Out of our 4,000 scores of
average weekly net missing meals
per household across Alabama, these are the

—worst 20—

These small geographic areas are called block groups (BGs).
Red numbers on the map show the worst BG scores by county totals.
The corresponding table reveals that the #1 worst scoring in all of Alabama is in Mobile County and across that area there are 217 households that, on average, miss 8 meals each week because they cannot afford them.

We have reliable, hyper local net missing meals scores for YOUR entire community, county, & state
—anywhere in the U.S—

MDM
Meal Deficit Metric

MG developed & first applied the MDM to the entire state of Florida

Our gratitude to Robin Safley for commissioning this work and for her steadfast commitment to solving hunger & fostering prosperity. In Florida, we have updated the MDM statewide 4 times, including an employment disruption analysis during the pandemic, plus additional research and program assistance on a wide range of issues over a 10-year period.

The #4 appears on Mobile County because it has 4 total worst scoring BGs. Jefferson County has 7!

Gulf of Mexico

Worst 20 block groups out of about 4,000 across Alabama

BG Rank	County	Average Weekly Net Missing Meals Per Household (HH)	Total Weekly Net Missing Meals	Total Population	Total HHs	Total HHs in Poverty	Total SNAP HHs	% HHs without a Car
1	Mobile	7.96	1,728	752	217	170	177	6%
2	Jefferson	7.40	2,633	1,341	356	296	277	47%
3	Mobile	7.26	1,908	845	263	81	223	18%
4	Jefferson	7.07	1,562	1,227	221	117	135	40%
5	Montgomery	7.02	1,678	699	239	176	203	41%
6	Jefferson	6.84	971	392	142	128	121	54%
7	Russell	6.60	1,063	581	161	152	115	52%
8	Montgomery	6.38	2,902	1,456	455	258	290	45%
9	Lee	6.30	1,939	1,274	308	182	25	0%
10	Jefferson	6.29	1,315	576	209	143	168	20%
11	Montgomery	6.28	1,860	922	296	202	183	0%
12	Jefferson	6.26	2,235	1,373	357	126	228	17%
13	Etowah	6.21	2,739	1,172	441	303	374	18%
14	Jefferson	6.20	2,023	690	326	251	233	51%
15	Montgomery	6.18	1,175	1,885	190	184	157	46%
16	Etowah	6.13	1,337	558	218	173	163	22%
17	Dallas	6.11	996	660	163	73	79	0%
18	Mobile	6.09	908	560	149	136	136	21%
19	Mobile	6.05	2,794	1,448	462	252	311	3%
20	Jefferson	6.05	472	293	78	41	42	0%
	TOTAL	—	34,236	18,704	5,251	3,444	3,640	--

The MDM is part of our strategic geospatial system for which we maintain over 8,000 market & demographic variables

Now Imagine using our data

to increase grocer sales & viability & to solve hunger…

Note that some of the worst scoring areas have more HOUSEHOLDS IN POVERTY than ENROLLED IN SNAP

This Conference Features 2 Documentaries:

THEY CAME FROM ALL OVER, Rural Mills County Iowa & *A PLACE TO BE FED*, Fairfield, Alabama

BOTH COMMUNITIES ARE FOOD DESERTS & HAVE RESIDENTS WITH SERIOUS MEAL DEFICITS

Food deserts
concern the lack of geographic access to grocery stores.

Hunger/food insecurity
concerns the lack of financial access to adequate and consistent groceries and meals.

These two serious conditions can co-exist in the same pinpointed location making good grocer viability difficult!

We can help!

MG popularized the term *food desert* nationally with the release of *Examining the Impact of Food Deserts on Public Health in Chicago* in 2006, which resulted in direct action from Congress.

—Variables by Type— *Risk Factors*	Mills County, IA	Fairfield, AL
*NOTE: Risk factor scores for Fairfield were aggregated by block groups fully or partially in Fairfield. Aggregated, they contain a population of 14,248, which is **4,248 above the population of Fairfield proper.** Demography and market scores are for the named geography only.*		
Total Population	14,553	14,248
Total Households	5,512	5,644
Total Weekly Net Missing Meals	5,616	19,469
# Adults on Diet-related Diabetes Meds	609	807
# Adults on High Blood Pressure Meds	1,870	2,368
# Adults on High Cholesterol Meds	1,408	1,406
Demography Market	Mills County, IA	Fairfield, AL
Population for Remaining Table	14,553	10,632
Total Population Urban or Rural	60% Rural + Town Pop	100% Urban
Total Households	5,512	3,843
Population by Race/White	97%	3%
Population by Race/Black	0.4%	94%
Population by Ethnicity/Hispanic	2.4%	1.2%
Diversity Index	10	14
HS Graduate (highest attainment of pop 25 years+)	30%	36%
Adults have 401K Retirement Savings Plan	24%	14%
Median Home Value	$220,769	$150,857
Median Household Income	$77,994	$39,660
Average YR Spent/HH Food at Home	$6,180	$3,186
Average YR Spent/HH on Food Away	$4,096	$2,164
Total YR Dollars Spent Food at Home	$33,766,290	$12,252,319
Adults Used Organic Food Last 6 Months	19%	18%
Adults $100+ Convenience Store Spent Last 30 days	24%	20%
Adults Fast Food Take-out/drive-thru Last 6 Months	62%	55%

MARI GALLAGHER
RESEARCH & CONSULTING GROUP

**More at MariGallagher.com
Questions? Email Mari@MariGallagher.com**