

Key findings of the DMUSD Hot Lunch Survey

In February of 2011, DMUSD conducted a survey of its families in an effort to improve its lunch program and increase participation (current participation is only 17%). The survey was conducted entirely online and was available in English and in Spanish. There are approximately 3168 families whose children are enrolled in the DMUSD, and 1039 of these families (33%) completed the survey.

Of the survey respondents who purchase lunch, 29% are satisfied with it while 71% are not. There were three main reasons for the high dissatisfaction rate:

- the failure of the lunch to meet families' nutritional requirements
- the lack of appeal of the food served
- the price of the lunches

The families who chose not to purchase lunch did so for the reasons listed above. When asked which features families considered most important, more than 90% cited

- Meals that include whole grains, vegetables, and fruits
- Meals that do not include artificial colors, artificial flavors, preservatives, high fructose corn syrup, partially hydrogenated oils and hidden MSG
- Fresh whole, unprocessed foods that are prepared on the same day

Currently, DMUSD charges \$4.25 for its lunches. Most parents indicated that they would be comfortable spending \$4.25 to \$4.75 on a lunch that meets their nutritional and taste requirements.

Collectively, the respondents to the survey currently order lunch about 1116 times a week. If the respondents' nutritional, taste, and cost requirements are satisfied, lunch orders could grow to almost 3000 per week, per data gathered by the survey.

The full survey report is available at <http://www.dmusd.org/district/files/openFile.aspx?fileID=10633>