



# SURVEY DATA PACKET

Last Revision: 9/27/2018



COMMUNITY FOUNDATION  
OF LOUISVILLE

## SUMMARY

Food insecurity is a complicated issue in communities. We asked the community to help us understand the choices and behaviors caused by Louisville's food system. We implemented a survey to identify 1) where people get their food, 2) what challenges exist, and, for those that struggle the most, 3) how they want the food system to change.

The survey, which was administered by IQS Research, was open to residents of 20 zip codes in Jefferson County, KY. These zip codes included most of Louisville's poorest neighborhoods. The survey was active from April 1 – 30<sup>th</sup>, 2018 and 200 responses were collected online and in person.

## DATA HIGHLIGHTS

- Who responded
  - There was a total of 200 respondents from 19 Louisville zip codes.
  - 32% of respondents were in or at risk of poverty.
- Where people get their food
  - Most respondents got their food from a grocery store, followed by eat-in restaurants, and drive through (or delivery) restaurants\*.
  - 92% of respondents said they got most of their food from the grocery store, 3% said eat-in restaurants, and 2% said drive-through (or delivery) restaurants\*.
  - Respondents said they choose where they shop based on 1) prices, 2) distance, and, quality of items available, respectively.
  - Distance aside, they want foods that are 1) affordable, 2) nutritious, and 3) easily prepared, respectively.
  - If hungry and without money, only 40% of survey takers said they knew where get food. The other 60% admitted they would need to ask or just did not know.
- Challenges to getting food
  - 53% of survey takers chose between buying food or paying other expenses in the past year.
  - When asked how easy it was to get food in their neighborhood, results were spread. 53 respondents selected "very easy" and 38 selected "very difficult."
  - Respondents said 1) distance to grocery stores, 2) access to healthy food, and 3) senior food access were their biggest concerns for their neighbors, respectively.

*\*Respondents were asked to answer based on their past 3 months of shopping behaviors.*

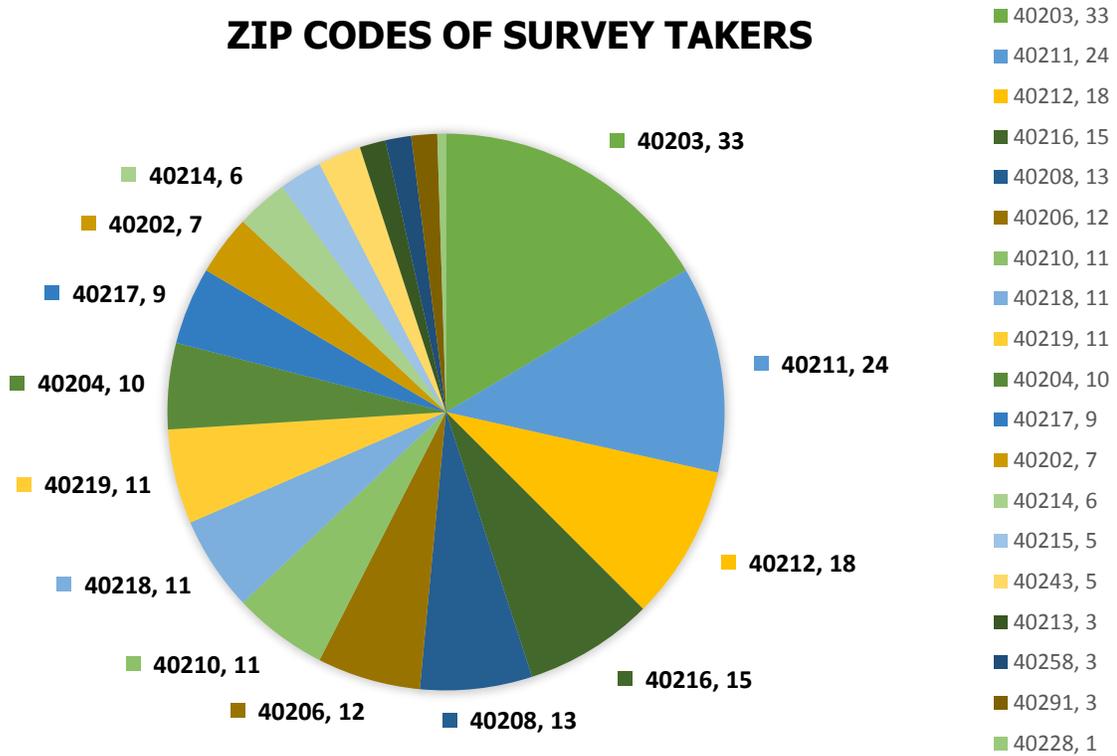
## ABOUT THE FELLOWSHIP

The Hunger Innovation Fellowship is a partnership between the Community Foundation of Louisville and Lift a Life Foundation to accelerate and elevate the collective efforts to improve food access in Jefferson County, KY. Monique Kuykendoll Quarterman serves as the 2018 Hunger Innovation Fellow. More information is available at [www.hungerinnovationfellowship.org](http://www.hungerinnovationfellowship.org).

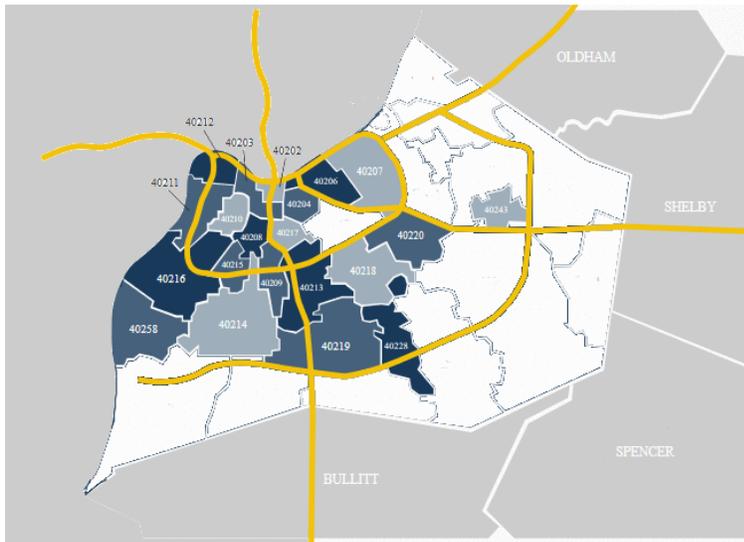
# WHO RESPONDED



## ZIP CODES OF SURVEY TAKERS



## ZIP CODE MAP OF SURVEY TAKERS

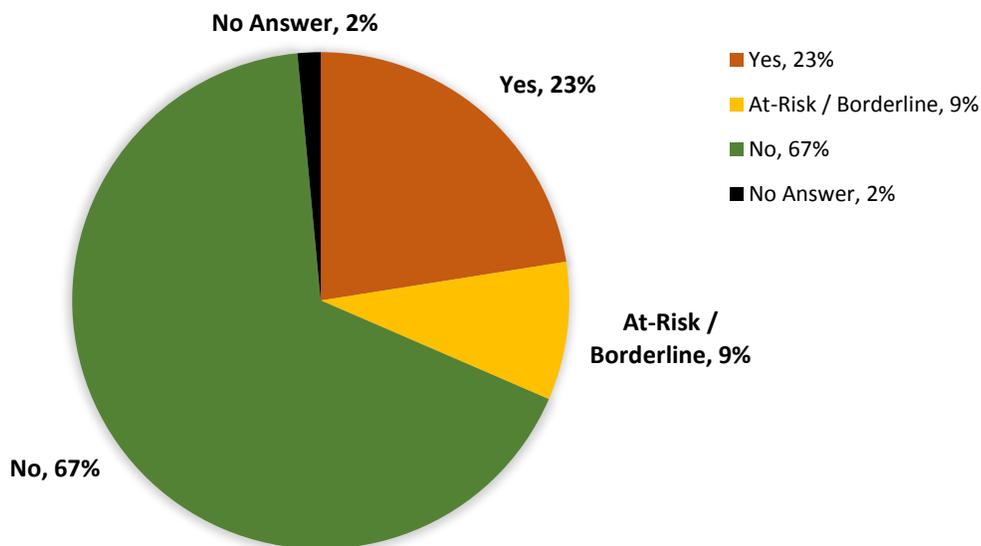


**LET'S TALK!**

- *What surprises you about the zip codes listed?*
- *What do you know about neighborhoods found in these zip codes?*

*NOTE: The colors in the above map do not represent any data.*

## SURVEY TAKERS IN POVERTY



Survey takers were asked to identify the number of persons living in their household and provided categories to describe their income level. The poverty status above was determined using the United States Department of Health and Human Services guidelines available here: <https://www.federalregister.gov/documents/2018/01/18/2018-00814/annual-update-of-the-hhs-poverty-guidelines>.

Poverty is determined by income and number of people in a household. Current poverty levels for a household of 4 would be a total income of less than \$25,100 per year. "At risk" of poverty means families cannot be determined to be out of poverty. For example, a survey taker in a household of 4 who chose a total income of \$25,000 - \$29,000 per year would be considered "at-risk."

### LET'S TALK!

- *What surprises you about this data?*
- *What does this information make you wonder about when you also consider the ZIP codes?*

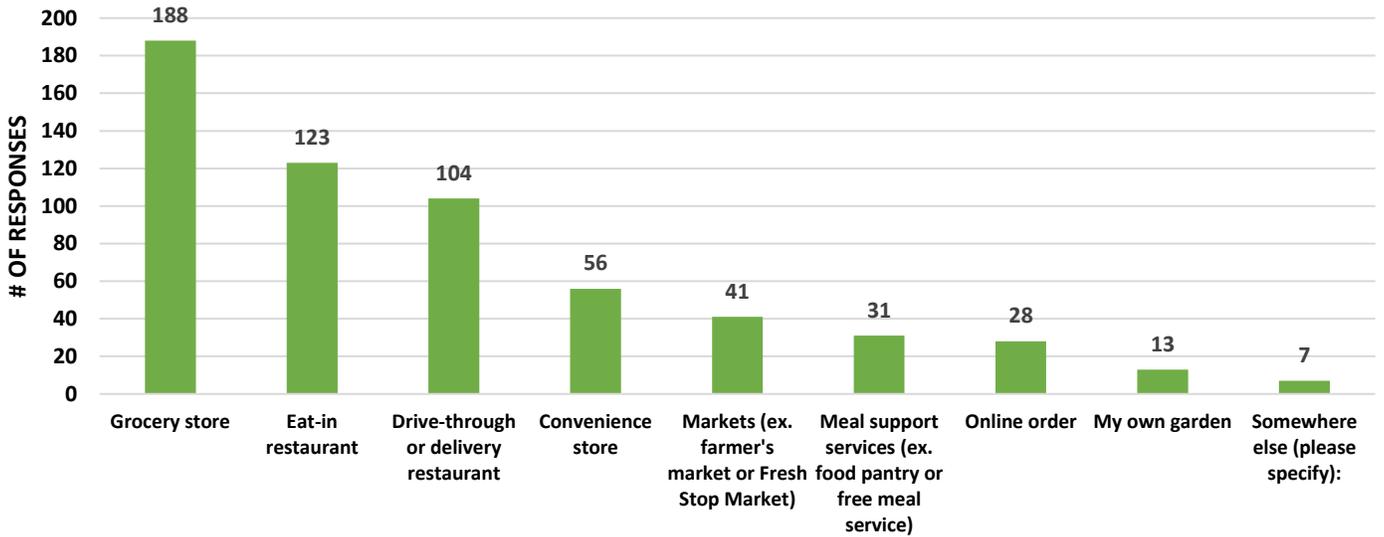
# WHERE PEOPLE GET THEIR FOOD



**Lift a Life**  
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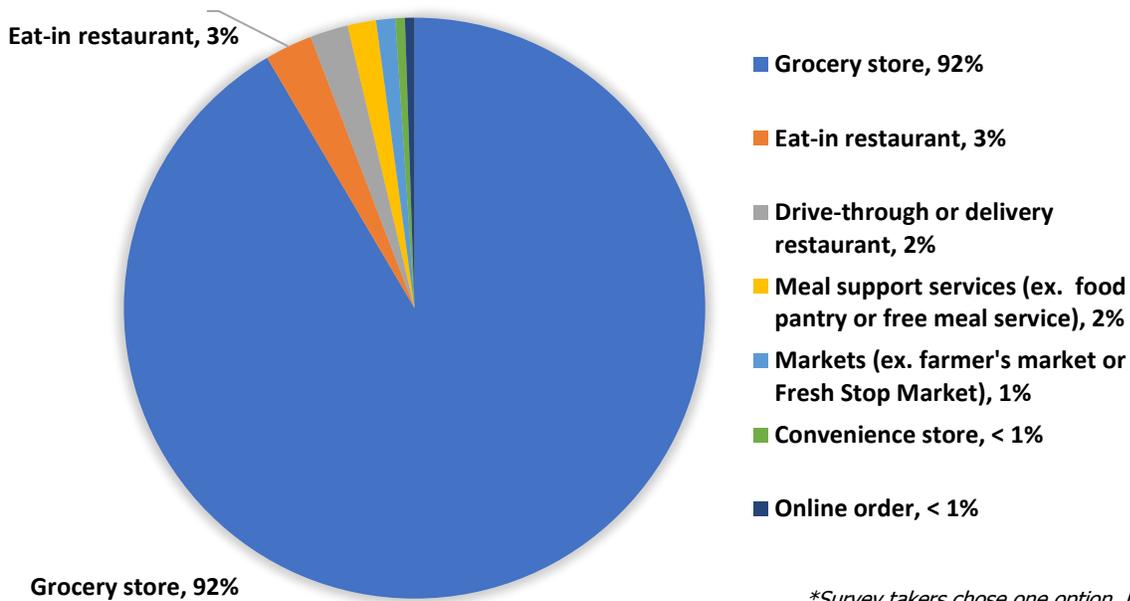
## PAST 3 MONTHS: WHERE DO YOU GET FOOD?



FOOD PROVIDERS

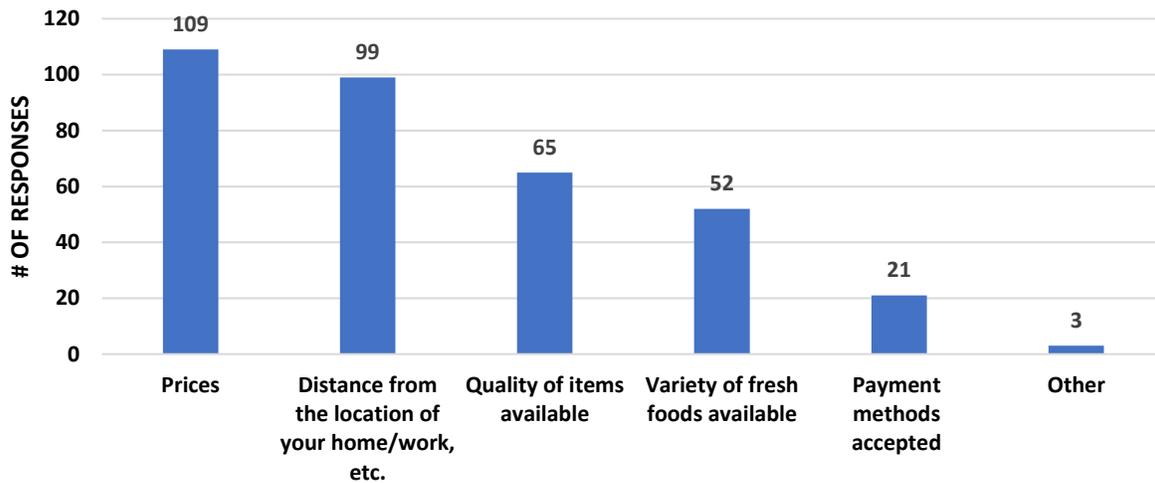
*\*Each survey taker chose all the options that applied to their household*

## PAST 3 MONTHS: WHERE DO YOU GET MOST OF YOUR FOOD?



*\*Survey takers chose one option. Blank answers were excluded.*

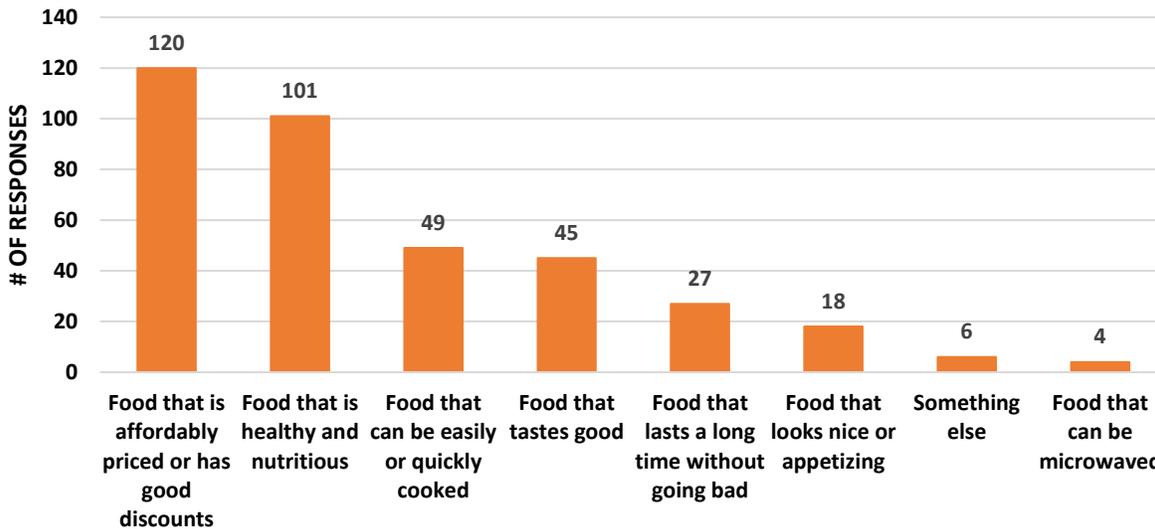
## WHY DO YOU GO THERE?



REASONS

*\*Survey takers chose two options. Blank answers were excluded.*

## DISTANCE ASIDE, WHAT FOODS DO YOU WANT?



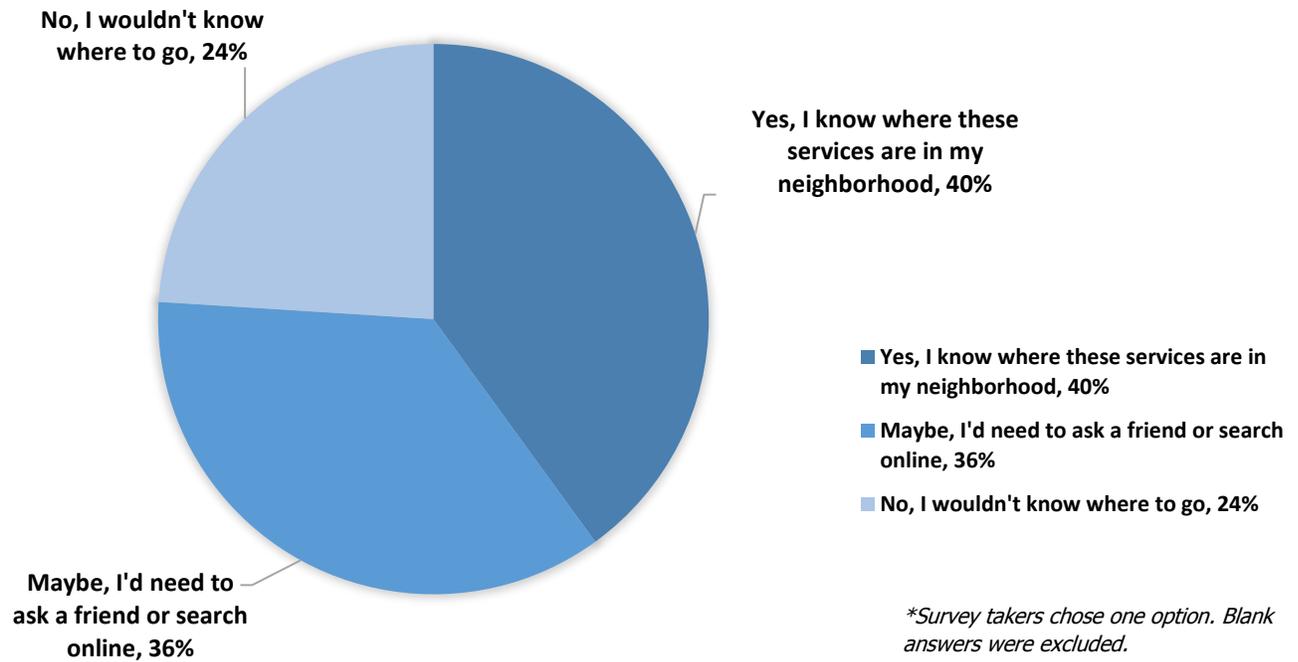
FOOD TYPES

*\*Survey takers chose two options. Blank answers were excluded.*

### LET'S TALK!

- *What surprises you about where people shop?*
- *What new questions does this information make you want to ask?*
- *How have these factors helped you make decisions about your food shopping?*
- *What surprises you about the kinds of food items people buy when they go shopping?*
- *What is most important to you when selecting the kinds of food to buy?*

## IF YOU WERE HUNGRY AND COULDN'T AFFORD FOOD, WOULD YOU KNOW WHERE TO GO?



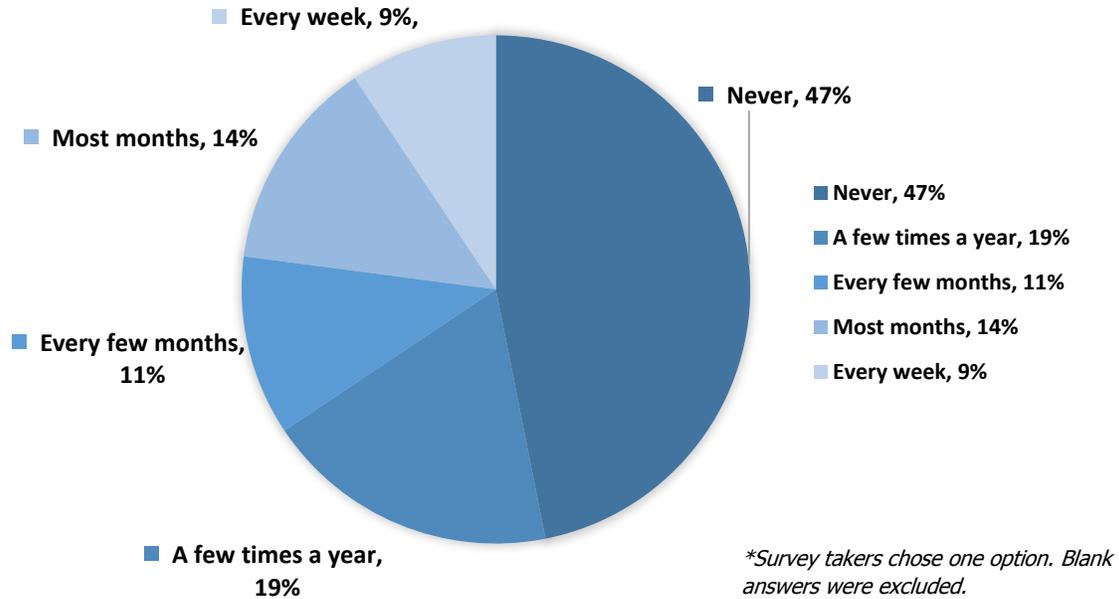
### LET'S TALK!

- *What surprises you about this information?*
- *Why do you think so many people don't know where to get help if they can't afford to shop for food?*

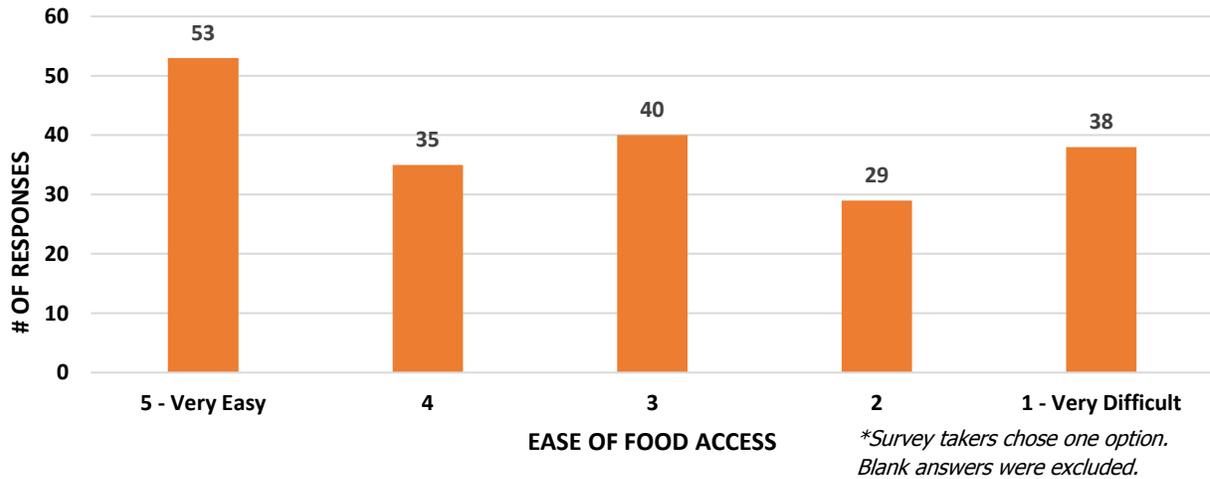
# CHALLENGES TO GETTING FOOD



## PAST YEAR: HOW OFTEN DO YOU CHOOSE BETWEEN FOOD AND OTHER EXPENSES?



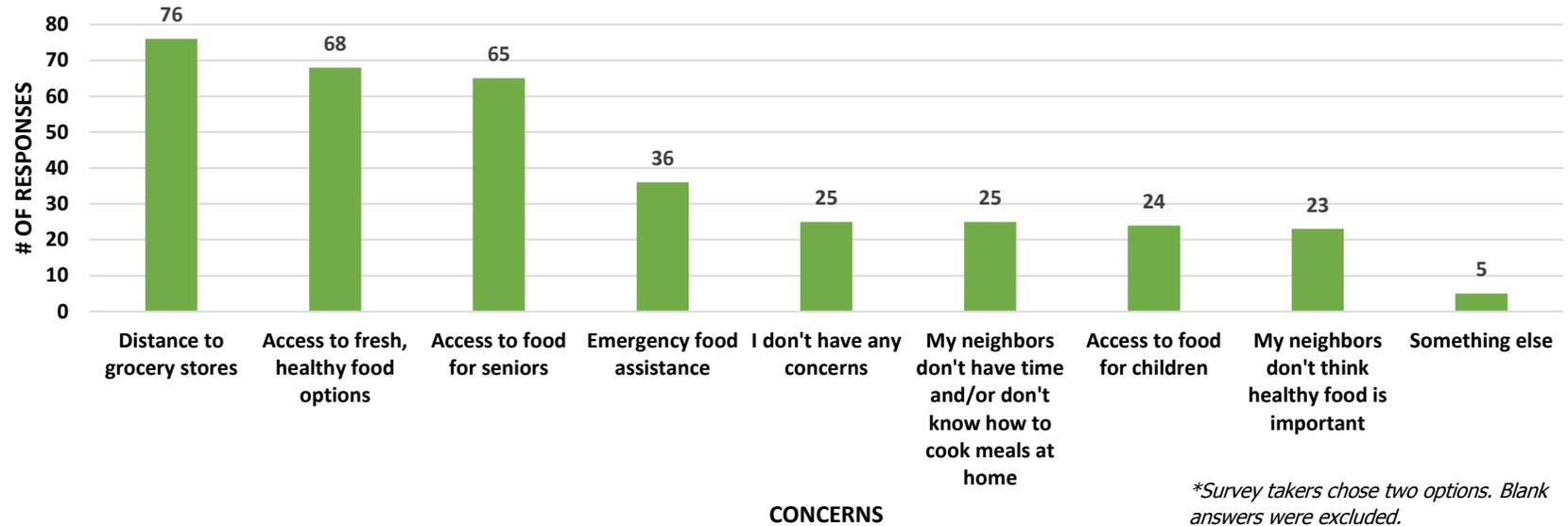
## HOW EASY IS IT TO GET FOOD IN YOUR NEIGHBORHOOD?



### LET'S TALK!

- What surprises you about the decisions people must make when deciding to buy food?
- What surprises you about people's ability to get to places where food is sold?
- What are some of your experiences – good or bad – when buying food?

## WHAT ARE YOUR CONCERNS FOR YOUR NEIGHBORS?



### LET'S TALK!

- *What surprises you about this information?*
- *What food-related concerns do you have for your neighbors?*
- *Describe the neighbors for which you have the most concern.*

## **OPEN-ENDED QUESTION: What advice would you give to community leaders who want to see that everyone in Louisville has access to enough quality food to live a healthy, active life?**

IMPORTANT: The following answers are only from survey respondents who are in poverty or at risk.

- Help with urban farming startups. Funds and mentorship for such programs as mentioned before.
- There should be classes for young mothers about nutrition so they know to avoid processed food and to avoid salty foods
- More grocery stores in the area and less fast food restaurants.
- First off there needs to be ACCESS TO THE FRESH FOOD. Secondly, COST of HEALTHY FOOD IS EXPENSIVE, there needs to be AFFORDABLE HEALTHY FOOD. Also, there are ALOT of VACANT buildings that are conveniently located or easily accessible to the community by transportation or walking distances.
- Listen to the community. We have a lot to say, and we generally know what the heck we're talking about.
- Encourage grocery stores to reopen in old Louisville and Portland. Give them the same incentive and tax breaks that are given to fancy downtown hotels. People who don't live in Louisville are dumbfounded to learn that we have no grocery stores downtown. It's embarrassing.
- Maybe pop-up Dare to Care sites. Free stores in high rise communities. More cooking demos using products from Dare to Care or community gardens.
- Have more stores that make available more healthy fresh food at affordable prices, so we don't have to always look for managers special to afford the healthy food.
- Every area needs a farmers market once or twice a week. Farming families could be invited to sell.
- We need more fresh vegetables in are places.
- I think more community gardens would be helpful.
- Food is important for everyone!!! Feed the people!!! Thank you!
- Eat healthy foods. Vegetables and lean meats. The outer rim of the store is the most healthy.
- Make more places for less fortunate people to get food, amount of availability increased, funding increased, and make more food available to be received by less fortunate.
- Think about those who don't have cars or ample income to purchase the food.
- To have more stores within the neighborhood.
- There should be more food that's closer to me.
- Require or encourage grocery store and fast food restaurants to have more vegan or vegetarian options.
- More education to help to portion and ration your food; to cook food at the right temperature; to not over eat or splurge.

- Pay more attention to needs of the community instead of the circumstances of the community. When a person's needs are met, they have the potential to do better in life. To want better in life and want better for their community as a whole. People always think they have a solution to the problems that plague our low income neighborhoods and residence, but fail to try to fix the initial root cause of the problem.
- Invest in plans that include locally grown and sustainable foods (ex. Fresh Stops)
- Do a bit more than what you are doing now
- To have more reliable and honest food banks. The one in our area are not honest they hold back for themselves and their friends
- I use to live in the 40211 zip code and finding healthy food was a big concern. I would have to drive at least 20 minutes to places that had food that is healthy, good looking, and priced well. My decision to move in the 40218 zip code was due to the access to good quality food.
- We need more health food stores/ healthier choices. We have liquor stores or soul food places pretty much on every corner in the West End of Louisville.
- Community gardens should be initiated and supported. Knowing how and where to grow your own food is empowering and would create an overall more sustainable public system.
- Make sure food pantries are stocked with food that is healthy, fresh and possibly affordable for clients. It may give ideas on what to buy when they do have money. Access to grocery stores with affordable options.
- Make organic and natural foods affordable and accessible in the neighborhoods.
- People should have access to more vegetables, fruits and other healthy foods
- Tell people where to go to get food, and provide them money too
- Consider healthy food vouchers for low income (like WIC) but for adults that can be used to purchase fresh fruits and veggies. And more can be earned by taking a small seminar for healthy recipes.
- Make services more accessible to everyone; people can be embarrassed to ask for help.
- There is no shame in asking for help.
- Have more food community in the neighborhoods.
- Get out into the community and check on people more; knock on doors to talk to people about food.
- That they need to start advertising it more.
- Make this option accurate for everybody to meet.
- Better opportunity
- We need more food pantries in Louisville in the different areas, there just isn't enough for as there are people that need it.
- More food pantry like a discount salvage etc. for people with low income and SNP benefits.
- Make the location of food services more known, like more awareness.
- Focus more efforts on the neighborhoods where is not a major food market within a 2 miles or less distance. Reach out to small community markets and offer incentives for them to carry more fresh, quality food.
- The EBT program should provide more money for food.
- Everybody should have equal access to nutritious food.

- I am thankful for the pantries and meal services in my neighborhood.
- Things are pretty good.
- We need more farmers markets and more fresh food.
- Awareness about help and knowing where to go for food.
- Stop people from begging for money in front of grocery stores in West Louisville. I live in West Louisville but I drive to Prospect to shop, because the store is more approachable. It's unsafe that I must deny people money as I'm walking into the grocery store, only to walk past them a few minutes later after I've purchased my items. I know plenty of elderly people who bus far from home because they are afraid of being robbed at their local bus stop after grocery shopping.
- There should be more pantries for people on this side of town; there's one here and one on the other side of town and that's not enough.