

# 2024 Rapid Community Food Assessment survey results



Missoula Food Policy Advisory Board

# Survey overview

**Do you care about the future  
of food & agriculture in  
Missoula County?**

**Scan the QR code to take the Rapid  
Community Food Assessment Survey &  
tell us what you think!**



**Or go to:  
[tinyurl.com/yf8pd59d](https://tinyurl.com/yf8pd59d)**

## Goals

- Gather feedback from community to inform our work
- Increase visibility of the Board

## Detail

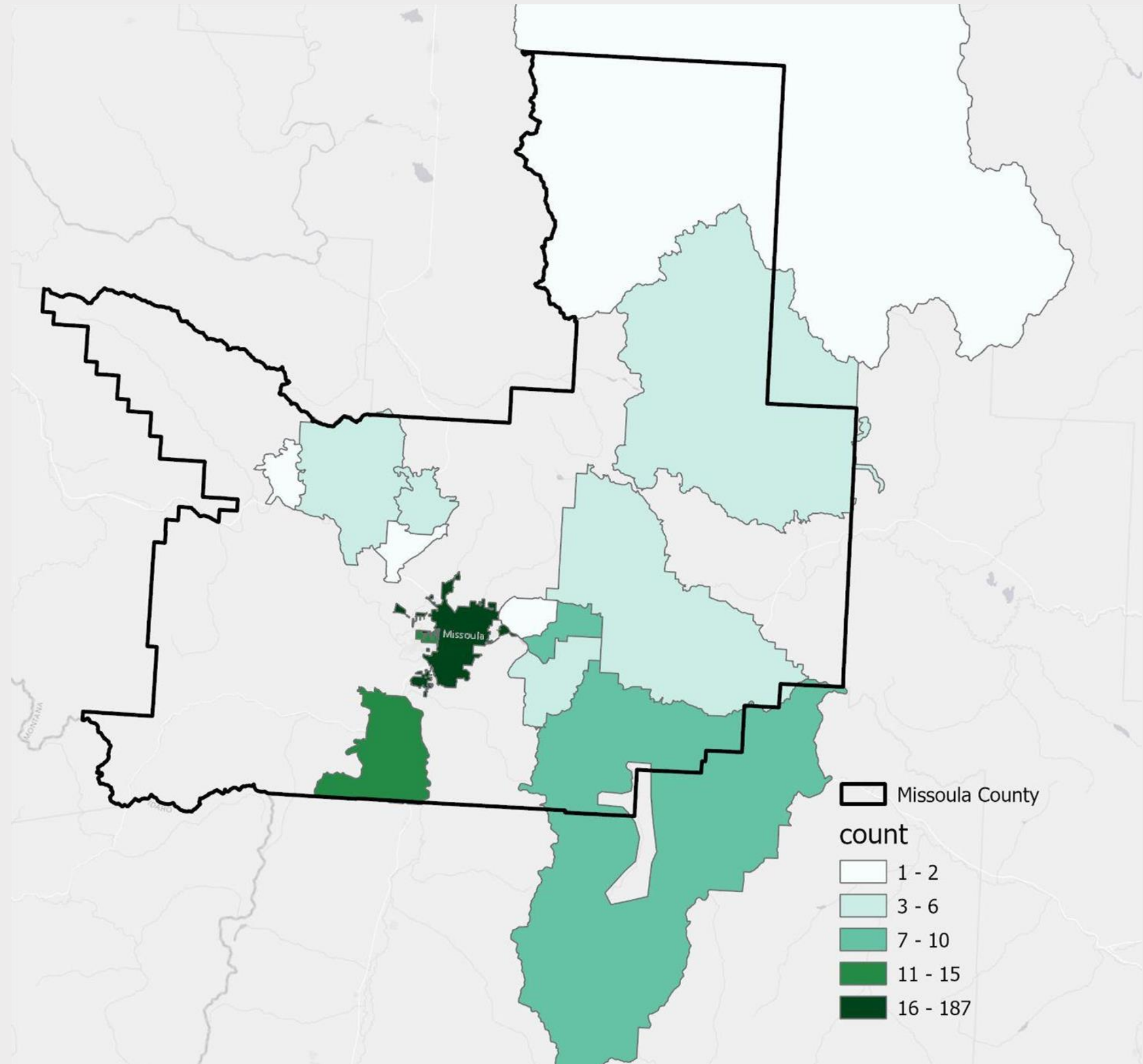
- Survey open March 28- April 30th
- Invited primarily through organizations and city and county platforms
- Participated online

## Sample

- Sample size (n) = 289
- 65% City, 35% County residents
- 17% fewer than in 2022 (349 people)
- Convenience sample

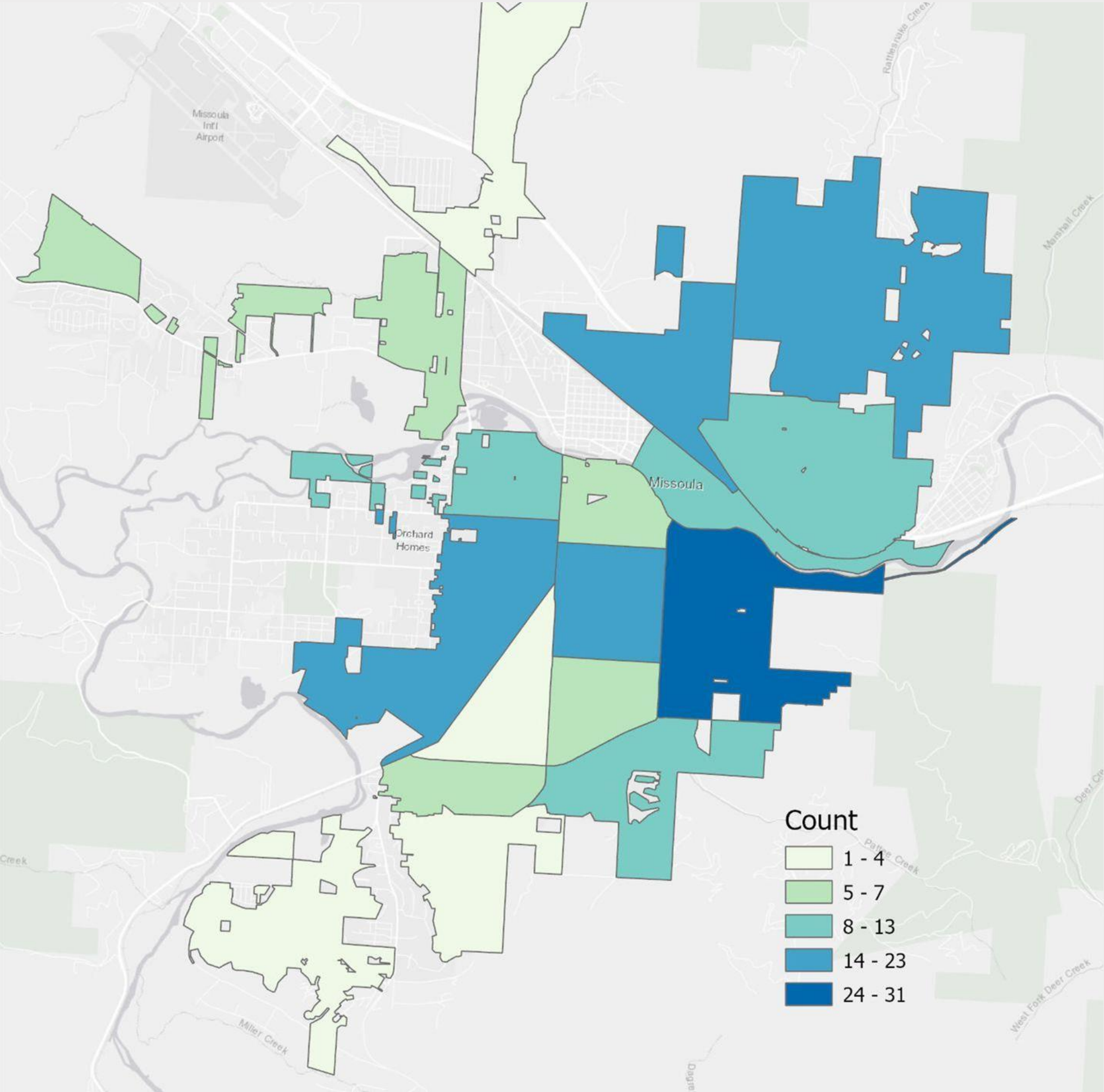
# Respondent profile

County residents

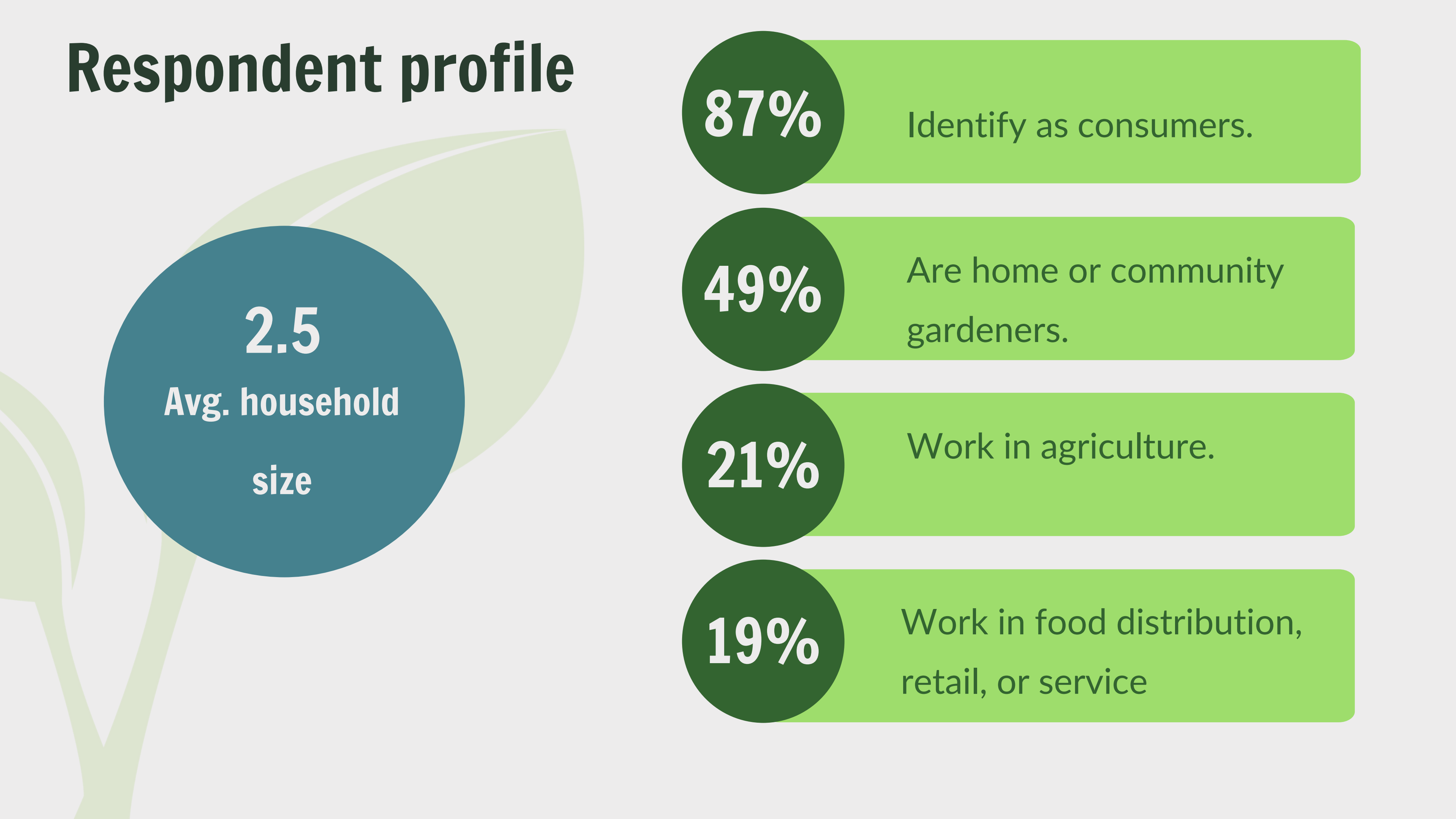


# Respondent profile

City residents



# Respondent profile



**2.5**  
Avg. household  
size

**87%**

Identify as consumers.

**49%**

Are home or community  
gardeners.

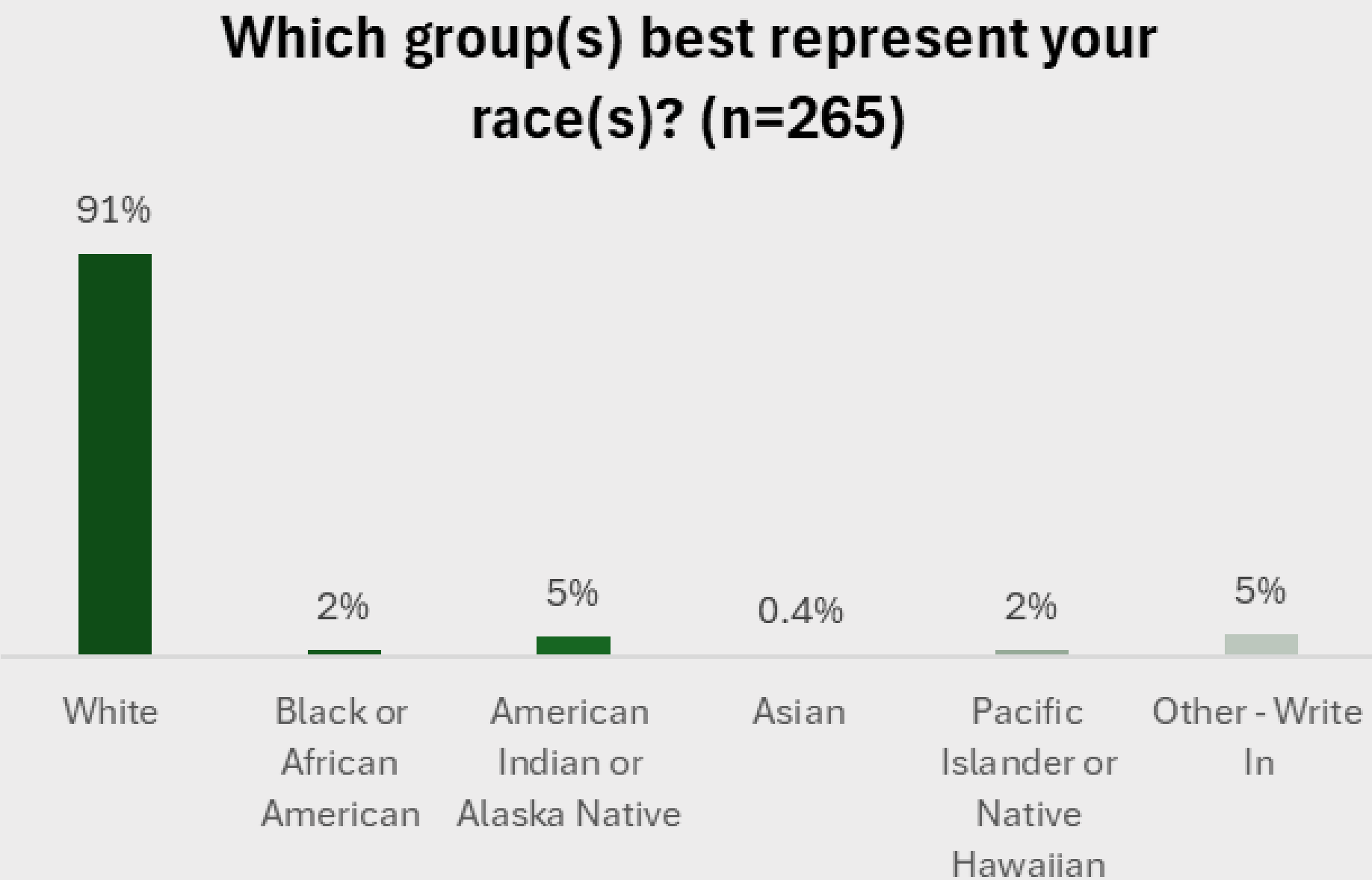
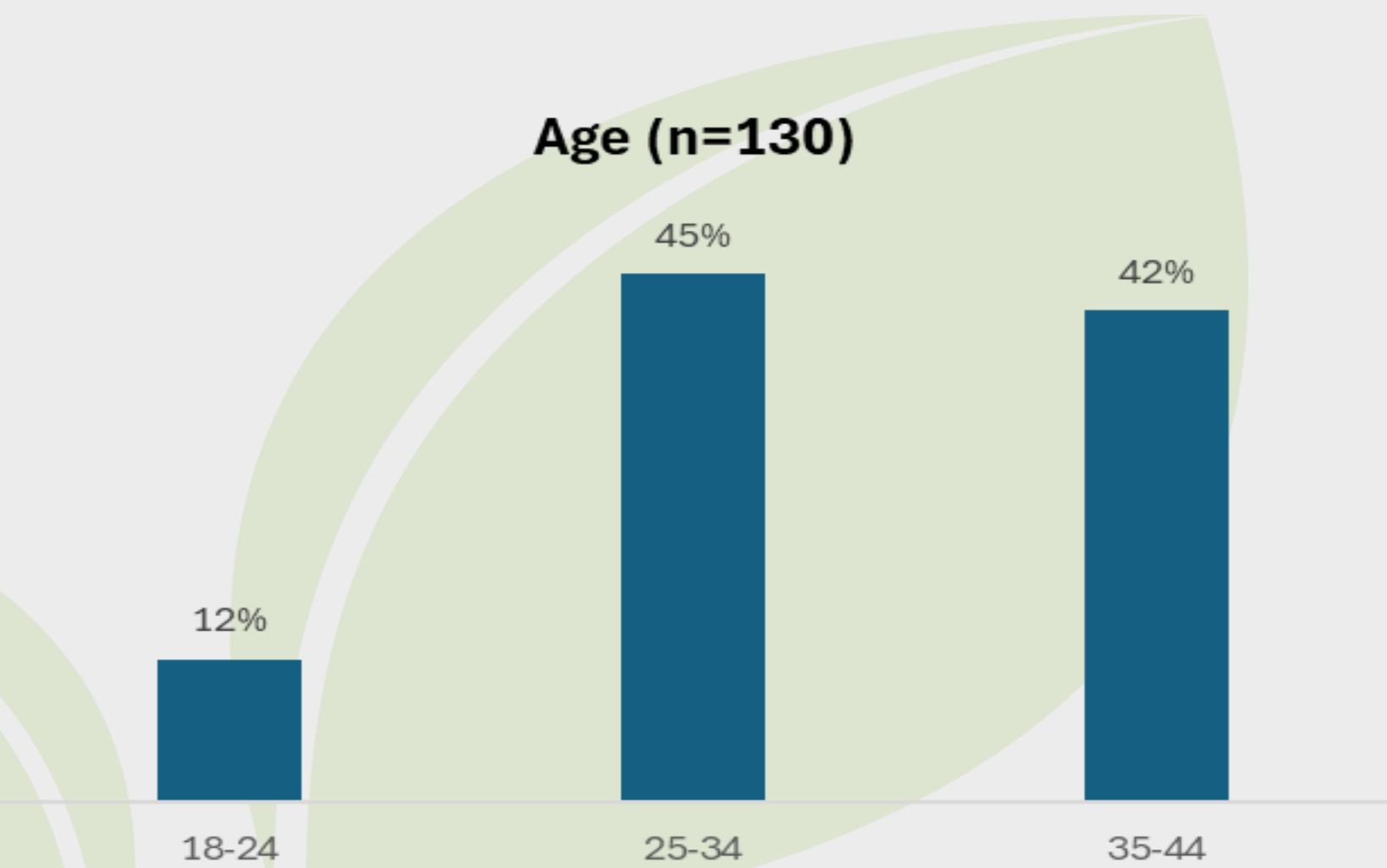
**21%**

Work in agriculture.

**19%**

Work in food distribution,  
retail, or service

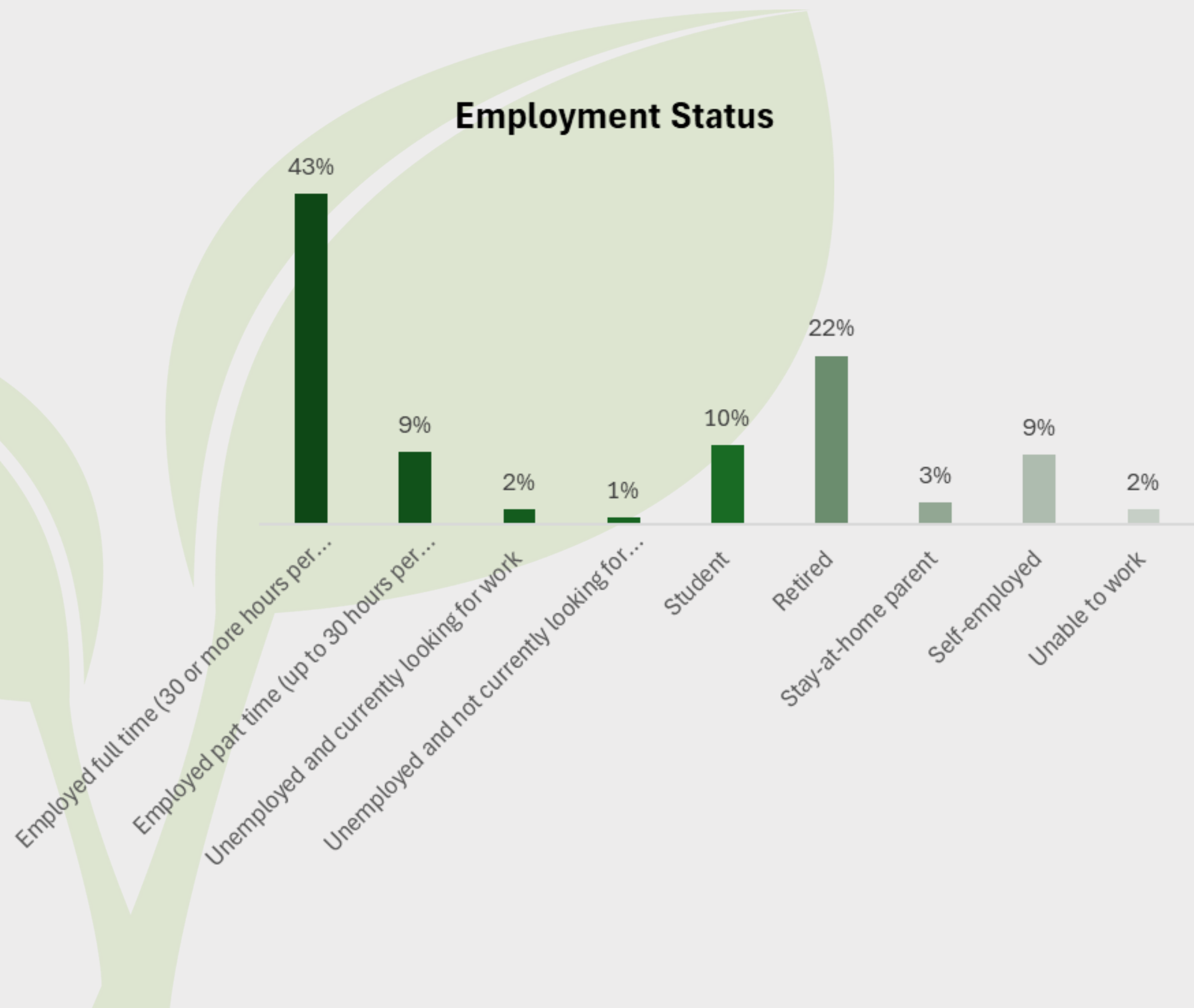
# Respondent profile



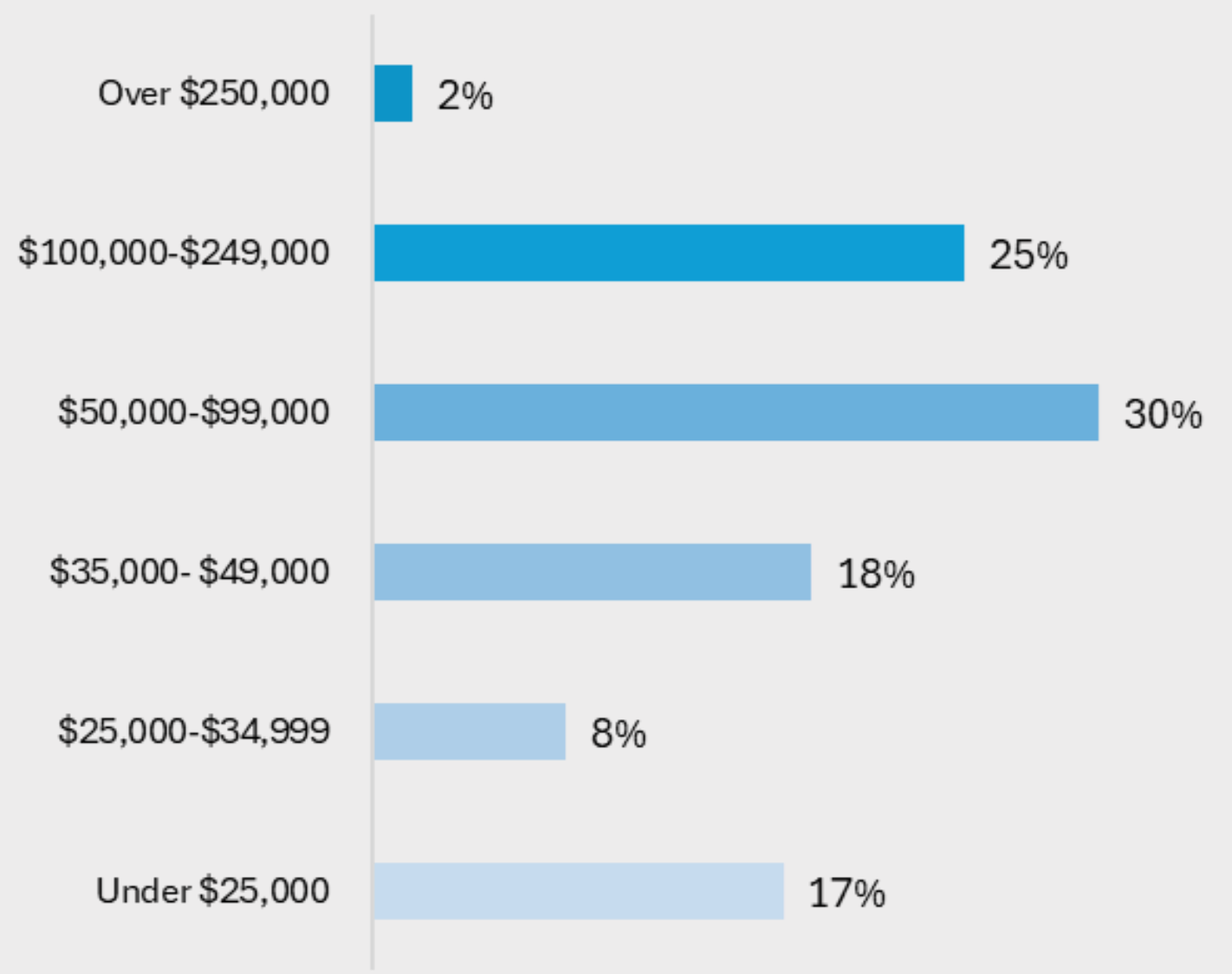
**4.3%**

Identified as being of Hispanic, Latinx, and/or Spanish origin

# Respondent profile

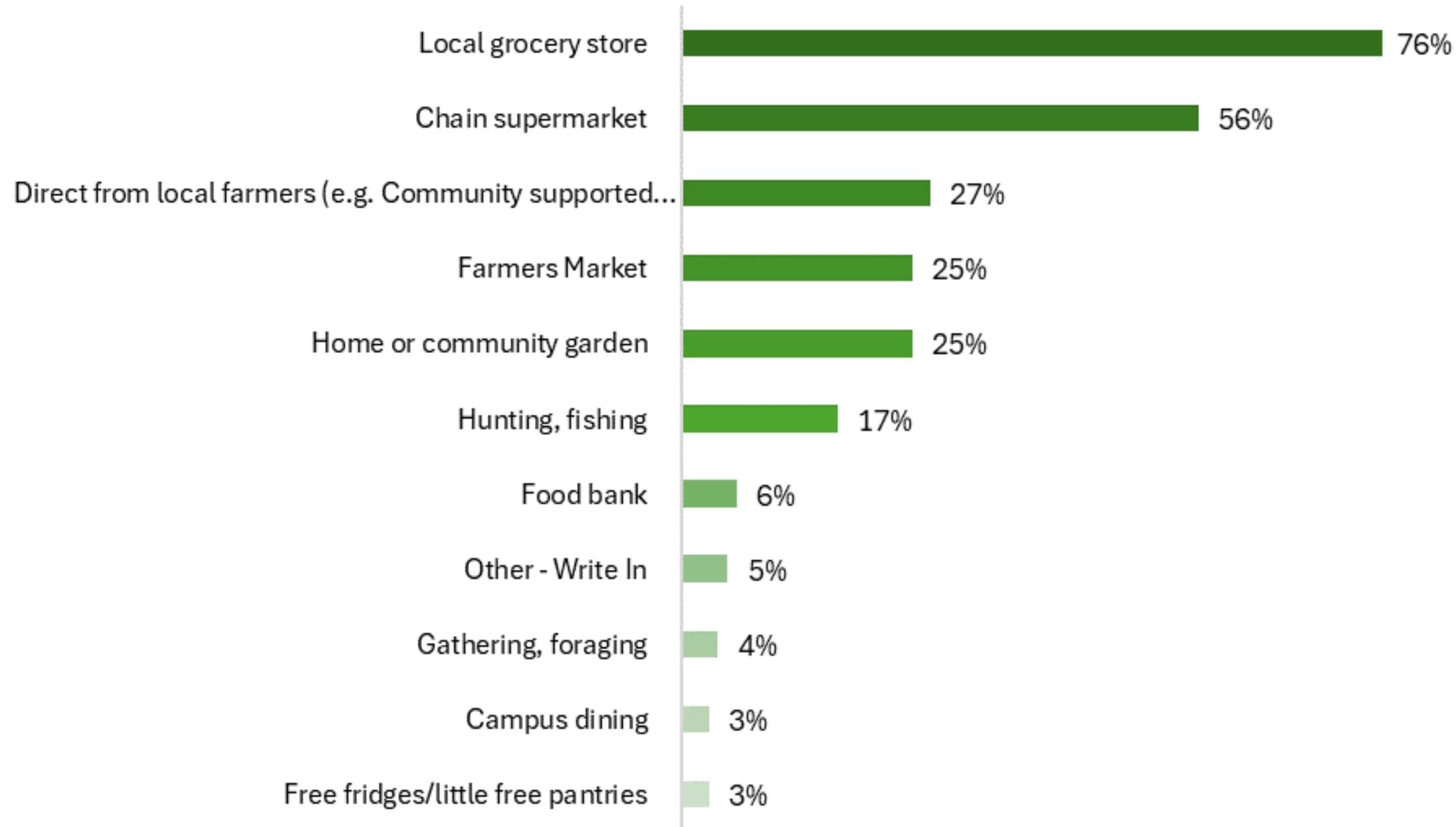


Approximate Household Income (n=251)

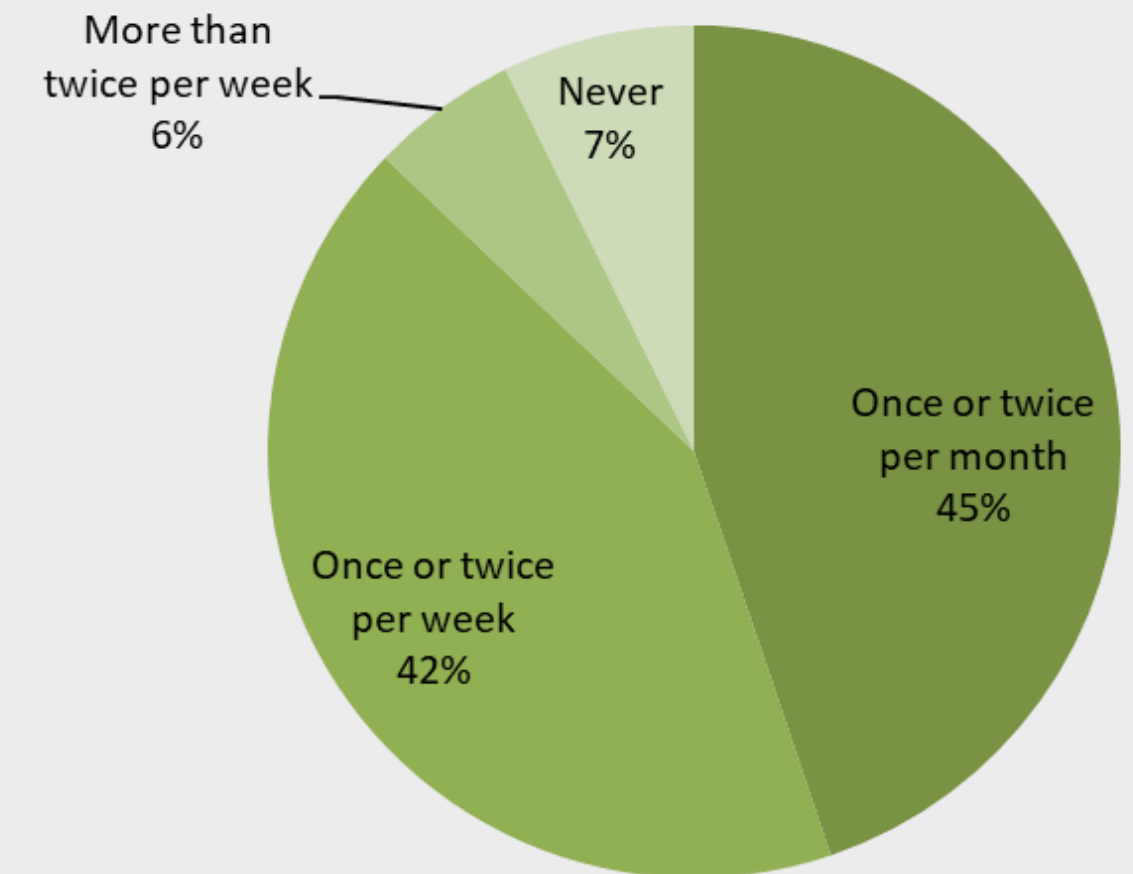


# Consumption patterns and behaviors

In a typical month, where does your household primarily get its food? (Please select up to three from the list below)

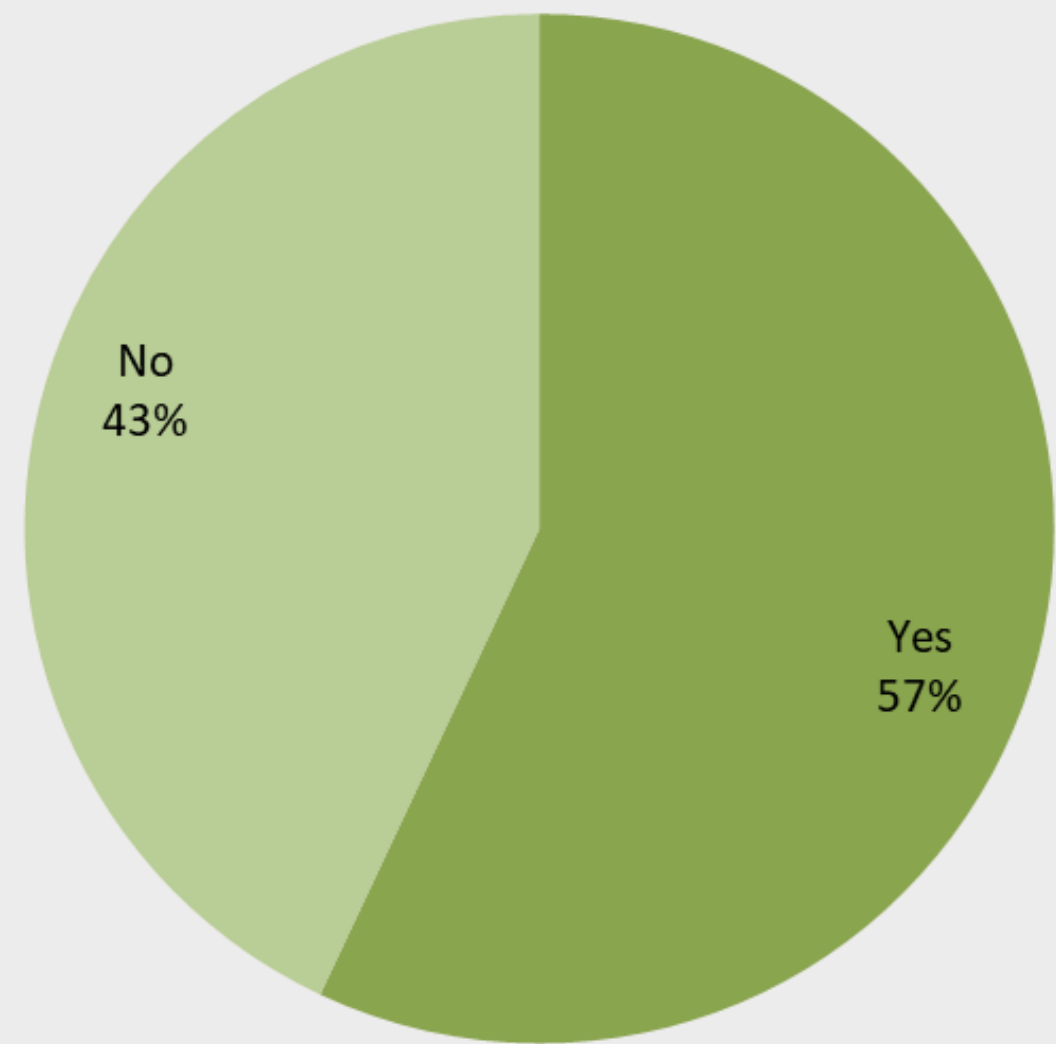


During a typical month, about how often does your household eat out (dine in or take out)?

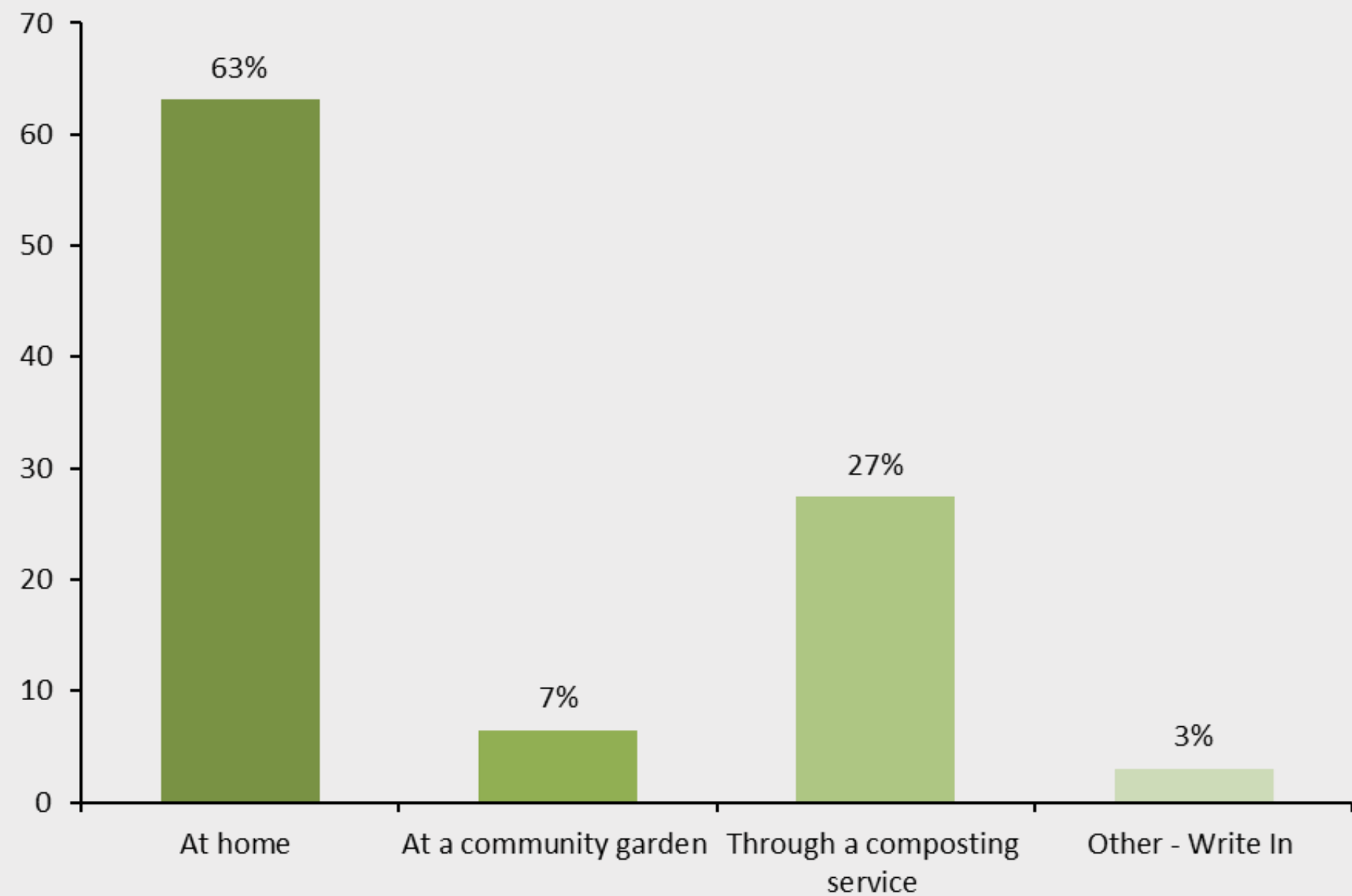


# Consumption patterns and behaviors

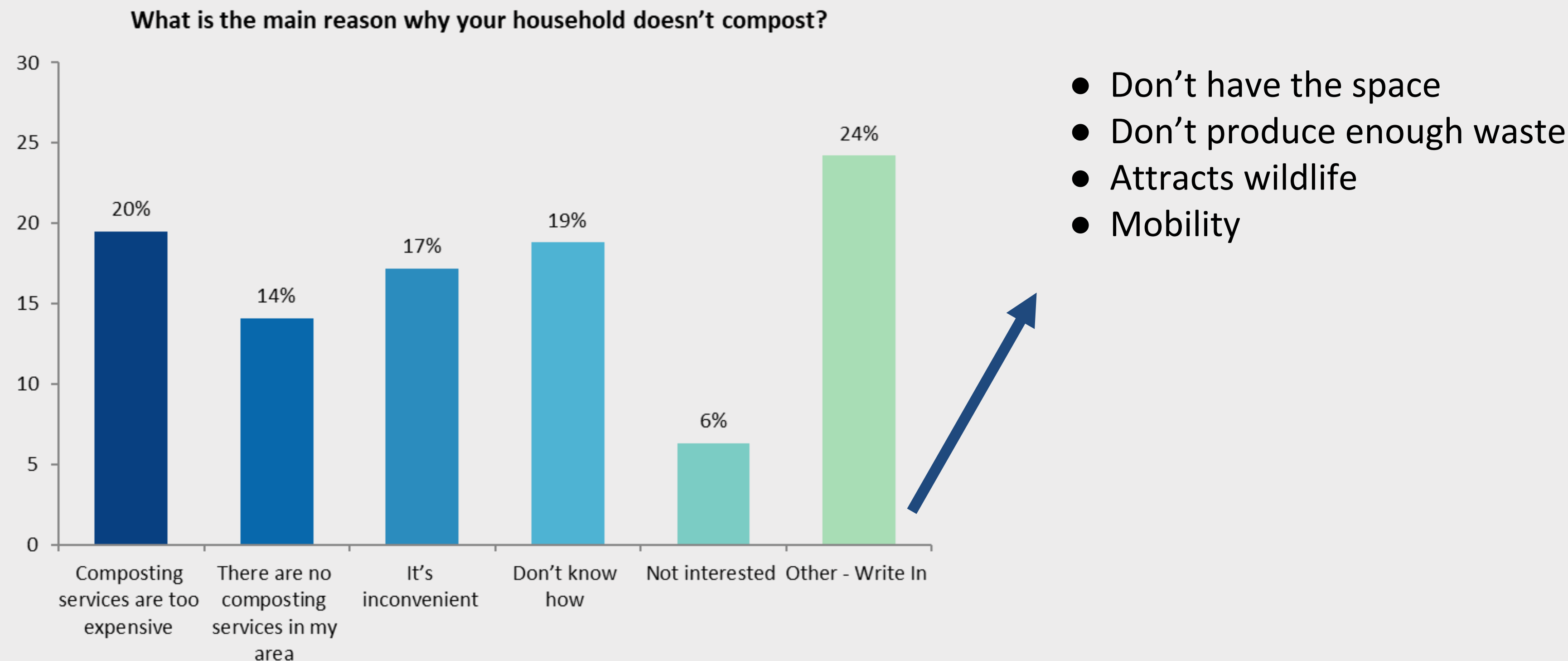
Does your household compost food waste?



How does your household compost?



# Consumption patterns and behaviors



# School meals

**20%**

Have child/children attending public school in Missoula County

**58%**

Of whom have kids who participate in school meals

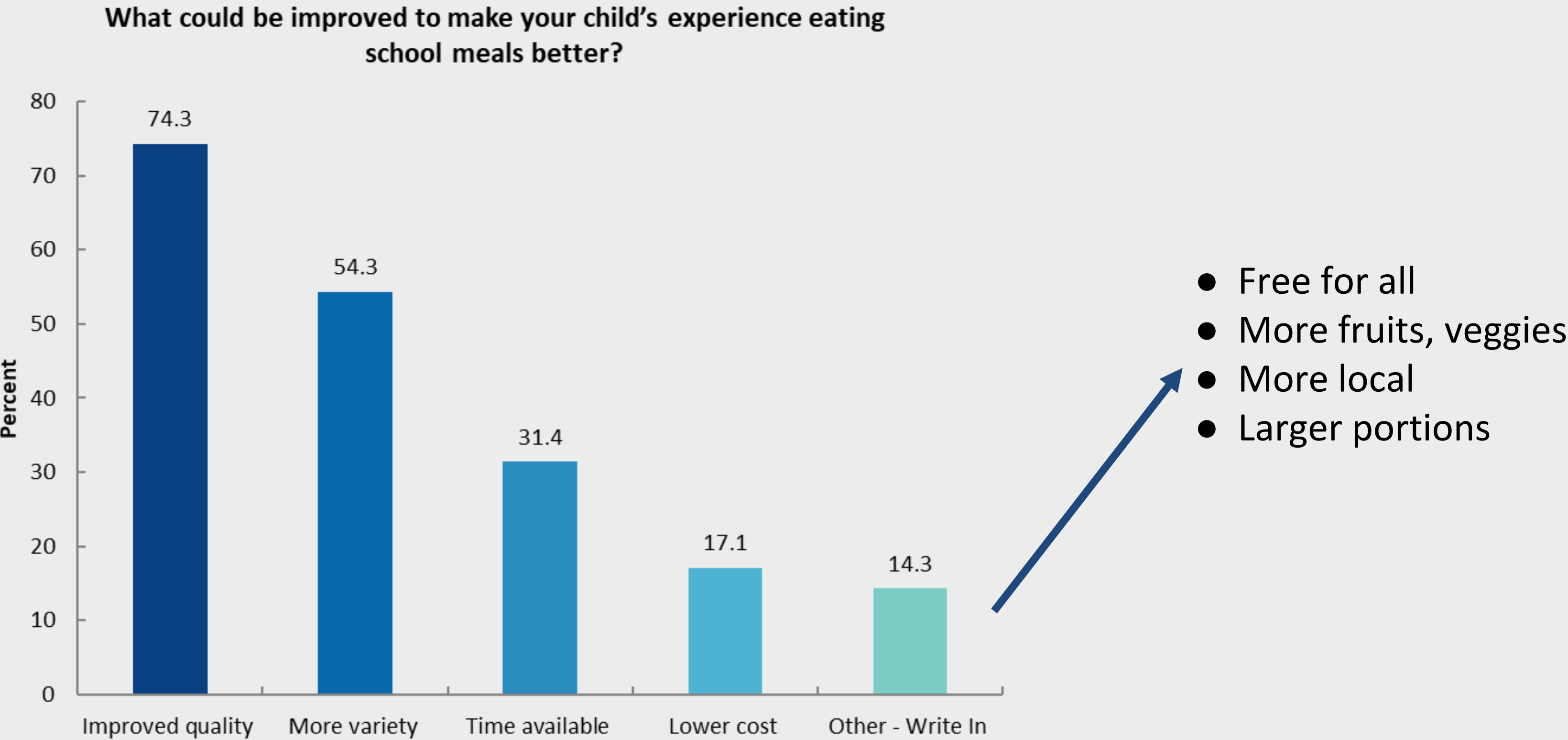
**93%**

Of whom have kids who eat school lunch (most at least one per week)

Comments on their child's experience with school meals:

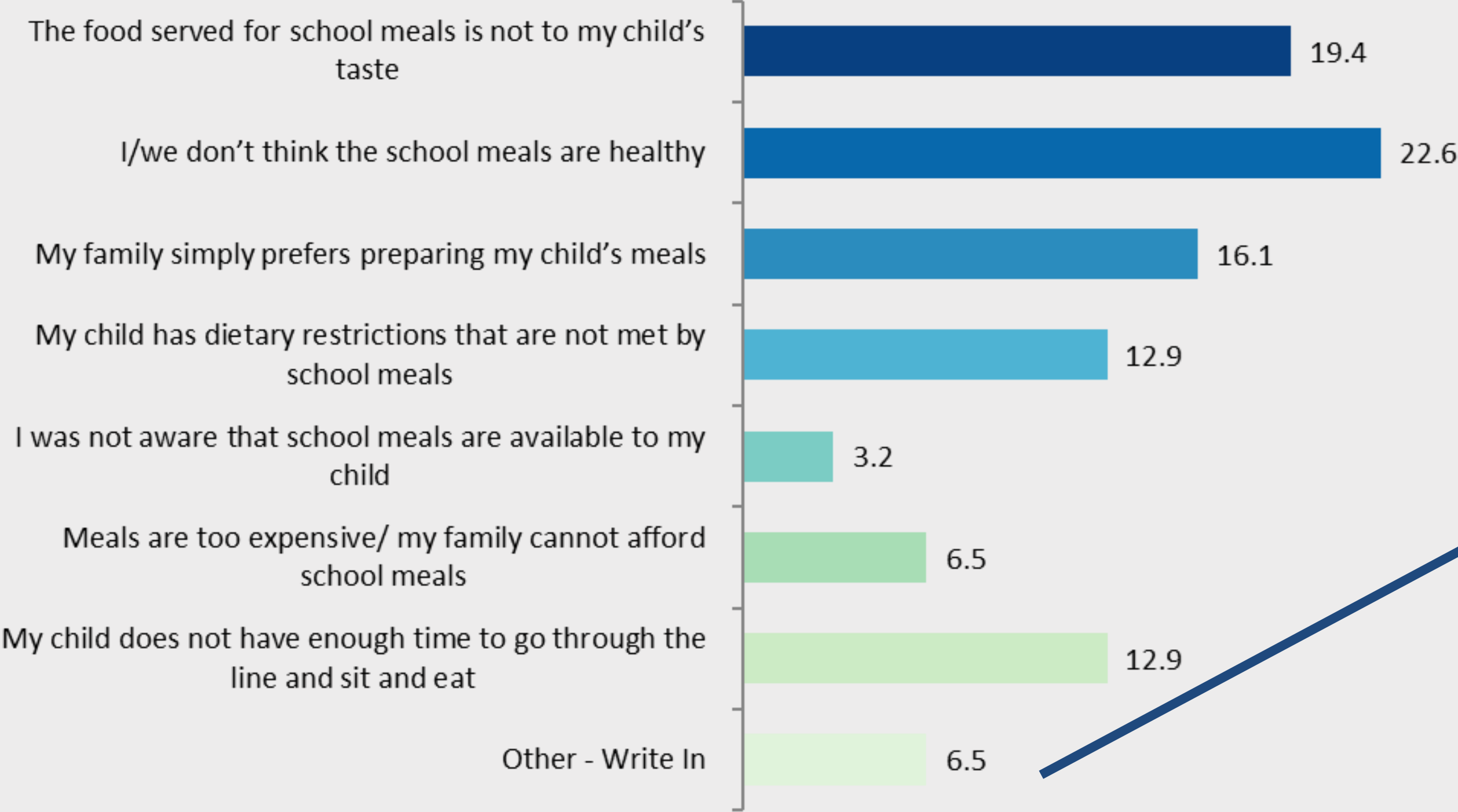
- Likes some things
- Overprocessed
- Not very satisfied
- Varied
- Glad there are choices, can preview menu in advance

# School meals



# School meals

Which of the following statements best describes why your child does not participate in school meals?



- Child doesn't want to wait in line
- Child is picky
- Selection is poor, run out of options

# Food access

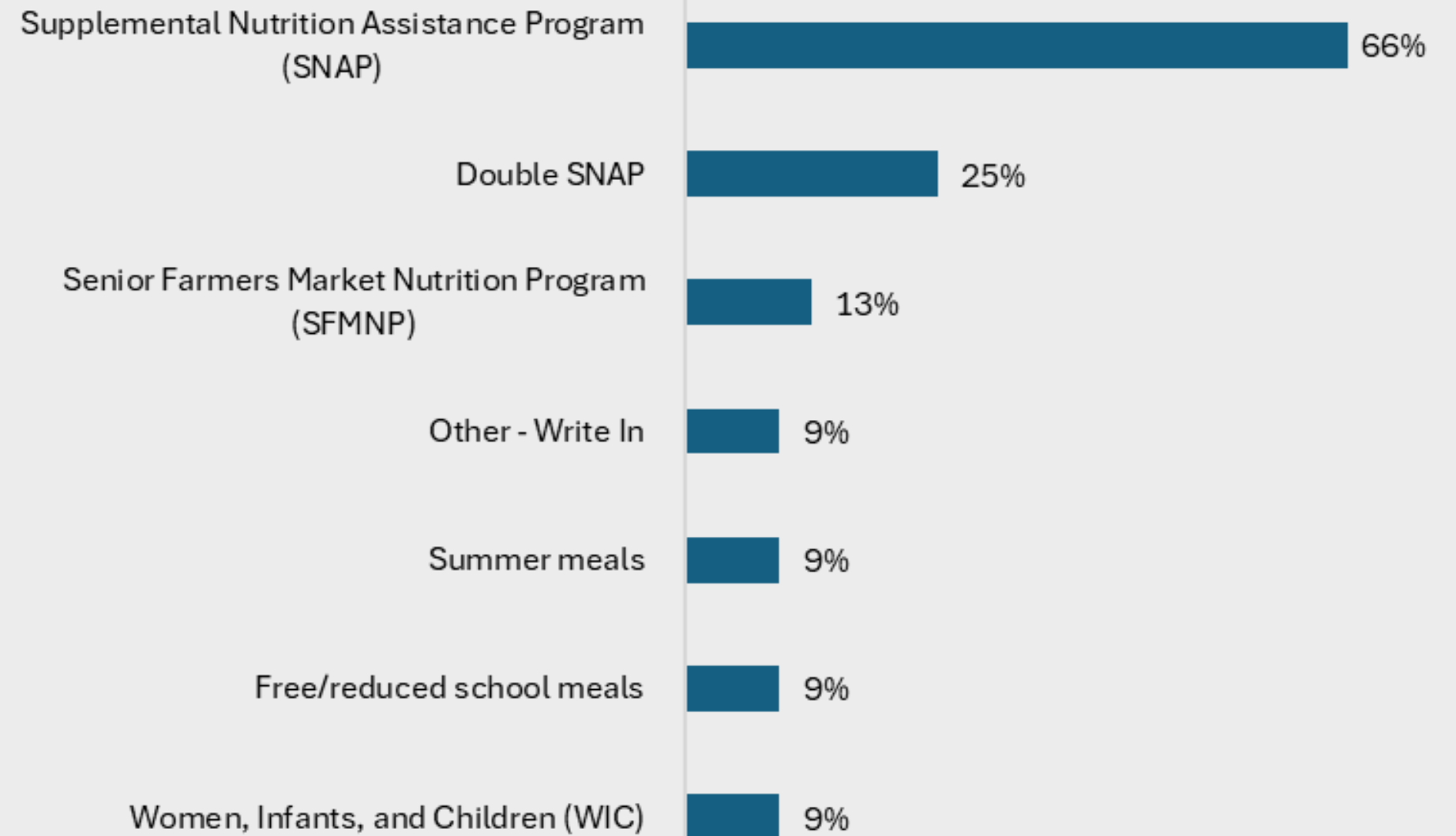
Does your household participate in any nutrition assistance programs (e.g. SNAP, WIC, etc.)?

Not sure  
2%

Yes  
8%

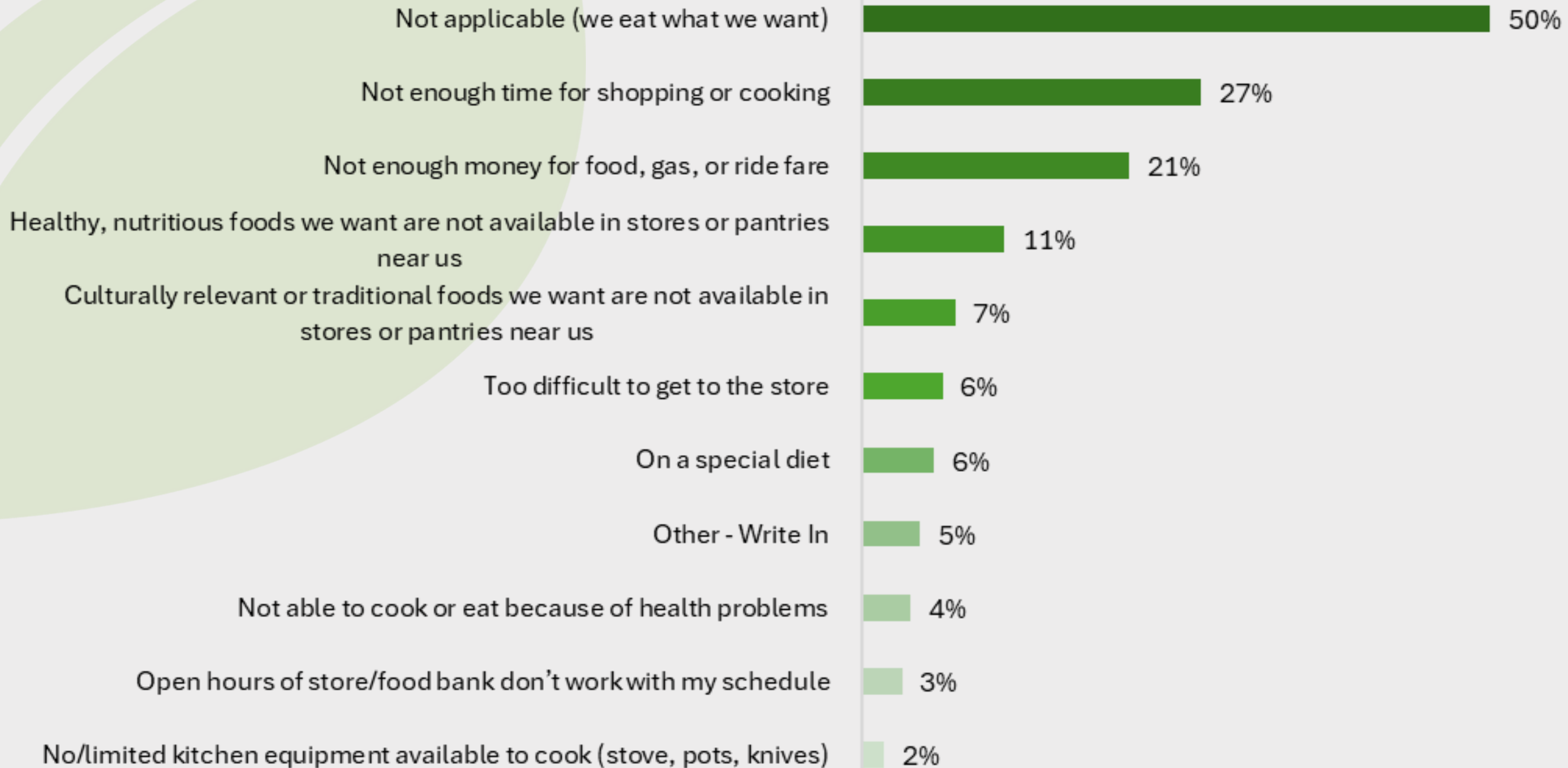
No  
90%

Which program(s) does your household participate in? (Select all that apply)



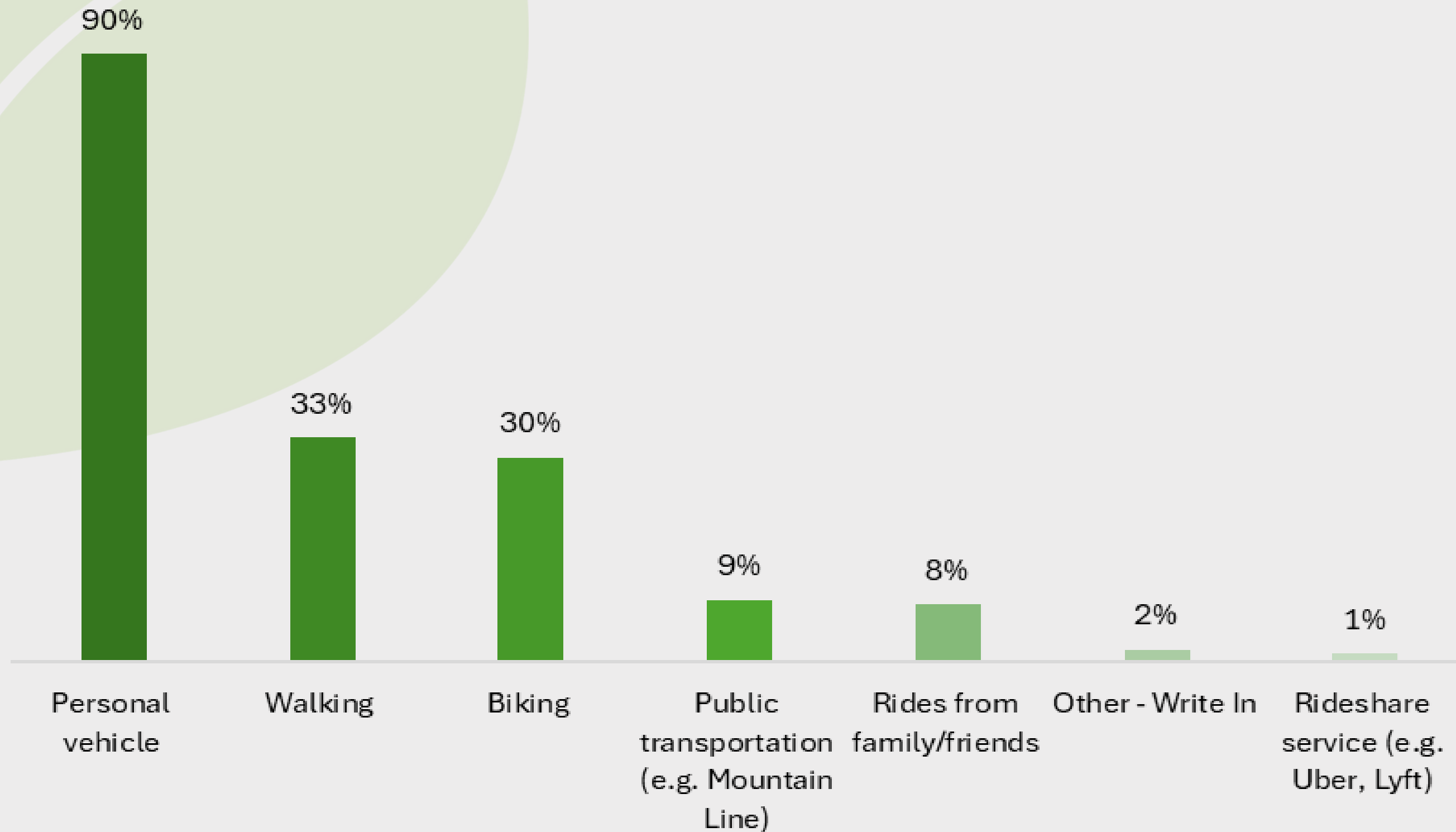
# Food access

Which of the following statements best describe(s) the reason(s) why you or your household don't always have the kinds of food you want to eat. (Select all that apply)



# Food access

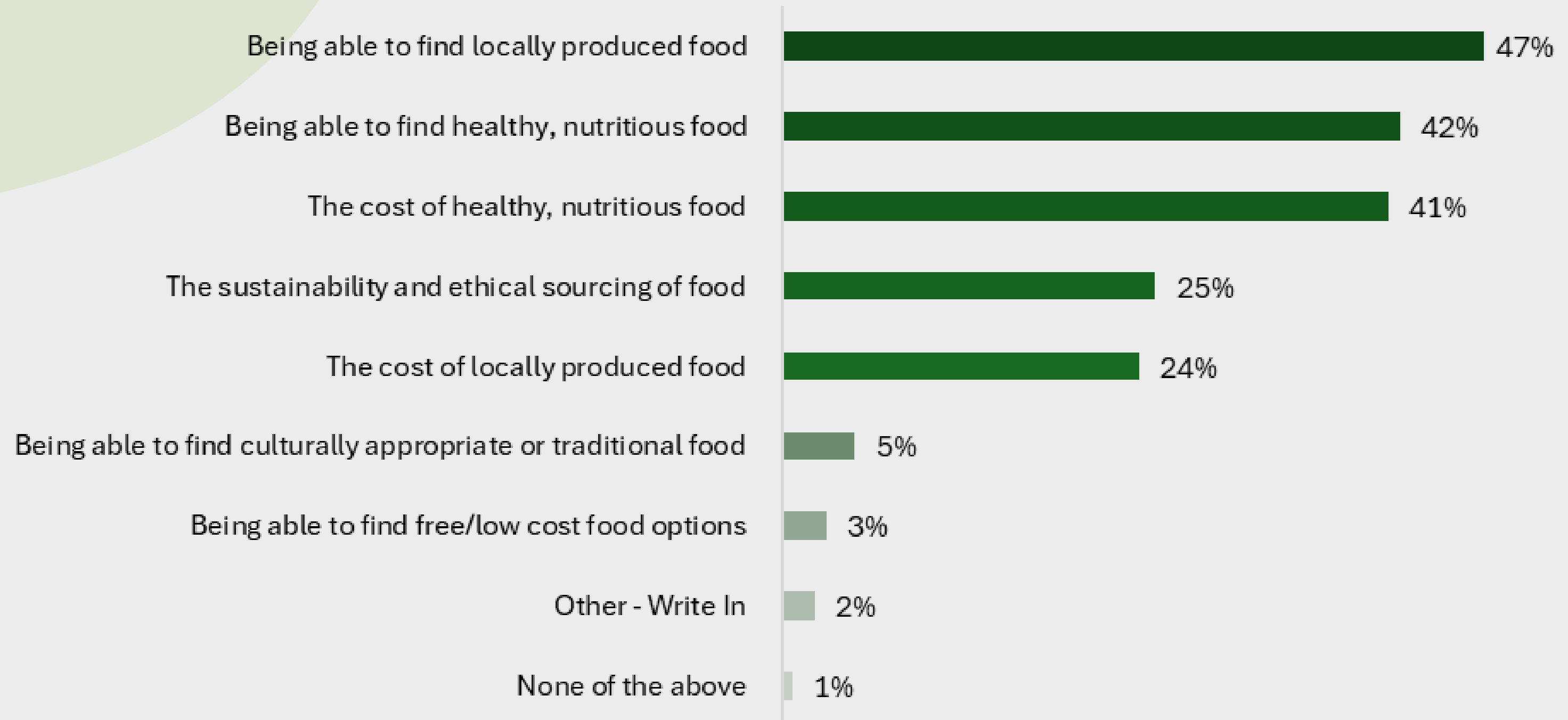
How do you typically get to the places where you get your food?  
(Select all that apply)



# Important issues

## Food Access

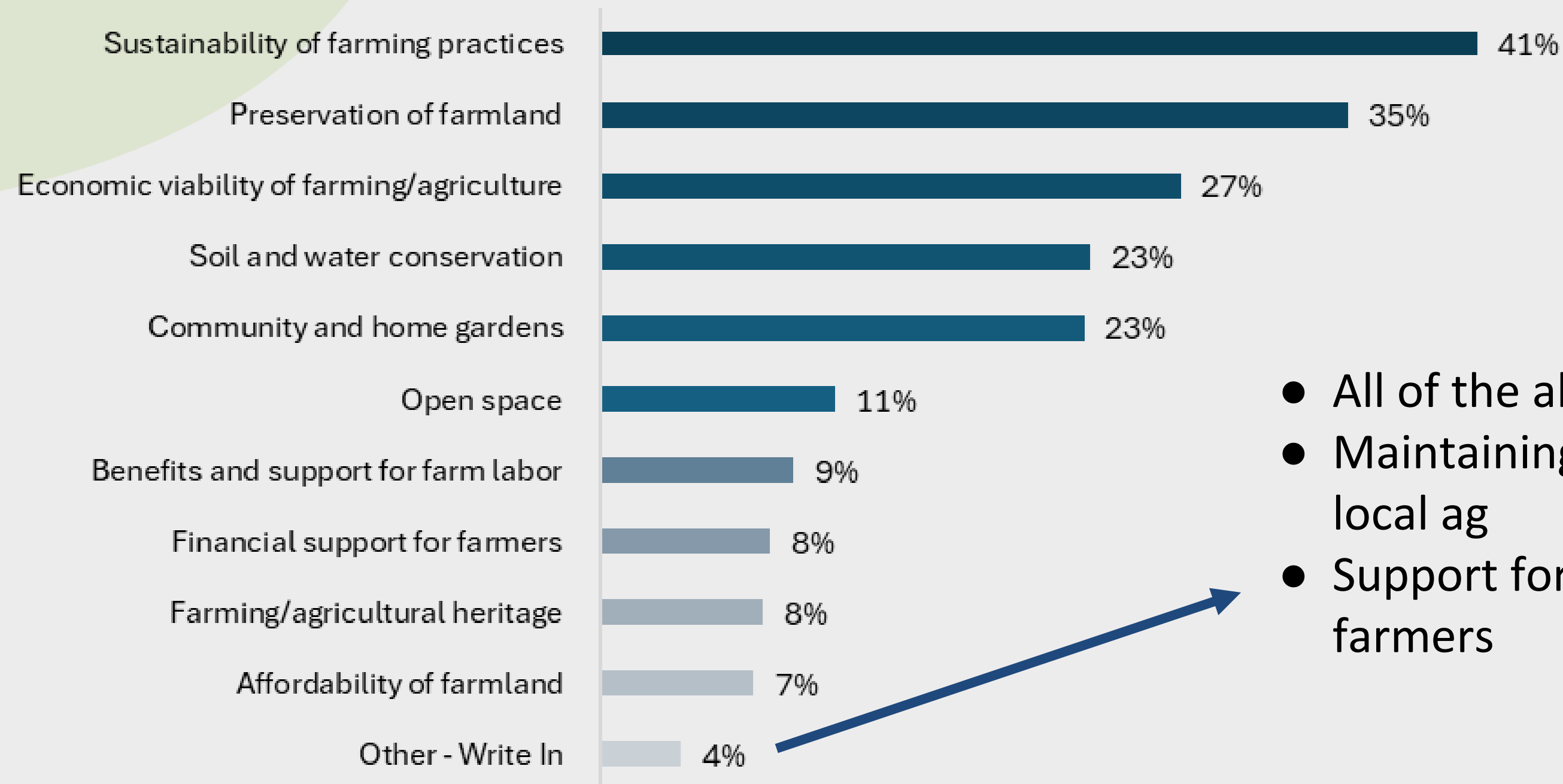
Which aspects of accessing food in Missoula County are most important to you? (Pick 2)



# Important issues

## Farming and Agriculture

Which aspects of farming/agriculture in Missoula County are most important to you?

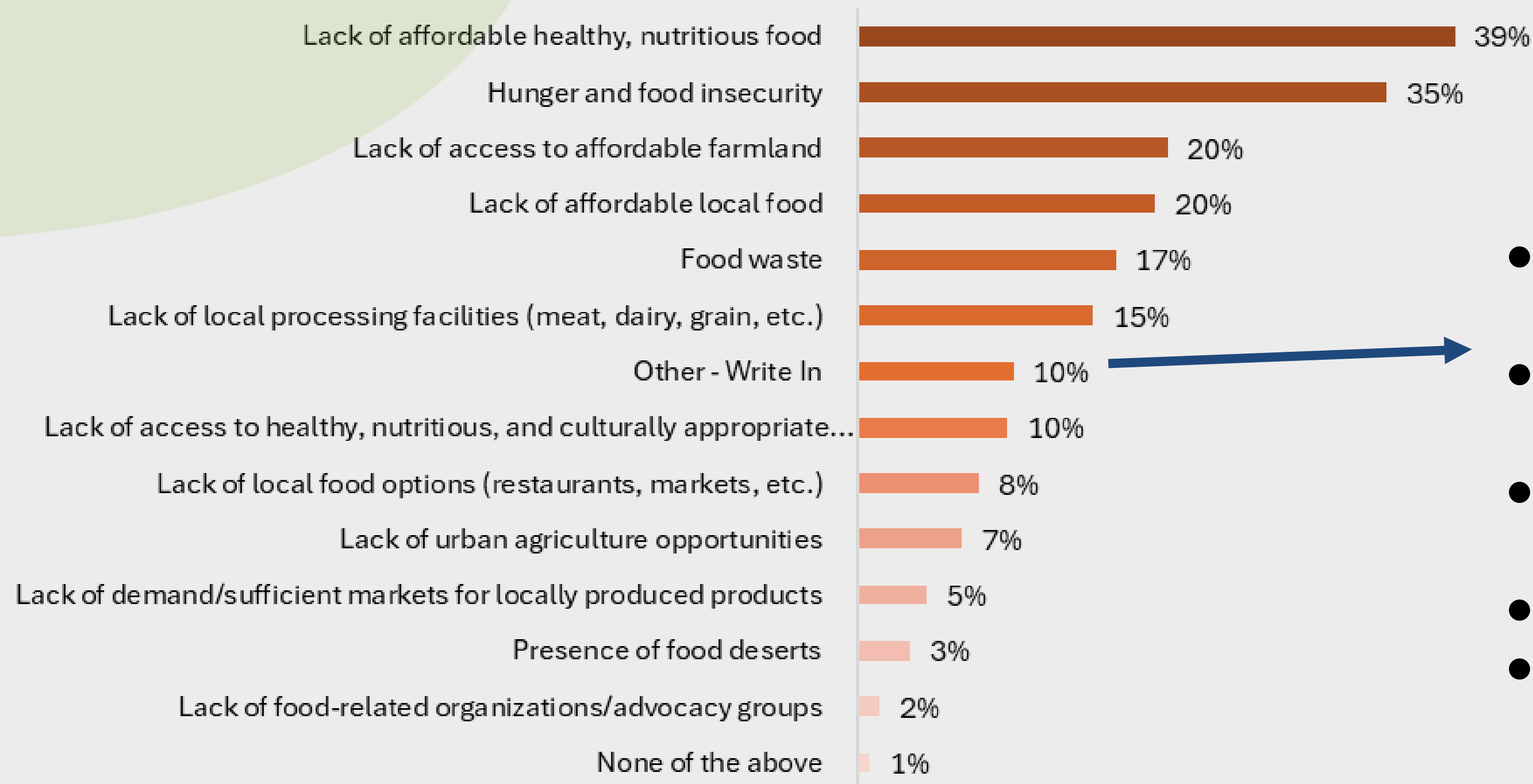


- All of the above
- Maintaining infrastructure for local ag
- Support for independent farmers

# Important issues

## Missoula County Food System

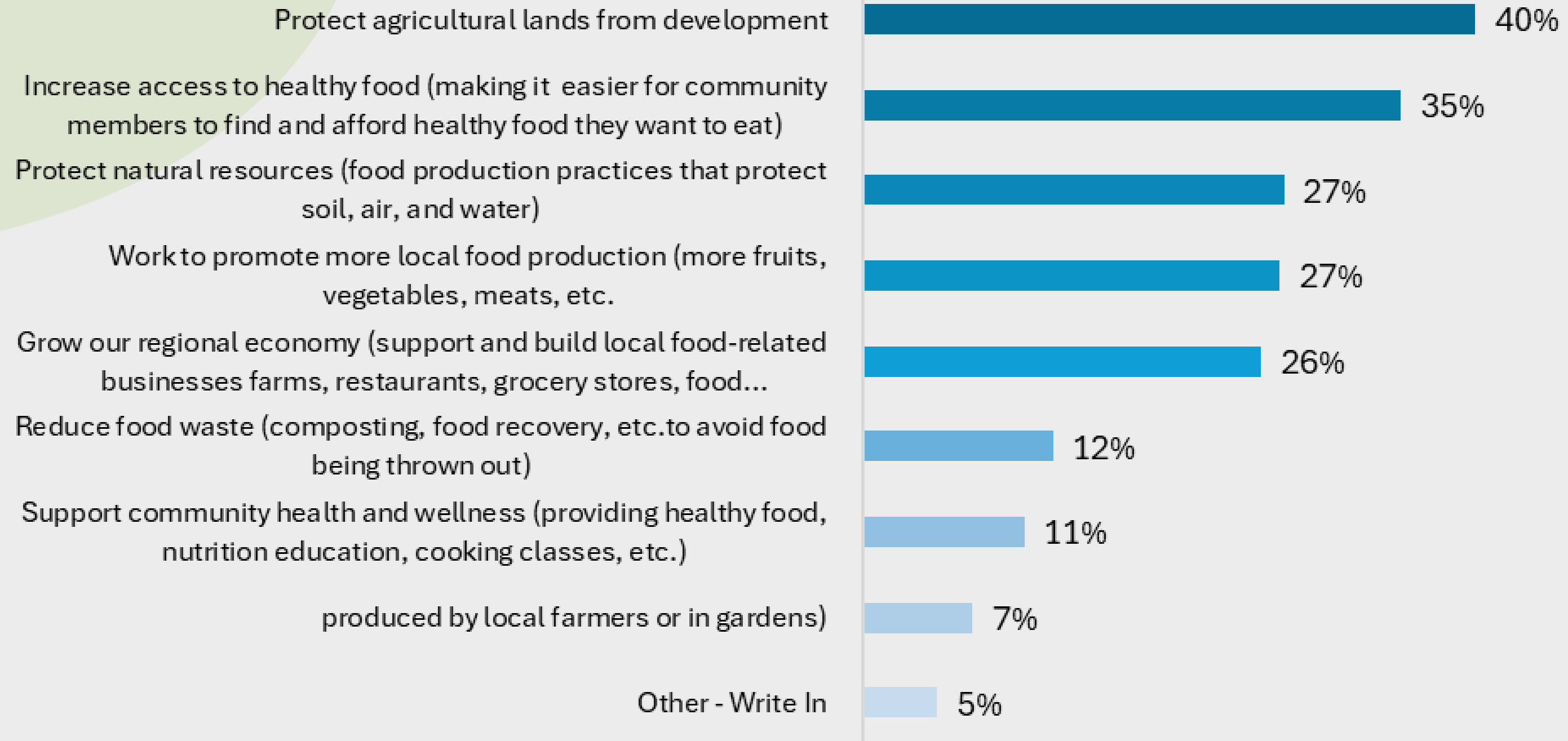
Which aspects of farming/agriculture in Missoula County are most important to you?



- Development pressure on agland
- Loss of cultural cooking practices
- Lack of consumer education
- High cost of farmland
- Lack of healthy food options for kids

# Food policy priorities

Which of the food policy priorities below do you think are most important for the Missoula Community? (pick 2)



# Changes to Missoula's food system

Affordability &  
access to healthy,  
local food

Farmland  
preservation and/or  
affordability

Increase access to  
culturally relevant  
food/food  
experiences

More localized system

Increase education  
& awareness in/of  
food system

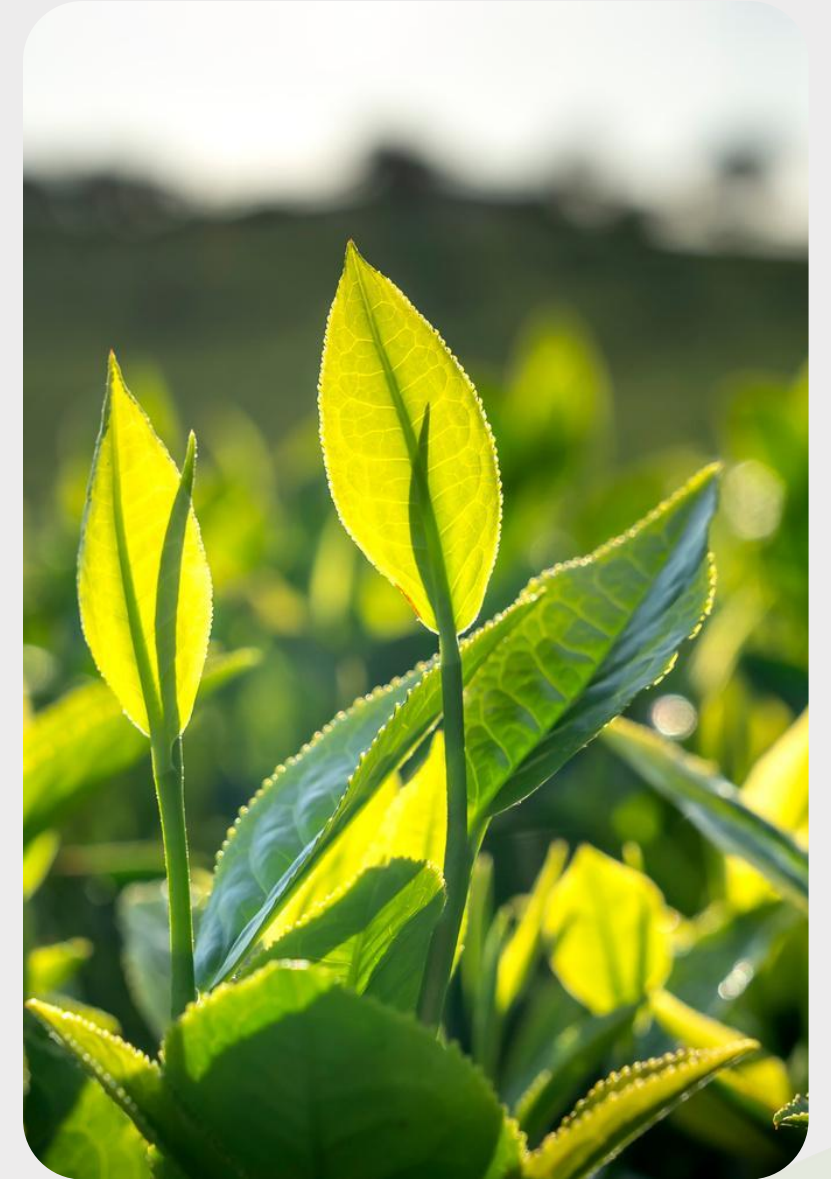
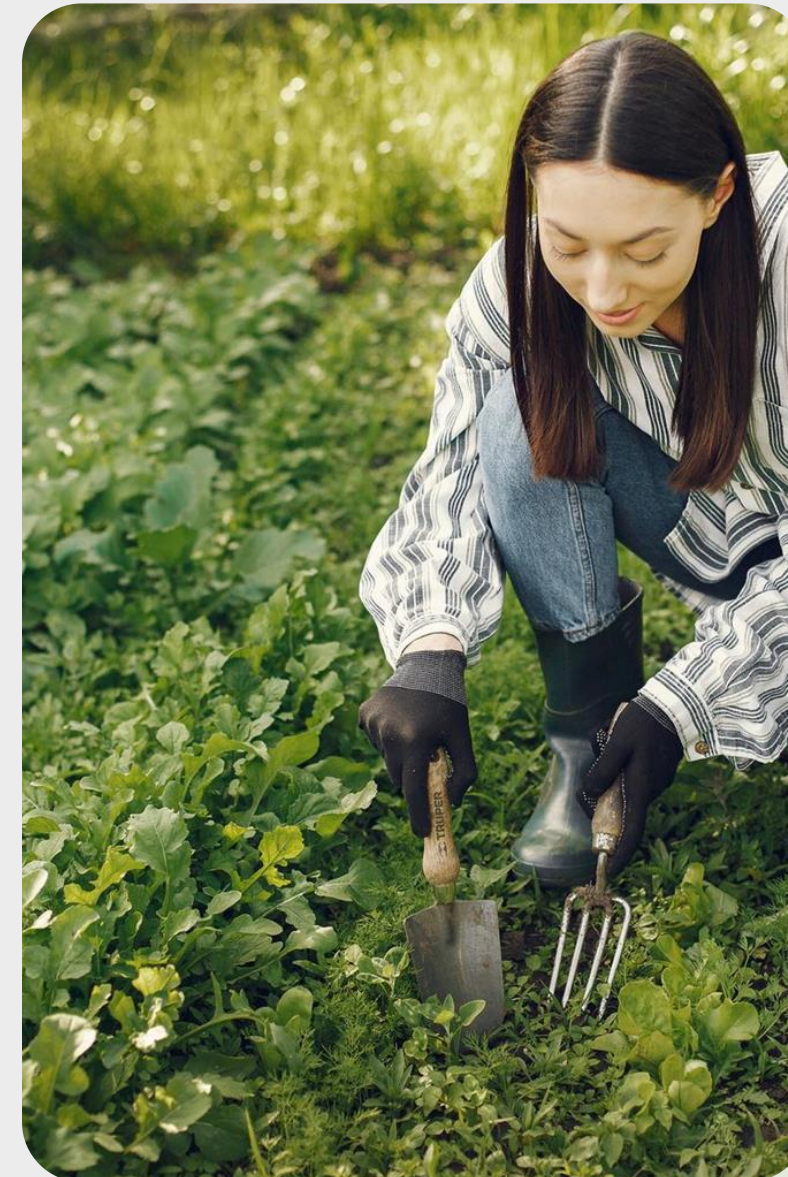
Increase access to  
composting &/or  
address food waste

# Additional feedback and interest in FPAB

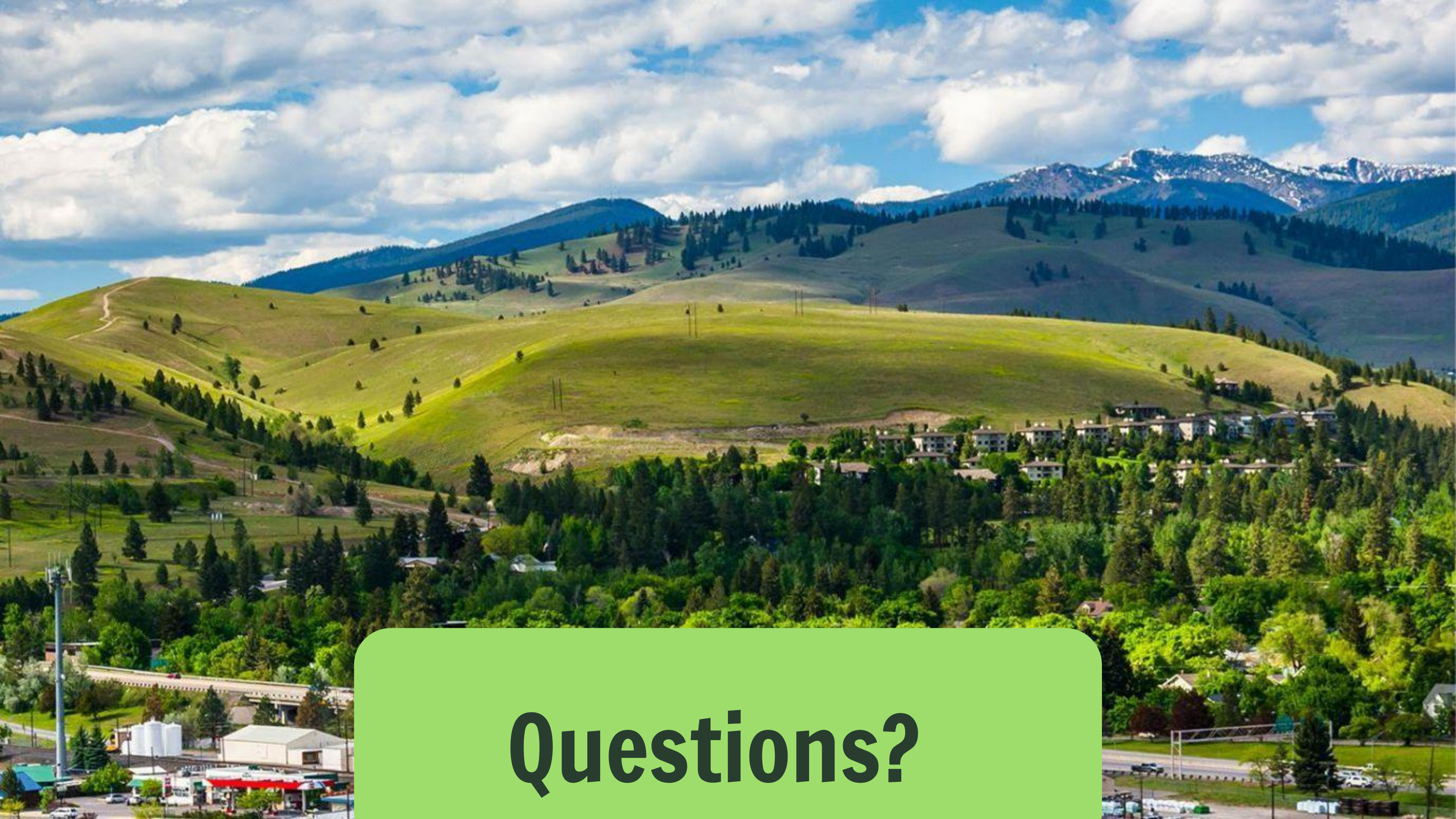


Comments on  
farmland/  
development

Comments on  
affordability/  
accessibility of  
food



Comments on  
enhancing local  
production/local  
economy



**Questions?**