



LET'S  
TALK  
ABOUT  
FOOD!



# SURVEY DATA PACKET

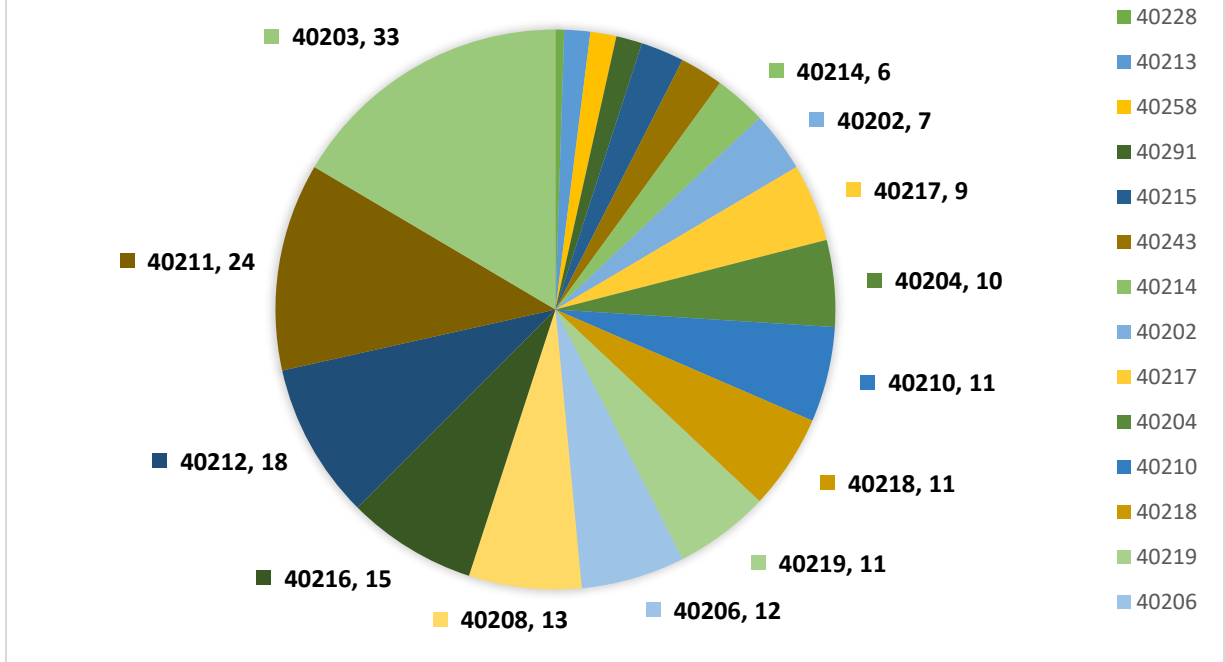
This survey was administered by IQS Research, as part of the Hunger Innovation Fellowship program. The Hunger Innovation Fellowship is a partnership between the Community Foundation of Louisville and Lift a Life Foundation to accelerate and elevate the collective efforts to improve food access in Jefferson County. This data packet shows the responses collected from 200 Louisville residents in April 2018.

Last Revision: 5/9/2018

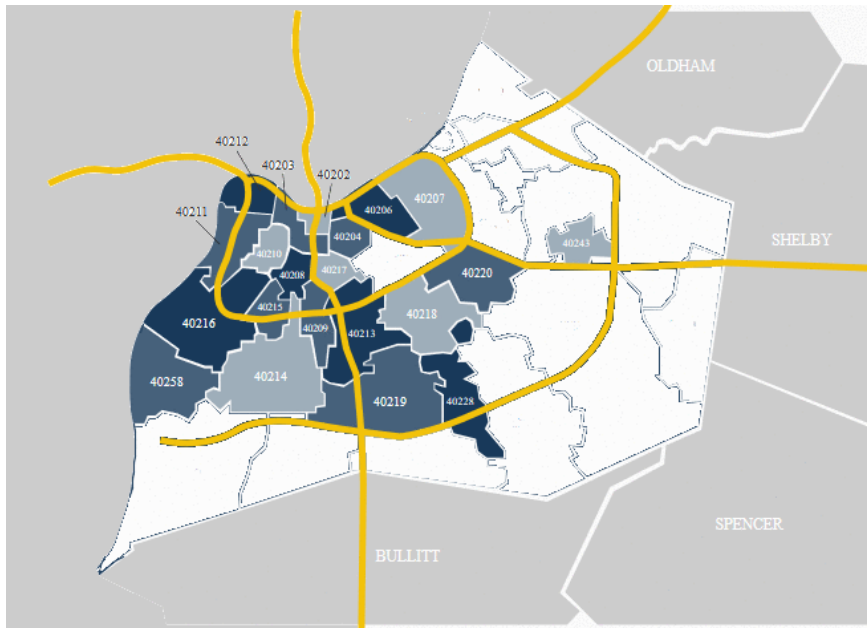
# WHO RESPONDED



## ZIP CODES OF SURVEY TAKERS



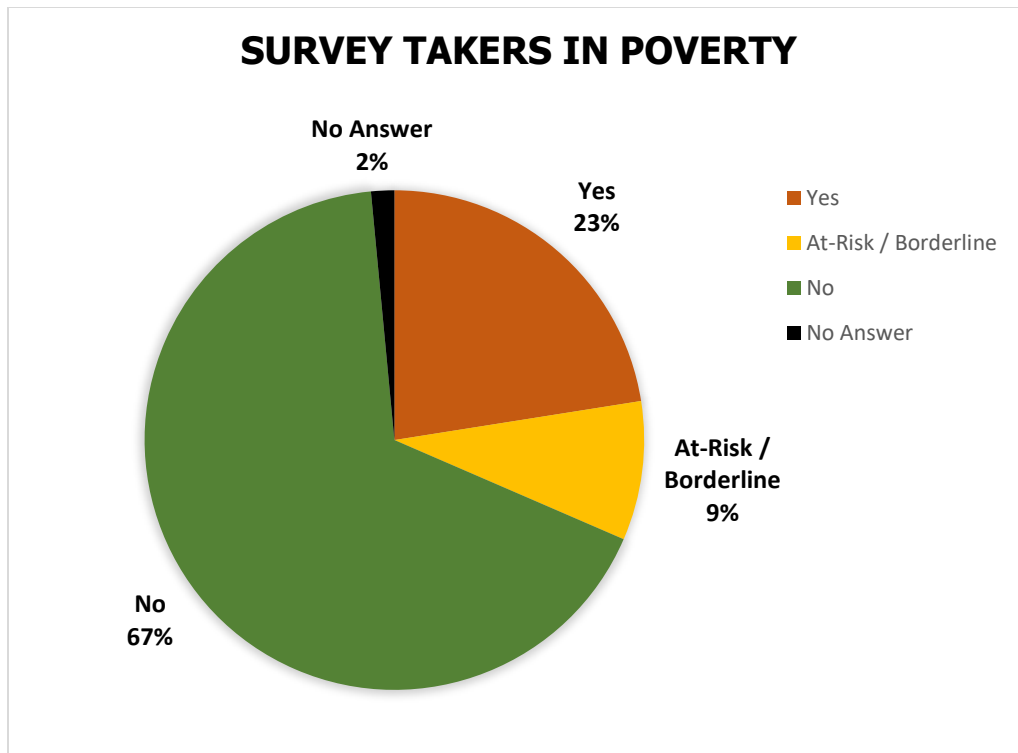
## ZIP CODE MAP OF SURVEY TAKERS



**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.*



*NOTE: 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>*

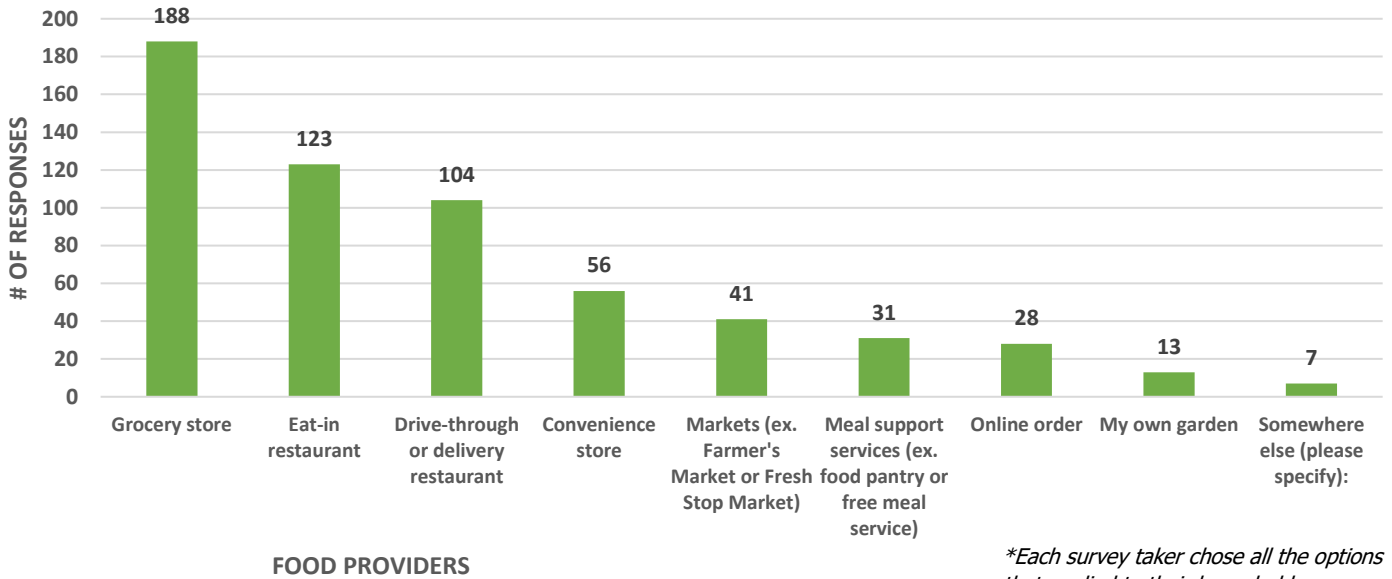
**LET'S TALK!**

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

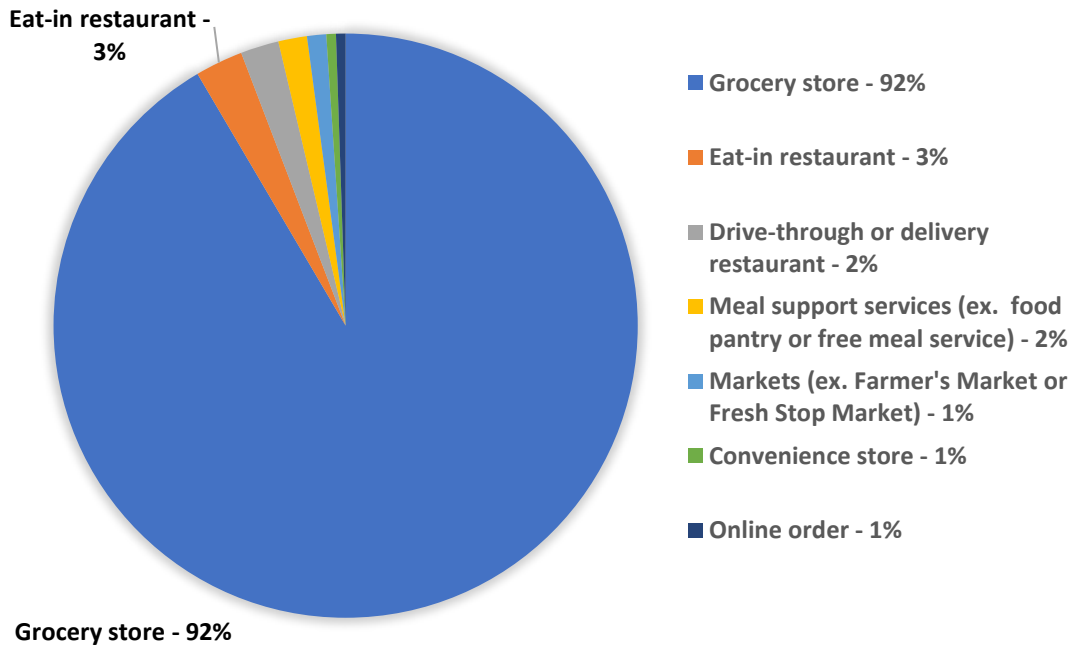
# WHERE PEOPLE GET THEIR FOOD

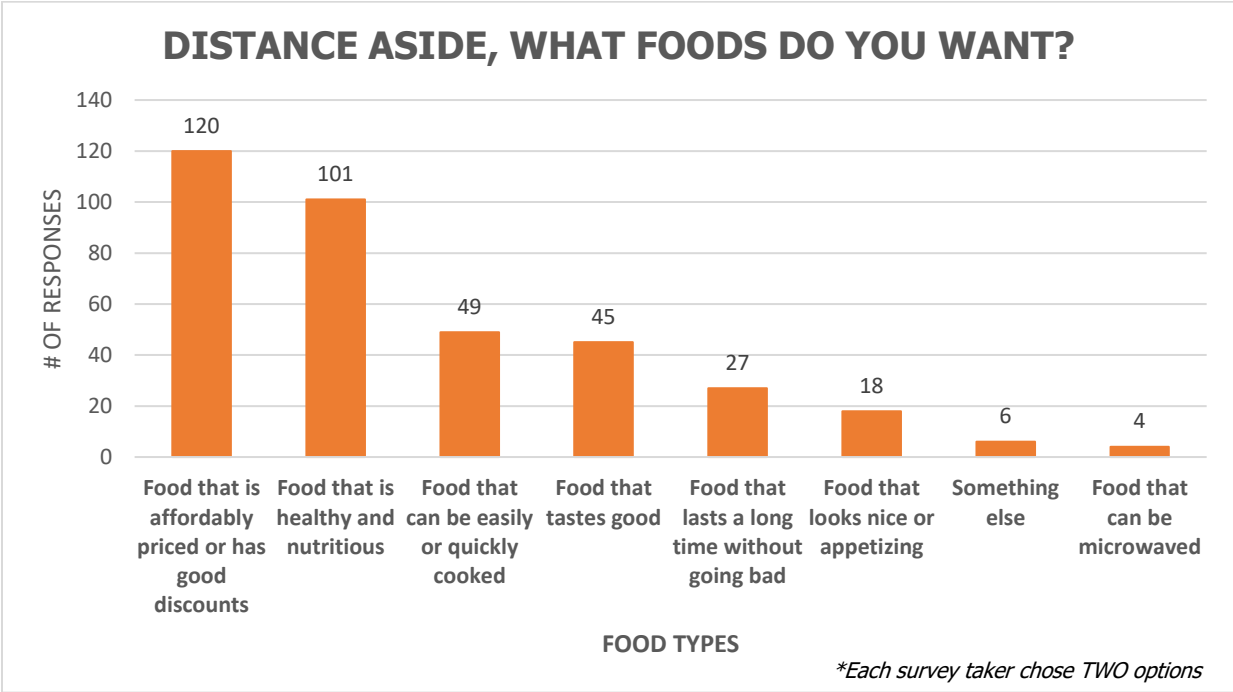
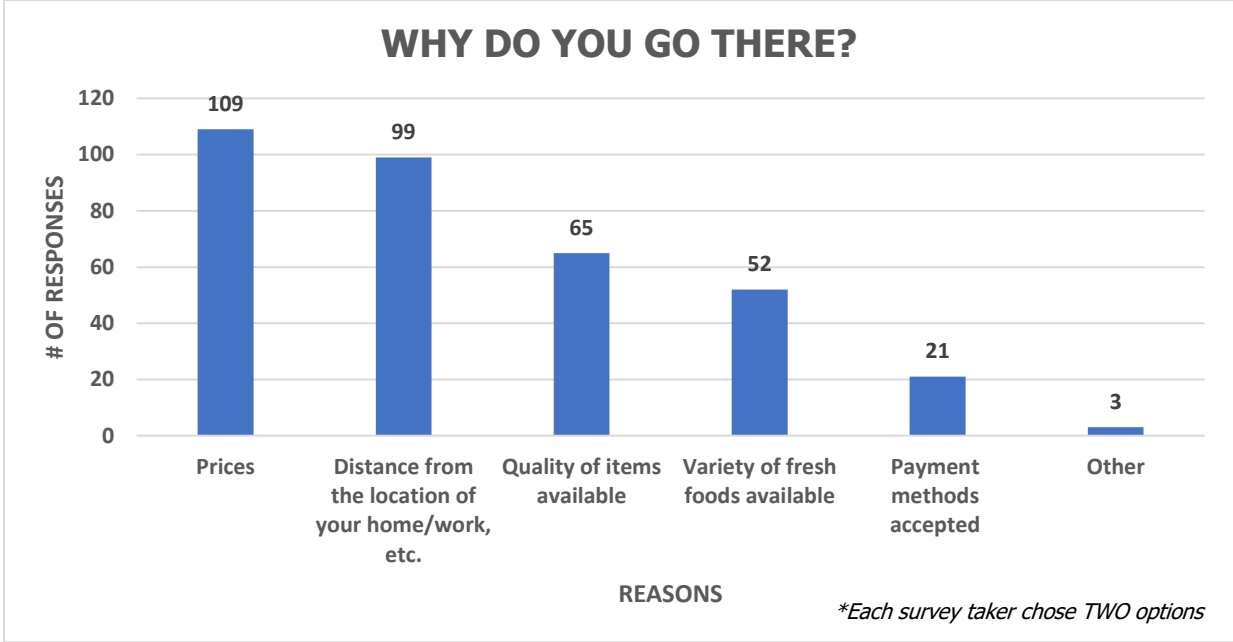


## PAST 3 MONTHS: WHERE DO YOU GET FOOD?



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



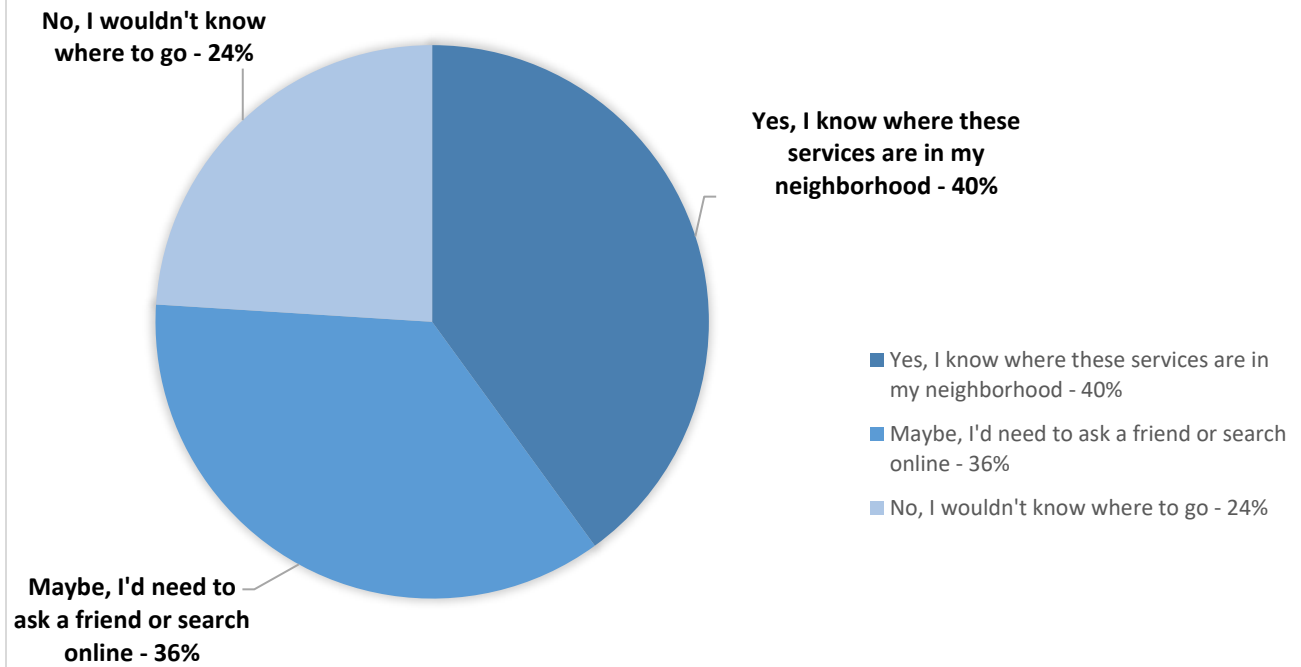


### LET'S TALK!

- *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?



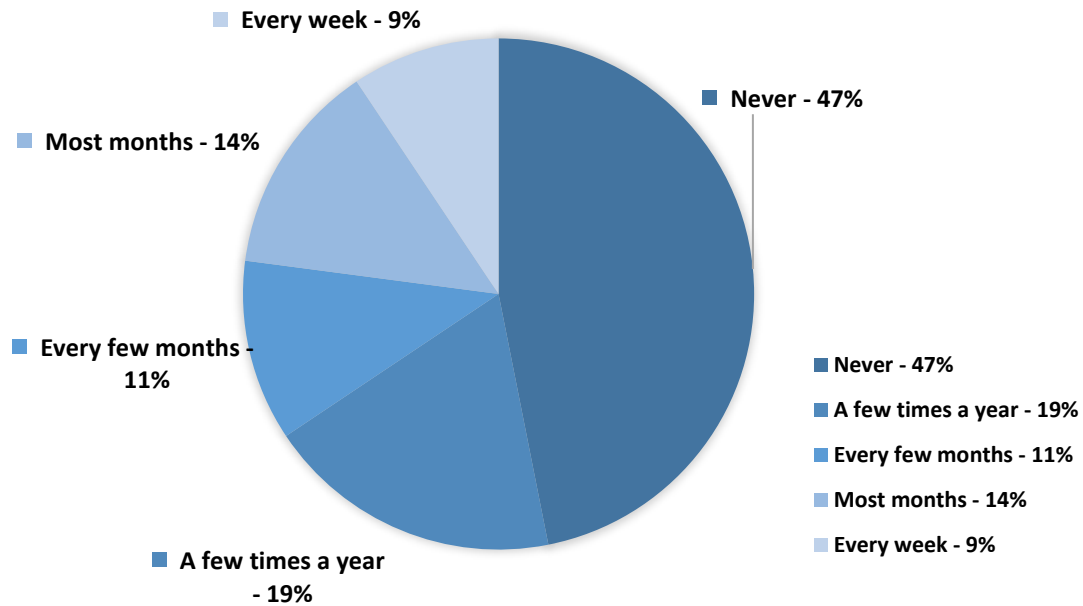
### LET'S TALK!

- *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?*

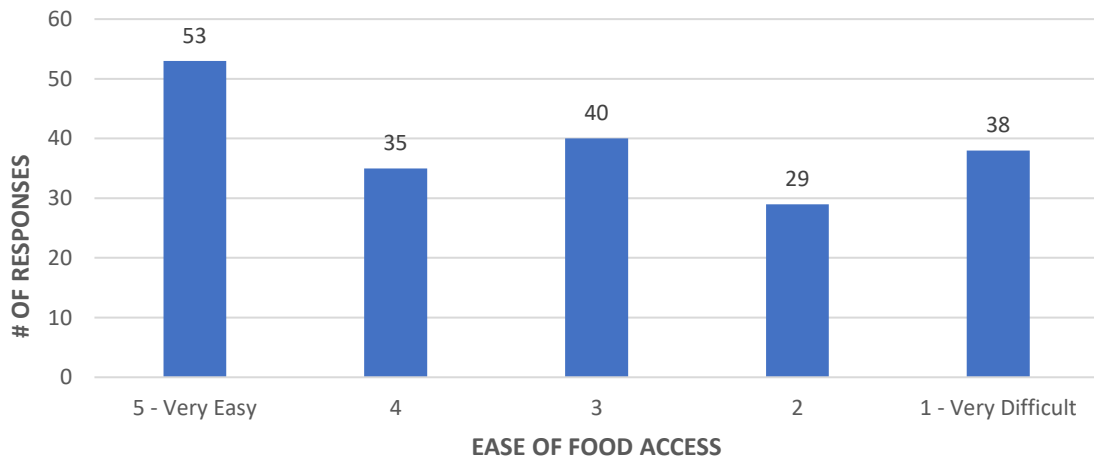
# CHALLENGES TO GETTING FOOD



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



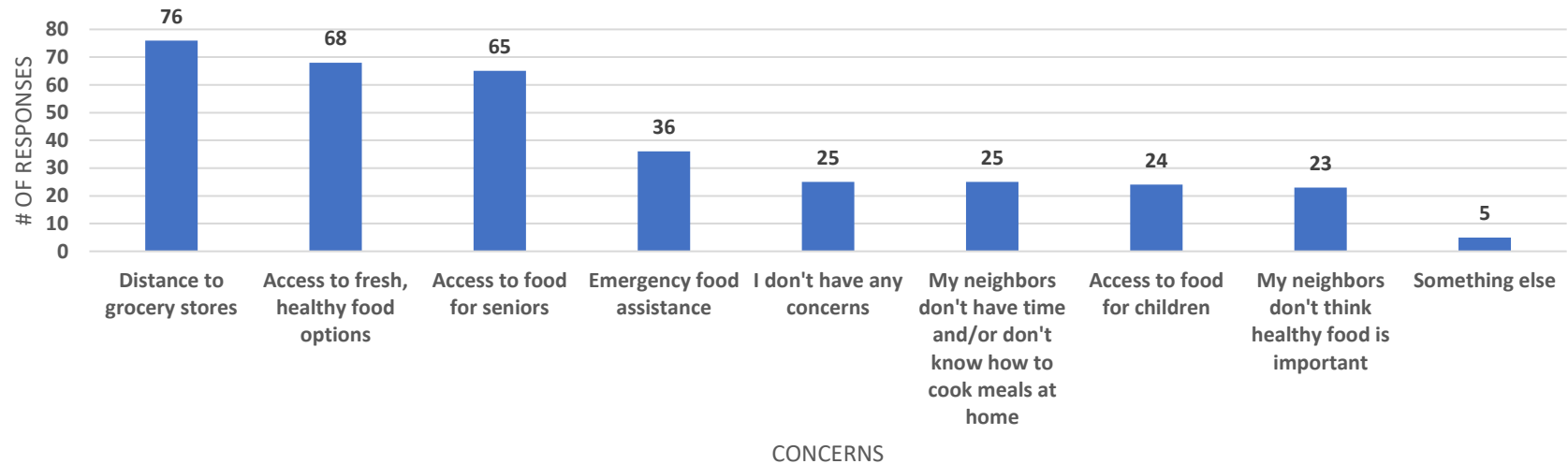
## HOW EASY IS IT TO GET FOOD IN YOUR NEIGHBORHOOD?



### 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.*