

2024 Rapid Community Food Assessment survey results



Missoula Food Policy Advisory Board

Survey overview

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

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

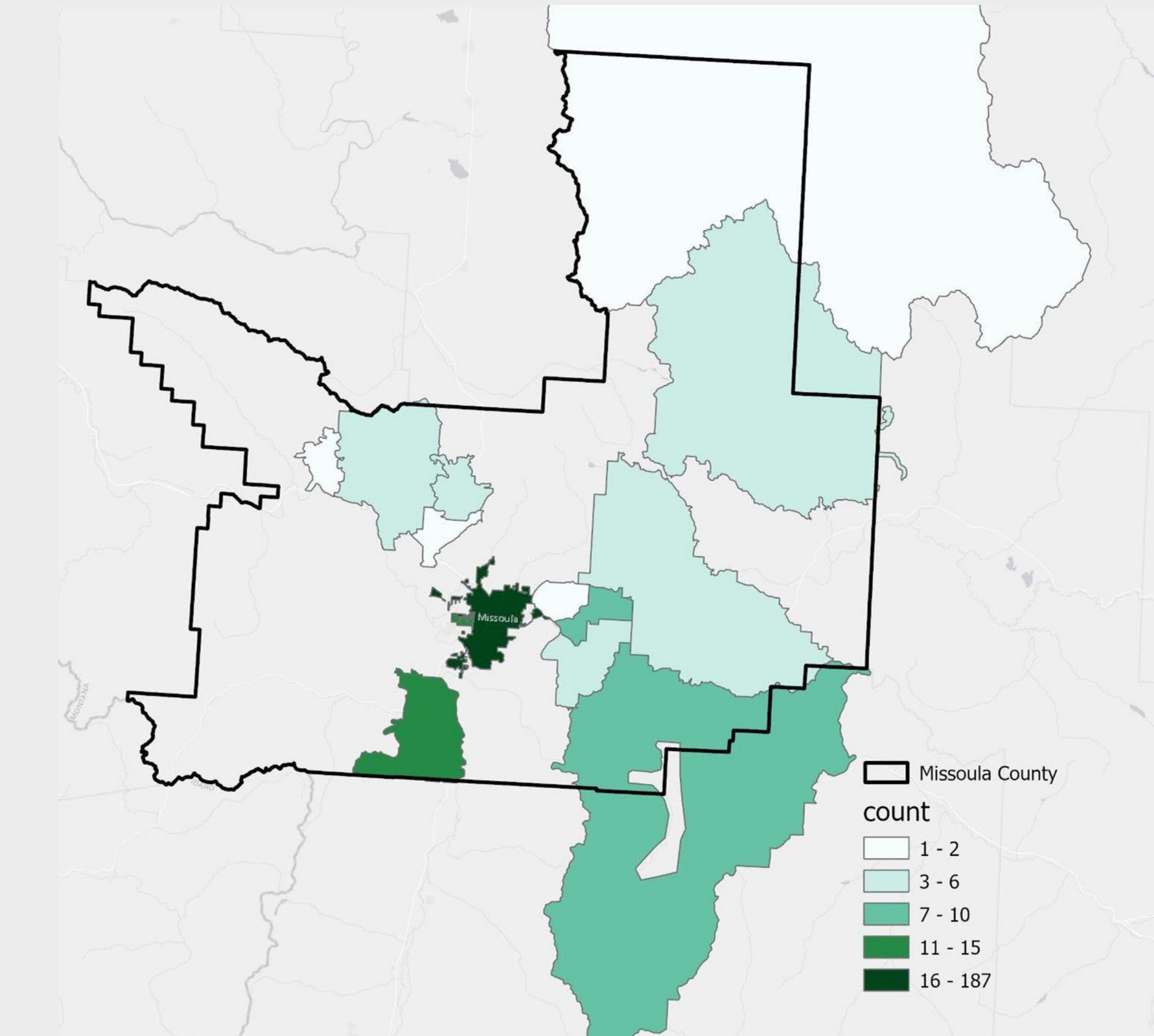
Scan the QR code to take the Rapid Community Food Assessment Survey & tell us what you think!



Or go to:
tinyurl.com/yf8pd59d

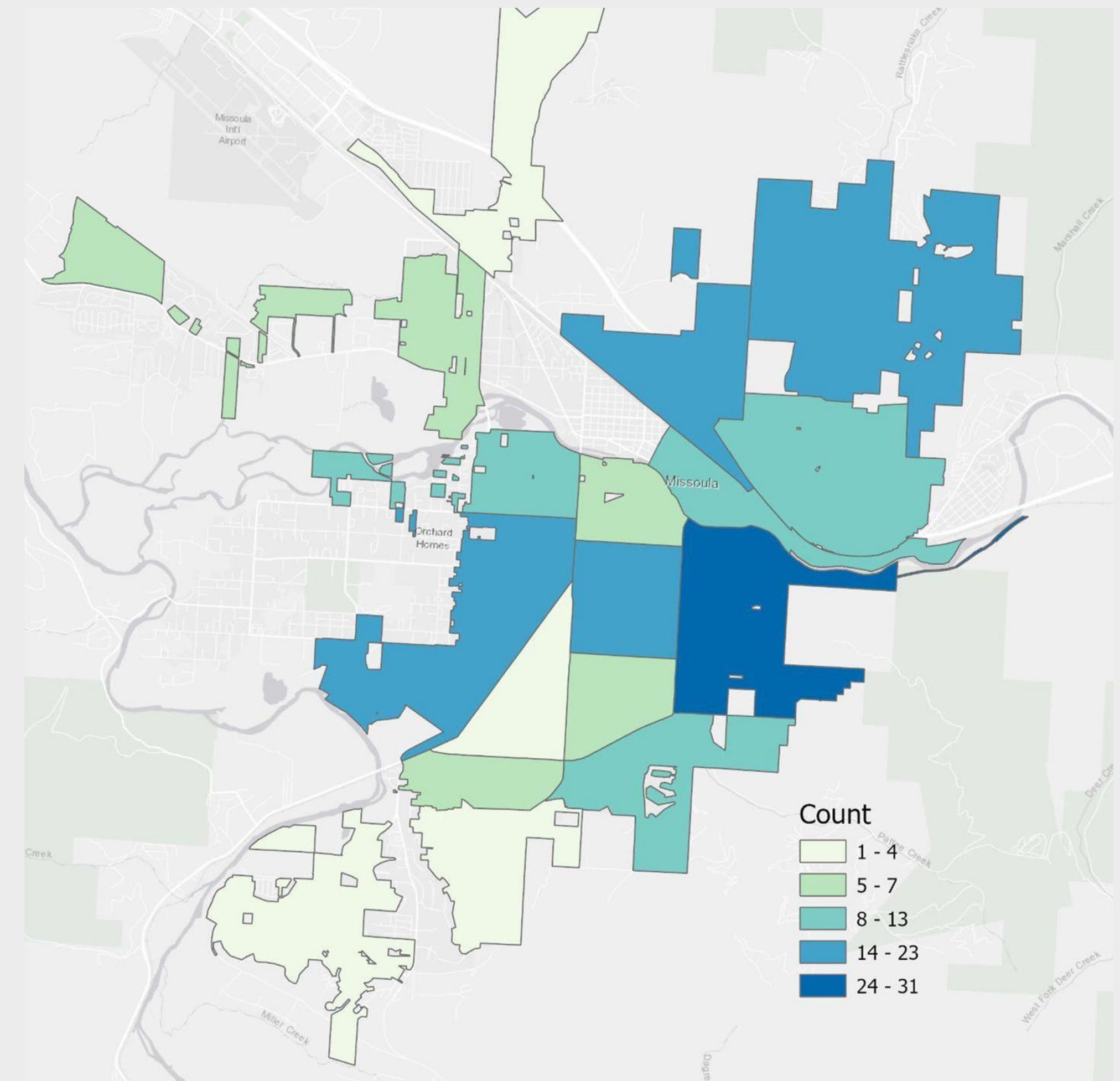
Respondent profile

County residents



Respondent profile

City residents



Respondent profile



2.5
Avg. household
size

87%

Identify as consumers.

49%

Are home or community
gardeners.

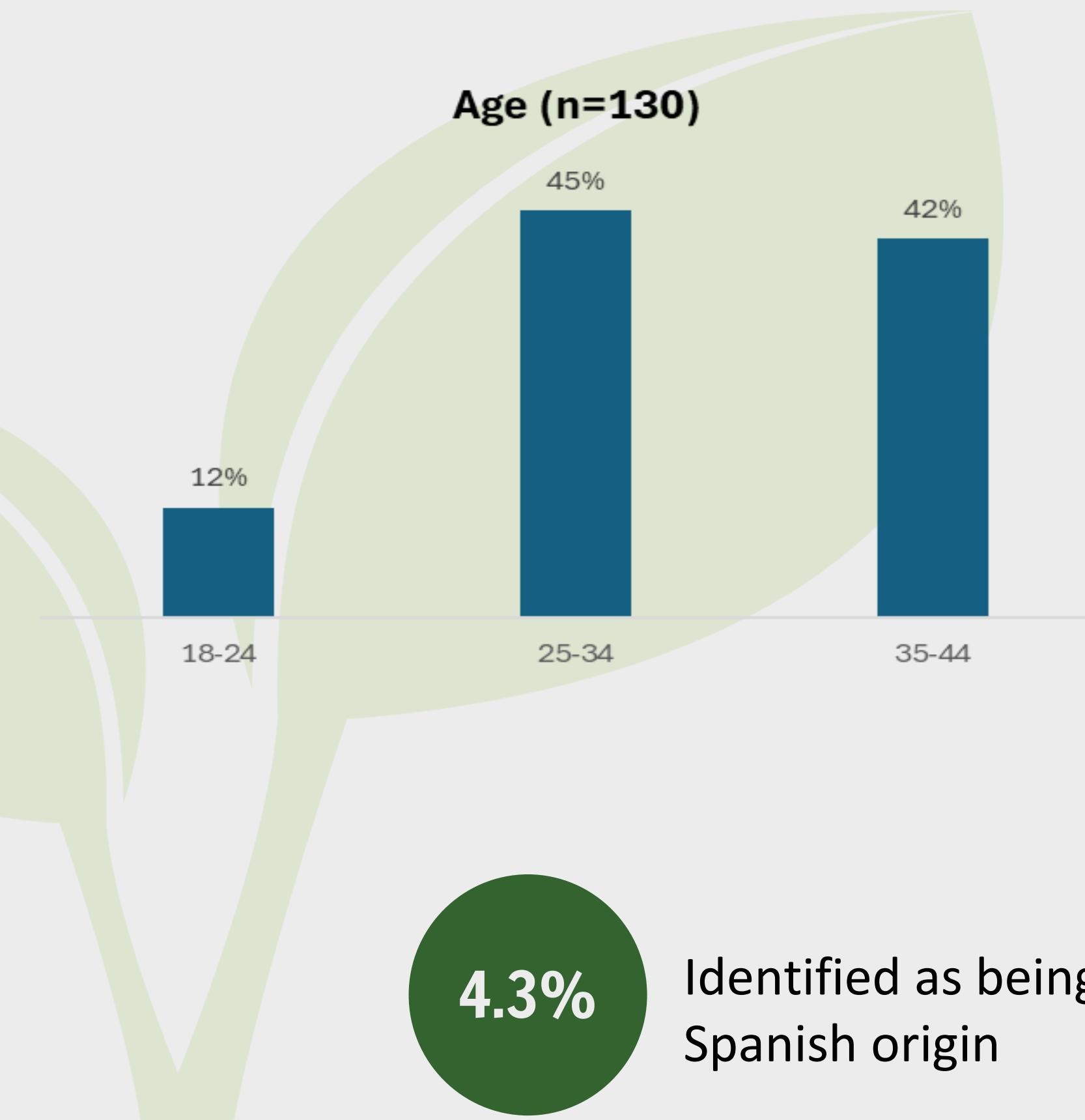
21%

Work in agriculture.

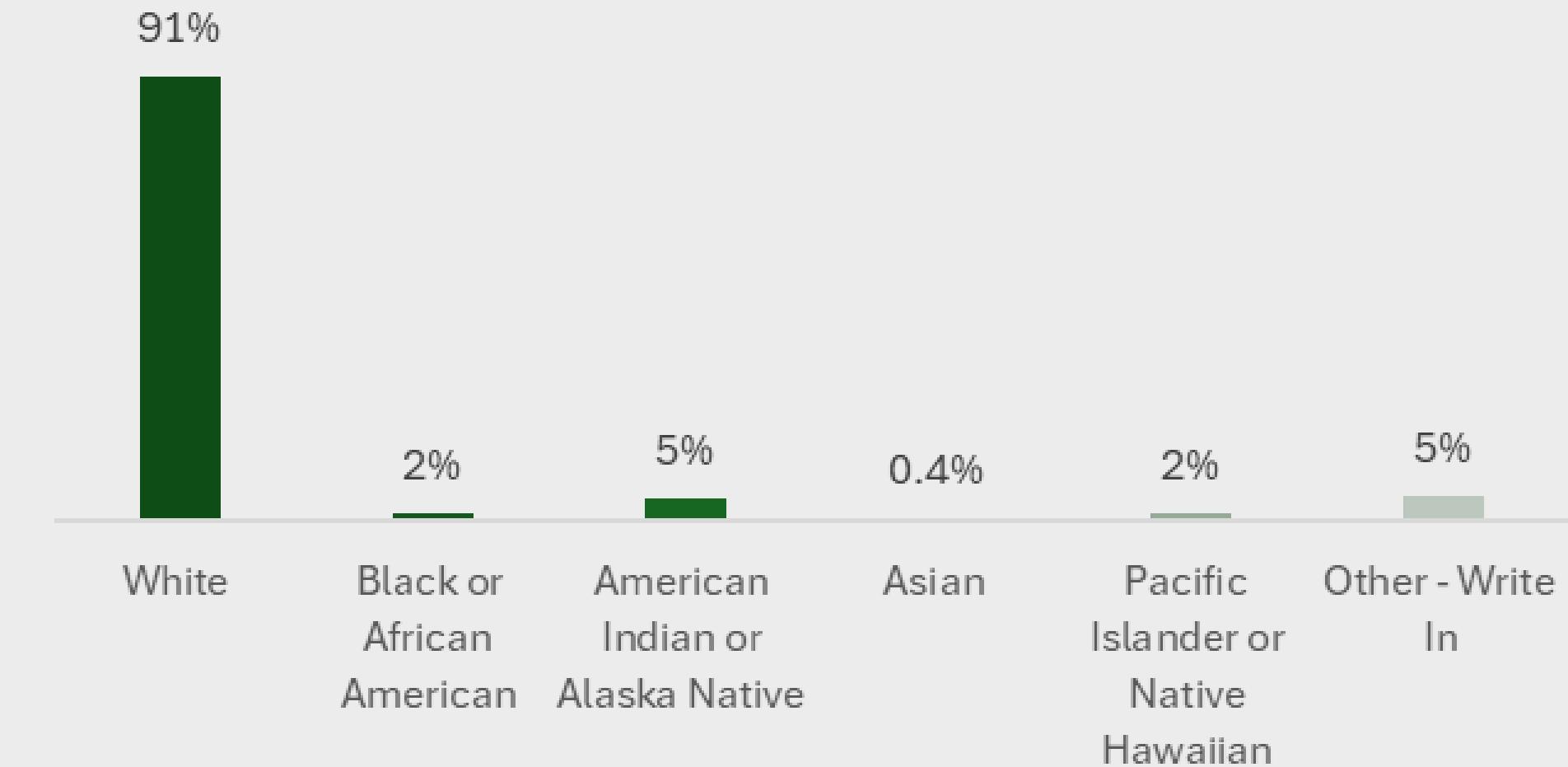
19%

Work in food distribution,
retail, or service

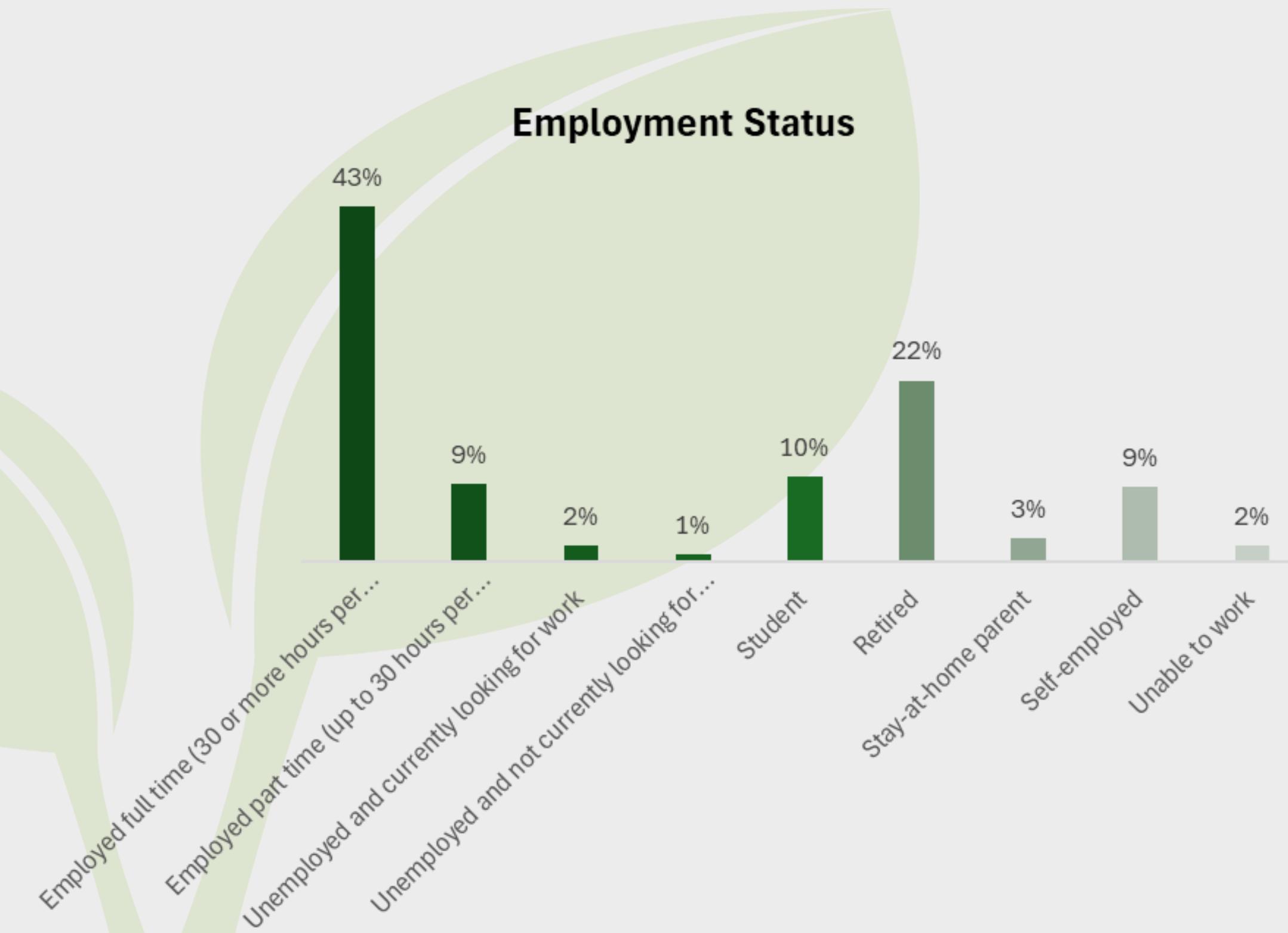
Respondent profile



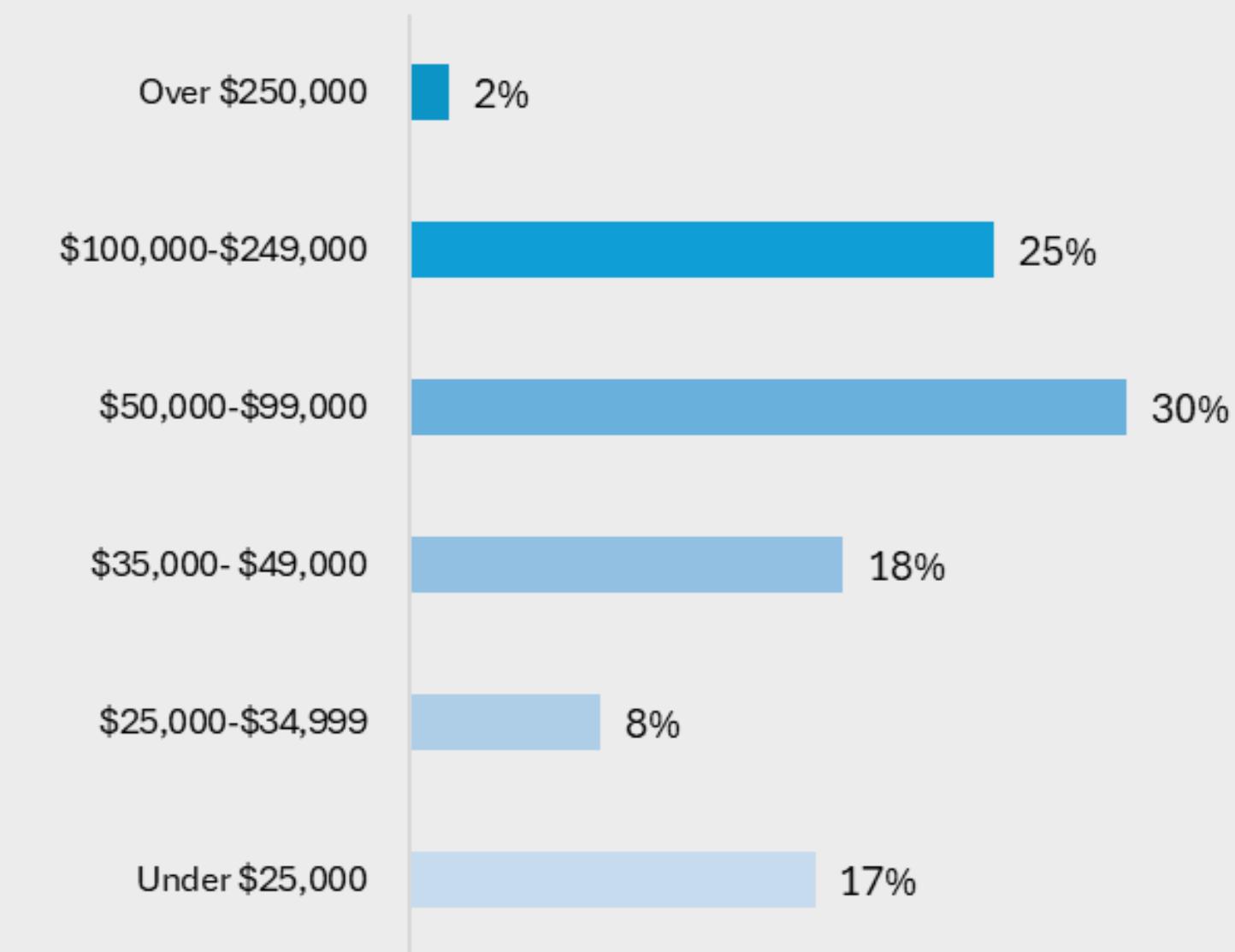
Which group(s) best represent your race(s)? (n=265)



Respondent profile

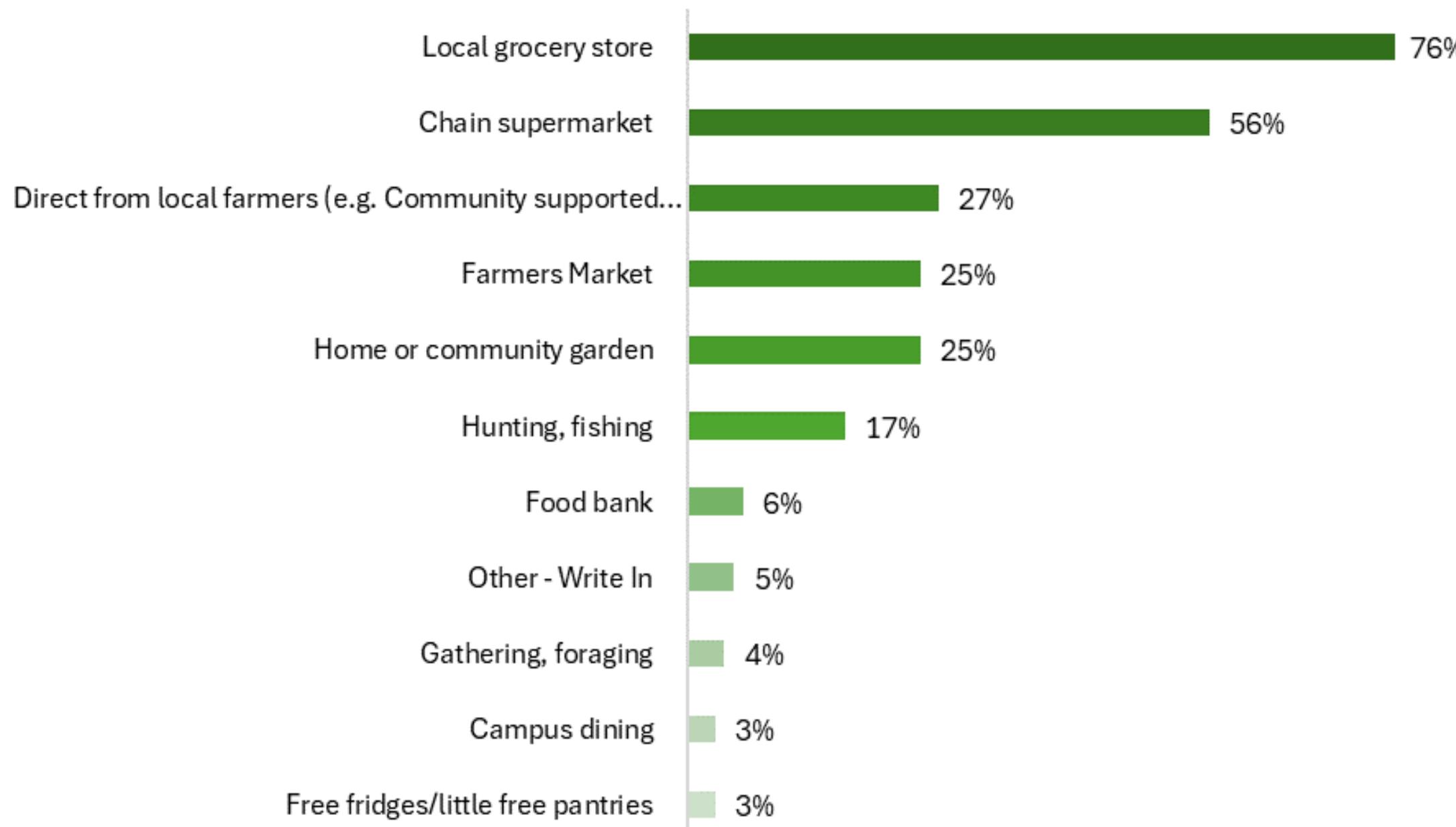


Approximate Household Income (n=251)

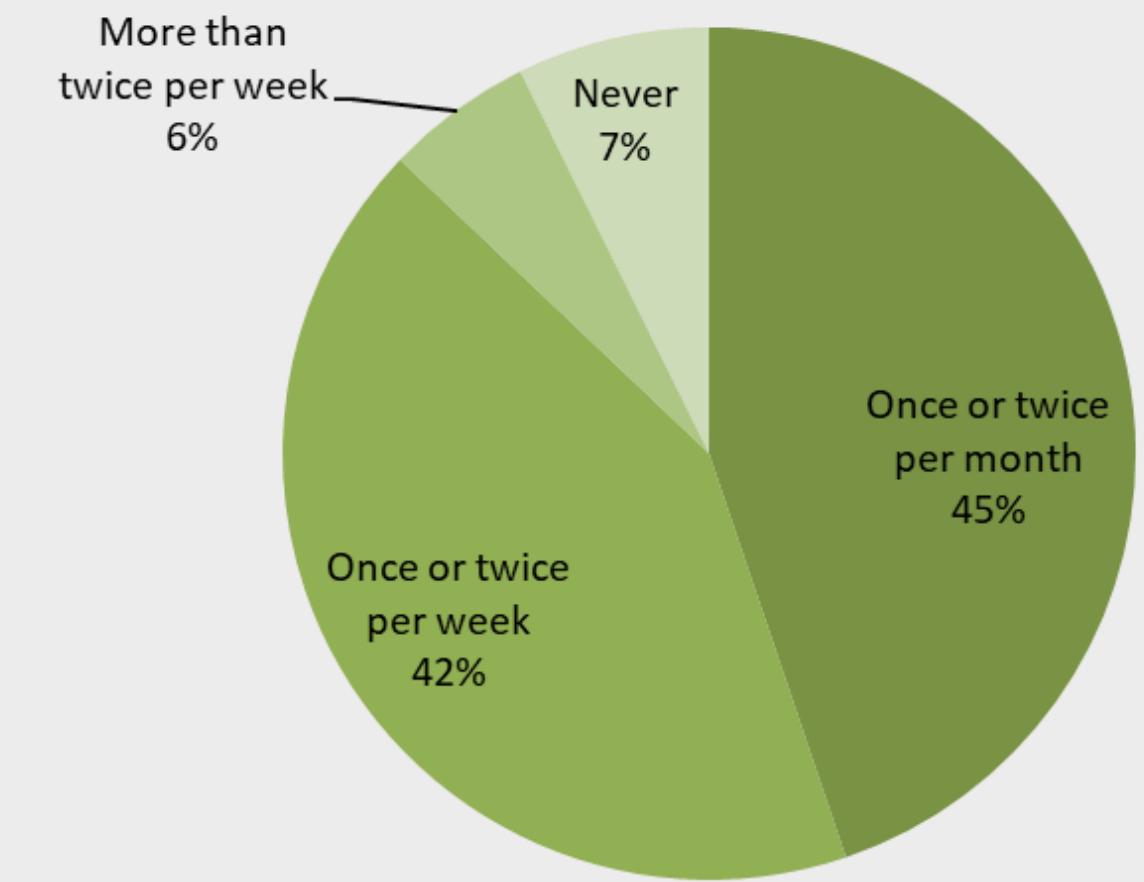


Consumption patterns and behaviors

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

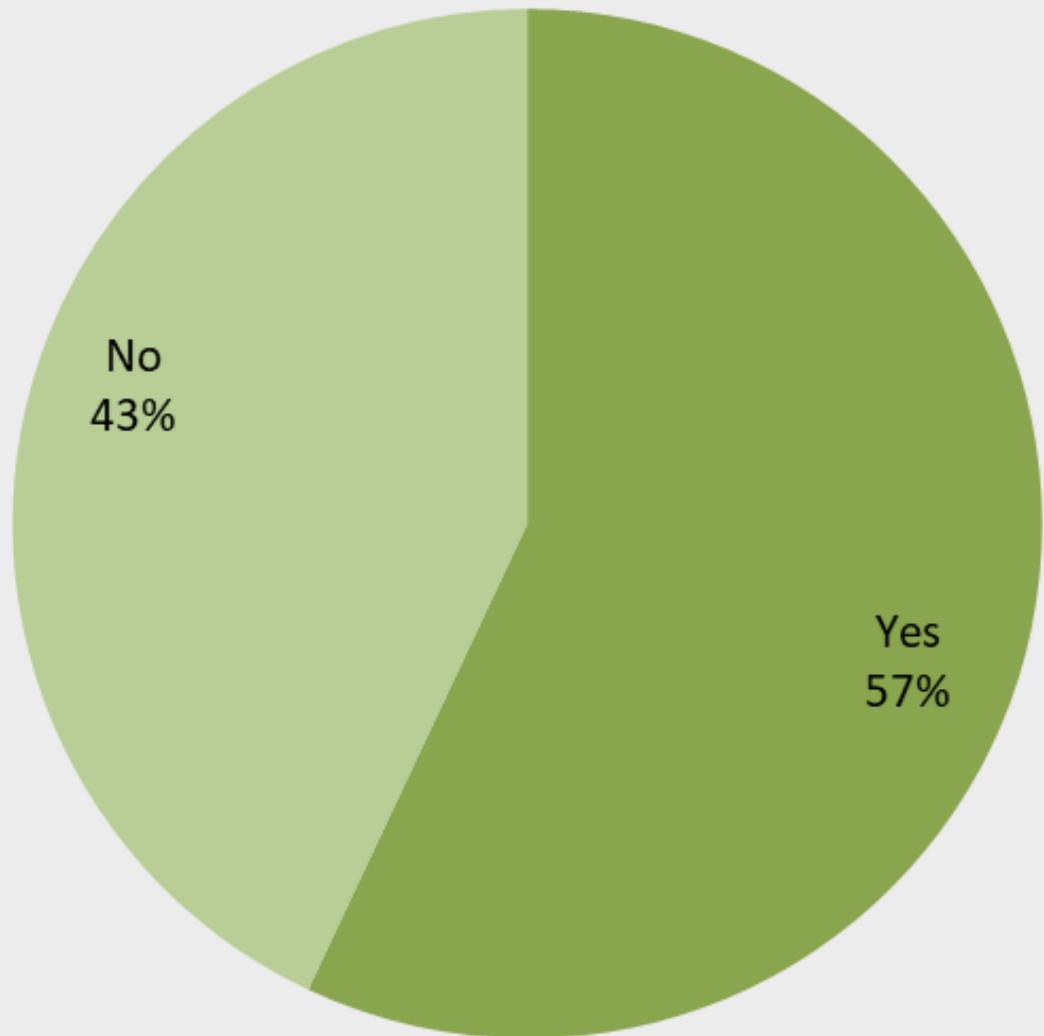


During a typical month, about how often does your household eat out (dine in or take out)?

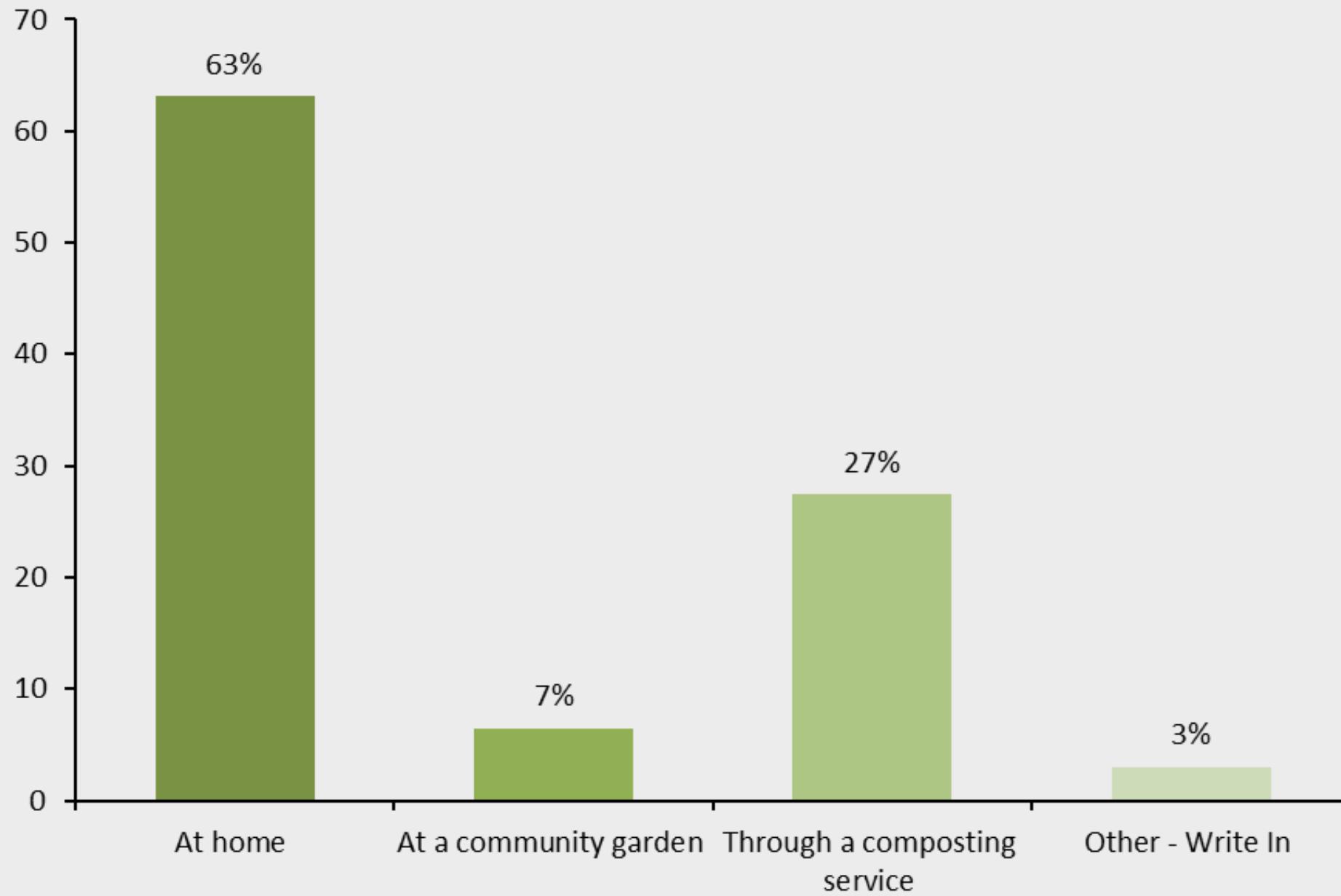


Consumption patterns and behaviors

Does your household compost food waste?

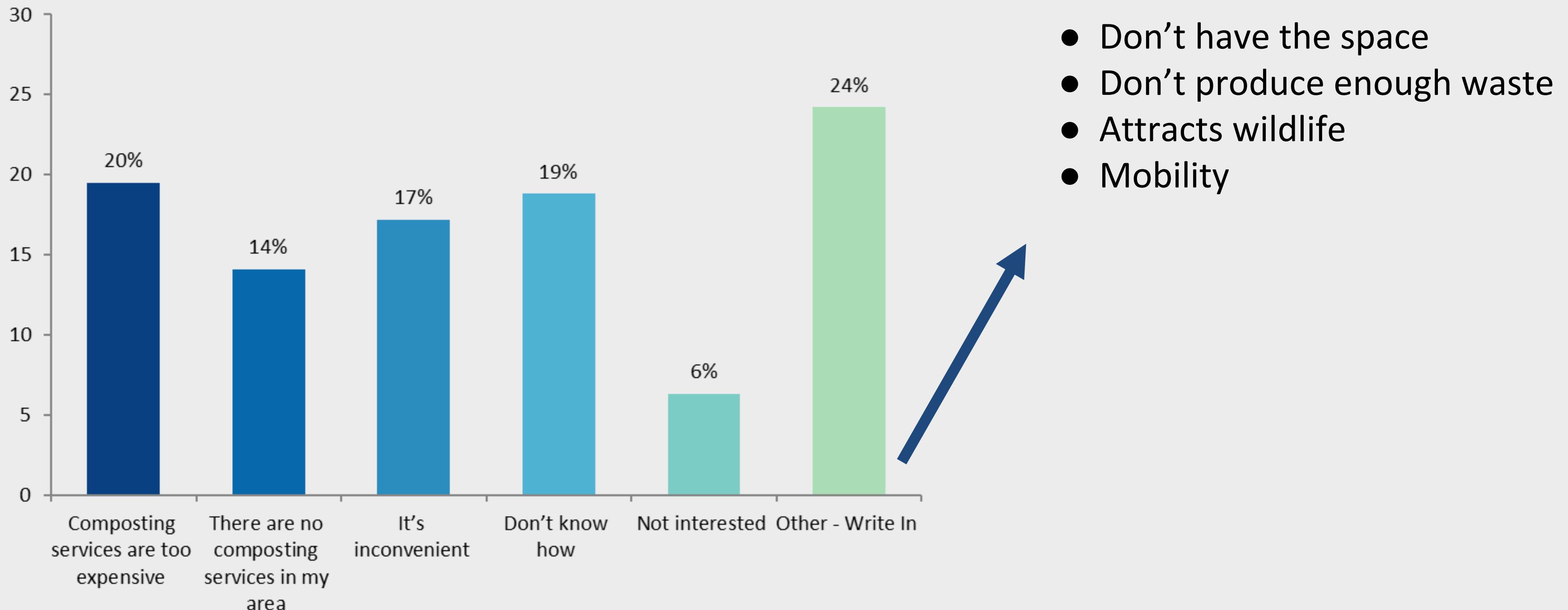


How does your household compost?



Consumption patterns and behaviors

What is the main reason why your household doesn't compost?



School meals

20%

Have child/children attending
public school in Missoula County

58%

Of whom have kids who
participate in school meals

93%

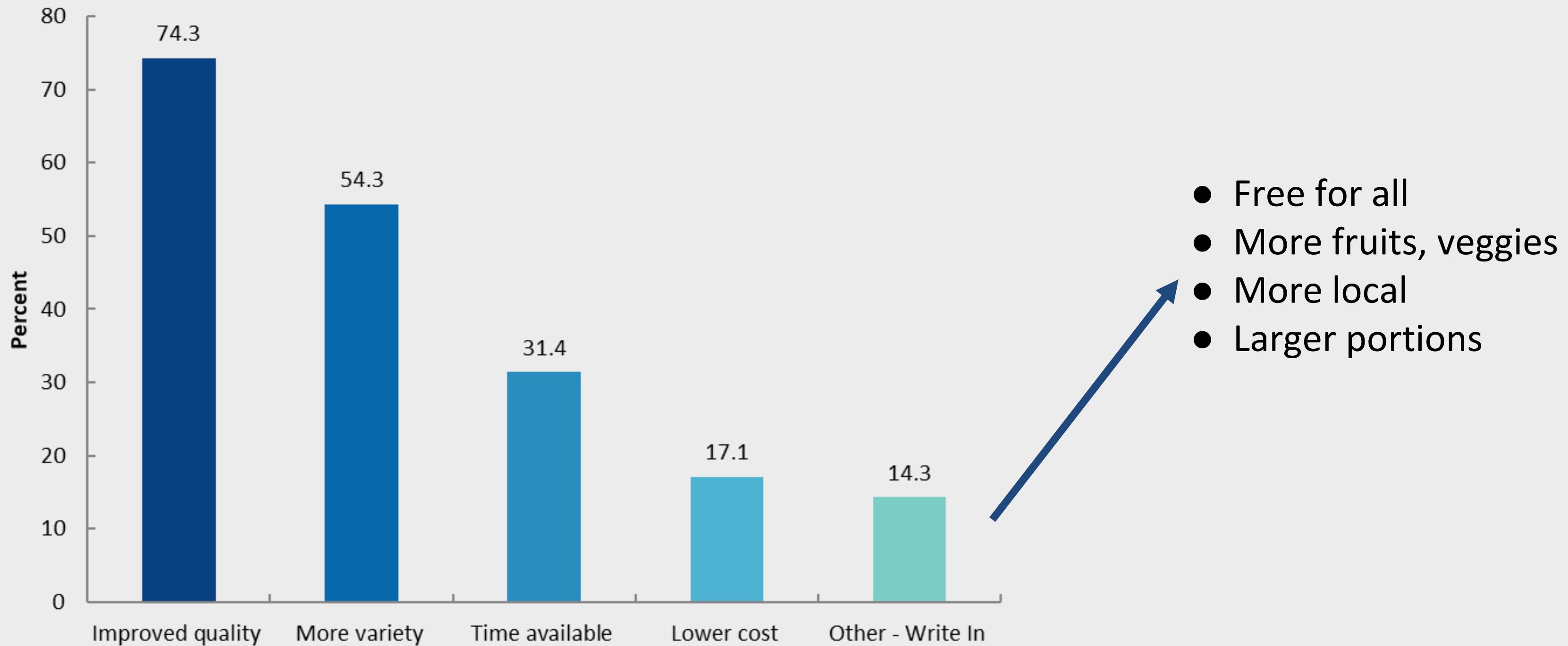
Of whom have kids who eat
school lunch (most at least one
per week)

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

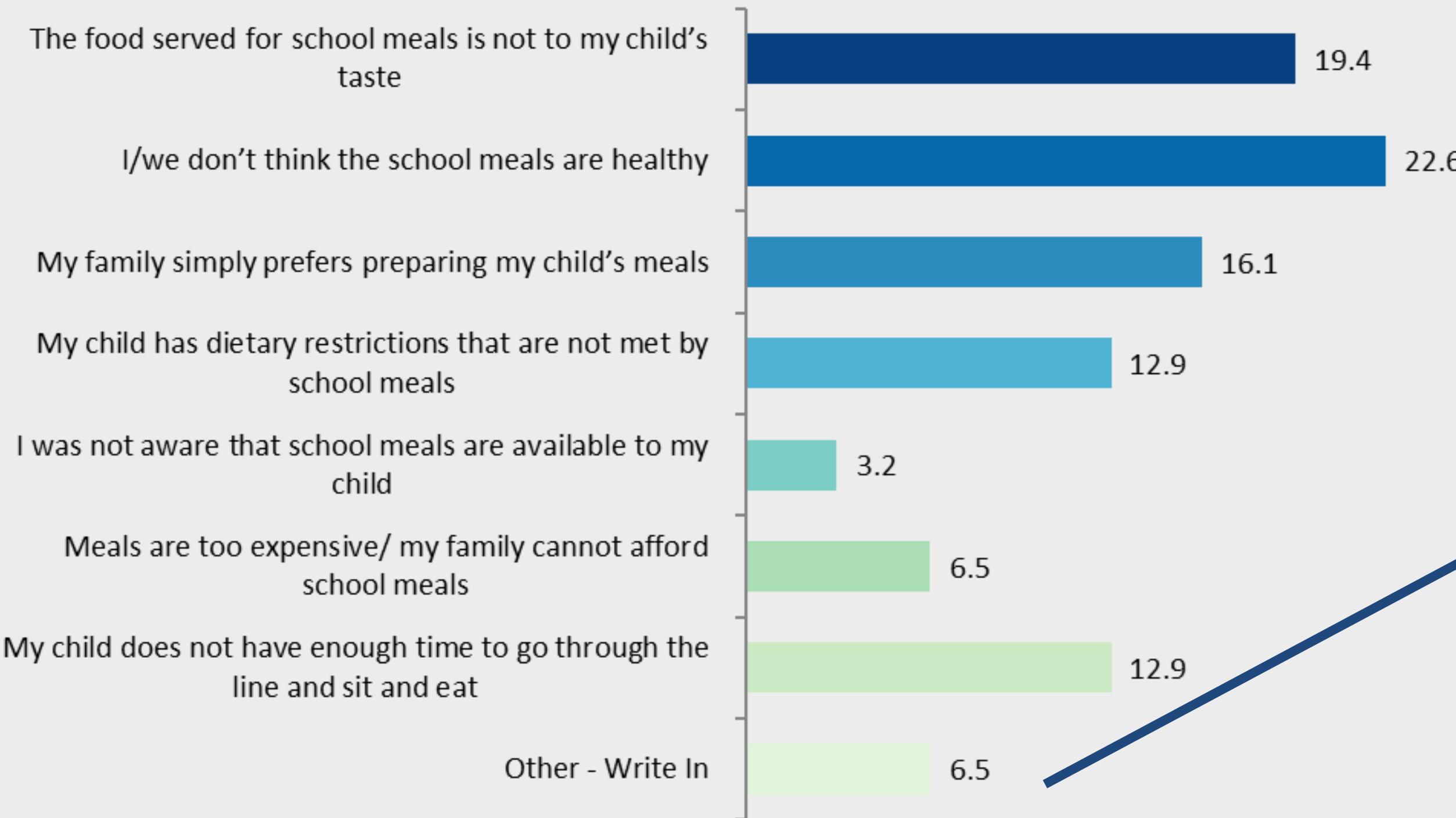
School meals

What could be improved to make your child's experience eating school meals better?



School meals

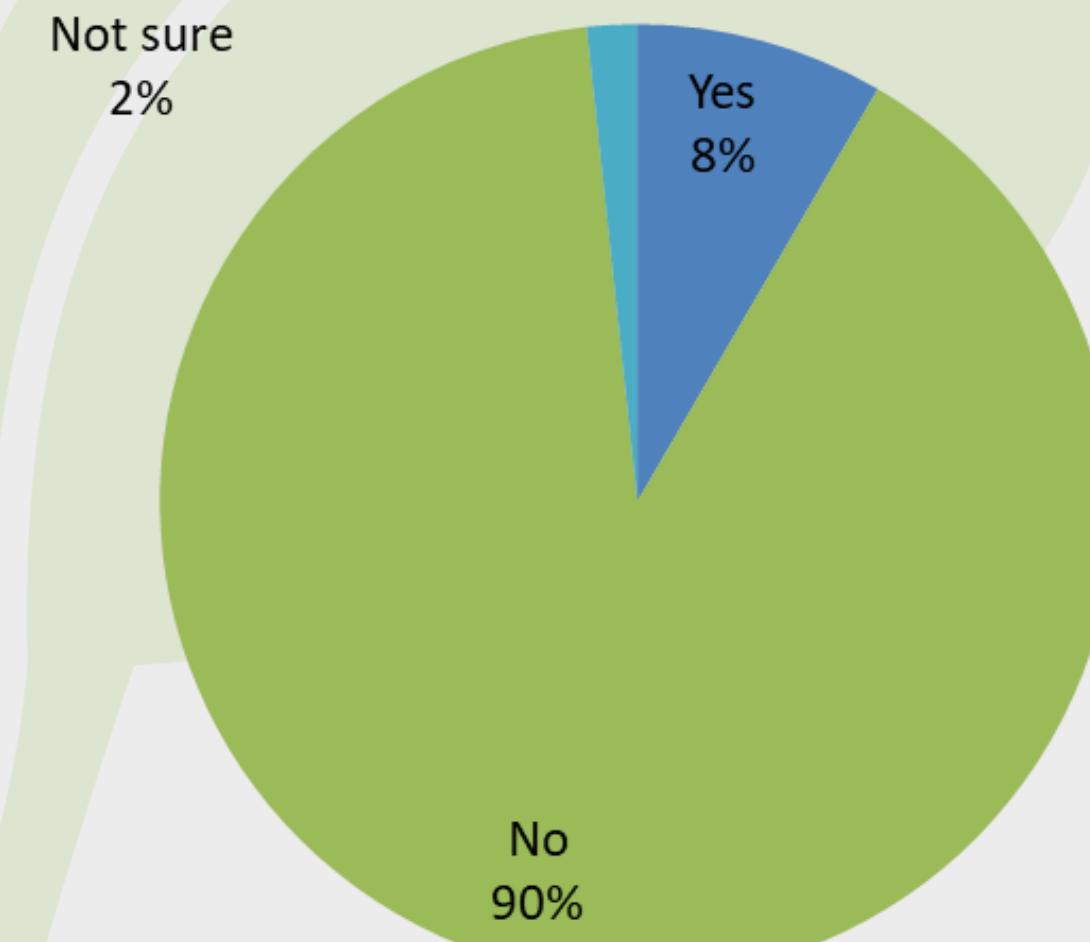
Which of the following statements best describes why your child does not participate in school meals?



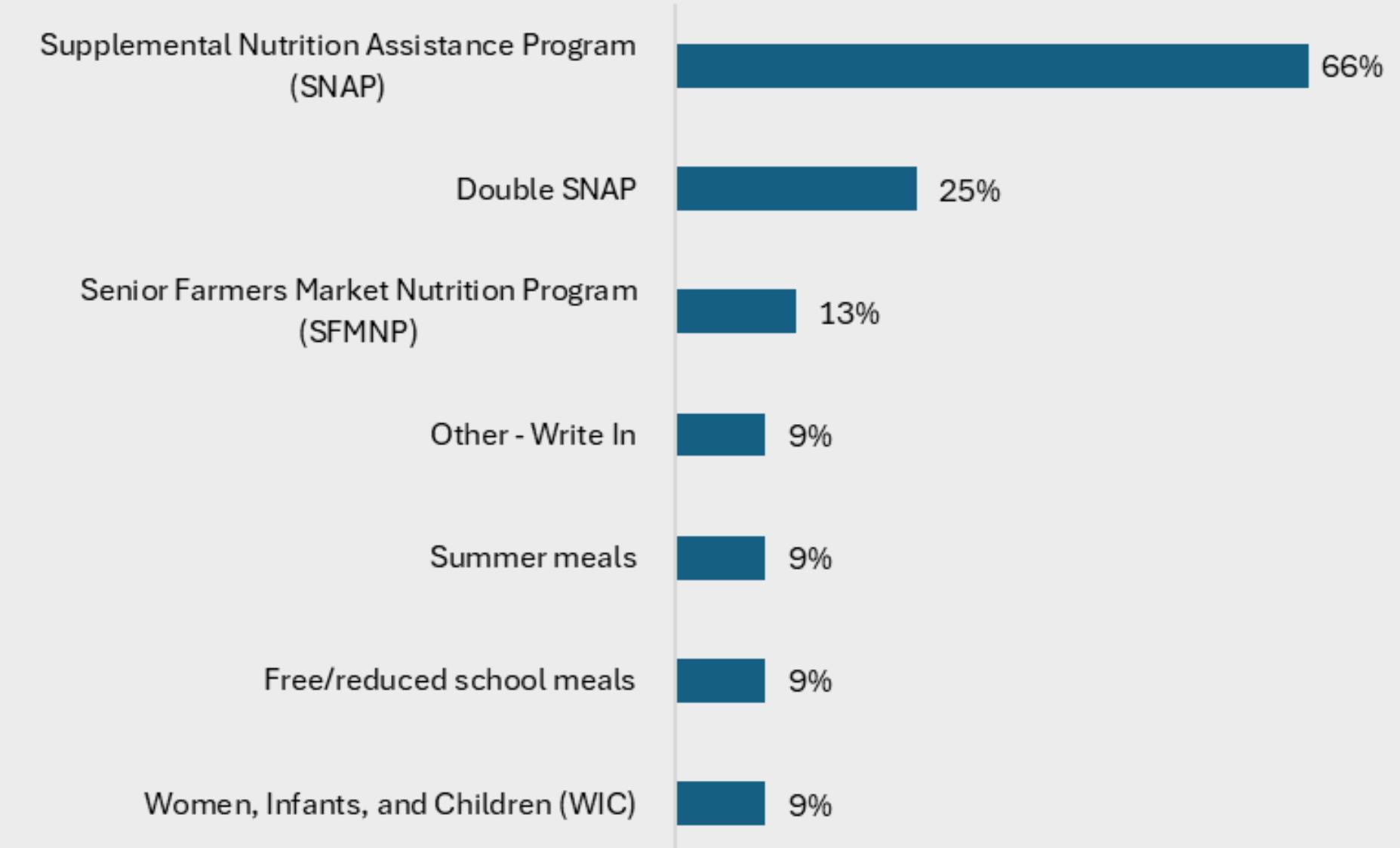
- Child doesn't want to wait in line
- Child is picky
- Selection is poor, run out of options

Food access

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

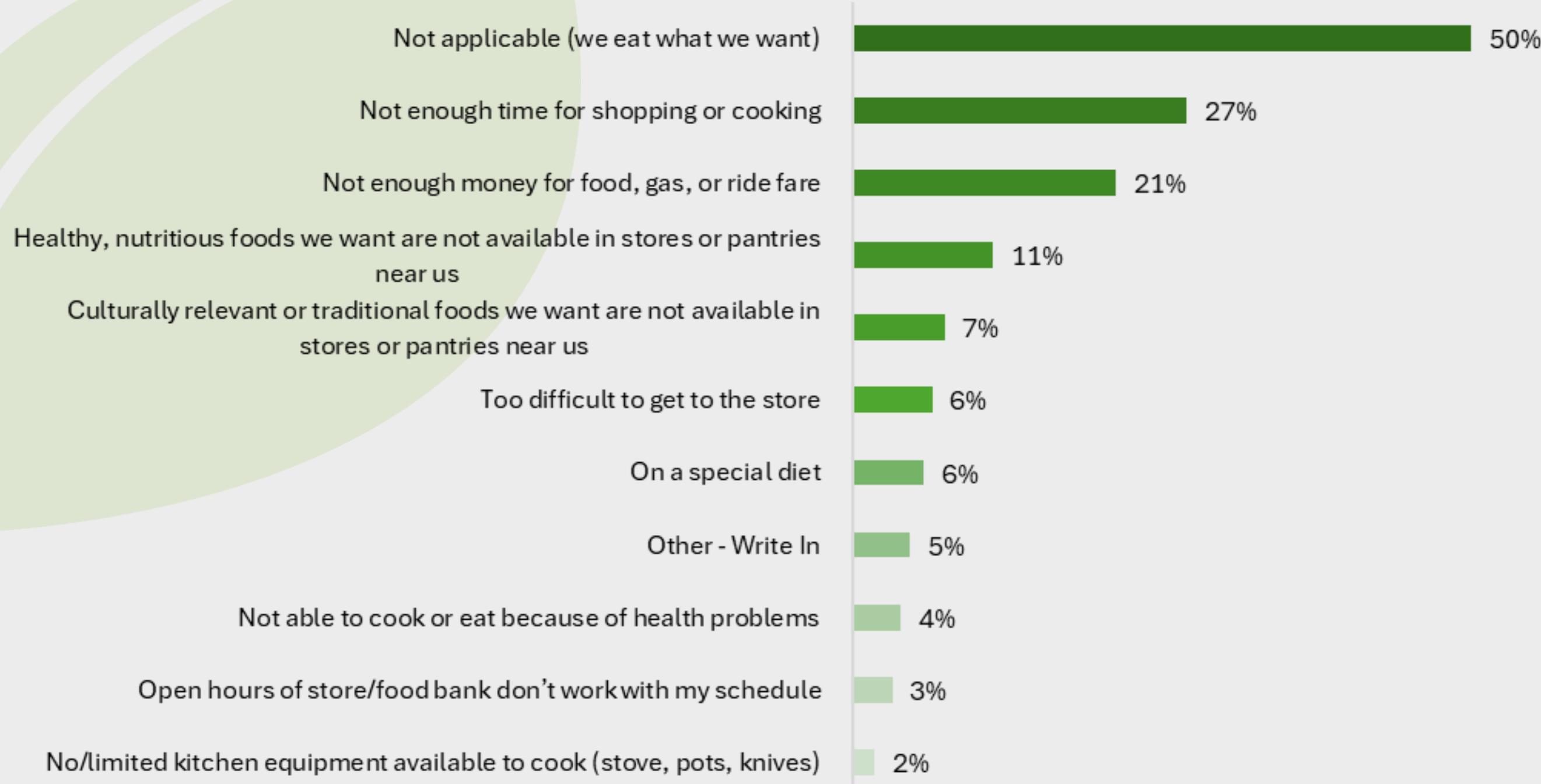


Which program(s) does your household participate in? (Select all that apply)



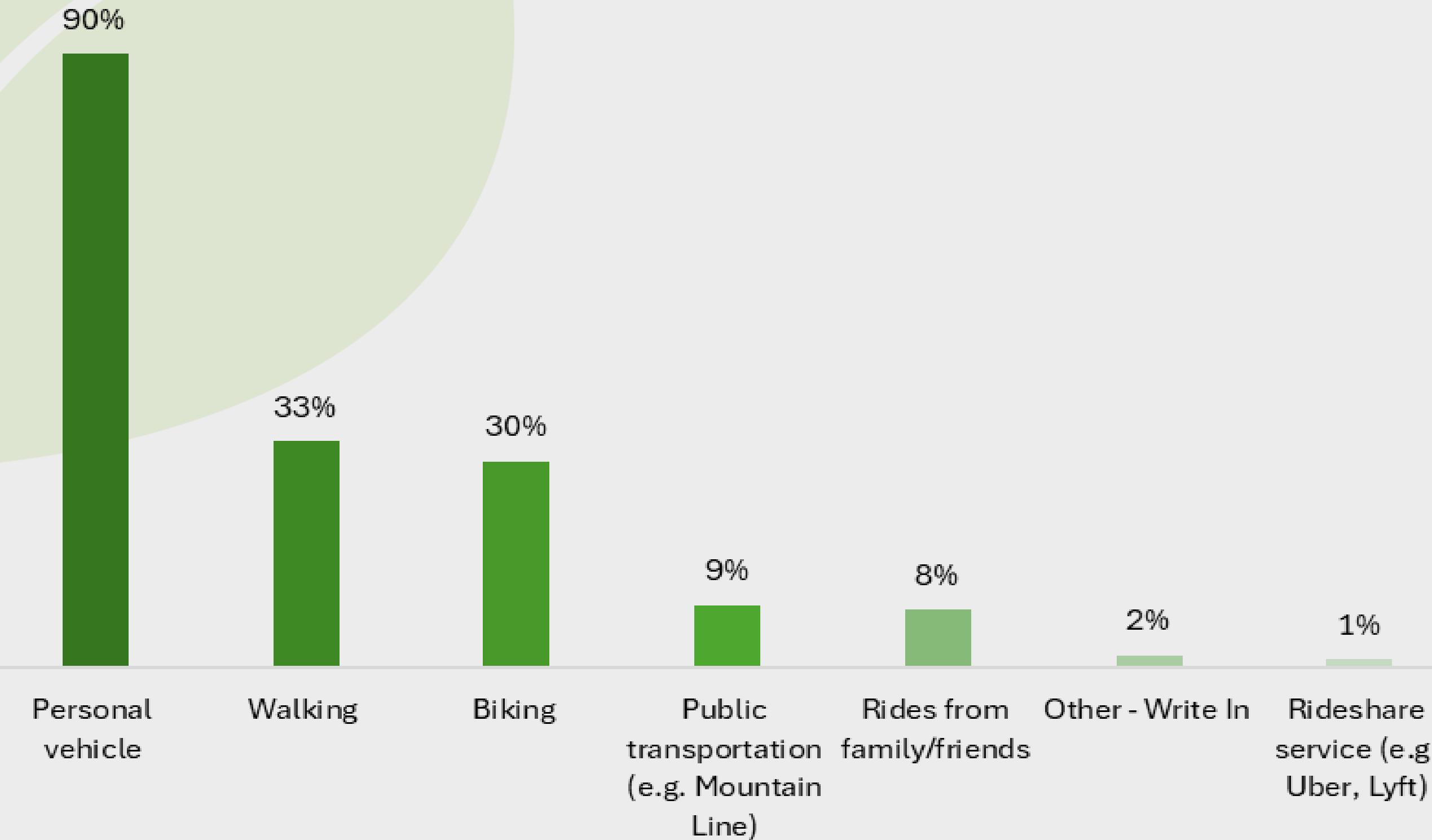
Food access

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

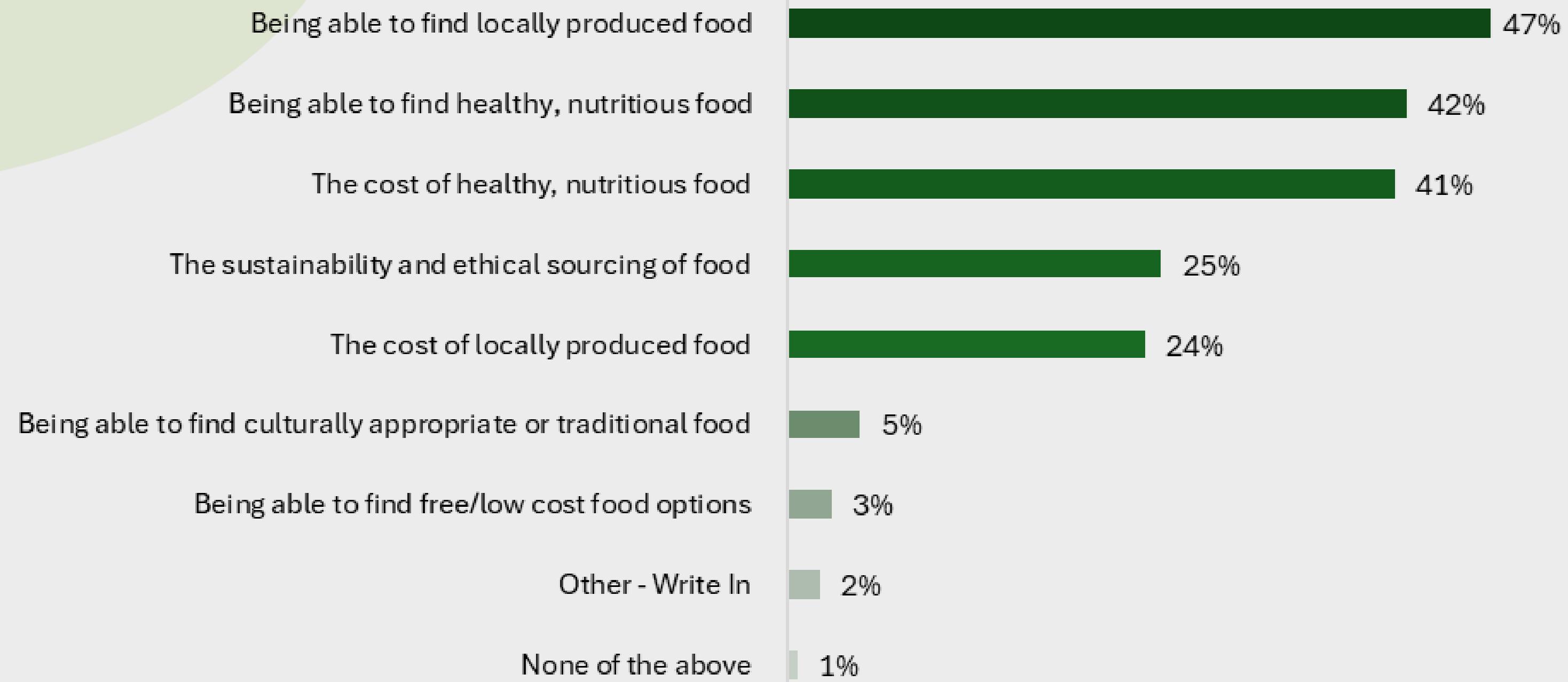
How do you typically get to the places where you get your food?
(Select all that apply)



Important issues

Food Access

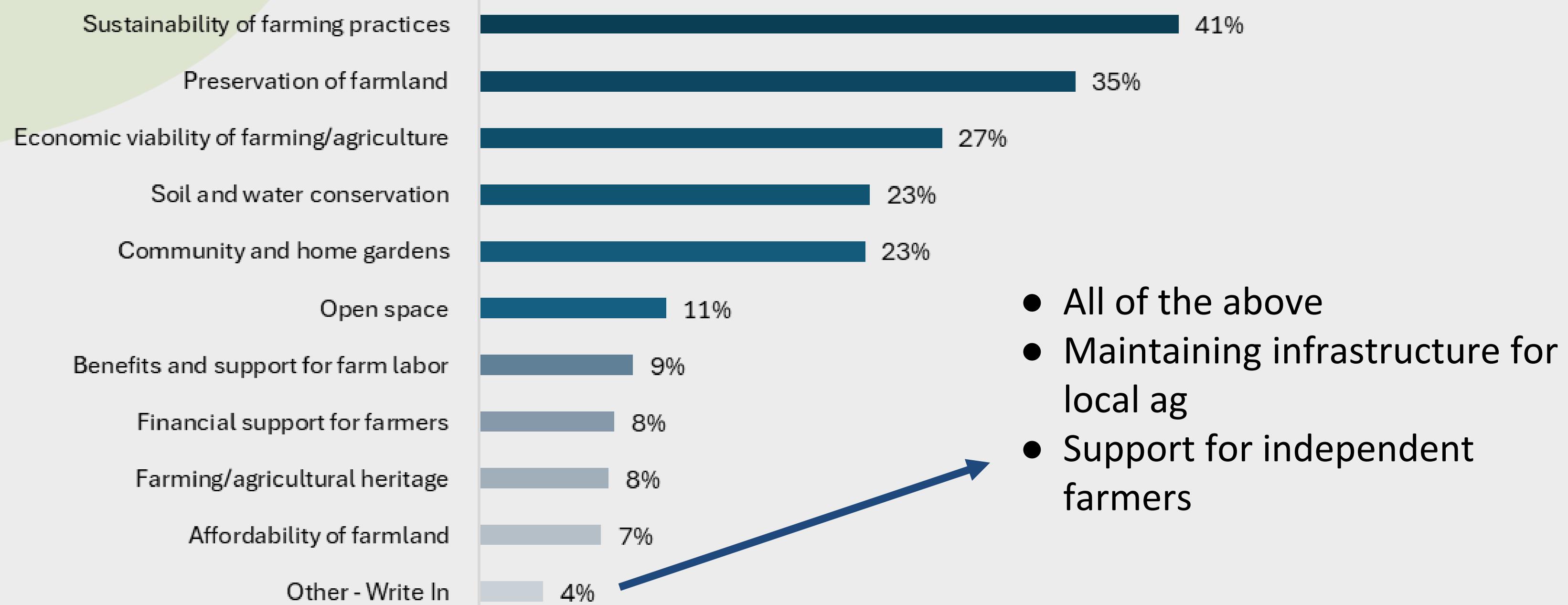
Which aspects of accessing food in Missoula County are most important to you? (Pick 2)



Important issues

Farming and Agriculture

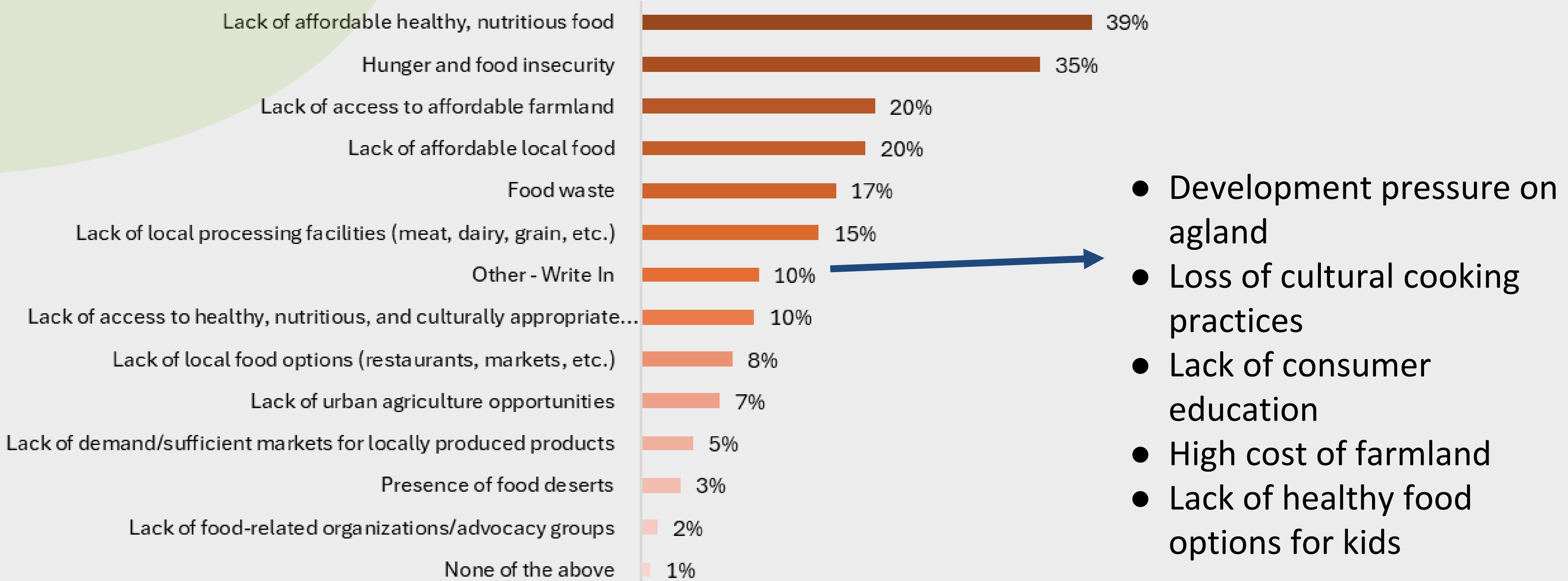
Which aspects of farming/agriculture in Missoula County are most important to you?



Important issues

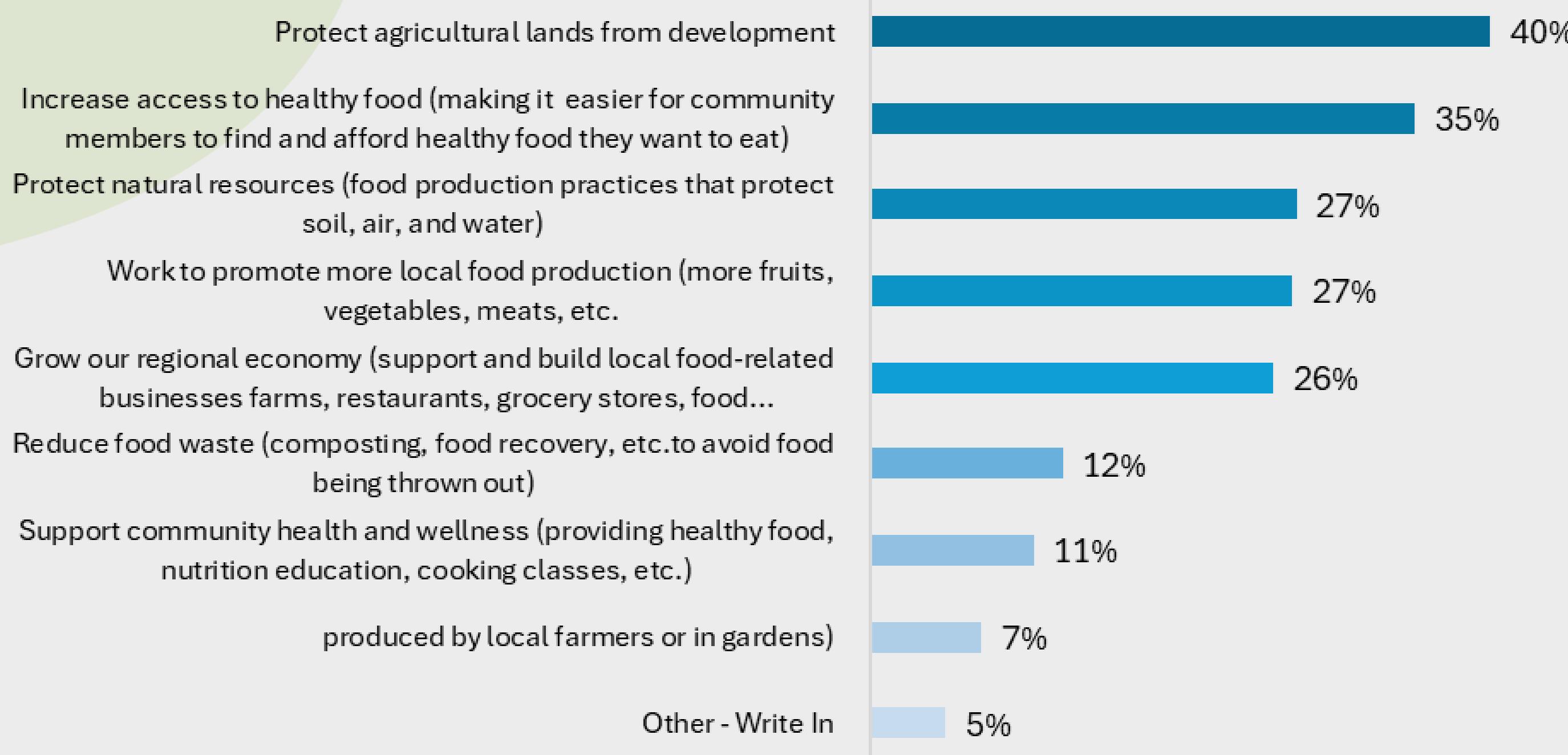
Missoula County Food System

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



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

More localized system

Increase education
& awareness in/of
food system

Increase access to
culturally relevant
food/food
experiences

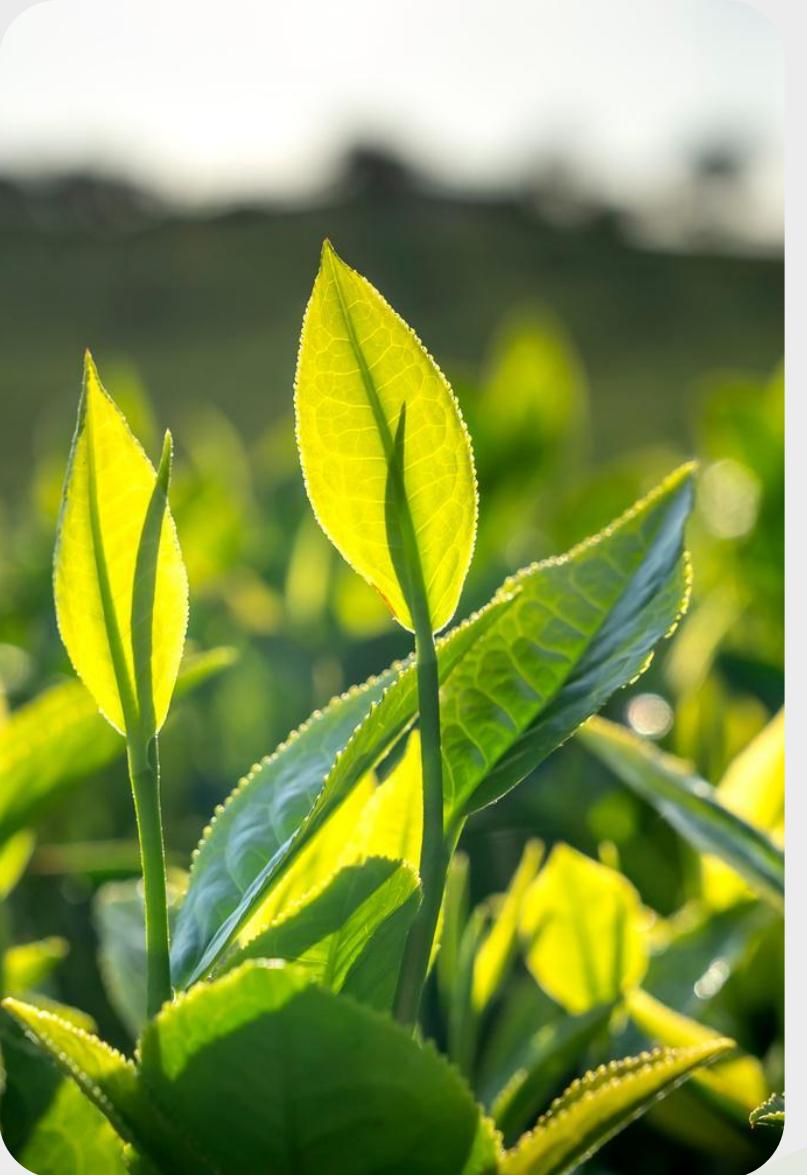
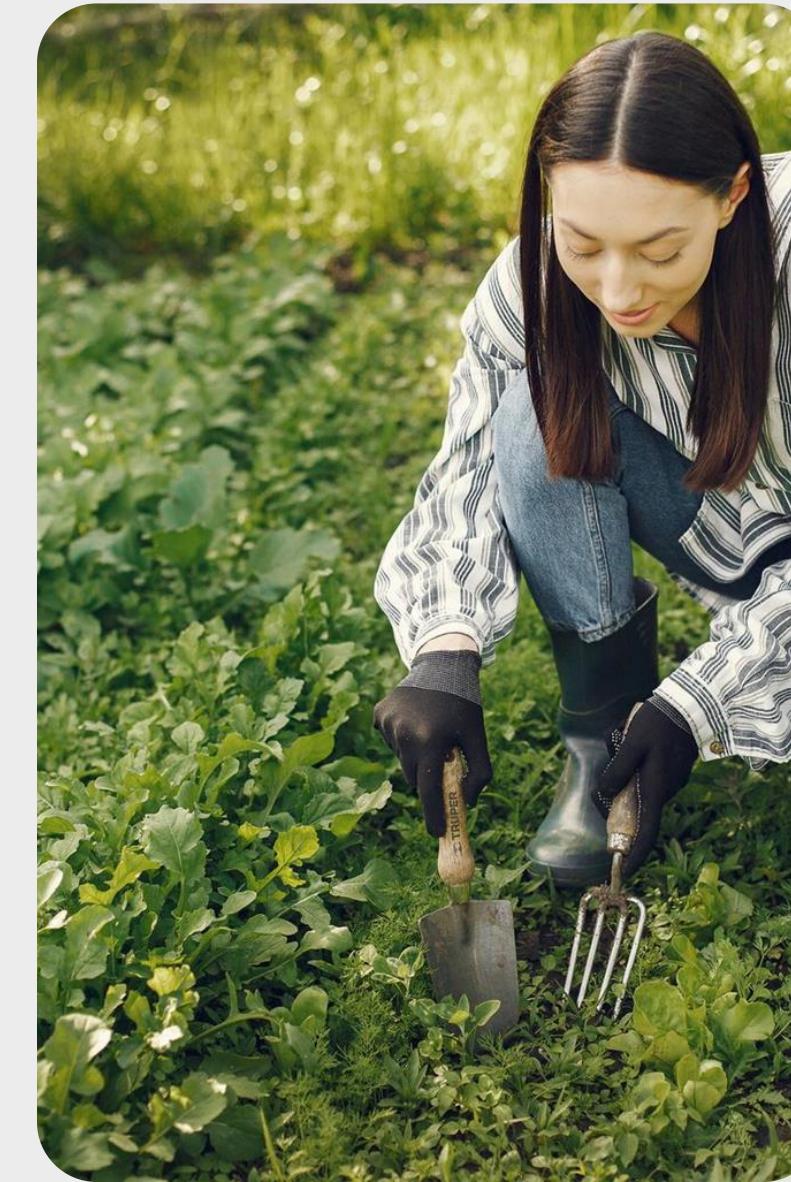
Increase access to
composting &/or
address food waste

Additional feedback and interest in FPAB

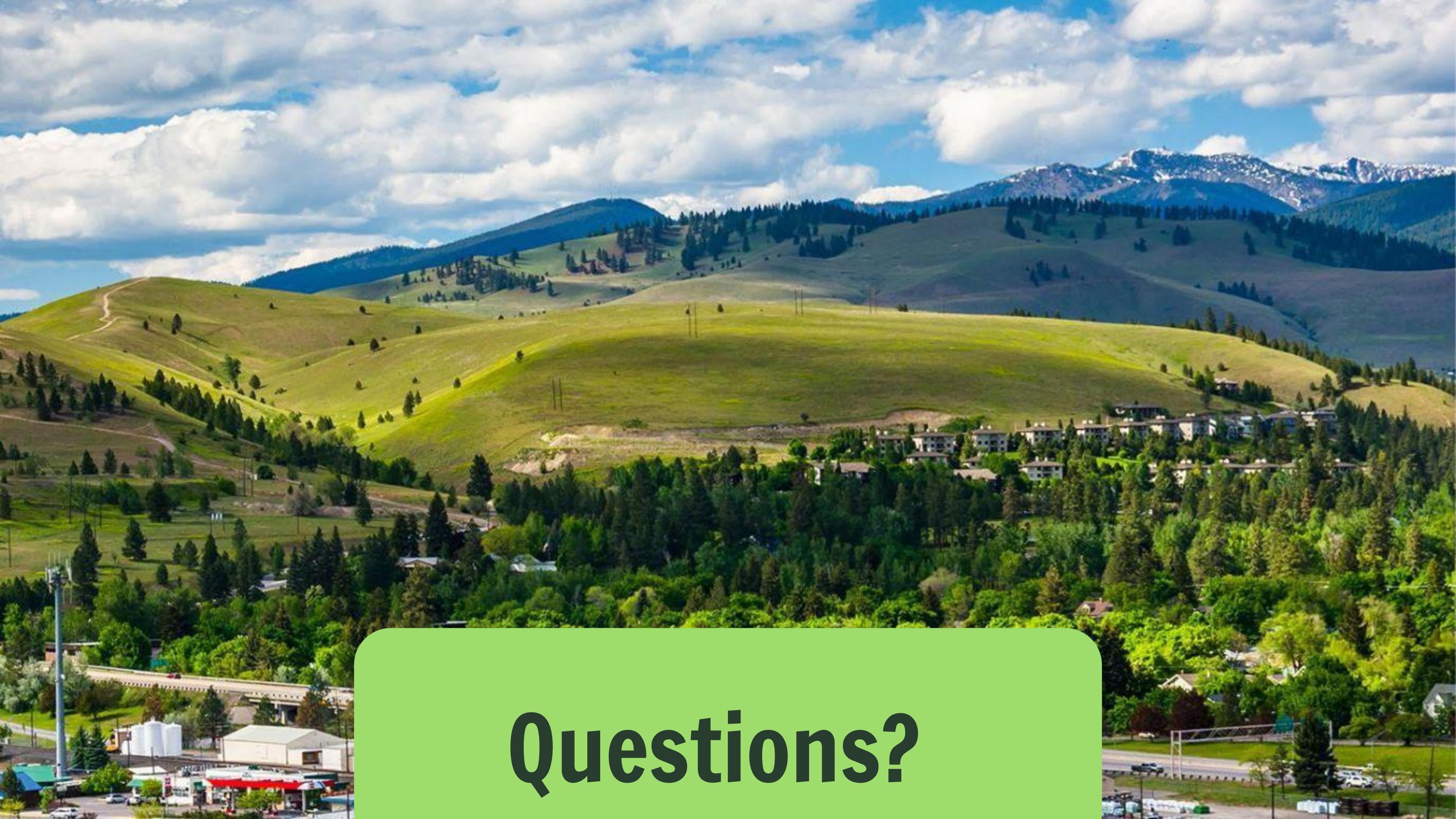


Comments on farmland/
development

Comments on affordability/
accessibility of food



Comments on enhancing local production/local economy



Questions?