

# *Pride of Dakota*



*Consumer Survey Results  
September 2006*

Survey conducted by  
the University of North Dakota Bureau of Governmental Affairs  
on behalf of the  
North Dakota Department of Agriculture

October 2006

Earlier this year, the North Dakota Department of Agriculture commissioned a survey to determine consumer awareness of the Pride of Dakota program and logo and consumer preferences in shopping and purchasing. The study also assessed consumers' opinions of promotion impact on purchasing decisions.

The University of North Dakota Bureau of Governmental Affairs conducted the survey in May 2006. Results of the survey will help create a future vision for a bigger and better Pride of Dakota program.



Sincerely,

A handwritten signature in black ink, appearing to read "Roger Johnson". The signature is fluid and cursive, written over a white background.

Roger Johnson

Agriculture Commissioner

## Survey Results

- Of the 599 respondents, 79 percent reported they have heard of Pride of Dakota. Television, logos on products, word of mouth, newspapers and radio ranked as the top five communication methods that raised program awareness in the last year.



- Consumers who heard of Pride of Dakota (total of 470) were asked if they have seen the logo. A majority of consumers reported seeing the Pride of Dakota logo (90 percent). 47 percent of the respondents said it would be very useful to have a logo identifying North Dakota products while shopping.

- Consumers responded very positively when asked if they were more likely to purchase a product if they knew it was produced in North Dakota (79 percent said they would).



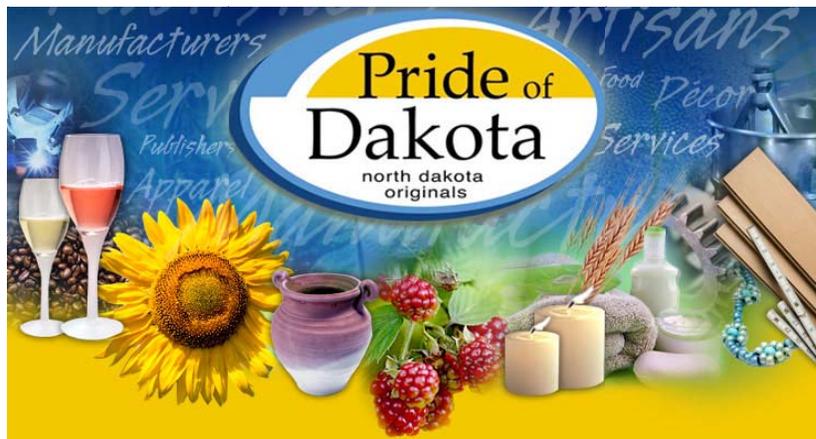
- 88 percent of respondents have purchased a Pride of Dakota product.

- 52 percent of respondents are willing to pay 1 to 10 percent more for products produced in North Dakota. 14 percent of the respondents would pay 11 to 20 percent more and four percent are willing to pay more than 20 percent.

- 85 percent of respondents would shop at a particular store, event or website that features Pride of Dakota products. 89 percent find it useful to have stores, event displays or websites that clearly identify North Dakota products.

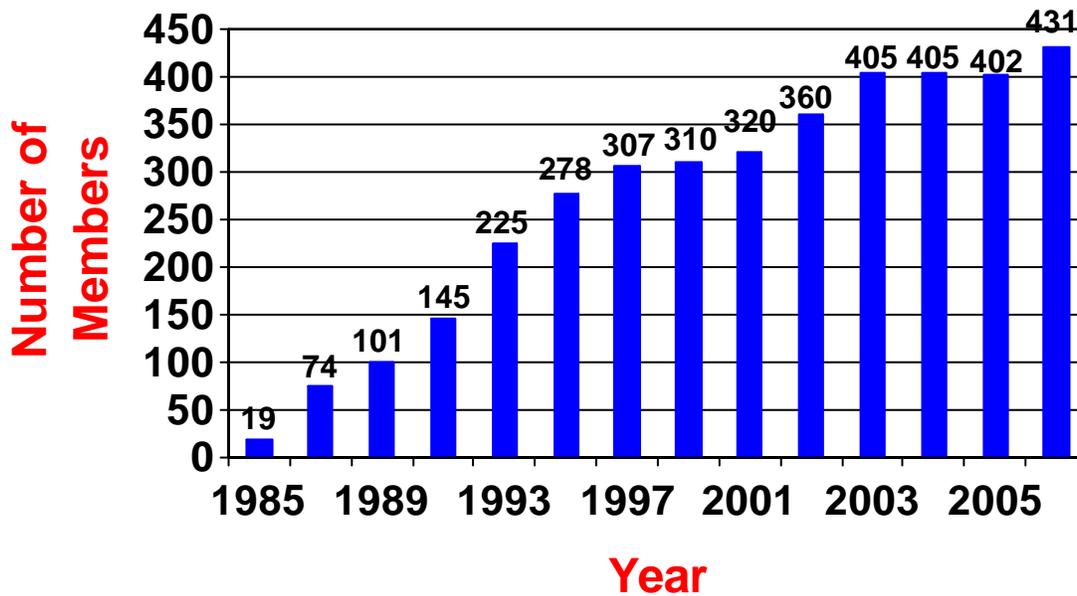
- 18 percent of respondents said that promotional advertisements often influence decisions regarding products purchased. The majority of respondents, 52 percent, said that promotional advertisements sometimes influence their purchasing decisions.

- 78 percent of respondents think it is important to promote Pride of Dakota products within North Dakota, and 65 percent think it is very important to promote Pride of Dakota outside the state.



[www.prideofdakota.com](http://www.prideofdakota.com)

## Membership by Selected Year



Category	Number
Food & Beverages	145
Artisans & Gifts	145
Personal Care Products	21
Publishers	26
Manufacturers	48
Services	24
Associate Members/Non-profit	19
<b>Total</b>	<b>431</b>

## Membership by General Category

## Membership by Fee Level

Fee level	Number of companies
\$ 50.00	378
\$100.00	19
\$150.00	6
\$200.00	8
\$250.00	20