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# Saginaw Food Access Survey Results

Updated on 01-26-24



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# Characteristics of Survey Respondents



## Survey respondents are...

- Adults that live in the City of Saginaw (zip codes: 48601, 48602, 48603, 48607, 48609)
- Distributed across ages, but with fewer 18-24 year olds
- Mostly identify as women (76%)
- Most grocery shop for their household (all but 3%)
- More from the west side (62%) than the east side of the river including downtown (38%)
- Mostly low income- up to 200% of the federal poverty level (77%)
- Over half receive Medicaid (51%)
- Nearing half receive SNAP or food stamps (45%)
- More than half are in one or two-person households
- Most are food insecure (73%)
- Mostly White (48%), Black (35%) or Latino/a/x or Hispanic (10%)
- Total: 651 eligible respondents

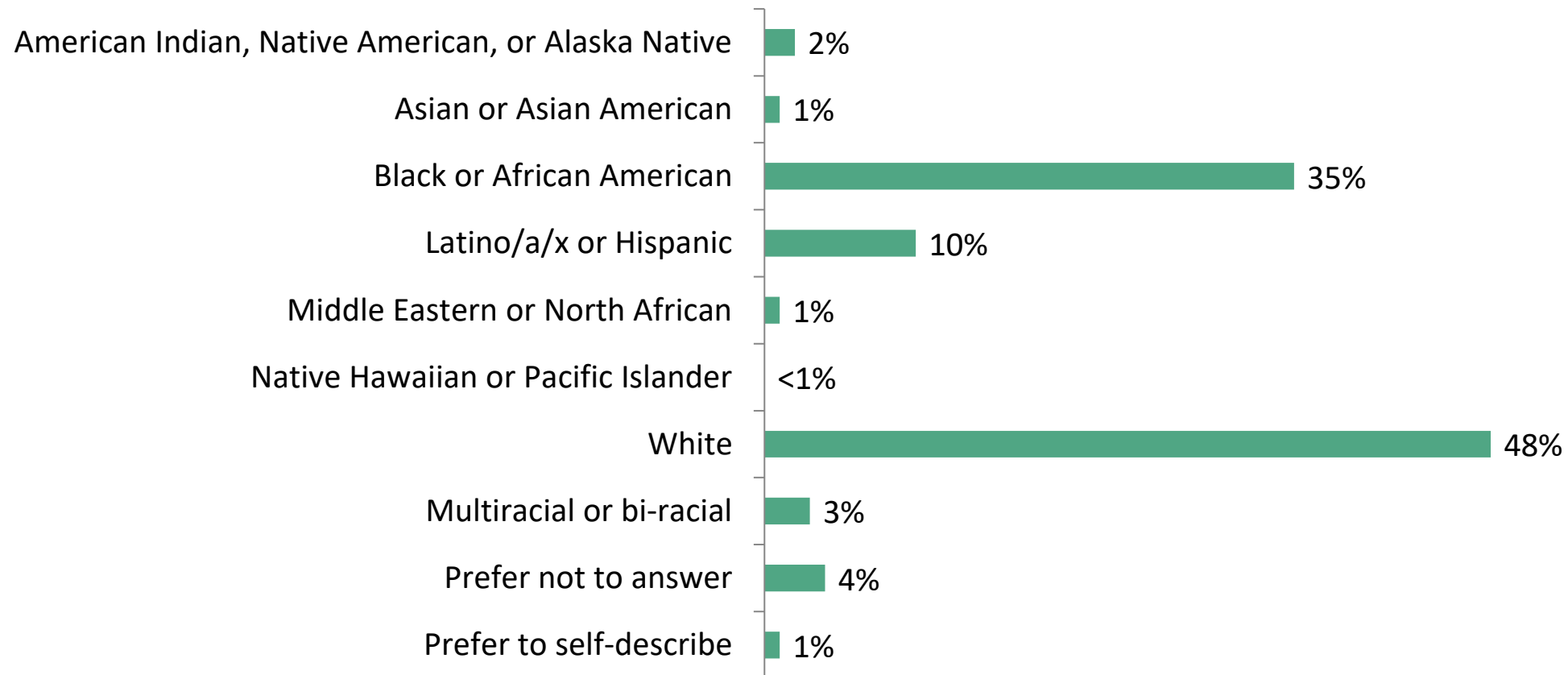
## Survey limitations...

- Convenience sample
- Ineligible “bots” taking the survey- several step process to remove but resulted in some “noise” in the survey



## How would you describe your race/ethnicity?

Respondents=648



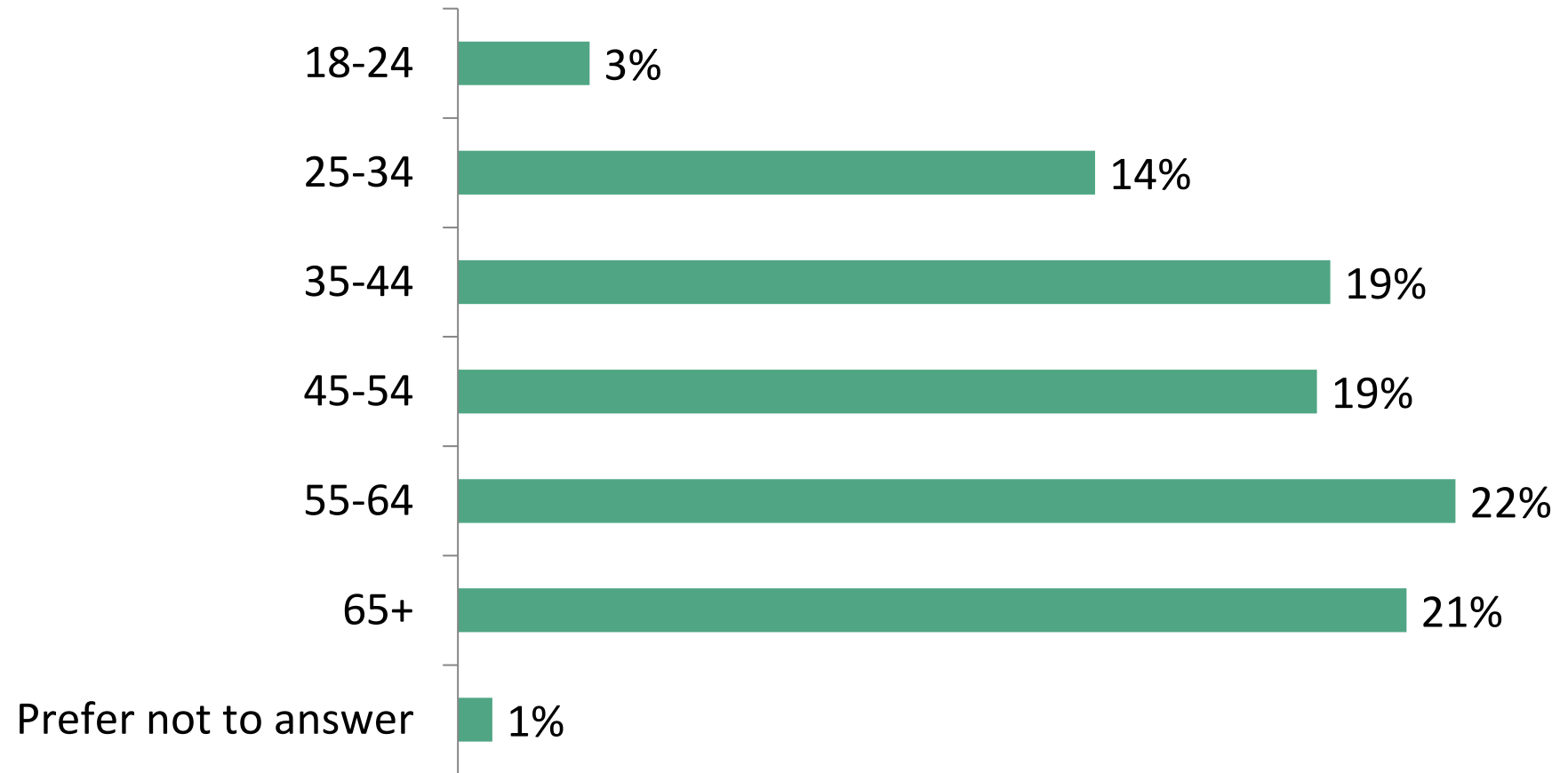
Percentages sum to greater than 100% because respondents could select more than one option.

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## What is your current age?

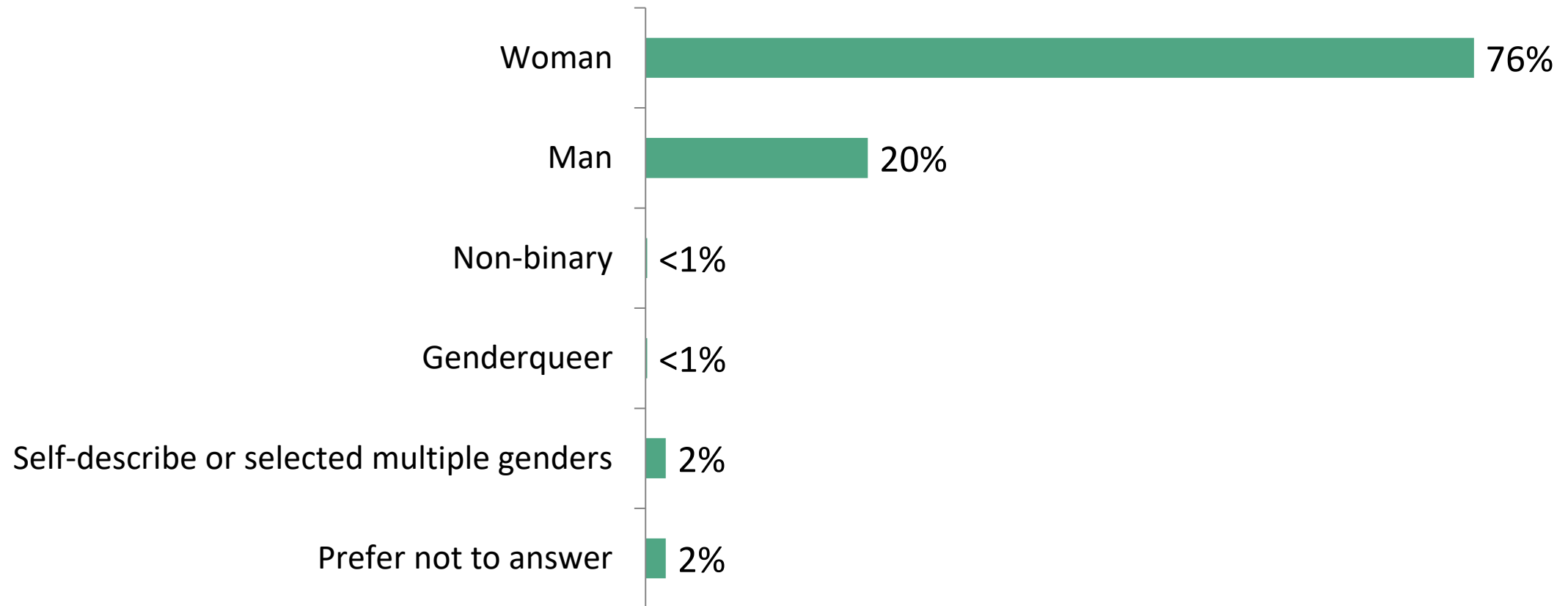
Respondents=647





## How would you describe your gender identity?

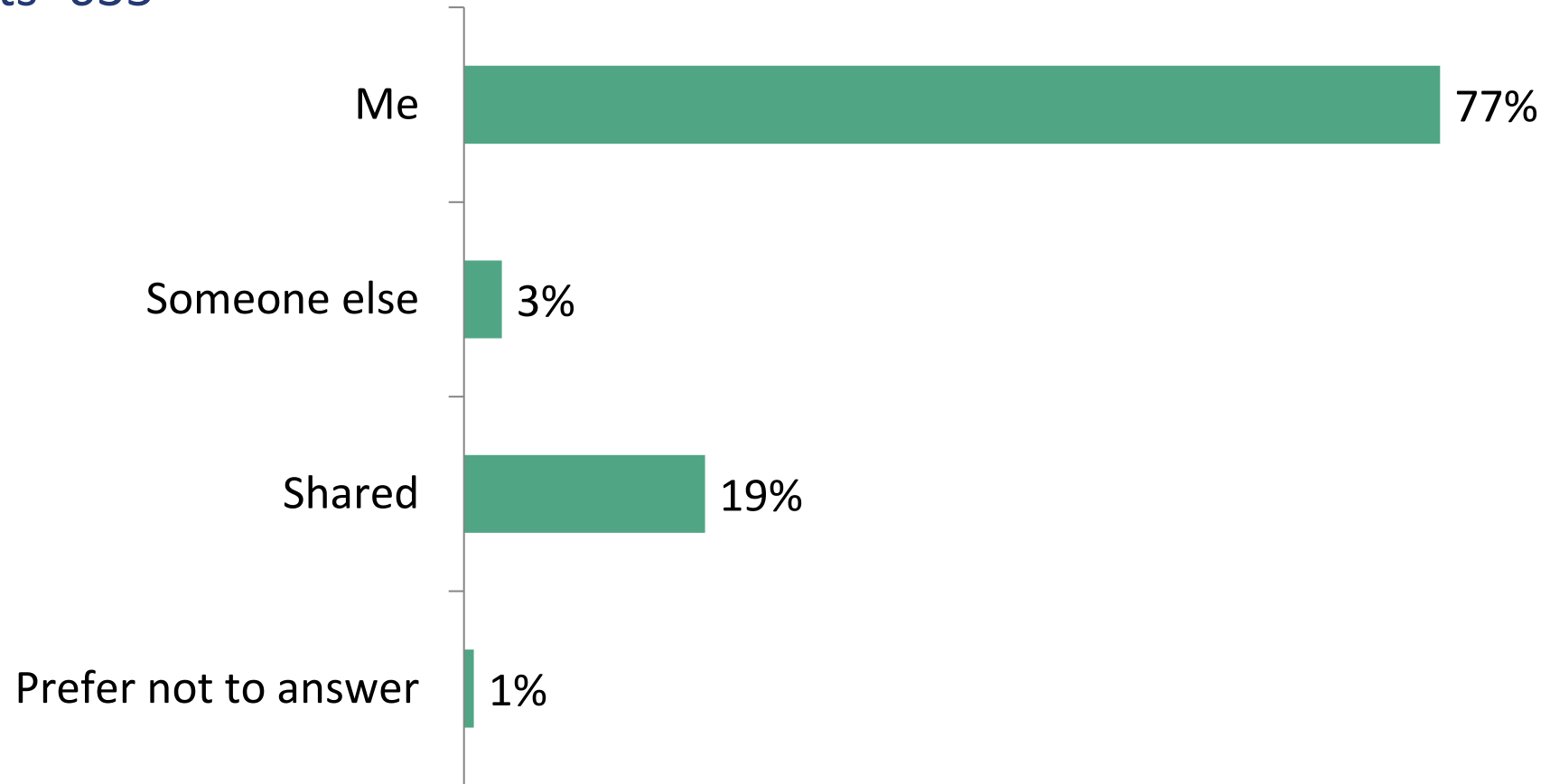
Respondents=650





## In your household, who shops for groceries?

Respondents=635

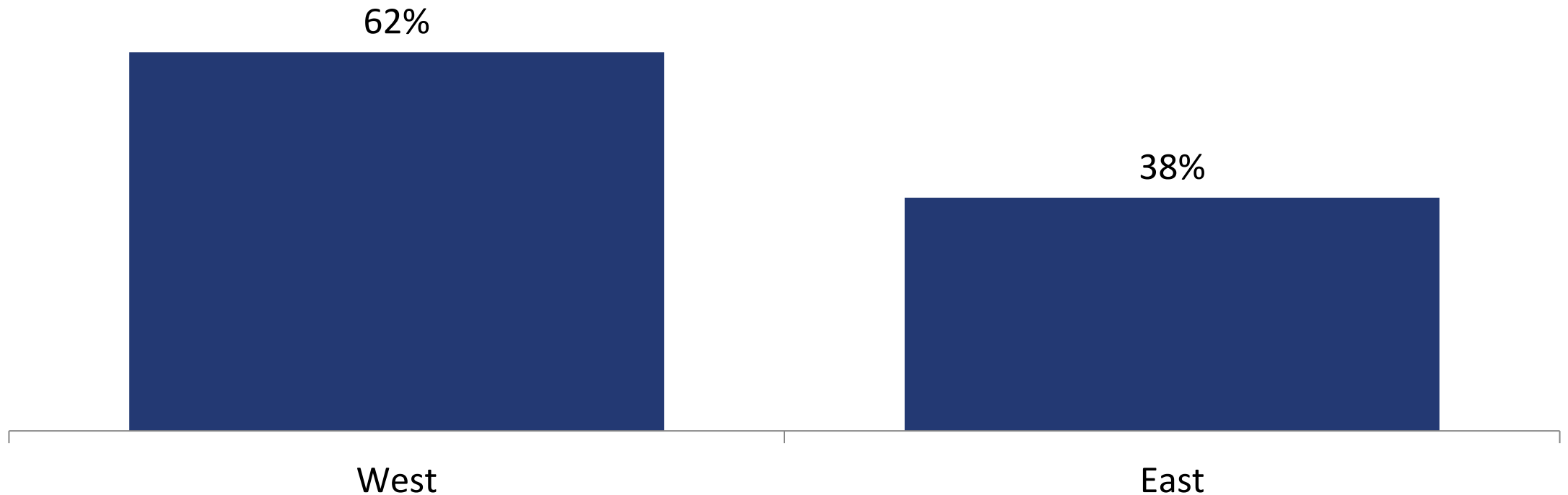




## Side of the City Where Respondents Live (Determined by Zip Code)

Respondents=651. East zip codes including downtown=48601, 48607.

West zip codes= 48602, 48603, 48609

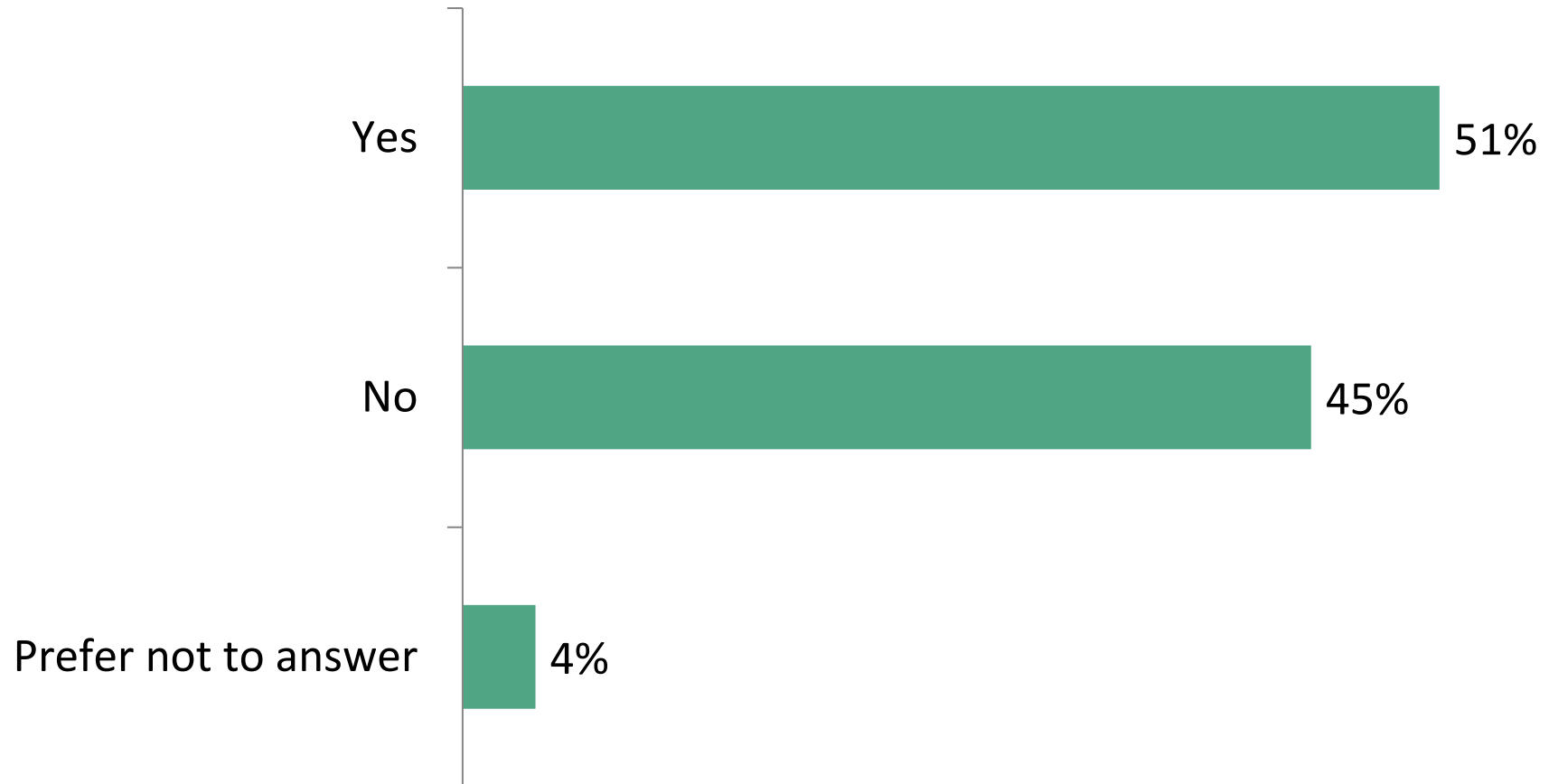






## Do you or anyone in your household receive Medicaid benefits?

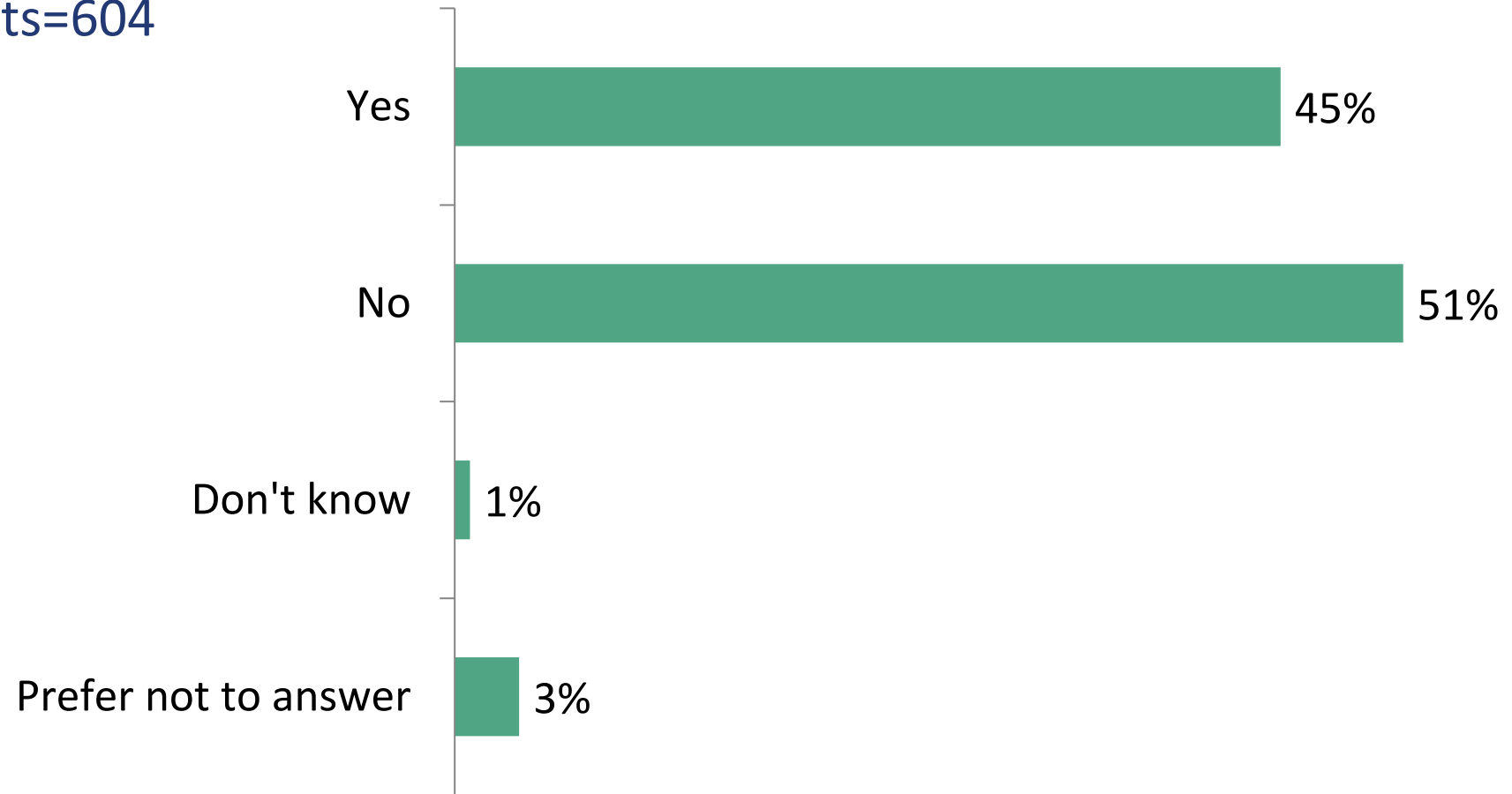
Respondents=651





In the last month, have you or anyone from your household received SNAP, EBT, or food stamp benefits?

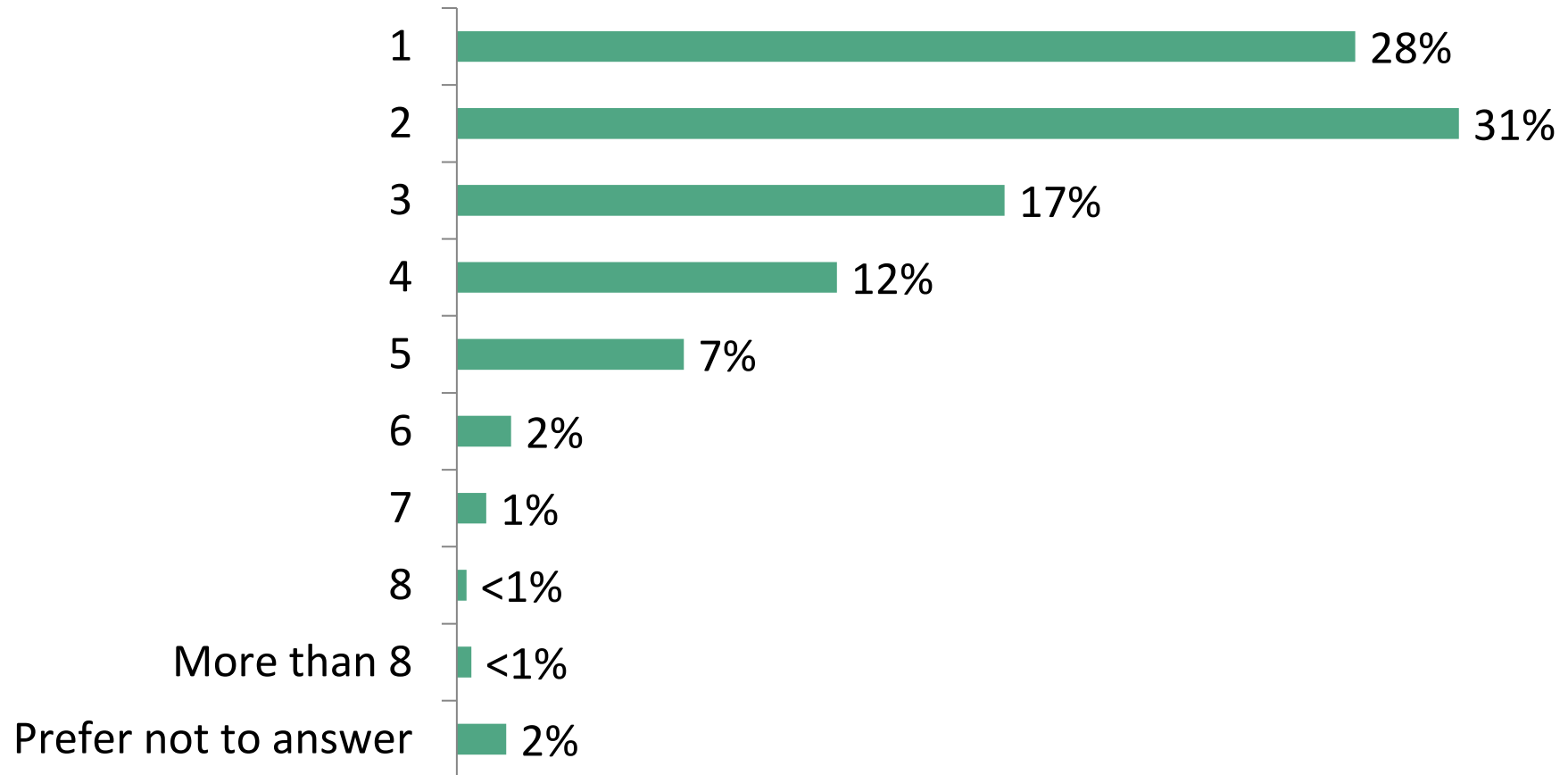
Respondents=604





## How many people live in your household including you?

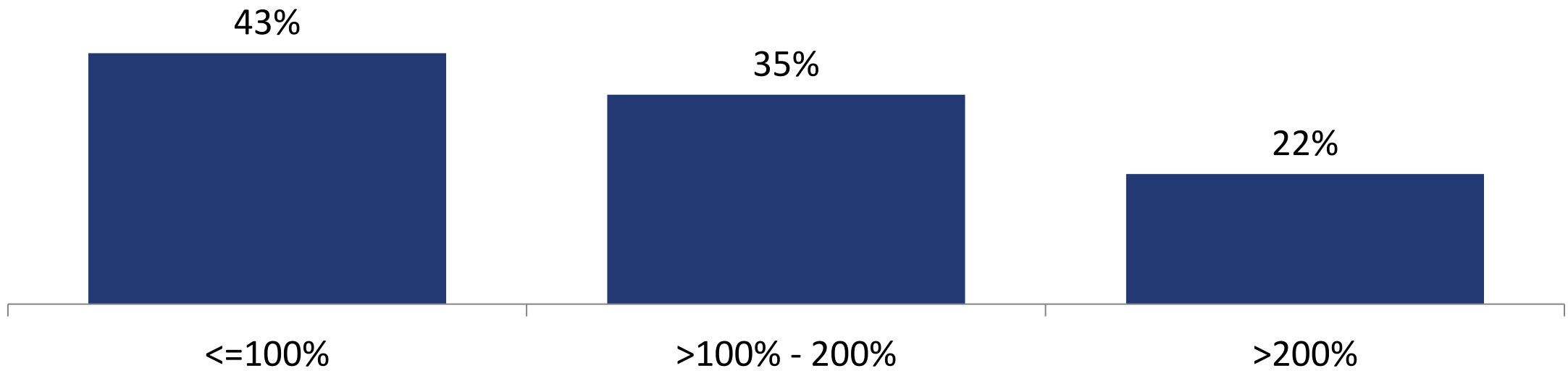
Respondents=651





## Federal Poverty Level (Up to 200% Is Considered Low Income)

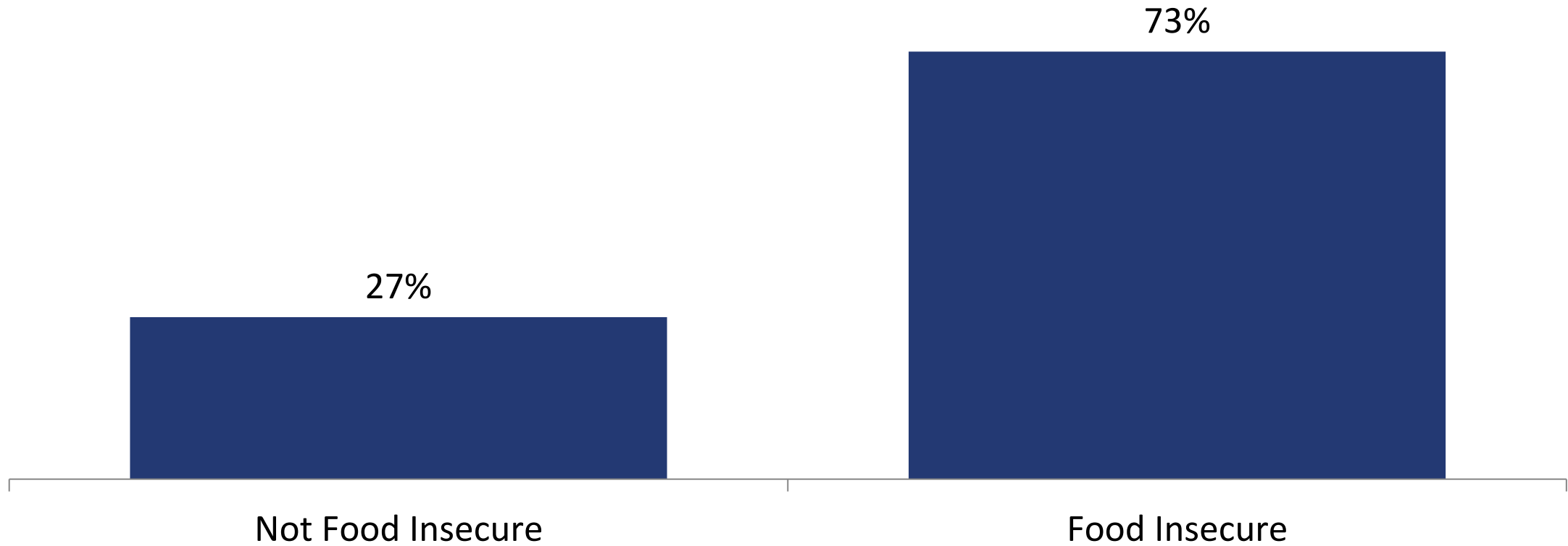
Respondents=567





## Food Insecurity of Respondents

Respondents=582



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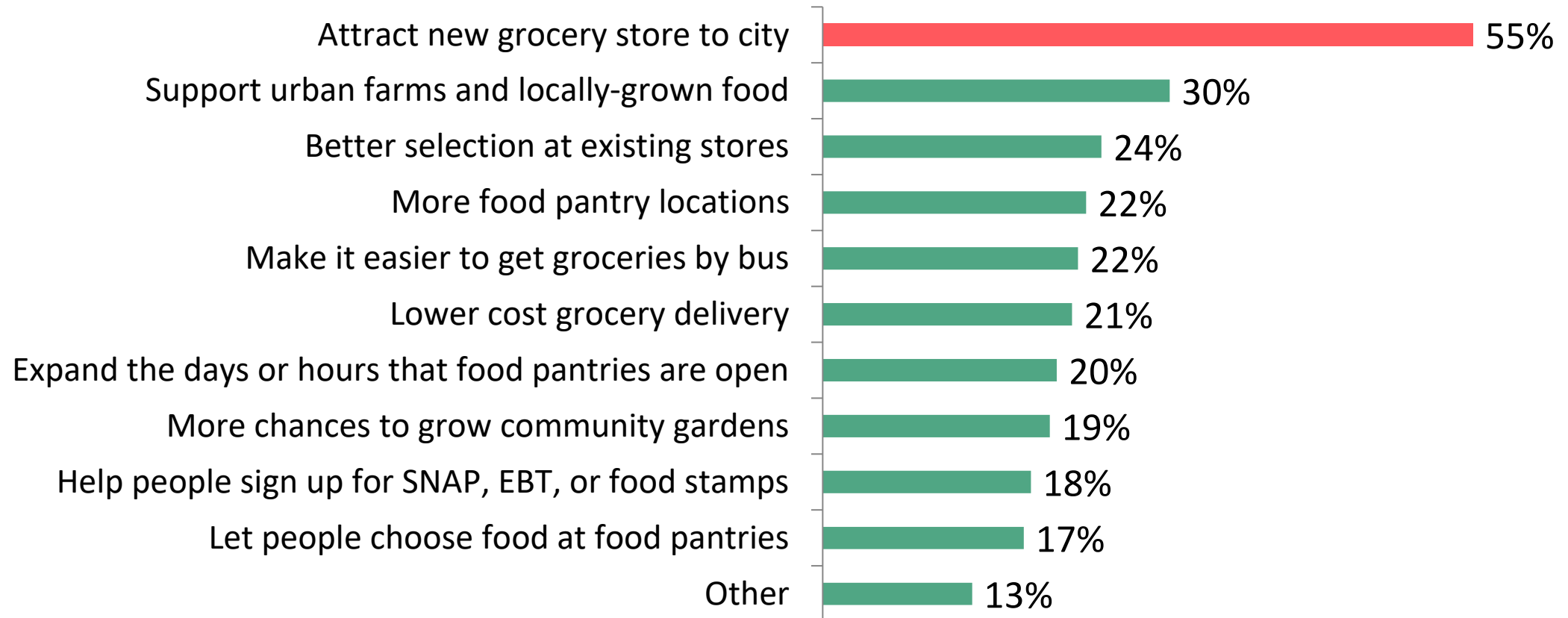
# Priorities of Respondents



## Attracting a New Grocery Store Was Selected the Most

What do you think the City should do or help others do, to increase access to the foods you want and need? You can select up to three.

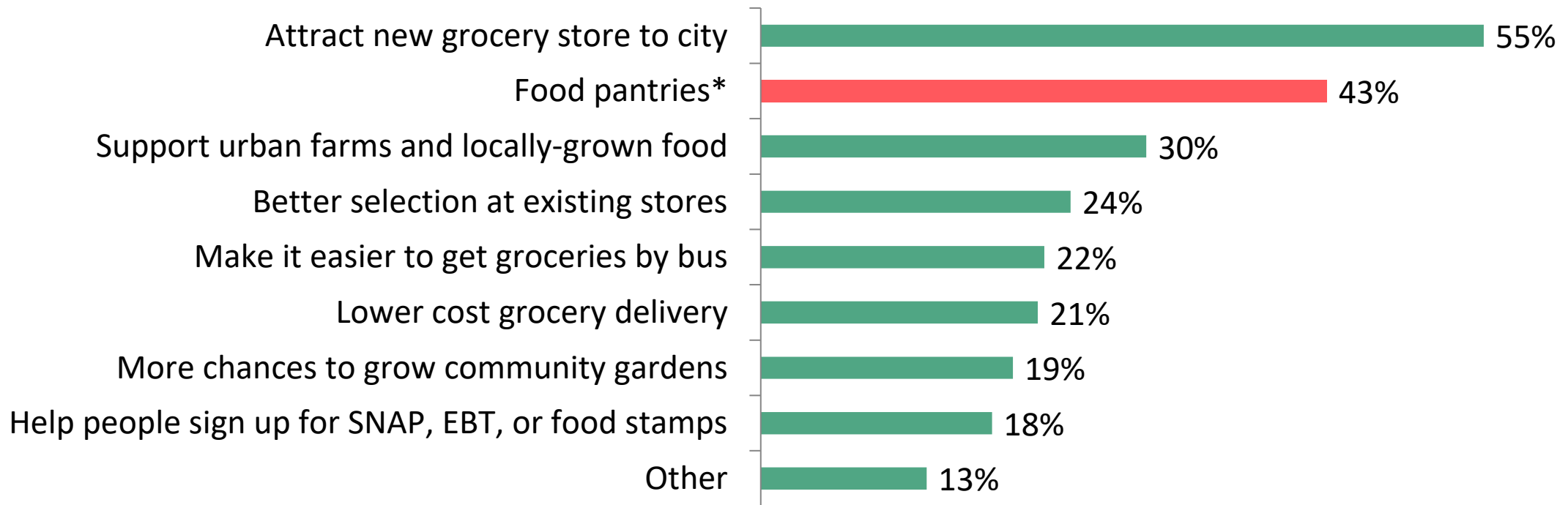
Respondents= 637





## A High Percentage of Respondents Selected at Least One of the Food Pantry Options

What do you think the City should do or help others do, to increase access to the foods you want and need? You can select up to three. Respondents= 637



\*Food pantries is a combined category that includes the percentage of respondents that selected “more food pantry locations”, “let people choose food at food pantries”, or “expand the days or hours that food pantries are open.”





## Priorities Change Based on Level of Income

Top 3 Priorities by Level of Income

### Very Low Income

- 01 Food pantries\* (56%)
- 02 Attract new grocery store (42%)
- 03 Lower cost grocery delivery (29%)

### Low Income

- 01 Attract new grocery store (60%)
- 02 Food pantries\* (39%)
- 03 Support urban farms and locally grown food (35%)

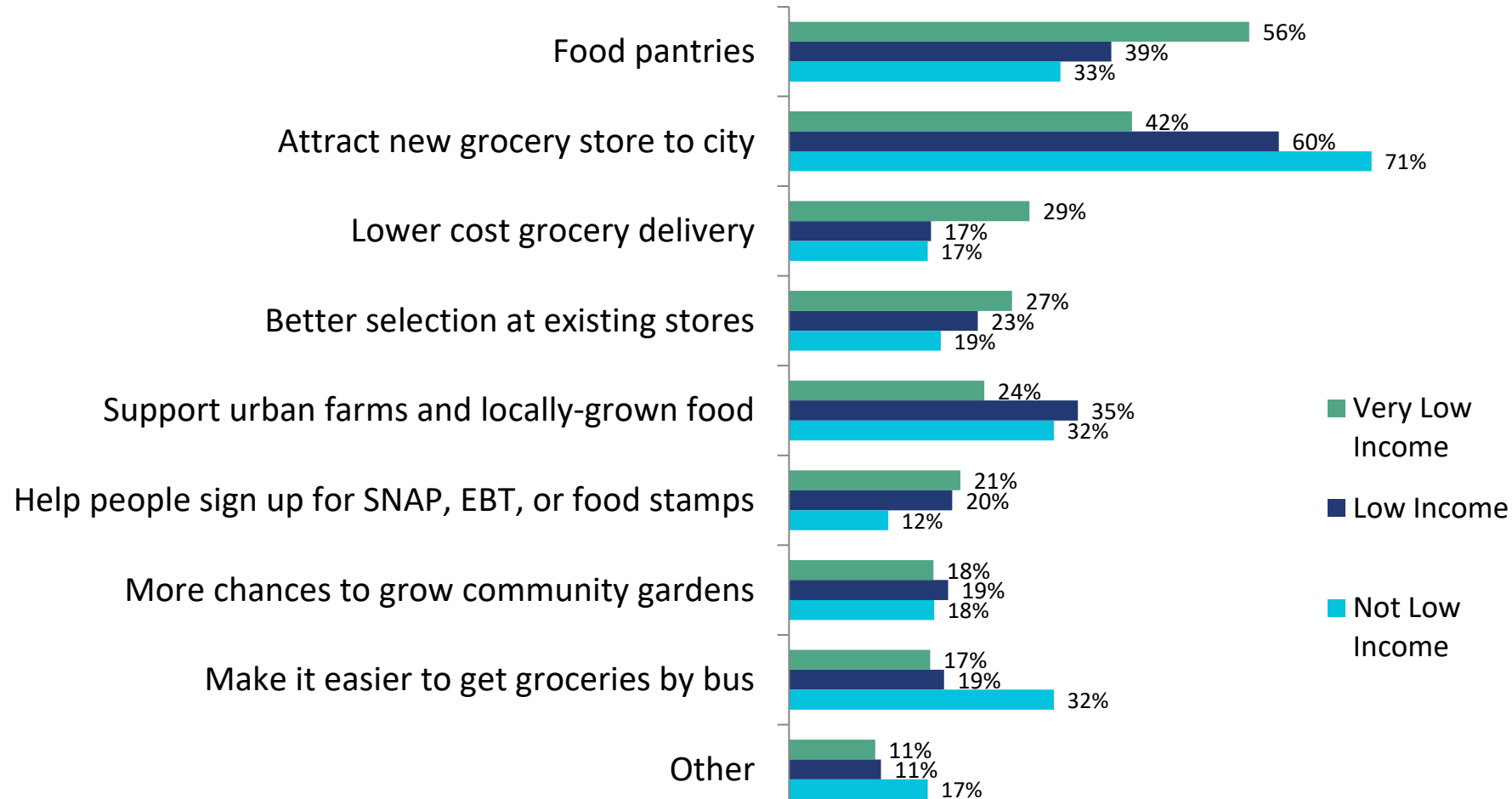
### Not Low Income

- 01 Attract new grocery store (71%)
- 02 Food pantries\* (33%)
- 03 Make it easier to get groceries by bus (32%)
- 03 Support urban farms and locally grown food (32%)

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What do you think the City should do or help others do, to increase access to the foods you want and need? You can select up to three. By level of poverty. Respondents=559



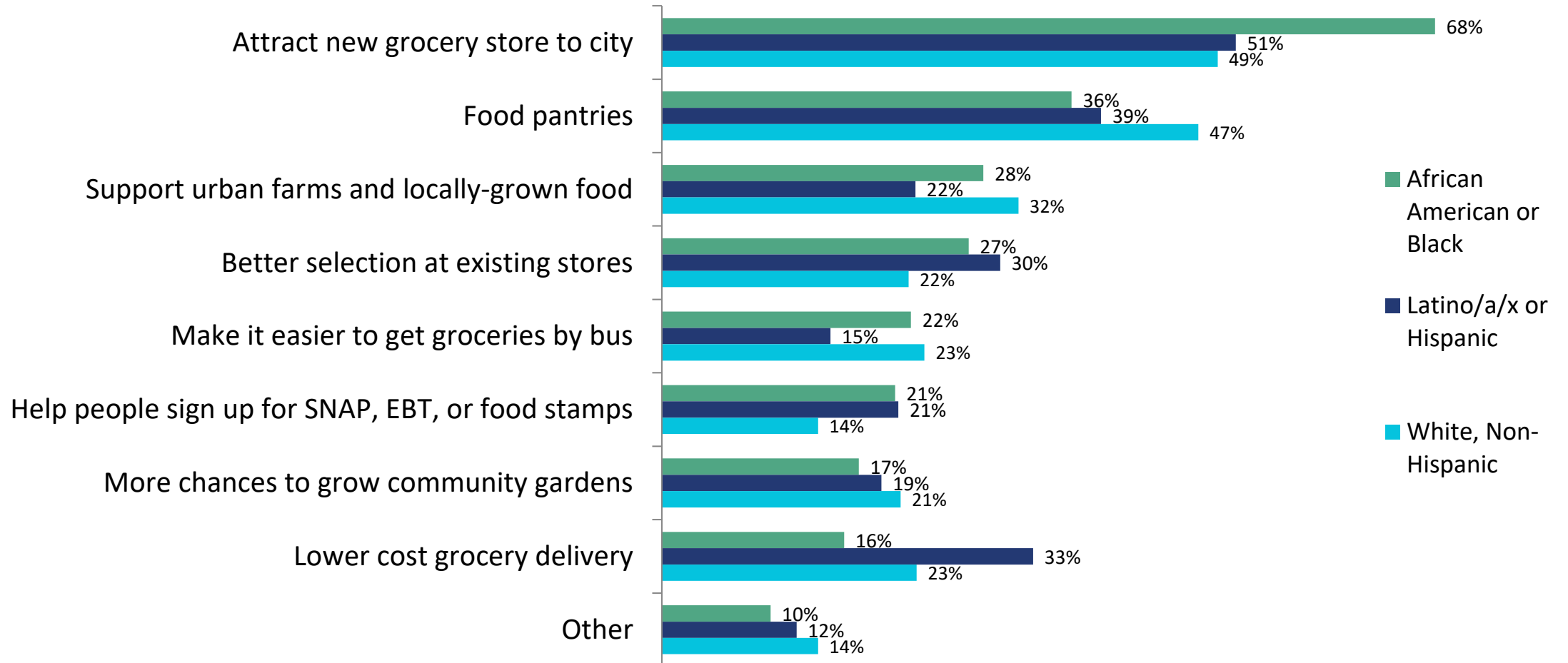
\*Food pantries is a combined category that includes the percentage of respondents that selected “more food pantry locations”, “let people choose food at food pantries”, or “expand the days or hours that food pantries are open.”



Priorities change by race and ethnicity of respondents, but **attracting a new grocery store is #1 for all race and ethnicity groups** (for which there are adequate number of responses to report)



What do you think the City should do or help others do, to increase access to the foods you want and need? You can select up to three. By select race and ethnicity. Respondents=574



\*Food pantries is a combined category that includes the percentage of respondents that selected “more food pantry locations”, “let people choose food at food pantries”, or “expand the days or hours that food pantries are open.”



**There is more support for attracting a new grocery store from respondents that live on the east side of the City.**

However, the most selected priorities are the same for the east and west side:

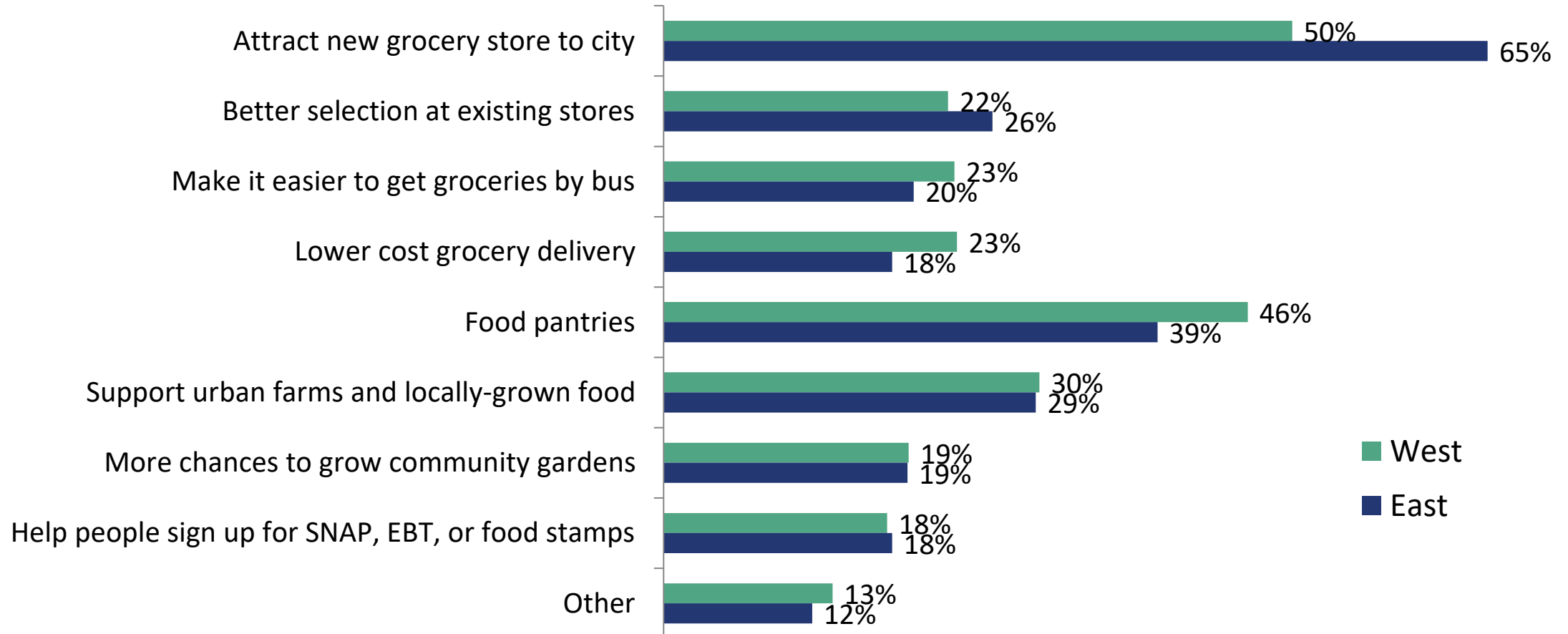
1. Attract a new grocery store
2. Food pantries
3. Support urban farms and locally-grown food

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What do you think the City should do or help others do, to increase access to the foods you want and need? You can select up to three. By side of the City that the respondent lives.

Respondents= 637



\*Food pantries is a combined category that includes the percentage of respondents that selected “more food pantry locations”, “let people choose food at food pantries”, or “expand the days or hours that food pantries are open.”

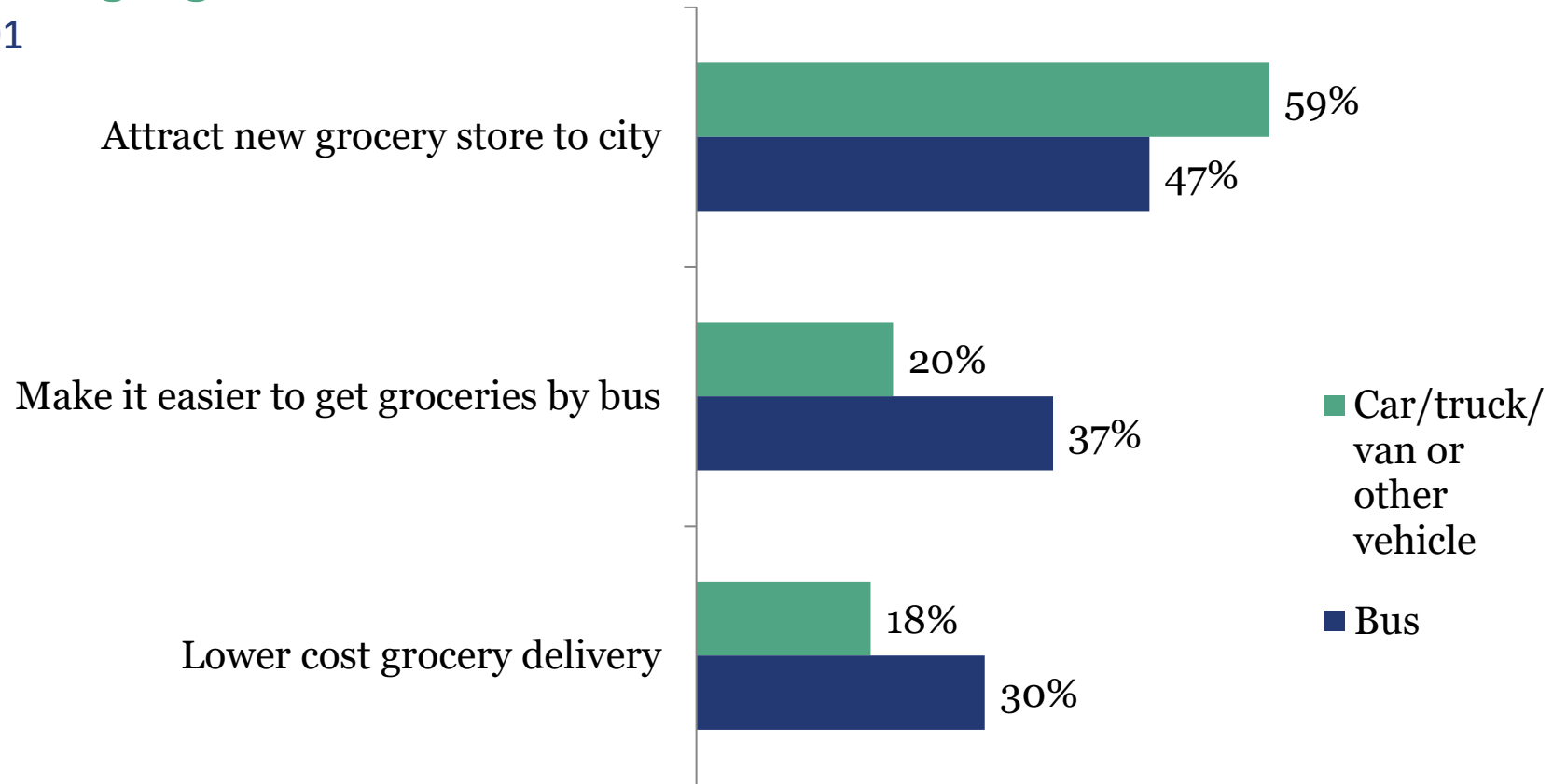


**Respondents that get groceries by bus are more likely to prioritize making it easier to get groceries from existing stores—by bus or through grocery delivery—than those that get groceries by car, truck, van, or other vehicle.**



What do you think the City should do or help others do, to increase access to the foods you want and need? You can select up to three. By primary means of transportation to get groceries.

Respondents=501



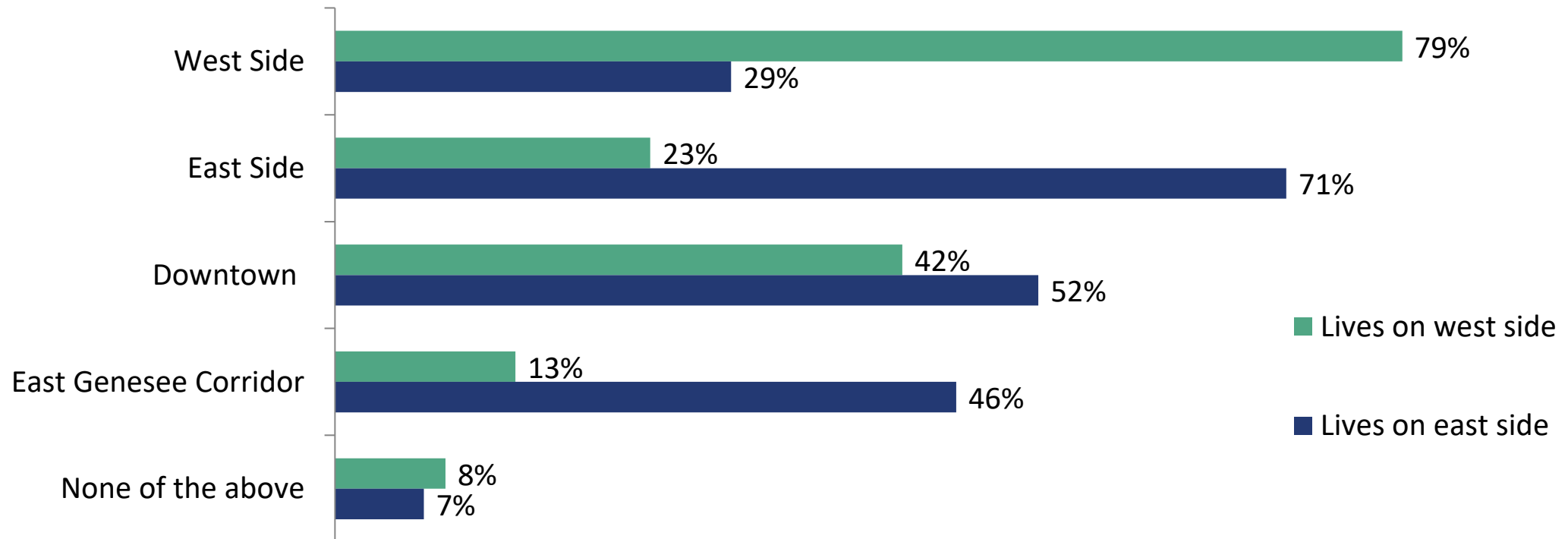




## Respondents Are More Likely to Shop at a New Store if it is Near Their Home

Which areas in the Saginaw Riverfront Business district would your household shop if there was a new grocery store? By side of the City that respondent lives.

Respondents=608



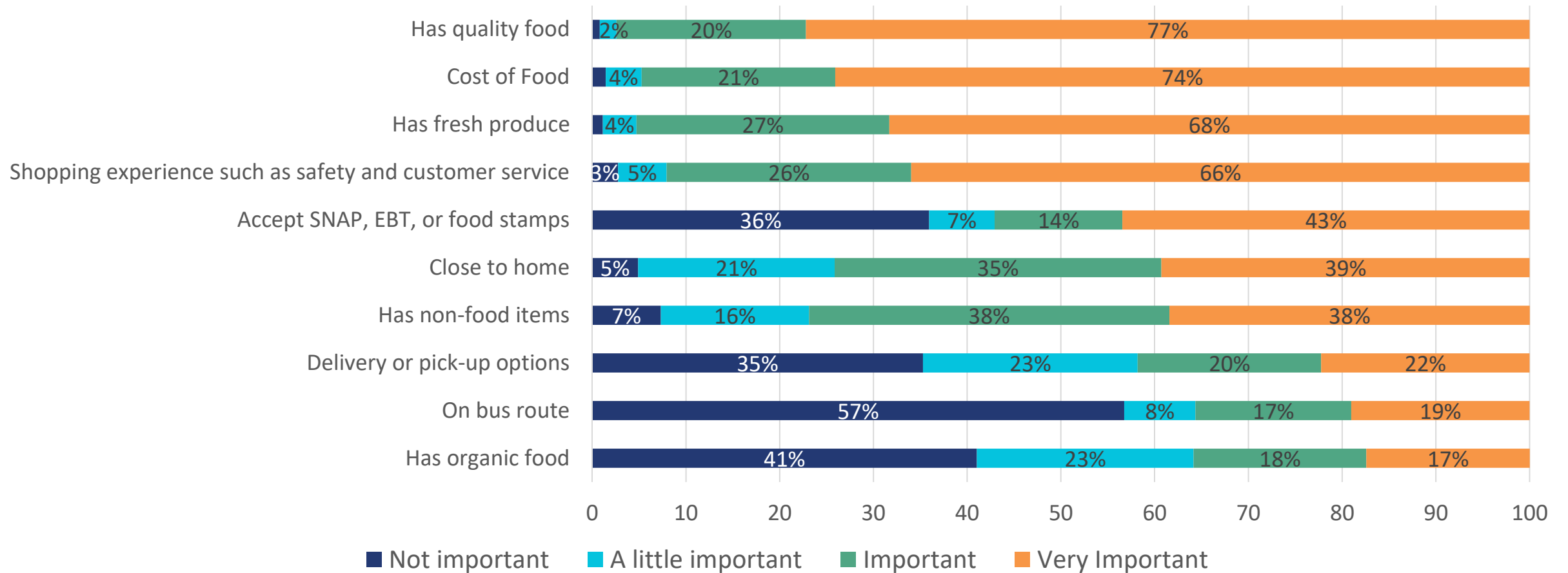


**Quality, cost, fresh produce, and shopping experience are most important** when choosing where to get groceries.

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When choosing where your household gets groceries, how important are the following? Respondents: 578 to 625 depending on the item.





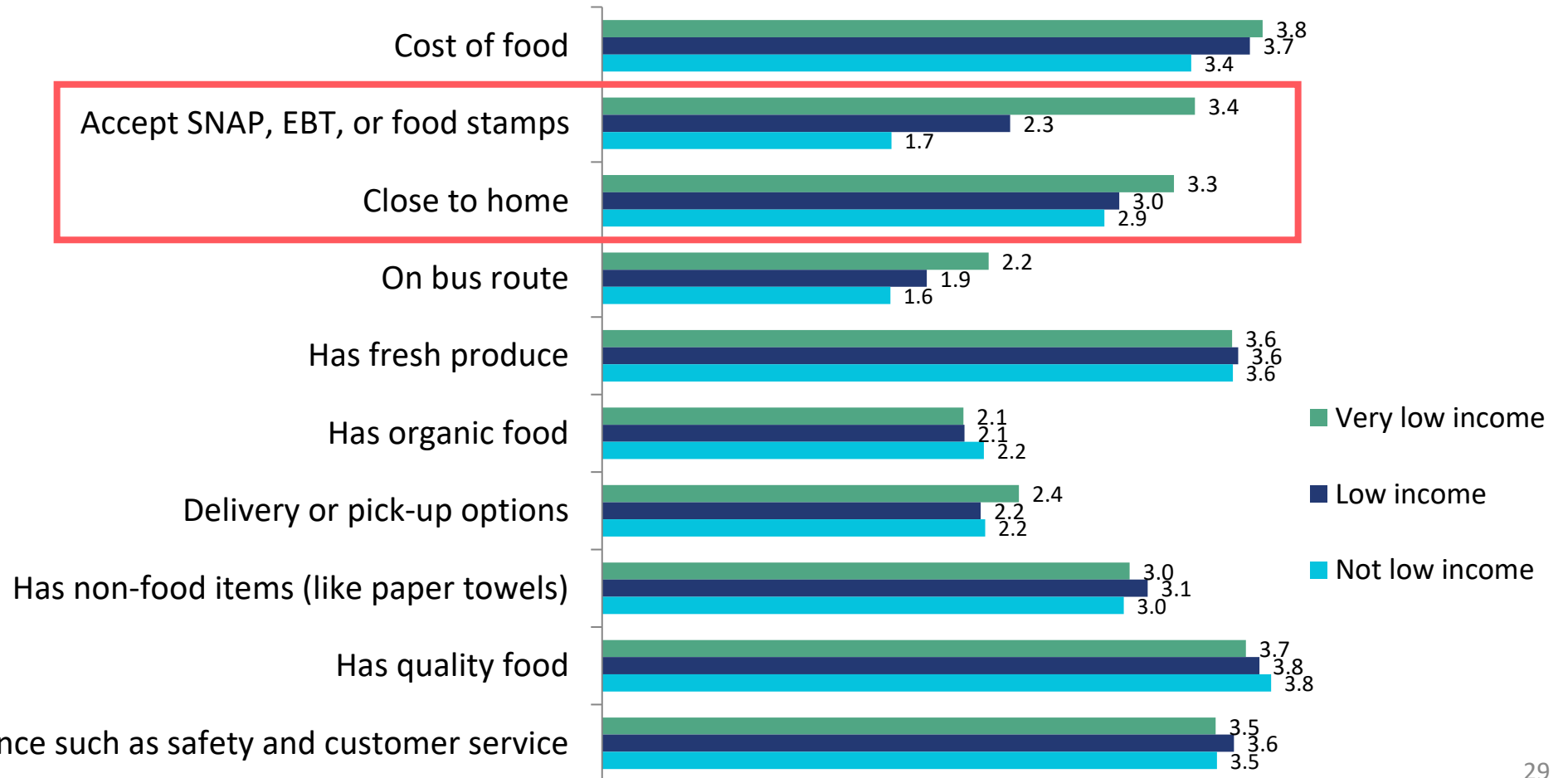
**Accepting SNAP or food stamps and being close to home are also important for respondents with low-incomes** when choosing where to get groceries.

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When choosing where your household gets groceries, how important are the following?  
Average ratings by poverty level. (1-not important to 4-very important)

Respondents: 509 to 549 depending on the item.



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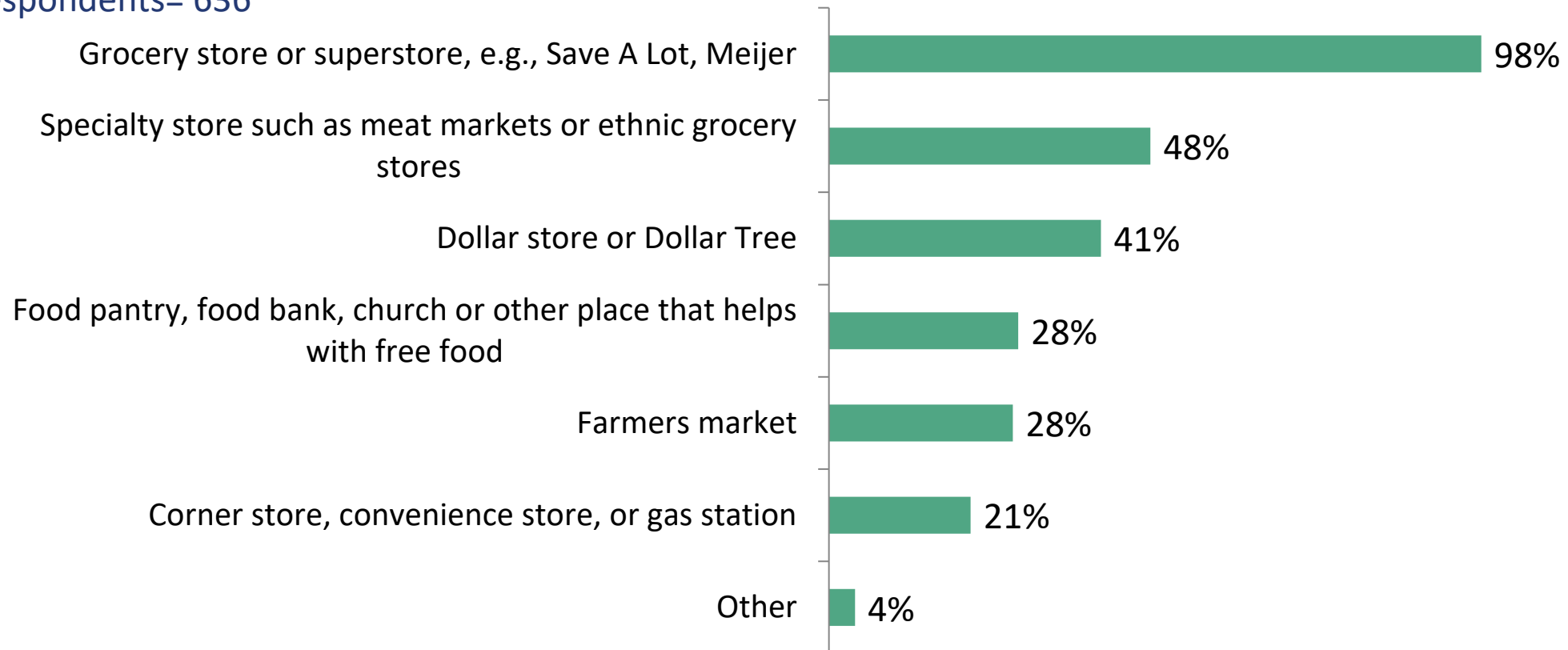
# Shopping Behaviors and Habits of Respondents



## Almost All Respondents Get Groceries at Grocery Stores or Superstores

In the past month has your household gotten groceries from any of the following locations?

Respondents= 636



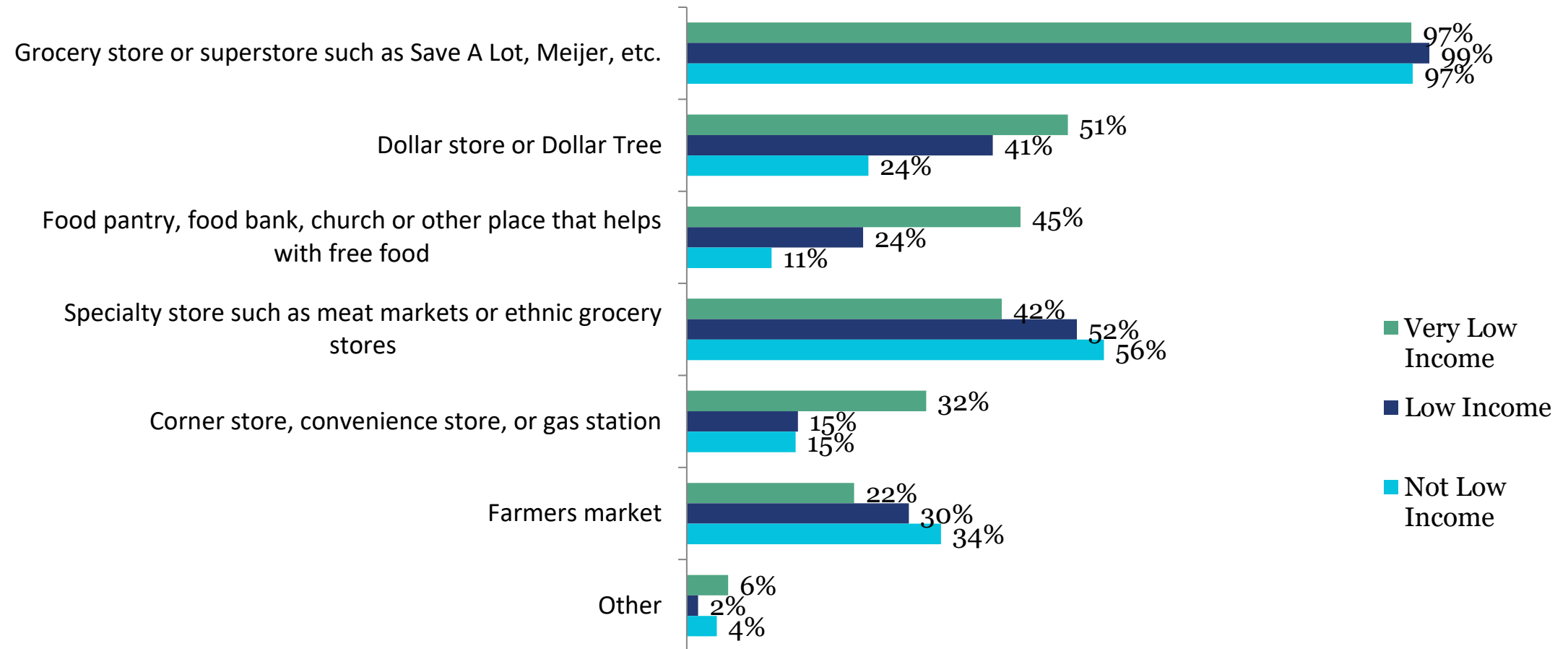


Respondents with **low-incomes** and those that **get groceries by bus** are more likely to get **groceries from dollar stores, corner stores or gas stations, or food pantries.**





In the past month has your household gotten groceries from any of the following locations? By respondent level of income. Respondents=558

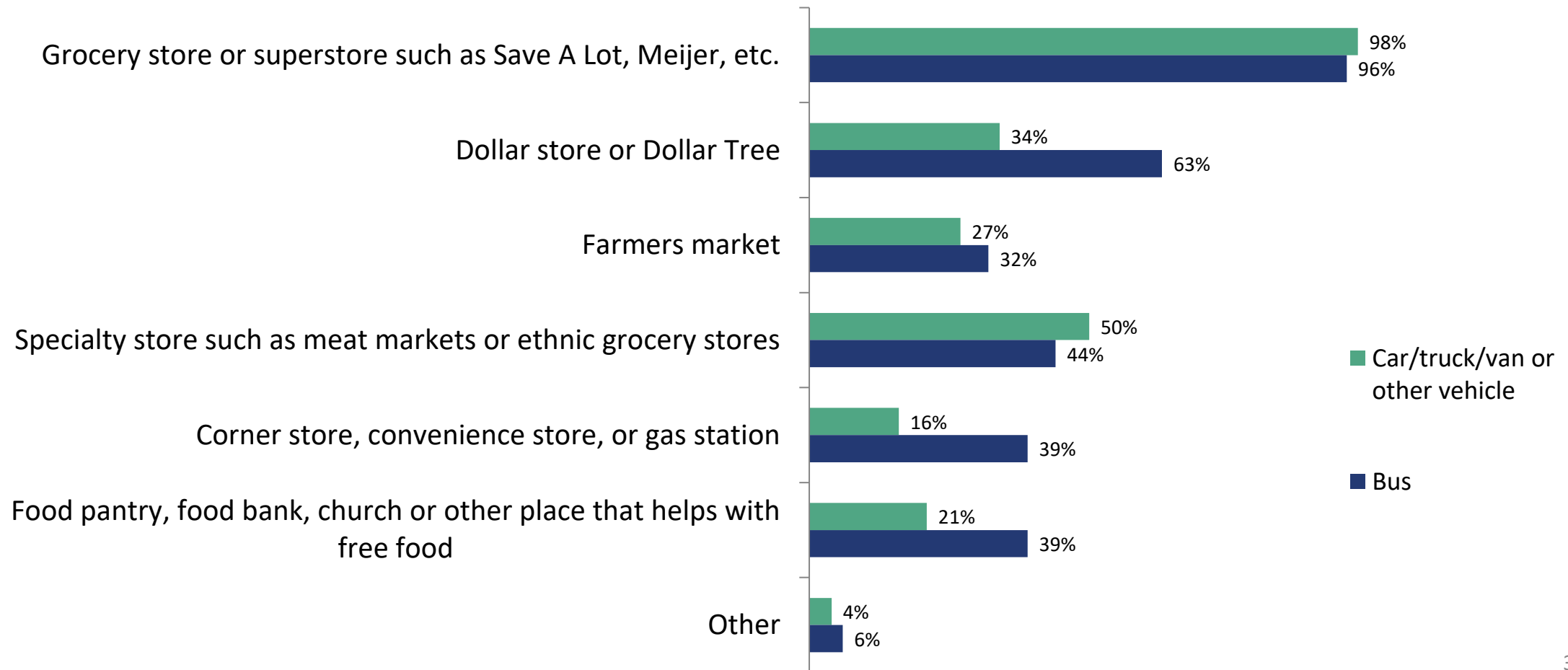


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In the past month has your household gotten groceries from any of the following locations? By primary means of transportation to get groceries.

Respondents=501





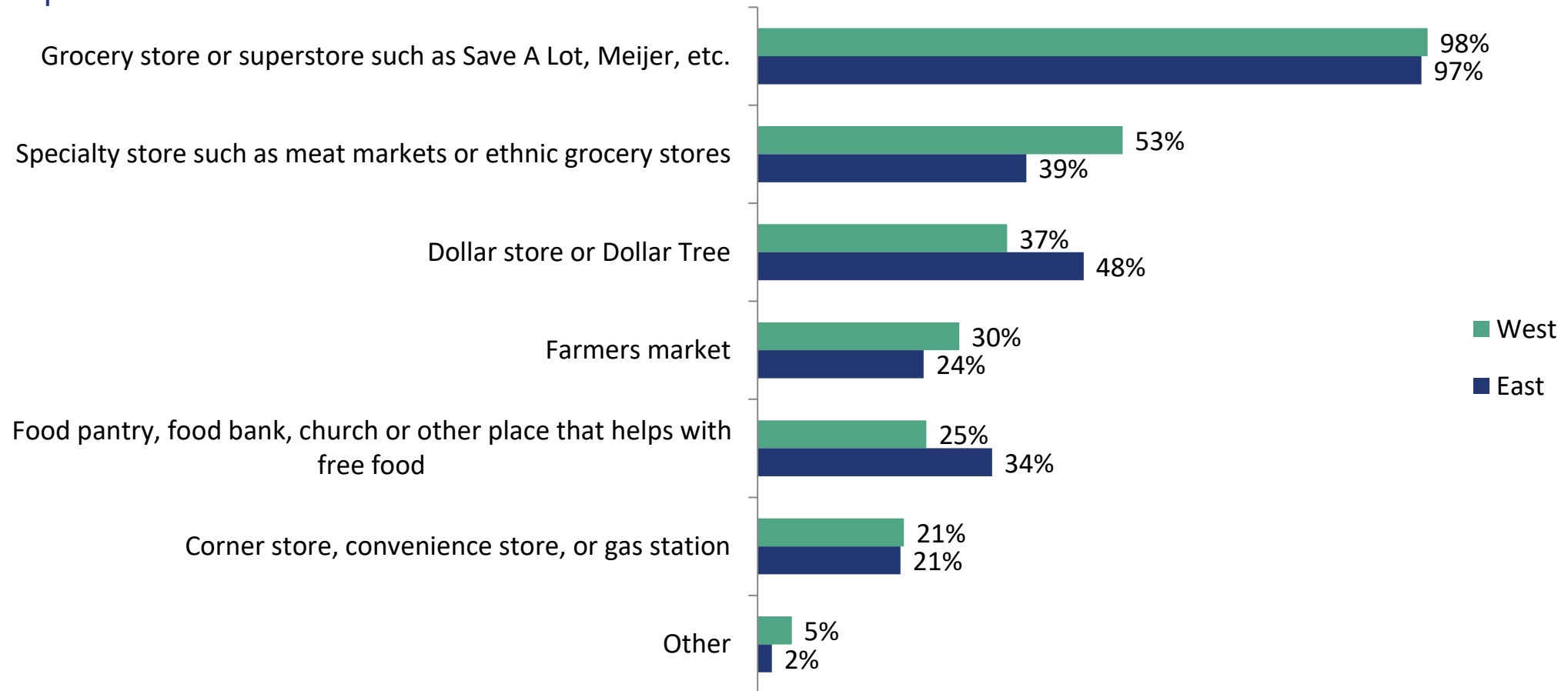
Respondents that live on the east side are also more likely to **get groceries from dollar stores or food pantries.**

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In the past month has your household gotten groceries from any of the following locations? By side of the City that respondent lives.

Respondents=636

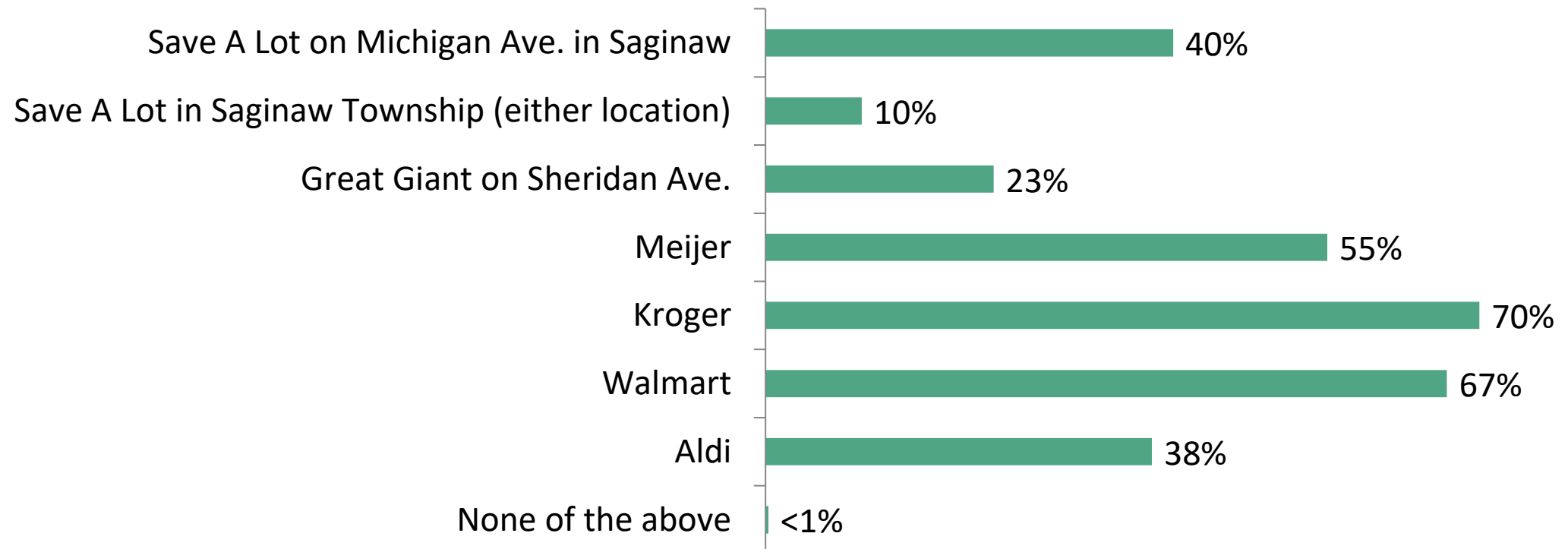




## Most Respondents Shop at Kroger

In the past month, has your household gotten groceries from any the following grocery stores?

Respondents=619

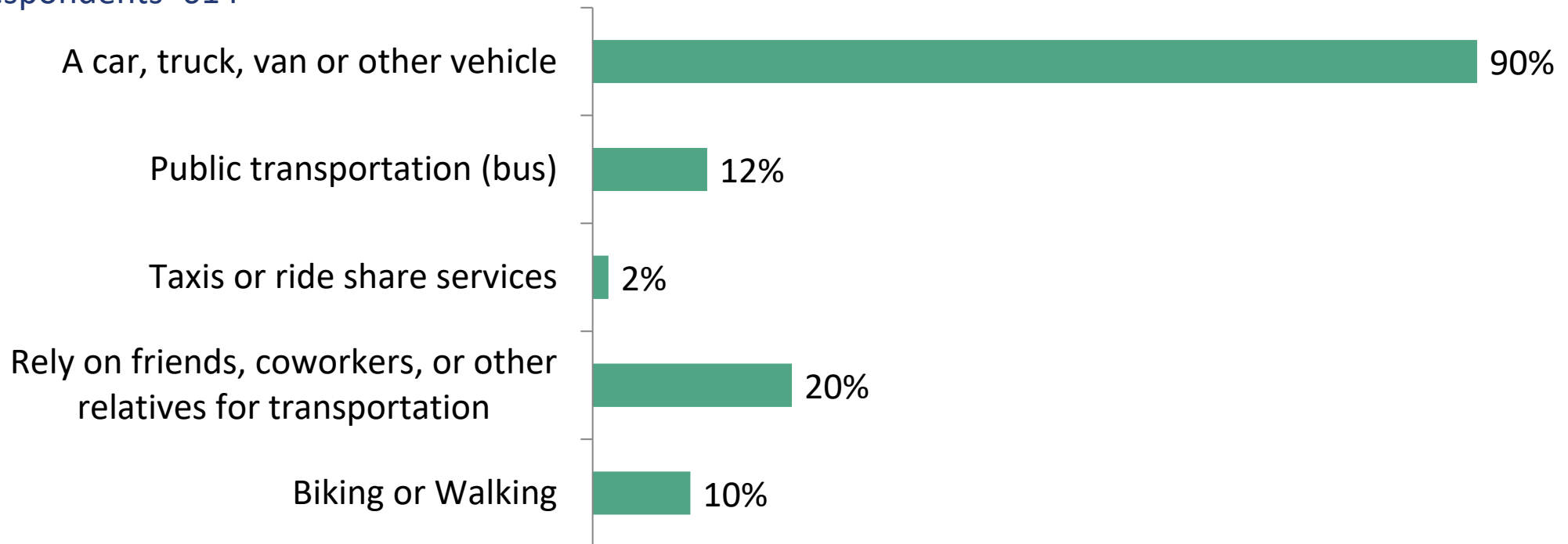




## Most Respondents Use a Car, Truck, Van or Other Vehicle to Get Groceries

What are the primary means of transportation for you and other members of your household to get groceries?

Respondents=614



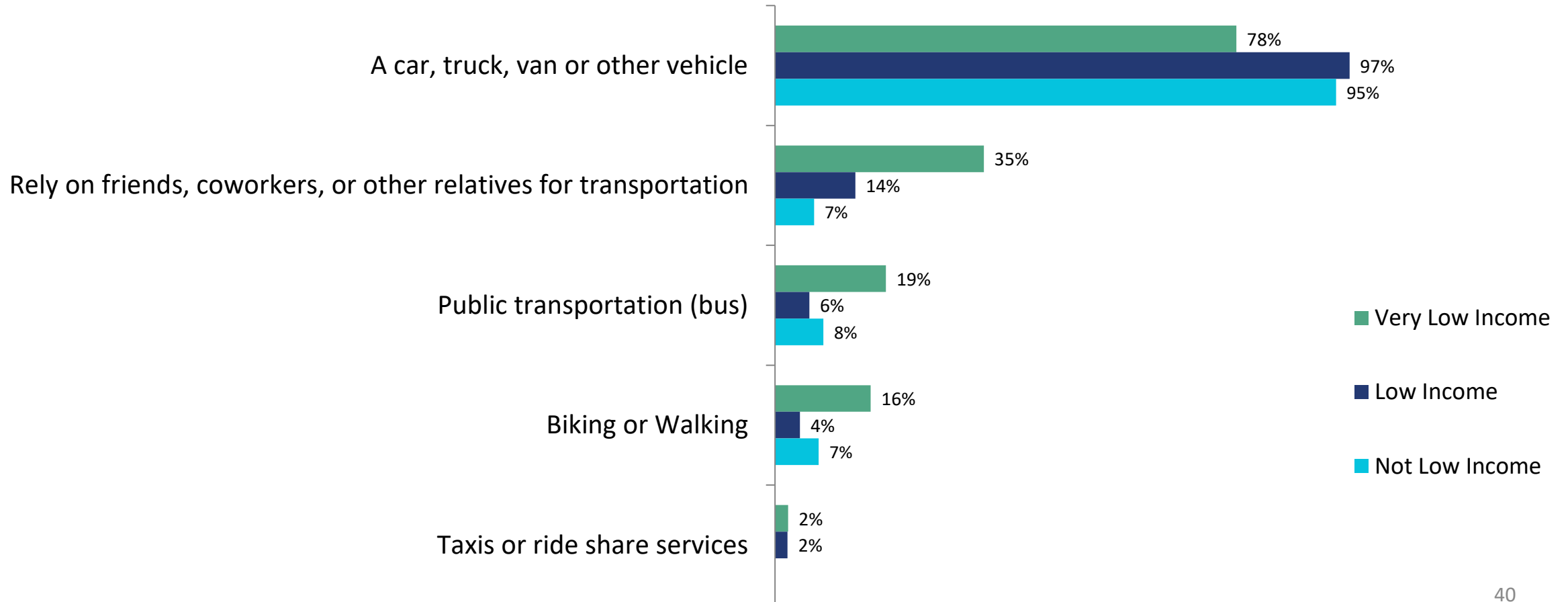


Respondents that have **very low incomes are more likely to rely on others for transportation, take the bus, or bike or walk to get groceries.**



## What are the primary means of transportation for you and other members of your household to get groceries? By level of income.

Respondents=542

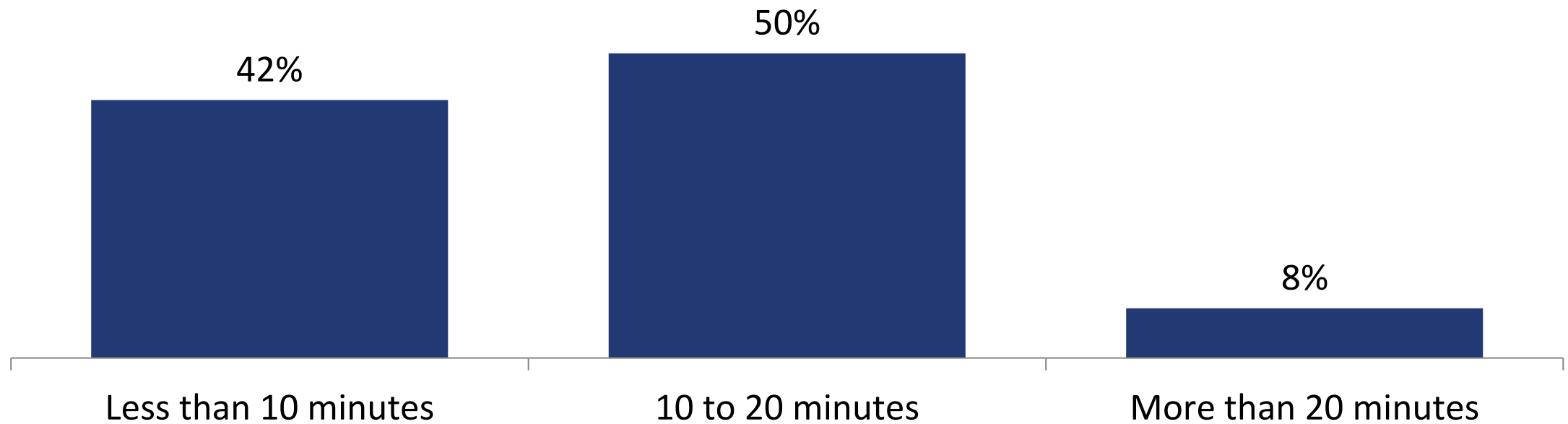






How much time does it usually take to travel to the store where your household gets most of your groceries? Do not count the time it takes to shop or get home.

Respondents= 444



\*Analysis does not include people that responded "Don't Know."

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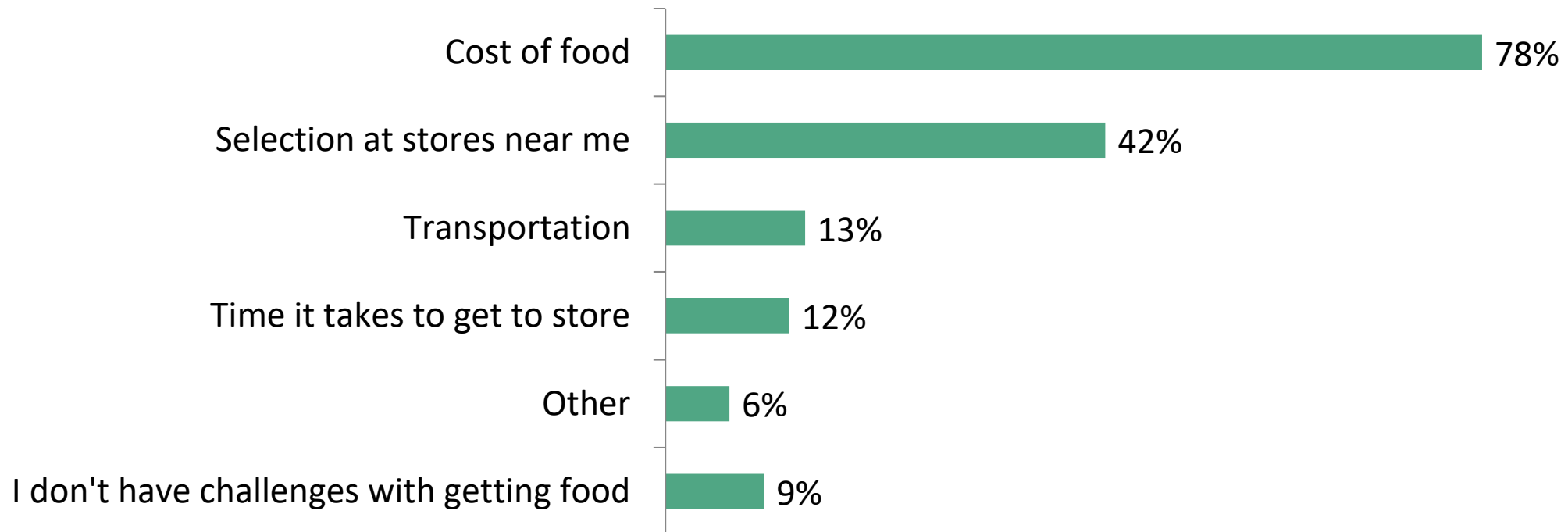


# Challenges of Respondents



## Cost of Food Followed by Selection at Stores Are Top Challenges

Please select the top challenges you have with getting the food that you want and need. Select up to two. Respondents=608

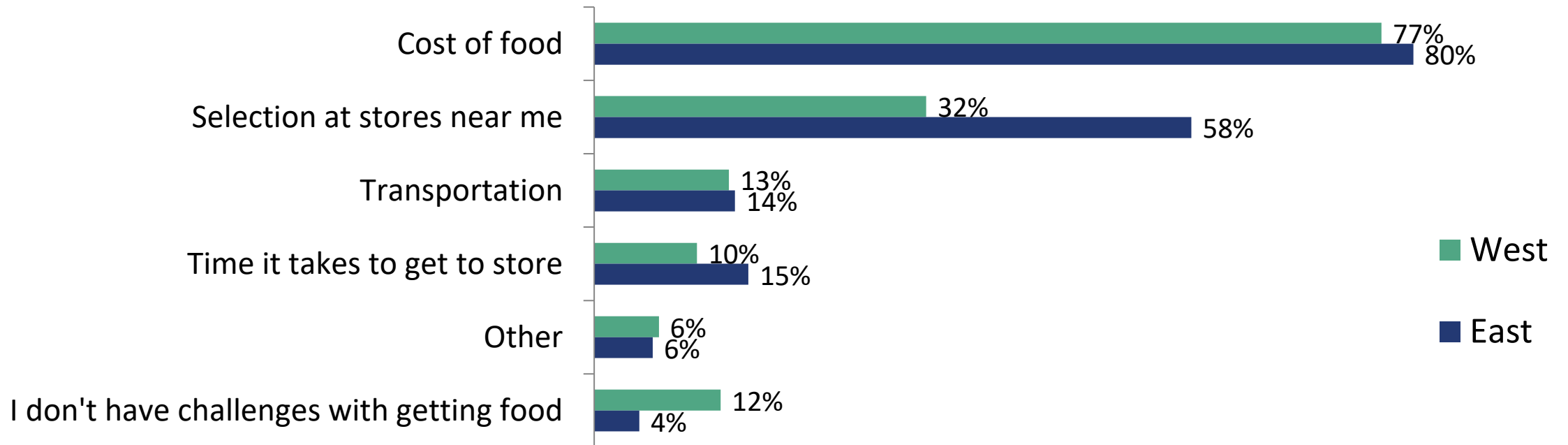




## Selection at Stores Nearby Is More of a Challenge for the East Side Than the West Side

Please select the top challenges you have with getting the food that you want and need. You can select up to two.

Respondents=608

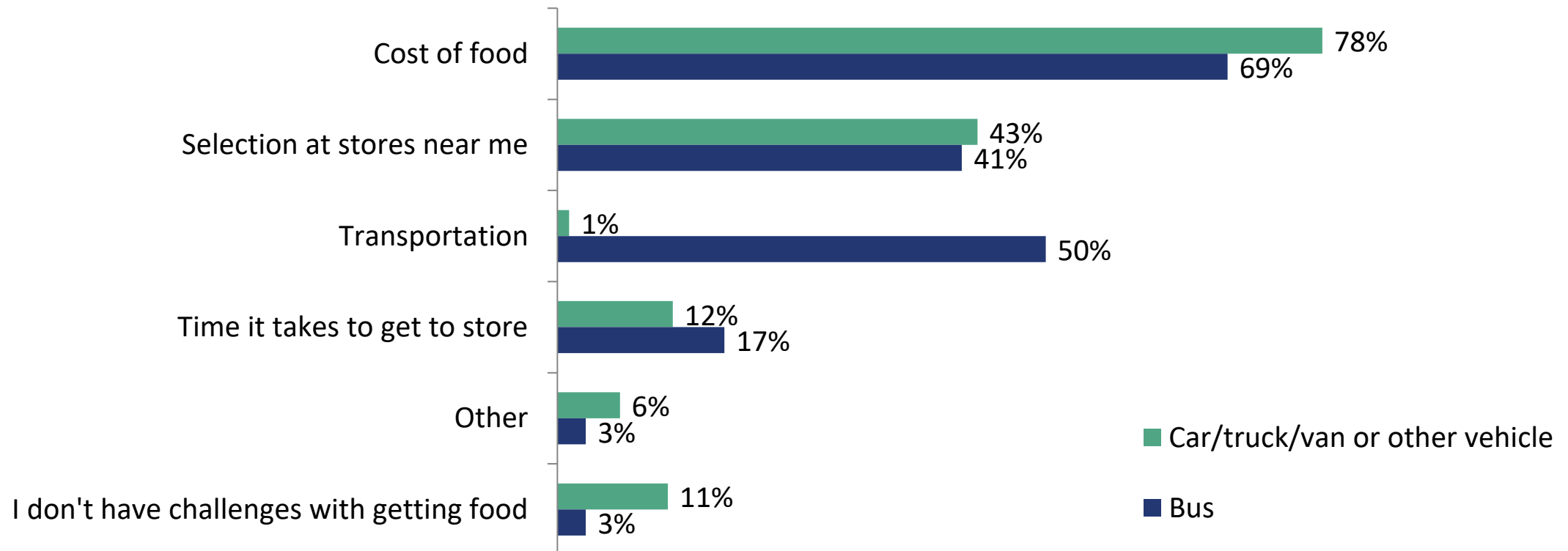




# Transportation Is #2 Challenge for Bus Riders

Please select the top challenges you have with getting the food that you want and need. You can select up to two.

Respondents=493



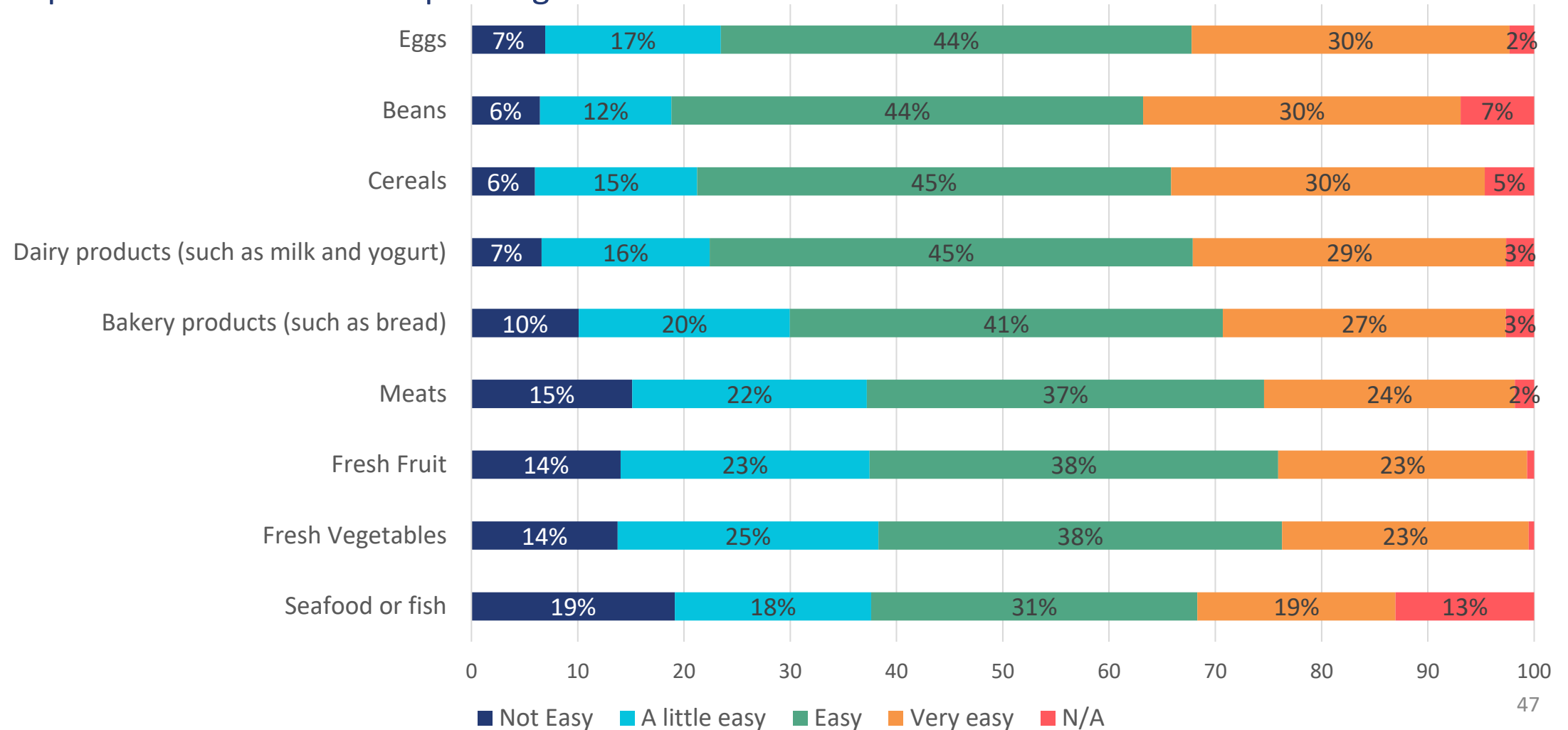


**Seafood or fish, meats, and fresh produce are the hardest for respondents to get.**



## How easy is it for you to get the following kinds of food...

Respondents=602 to 607 depending on the item.





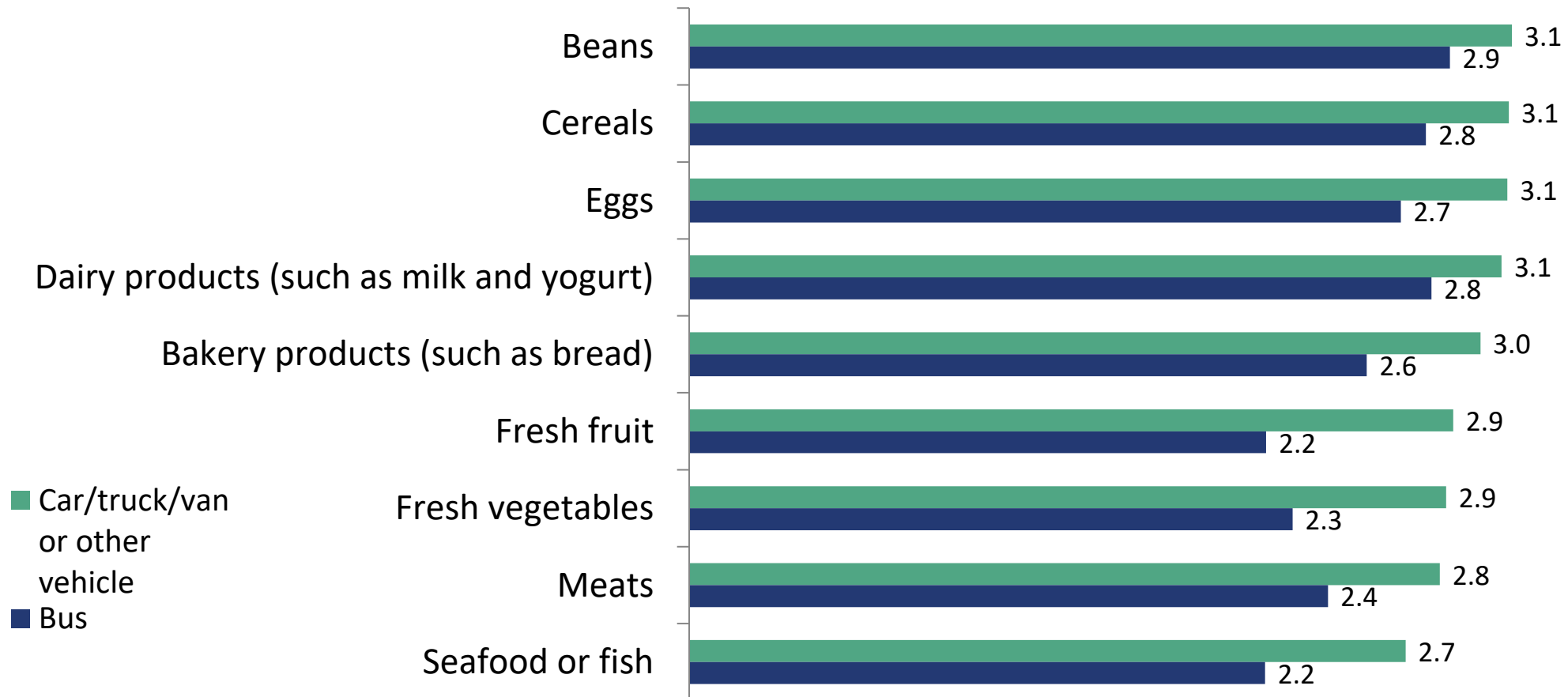
**All food categories are harder to get for respondents that have lower incomes or that take the bus.**





## How easy is it for you to get the following kinds of food (by primary means of transportation to get groceries)...

Average rating from 1 (not easy) to 4 (very easy). Respondents=430 to 488 depending on the item.



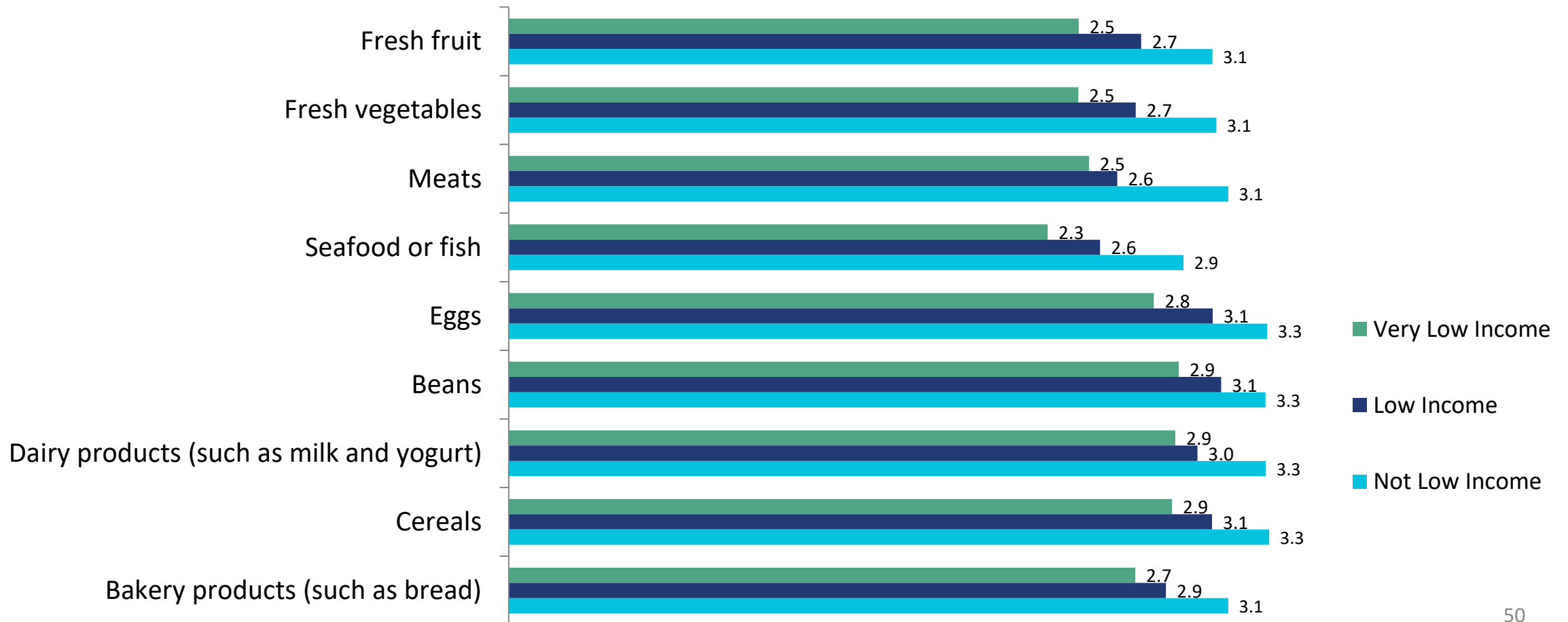
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How easy is it for you to get the following kinds of food (by level of income)...

Average rating from 1 (not easy) to 4 (very easy).

Respondents=466 to 533 depending on item.





**All food categories are harder to get for respondents that have lower incomes or that take the bus.**

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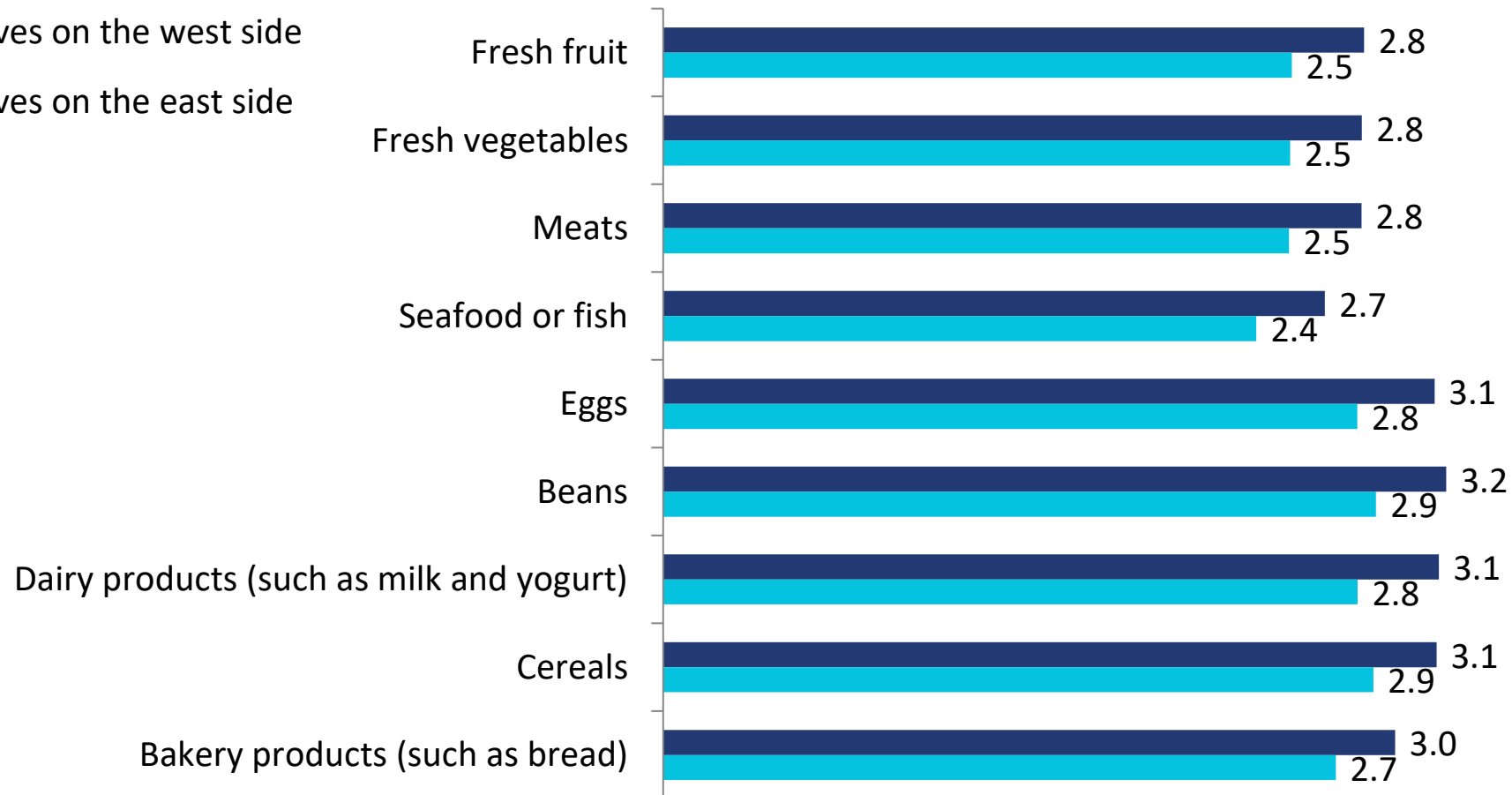


How easy is it for you to get the following kinds of food where a respondent lives

Average rating from 1 (not easy) to 4 (very easy).

Respondents=527 to 602 depending on the item.

- lives on the west side
- lives on the east side



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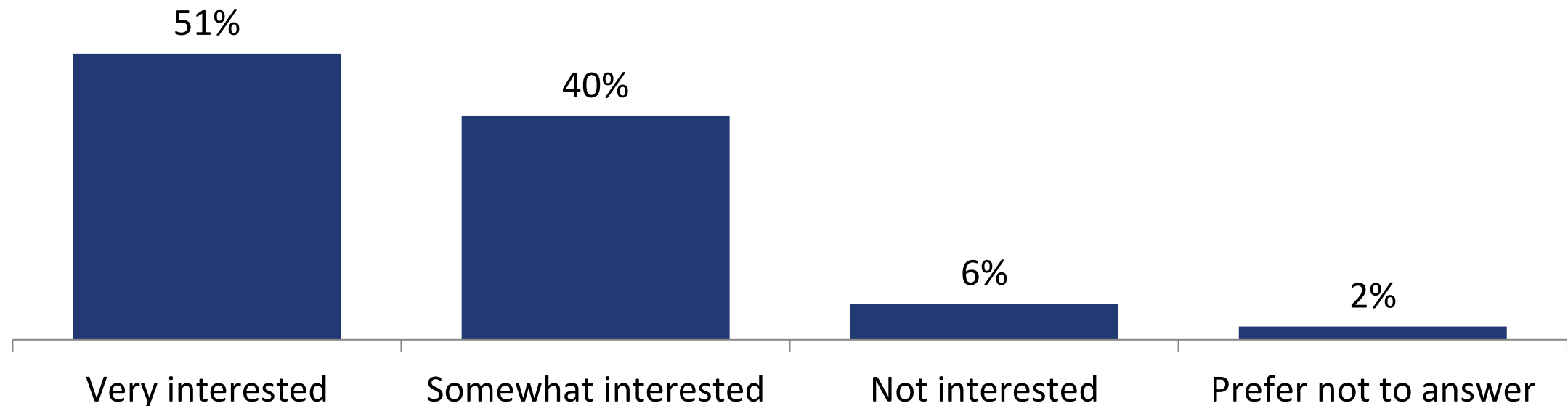
# Food Club Feedback



## Respondents With Lower Incomes Are Interested in Shopping at the Food Club

How interested are you in shopping at the Food Club?

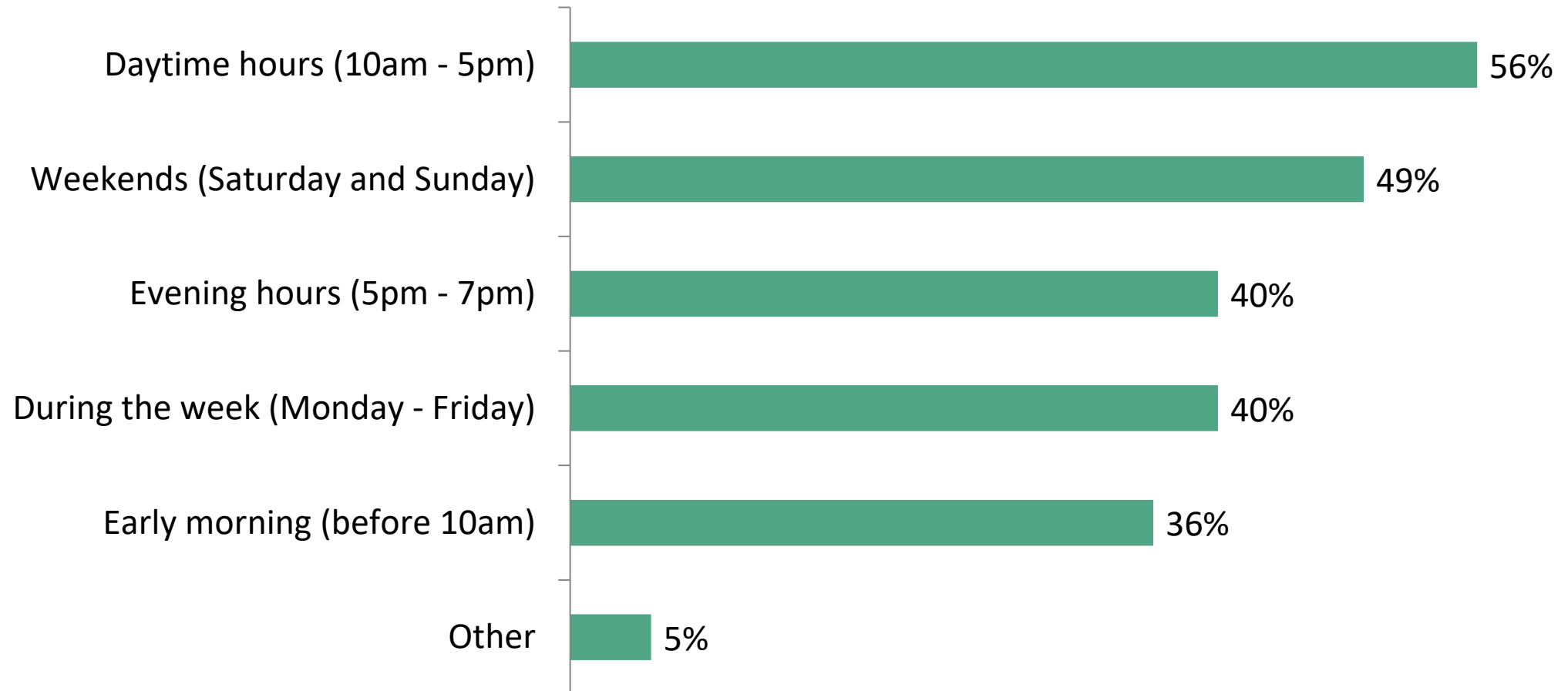
Respondents=465 (Only includes respondents that indicated they have an income that may be eligible for the Food Club)





## What days and times would you most want to shop at the Food Club?

Respondents=466 (Only includes respondents that indicated they have an income that may be eligible for the Food Club.)



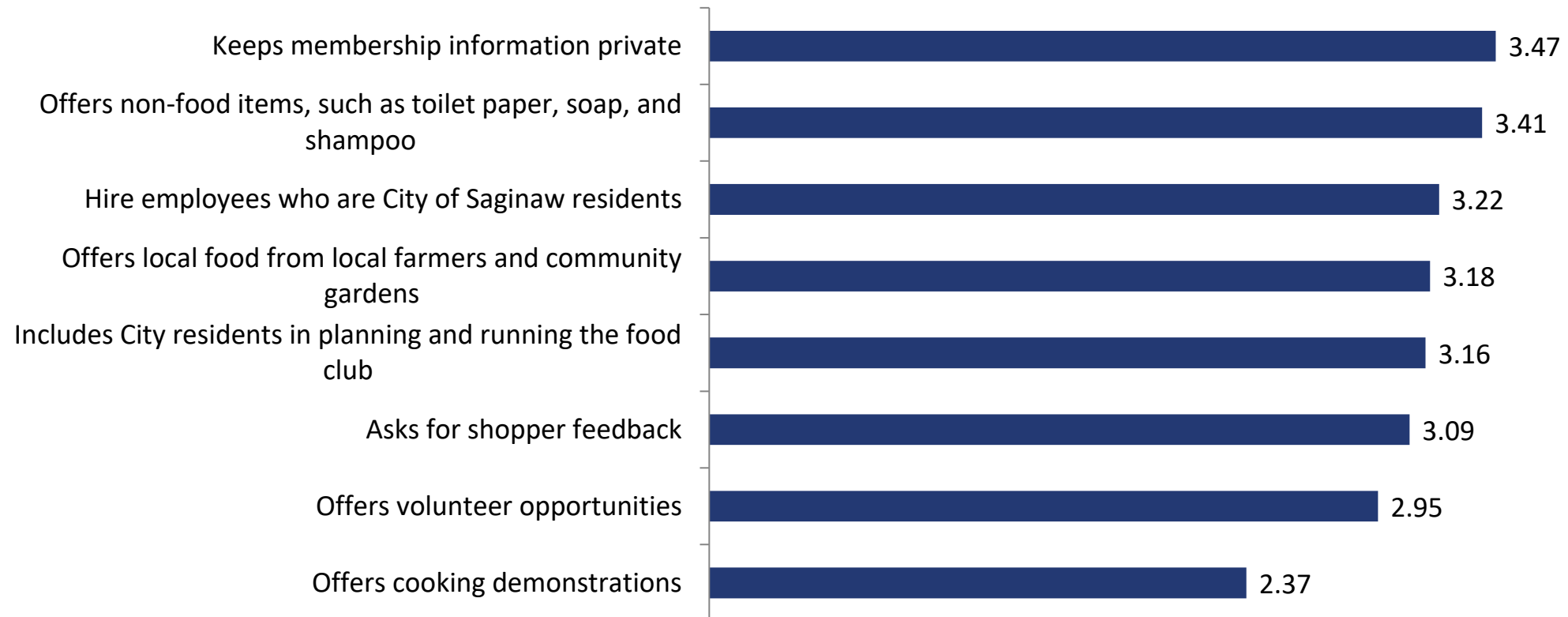


## How important is it that the Food Club does the following...

Average rating from 1 (not important) to 4 (very important)

Respondents=457 to 464 depending on the item.

Only includes respondents that indicated they have an income that may be eligible for the Food Club.

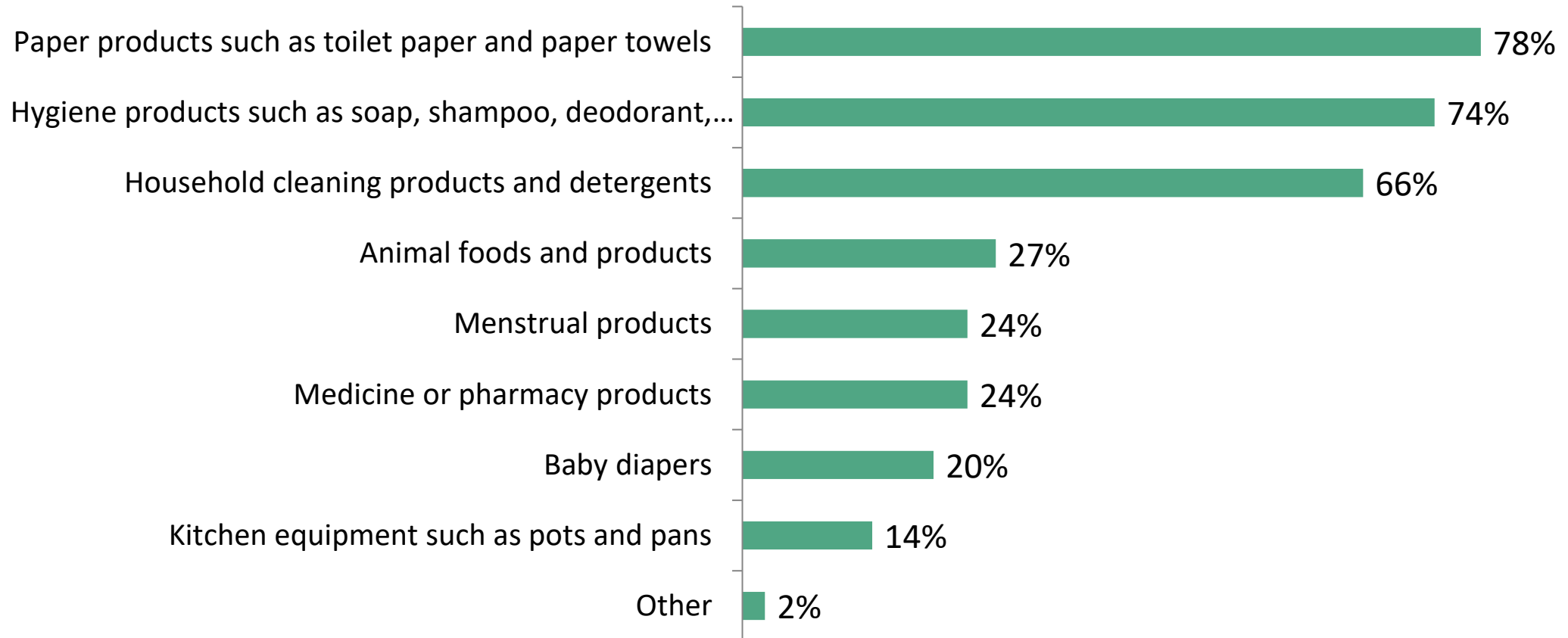






## Which non-food items would you most like to see at the Food Club? You can select up to three. Respondents= 464

Only includes respondents that indicated they have an income that may be eligible for the Food Club.



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THANK YOU!

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