

Community Food Assessment

Preliminary survey results

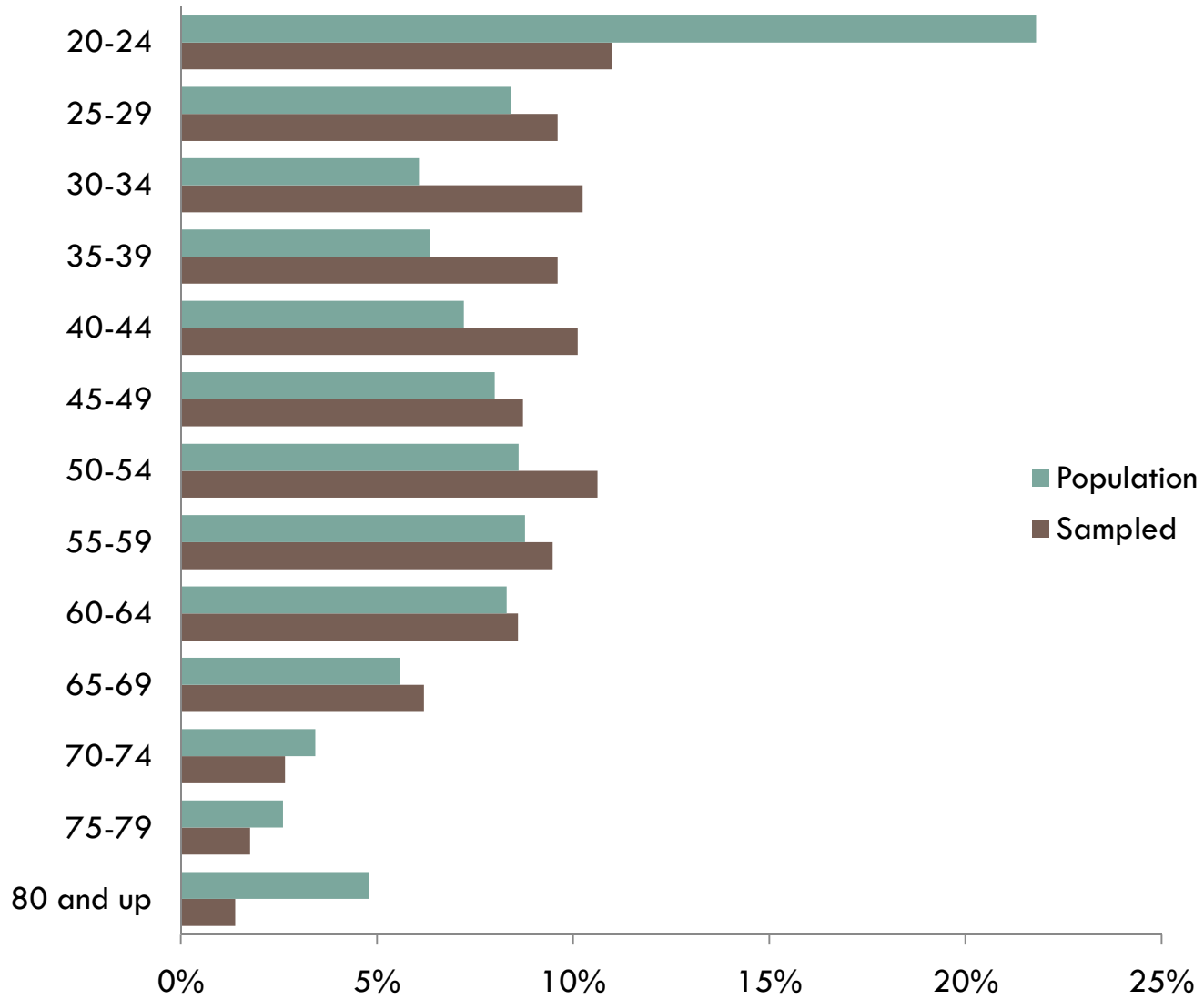
March 15, 2011



Responses

- 858 surveys collected
 - ▣ 98.4% from Kittitas County residents or blank zip code
 - Only Kittitas County and blank zip codes retained
 - ▣ 63.5% submitted on paper
 - ▣ 36.5% submitted online
- 78.8% of surveys returned with a gift card drawing entry slip
 - ▣ 14 Lower County winners (odds of winning, 1 in 40.6)
 - ▣ 6 Upper County winners (odds of winning, 1 in 18.0)

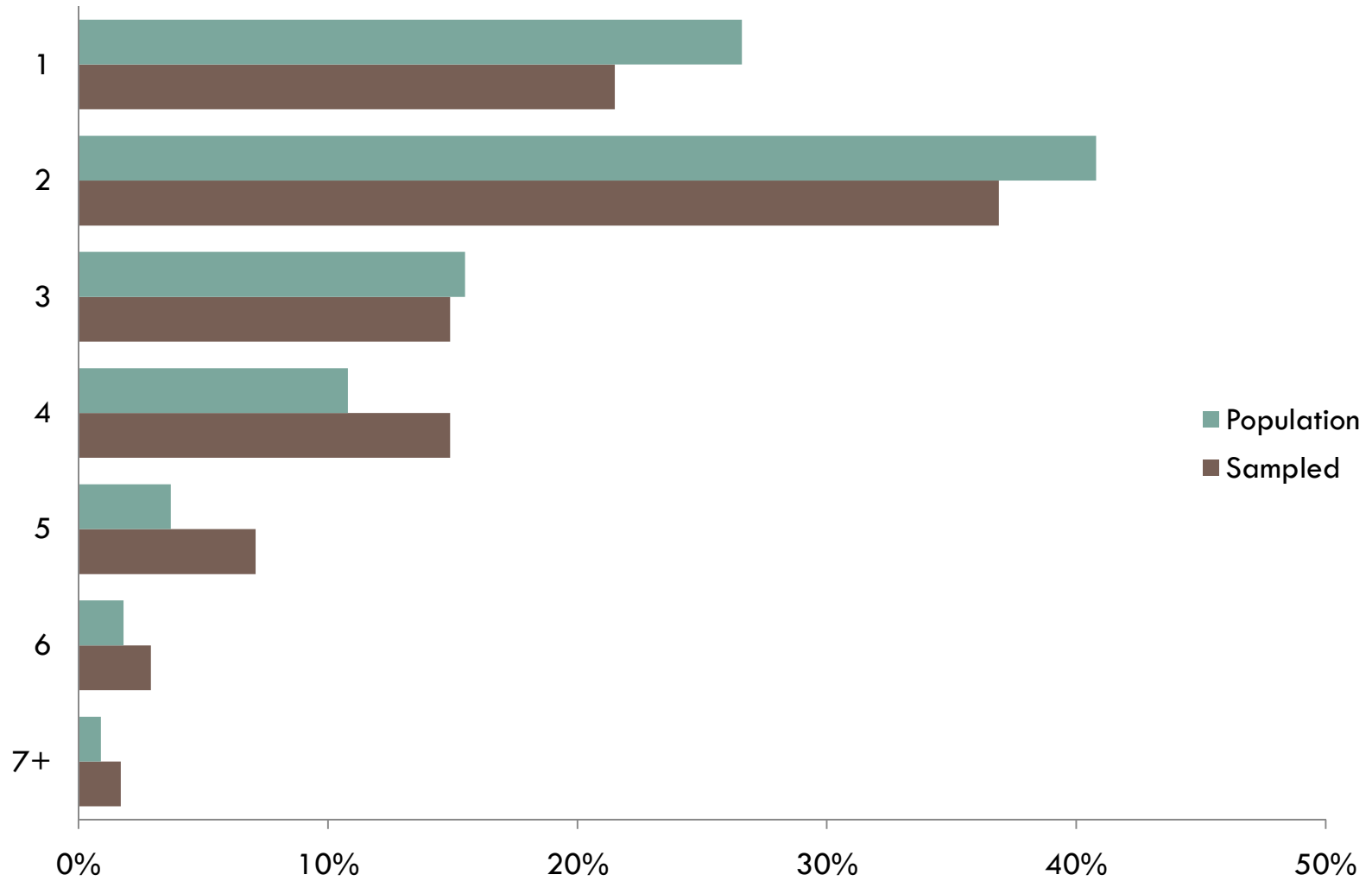
Age



Plus a few responses from those 19 and under.

Population data from Office of Financial Management, 2010 population estimates.

Household size



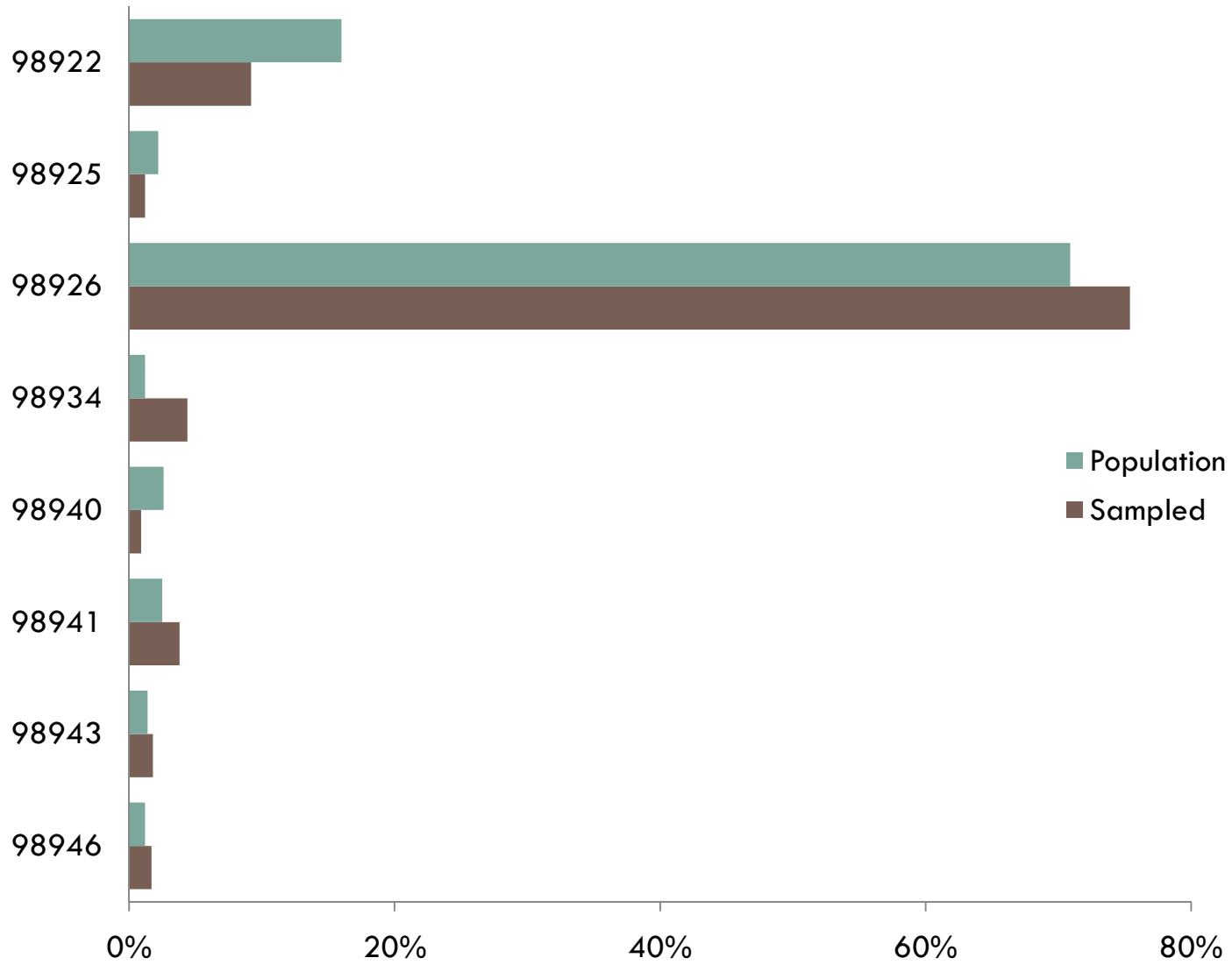
Population data from American Community Survey, 2005-2009 5-year estimates, Tables B11015 and B11016.

Housing status

	Population	Sampled
Own	57.7%	55.5%
Rent	42.3%	39.7%
Other		4.8%

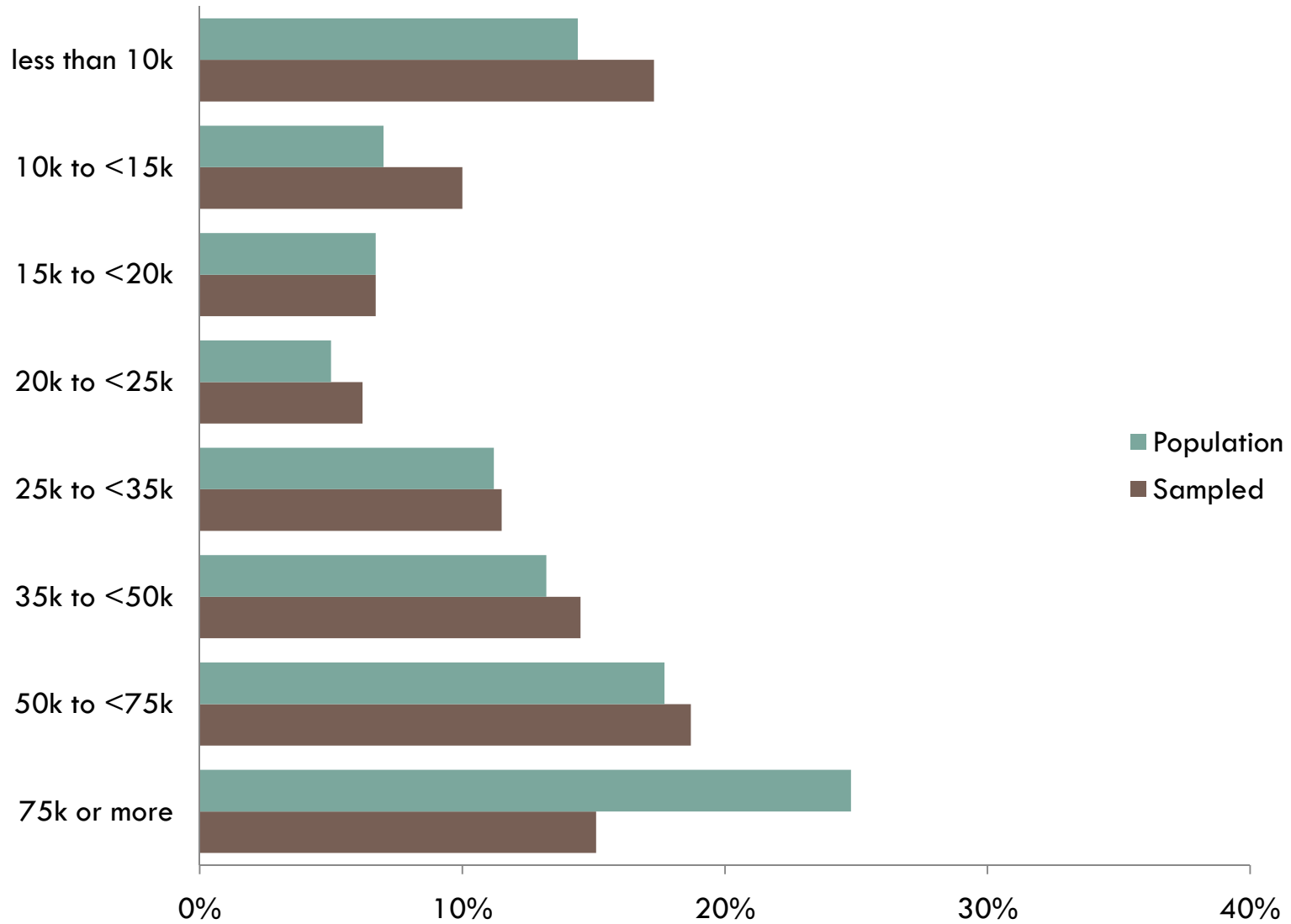
Population data from American Community Survey, 2005-2009 5-year estimates, Table S2501, Occupancy Characteristics.

ZIP code



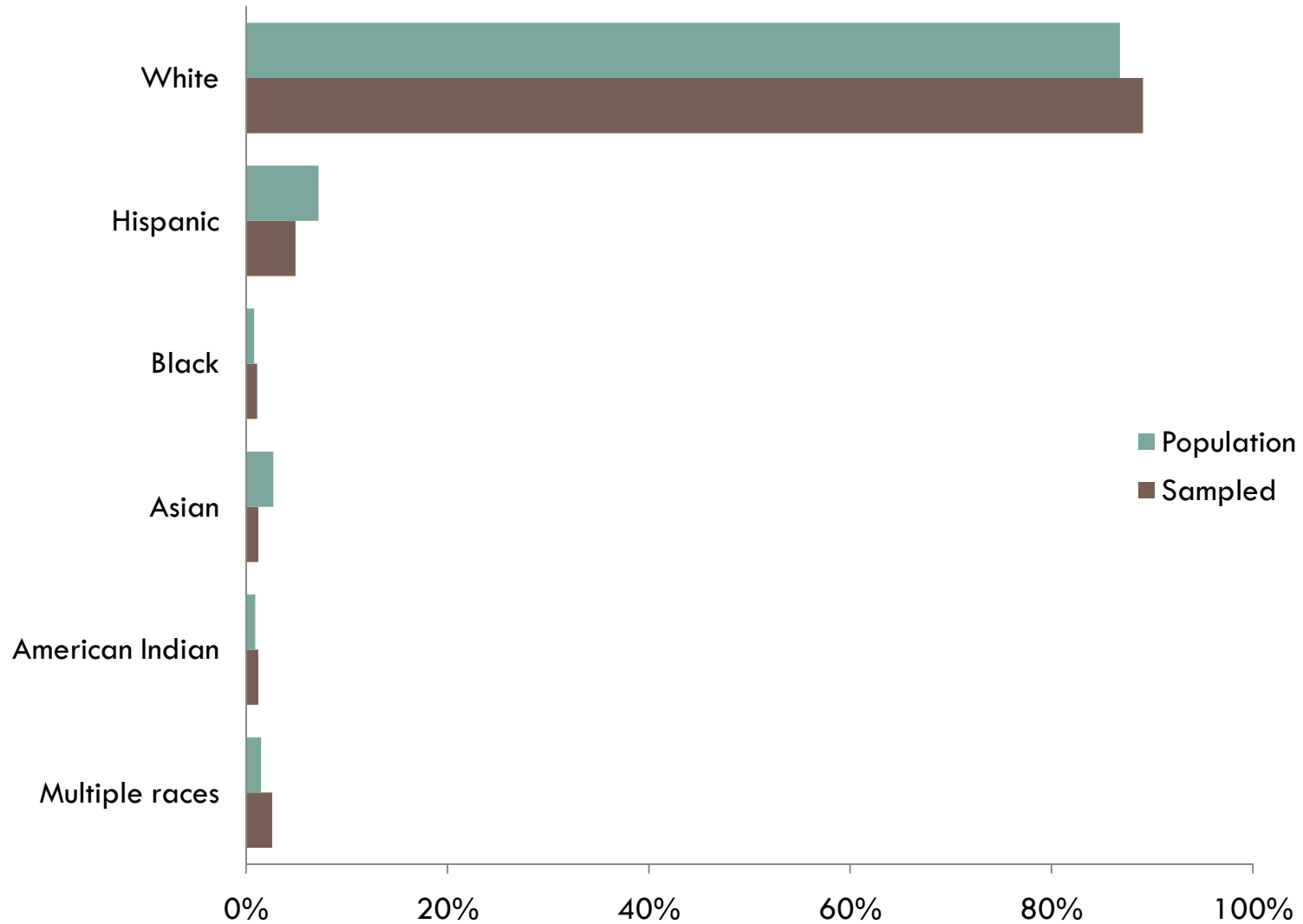
Population data from Office of Financial Management, small area estimates, ZIP code tabulation areas.

Approximate annual income



Population data from American Community Survey, 2005-2009 5-year estimates, Table B19001.

Race/ethnicity

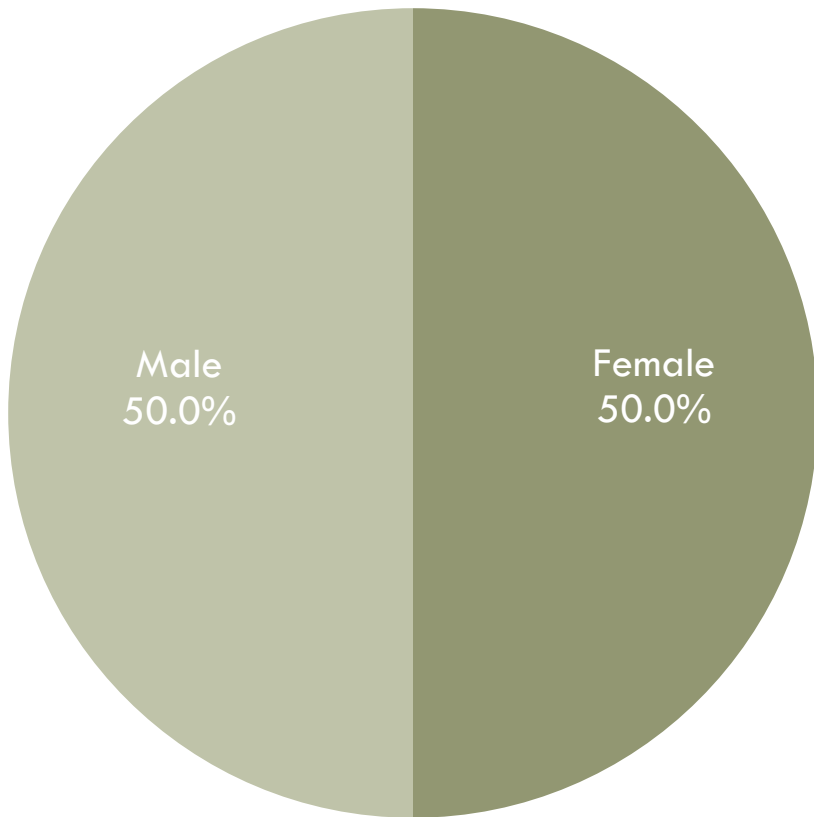


Population data from Office of Financial Management, 2010 estimates of age, gender, race, and Hispanic origin.

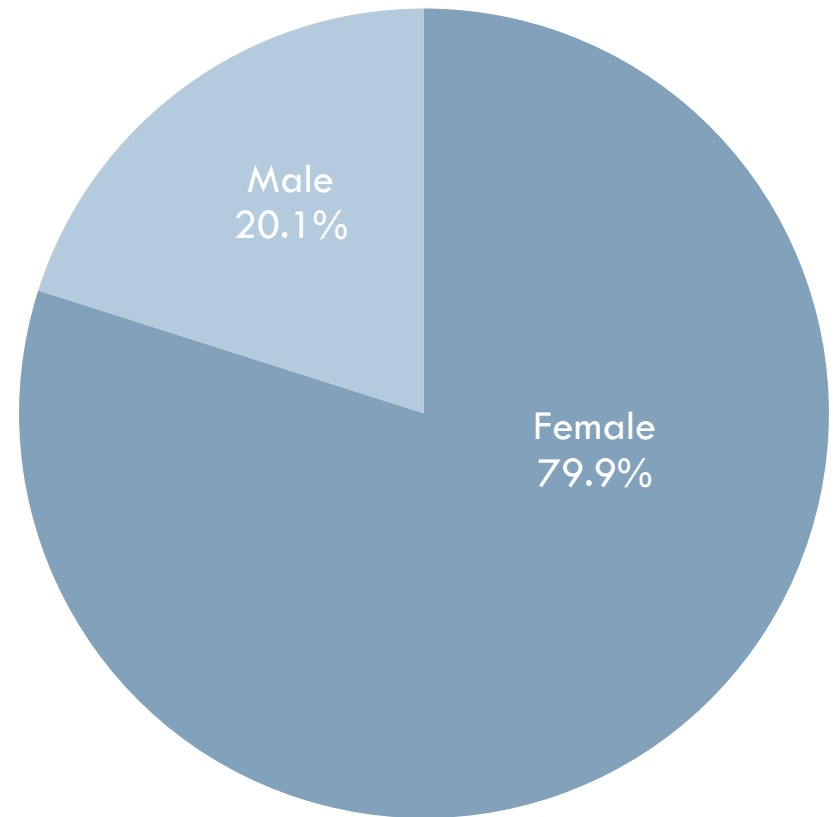
Gender



Population

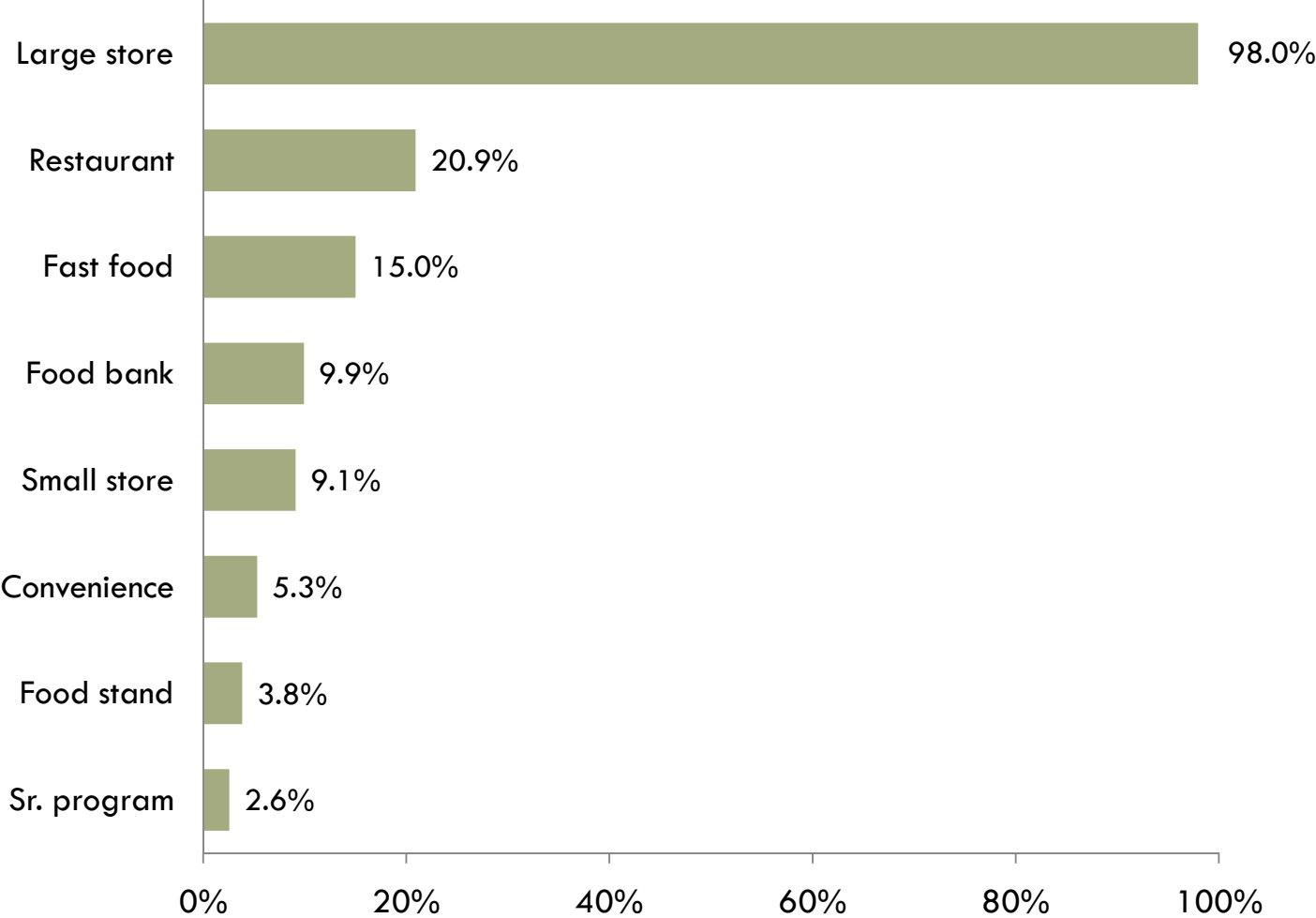


Sampled



Population data from Office of Financial Management, 2010 estimates of age, gender, race, and Hispanic origin.

Respondents who got “some” or “most” of their food from the following sources...



Fast food patrons are...

More Likely To

- ❑ Shop at convenience stores or food stands
- ❑ Prepare dinner at home on 4 or less days per week
- ❑ Eat foods they consider to be less healthy because they are cheaper

Less Likely To

- ❑ Go to sit-down restaurants
- ❑ Garden
- ❑ Say that nutrition is “very important” in where they get their food

Food bank patrons are...

More Likely To

- ❑ Get food from convenience stores
- ❑ Prepare dinner at home every day
- ❑ Say distance, cost, or acceptance of EBT/WIC are “very important” when choosing a place to shop
- ❑ Skip meals or eat less due to cost
- ❑ Say that cost, transportation, or food banks/food assistance are barriers to accessing needed foods
- ❑ Eat foods they consider to be less healthy because they are cheaper
- ❑ Have a low income
- ❑ Be a minority

Less Likely To

- ❑ Go to sit-down restaurants
- ❑ Get food from farmer’s markets or local farms
- ❑ Garden
- ❑ Say quality or taste are “very important” when choosing a place to shop
- ❑ Have a barbecue, crockpot, freezer, microwave, canning equipment, or other necessary kitchen supplies
- ❑ Own a home

Only **31.2%** of food bank patrons are gardeners compared to **66.2%** of non-food bank patrons.

Barrier to gardening	Food bank patron	Non-patron
No place to garden	80.7%	54.0%
No time to garden	14.0%	39.6%
Can't afford to garden	29.8%	14.1%
Don't want to garden	3.5%	17.6%

Food bank patrons are **more likely** to sacrifice quality and taste in favor of distance, cost, and EBT/WIC acceptance.

“Very important” in selecting a food vendor	Food bank patron	Non-patron
Quality	70.7%	87.8%
Tastes good	77.5%	88.1%
Distance (close to home/work)	55.4%	43.0%
Cost	88.0%	65.8%
Acceptance of EBT and/or WIC checks	75.7%	16.9%

75.3% of food bank patrons have skipped meals or eaten less in the last year because they didn't have enough money for food.

54.1% of food bank patrons eat items that they consider to be less healthy because they are cheaper “often” or “all of the time.”

Only **16.6%** of non-patrons say the same thing.

68.1% of food bank patrons prepare dinner at home every day, compared to **51.5%** of non-patrons.

9.5% of whites are food bank patrons, compared to **16.9%** of minorities.

Convenience store patrons are...

More Likely To

- ❑ Eat fast food
- ❑ Get food from a food bank
- ❑ Shop at small grocery stores
- ❑ Say that taste or nutrition are “not important” when choosing a place to shop
- ❑ Skip meals or eat less every month due to cost
- ❑ Say that cost or lack of food banks/food assistance are barriers to accessing needed foods
- ❑ Eat foods they consider to be less healthy because they are cheaper

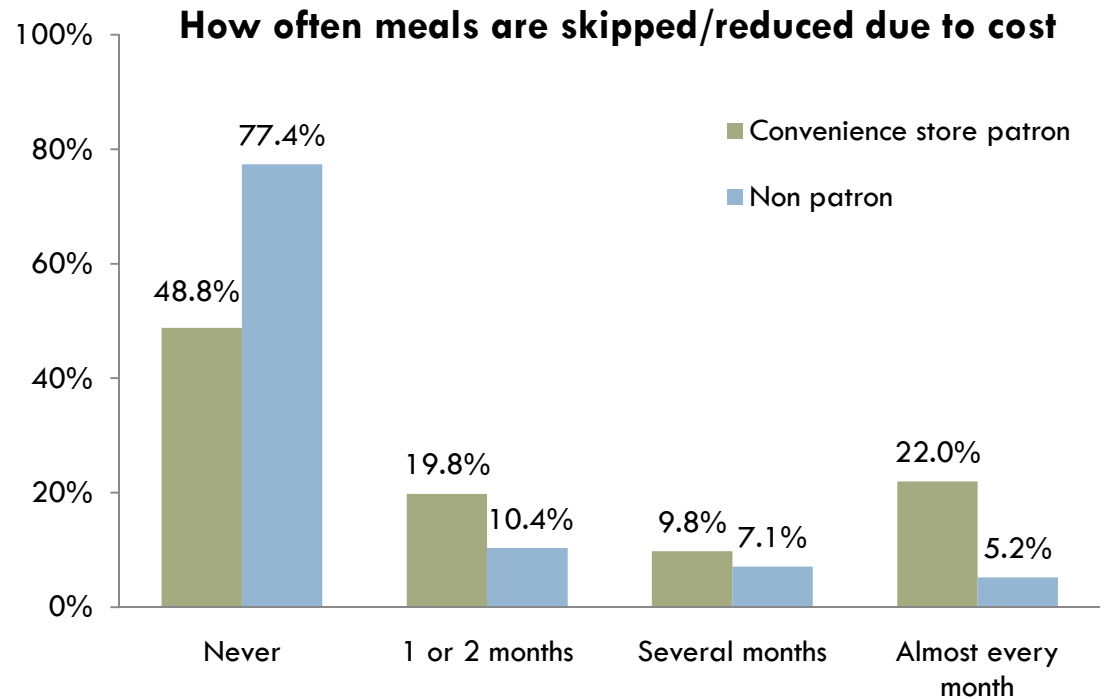
Less Likely To

- ❑ Garden
- ❑ Prepare dinner at home every day
- ❑ Say that quality or nutrition are “very important” when choosing a place to shop
- ❑ Say that EBT/WIC check acceptance is “not important” when choosing a place to shop
- ❑ Own a home

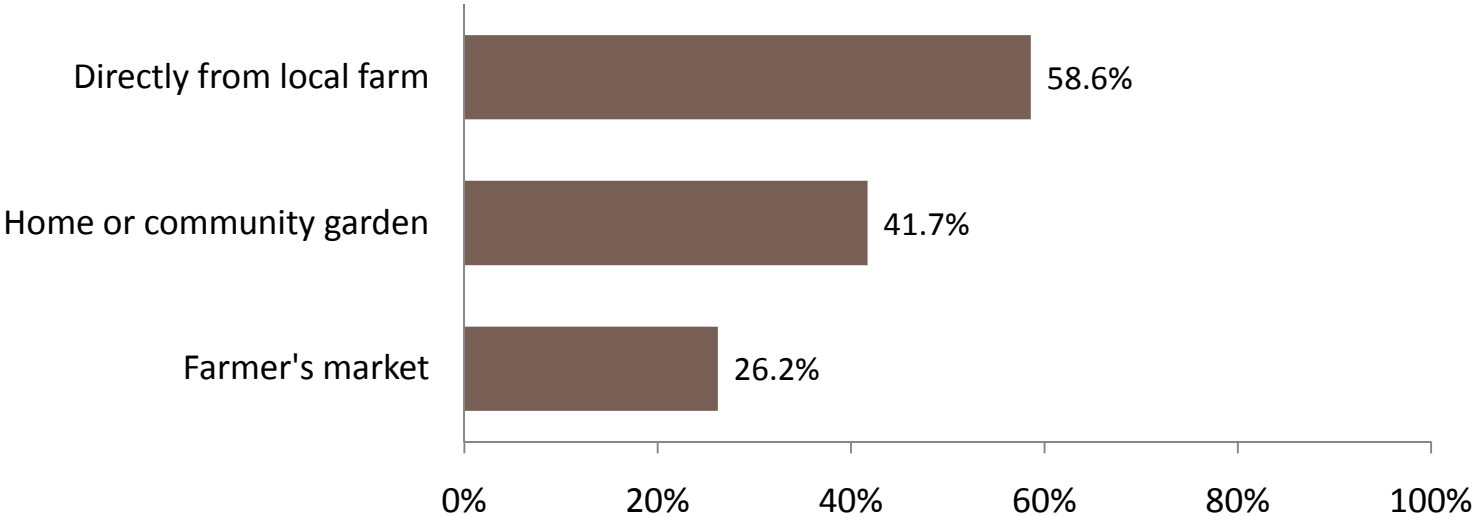
Only **23.7%** of convenience store patrons are gardeners compared to **64.5%** of non-convenience store patrons.

Only **41.5%** of convenience store patrons say that nutrition is “very important” when choosing a place to shop, compared to **78.0%** of non-convenience store patrons.

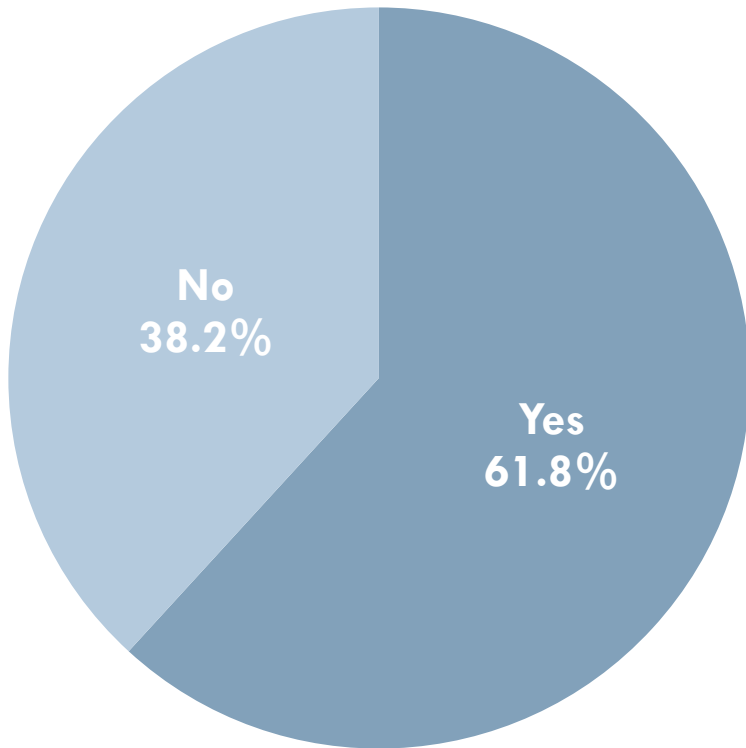
Convenience store patrons are **more likely** to skip meals or eat less due to cost.



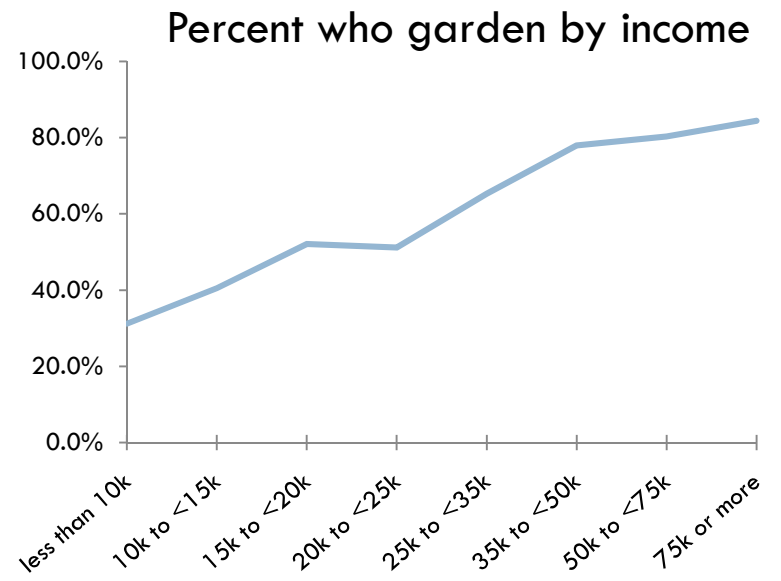
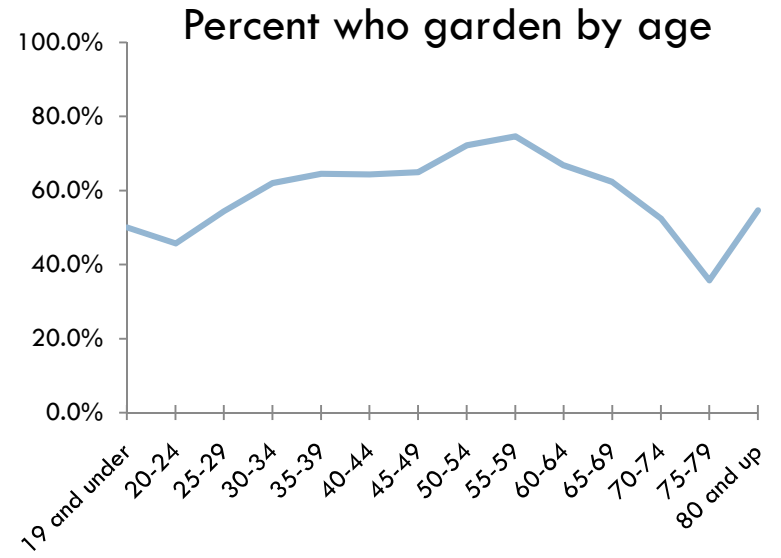
Respondents who got “none” of their food from the following sources...



Access to a fruit/vegetable garden



Living arrangement	% who garden
Rent	36.1%
Own	78.7%
Other	58.8%

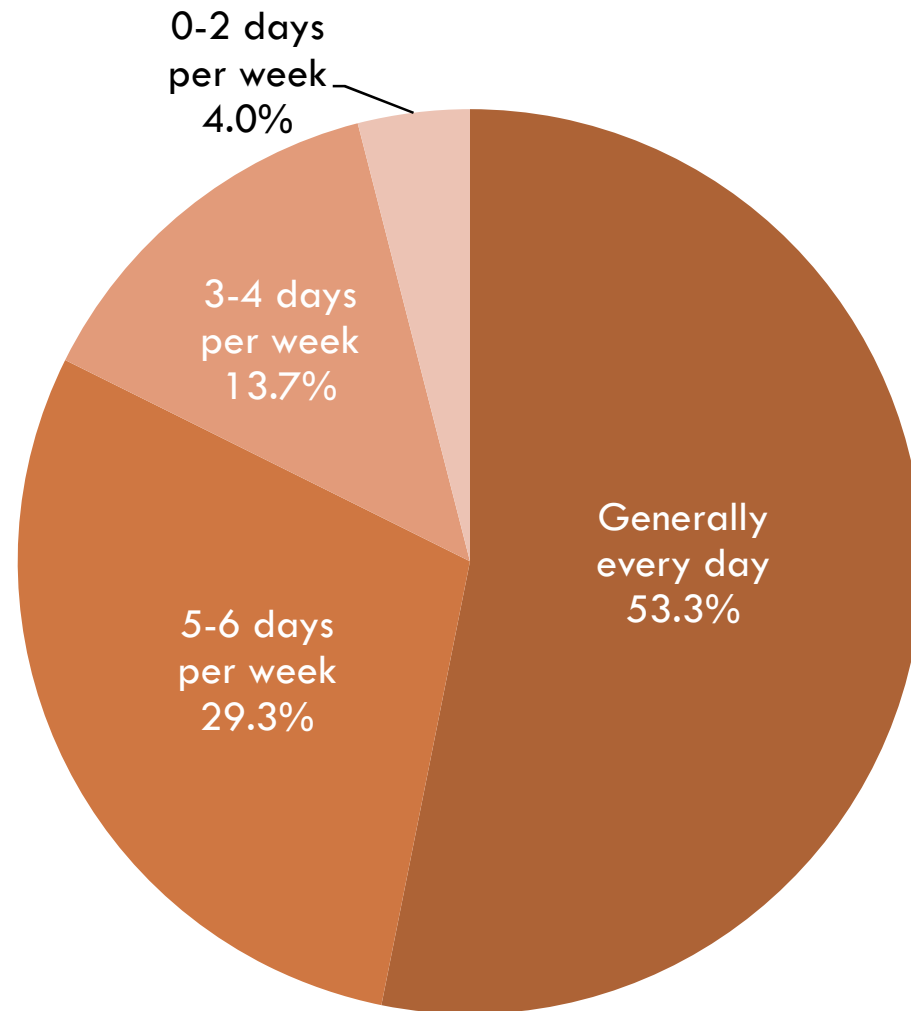


Reasons for not gardening



Reason	% of respondents
I don't have a place	59.2%
I don't have time	34.6%
I don't know how	18.7%
I can't afford to	15.7%
I don't want to	15.7%

Frequency of home dinner preparation



Those who prepare food at home less than three days per week are...

More Likely To

- Get food from convenience stores
- Get fast food
- Say family food preferences or nutrition are “not important” when choosing a place to shop
- Eat foods they consider to be less healthy because they are cheaper
- Say that “poor quality” is a barrier to accessing locally grown foods

Less Likely To

- Get food from farmer’s markets, a home garden, or local farms
- Say quality is “very important” when choosing a place to shop
- Have a freezer, microwave, or canning equipment
- Own a home

Importance in choosing a place to shop

1. Tastes good
2. Quality
3. Nutrition/health
4. Cost
5. What my family likes/wants
6. Variety of selection
7. Distance (close to home/work)
8. Acceptance of EBT (food stamps) and/or WIC checks

Criteria	Not important	Somewhat important	Very important
Tastes good	0.6%	12.3%	87.1%
Quality	1.0%	13.0%	86.0%
Nutrition/health	1.8%	21.8%	76.4%
Cost	1.8%	30.5%	67.7%
What my family likes/wants	4.2%	28.5%	67.3%
Variety of selection	2.9%	38.1%	59.0%
Distance (close to home/work)	8.7%	46.8%	44.5%
Acceptance of EBT (food stamps) and/or WIC checks	70.9%	6.6%	22.5%

Those who say EBT and/or WIC checks are “somewhat” or “very” important in choosing a place to shop are...

More Likely To

- Get food at convenience stores, or food banks or soup kitchens
- Have no place or a cost barrier to gardening
- Prepare dinner at home every day
- Say distance, cost, and variety are “very important” in choosing a place to shop
- Skip meals or eat less due to lack of food
- Have a money, transportation, distance, or lack of food assistance barrier to getting needed food

Less Likely To

- Get food at sit down restaurants, farmer’s markets, or local farms
- Garden
- Have no time to garden or a lack of interest in gardening
- Have a barbecue, crockpot, freezer, oven, canning equipment, or other necessary kitchen supplies
- Have a 98926 zip code
- Own a home
- Be age 65 or older
- Have an income of \$35,000 or more

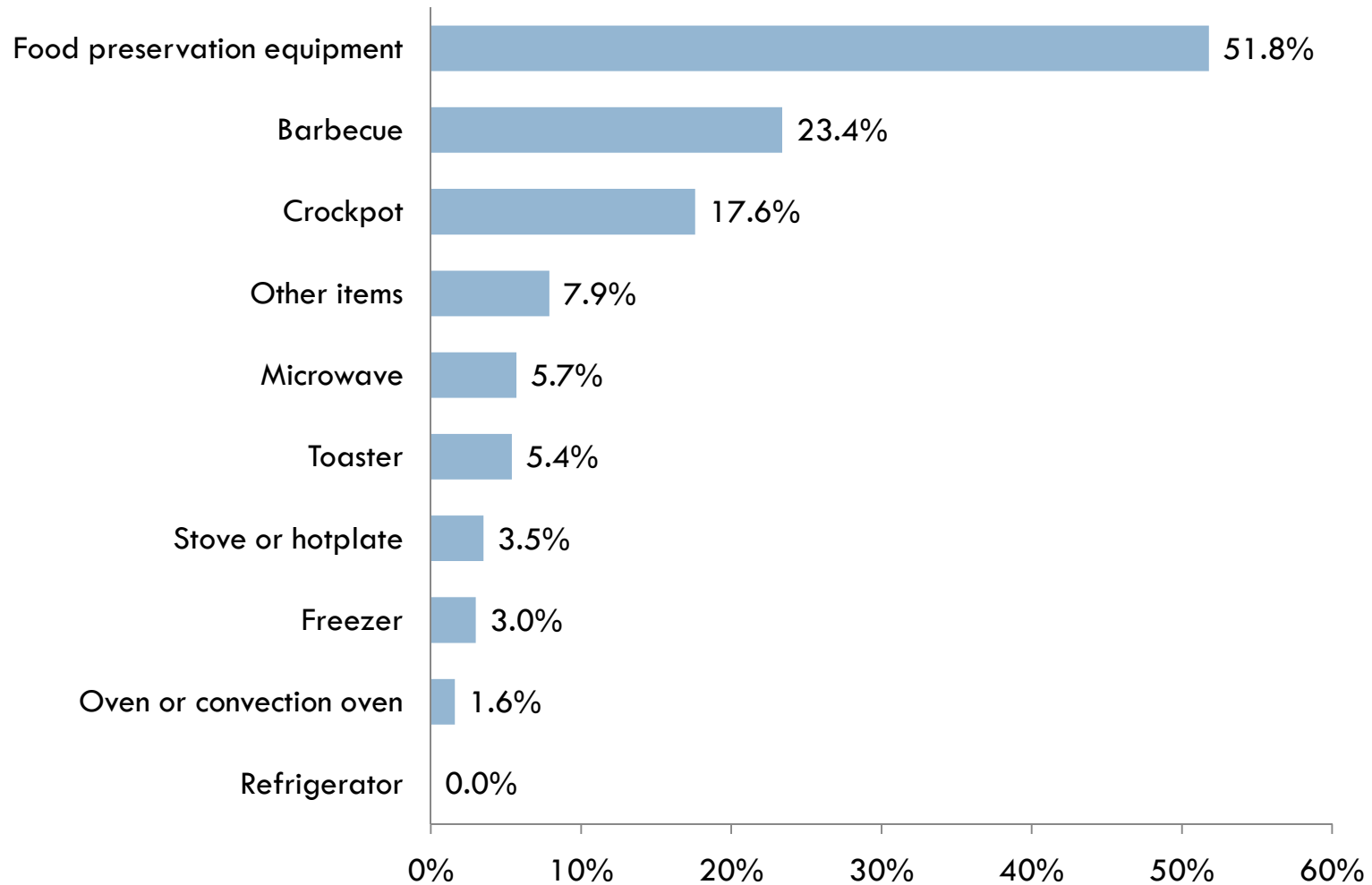
Those who say EBT and/or WIC checks are “somewhat” or “very” important in choosing a place to shop are...

More Likely To

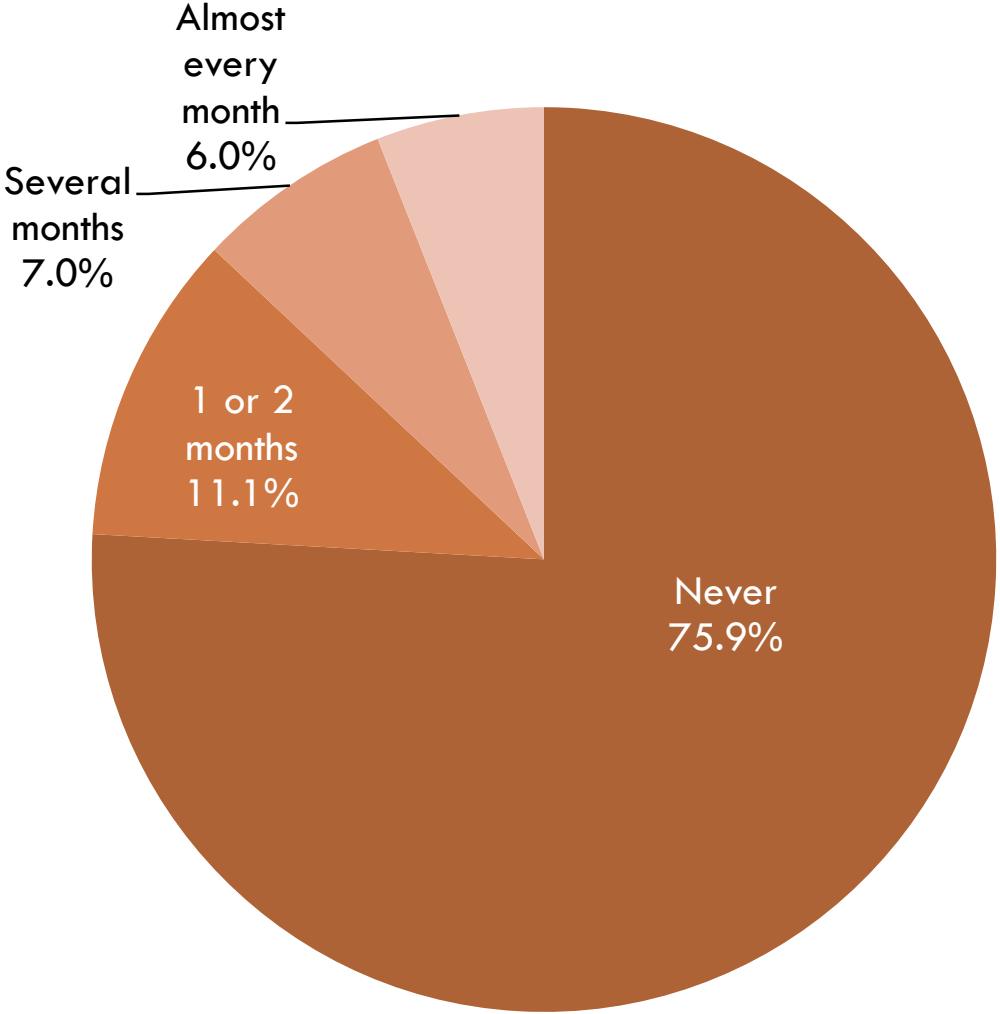
- Eat foods they consider to be less healthy because they are cheaper
- Think that access to healthy foods is a problem in the community
- Be a minority

Less Likely To

Some respondents do *not* have access to certain food equipment



Frequency of meals skipped or reduced in the past year



Those who skipped meals in three or more months of the previous year are...

More Likely To

- Get food from convenience stores, fast food restaurants, or food banks
- Have a cost barrier to gardening
- Say cost is “very important” when choosing a place to shop
- Say acceptance of EBT and/or WIC checks is “somewhat” or “very important” in choosing a place to shop
- Have a money, transportation, distance, or lack of food assistance barrier to getting needed food
- Eat foods they consider to be less healthy because they are cheaper

Less Likely To

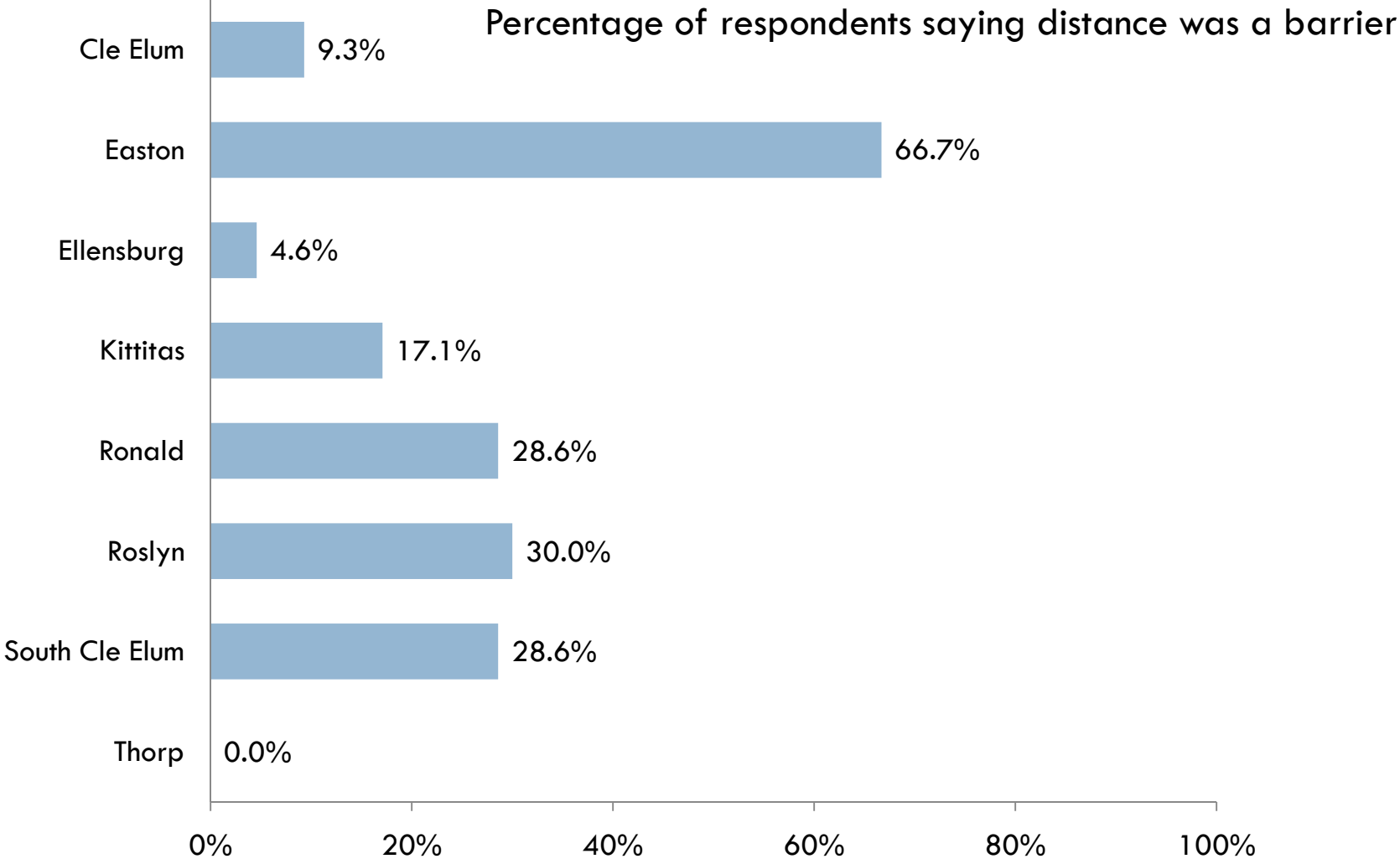
- Get food from sit down restaurants, farmer’s markets, a home garden, or local farms
- Garden
- Say quality, taste, or family food preferences are “very important” when choosing a place to shop
- Have a barbecue, crockpot, freezer, canning equipment, or other necessary kitchen utensils
- Have a higher income

Barriers to accessing food

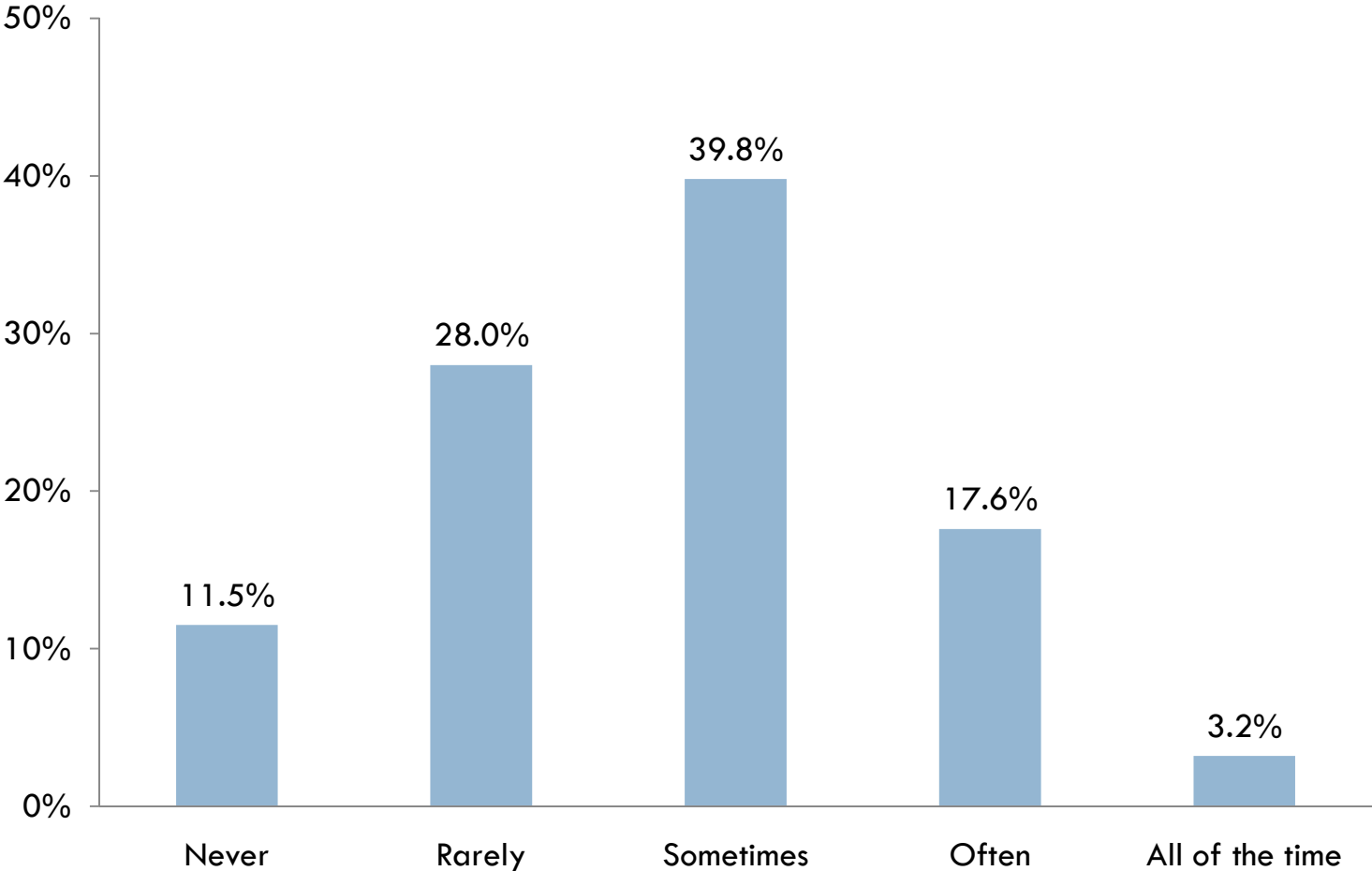
35.5% of respondents experienced **no barriers**. Other responses:

1. Lack of money (38.9%)
2. High prices (38.8%)
3. Lack of time (17.3%)
4. Distance to food sources (9.6%)
5. Lack of availability of food my family wants/likes (9.5%)
6. Lack of transportation (6.8%)
7. Lack of food banks, meal programs, or food assistance (3.1%)

ZIP codes affected by distance



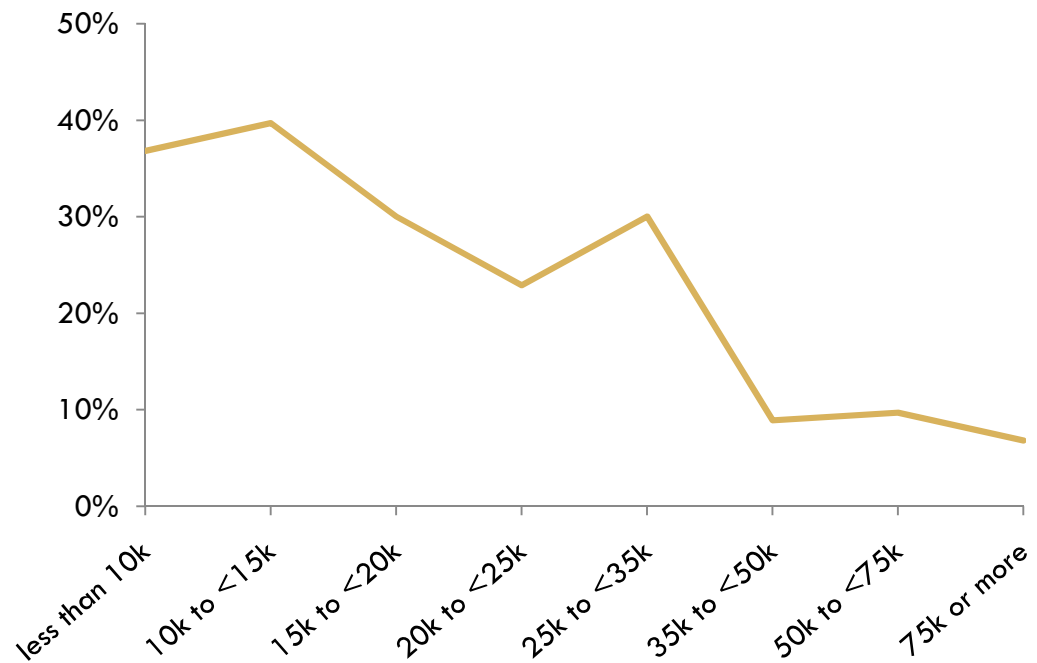
Frequency of less healthy food choices based on cost



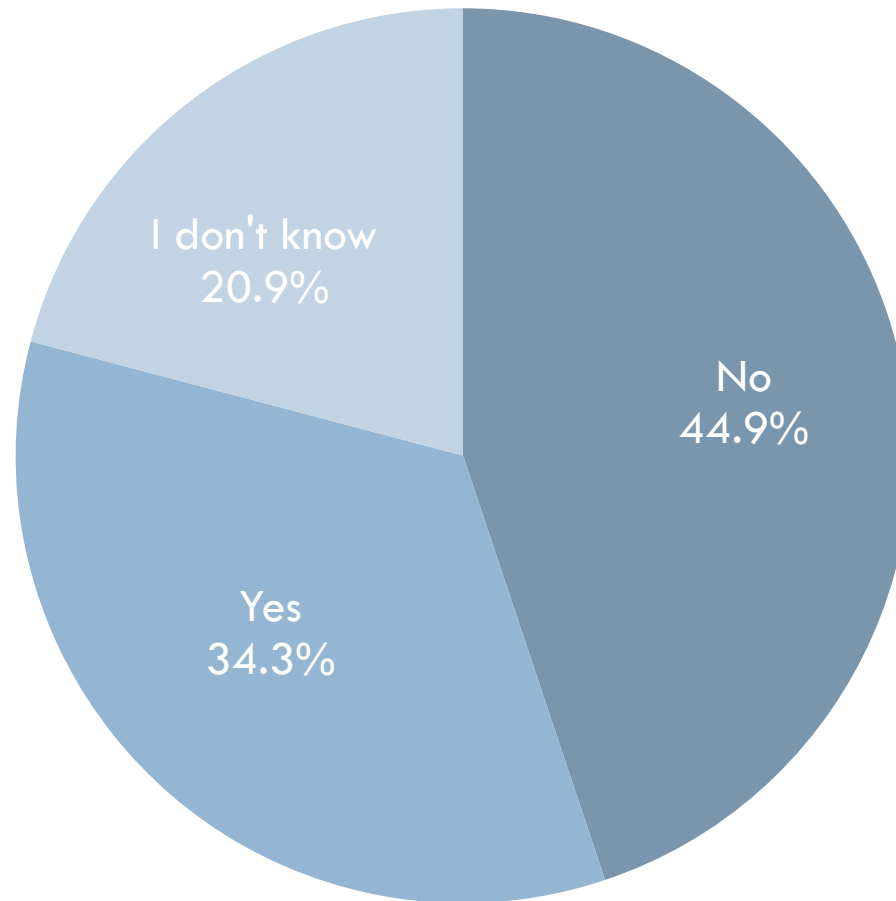
Only **13.1%** of home owners often or always eat food they consider to be less healthy because it is cheaper.

Living arrangement	% who often or always eat unhealthy
Rent	29.0%
Own	13.1%
Other	42.1%

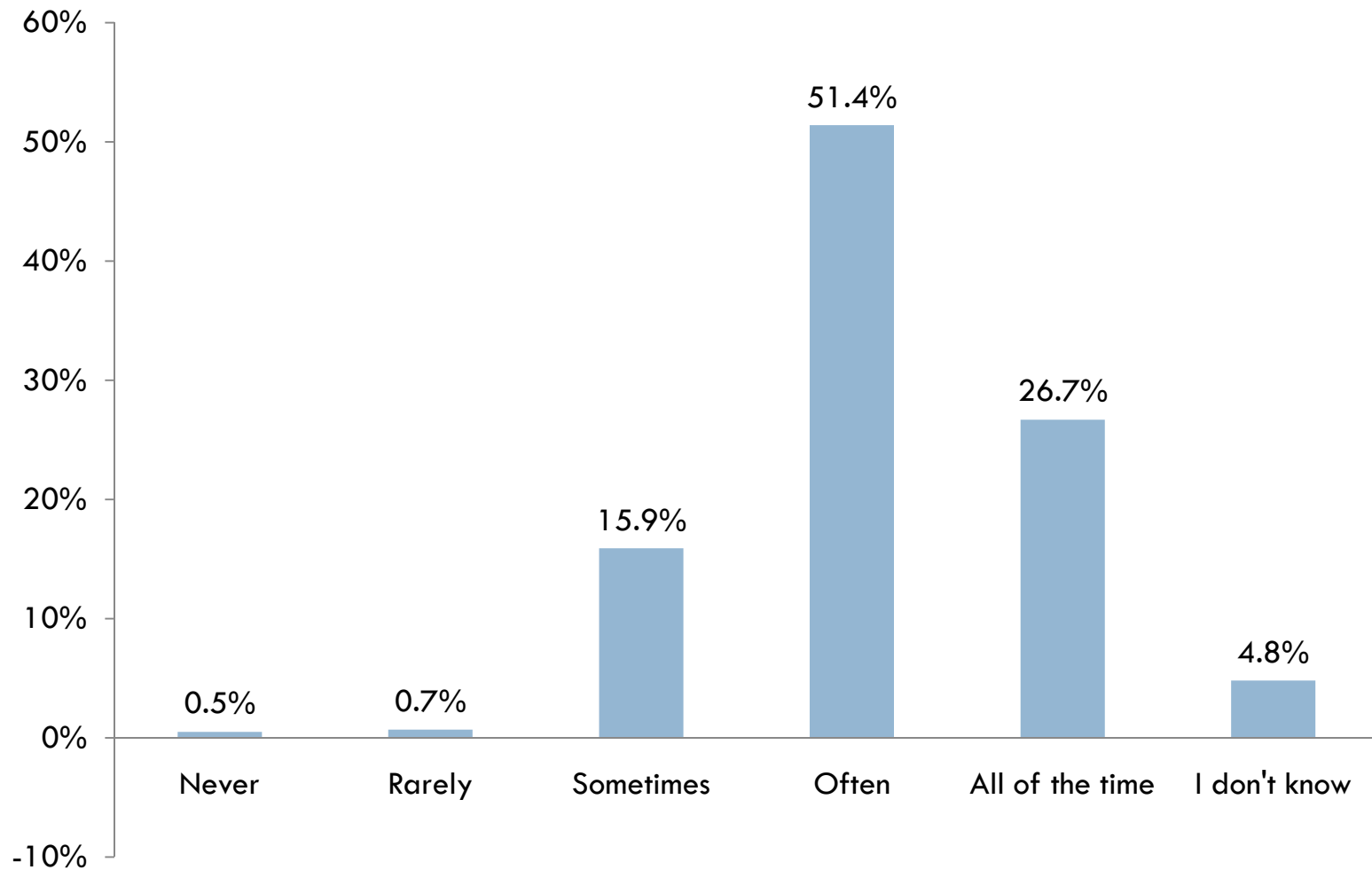
The percentage of people who frequently eat unhealthy foods due to cost **decreases as income increases.**



Belief that healthy food access is a problem



Frequency of predicted purchase of locally grown foods if more available



Barriers to purchase of locally grown foods

14.8% of respondents experienced **no barriers**.

Other responses:

1. More expensive (53.6%)
2. Don't know where to get it (32.2%)
3. Not available (26.4%)
4. Poorer quality (4.6%)