



Constant Contact Survey Results

Survey Name: CSA Needs Your Input

Response Status: Partial & Completed

Filter: None

10/17/2011 1:35 PM CDT

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I am on the gluten-free diet for medical reasons.

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 5 years			248	24.8 %
5-14 years			450	45.0 %
15 or more years			223	22.3 %
Not applicable			79	7.9 %
No Response(s)			0	0.0 %
Totals			1000	100%





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I am responding as a family member/caregiver of a person on a gluten-free diet.

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			253	25.3 %
No			584	58.4 %
Not applicable			163	16.3 %
No Response(s)			0	0.0 %
Totals			1000	100%











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The cost of food influences whether I consider cheating or not.

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			30	3.0 %
No			306	30.5 %
I choose not to knowingly cheat.			632	63.2 %
Not applicable			31	3.1 %
No Response(s)			1	<1 %
Totals			1000	100%

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I am willing to pay more for these features: (select all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Vegan			42	4.2 %
Whole grain			187	18.7 %
Gluten-free			971	97.1 %
Name brand			121	12.1 %
Dairy Free			134	13.4 %
Nutrient density			205	20.5 %
Organic			281	28.1 %
Lower calories			214	21.4 %
Locally produced			292	29.2 %
Non-genetically modified			284	28.4 %
Totals			999	100%

* My choice of one gluten-free product over other similar gluten-free products is determined by: (check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Price			469	47.1 %
Brand name			302	30.3 %
Company assurances			272	27.3 %
Family preferences			293	29.4 %
CSA Recognition Seal (less than 5 ppm)			436	43.8 %
Other third party endorsement or certification			139	13.9 %
Other			358	36.0 %
Totals			994	100%

* The difficulties I find in seeking gluten-free food are: (check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Gluten-free labeling is confusing			396	39.7 %
Limited gluten-free food choices			578	58.0 %
Gluten ingredients are listed on gluten-free labeled products			253	25.4 %
Lack of meaningful answers from manufacturers			389	39.0 %
Gluten-free food cost			517	51.9 %
Too many gluten-free certification marks			76	7.6 %
Gluten-free labeling is voluntary			555	55.7 %
Other			117	11.7 %
Totals			995	100%

* I know wheat is required to be listed on ingredient labels as an allergen. I would like the following to be added to the required allergen labeling:

Answer	0%	100%	Number of Response(s)	Response Ratio
Barley			914	91.5 %
Rye			882	88.3 %
Common oats			771	77.2 %
Such labeling would not be helpful			87	8.7 %
Totals			998	100%

* My preference for a single level definition for gluten-free food labeling: (Select one)

Answer	0%	100%	Number of Response(s)	Response Ratio
FDA proposed Gluten-free - may include ingredients, processed to remove gluten, derived from wheat, barley, rye and/or common oats as long as product tests less than 20 ppm.			157	15.7 %
Gluten-free - no ingredients from wheat, barley, rye or common oats crosses and derivatives verified by test at less than 5 ppm			788	78.8 %
Codex Gluten-free - definition for international trade, less than 20 ppm gluten, may include gluten source derivatives processed to remove gluten. Each country may determine use of oats.			55	5.5 %
No Response(s)			0	0.0 %
Totals			1000	100%

* I am comfortable and satisfied as a consumer with the following ppm standard in the U.S:

Answer	0%	100%	Number of Response(s)	Response Ratio
less than 100 ppm			10	1.0 %
less than 20 ppm - as proposed by the FDA			242	24.2 %
less than 10 ppm			123	12.3 %
less than 5 ppm (lowest testing level commercially available)			621	62.1 %
No Response(s)			4	<1 %
Totals			1000	100%

* My preference for a multi-level level definition for gluten-free food labeling: Check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
FDA Proposed Gluten-free - may include ingredients, processed to remove gluten, derived from wheat, barley, rye and/or common oats as long as product tests less than 20 ppm.			238	23.7 %
Low Gluten - may include ingredients from wheat, barley, rye and common oats up to 100 ppm.			32	3.2 %
Gluten-free - no ingredients from wheat, barley, rye or common oats crosses and derivatives verified by test at less than 5 ppm.			828	82.8 %
Codex Gluten-Free - definition for international trade, less than 20 ppm gluten, may include gluten source derivatives processed to remove gluten. Each country may determine use of oats.			110	11.0 %
Totals			1000	100%