.6%	31.3%	13.8%		1,406
Hispanic	25.7%	32.3%	26.4%	15.5%		1,558
Gender						
Male	22.5%	35.2%	31.2%	11.1%		8,244
Female	17.8%	32.9%	35.1%	14.2%		8,855
Regions						
Pacific	19.3%	31.7%	36.8%	12.3%		1,733
Mountain	17.2%	35.0%	36.0%	11.8%		2,775
West North Central	15.6%	34.0%	35.9%	14.5%		2,390
West South Central	19.7%	31.8%	34.7%	13.8%		1,314
East North Central	21.2%	35.2%	31.1%	12.5%		1,740
East South Central	24.0%	31.8%	29.4%	14.8%		1,294
South Atlantic	21.2%	31.8%	33.2%	13.8%		2,683
Mid-Atlantic	22.0%	35.7%	30.3%	12.1%		1,043
New England	24.1%	38.2%	28.3%	9.4%		2,173
States						
Alabama	24.8%	31.0%	27.3%	16.9%		319
Alaska	15.7%	37.4%	36.9%	10.0%		350
Arizona	17.5%	34.7%	33.8%	13.9%		331
Arkansas	21.3%	30.7%	34.5%	13.5%		319
California	21.4%	29.3%	35.0%	14.2%		351
Colorado	13.9%	34.3%	39.4%	12.5%		353
Connecticut	19.0%	39.1%	32.7%	9.2%		358
Delaware	16.3%	33.2%	31.7%	18.8%		325
Florida	25.4%	28.7%	29.0%	16.9%		338
Georgia	22.0%	29.6%	33.3%	15.1%		345
Hawaii	16.5%	31.5%	40.4%	11.6%		327
Idaho	16.2%	35.1%	41.2%	7.4%		376
Illinois	27.1%	34.3%	26.6%	12.0%		350

Table A-28

FREQUENCY OF MAPLE SYRUP USE BY SEASON: *Spring*

	Frequency				
	1x/ week or more	2 to 3 times/mo nth	Once/ month	Not used	N
States					
Indiana	20.1%	32.1%	33.9%	13.8%	333
Iowa	12.1%	33.9%	37.6%	16.4%	348
Kansas	15.8%	33.7%	33.7%	16.7%	335
Kentucky	21.5%	35.8%	29.9%	12.8%	335
Louisiana	20.1%	29.5%	33.1%	17.2%	308
Maine	25.9%	40.7%	27.6%	5.7%	351
Maryland	20.9%	33.3%	33.6%	12.1%	339
Massachusetts	24.4%	32.2%	30.7%	12.6%	348
Michigan	19.6%	38.3%	31.4%	10.7%	347
Minnesota	20.0%	34.9%	35.4%	9.7%	350
Mississippi	25.0%	33.6%	26.0%	15.5%	304
Missouri	17.9%	33.8%	34.4%	13.8%	340
Montana	16.1%	36.5%	37.1%	10.4%	367
Nebraska	18.1%	31.4%	34.4%	16.0%	331
Nevada	22.4%	39.4%	26.8%	11.5%	340
New Hampshire	22.5%	40.2%	28.4%	8.8%	373
New Jersey	21.5%	34.5%	28.8%	15.3%	354
New Mexico	15.1%	29.8%	39.1%	16.0%	325
New York	29.5%	31.6%	28.4%	10.5%	342
North Carolina	21.2%	32.8%	34.3%	11.6%	335
North Dakota	11.8%	36.8%	37.9%	13.5%	348
Ohio	23.9%	34.9%	26.4%	14.8%	352
Oklahoma	15.9%	30.1%	39.1%	14.8%	345
Oregon	20.1%	29.2%	36.8%	13.9%	353
Pennsylvania	15.0%	40.9%	33.7%	10.4%	347
Rhode Island	18.4%	36.4%	32.5%	12.7%	354
South Carolina	24.3%	29.8%	33.7%	12.2%	329
South Dakota	13.6%	33.1%	37.9%	15.4%	338
Tennessee	25.0%	26.8%	34.2%	14.0%	336
Texas	21.6%	36.5%	31.9%	9.9%	342
Utah	21.6%	33.0%	37.1%	8.3%	348
Vermont	33.4%	39.8%	19.0%	7.7%	389
Virginia	20.9%	35.4%	30.4%	13.3%	339
Washington	22.4%	31.0%	34.9%	11.6%	352
West Virginia	18.3%	31.8%	39.3%	10.5%	333
Wisconsin	15.4%	36.0%	37.4%	11.2%	358
Wyoming	14.6%	36.7%	33.1%	15.5%	335

Question 31: "How often do you consume/use maple syrup during the following seasons?"

Table A-29

FLAVOR PROFILE PREFERENCE: *Golden Color & Delicate Taste*

On a scale of 0 to 8, neutral score = 5	Golden Color & Delicate Taste		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.34	1.83	17,145
Age Cohorts			
Young (18-34)	5.41	1.89	8,419
Middle Age (35-54)	5.35	1.79	5,946
Older (55+)	5.12	1.75	2,780
Race & Ethnic Group			
Black/African American	5.18	1.92	1,250
White	5.36	1.81	12,850
Other	5.26	1.81	1,406
Hispanic	5.45	1.96	1,558
Gender			
Male	5.39	1.84	8,244
Female	5.30	1.83	8,855
Regions			
Pacific	5.43	1.79	1,733
Mountain	5.25	1.79	2,775
West North Central	5.19	1.77	2,390
West South Central	5.38	1.88	1,314
East North Central	5.33	1.82	1,740
East South Central	5.34	1.95	1,294
South Atlantic	5.39	1.85	2,683
Mid-Atlantic	5.43	1.85	1,043
New England	5.42	1.85	2,173
States			
Alabama	5.33	1.93	319
Alaska	5.42	1.81	350
Arizona	5.33	1.72	331
Arkansas	5.35	1.85	319
California	5.48	1.82	351
Colorado	5.32	1.75	353
Connecticut	5.40	1.72	358
Delaware	5.25	1.97	325
Florida	5.49	1.83	338
Georgia	5.39	1.82	345
Hawaii	5.47	1.69	327
Idaho	5.24	1.80	376
Illinois	5.33	1.93	350
Indiana	5.26	1.80	333

Table A-29

FLAVOR PROFILE PREFERENCE: *Golden Color & Delicate Taste*

On a scale of 0 to 8, neutral score = 5	Golden Color & Delicate Taste		
	Mean Rating	Std. Dev.	N
States			
Iowa	5.23	1.77	348
Kansas	5.23	1.75	335
Kentucky	5.22	1.99	335
Louisiana	5.21	1.97	308
Maine	5.59	1.83	351
Maryland	5.35	1.94	339
Massachusetts	5.27	1.78	348
Michigan	5.28	1.79	347
Minnesota	5.30	1.74	350
Mississippi	5.35	1.90	304
Missouri	5.22	1.84	340
Montana	5.30	1.69	367
Nebraska	5.07	1.75	331
Nevada	5.35	1.97	340
New Hampshire	5.57	1.90	373
New Jersey	5.43	1.84	354
New Mexico	5.26	1.77	325
New York	5.65	1.85	342
North Carolina	5.37	1.84	335
North Dakota	5.16	1.73	348
Ohio	5.44	1.79	352
Oklahoma	5.38	1.87	345
Oregon	5.28	1.84	353
Pennsylvania	5.22	1.83	347
Rhode Island	5.15	1.88	354
South Carolina	5.46	1.77	329
South Dakota	5.09	1.78	338
Tennessee	5.46	1.96	336
Texas	5.61	1.81	342
Utah	5.14	1.82	348
Vermont	5.54	1.97	389
Virginia	5.33	1.83	339
Washington	5.48	1.79	352
West Virginia	5.46	1.82	333
Wisconsin	5.38	1.77	358
Wyoming	5.08	1.76	335

Table A-29

FLAVOR PROFILE PREFERENCE: *Amber Color & Rich Taste*

On a scale of 0 to 8, neutral score = 5	Amber Color & Rich Taste		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.94	1.79	17145
Age Cohorts			
Young (18-34)	5.79	1.88	8,419
Middle Age (35-54)	6.07	1.69	5,946
Older (55+)	6.09	1.70	2,780
Race & Ethnic Group			
Black/African American	5.47	2.09	1,250
White	6.01	1.73	12,850
Other	5.84	1.76	1,406
Hispanic	5.77	2.00	1,558
Gender			
Male	5.91	1.76	8,244
Female	5.96	1.82	8,855
Regions			
Pacific	6.00	1.74	1,733
Mountain	5.89	1.77	2,775
West North Central	5.80	1.75	2,390
West South Central	5.80	1.89	1,314
East North Central	5.85	1.80	1,740
East South Central	5.98	1.90	1,294
South Atlantic	6.00	1.82	2,683
Mid-Atlantic	5.97	1.78	1,043
New England	6.13	1.73	2,173
States			
Alabama	5.91	1.96	319
Alaska	6.11	1.79	350
Arizona	5.94	1.70	331
Arkansas	5.76	1.87	319
California	5.92	1.67	351
Colorado	5.90	1.71	353
Connecticut	5.94	1.66	358
Delaware	6.00	1.78	325
Florida	6.03	1.90	338
Georgia	5.88	1.84	345
Hawaii	6.00	1.69	327
Idaho	5.95	1.77	376
Illinois	5.87	1.87	350
Indiana	5.85	1.79	333

Table A-29

FLAVOR PROFILE PREFERENCE: *Amber Color & Rich Taste*

On a scale of 0 to 8, neutral score = 5	Amber Color & Rich Taste		
	Mean Rating	Std. Dev.	N
States			
Iowa	5.75	1.64	348
Kansas	5.92	1.74	335
Kentucky	5.92	1.89	335
Louisiana	5.87	1.91	308
Maine	6.28	1.71	351
Maryland	5.92	1.84	339
Massachusetts	5.93	1.69	348
Michigan	5.79	1.79	347
Minnesota	5.99	1.70	350
Mississippi	5.93	1.94	304
Missouri	5.79	1.84	340
Montana	5.92	1.70	367
Nebraska	5.71	1.78	331
Nevada	5.92	1.78	340
New Hampshire	6.31	1.68	373
New Jersey	5.83	1.83	354
New Mexico	5.90	1.84	325
New York	6.15	1.66	342
North Carolina	5.84	1.81	335
North Dakota	5.73	1.77	348
Ohio	6.00	1.83	352
Oklahoma	5.63	1.94	345
Oregon	5.94	1.82	353
Pennsylvania	5.93	1.84	347
Rhode Island	5.89	1.79	354
South Carolina	6.09	1.86	329
South Dakota	5.72	1.78	338
Tennessee	6.16	1.81	336
Texas	5.94	1.84	342
Utah	5.78	1.87	348
Vermont	6.37	1.80	389
Virginia	6.02	1.70	339
Washington	6.04	1.74	352
West Virginia	6.18	1.79	333
Wisconsin	5.76	1.74	358
Wyoming	5.80	1.80	335

Table A-29

FLAVOR PROFILE PREFERENCE: *Dark Color & Robust Taste*

On a scale of 0 to 8, neutral score = 5	Dark Color & Robust Taste		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.98	2.200	17,145
Age Cohorts			
Young (18-34)	4.91	2.24	8,419
Middle Age (35-54)	5.11	2.15	5,946
Older (55+)	4.95	2.19	2,780
Race & Ethnic Group			
Black/African American	4.74	2.40	1,250
White	4.99	2.17	12,850
Other	5.05	2.13	1,406
Hispanic	5.04	2.32	1,558
Gender			
Male	5.27	2.09	8,244
Female	4.72	2.27	8,855
Regions			
Pacific	5.09	2.16	1,733
Mountain	4.98	2.14	2,775
West North Central	4.74	2.15	2,390
West South Central	4.86	2.29	1,314
East North Central	4.95	2.17	1,740
East South Central	4.95	2.29	1,294
South Atlantic	5.02	2.24	2,683
Mid-Atlantic	5.15	2.25	1,043
New England	5.18	2.18	2,173
States			
Alabama	5.07	2.28	319
Alaska	5.07	2.23	350
Arizona	5.08	2.10	331
Arkansas	4.84	2.27	319
California	5.13	2.06	351
Colorado	5.08	2.09	353
Connecticut	4.92	2.11	358
Delaware	5.00	2.19	325
Florida	5.12	2.32	338
Georgia	5.06	2.24	345
Hawaii	5.13	2.11	327
Idaho	5.02	2.05	376
Illinois	5.03	2.26	350
Indiana	4.86	2.15	333

Table A-29

FLAVOR PROFILE PREFERENCE: *Dark Color & Robust Taste*

On a scale of 0 to 8, neutral score = 5	Dark Color & Robust Taste		
	Mean Rating Rating	Std. Dev.	N
States			
Iowa	4.68	2.15	348
Kansas	4.93	2.09	335
Kentucky	4.93	2.22	335
Louisiana	4.66	2.38	308
Maine	5.36	2.19	351
Maryland	5.08	2.30	339
Massachusetts	4.97	2.17	348
Michigan	5.05	2.07	347
Minnesota	4.95	2.14	350
Mississippi	4.73	2.34	304
Missouri	4.83	2.15	340
Montana	4.74	2.16	367
Nebraska	4.67	2.10	331
Nevada	5.26	2.21	340
New Hampshire	5.23	2.15	373
New Jersey	5.03	2.24	354
New Mexico	4.95	2.25	325
New York	5.44	2.21	342
North Carolina	4.94	2.26	335
North Dakota	4.60	2.28	348
Ohio	5.07	2.10	352
Oklahoma	4.70	2.26	345
Oregon	4.94	2.23	353
Pennsylvania	4.99	2.28	347
Rhode Island	4.95	2.23	354
South Carolina	4.92	2.25	329
South Dakota	4.52	2.10	338
Tennessee	5.04	2.30	336
Texas	5.22	2.23	342
Utah	4.98	2.05	348
Vermont	5.59	2.16	389
Virginia	5.06	2.13	339
Washington	5.19	2.18	352
West Virginia	4.94	2.23	333
Wisconsin	4.73	2.24	358
Wyoming	4.69	2.17	335

Table A-29

FLAVOR PROFILE PREFERENCE: *Very Dark & Strong Taste*

On a scale of 0 to 8, neutral score = 5	Very Dark & Strong Taste		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.17	2.411	17,145
Age Cohorts			
Young (18-34)	4.34	2.45	8,419
Middle Age (35-54)	4.08	2.38	5,946
Older (55+)	3.82	2.31	2,780
Race & Ethnic Group			
Black/African American	4.16	2.53	1,250
White	4.11	2.39	12,850
Other	4.39	2.37	1,406
Hispanic	4.47	2.51	1,558
Gender			
Male	4.58	2.33	8,244
Female	3.78	2.42	8,855
Regions			
Pacific	4.30	2.41	1,733
Mountain	4.12	2.38	2,775
West North Central	3.87	2.32	2,390
West South Central	4.11	2.50	1,314
East North Central	4.18	2.32	1,740
East South Central	4.12	2.51	1,294
South Atlantic	4.19	2.43	2,683
Mid-Atlantic	4.31	2.51	1,043
New England	4.39	2.39	2,173
States			
Alabama	4.28	2.56	319
Alaska	4.11	2.47	350
Arizona	4.33	2.32	331
Arkansas	4.08	2.50	319
California	4.37	2.44	351
Colorado	4.34	2.37	353
Connecticut	4.13	2.28	358
Delaware	3.98	2.42	325
Florida	4.54	2.38	338
Georgia	4.30	2.43	345
Hawaii	4.52	2.31	327
Idaho	4.17	2.39	376
Illinois	4.42	2.44	350
Indiana	4.06	2.26	333

Table A-29

FLAVOR PROFILE PREFERENCE: *Very Dark & Strong Taste*

On a scale of 0 to 8, neutral score = 5	Very Dark & Strong Taste		
	Mean Rating	Std. Dev.	N
States			
Iowa	3.78	2.35	348
Kansas	4.21	2.29	335
Kentucky	4.11	2.45	335
Louisiana	3.95	2.57	308
Maine	4.55	2.37	351
Maryland	4.16	2.49	339
Massachusetts	4.35	2.39	348
Michigan	4.22	2.24	347
Minnesota	4.09	2.37	350
Mississippi	3.88	2.57	304
Missouri	4.00	2.33	340
Montana	3.69	2.25	367
Nebraska	3.82	2.30	331
Nevada	4.56	2.47	340
New Hampshire	4.36	2.43	373
New Jersey	4.13	2.48	354
New Mexico	3.99	2.37	325
New York	4.81	2.48	342
North Carolina	4.21	2.44	335
North Dakota	3.66	2.36	348
Ohio	4.22	2.26	352
Oklahoma	3.87	2.43	345
Oregon	4.12	2.41	353
Pennsylvania	3.99	2.48	347
Rhode Island	4.23	2.38	354
South Carolina	4.15	2.44	329
South Dakota	3.56	2.22	338
Tennessee	4.20	2.45	336
Texas	4.53	2.48	342
Utah	4.13	2.40	348
Vermont	4.70	2.43	389
Virginia	4.13	2.40	339
Washington	4.40	2.41	352
West Virginia	4.03	2.45	333
Wisconsin	3.97	2.40	358
Wyoming	3.76	2.38	335

Question 32: "Please indicate your preference for the following Grade A maple syrup flavor profiles (i.e., color and taste) : [0 = extremely dislike to 8 = extremely like]"

Table A-30

MAPLE SYRUP USES

	Topping for pancakes, ice cream, etc	Baking and/or cooking	Alternative sweetener	Cocktails	Non-food use (e.g., skincare)	Give as gift	Other	N
Nation								
Total	90.0%	38.7%	21.8%	7.7%	3.7%	15.1%	2.0%	17,145
Age Cohorts								
Young (18-34)	84.3%	42.9%	26.5%	12.2%	6.4%	14.8%	2.1%	8,419
Middle Age (35-54)	95.4%	36.2%	18.6%	4.2%	1.4%	15.0%	1.9%	5,946
Older (55+)	95.9%	31.1%	14.4%	1.3%	0.4%	16.6%	2.0%	2,780
Race & Ethnic Group								
Black/African American	76.5%	38.6%	23.0%	11.5%	7.4%	12.2%	1.8%	1,250
White	93.1%	38.2%	20.1%	6.2%	2.4%	15.4%	1.8%	12,850
Other	87.4%	40.5%	26.9%	9.0%	5.1%	15.5%	3.1%	1,406
Hispanic	78.0%	40.9%	30.0%	15.5%	10.0%	14.8%	2.8%	1,558
Gender								
Male	88.1%	35.6%	22.2%	10.4%	4.5%	14.8%	2.2%	8,244
Female	91.9%	41.5%	21.4%	5.1%	2.8%	15.4%	1.8%	8,855
Regions								
Pacific	89.4%	39.1%	23.4%	9.3%	4.4%	12.9%	2.8%	1,733
Mountain	92.1%	38.3%	23.2%	6.7%	3.2%	12.8%	2.1%	2,775
West North Central	91.1%	35.1%	17.4%	4.9%	2.6%	12.1%	1.7%	2,390
West South Central	87.4%	38.4%	21.3%	8.5%	5.0%	12.8%	1.9%	1,314
East North Central	87.1%	37.4%	20.3%	8.2%	4.0%	14.8%	1.6%	1,740
East South Central	89.2%	38.8%	21.9%	8.7%	4.4%	12.7%	2.3%	1,294
South Atlantic	89.5%	39.5%	20.3%	8.5%	4.1%	14.1%	1.8%	2,683
Mid-Atlantic	88.1%	37.0%	21.2%	8.7%	4.2%	14.5%	1.8%	1,043
New England	92.9%	43.7%	27.1%	7.6%	2.5%	28.1%	2.4%	2,173

Table A-30

MAPLE SYRUP USES

	Topping for pancakes, ice cream, etc	Baking and/or cooking	Alternative sweetener	Cocktails	Non-food use (e.g., skincare)	Give as gift	Other	N
States								
Alabama	88.1%	36.1%	20.7%	9.4%	5.6%	13.5%	1.6%	319
Alaska	92.9%	42.6%	23.4%	7.4%	3.1%	14.6%	3.1%	350
Arizona	87.0%	36.6%	25.4%	8.5%	6.9%	12.4%	2.4%	331
Arkansas	86.8%	40.4%	20.1%	6.9%	4.7%	14.7%	2.2%	319
California	83.5%	38.7%	22.8%	12.0%	5.1%	9.7%	2.8%	351
Colorado	92.9%	37.4%	24.4%	7.9%	3.4%	11.0%	0.8%	353
Connecticut	94.1%	34.9%	19.6%	7.3%	3.9%	18.4%	2.0%	358
Delaware	91.1%	36.3%	16.9%	9.5%	2.8%	13.8%	1.5%	325
Florida	85.5%	39.1%	21.6%	10.7%	5.6%	14.5%	1.5%	338
Georgia	87.2%	39.1%	21.2%	9.9%	5.2%	13.3%	2.6%	345
Hawaii	91.1%	34.6%	20.5%	8.9%	3.4%	13.5%	2.1%	327
Idaho	94.4%	40.2%	22.1%	5.9%	1.6%	12.5%	1.3%	376
Illinois	85.1%	34.6%	18.9%	10.6%	4.9%	14.6%	0.6%	350
Indiana	88.3%	36.9%	19.8%	6.0%	3.9%	10.5%	2.4%	333
Iowa	89.9%	34.5%	19.8%	4.9%	2.0%	13.2%	1.1%	348
Kansas	89.0%	41.8%	21.5%	7.5%	3.6%	11.0%	2.1%	335
Kentucky	90.7%	35.2%	22.4%	7.5%	3.3%	10.4%	2.7%	335
Louisiana	87.0%	38.0%	22.4%	10.4%	5.5%	15.6%	2.3%	308
Maine	91.5%	44.4%	30.8%	6.3%	3.4%	35.9%	2.0%	351
Maryland	89.1%	38.3%	22.4%	7.4%	5.3%	14.2%	1.5%	339
Massachusetts	88.8%	39.4%	23.6%	9.5%	4.3%	17.2%	1.4%	348
Michigan	84.1%	35.7%	21.6%	9.5%	3.5%	16.4%	1.7%	347
Minnesota	90.9%	34.0%	18.3%	5.7%	4.6%	16.6%	2.0%	350
Mississippi	89.8%	42.8%	22.0%	8.6%	5.3%	14.5%	2.3%	304
Missouri	90.3%	35.6%	14.4%	5.6%	2.9%	8.5%	1.8%	340

Table A-30

MAPLE SYRUP USES

	Topping for pancakes, ice cream, etc	Baking and/or cooking	Alternative sweetener	Cocktails	Non-food use (e.g., skincare)	Give as gift	Other	N
States								
Montana	94.8%	41.4%	24.8%	3.5%	0.8%	15.5%	2.2%	367
Nebraska	90.6%	30.5%	13.6%	4.2%	1.8%	9.7%	2.4%	331
Nevada	90.6%	37.6%	24.4%	12.6%	4.7%	14.7%	1.5%	340
New Hampshire	94.9%	45.0%	25.7%	6.2%	0.8%	29.8%	1.3%	373
New Jersey	87.0%	31.4%	18.1%	8.8%	3.1%	12.7%	0.8%	354
New Mexico	92.3%	36.6%	23.1%	4.3%	3.4%	12.0%	2.8%	325
New York	86.5%	41.2%	24.3%	13.7%	7.3%	19.0%	2.6%	342
North Carolina	91.0%	37.0%	20.3%	9.0%	4.2%	12.5%	0.9%	335
North Dakota	93.1%	30.7%	14.9%	2.9%	2.0%	13.8%	1.7%	348
Ohio	86.4%	41.8%	21.9%	7.7%	5.4%	17.3%	2.0%	352
Oklahoma	91.0%	35.7%	17.1%	6.4%	2.6%	7.0%	1.7%	345
Oregon	90.7%	42.5%	25.2%	9.1%	5.1%	17.3%	3.1%	353
Pennsylvania	90.8%	38.6%	21.3%	3.7%	2.3%	11.8%	2.0%	347
Rhode Island	92.9%	39.8%	21.5%	6.8%	2.0%	16.1%	2.5%	354
South Carolina	89.4%	38.0%	20.4%	5.8%	3.3%	13.1%	1.2%	329
South Dakota	94.1%	38.5%	19.2%	3.6%	1.2%	11.8%	0.9%	338
Tennessee	88.1%	41.4%	22.6%	9.5%	3.6%	12.5%	2.7%	336
Texas	84.8%	39.5%	25.7%	10.5%	7.3%	14.3%	1.5%	342
Utah	90.2%	34.2%	21.6%	6.9%	4.0%	10.6%	2.3%	348
Vermont	94.9%	57.3%	40.4%	9.5%	1.0%	49.1%	5.1%	389
Virginia	88.8%	42.8%	20.6%	10.9%	3.8%	15.9%	1.5%	339
Washington	88.9%	36.6%	24.7%	9.1%	5.1%	9.7%	2.6%	352
West Virginia	93.7%	45.0%	18.9%	4.8%	2.4%	15.3%	3.3%	333
Wisconsin	91.3%	37.7%	19.3%	7.3%	2.2%	14.8%	1.4%	358
Wyoming	93.7%	42.1%	20.0%	4.2%	1.5%	13.1%	3.6%	335

Table A-30

Question 33: "If you buy maple syrup, what do you use it for? [Multiple selection allowed]"

Table A-31

WILLINGNESS TO PAY INDICATOR: 3rd Party certified sustainable

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean rating	Std. Dev.	N
Nation			
Total	4.55	1.78	17,145
Age Cohorts			
Young (18-34)	4.78	1.90	8,419
Middle Age (35-54)	4.40	1.65	5,946
Older (55+)	4.21	1.56	2,780
Race & Ethnic Group			
Black/African American	4.56	2.08	1,250
White	4.50	1.70	12,850
Other	4.68	1.80	1,406
Hispanic	4.84	2.07	1,558
Gender			
Male	4.68	1.84	8,244
Female	4.44	1.72	8,855
Regions			
Pacific	4.75	1.80	1,733
Mountain	4.51	1.75	2,775
West North Central	4.39	1.61	2,390
West South Central	4.60	1.86	1,314
East North Central	4.54	1.78	1,740
East South Central	4.57	1.85	1,294
South Atlantic	4.66	1.85	2,683
Mid-Atlantic	4.64	1.89	1,043
New England	4.44	1.75	2,173
States			
Alabama	4.64	1.91	319
Alaska	4.47	1.85	350
Arizona	4.74	1.61	331
Arkansas	4.50	1.92	319
California	5.05	1.80	351
Colorado	4.66	1.70	353
Connecticut	4.53	1.66	358
Delaware	4.42	1.74	325
Florida	4.94	1.95	338
Georgia	4.96	1.90	345
Hawaii	4.63	1.75	327
Idaho	4.36	1.73	376
Illinois	4.62	1.92	350
Indiana	4.50	1.70	333

Table A-31

WILLINGNESS TO PAY INDICATOR: 3rd Party certified sustainable

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
States			
Iowa	4.47	1.56	348
Kansas	4.44	1.74	335
Kentucky	4.54	1.80	335
Louisiana	4.45	1.97	308
Maine	4.46	1.67	351
Maryland	4.83	1.84	339
Massachusetts	4.64	1.78	348
Michigan	4.64	1.76	347
Minnesota	4.59	1.68	350
Mississippi	4.43	1.94	304
Missouri	4.37	1.71	340
Montana	4.32	1.67	367
Nebraska	4.34	1.60	331
Nevada	4.88	1.87	340
New Hampshire	4.36	1.67	373
New Jersey	4.53	1.91	354
New Mexico	4.20	1.91	325
New York	4.90	2.05	342
North Carolina	4.57	1.85	335
North Dakota	4.17	1.45	348
Ohio	4.68	1.74	352
Oklahoma	4.47	1.69	345
Oregon	4.68	1.77	353
Pennsylvania	4.50	1.65	347
Rhode Island	4.40	1.86	354
South Carolina	4.53	1.89	329
South Dakota	4.35	1.48	338
Tennessee	4.68	1.76	336
Texas	4.95	1.82	342
Utah	4.69	1.78	348
Vermont	4.29	1.82	389
Virginia	4.73	1.75	339
Washington	4.89	1.79	352
West Virginia	4.29	1.75	333
Wisconsin	4.26	1.72	358
Wyoming	4.20	1.58	335

Question 34: "How do the following quality certifications/indicators affect your willingness to pay for maple products? Select No Preference if not important. (0 = extremely decreases , 8 = extremely increases)."

Table A-31

WILLINGNESS TO PAY INDICATOR: *Non-GMO*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.02	1.94	17,145
Age Cohorts			
Young (18-34)	5.15	1.98	8,419
Middle Age (35-54)	4.96	1.88	5,946
Older (55+)	4.72	1.90	2,780
Race & Ethnic Group			
Black/African American	5.01	2.16	1,250
White	4.97	1.88	12,850
Other	5.16	1.96	1,406
Hispanic	5.26	2.12	1,558
Gender			
Male	4.92	1.95	8,244
Female	5.11	1.92	8,855
Regions			
Pacific	5.23	1.93	1,733
Mountain	5.01	1.95	2,775
West North Central	4.73	1.87	2,390
West South Central	4.96	2.02	1,314
East North Central	4.92	1.91	1,740
East South Central	5.01	1.99	1,294
South Atlantic	5.12	1.97	2,683
Mid-Atlantic	5.21	1.90	1,043
New England	5.06	1.89	2,173
States			
Alabama	5.08	1.99	319
Alaska	5.15	1.94	350
Arizona	5.12	1.93	331
Arkansas	4.82	2.05	319
California	5.26	1.88	351
Colorado	5.24	1.83	353
Connecticut	5.16	1.85	358
Delaware	4.90	1.88	325
Florida	5.57	1.91	338
Georgia	5.22	2.02	345
Hawaii	5.19	1.94	327
Idaho	5.01	2.06	376
Illinois	5.01	1.90	350
Indiana	4.88	1.89	333

Table A-31

WILLINGNESS TO PAY INDICATOR: *Non-GMO*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
States			
Iowa	4.58	1.89	348
Kansas	4.88	1.92	335
Kentucky	4.93	1.98	335
Louisiana	4.86	2.05	308
Maine	5.11	1.84	351
Maryland	5.10	2.03	339
Massachusetts	5.13	1.82	348
Michigan	4.90	1.90	347
Minnesota	4.93	1.88	350
Mississippi	4.89	2.08	304
Missouri	4.65	1.96	340
Montana	4.82	1.94	367
Nebraska	4.71	1.86	331
Nevada	5.19	1.97	340
New Hampshire	4.98	1.73	373
New Jersey	5.14	1.88	354
New Mexico	4.79	2.06	325
New York	5.40	1.95	342
North Carolina	5.15	1.92	335
North Dakota	4.65	1.74	348
Ohio	5.08	1.88	352
Oklahoma	4.84	1.96	345
Oregon	5.25	1.98	353
Pennsylvania	5.11	1.85	347
Rhode Island	5.08	2.06	354
South Carolina	5.00	1.98	329
South Dakota	4.68	1.82	338
Tennessee	5.14	1.93	336
Texas	5.30	2.00	342
Utah	5.13	1.87	348
Vermont	4.91	2.00	389
Virginia	5.16	2.01	339
Washington	5.29	1.90	352
West Virginia	4.87	1.90	333
Wisconsin	4.74	1.97	358
Wyoming	4.76	1.91	335

Table A-31

WILLINGNESS TO PAY INDICATOR: *Certified organic*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.10	2.01	17,145
Age Cohorts			
Young (18-34)	5.31	2.00	8,419
Middle Age (35-54)	5.00	1.98	5,946
Older (55+)	4.69	2.03	2,780
Race & Ethnic Group			
Black/African American	5.11	2.21	1,250
White	5.02	1.97	12,850
Other	5.39	1.96	1,406
Hispanic	5.47	2.09	1,558
Gender			
Male	5.05	2.03	8,244
Female	5.15	1.99	8,855
Regions			
Pacific	5.39	1.99	1,733
Mountain	5.07	2.00	2,775
West North Central	4.79	1.98	2,390
West South Central	5.06	2.10	1,314
East North Central	4.95	2.05	1,740
East South Central	5.09	2.01	1,294
South Atlantic	5.21	2.03	2,683
Mid-Atlantic	5.32	1.98	1,043
New England	5.15	1.93	2,173
States			
Alabama	5.09	2.08	319
Alaska	5.24	2.03	350
Arizona	5.26	1.98	331
Arkansas	4.83	2.16	319
California	5.58	1.92	351
Colorado	5.34	1.77	353
Connecticut	5.18	1.86	358
Delaware	4.97	2.00	325
Florida	5.49	2.05	338
Georgia	5.37	1.92	345
Hawaii	5.41	2.04	327
Idaho	4.84	2.06	376
Illinois	5.15	2.04	350
Indiana	4.71	2.00	333

Table A-31

WILLINGNESS TO PAY INDICATOR: *Certified organic*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
States			
Iowa	4.63	1.93	348
Kansas	5.03	1.98	335
Kentucky	4.96	2.05	335
Louisiana	4.98	2.18	308
Maine	5.13	1.94	351
Maryland	5.11	2.01	339
Massachusetts	5.29	1.86	348
Michigan	5.09	1.96	347
Minnesota	5.05	2.01	350
Mississippi	5.14	1.97	304
Missouri	4.63	2.10	340
Montana	4.93	1.96	367
Nebraska	4.71	1.95	331
Nevada	5.36	2.15	340
New Hampshire	5.12	1.84	373
New Jersey	5.29	1.98	354
New Mexico	5.05	2.02	325
New York	5.50	2.08	342
North Carolina	5.37	2.03	335
North Dakota	4.78	1.90	348
Ohio	5.15	2.05	352
Oklahoma	4.96	1.99	345
Oregon	5.42	2.00	353
Pennsylvania	5.18	1.89	347
Rhode Island	5.15	2.16	354
South Carolina	5.05	2.08	329
South Dakota	4.69	1.94	338
Tennessee	5.18	1.92	336
Texas	5.44	2.04	342
Utah	5.14	1.91	348
Vermont	5.04	1.92	389
Virginia	5.28	2.00	339
Washington	5.32	1.95	352
West Virginia	5.05	2.07	333
Wisconsin	4.64	2.14	358
Wyoming	4.64	2.00	335

Table A-31

WILLINGNESS TO PAY INDICATOR: *Local*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.78	1.83	17,145
Age Cohorts			
Young (18-34)	5.76	1.87	8,419
Middle Age (35-54)	5.84	1.77	5,946
Older (55+)	5.70	1.82	2,780
Race & Ethnic Group			
Black/African American	5.28	2.02	1,250
White	5.85	1.78	12,850
Other	5.66	1.78	1,406
Hispanic	5.68	2.00	1,558
Gender			
Male	5.70	1.82	8,244
Female	5.86	1.83	8,855
Regions			
Pacific	5.73	1.81	1,733
Mountain	5.59	1.79	2,775
West North Central	5.59	1.79	2,390
West South Central	5.63	1.91	1,314
East North Central	5.82	1.83	1,740
East South Central	5.74	1.89	1,294
South Atlantic	5.76	1.81	2,683
Mid-Atlantic	5.70	1.86	1,043
New England	6.40	1.71	2,173
States			
Alabama	5.83	1.87	319
Alaska	5.76	1.81	350
Arizona	5.50	1.76	331
Arkansas	5.58	1.98	319
California	5.52	1.90	351
Colorado	5.65	1.71	353
Connecticut	6.04	1.66	358
Delaware	5.73	1.86	325
Florida	5.74	1.77	338
Georgia	5.59	1.89	345
Hawaii	5.67	1.75	327
Idaho	5.68	1.75	376
Illinois	5.45	1.96	350
Indiana	5.68	1.72	333

Table A-31

WILLINGNESS TO PAY INDICATOR: *Local*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
States			
Iowa	5.70	1.72	348
Kansas	5.51	1.77	335
Kentucky	5.81	1.88	335
Louisiana	5.58	2.06	308
Maine	6.70	1.60	351
Maryland	5.70	1.78	339
Massachusetts	5.99	1.73	348
Michigan	6.01	1.85	347
Minnesota	5.75	1.85	350
Mississippi	5.52	1.99	304
Missouri	5.41	1.79	340
Montana	5.83	1.72	367
Nebraska	5.42	1.87	331
Nevada	5.55	1.86	340
New Hampshire	6.55	1.64	373
New Jersey	5.46	1.91	354
New Mexico	5.51	1.91	325
New York	5.93	1.80	342
North Carolina	5.80	1.76	335
North Dakota	5.68	1.75	348
Ohio	5.95	1.77	352
Oklahoma	5.61	1.85	345
Oregon	5.97	1.78	353
Pennsylvania	5.73	1.83	347
Rhode Island	6.13	1.76	354
South Carolina	5.83	1.87	329
South Dakota	5.64	1.79	338
Tennessee	5.78	1.82	336
Texas	5.75	1.76	342
Utah	5.57	1.72	348
Vermont	6.92	1.63	389
Virginia	5.83	1.75	339
Washington	5.73	1.76	352
West Virginia	5.88	1.83	333
Wisconsin	6.03	1.77	358
Wyoming	5.39	1.86	335

Table A-31

WILLINGNESS TO PAY INDICATOR: *Directly marketed from farm*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.71	1.816	17,145
Age Cohorts			
Young (18-34)	5.64	1.86	8,419
Middle Age (35-54)	5.79	1.75	5,946
Older (55+)	5.73	1.81	2,780
Race & Ethnic Group			
Black/African American	5.28	2.03	1,250
White	5.76	1.77	12,850
Other	5.66	1.76	1,406
Hispanic	5.62	1.99	1,558
Gender			
Male	5.65	1.80	8,244
Female	5.76	1.83	8,855
Regions			
Pacific	5.73	1.79	1,733
Mountain	5.63	1.77	2,775
West North Central	5.50	1.77	2,390
West South Central	5.56	1.93	1,314
East North Central	5.69	1.81	1,740
East South Central	5.69	1.85	1,294
South Atlantic	5.75	1.82	2,683
Mid-Atlantic	5.72	1.82	1,043
New England	6.07	1.79	2,173
States			
Alabama	5.79	1.84	319
Alaska	5.71	1.81	350
Arizona	5.57	1.76	331
Arkansas	5.55	1.94	319
California	5.73	1.81	351
Colorado	5.66	1.71	353
Connecticut	5.77	1.73	358
Delaware	5.72	1.80	325
Florida	5.74	1.87	338
Georgia	5.62	1.81	345
Hawaii	5.74	1.79	327
Idaho	5.68	1.73	376
Illinois	5.63	1.86	350
Indiana	5.49	1.73	333

Table A-31

WILLINGNESS TO PAY INDICATOR: *Directly marketed from farm*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
States			
Iowa	5.64	1.71	348
Kansas	5.46	1.76	335
Kentucky	5.59	1.91	335
Louisiana	5.49	2.00	308
Maine	6.24	1.74	351
Maryland	5.77	1.81	339
Massachusetts	5.77	1.71	348
Michigan	5.87	1.75	347
Minnesota	5.69	1.74	350
Mississippi	5.56	1.93	304
Missouri	5.34	1.82	340
Montana	5.72	1.73	367
Nebraska	5.36	1.84	331
Nevada	5.70	1.86	340
New Hampshire	6.14	1.78	373
New Jersey	5.52	1.83	354
New Mexico	5.48	1.85	325
New York	6.02	1.77	342
North Carolina	5.76	1.80	335
North Dakota	5.48	1.73	348
Ohio	5.78	1.80	352
Oklahoma	5.44	1.93	345
Oregon	5.81	1.82	353
Pennsylvania	5.62	1.84	347
Rhode Island	5.88	1.90	354
South Carolina	5.71	1.87	329
South Dakota	5.50	1.80	338
Tennessee	5.81	1.73	336
Texas	5.74	1.85	342
Utah	5.55	1.75	348
Vermont	6.58	1.77	389
Virginia	5.81	1.83	339
Washington	5.68	1.71	352
West Virginia	5.91	1.76	333
Wisconsin	5.66	1.89	358
Wyoming	5.63	1.79	335

Table A-31

WILLINGNESS TO PAY INDICATOR: *Sugar House certified*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.78	1.72	17,145
Age Cohorts			
Young (18-34)	4.93	1.81	8,419
Middle Age (35-54)	4.67	1.60	5,946
Older (55+)	4.52	1.61	2,780
Race & Ethnic Group			
Black/African American	4.86	1.92	1,250
White	4.73	1.66	12,850
Other	4.78	1.71	1,406
Hispanic	5.08	1.97	1,558
Gender			
Male	4.86	1.75	8,244
Female	4.70	1.69	8,855
Regions			
Pacific	4.69	1.71	1,733
Mountain	4.64	1.62	2,775
West North Central	4.47	1.54	2,390
West South Central	4.77	1.81	1,314
East North Central	4.73	1.73	1,740
East South Central	4.81	1.76	1,294
South Atlantic	4.82	1.72	2,683
Mid-Atlantic	4.87	1.76	1,043
New England	5.28	1.80	2,173
States			
Alabama	4.90	1.78	319
Alaska	4.41	1.69	350
Arizona	4.90	1.64	331
Arkansas	4.71	1.89	319
California	4.92	1.77	351
Colorado	4.71	1.54	353
Connecticut	5.11	1.64	358
Delaware	4.58	1.61	325
Florida	4.97	1.73	338
Georgia	4.90	1.72	345
Hawaii	4.70	1.66	327
Idaho	4.48	1.62	376
Illinois	4.84	1.78	350
Indiana	4.67	1.67	333

Table A-31

WILLINGNESS TO PAY INDICATOR: *Sugar House certified*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
States			
Iowa	4.42	1.54	348
Kansas	4.53	1.55	335
Kentucky	4.70	1.74	335
Louisiana	4.76	1.94	308
Maine	5.48	1.84	351
Maryland	4.77	1.82	339
Massachusetts	5.04	1.76	348
Michigan	4.80	1.73	347
Minnesota	4.60	1.58	350
Mississippi	4.76	1.91	304
Missouri	4.53	1.57	340
Montana	4.56	1.44	367
Nebraska	4.39	1.58	331
Nevada	4.95	1.84	340
New Hampshire	5.51	1.78	373
New Jersey	4.76	1.75	354
New Mexico	4.35	1.63	325
New York	5.23	1.83	342
North Carolina	4.85	1.75	335
North Dakota	4.45	1.48	348
Ohio	4.91	1.70	352
Oklahoma	4.50	1.65	345
Oregon	4.61	1.66	353
Pennsylvania	4.63	1.64	347
Rhode Island	4.80	1.80	354
South Carolina	4.77	1.75	329
South Dakota	4.41	1.49	338
Tennessee	4.87	1.63	336
Texas	5.10	1.73	342
Utah	4.82	1.67	348
Vermont	5.67	1.83	389
Virginia	4.92	1.79	339
Washington	4.82	1.75	352
West Virginia	4.78	1.57	333
Wisconsin	4.44	1.75	358
Wyoming	4.37	1.49	335

Table A-31

WILLINGNESS TO PAY INDICATOR: *US Made*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.88	1.82	17,145
Age Cohorts			
Young (18-34)	5.61	1.88	8,419
Middle Age (35-54)	6.12	1.72	5,946
Older (55+)	6.20	1.72	2,780
Race & Ethnic Group			
Black/African American	5.59	1.99	1,250
White	5.98	1.76	12,850
Other	5.54	1.82	1,406
Hispanic	5.58	2.06	1,558
Gender			
Male	5.86	1.81	8,244
Female	5.91	1.83	8,855
Regions			
Pacific	5.68	1.83	1,733
Mountain	5.79	1.80	2,775
West North Central	5.77	1.77	2,390
West South Central	5.82	1.90	1,314
East North Central	5.87	1.86	1,740
East South Central	5.99	1.88	1,294
South Atlantic	5.95	1.83	2,683
Mid-Atlantic	5.86	1.77	1,043
New England	6.18	1.75	2,173
States			
Alabama	6.12	1.84	319
Alaska	5.75	1.89	350
Arizona	5.78	1.73	331
Arkansas	5.88	1.93	319
California	5.61	1.81	351
Colorado	5.56	1.74	353
Connecticut	5.96	1.74	358
Delaware	5.92	1.87	325
Florida	6.01	1.90	338
Georgia	5.77	1.92	345
Hawaii	5.78	1.72	327
Idaho	5.82	1.88	376
Illinois	5.69	1.89	350
Indiana	5.87	1.85	333

Table A-31

WILLINGNESS TO PAY INDICATOR: *US Made*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
States			
Iowa	5.76	1.74	348
Kansas	5.76	1.80	335
Kentucky	5.85	1.95	335
Louisiana	5.80	2.04	308
Maine	6.41	1.75	351
Maryland	5.80	1.82	339
Massachusetts	5.96	1.74	348
Michigan	6.01	1.84	347
Minnesota	5.86	1.62	350
Mississippi	5.99	1.96	304
Missouri	5.69	1.83	340
Montana	5.98	1.74	367
Nebraska	5.70	1.84	331
Nevada	5.87	1.87	340
New Hampshire	6.27	1.72	373
New Jersey	5.80	1.69	354
New Mexico	5.71	1.97	325
New York	6.03	1.76	342
North Carolina	6.04	1.74	335
North Dakota	5.75	1.77	348
Ohio	5.97	1.77	352
Oklahoma	5.67	1.87	345
Oregon	5.61	1.89	353
Pennsylvania	5.77	1.85	347
Rhode Island	6.03	1.82	354
South Carolina	6.05	1.86	329
South Dakota	5.88	1.77	338
Tennessee	5.99	1.77	336
Texas	5.93	1.76	342
Utah	5.66	1.69	348
Vermont	6.44	1.70	389
Virginia	5.92	1.81	339
Washington	5.65	1.85	352
West Virginia	6.08	1.73	333
Wisconsin	5.81	1.92	358
Wyoming	5.96	1.70	335

Table A-31

WILLINGNESS TO PAY INDICATOR: *Vermont made*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.41	1.85	17,145
Age Cohorts			
Young (18-34)	5.19	1.87	8,419
Middle Age (35-54)	5.56	1.79	5,946
Older (55+)	5.76	1.80	2,780
Race & Ethnic Group			
Black/African American	5.05	2.01	1,250
White	5.47	1.81	12,850
Other	5.24	1.78	1,406
Hispanic	5.38	2.00	1,558
Gender			
Male	5.41	1.85	8,244
Female	5.42	1.84	8,855
Regions			
Pacific	5.37	1.81	1,733
Mountain	5.31	1.77	2,775
West North Central	5.09	1.73	2,390
West South Central	5.22	1.87	1,314
East North Central	5.12	1.81	1,740
East South Central	5.41	1.87	1,294
South Atlantic	5.52	1.87	2,683
Mid-Atlantic	5.63	1.86	1,043
New England	6.04	1.88	2,173
States			
Alabama	5.67	1.79	319
Alaska	5.25	1.84	350
Arizona	5.35	1.65	331
Arkansas	5.15	1.92	319
California	5.52	1.76	351
Colorado	5.46	1.70	353
Connecticut	5.99	1.75	358
Delaware	5.60	1.80	325
Florida	5.73	1.95	338
Georgia	5.36	1.91	345
Hawaii	5.35	1.73	327
Idaho	5.19	1.81	376
Illinois	5.34	1.81	350
Indiana	5.16	1.82	333

Table A-31

WILLINGNESS TO PAY INDICATOR: *Vermont made*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
States			
Iowa	5.09	1.68	348
Kansas	5.19	1.70	335
Kentucky	5.27	1.87	335
Louisiana	5.10	1.91	308
Maine	5.25	1.90	351
Maryland	5.61	1.86	339
Massachusetts	6.00	1.78	348
Michigan	5.15	1.77	347
Minnesota	4.91	1.64	350
Mississippi	5.28	1.98	304
Missouri	5.10	1.89	340
Montana	5.46	1.68	367
Nebraska	5.20	1.75	331
Nevada	5.45	1.80	340
New Hampshire	5.68	1.84	373
New Jersey	5.75	1.87	354
New Mexico	5.16	1.97	325
New York	5.76	1.85	342
North Carolina	5.47	1.86	335
North Dakota	4.97	1.70	348
Ohio	5.16	1.75	352
Oklahoma	5.02	1.80	345
Oregon	5.33	1.84	353
Pennsylvania	5.39	1.83	347
Rhode Island	6.00	1.90	354
South Carolina	5.54	1.92	329
South Dakota	5.22	1.72	338
Tennessee	5.40	1.83	336
Texas	5.59	1.79	342
Utah	5.20	1.74	348
Vermont	7.22	1.51	389
Virginia	5.53	1.84	339
Washington	5.39	1.89	352
West Virginia	5.35	1.82	333
Wisconsin	4.79	1.85	358
Wyoming	5.22	1.77	335

Table A-31

WILLINGNESS TO PAY INDICATOR: *Maine Made*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
Nation			
Total	5.23	1.82	17,145
Age Cohorts			
Young (18-34)	5.05	1.87	8,419
Middle Age (35-54)	5.36	1.75	5,946
Older (55+)	5.47	1.77	2,780
Race & Ethnic Group			
Black/African American	4.85	2.05	1,250
White	5.29	1.77	12,850
Other	5.09	1.78	1,406
Hispanic	5.17	2.00	1,558
Gender			
Male	5.27	1.84	8,244
Female	5.19	1.81	8,855
Regions			
Pacific	5.20	1.78	1,733
Mountain	5.15	1.73	2,775
West North Central	4.93	1.69	2,390
West South Central	5.10	1.84	1,314
East North Central	4.98	1.80	1,740
East South Central	5.21	1.90	1,294
South Atlantic	5.33	1.86	2,683
Mid-Atlantic	5.40	1.85	1,043
New England	5.75	1.87	2,173
States			
Alabama	5.43	1.85	319
Alaska	5.14	1.83	350
Arizona	5.14	1.74	331
Arkansas	4.89	1.96	319
California	5.40	1.72	351
Colorado	5.25	1.67	353
Connecticut	5.70	1.69	358
Delaware	5.45	1.84	325
Florida	5.52	1.97	338
Georgia	5.10	1.88	345
Hawaii	5.20	1.72	327
Idaho	5.07	1.69	376
Illinois	5.11	1.83	350
Indiana	5.04	1.76	333

Table A-31

WILLINGNESS TO PAY INDICATOR: *Maine Made*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
States			
Iowa	4.95	1.62	348
Kansas	5.05	1.73	335
Kentucky	5.07	1.91	335
Louisiana	5.00	1.83	308
Maine	7.00	1.57	351
Maryland	5.33	1.90	339
Massachusetts	5.86	1.73	348
Michigan	5.05	1.74	347
Minnesota	4.82	1.61	350
Mississippi	5.04	1.98	304
Missouri	4.97	1.83	340
Montana	5.19	1.68	367
Nebraska	4.91	1.67	331
Nevada	5.32	1.75	340
New Hampshire	5.50	1.85	373
New Jersey	5.47	1.85	354
New Mexico	5.11	1.91	325
New York	5.63	1.83	342
North Carolina	5.38	1.81	335
North Dakota	4.76	1.64	348
Ohio	5.00	1.77	352
Oklahoma	4.91	1.76	345
Oregon	5.10	1.80	353
Pennsylvania	5.09	1.84	347
Rhode Island	5.66	1.91	354
South Carolina	5.32	1.85	329
South Dakota	5.08	1.73	338
Tennessee	5.30	1.84	336
Texas	5.56	1.75	342
Utah	5.08	1.70	348
Vermont	4.88	1.80	389
Virginia	5.37	1.80	339
Washington	5.18	1.82	352
West Virginia	5.22	1.81	333
Wisconsin	4.68	1.86	358
Wyoming	5.04	1.74	335

Table A-31

WILLINGNESS TO PAY INDICATOR: *Canada Made*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
Nation			
Total	4.85	1.96	17,145
Age Cohorts			
Young (18-34)	5.06	2.00	8,419
Middle Age (35-54)	4.64	1.92	5,946
Older (55+)	4.62	1.85	2,780
Race & Ethnic Group			
Black/African American	4.83	2.09	1,250
White	4.76	1.91	12,850
Other	5.25	1.94	1,406
Hispanic	5.19	2.19	1,558
Gender			
Male	4.90	2.01	8,244
Female	4.80	1.91	8,855
Regions			
Pacific	5.18	1.92	1,733
Mountain	4.84	1.95	2,775
West North Central	4.67	1.81	2,390
West South Central	4.75	2.09	1,314
East North Central	4.72	1.94	1,740
East South Central	4.74	2.03	1,294
South Atlantic	4.95	1.99	2,683
Mid-Atlantic	5.10	1.96	1,043
New England	4.75	1.98	2,173
States			
Alabama	4.83	1.97	319
Alaska	5.07	1.96	350
Arizona	4.57	2.04	331
Arkansas	5.36	1.85	319
California	5.08	1.90	351
Colorado	4.98	1.78	353
Connecticut	4.90	2.00	358
Delaware	5.17	1.99	325
Florida	5.11	1.95	338
Georgia	5.26	1.95	345
Hawaii	4.76	2.01	327
Idaho	4.94	1.96	376
Illinois	4.76	1.89	350
Indiana			333

Table A-31

WILLINGNESS TO PAY INDICATOR: *Canada Made*

On a scale of 0 to 8, neutral score = 5	Willing To Pay		
	Mean Rating	Std. Dev.	N
States			
Iowa	4.55	1.73	348
Kansas	4.94	1.82	335
Kentucky	4.72	2.00	335
Louisiana	4.35	2.23	308
Maine	4.62	2.01	351
Maryland	5.09	1.99	339
Massachusetts	5.08	1.89	348
Michigan	4.85	1.97	347
Minnesota	4.64	1.77	350
Mississippi	4.44	2.12	304
Missouri	4.61	1.93	340
Montana	4.71	1.85	367
Nebraska	4.66	1.75	331
Nevada	5.12	1.92	340
New Hampshire	4.76	1.94	373
New Jersey	5.12	2.00	354
New Mexico	4.74	1.98	325
New York	5.34	1.89	342
North Carolina	4.87	2.09	335
North Dakota	4.57	1.80	348
Ohio	4.67	1.91	352
Oklahoma	4.69	1.96	345
Oregon	5.11	1.91	353
Pennsylvania	4.84	1.97	347
Rhode Island	4.96	2.01	354
South Carolina	4.88	2.04	329
South Dakota	4.69	1.84	338
Tennessee	4.88	1.92	336
Texas	5.34	2.03	342
Utah	4.78	1.87	348
Vermont	4.14	2.10	389
Virginia	4.93	1.93	339
Washington	5.36	1.89	352
West Virginia	4.65	1.92	333
Wisconsin	4.41	1.95	358
Wyoming	4.48	2.03	335

Table A-32

LEVEL OF ORIGIN DETAIL

	No Detail	Country	State	County	City/ Town	Farm	N
Nation							
Total	24.2%	22.8%	34.3%	4.0%	5.9%	8.9%	17,145
Age Cohorts							
Young (18-34)	23.7%	23.8%	29.7%	5.6%	7.9%	9.3%	8,419
Middle Age (35-54)	24.9%	21.8%	36.8%	2.7%	4.5%	9.4%	5,946
Older (55+)	24.1%	21.8%	43.1%	2.0%	2.6%	6.4%	2,780
Race & Ethnic Group							
Black/African American	25.8%	25.2%	26.0%	5.3%	9.8%	7.9%	1,250
White	24.7%	21.7%	36.1%	3.4%	5.5%	8.6%	12,850
Other	23.8%	26.1%	30.7%	5.5%	4.1%	9.9%	1,406
Hispanic	19.2%	26.6%	29.4%	6.9%	7.1%	10.8%	1,558
Gender							
Male	22.9%	24.0%	33.9%	4.9%	6.3%	7.9%	8,244
Female	25.4%	21.6%	34.7%	3.2%	5.4%	9.7%	8,855
Regions							
Pacific	24.3%	25.4%	33.0%	3.7%	5.0%	8.5%	1,733
Mountain	25.2%	26.0%	33.2%	2.7%	4.9%	8.0%	2,775
West North Central	29.2%	22.2%	33.1%	3.6%	5.0%	6.9%	2,390
West South Central	27.5%	26.3%	27.2%	3.8%	6.0%	9.1%	1,314
East North Central	22.2%	21.6%	36.1%	4.9%	6.8%	8.2%	1,740
East South Central	24.0%	26.0%	31.2%	4.9%	6.6%	7.3%	1,294
South Atlantic	24.2%	24.1%	34.2%	4.6%	5.8%	7.1%	2,683
Mid-Atlantic	23.4%	24.6%	33.7%	5.6%	5.8%	6.8%	1,043
New England	17.3%	11.4%	43.2%	3.6%	7.4%	17.0%	2,173
States							
Alabama	21.9%	28.8%	30.7%	5.0%	6.9%	6.6%	319
Alaska	22.0%	25.4%	34.0%	2.3%	4.9%	11.4%	350
Arizona	27.5%	29.0%	26.3%	3.0%	5.1%	9.1%	331
Arkansas	32.0%	27.0%	25.1%	3.1%	5.0%	7.8%	319
California	21.7%	27.6%	31.9%	4.8%	5.1%	8.8%	351
Colorado	21.5%	24.4%	35.1%	4.2%	6.2%	8.5%	353
Connecticut	25.1%	15.1%	40.2%	3.1%	6.4%	10.1%	358
Delaware	25.8%	23.1%	38.5%	3.7%	3.7%	5.2%	325
Florida	24.0%	24.3%	31.1%	7.1%	7.1%	6.5%	338
Georgia	18.8%	28.1%	35.7%	4.1%	6.7%	6.7%	345
Hawaii	28.4%	23.5%	33.6%	2.4%	3.4%	8.6%	327
Idaho	23.4%	29.5%	33.5%	1.9%	4.5%	7.2%	376
Illinois	24.9%	22.0%	32.3%	4.9%	7.4%	8.6%	350
Indiana	25.5%	27.3%	30.3%	3.0%	5.1%	8.7%	333

Table A-32

LEVEL OF ORIGIN DETAIL

	No Detail	Country	State	County	City/ Town	Farm	N
States							
Iowa	27.9%	21.6%	29.6%	4.9%	7.8%	8.3%	348
Kansas	28.4%	25.1%	32.5%	2.7%	5.4%	6.0%	335
Kentucky	23.6%	28.4%	31.6%	6.0%	3.3%	7.2%	335
Louisiana	24.0%	24.0%	32.8%	2.6%	5.5%	11.0%	308
Maine	13.7%	9.4%	44.2%	5.4%	8.5%	18.8%	351
Maryland	23.3%	22.7%	35.4%	5.0%	5.6%	8.0%	339
Massachusetts	18.4%	17.2%	40.2%	4.0%	7.8%	12.4%	348
Michigan	18.7%	21.9%	39.2%	4.6%	9.2%	6.3%	347
Minnesota	26.9%	16.3%	37.4%	4.9%	4.9%	9.7%	350
Mississippi	23.7%	25.7%	30.3%	3.3%	9.5%	7.6%	304
Missouri	31.5%	22.1%	34.4%	2.6%	2.1%	7.4%	340
Montana	21.8%	25.9%	39.0%	1.4%	3.8%	8.2%	367
Nebraska	32.0%	22.4%	33.2%	3.0%	5.7%	3.6%	331
Nevada	26.5%	24.4%	29.1%	4.4%	8.5%	7.1%	340
New Hampshire	14.7%	9.1%	48.3%	1.9%	9.1%	16.9%	373
New Jersey	24.0%	26.0%	31.6%	7.3%	4.0%	7.1%	354
New Mexico	27.4%	21.8%	32.3%	3.4%	4.3%	10.8%	325
New York	19.6%	27.2%	36.5%	2.9%	7.6%	6.1%	342
North Carolina	31.3%	24.2%	28.4%	4.2%	6.0%	6.0%	335
North Dakota	28.2%	23.6%	32.8%	3.7%	6.6%	5.2%	348
Ohio	21.6%	19.6%	38.9%	5.4%	6.8%	7.7%	352
Oklahoma	30.1%	25.2%	25.2%	3.2%	5.8%	10.4%	345
Oregon	24.6%	25.8%	31.2%	4.8%	4.5%	9.1%	353
Pennsylvania	26.5%	20.7%	33.1%	6.3%	6.1%	7.2%	347
Rhode Island	25.1%	13.6%	40.4%	4.0%	2.5%	14.4%	354
South Carolina	23.4%	22.5%	34.0%	4.3%	6.1%	9.7%	329
South Dakota	29.9%	24.9%	31.4%	3.6%	2.4%	8.0%	338
Tennessee	26.5%	21.1%	32.1%	5.4%	7.1%	7.7%	336
Texas	23.7%	28.9%	26.3%	6.1%	7.6%	7.3%	342
Utah	27.0%	26.4%	34.5%	3.2%	4.0%	4.9%	348
Vermont	8.0%	4.6%	45.5%	3.6%	9.8%	28.5%	389
Virginia	19.5%	24.8%	37.5%	5.0%	5.9%	7.4%	339
Washington	25.0%	24.7%	34.4%	4.0%	7.1%	4.8%	352
West Virginia	27.9%	22.8%	33.3%	3.6%	5.1%	7.2%	333
Wisconsin	20.7%	17.6%	39.7%	6.7%	5.6%	9.8%	358
Wyoming	26.9%	26.3%	35.2%	0.6%	2.7%	8.4%	335

Question 35: "How much detail do you desire to know about geographic origin of your maple products?"

Table A-33

IMPORTANCE OF GEOGRAPHIC ORIGIN TO PURCHASE DECISION

On a scale of 0 to 7, neutral between 3 and 4			
	Mean Rating	Std. Dev.	N
Nation			
Total	3.97	2.11	17,145
Age Cohorts			
Young (18-34)	3.93	2.15	8,419
Middle Age (35-54)	3.99	2.08	5,946
Older (55+)	4.07	2.06	2,780
Race & Ethnic Group			
Black/African American	3.95	2.25	1,250
White	3.94	2.10	12,850
Other	3.95	2.07	1,406
Hispanic	4.21	2.13	1,558
Gender			
Male	4.07	2.09	8,244
Female	3.88	2.13	8,855
Regions			
Pacific	3.93	2.10	1,733
Mountain	3.67	2.12	2,775
West North Central	3.62	2.09	2,390
West South Central	3.91	2.20	1,314
East North Central	3.98	2.06	1,740
East South Central	4.10	2.10	1,294
South Atlantic	4.05	2.13	2,683
Mid-Atlantic	4.21	2.06	1,043
New England	4.50	1.98	2,173
States			
Alabama	4.17	2.10	319
Alaska	3.81	2.17	350
Arizona	3.70	2.07	331
Arkansas	3.76	2.24	319
California	4.15	2.01	351
Colorado	3.72	1.95	353
Connecticut	4.17	1.86	358
Delaware	3.79	2.15	325
Florida	4.29	2.11	338
Georgia	4.15	2.11	345
Hawaii	3.93	2.21	327
Idaho	3.77	2.11	376
Illinois	4.05	2.20	350
Indiana	3.74	2.07	333

Table A-33

IMPORTANCE OF GEOGRAPHIC ORIGIN TO PURCHASE DECISION

On a scale of 0 to 7, neutral between 3 and 4			
	Mean Rating	Std. Dev.	N
States			
Iowa	3.64	2.01	348
Kansas	3.66	2.14	335
Kentucky	3.93	2.12	335
Louisiana	4.06	2.10	308
Maine	4.65	1.88	351
Maryland	4.08	2.09	339
Massachusetts	4.02	2.00	348
Michigan	4.11	1.92	347
Minnesota	3.91	2.04	350
Mississippi	4.26	2.07	304
Missouri	3.56	2.08	340
Montana	3.80	2.05	367
Nebraska	3.49	2.05	331
Nevada	4.04	2.18	340
New Hampshire	4.61	2.03	373
New Jersey	4.19	2.07	354
New Mexico	3.50	2.22	325
New York	4.58	1.98	342
North Carolina	3.98	2.21	335
North Dakota	3.57	2.11	348
Ohio	4.07	2.02	352
Oklahoma	3.68	2.25	345
Oregon	3.88	1.96	353
Pennsylvania	3.86	2.05	347
Rhode Island	4.04	2.04	354
South Carolina	4.20	2.13	329
South Dakota	3.51	2.17	338
Tennessee	4.07	2.10	336
Texas	4.15	2.19	342
Utah	3.46	2.08	348
Vermont	5.42	1.71	389
Virginia	4.02	2.04	339
Washington	3.89	2.17	352
West Virginia	3.87	2.19	333
Wisconsin	3.91	2.09	358
Wyoming	3.33	2.23	335

Question 36: "How important to your purchasing decision is knowing the geographic origination of maple products? (0 = Not important, 7 = Extremely important)"

Table A-34

USE OF FOOD LABELS OR STORE SIGNAGE

	Looks at labels or signage		
	Percent	Std. Dev.	N
Nation			
Total	40.1%	36.3%	17,145
Age Cohorts			
Young (18-34)	36.0%	33.0%	8,419
Middle Age (35-54)	42.8%	38.2%	5,946
Older (55+)	46.8%	39.7%	2,780
Race & Ethnic Group			
Black/African American	34.6%	32.7%	1,250
White	40.7%	36.9%	12,850
Other	40.5%	35.5%	1,406
Hispanic	38.3%	33.2%	1,558
Gender			
Male	40.3%	35.5%	8,244
Female	39.9%	37.0%	8,855
Regions			
Pacific	39.9%	35.7%	1,733
Mountain	37.7%	35.4%	2,775
West North Central	35.7%	35.2%	2,390
West South Central	36.6%	35.4%	1,314
East North Central	40.3%	36.2%	1,740
East South Central	39.5%	35.4%	1,294
South Atlantic	41.4%	36.5%	2,683
Mid-Atlantic	41.3%	36.4%	1,043
New England	48.3%	38.3%	2,173
States			
Alabama	40.0%	35.4%	319
Alaska	40.1%	37.2%	350
Arizona	36.1%	34.7%	331
Arkansas	33.0%	35.0%	319
California	40.0%	34.9%	351
Colorado	38.6%	34.9%	353
Connecticut	41.5%	36.2%	358
Delaware	39.9%	36.2%	325
Florida	42.0%	35.7%	338
Georgia	42.6%	37.6%	345
Hawaii	39.1%	35.4%	327
Idaho	37.7%	35.4%	376
Illinois	40.6%	36.3%	350
Indiana	38.4%	35.4%	333

Table A-34

USE OF FOOD LABELS OR STORE SIGNAGE

	Looks at labels or signage		
	Percent	Std. Dev.	N
States			
Iowa	35.9%	34.6%	348
Kansas	36.4%	35.0%	335
Kentucky	39.5%	36.3%	335
Louisiana	40.0%	34.8%	308
Maine	52.5%	37.4%	351
Maryland	42.6%	36.1%	339
Massachusetts	43.5%	36.3%	348
Michigan	40.5%	35.8%	347
Minnesota	40.2%	37.3%	350
Mississippi	39.2%	34.3%	304
Missouri	33.4%	34.7%	340
Montana	42.7%	37.1%	367
Nebraska	29.2%	31.1%	331
Nevada	41.5%	35.6%	340
New Hampshire	51.2%	38.8%	373
New Jersey	41.3%	37.0%	354
New Mexico	35.9%	36.1%	325
New York	45.6%	35.9%	342
North Carolina	39.2%	36.3%	335
North Dakota	40.2%	37.3%	348
Ohio	39.0%	36.1%	352
Oklahoma	34.8%	36.3%	345
Oregon	40.2%	36.0%	353
Pennsylvania	36.9%	35.8%	347
Rhode Island	40.0%	36.6%	354
South Carolina	41.3%	36.2%	329
South Dakota	33.9%	34.8%	338
Tennessee	39.1%	35.8%	336
Texas	39.0%	35.1%	342
Utah	30.9%	30.6%	348
Vermont	59.4%	40.2%	389
Virginia	40.4%	35.9%	339
Washington	40.1%	35.3%	352
West Virginia	42.8%	37.9%	333
Wisconsin	43.0%	37.2%	358
Wyoming	37.6%	37.4%	335

Question 37: "What percent of the time do you look for a label or store signage to provide more information prior to purchasing maple products? Drop down: 0 to 100% (5% inc.)"

B. SURVEY QUESTIONNAIRE

**A Survey of American Consumer Preferences for Maple
Syrup and Maple Products**

Prepared by

Center for Business and Economic Research,
University of Southern Maine

March 2020

Survey Questionnaire

Introduction

You are invited to take part in a research project being conducted by the Maine Center for Business and Economic Research at the University of Southern Maine. The purpose of the research is to better understand consumer attitudes and preferences about maple syrup products. This research is being completed under a contract with the United States Department of Agriculture's Acer Access and Development Program grant.

What Will You Be Asked to Do?

If you decide to participate, you will be asked to take an anonymous survey. It should take you about 15 minutes to complete.

Risks:

Except for your time and inconvenience, there are no risks to you from participating in this study.

Benefits:

While this study will have no direct benefit to you, this research may help us learn more about what consumers want in maple products in order to help the tappers and processors be more successful.

Confidentiality:

This study is anonymous. There will be no records linking you to the data. Data will be kept on a password-protected computer indefinitely. Information for the compensation is not connected to survey responses.

Voluntary:

Participation is voluntary. If you choose to take part in this study, you may stop at any time. You may skip any questions you do not wish to answer, but answering all of the questions will help us obtain a better idea of consumer opinions.

Submission of the survey implies consent to participate.

Contact Information

If you have any questions about this study, please contact Dr. Ryan Wallace at usmcber@maine.edu or 207-780-5859. If you have any questions about your rights as a research participant, please contact the Office of Research Integrity and Outreach, University of Southern Maine, (207-780-4517 or e-mail usmorio@maine.edu).

If you would like to take part in this survey, please click this button to continue.

Survey Questionnaire

Please tell us about yourself

1. Please enter your zip code (5 digits) – Write in _____ PROVIDE STATE, REGION, CITY IN DATA FILE USING DMA TOOL
2. [INTENTIONALLY LEFT BLANK FOR QUESTION NUMBER TO ALIGN WITH FIGURES & TABLES]
3. Are you of Spanish, Hispanic, Latino/Latina/Latinx descent?
Hispanic or Latino Not Hispanic or Latino
4. Which of the following race categories do you identify with?—[Dropdown: American Indian or Alaska Native/Asian/Black or African American/Native Hawaiian or Other Pacific Islander/White/Two or more races/Other/Prefer not to answer]
5. What is your birth year? – [Drop down list 1934-2001 Prefer not to answer] TERM IF BELOW 18, numeric entry would be better
6. What is your gender? – Male Female Other Prefer Not to answer
7. What is your marital status?— Never married Married Widowed Divorced Separated
8. What is your highest level of education? - Up to High School or GED Some college Bachelor’s degree Graduate School
9. What is your annual household income? [Drop down list; Less than \$15k/\$15k-\$24.99k/\$25k-\$34.99k/\$35k-49.99k/\$50-74.99k/\$75k-99.99k/\$100k-149.99k/\$150k-199.99k/over \$200k]
10. Are you the primary food shopper for your household? Yes No Shared equally
11. How many members of your household do you or the primary shopper generally buy groceries/meals for including yourself? [Radio buttons 1 members to 10+ members]
12. Of your household members, how many are UNDER the age of 18? [Radio buttons; 0 members to 8 members]
13. What is your household’s average *monthly* expenditure on **food** at:
 - a. Food stores (e.g. big box stores, convenience stores, farmer’s markets, gourmet markets, local organic markets, meat markets, seafood markets/trucks/stands, and supermarkets)? [Numeric fill in – max \$5000]
 - b. Mail order and other home delivery services? [Numeric fill in – max \$5000]
 - a. Restaurants and prepared takeout? [Numeric fill in – max \$5000]

Key Terms and Definitions for Purpose of this Survey – 10 second timer, popup for later questions

- Maple sap – the clear fluid tapped from maple trees
- Maple syrup – maple sap that has been boiled down to golden or brown color
- Maple processing – the equipment and steps needed to turn tree sap into syrup and other value-added products
- Maple product – any product containing or derived from real maple syrup or sugar
- Alternative maple product – Any product containing ingredients to substitute for or mimic real maple syrup (See Pancake syrup for example)
- Pancake syrup – also known as “breakfast syrup” or “table syrup,” different than maple syrup as it uses alternative sweeteners like corn syrup, for example brands like “Aunt Jemima” and “Mrs. Butterworth”
- Local – within 75 miles of where you live
- Large farms/processors – national or regional brands with many product lines other than maple syrup products
- Small to medium size farms/processors – primarily produce maple products, state or regional operations
- Not applicable – select this option if you feel that a question is not relevant to you or if you do not want to answer the question

Knowledge of Maple Operations

14. Are you aware of local maple operations within 75 miles of where you live? Yes No
Not sure
15. Are you aware of any local (within 75 miles of where you live) maple operations selling their maple syrup or maple products in your local grocery store(s), farmer’s market, gift or novelty stores, etc.? Yes No Not sure
16. Please rate your knowledge of maple processing: [Radio buttons, Scale 0-7, 0 = No knowledge to 7 = Extremely knowledgeable]

Shopping habits

17. Do you (or others in your household) purchase or consume *maple syrup and/or other maple products*? Yes No

If “Yes”, route to next question (18).

If “No” route to 17a. and 17b.

17a. Why do you not consume maple? Availability Cost Allergy Diet Taste All other

17b. Which of the following maple substitutes do you consume? Pancake syrup Honey
Agava Molasses Other None

Route to question 38. (Social and environmental impact question)

18. How much do you spend on all *maple products* on an annual basis? Note: Please exclude spending on Alternative maple products, such as pancake syrup. [Numeric fill in – max \$4000]

Dynata calculates share of maple budget (Q18) to total budget (Q13) – Add popup or embed something like: “You spend (X)% of your annual food budget on pure maple products!”

19. What portion of your annual maple budget do you spend at the following types of stores?

(Auto-sum must add up to 100)

- | | |
|---|--------------------------------|
| a. Big box stores/ Supermarkets | Drop down: 0 to 100% (5% inc.) |
| b. Convenience store | Drop down: 0 to 100% (5% inc.) |
| c. Speciality/Gourmet market | Drop down: 0 to 100% (5% inc.) |
| d. Local/Farmer’s market | Drop down: 0 to 100% (5% inc.) |
| e. Online (excluding direct from farm/producer) | Drop down: 0 to 100% (5% inc.) |
| f. Directly from producer (online or sugar house) | Drop down: 0 to 100% (5% inc.) |
| g. Gift shop | Drop down: 0 to 100% (5% inc.) |
| h. Other | Drop down: 0 to 100% (5% inc.) |

20. Approximately what percent of your annual maple purchases occur in each of the following seasons: **(Auto-sum must add up to 100)**

- | | |
|-----------|--------------------------------|
| a. Winter | Drop down: 0 to 100% (5% inc.) |
| b. Spring | Drop down: 0 to 100% (5% inc.) |
| c. Summer | Drop down: 0 to 100% (5% inc.) |
| d. Fall | Drop down: 0 to 100% (5% inc.) |

Survey Questionnaire

21. How much of your annual maple budget is spent on the following maple products? Note: Please exclude spending on Alternative maple products, such as pancake syrup. If none, enter 0.

Type	Total Value
Maple syrup	[Numeric fill in – max \$1000]
Maple cream or butter (non-dairy)	[Numeric fill in – max \$1000]
Maple sugar	[Numeric fill in – max \$1000]
Maple candy products (cotton candy, taffy, etc.)	[Numeric fill in – max \$1000]
<u>Foods, snacks, condiments (maple flavored):</u>	[Numeric fill in – max \$1000]
Baked goods (cereals, breads, doughnuts, muffins, etc.)	[Numeric fill in – max \$1000]
Meats	[Numeric fill in – max \$1000]
Dairy products (ice cream, creamer, etc.)	[Numeric fill in – max \$1000]
Sauces/dressings/spices (BBQ sauce, mustards, etc.)	[Numeric fill in – max \$1000]
<u>Beverages:</u>	[Numeric fill in – max \$1000]
Maple water	[Numeric fill in – max \$1000]
Maple flavored non-alcoholic beverages	[Numeric fill in – max \$1000]
Maple infused alcoholic beverages (beer, wine, liquor)	[Numeric fill in – max \$1000]

22. Please indicate which of the following maple products are available from local **small to medium size** maple farms or processors?

Type	Yes	No	Not Sure	Not Applicable
Maple syrup	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maple cream or butter (non-dairy)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maple sugar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maple candy products (cotton candy, taffy, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Foods, snacks, condiments (maple flavored):</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Baked goods (cereals, breads, doughnuts, muffins, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dairy products (ice cream, creamer, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sauces/dressings/spices (BBQ sauce, mustards, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Beverages:</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maple water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maple flavored non-alcoholic beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maple infused alcoholic beverages (beer, wine, liquor)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If “no” or “not sure”, route to 22.a

If “Yes”, route to 23

NOTE: Adjust 22.a to limit maple products with “no” or “not sure” responses

Survey Questionnaire

22.a How much would you purchase annually if products were readily available from **small to medium size** farms or processors? [Numeric fill in – max \$1000] **If none, enter 0.**

Type	
Maple syrup	[Numeric fill in – max \$1000]
Maple cream/butter (non-dairy)	[Numeric fill in – max \$1000]
Maple sugar	[Numeric fill in – max \$1000]
Maple candy products (cotton candy, taffy, etc.)	[Numeric fill in – max \$1000]
<u>Maple flavored foods, snacks, condiments:</u>	
Baked goods (Cereals, breads, doughnuts, muffins, etc.)	[Numeric fill in – max \$1000]
Meats	[Numeric fill in – max \$1000]
Dairy products (ice cream, creamer, etc.)	[Numeric fill in – max \$1000]
Sauces/dressings/spices (BBQ sauce, mustards, etc.)	[Numeric fill in – max \$1000]
<u>Beverages:</u>	
Maple water	[Numeric fill in – max \$1000]
Maple flavored non-alcoholic beverages	[Numeric fill in – max \$1000]
Maple infused alcoholic beverages (beer, wine, liquor)	[Numeric fill in – max \$1000]

NOTE: Adjust Q 23 to limit maple products with “Yes” responses in Q22

23. Approximately what percent of your annual maple budget was spent on the following maple products from **small to medium size** farms/processors?

Type	Percentage
Maple syrup	Drop down: 0 to 100% (5% inc.)
Maple cream/butter (non-dairy)	Drop down: 0 to 100% (5% inc.)
Maple sugar	Drop down: 0 to 100% (5% inc.)
Maple candy products (cotton candy, taffy, etc.)	Drop down: 0 to 100% (5% inc.)
<u>Maple flavored foods, snacks, condiments:</u>	
Baked goods (Cereals, breads, doughnuts, muffins, etc.)	Drop down: 0 to 100% (5% inc.)
Meats	Drop down: 0 to 100% (5% inc.)
Dairy products (ice cream, creamer, etc.)	Drop down: 0 to 100% (5% inc.)
Sauces/dressings/spices (BBQ sauce, mustards, etc.)	Drop down: 0 to 100% (5% inc.)
<u>Beverages:</u>	
Maple water	Drop down: 0 to 100% (5% inc.)
Maple flavored non-alcoholic beverages	Drop down: 0 to 100% (5% inc.)
Maple infused alcoholic beverages (beer, wine, liquor)	Drop down: 0 to 100% (5% inc.)

Survey Questionnaire

24. How much more would you be willing to pay for the following maple products if they were produced by **small to medium sized farms/processors** compared to **conventional name brand maple products from national processors or store bought brands**? If none, enter 0.

Type	WTP dollar value	N/A
Maple syrup	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Maple cream/butter (non-dairy)	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Maple sugar	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Maple candy products (cotton candy, taffy, etc.)	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
<u>Maple flavored foods, snacks, condiments:</u>	Drop down: 0 to 100% (5% inc.)	
Baked goods (Cereals, breads, doughnuts, muffins, etc.)	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Meats	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Dairy products (ice cream, creamer, etc.)	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Sauces/dressings/spices (BBQ sauce, mustards, etc.)	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
<u>Beverages:</u>	Drop down: 0 to 100% (5% inc.)	
Maple water	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Maple flavored non-alcoholic beverages	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Maple infused alcoholic beverages (beer, wine, liquor)	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>

25. How much more would you be willing to pay for the following maple products if they were **organically produced**? If none, enter 0.

Type	WTP dollar value	N/A
Maple syrup	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Maple cream/butter (non-dairy)	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Maple sugar	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Maple candy products (cotton candy, taffy, etc.)	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
<u>Maple flavored foods, snacks, condiments:</u>	Drop down: 0 to 100% (5% inc.)	
Baked goods (Cereals, breads, doughnuts, muffins, etc.)	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Meats	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Dairy products (ice cream, creamer, etc.)	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Sauces/dressings/spices (BBQ sauce, mustards, etc.)	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
<u>Beverages:</u>	Drop down: 0 to 100% (5% inc.)	
Maple water	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Maple flavored non-alcoholic beverages	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>
Maple infused alcoholic beverages (beer, wine, liquor)	Drop down: 0 to 100% (5% inc.)	<input type="checkbox"/>

Survey Questionnaire

26. How would you rate the following maple products available in your local area, on a scale of 0 = poor to 7 = excellent.

Type	Price	Quality	Availability	Never tried	N/A
Maple syrup	0 to 7	0 to 7	0 to 7	<input type="checkbox"/>	<input type="checkbox"/>
Maple cream/butter (non-dairy)	0 to 7	0 to 7	0 to 7	<input type="checkbox"/>	<input type="checkbox"/>
Maple sugar	0 to 7	0 to 7	0 to 7	<input type="checkbox"/>	<input type="checkbox"/>
Maple candy products (cotton candy, taffy, etc.)	0 to 7	0 to 7	0 to 7	<input type="checkbox"/>	<input type="checkbox"/>
<u>Maple flavored foods, snacks, condiments:</u>					
Baked goods (Cereals, breads, doughnuts, muffins, etc.)	0 to 7	0 to 7	0 to 7	<input type="checkbox"/>	<input type="checkbox"/>
Meats	0 to 7	0 to 7	0 to 7	<input type="checkbox"/>	<input type="checkbox"/>
Dairy products (ice cream, creamer, etc.)	0 to 7	0 to 7	0 to 7	<input type="checkbox"/>	<input type="checkbox"/>
Sauces/dressings/spices (BBQ sauce, mustards, etc.)	0 to 7	0 to 7	0 to 7	<input type="checkbox"/>	<input type="checkbox"/>
<u>Beverages:</u>					
Maple water	0 to 7	0 to 7	0 to 7	<input type="checkbox"/>	<input type="checkbox"/>
Maple flavored non-alcoholic beverages	0 to 7	0 to 7	0 to 7	<input type="checkbox"/>	<input type="checkbox"/>
Maple infused alcoholic beverages (beer, wine, liquor)	0 to 7	0 to 7	0 to 7	<input type="checkbox"/>	<input type="checkbox"/>

27. Assuming everything is equal, including price, which of the following would you prefer to purchase?

- a. US produced maple syrup
- b. Canadian produced maple syrup
- c. Pancake syrup (e.g. "Aunt Jemima," "Mrs. Butterworth," "Log Cabin," etc.)
- d. No preference
- e. Not applicable

28. How likely are you to try a new product if it is flavored with pure maple? [Radio buttons, Scale 0-7, 0 = extremely unlikely to 7 = extremely likely, include No preference]

29. When purchasing *maple syrup*, which size packaging do you prefer?:

- Gallon Half gallon Quart Pint 1/2 pint No preference N/a

30. When purchasing *maple syrup*, which type of packaging do you prefer? (Select only one)

- a. Clear plastic container
- b. Tan plastic container
- c. Glass
- d. No preference
- e. Not applicable

31. How often do you consume/use maple syrup during the following seasons?: (Select one per season) [Drop down or Radio buttons: Once a week or more; 2 to 3 times per month; Once per month; Not used]

Survey Questionnaire

- a. Summer
- b. Fall
- c. Winter
- d. Spring

32. Please indicate your preference for the following Grade A *maple syrup* flavor profiles (i.e., color and taste) : [0 = extremely dislike to 7 = extremely like) Radio buttons

Flavor profile	Preference	No preference
a. Golden Color and Delicate Taste	0 to 7	<input type="checkbox"/>
b. Amber Color and Rich Taste	0 to 7	<input type="checkbox"/>
c. Dark Color and Robust Taste	0 to 7	<input type="checkbox"/>
d. Very Dark and Strong Taste	0 to 7	<input type="checkbox"/>

33. If you buy *maple syrup*, what do you use it for? [Multiple selection allowed]

- a. Topping for pancakes, waffles, icecream, etc.
- b. Baking and/or cooking (e.g. maple breads, maple glazes, etc.)
- c. Alternative sweetner
- d. Cocktails
- e. Non-food use (e.g. skincare)
- f. Give as a gift
- g. Other
- h. Not applicable

34. How do the following quality certifications/indicators affect your willingness to pay for maple products? Select No Preference if not important. (0 = extremely decreases , 7 = extremely increases). Radio buttons

Quality	Change in my willingness to pay 0= Extremely decrease to 7 = Extremely increase	No preference
3 rd Party certified sustainable	0 to 7	<input type="checkbox"/>
Non-GMO	0 to 7	<input type="checkbox"/>
Certified organic	0 to 7	<input type="checkbox"/>
Local	0 to 7	<input type="checkbox"/>
Directly marketed from farm	0 to 7	<input type="checkbox"/>
Sugar House certified	0 to 7	<input type="checkbox"/>
US made	0 to 7	<input type="checkbox"/>
Vermont made	0 to 7	<input type="checkbox"/>
Maine made	0 to 7	<input type="checkbox"/>
Canada made	0 to 7	<input type="checkbox"/>

35. How much detail do you desire to know about geographic origin of your *maple products*? (choose one) No Detail Country State/Province County City/town Farm

36. How important to your purchasing decision is knowing the geographic origination of maple products? (0 = Not important, 7 = Extremely important) Radio buttons 0-7

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37. What percent of the time do you look for a label or store signage to provide more information prior to purchasing *maple products*? Drop down: 0 to 100% (5% inc.)
38. How would you characterize the impact of the maple industry (including farming, processing, and value-added production) on the following? (0 = extremely negative to 7 = extremely positive) Include "No Opinion" column.
- | | |
|-------------------------------------|--------|
| a. U.S. economy | 0 to 7 |
| b. U.S. international trade deficit | 0 to 7 |
| c. Local economies | 0 to 7 |
| d. Rural farming communities | 0 to 7 |
| e. Job creation | 0 to 7 |
| f. Environment | 0 to 7 |
| g. U.S. food security | 0 to 7 |
| h. Nutrition for U.S. consumers | 0 to 7 |
| i. Keeping prices low | 0 to 7 |
| j. Climate change | 0 to 7 |
39. For the purposes of this survey, we defined "local" as being processed within 75 miles of the point of purchase but the definition can vary according to product and geography. Which of the following geographic boundaries is consistent with your understanding of the term "local," in relation to maple processing, being with how many miles of the point of purchase:
- | |
|----------------------|
| a. 0 – 10 miles |
| b. 11 – 51 miles |
| c. 51 -100 miles |
| d. 101 – 200 miles |
| e. 201 – 400 miles |
| f. 401 - 1600+ miles |

Thank you for completing this survey. We appreciate your help.