

University of Missouri Peace Corps Fellows: Food Survey Result Summary

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Project Lifecycle

June-August 2008: exploration and preparation

- Investigatory meetings with community leaders and organizations to inform food survey themes (e.g., transportation or cost).
- Identified parties interested in using results of food survey.
- Fellows met with: MU Extension, The Intersection, Lutheran Family Services, MU Family and Community Medicine, Central Missouri Food Bank, the Columbia Health Department, Grow Healthy Initiative, and the Columbia Farmers' Market.

September-October 2008: survey drafts, research approval, and 'day-of' planning

- Incorporated information learned in investigatory meetings and from similar assessment tools to draft survey questions and consent forms.
- Completed Campus Investment Review Board application (mandatory research approval process); approval received October 2008.
- Surveys planned to occur in conjunction with the 2008 presidential election. Chose an exit polling method of data collection as high turnouts expected in study neighborhoods.

November 2008: implementation and initial results

- Six polling stations selected within the first ward of Columbia.
- 12 volunteers worked throughout Election Day 2008 gathering data in two to three minute surveys.
- 456 completed surveys were collected: 156 male respondents and 260 female respondents.
- Ethnic breakdown: 256 white, 104 black, and 47 other.
- A copy of the survey is attached to this report and the raw data will be available for download at the Peace Corps Fellows website (<http://peacecorpsfellows.missouri.edu/>) shortly.

Working with Sustainable Farms & Communities (SF&C), the University of Missouri Peace Corps Fellows conducted a survey to learn about issues of food security in the first ward of Columbia, MO—with particular reference to neighborhood attitudes toward the local farmers' markets and barriers to healthy food.

456 residents were surveyed on November 5, 2008. Results show low-income individuals as less likely to go to the farmer's market due to product cost, transportation access, and a lower awareness of the market.

Summary Statistics

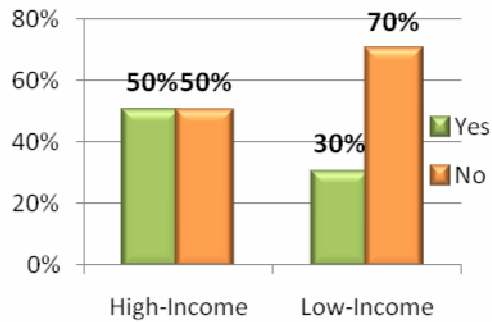
	Average	Minimum	Maximum
Age	37	15	81
Household Size	2.67	1	9
# of Children	.80	0	5

Income	Frequency	Percent	Cumulative
<\$15,000	121	31%	31%
\$15,001-25,000	79	29%	50%
\$25,001-50,000	117	27%	77%
\$50,001-70,000+	81	23%	100%

Highlighted Results

- **Food Security:** when all people at all times have both physical and economic access to sufficient food to meet their dietary needs for a productive and healthy life.
- **Low-income:** defined as \$30,000 or less annual family income
- **High-income:** defined as \$30,000 or more annual family income

Do you frequently go to the farmers' market?



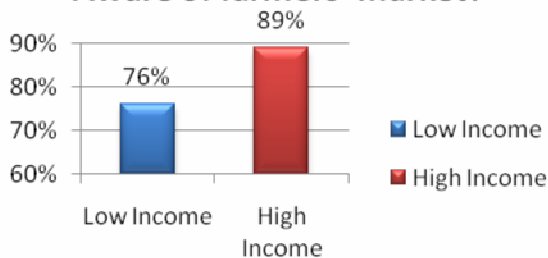
Question: Do you frequently go to the farmers' market in your neighborhood?

Reason for not going to farmers' markets



Question: If no, what are the reasons for not going? Respondents could check any of the above choices. Choices informed by earlier discussions of local barriers to healthy food.

Aware of farmers' market?



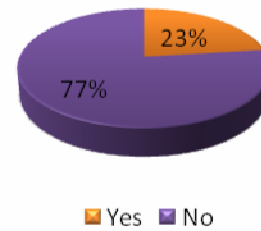
Question: Are you aware of the two local farmers' markets in your neighborhood?

Word association

Question: What are the first three words or phrases that come to your mind when you think about the farmers' markets in Columbia? (Top 4 answers for both "high-income" and "low-income" categories.)

- Local
- Healthy
- Fresh
- Organic

EBT machine?



Question: Does the farmers' market have an EBT/Food Stamps machine?

This graph represents the responses of those who currently utilize food stamp benefits. EBT-users were more aware of the machine at the farmers' market than the general public (23% vs. 14%).

In addition to the findings above, certain interesting themes emerged:

- No statistical difference across income groups, ethnicity, or education level when asked re: importance of healthy diet. 95% of respondents indicated a healthy diet as "very important" or "important".
- 93% primarily bought their food from grocery stores—opposed to convenience stores, restaurants/prepared meals, or a farmers'

Types of Food Assistance Utilized

