Healthy Retailers
Community Survey & Store Audit
2011-2012

VERMONT
DEPARTMENT OF HEALTH

A summary of results

Healthy Retailers Initiative - Background

- Coalitions & District Offices partner with retailers to reduce the impact of tobacco and alcohol promotions, and provide healthy food options.
- Collaborating across tobacco, substance abuse, and obesity prevention coalitions with aligned strategies makes the effort stronger and more effective.
- The **Strategic Prevention Framework** (SPF) is central to the initiative's design.
  - This report covers the ASSESSMENT portion of the SPF.

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Community Survey - Background

- The goals of the community survey were to:
  - Assess attitudes and beliefs of community members
  - Assess support for changes to the retail environment
- Community members were recruited to take the survey in a number of ways:
  - Intercept interviews
  - Event canvassing
  - Online survey tools like SurveyMonkey
  - Social Media such as Facebook, blogs
- For a copy of the survey, please see Appendix B, page 52.

Store Audit - Background

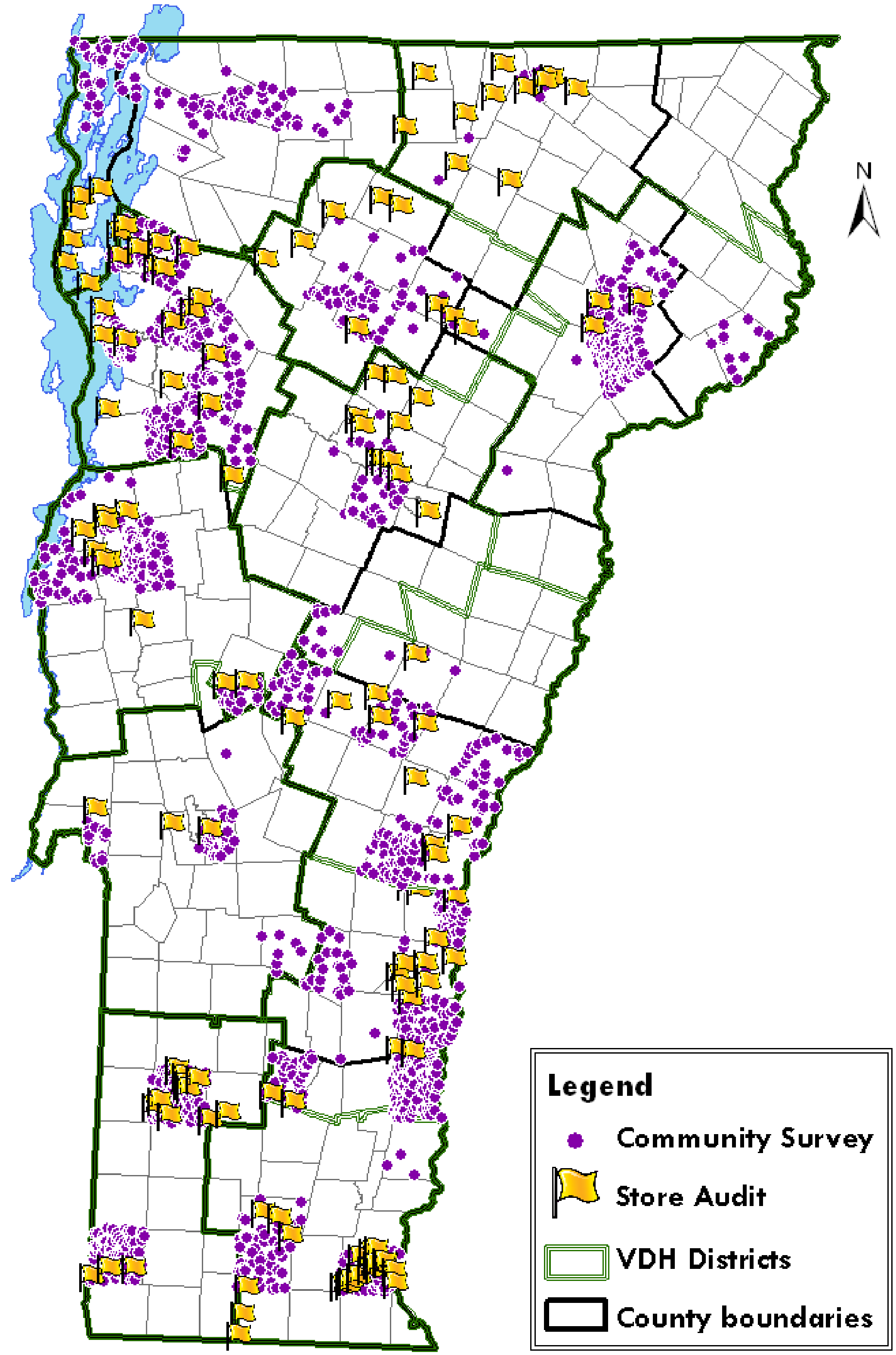
- The goals of the store audit were to:
  - Document marketing practices
  - Establish baseline measurements
- Coalition and VDH staff were trained how to conduct audits in a consistent manner.
- Store audits were conducted through direct observation of the retail environment either in discussion with the retail staff or through discreet observation.
- Retailers and community partners were informed of this initiative via letter and other messaging.
- For a copy of the audit, please see Appendix A, page 49.

Disclaimer

The information in this report is summary analysis of community surveys and store audits collected by community prevention coalitions and local Vermont Department of Health staff. This summary is subject to several limitations. This was not a controlled research project nor a representative sample; the information should not be considered scientific. Though store auditors were trained, no reliability checks were performed and many types of stores were audited that may not be comparable. However, despite these limitations, the survey and audit summaries provide a snapshot of selected communities and retailers in 2011 and 2012. The large quantity of the community survey responses (2,434) is a strength and can be used to inform programmatic and retail decision making.

Across Vermont…

- 2,434 surveys were collected in 67 towns between July 29, 2011 and March 26, 2012.
- 130 stores were audited in 64 towns between November 11, 2011 and February 17, 2012.
- Most of this work was done by 29 VDH-funded coalitions.



Community Coalitions

- Addison County Tobacco Control Roundtable
- Black River Area Community Coalition
- Boys and Girls Club of Vergennes
- Brattleboro Area Prevention Coalition
- Burlington Partnership for a Healthy Community
- Central Vermont New Directions Coalition
- Chittenden East Supervisory Union
- Community Connections (Montpelier)
- Connecting Youth in Chittenden South
- Deerfield Valley Community Partnership
- Essex CHIPS, Inc
- Franklin County Caring Communities
- Franklin Grand Isle Tobacco Prevention Coalition
- Gifford-Ottauquechee-Quintown Combined Tobacco Coalitions
- Greater Falls Prevention Coalition (Bellows Falls)
- Health Connections of the Upper Valley
- HealthWorks ONE Coalition (Newport)
- Lamoille Prevention Campaign
- Fit and Healthy Council (Morrisville)
- Lamoille Valley Tobacco Task Force (Hyde Park)
- Milton Community Youth Coalition
- Northeastern Vermont Regional Hospital
- Ottauquechee Community Partnership
- Rutland Area Prevention Coalition
- Springfield Tobacco Options and Prevention
- The Collaborative
- Tobacco-Free Community Partners (Bennington)
- Together Works! (St. Johnsbury)
- Windsor Area Community Partnership / Mt Ascutney Prevention Partnership

Community Survey Results

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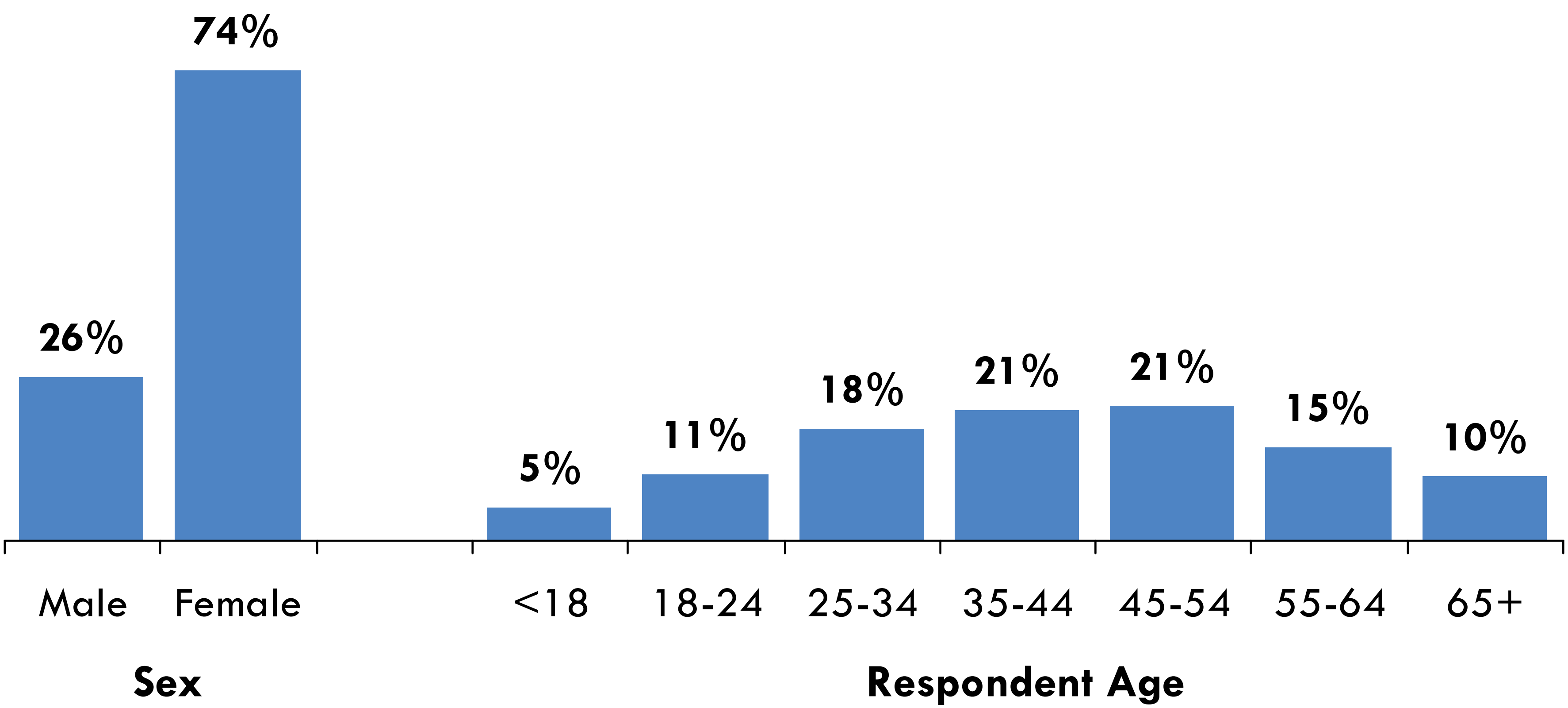
A sampling of survey collection locations

- Stores & Markets
- Libraries
- YMCA
- Parades
- State Office Buildings
- Senior Meals Site or Center
- Department of Health
- Department of Liquor Control
- Farmers Markets
- WIC Clinics
- Town Greens & Parks
- Health Fairs
- Schools
- Festivals & Field Days
- Health Clinics
- Head Start Programs

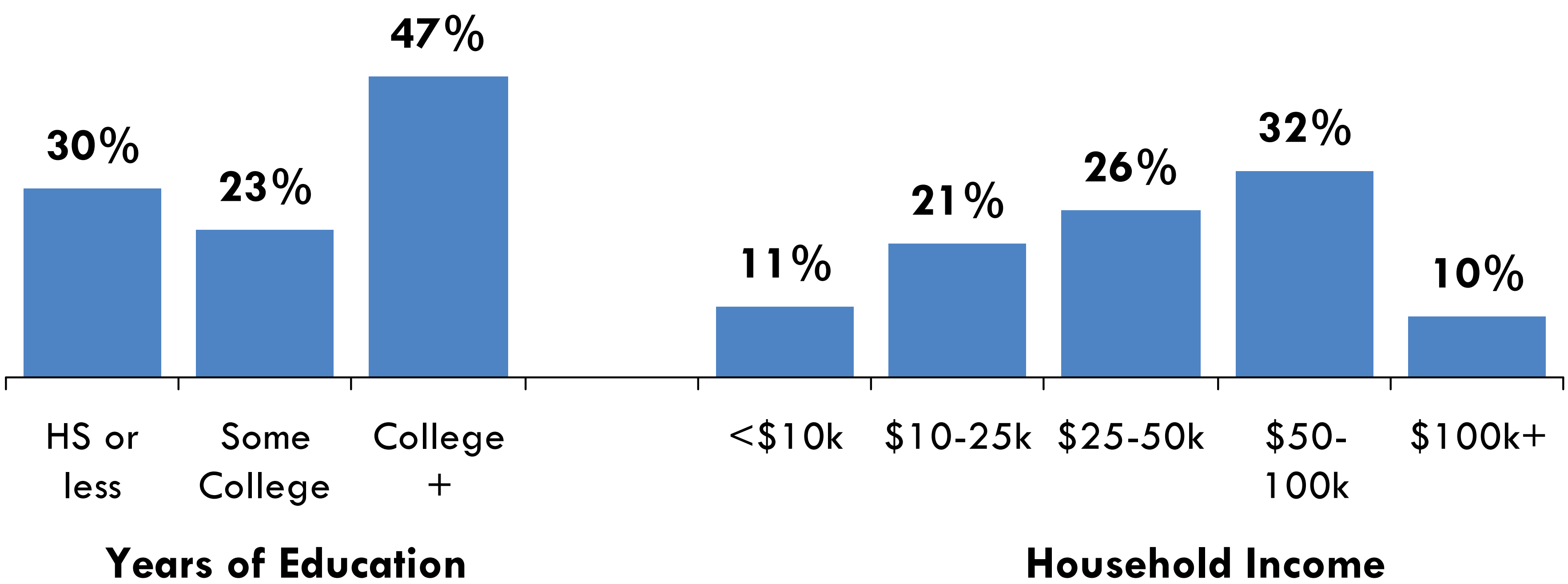
Respondent Demographics

The majority of respondents were female and between 25 and 55 years old.



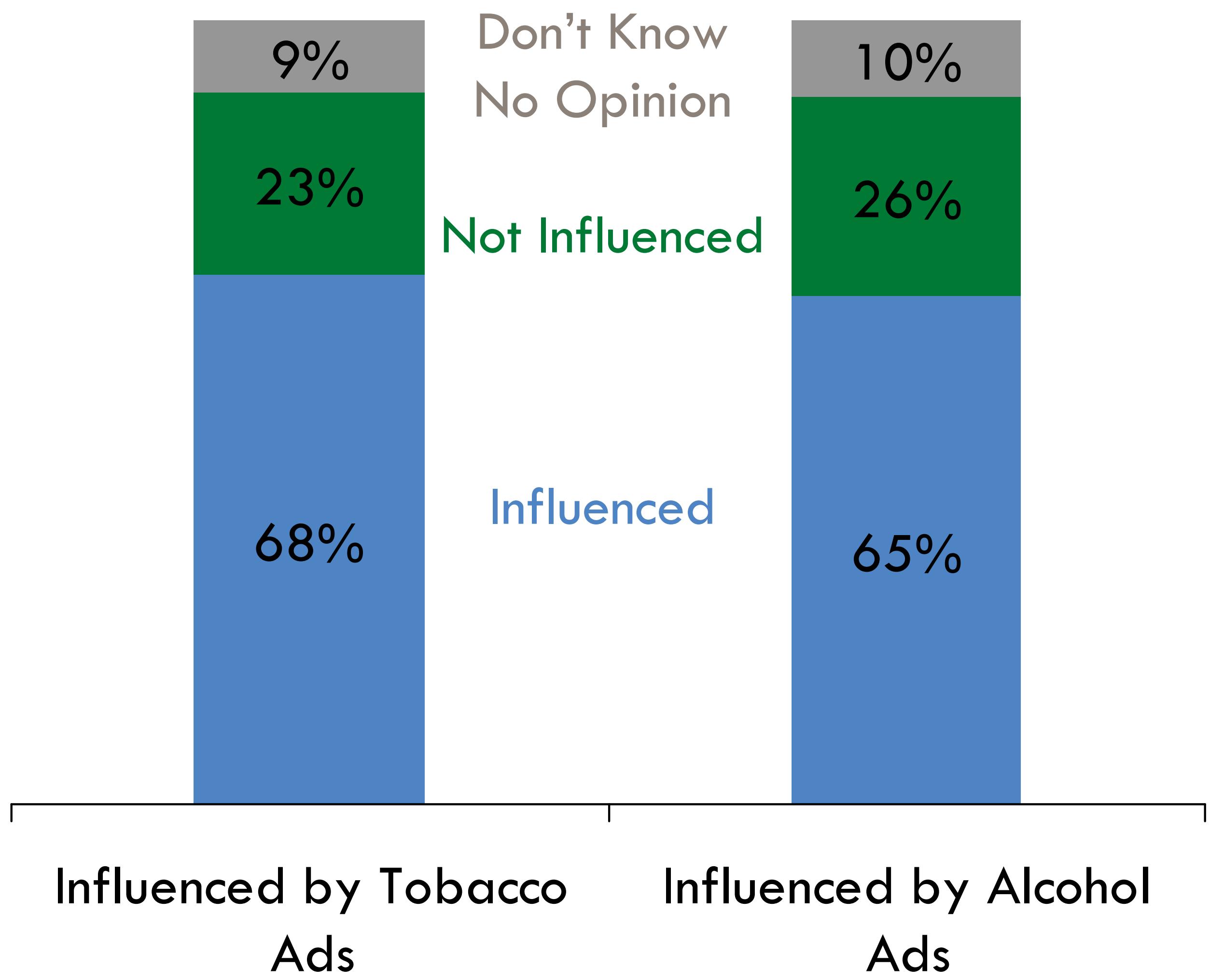
Respondent Demographics

Education level, household income, and smoking status did not differ drastically from that of the overall Vermont population.



Are youth influenced by advertising?

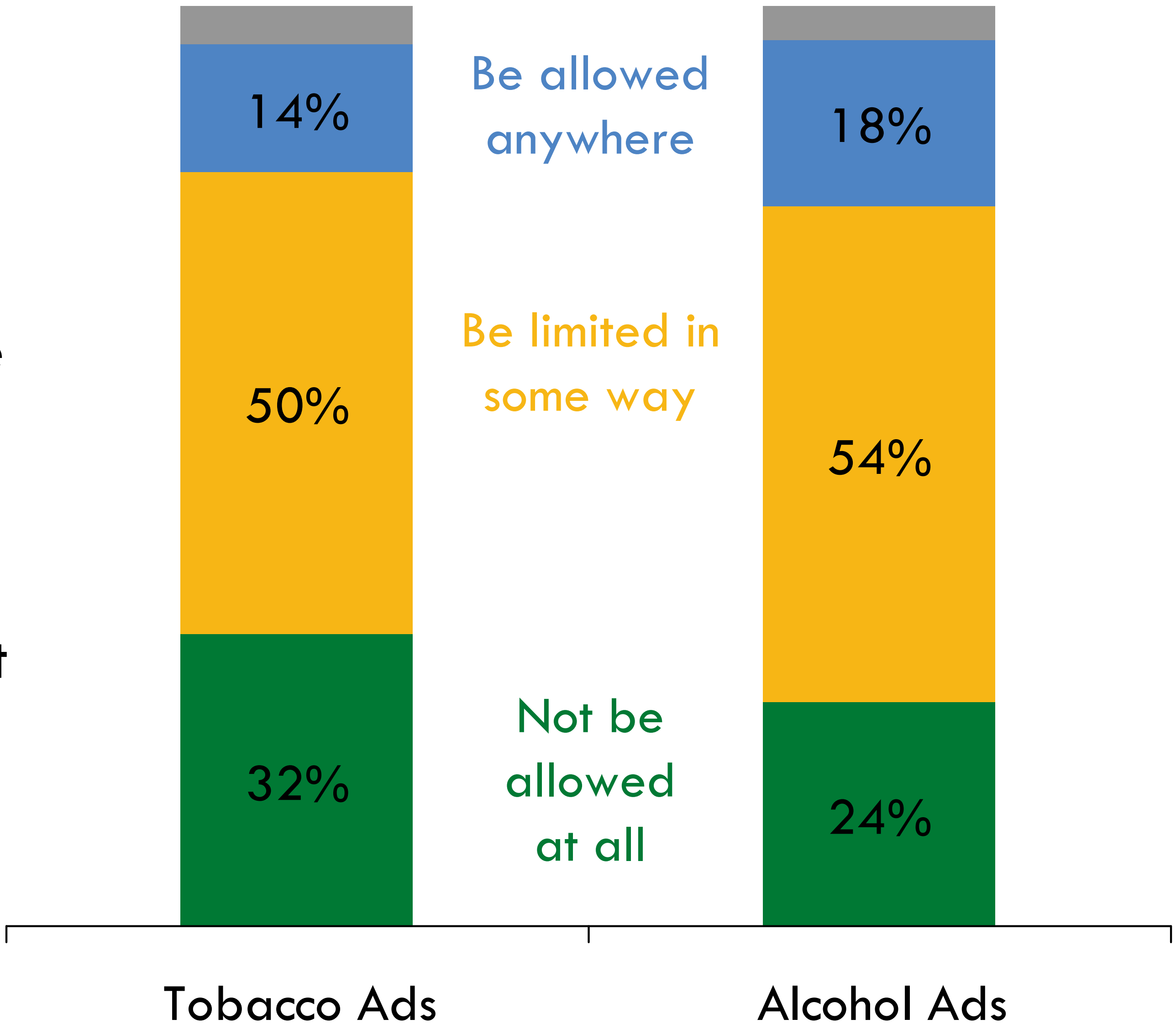
The majority of survey takers believe youth are influenced by tobacco and alcohol advertising.



Should advertising be allowed inside stores?

The majority of survey takers believe indoor advertising for alcohol and tobacco should be limited in some way.

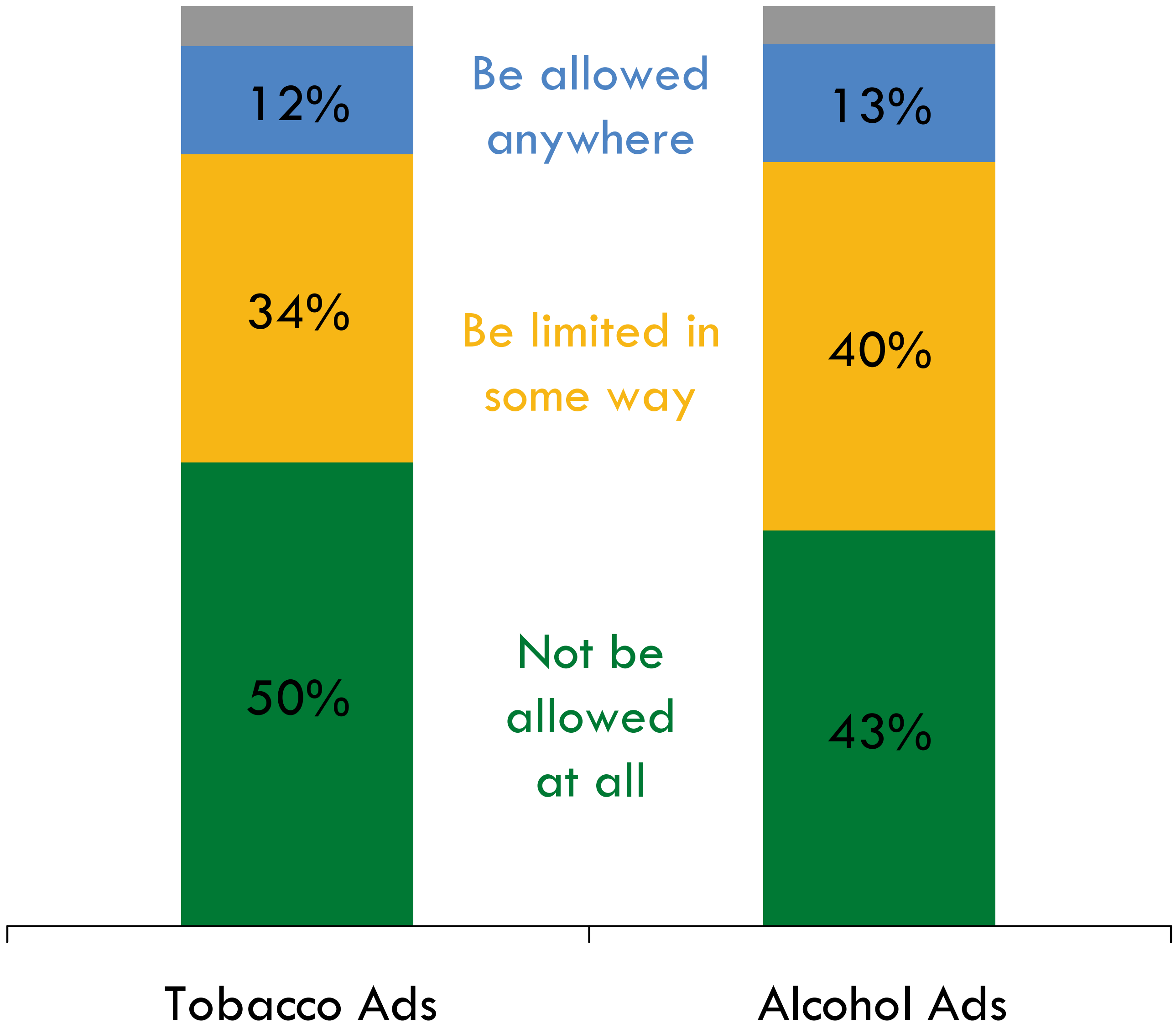
More people believe tobacco ads should not be allowed compared to alcohol ads.



Should advertising be allowed outside stores?

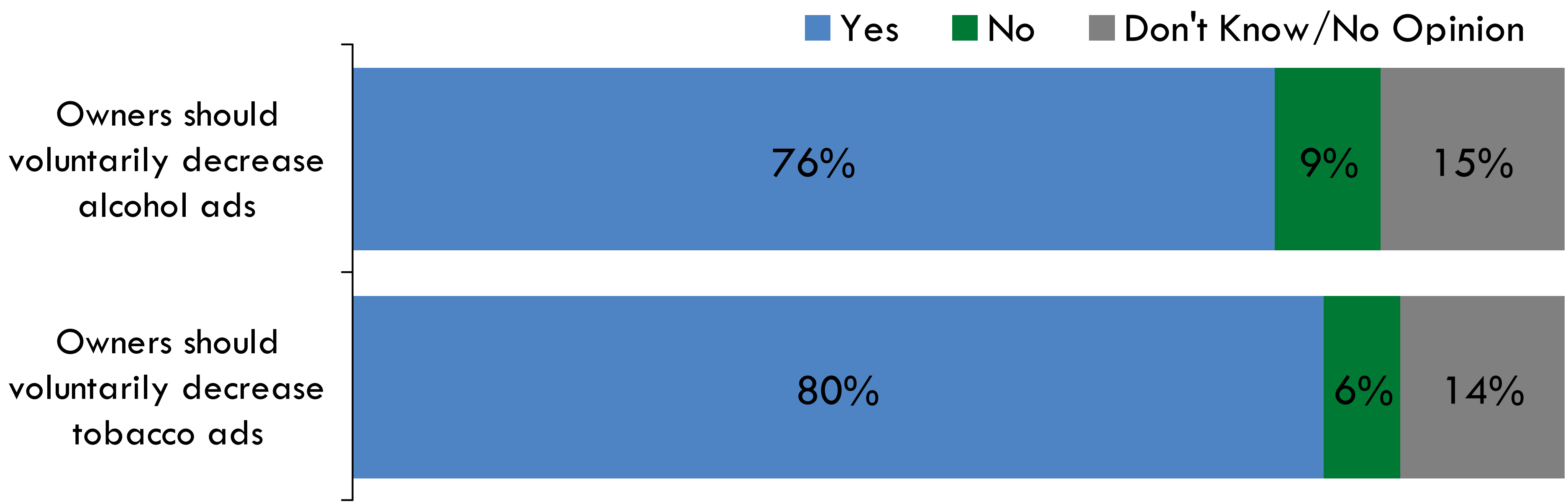
Most survey takers believe outdoor advertising should not be allowed at all.

This is in contrast to indoor advertising where most thought it should be limited.



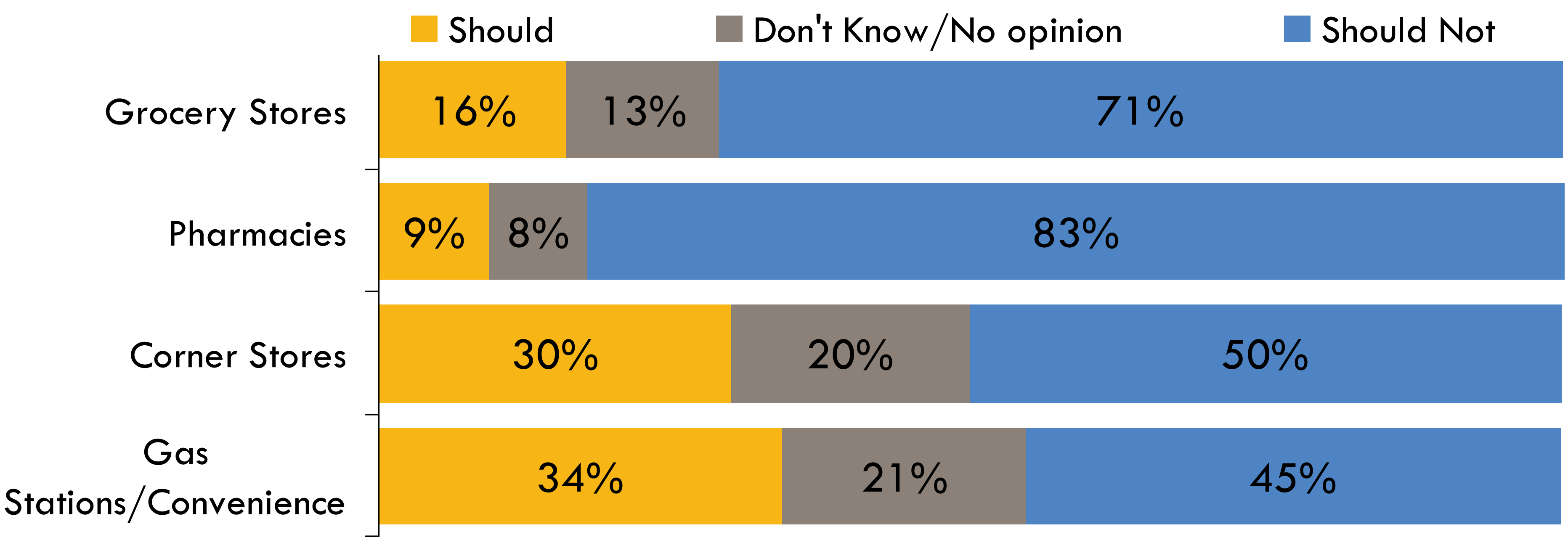
Tobacco & alcohol advertising in stores

When asked if they would like to see store owners voluntarily decrease the number of ads or displays in their stores, the majority of community members said yes. However, nearly one quarter (24% for alcohol ads and 20% for tobacco ads) said no, don't know, or had no opinion.



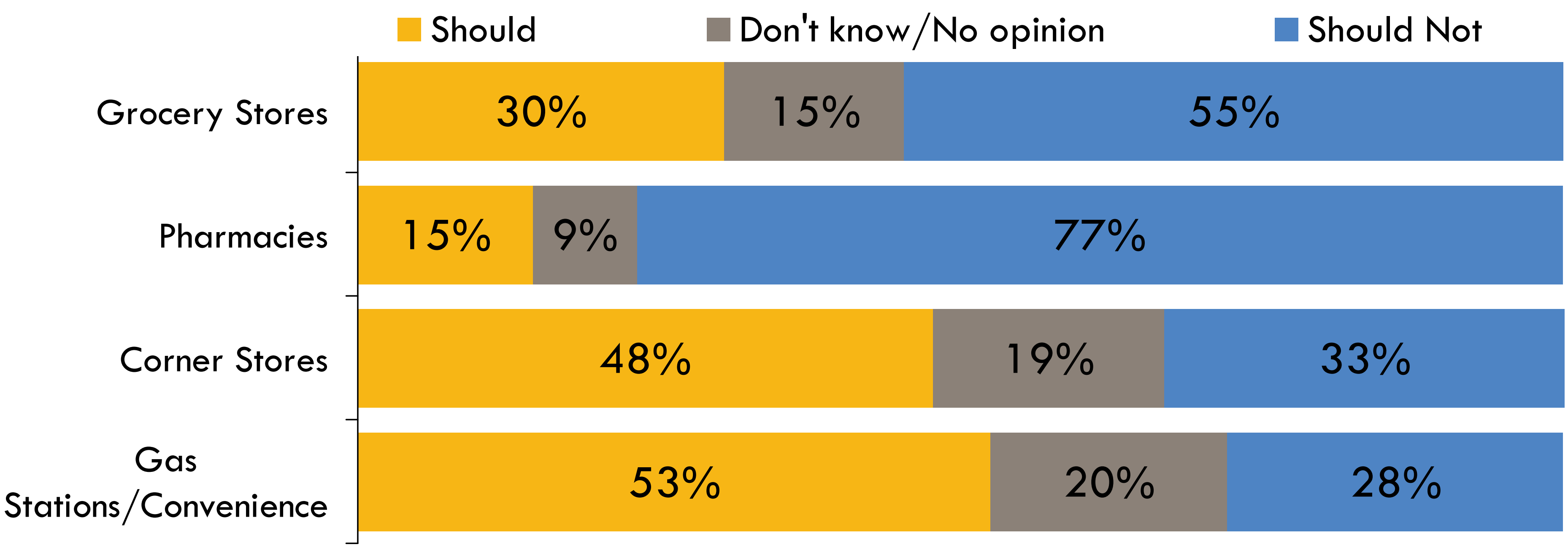
Tobacco advertising in stores

When asked which stores should or should not post tobacco ads, the majority of respondents said **grocery stores** and **pharmacies should not** post ads. In contrast to these stores, a higher proportion of respondents said **corner stores** and **gas stations/convenience stores should** post ads.



Tobacco sales in stores

Over three-quarters of survey respondents felt that pharmacies should not sell tobacco (77%) and there was little indecision (9%). A higher proportion said that corner (48%) and convenience stores (53%) should sell tobacco products compared to grocery stores or pharmacies.



Grocery store fruit & vegetable purchases

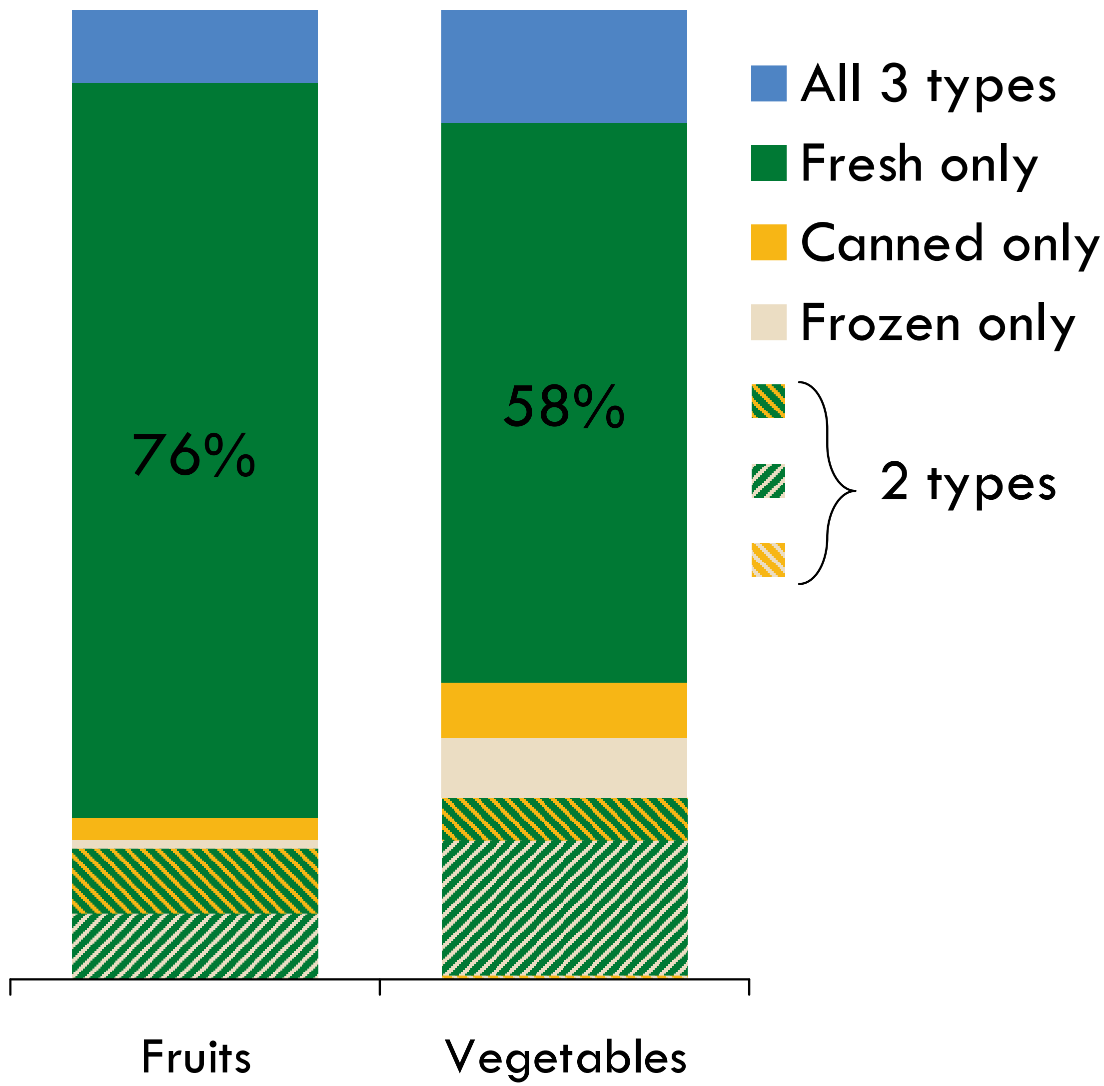
When grocery shopping for…

Fruit: 94% buy fresh
16% buy canned
15% buy frozen

Vegetables:

85% buy fresh
21% buy canned
31% buy frozen

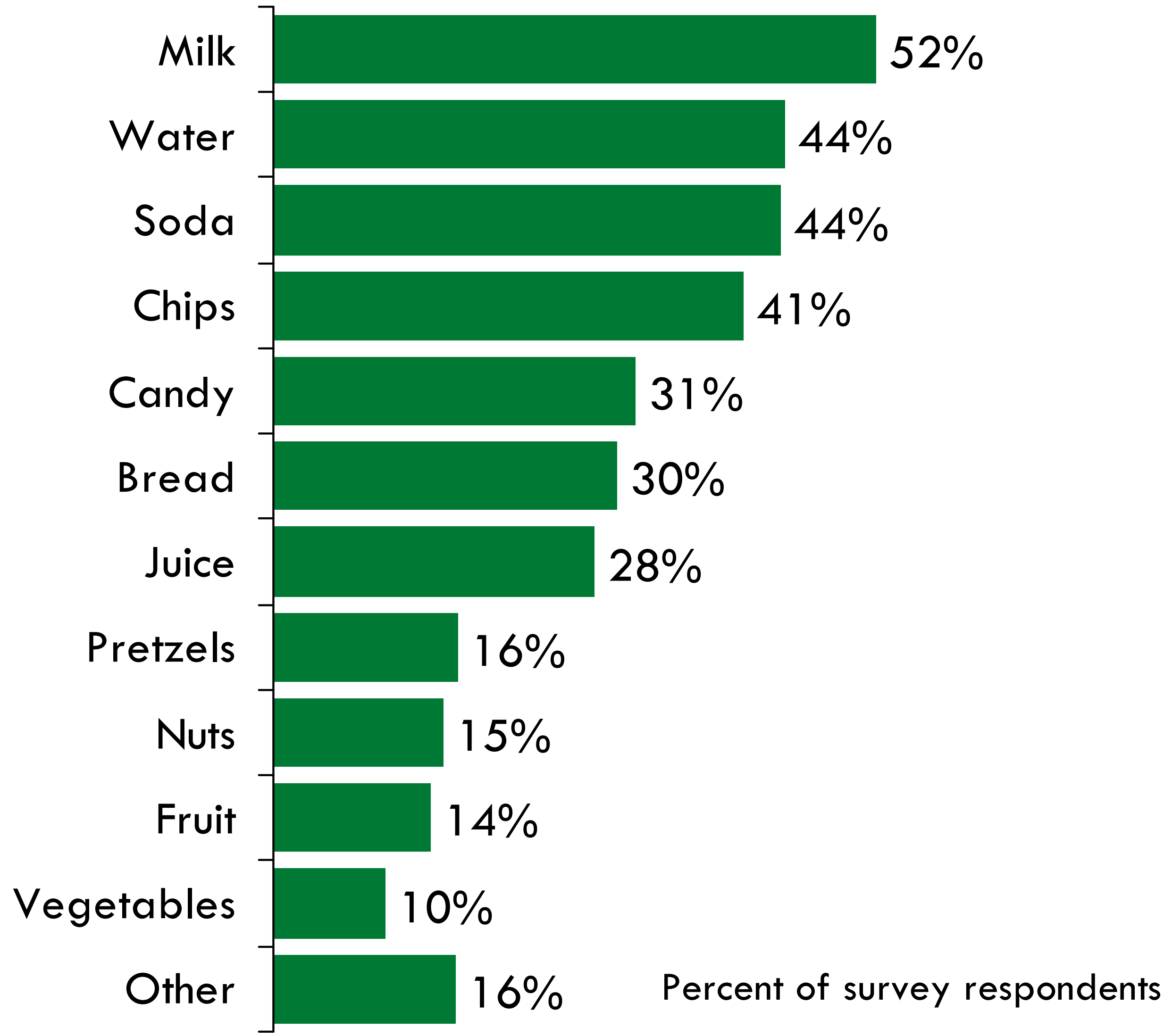
The graph shows these in combination and illustrates that the single most reported type of grocery store purchase is fresh.



Common convenience store purchases

85% of respondents shop at convenience stores.

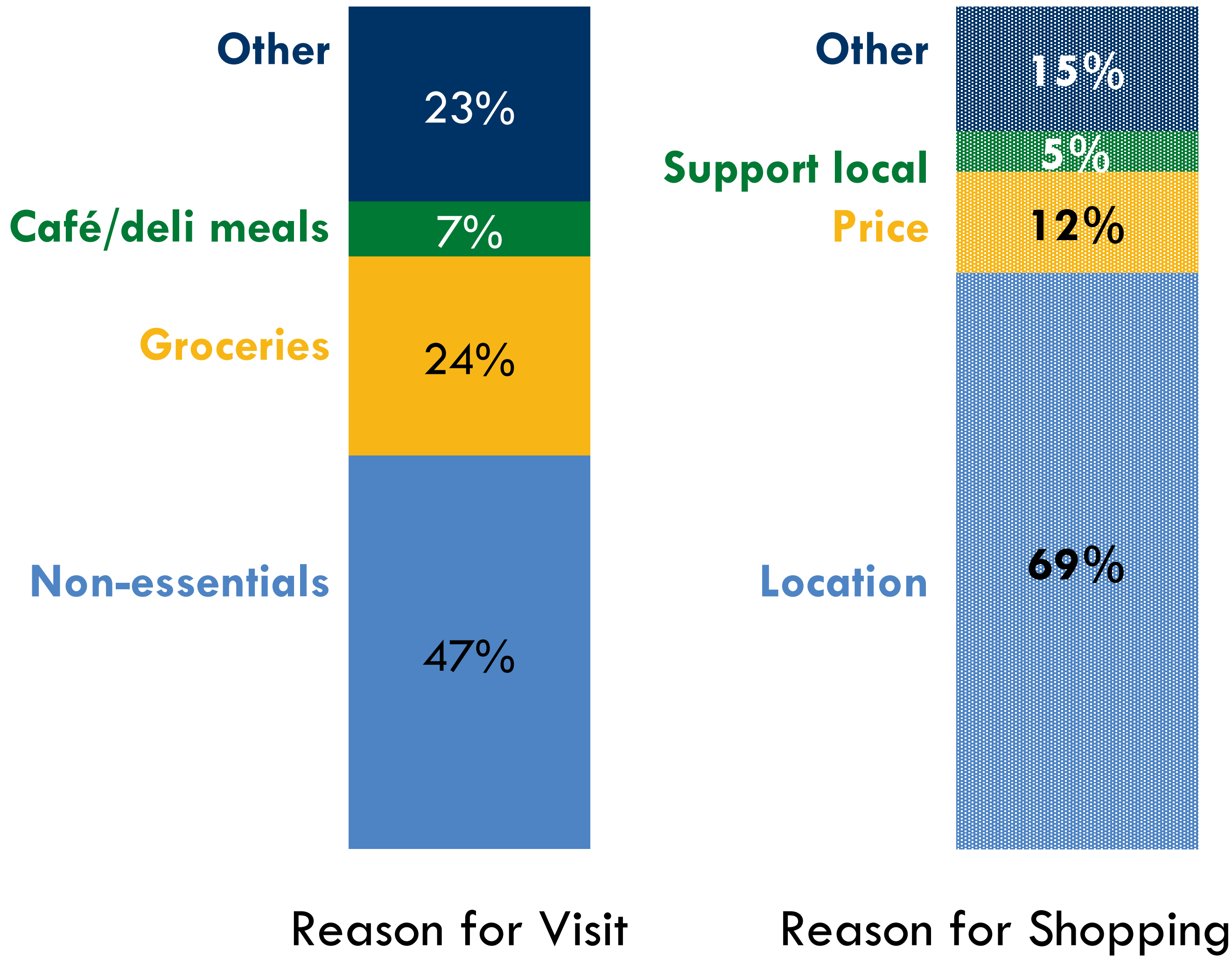
Milk was the most commonly reported purchase. Two of five respondents purchased water, soda, and chips. About one in three reported buying candy, bread, and juice.



Primary reason for convenience store use

While most people report the reason they visit convenience stores is for non-essentials (47%), about one quarter (24%) buy regular groceries there.

Location is the primary reason shoppers report using convenience stores (69%).

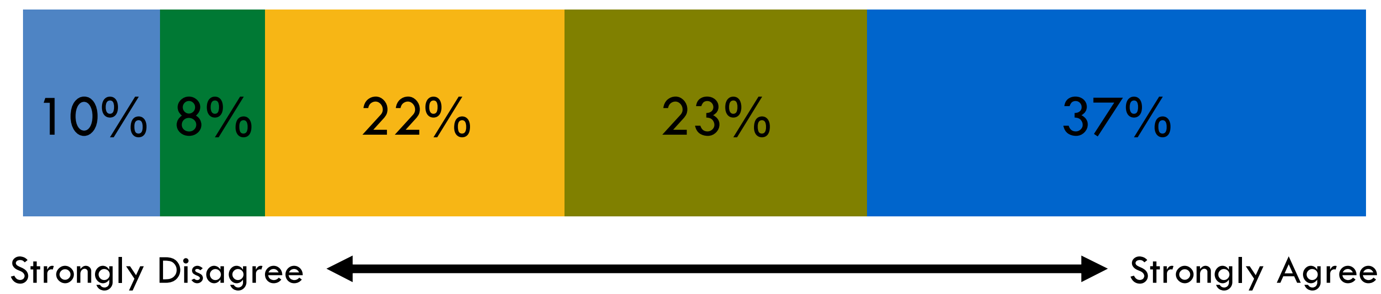


Availability, quality & "Healthy Retailers"

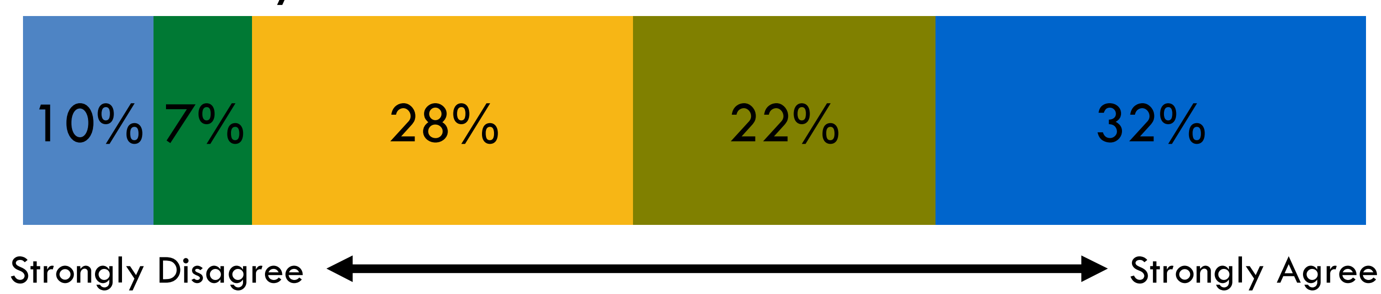
Respondents did not feel strongly either way about shopping for fresh fruits and vegetables at convenience stores or "healthy retailer" certification.

The average response for availability was 3.7 out of 5 while for certification it was 3.6 out of 5.

I would buy fresh fruits and vegetables at the convenience store or small corner store if they were available and of good quality:



I would shop at one store over another if one was certified as a "healthy retailer" and the other was not:

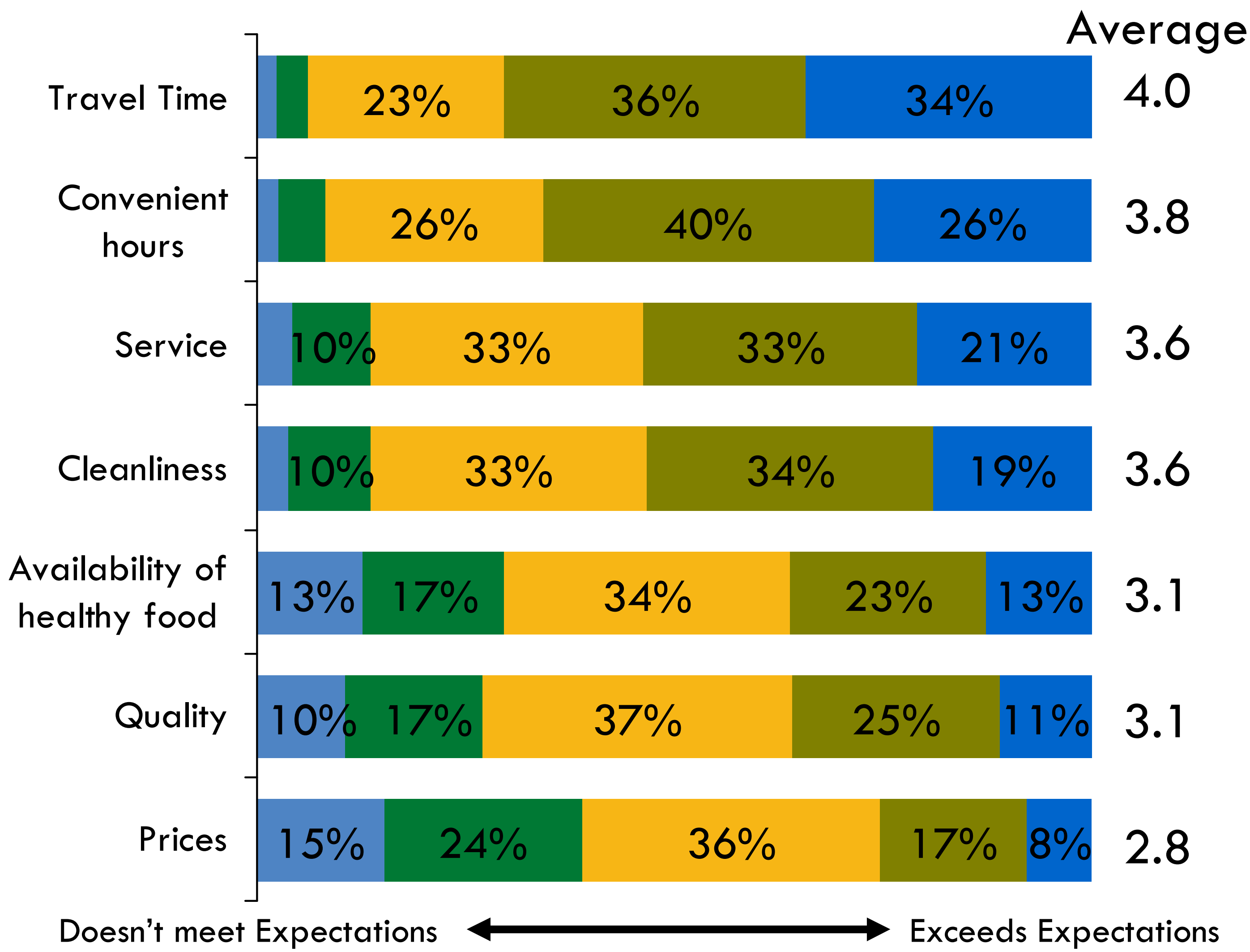


Agreement was rated on a scale of 1 to 5 where 5 was Strongly Agree.

Local convenience store characteristics

When asked how well a local store met expectations, travel time and convenient hours most frequently exceeded expectations while prices rated the lowest on average.

The average rating of availability of healthy food was 3.1 suggesting a neutral response.



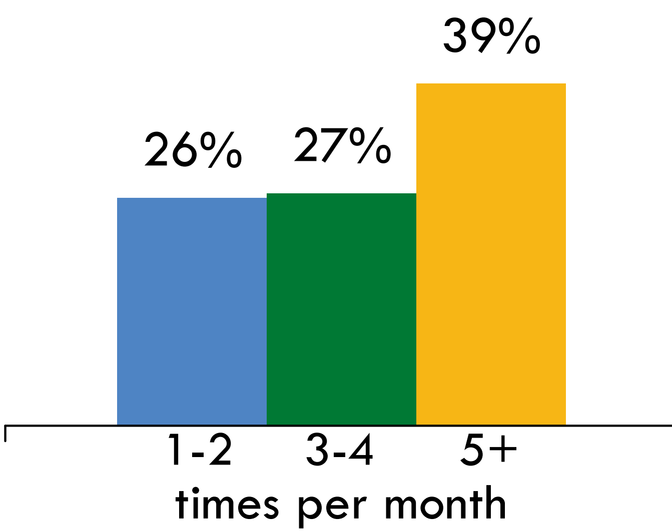
Expectations were rated on a scale of 1 to 5 where 5 was Exceeds Expectations.

Shopper characteristics

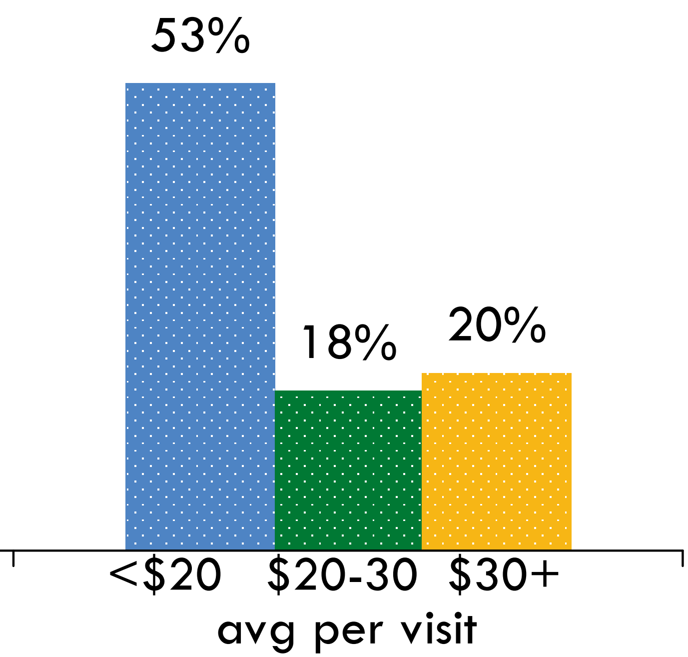
Of all survey respondents, most shopped at convenience stores several times a month.

The majority reported spending less than $20 per visit but 1 in 5 reported spending over $30 on average visits.

How often do you shop at your local convenience store?



What is the estimated average dollar amount you spend per visit?



Store Audit

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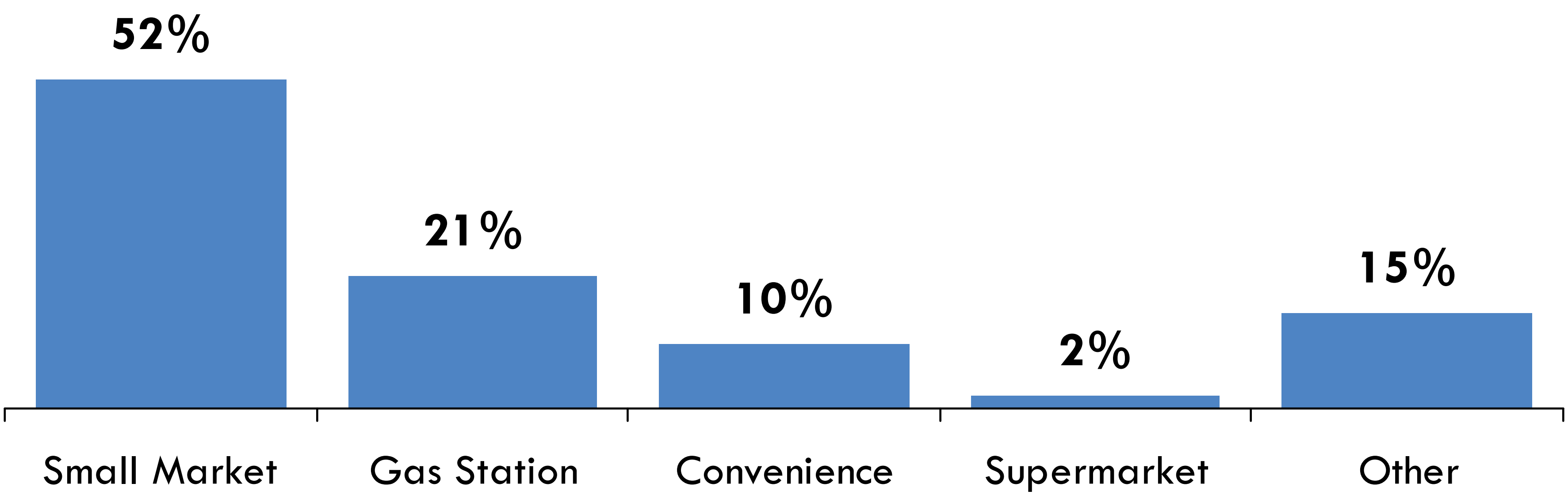
Store type

Of the 130 stores audited, the most common were small markets (66) and gas stations (27). Among stores listed as "other," gas station-small market or convenience store hybrids were common. Several stores were also listed as liquor stores.



Store Audit – Tobacco & Alcohol

Measuring ads and products:

- Cigarettes
- Smokeless Tobacco
- Cigars & Cigarillos
- Alcohol (Beer, Wine, Alco-pops, & Alcoholic Energy Drinks

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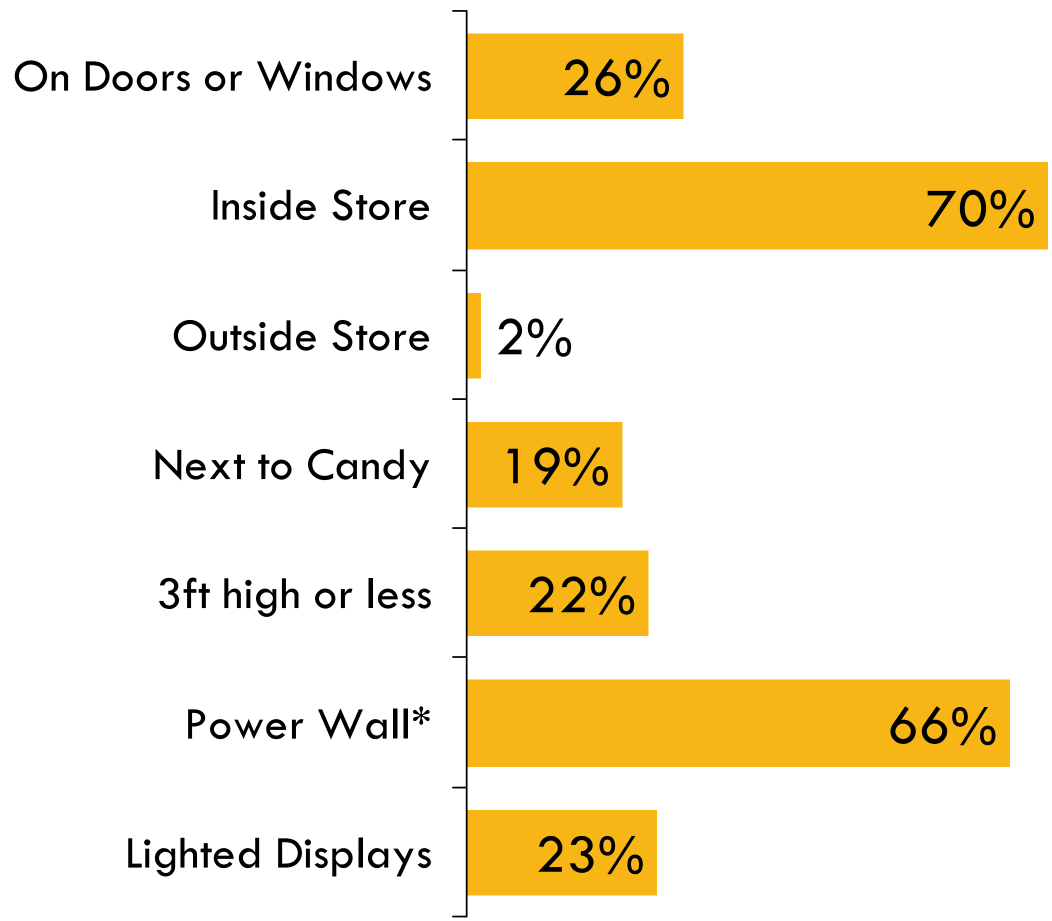
Cigarette ad & product locations in stores

The majority of stores audited had cigarette ads inside the store.

About 1 in 5 stores had products next to candy or below 3ft.

Two-thirds of stores had Power Walls. Further, 78% of stores with indoor ads had Power Walls.

% of stores with cigarette ads or products by location



* Power Walls: products groups together, usually in grid, that is high and/or wide

Cigarette ad & product location in stores

One fifth of stores (26) reported no cigarette ads or products in any of these locations.

In the 104 stores with some advertising, the average number of ads per store was 8 (Range 1-41).

Among stores with any cigarette ads or products:

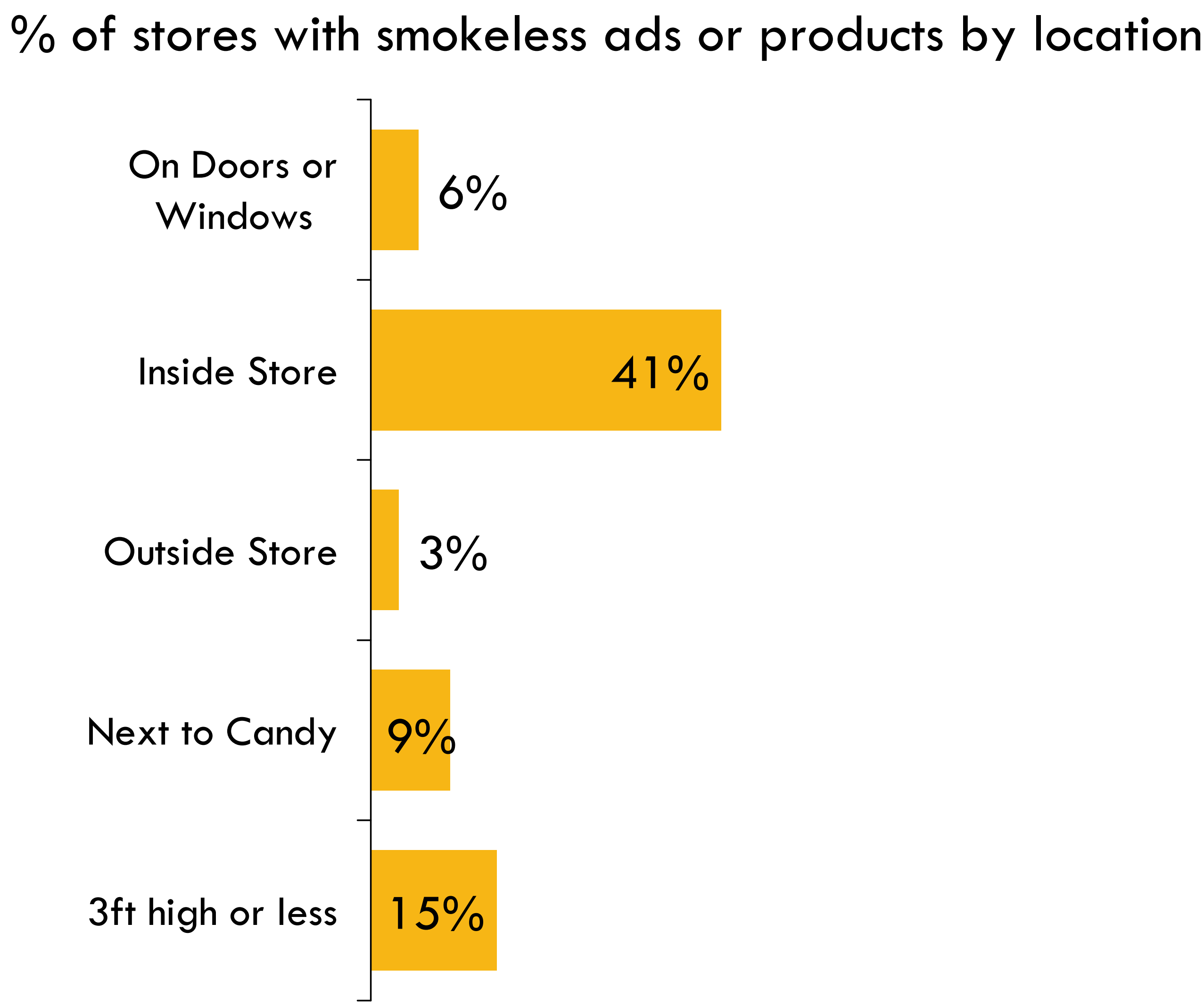
	Avg. # of ads/products	Max # of ads/products
On doors or windows	0.75	8
Inside Store	4.55	23
Outside store	0.02	2
Next to candy	0.97	30
3ft high or less	0.77	16
Power wall*	1.00	7
Lighted displays	0.40	4

* Power Walls: products groups together, usually in grid, that is high and/or wide

Smokeless ad & product locations in stores

The majority of stores audited did not have smokeless tobacco ads inside the store.

About 2 in 5 stores had ads inside the stores but fewer than 10% had products next to candy, or ads in the doors, windows, or outside the store.



Smokeless ad & product location in stores

Half of stores (66) reported no smokeless ads or products.

In stores with some advertising, the average number of ads per store was 2.5 (Range 1-13).

There was less variation among stores compared to cigarette ads and products.

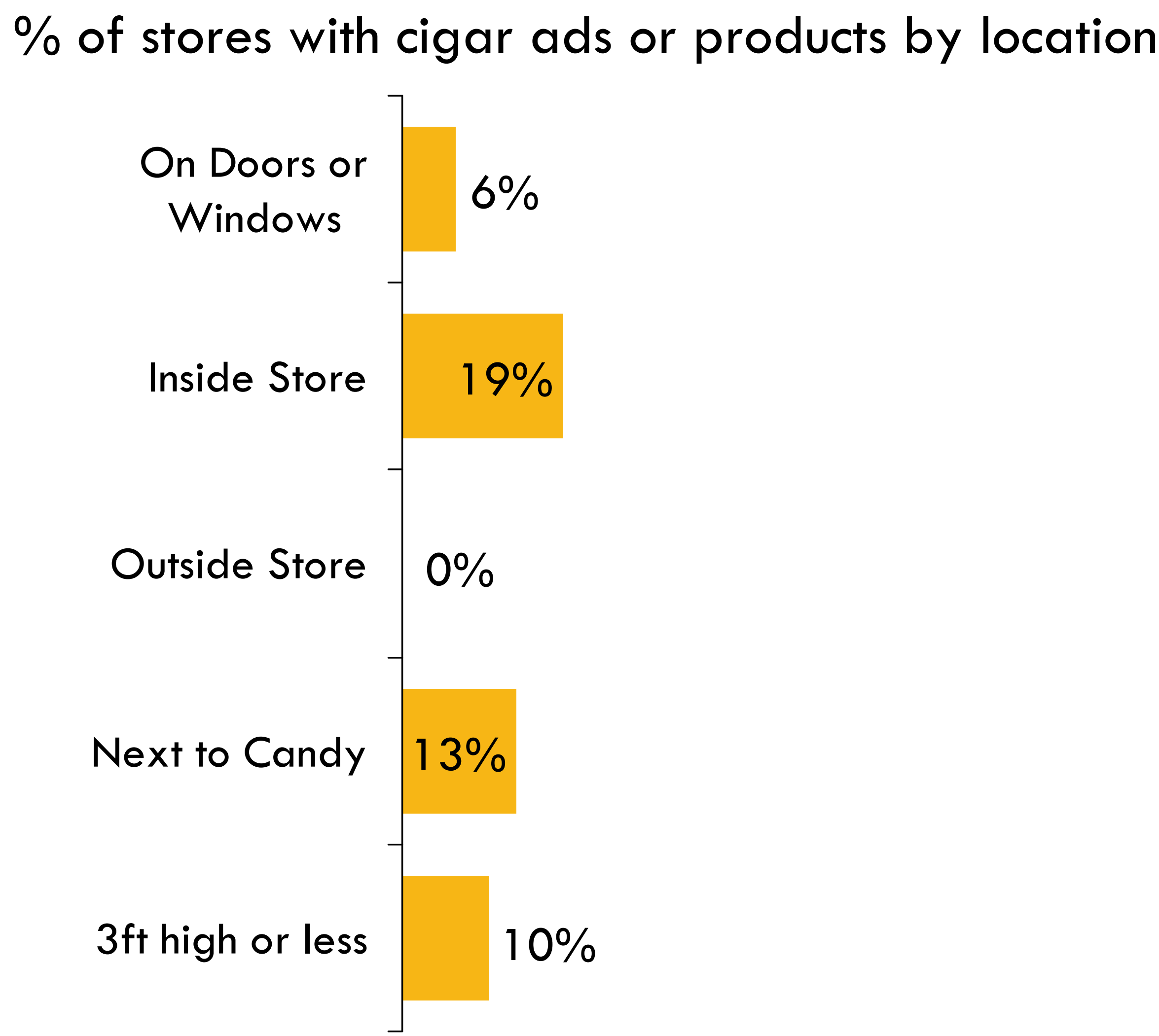
Among all stores with any smokeless ads or products:

	Avg. # of ads/products	Max # of ads/products
On doors or windows	0.13	2
Inside Store	1.8	8
Outside store	0.04	1
Next to candy	0.17	3
3ft high or less	0.39	10

Cigar/cigarillo ad & product locations in stores

The majority of stores audited did not have cigar or cigarillo ads in any location.

About 1 in 5 stores had ads inside the stores but only about 1 in 10 had products next to candy or at 3ft high or less.



Cigar ad & product location in stores

Nearly half of stores (59) reported no cigar ads or products in any of these locations.

In the 71 stores with some advertising, the average number of ads per store was 4.2 (Range 1-18).

Flavored products were, on average, the most heavily advertised.

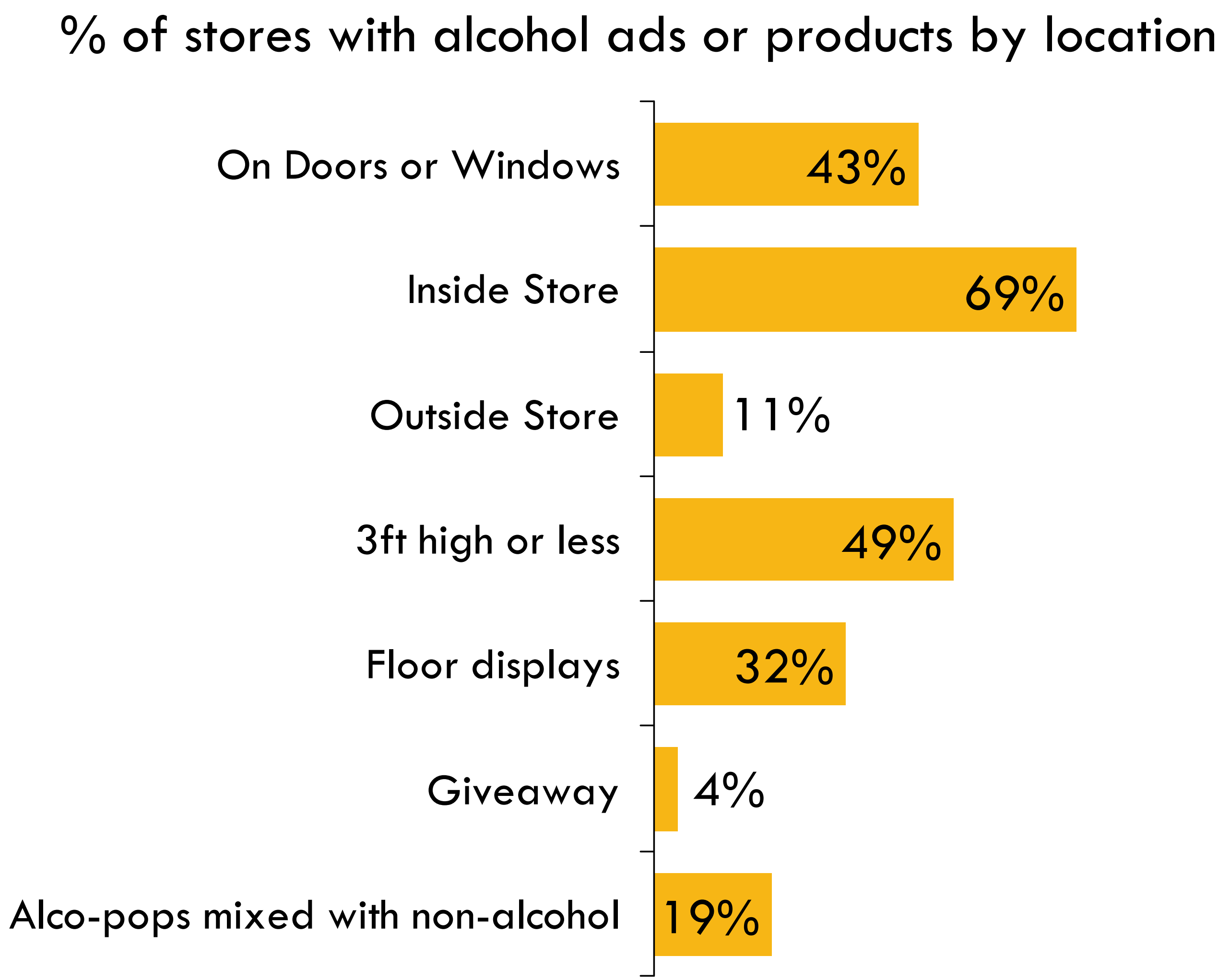
Among all stores with any cigar ads or products:

	Avg. # of ads/products	Max # of ads/products
On doors or windows	0.14	5
Inside Store	0.48	3
Outside store	0.00	0
Next to candy	0.30	4
3ft high or less	0.06	1
Flavored products	3.23	15

Alcohol ad & product locations in stores

Most stores had alcohol ads inside and nearly half had ads or products visible in doors, windows, and less than 3ft high.

One third of stores had alcohol floor displays and one fifth had alco-pops mixed with other beverages.



Alcohol ad & product location in stores

Only 14% (18) of stores had no alcohol ads or products in audited locations.

In the 112 stores with some advertising, the average number of ads per store was 24.7 (Range 1-95).

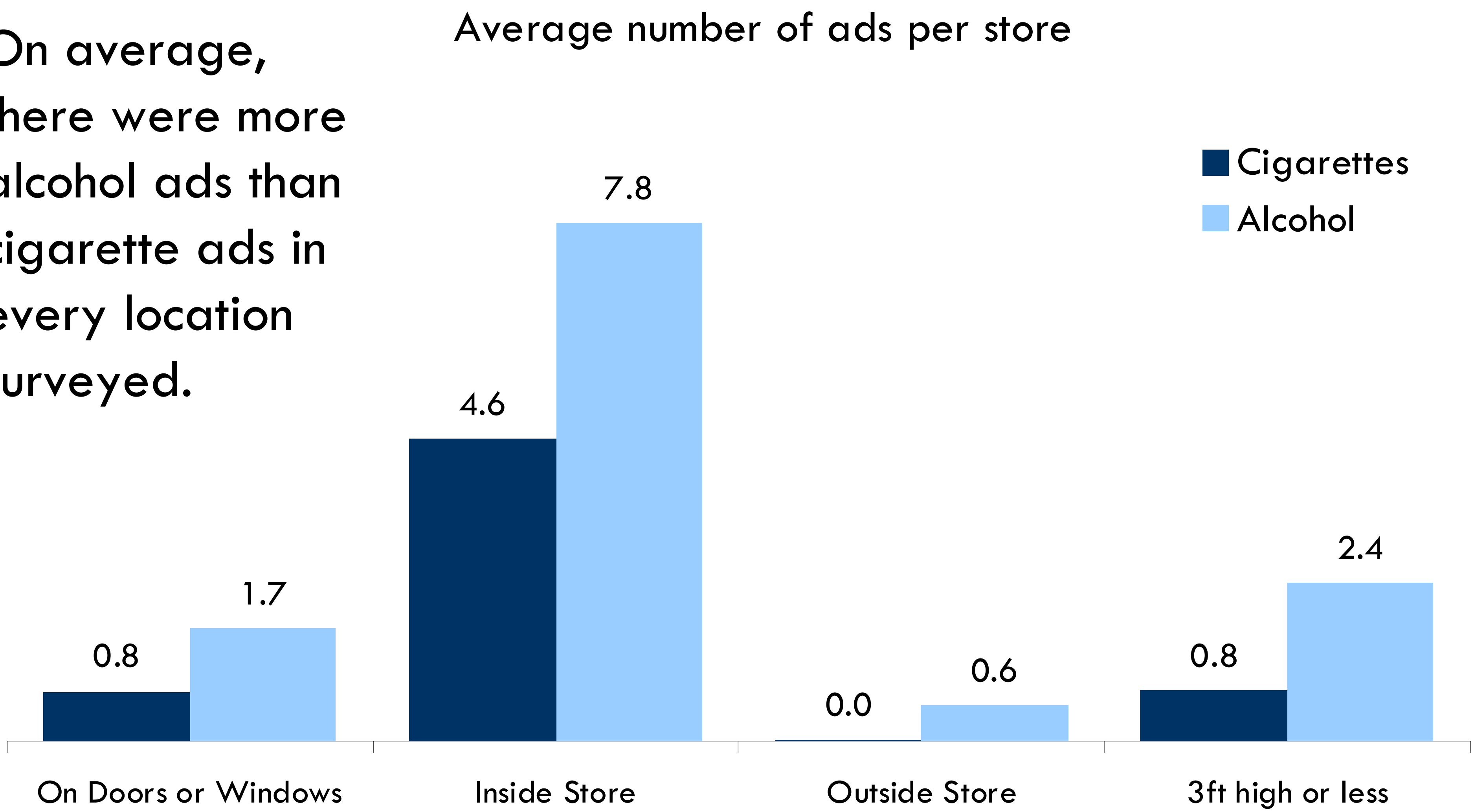
There was wide variation but door, window, and cooler ads were the most common.

Among all stores with any alcohol ads or products:

	Avg. # of ads/products	Max # of ads/products
On doors or windows	1.69	17
Inside Store	7.79	32
Outside store	0.55	21
3ft high or less	2.39	31
Cooler ads	9.82	32
Floor displays	1.36	13
Giveaways	0.05	2
Alco-pops mixed in	1.09	31

Average ads per store in common locations

On average, there were more alcohol ads than cigarette ads in every location surveyed.



Store Audit – Food & Beverages

Measuring:

- Fruits & Vegetables
- Dairy Products
- Snack Foods
- Grains
- Beverages
- Local Sourcing

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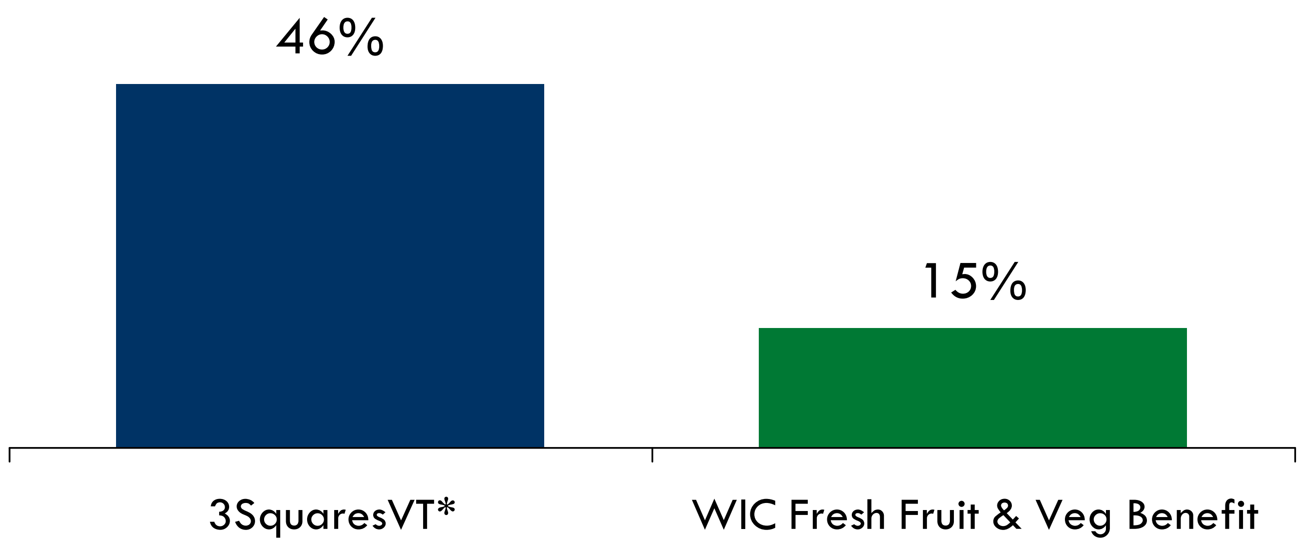
State nutrition programs accepted

Nearly half of audited stores accepted 3SquaresVT* (46%).

Only 15% of audited stores accepted WIC's Fresh Fruit and Vegetable Benefit.

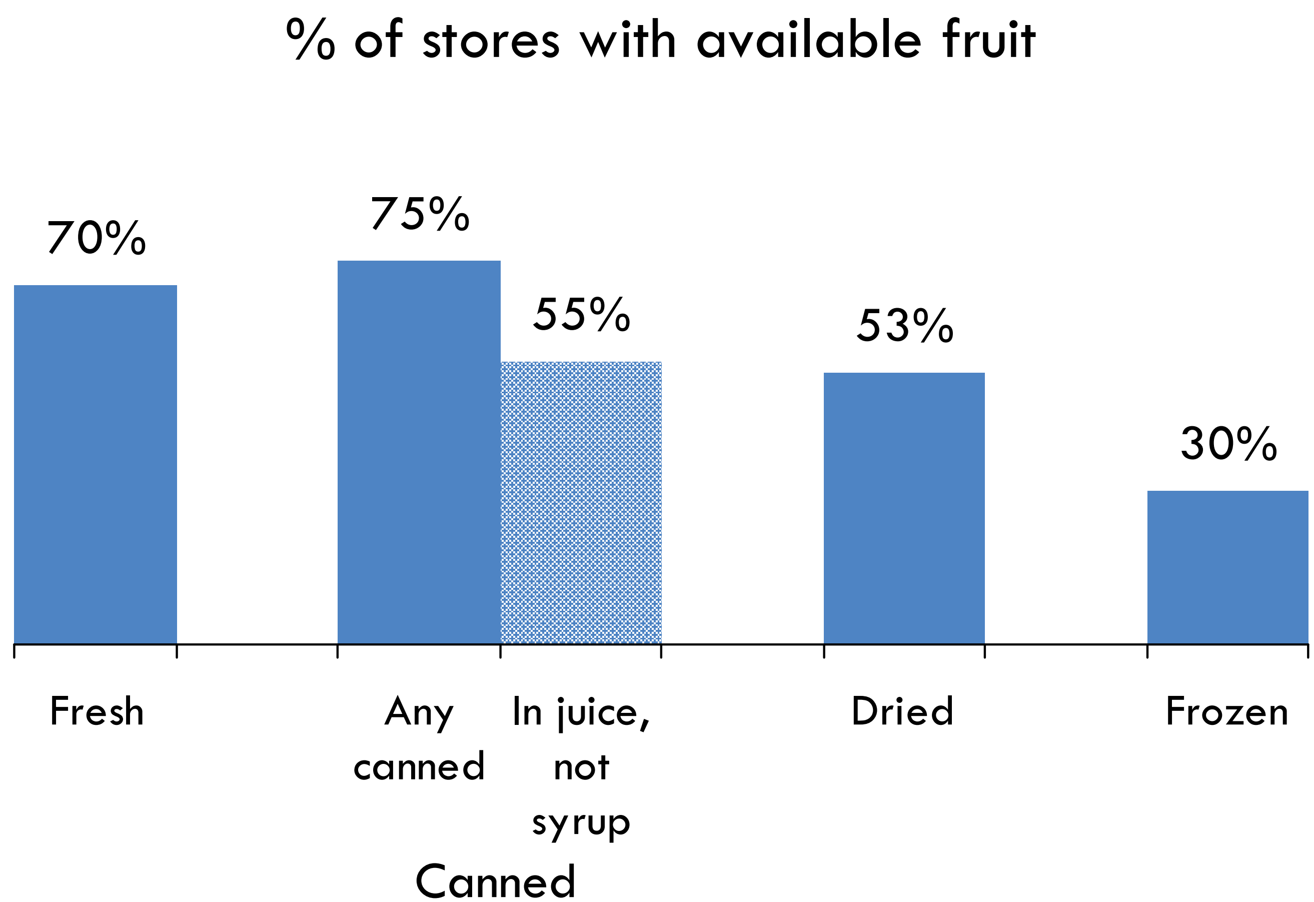


* 3 Squares Vermont is a program that gives eligible Vermonters money to buy food.

Fruit availability

Fresh fruit and canned fruit were the most commonly available types of fruit at local stores (70% and 75%).

Frozen fruits were only available at 1 out of every 3 stores.

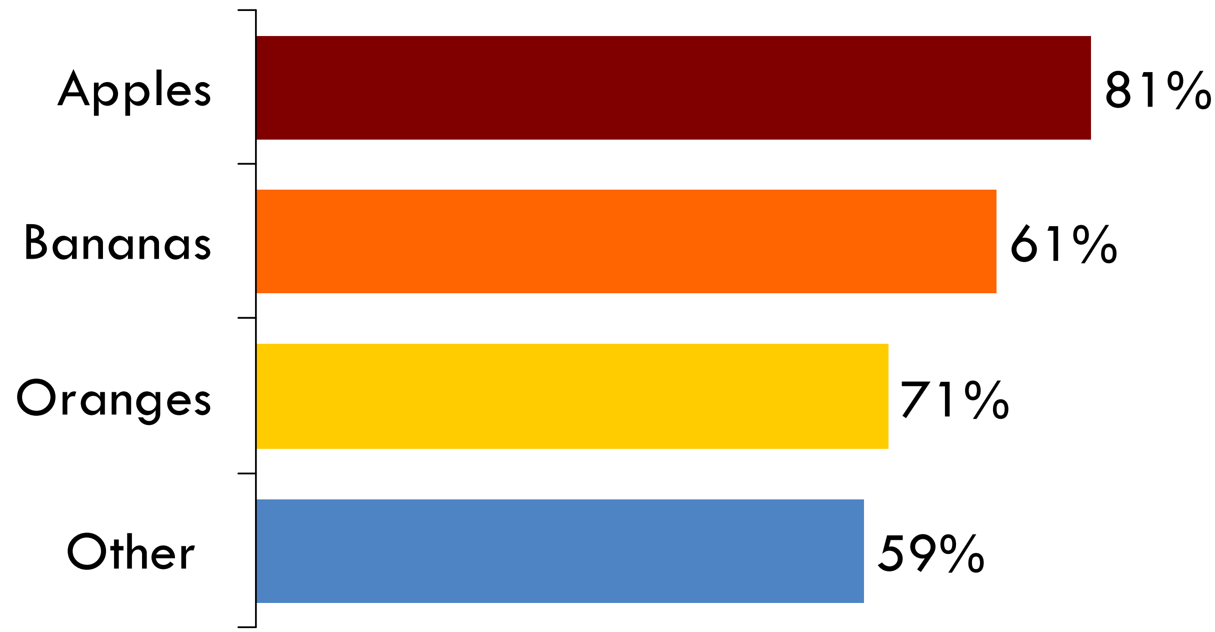


Fresh fruit availability

Fresh fruit was noted in 70% of stores.

While apples were the most frequently available, auditors noted many varieties of fruit.

% of stores with available fresh fruit



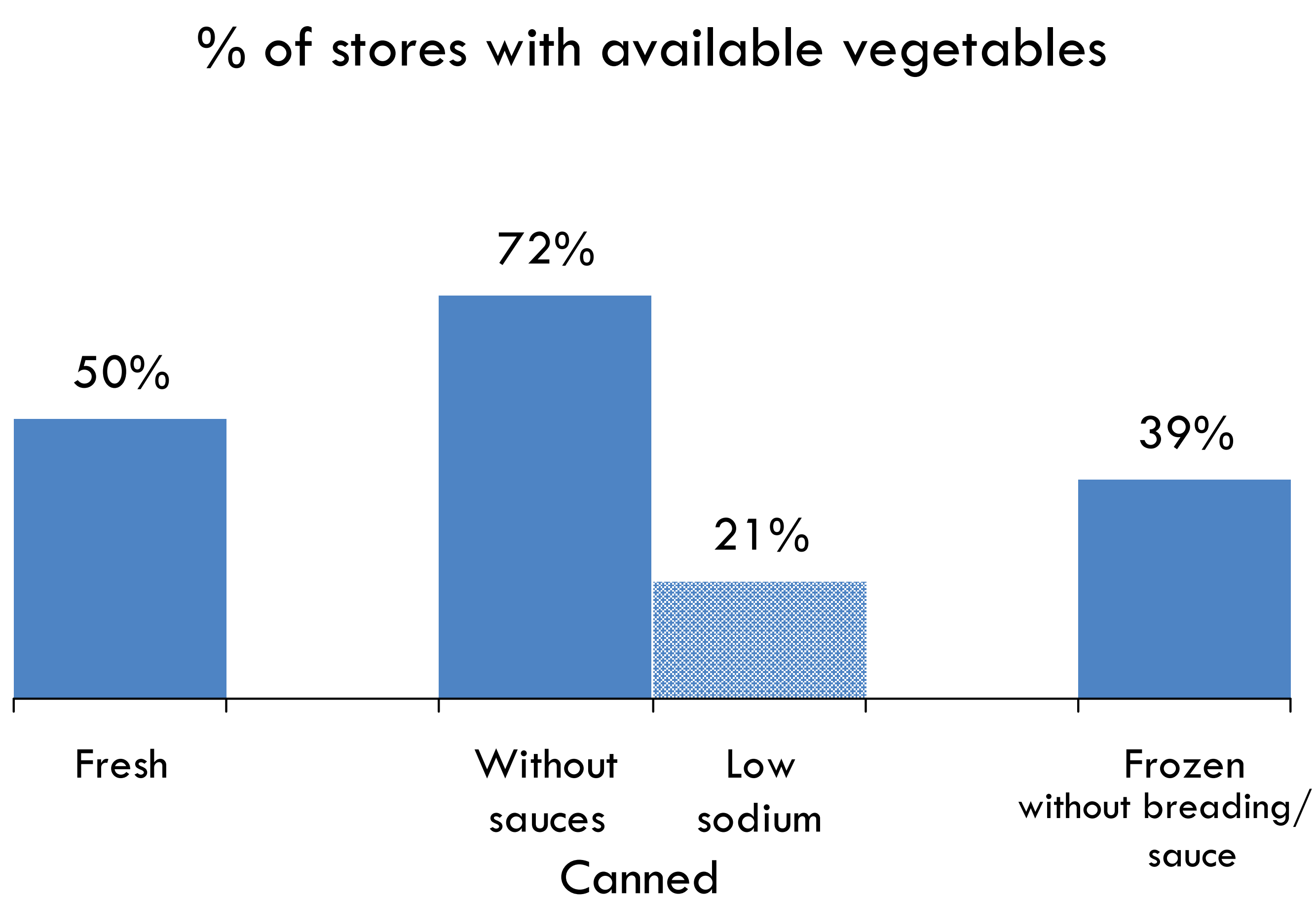
Common "Other" fruits included:

lemons, limes, melons, berried, mixed fruit, pears, peaches, plums, grapes, tomatoes, and seasonal

Vegetable availability

Canned vegetables without added sauces were available in 72% of stores.

Fresh vegetables were available at half of stores and low-sodium or simple frozen vegetables were available at one fifth and two fifths of stores, respectively.

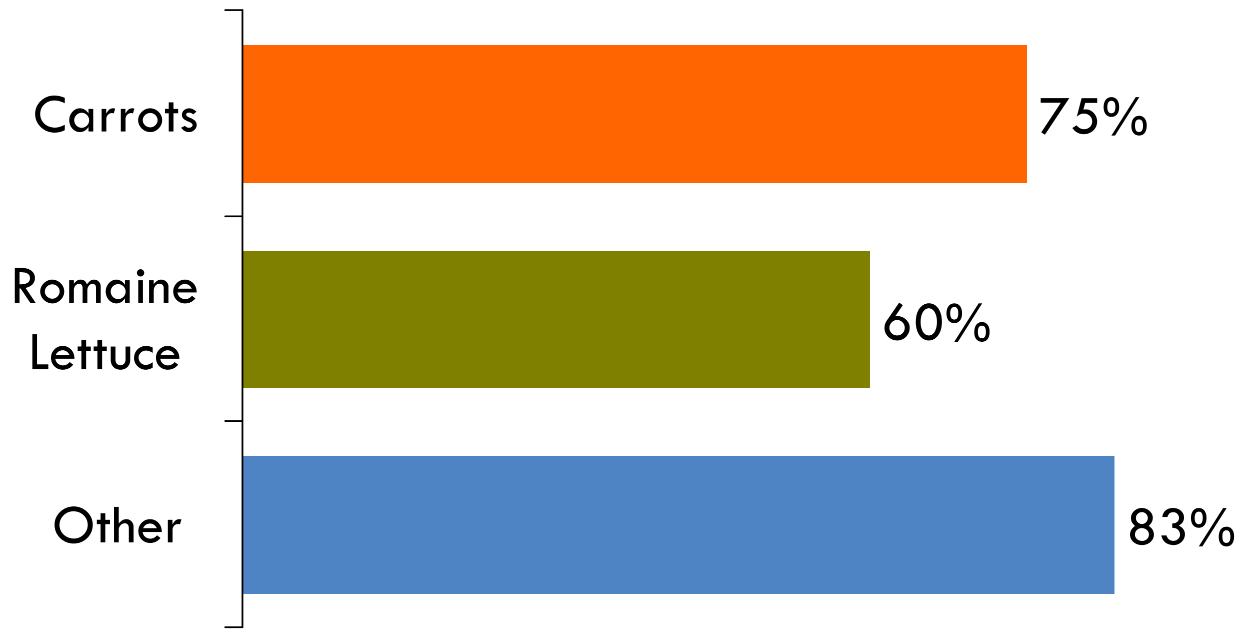


Fresh vegetables availability

Fresh vegetables were noted in 50% of stores.

While carrots and lettuce were common, auditors noted a wide variety of other vegetables.

% of stores with available fresh vegetables



Common "Other" vegetables included:

peppers, onions, squash, broccoli, celery, potatoes, asparagus, zucchini, iceberg lettuce

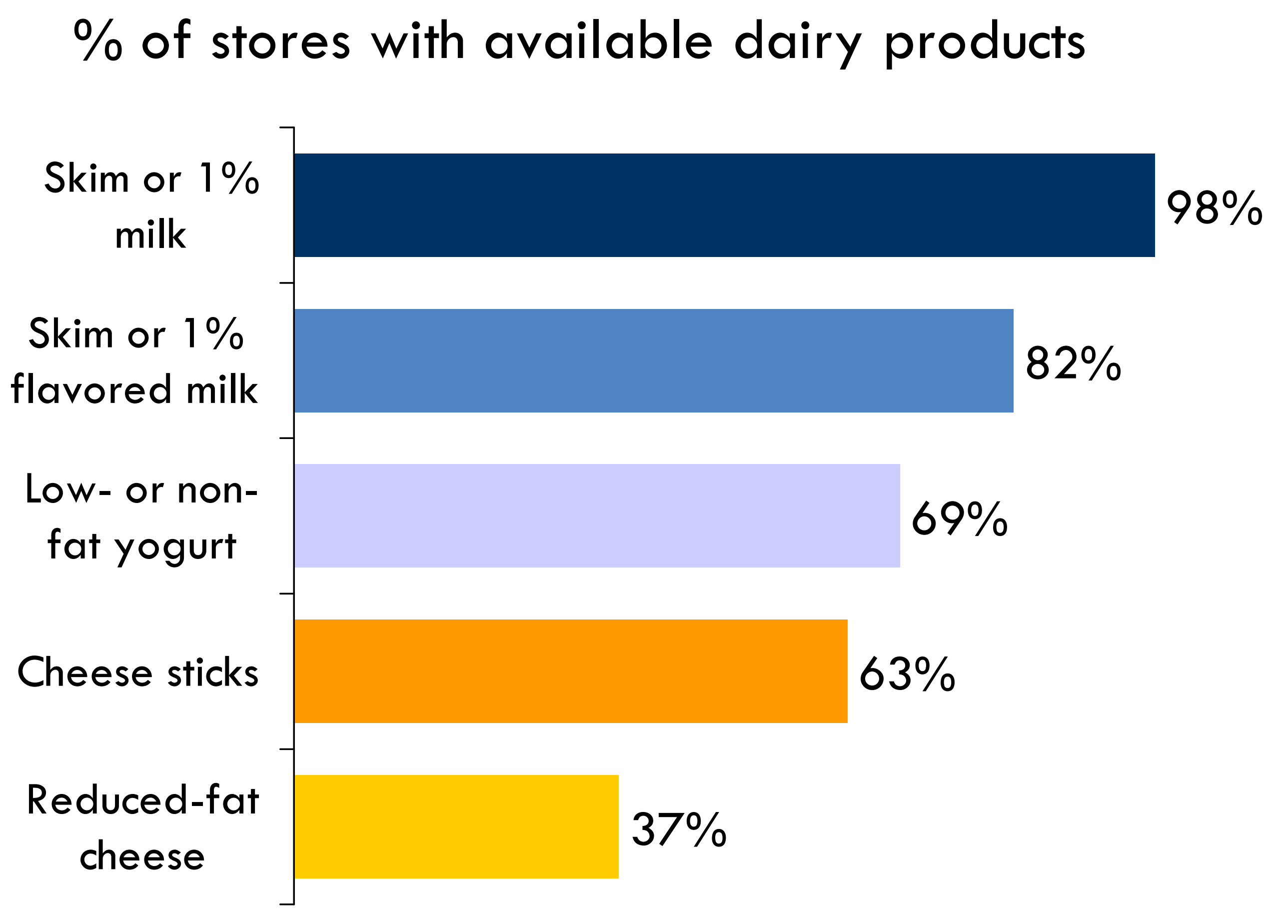
Local fruits & vegetables

- 31% of stores had <u>local</u> fruits or vegetables available.
- 17% of stores highlighted <u>local</u> fruits and vegetables with special signs or promotions.

Dairy product availability

The majority of stores had low-fat dairy product options.

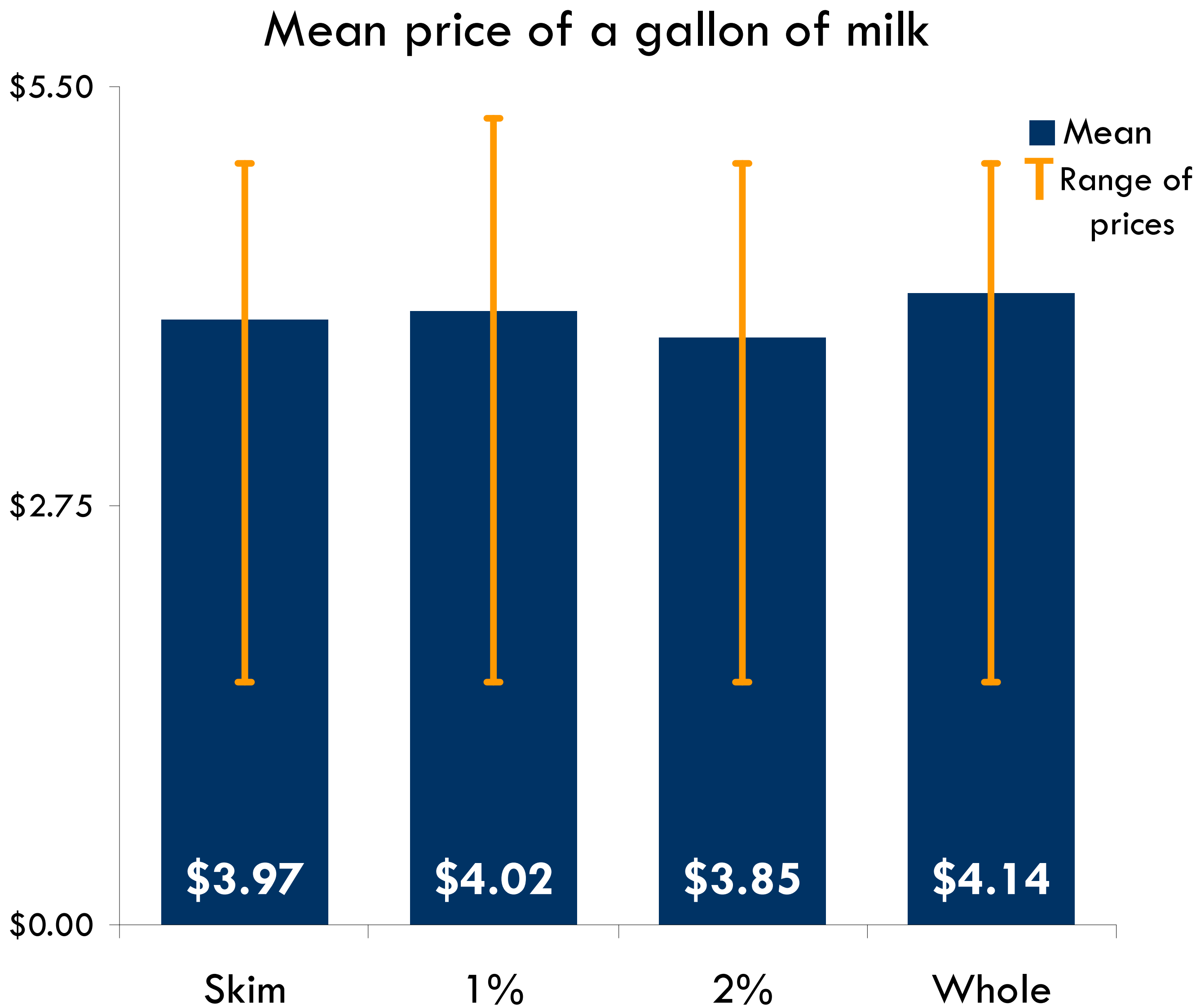
Nearly all stores had low-fat (skim or 1%) milk and 4 out of 5 stores (82%) had low-fat flavored milk. Two thirds of stores (69%) had low-fat yogurt and cheese sticks (63%).



The price of a gallon of milk

Regardless of milk type, the average price per gallon of milk was about $4.00.

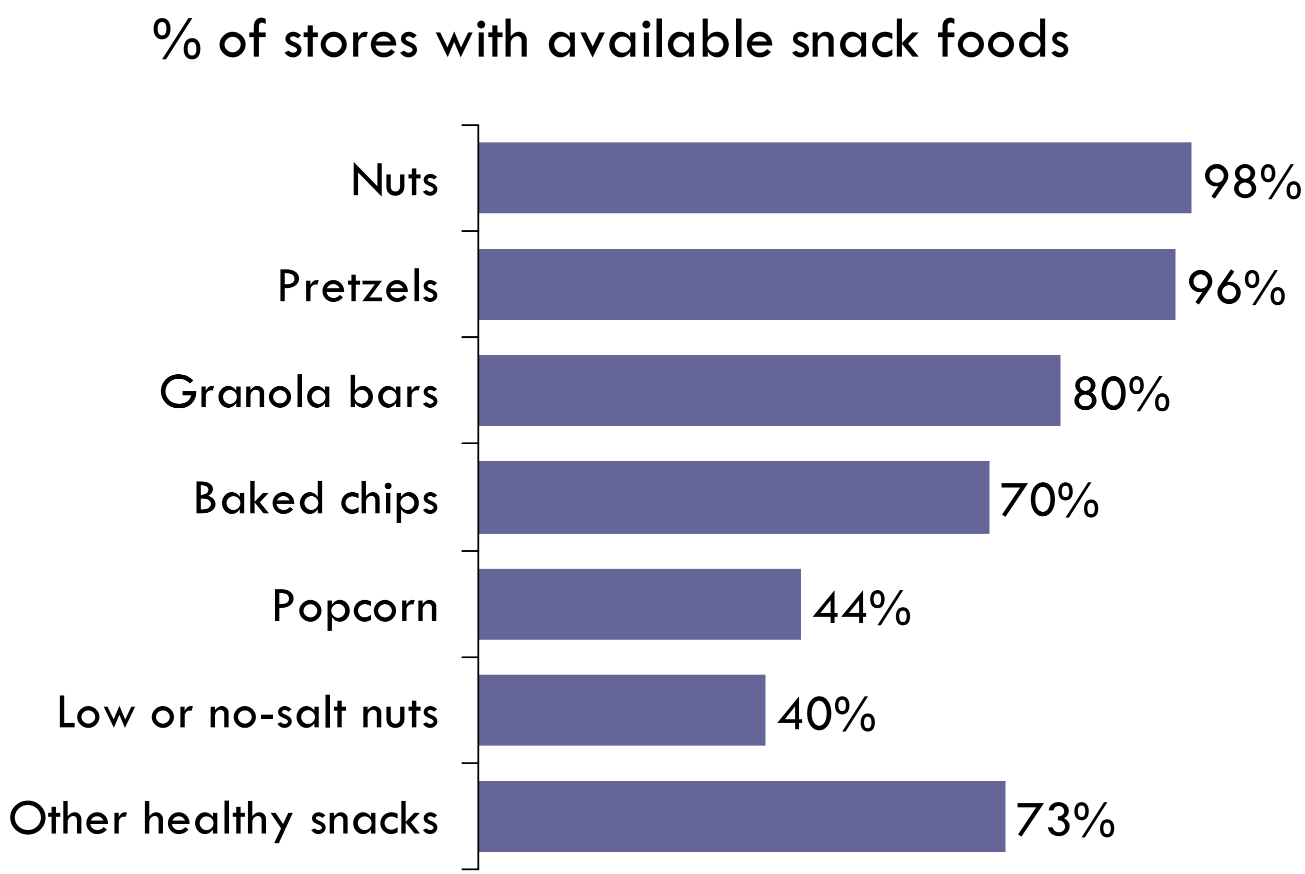
Milk prices ranged from $1.59 to $5.29.



Snack food availability

Most stores carried a variety of healthy snack foods.

Low or no-salt nuts were the least common while pretzels, salted nuts, and granola bars were the most common.



"Healthy snacks":
<35% of calories from fat & <30 grams of sugar per 8 oz

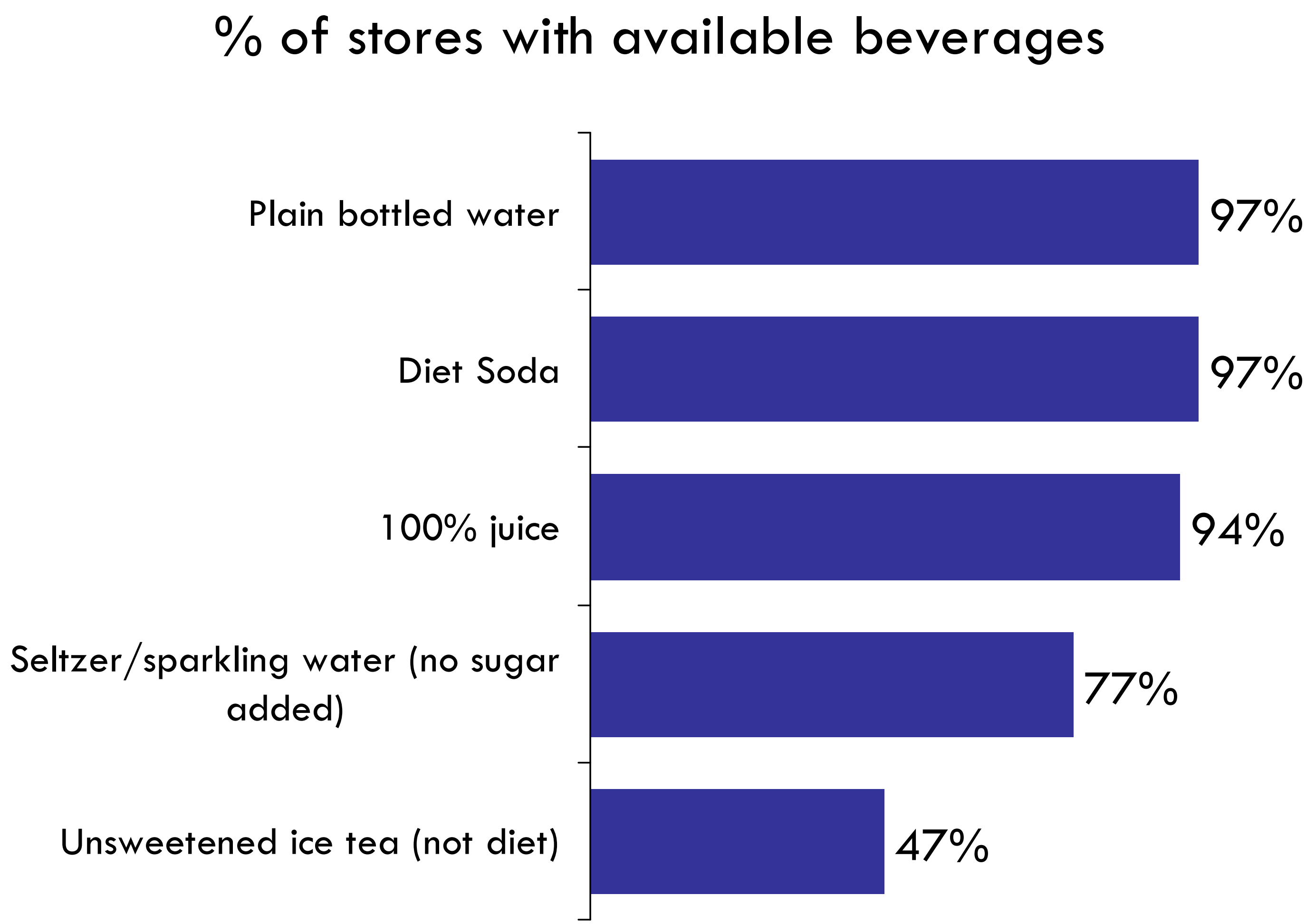
Grains availability

Whole grain bread and whole grain cereal were available at 68% and 76% of stores, respectively.

While whole grain crackers were available at three-quarters of stores, low or no-salt crackers were less common (27%).

Beverage availability

Healthful beverages were widely available, however, slightly fewer than half of stores offered unsweetened ice tea.



Local food availability

Many local foods were noted during the audit:

- Maple products
- Beef jerky
- Donuts
- Baked goods
- Freshly baked bread
- Eggs
- Meats
- Granola
- Honey
- Pies
- Coffee (GMCR)
- Prepared foods – sandwiches, pizzas, pastas etc.

Healthy Retailers Initiative

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Health Promotion Disease Prevention

Fit & Healthy Program

Tobacco Control Program

Alcohol & Drug Abuse Prevention

VERMONT DEPARTMENT OF HEALTH

Center for Health Statistics

Town: ______________________________ County: ______________________________ (attach photos to this form)

Please check type of store: ☐ Small Market ☐ Gas Station ☐ Chain Convenience ☐ Chain Supermarket ☐ Pharmacy ☐ Other ________________

Can you see advertising from a nearby: ☐ School ☐ Park ☐ Playground ☐ Other ________________

Cigarettes

Ads on door and window	Y	N	How Many ____________
Ads inside of store	Y	N	How Many ____________
Ads outside of store (telephone pole, lawn sign, etc)	Y	N	How Many ____________
Products next to candy	Y	N	How Many ____________
Products, promotion or POP 3 feet high or less	Y	N	How Many ____________
Power wall (products grouped together, usually in grid, that is high and/or wide)	Y	N	How Many ____________
Lighted displays	Y	N	How Many ____________

Three most advertised brands of cigarettes in the store ________________ ________________ ________________

Smokeless Tobacco (Chew, snuff, dip, Snus, Orbs, Sticks or Strips)

Ads on door and window	Y	N	How Many ____________
Ads inside of store	Y	N	How Many ____________
Ads outside of store (telephone pole, lawn sign, etc)	Y	N	How Many ____________
Products next to candy	Y	N	How Many ____________
Products, promotion or POP 3 feet high or less	Y	N	How Many ____________

Cigars or Cigarillos

Ads on door and window	Y	N	How Many ____________
Ads inside of store	Y	N	How Many ____________
Ads outside of store (telephone pole, lawn sign, etc)	Y	N	How Many ____________
Products next to candy	Y	N	How Many ____________
Products, promotion or POP 3 feet high or less	Y	N	How Many ____________
Flavored products sold	Y	N	How Many ____________

Beer, Wine, Alco-pops & Alcoholic Energy Drinks (Alco-pops include products like Mike's Hard Lemonade, Bacardi Silver, Twisted Tea and Smirnoff Ice); (Alcoholic energy drinks include products like Joose and Rockstar 21)

Ads on door and window	Y	N	How Many ____________
Ads inside of store	Y	N	How Many ____________
Ads outside of store (telephone pole, lawn sign, etc)	Y	N	How Many ____________
Products, promotion or POP 3 feet high or less	Y	N	How Many ____________
Cooler ads (on cooler doors)	Y	N	How Many ____________
Floor displays and/or standing posters	Y	N	How Many ____________
Free item with purchase	Y	N	How Many ____________
Alco-pops next to or mixed with non-alcoholic beverages	Y	N	How Many ____________

Does the Store Accept

3SquaresVT? Look for a sign—ask if one is not visible	Y	N
WIC Fresh Fruit & Vegetable Benefit? Look for a sign—ask if one is not visible	Y	N

Fruits and Vegetables

Fresh fruit	Y	N
What kinds? ☐ Apples ☐ Oranges ☐ Bananas ☐ Other(s): ___________		
Dried fruit	Y	N
Fresh vegetables	Y	N
What kinds? ☐ Carrots ☐ Romaine Lettuce ☐ Other(s) ___________________		
Canned fruits	Y	N
Canned fruit in juice, not in syrup	Y	N
Frozen fruit without added sugar or sauces	Y	N
Canned vegetables without added sauces	Y	N
Reduced-sodium canned vegetables	Y	N
Frozen vegetables without added breading or sauces	Y	N
Are any local fruits and vegetables available?	Y	N
What kinds? ____		
Are they highlighted with any special signs or promotions?	Y	N

Dairy Products

Low-fat (skim or 1%) milk	Y	N
Low-fat (skim or 1%) flavored milk (e.g. chocolate, strawberry)	Y	N
What is the lowest price of each kind of milk per gallon?		
Skim $ _______________ 1% $ _______________ 2% $ _______________ Whole $ _______________		
Low or non fat single serving yogurt	Y	N
Reduced-fat cheese (shredded or blocks)	Y	N
Cheese sticks	Y	N

Snack Foods

Baked chips	Y	N
Pretzels	Y	N
Nuts	Y	N
Low or no-salt nuts	Y	N
Granola bars (less than 35% of calories from fat and less than 30 grams of sugar per 8 oz)	Y	N
Popcorn (lower in salt and butter)	Y	N
Other healthy snacks (less than 35% of calories from fat and less than 30 grams of sugar per 8 oz)	Y	N

Grains

Whole Grain Bread (look for "whole grain" on the ingredient list)	Y	N
Whole Grain Cereal	Y	N
Whole Grain Crackers	Y	N
Low or No Salt Crackers	Y	N

Beverages

Diet Soda	Y	N
100% Juice	Y	N
Seltzer/Sparkling Water (without added sugar)	Y	N
Plain Bottled Water	Y	N
Unsweetened Ice Tea (not diet)	Y	N

Other

Are any other local foods available? ____

____

____

____

Are they highlighted with any special signs or promotions? Y N

Any additional comments? ____

____

____

Any additional questions asked: ____

____

____

____

INTRODUCTION "Hi, we are representatives of ___________________________ which is trying to learn more about attitudes toward tobacco and alcohol advertising. Would you be willing to answer a few very quick questions? Thank you!" (or, if they refuse, "Okay, thanks anyway!")

Some convenience stores and gas stations have **tobacco** advertising on the inside of their doors and near the cash registers. Do you think tobacco advertising should…

- ☐ Be allowed anywhere inside a store
- ☐ Not be allowed anywhere inside a store
- ☐ Be limited to tobacco displays behind the counter
- ☐ Not sure/Refused

Some convenience stores and gas stations have **alcohol** advertising on the inside of their doors and near the cash registers. Do you think alcohol advertising should…

- ☐ Be allowed anywhere inside a store
- ☐ Not be allowed anywhere inside a store
- ☐ Be limited in some way
- ☐ Not sure/Refused

Some convenience stores and gas stations have **tobacco** advertising that is visible from the outside, such as on the building, in the parking lot, or in store windows. Do you think tobacco advertising should…

- ☐ Be allowed anywhere outside a store
- ☐ Not be allowed anywhere outside a store
- ☐ Be limited in some way
- ☐ Not sure/Refused

Some convenience stores and gas stations have **alcohol** advertising that is visible from the outside, such as on the building, in the parking lot, or in store windows. Do you think alcohol advertising should…

- ☐ Be allowed anywhere outside a store
- ☐ Not be allowed anywhere outside a store
- ☐ Be limited in some way
- ☐ Not sure/Refused

Would you like to see store owners voluntarily decrease the number of **tobacco** ads/displays in their stores?

☐ Yes ☐ No ☐ Don't know/no opinion

Would you like to see store owners voluntarily decrease the number of **alcohol** ads/displays in their stores?

☐ Yes ☐ No ☐ Don't know/No opinion

Do you think the following types of stores should or should not post advertisements and signs for **tobacco** products?

Grocery Store (chain)	☐ Should	☐ Should not	☐ Don't know/No opinion
Pharmacies	☐ Should	☐ Should not	☐ Don't know/No opinion
Corner Store	☐ Should	☐ Should not	☐ Don't know/No opinion
Gas Station/Convenience	☐ Should	☐ Should not	☐ Don't know/No opinion

Do you think that the following types of stores should or should not sell **tobacco** products (cigarettes, cigars, chew tobacco, etc.)?

Grocery Stores	☐ Should	☐ Should not	☐ Don't know/No opinion
Pharmacies	☐ Should	☐ Should not	☐ Don't know/No opinion
Corner Store	☐ Should	☐ Should not	☐ Don't know/No opinion
Gas Station/Convenience	☐ Should	☐ Should not	☐ Don't know/No opinion

Do you use **tobacco** products?

☐ Yes ☐ No ☐ Refused

Do you think youth are influenced by **alcohol** advertising in stores?

☐ Yes ☐ No ☐ Don't know/No opinion

Do you think youth are influenced by **tobacco** advertising in stores?

☐ Yes ☐ No ☐ Don't know/No opinion

What age category are you in?

☐ < 18 ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

What type of fruits do you usually buy when grocery shopping? ☐ Fresh ☐ Canned ☐ Frozen

What type of vegetables do you usually buy when grocery shopping? ☐ Fresh ☐ Canned ☐ Frozen

Do you ever shop at convenience stores? ☐ Yes ☐ No

If yes, what food do you usually purchase there? Circle all that apply:

☐ Soda ☐ Juice ☐ Water ☐ Milk ☐ Fruit ☐ Vegetables ☐ Chips
☐ Candy ☐ Pretzels ☐ Nuts ☐ Bread ☐ Other ______________________________

Please circle the number that best represents how well your local convenience or corner grocery store meets your shopping expectations. (A corner grocery store is any independently owned small grocery store found only in your community)

	Strongly Disagree				Strongly Agree
I would buy fresh fruits and vegetables at the convenience store or small corner store if they were available and of good quality	1	2	3	4	5
I would shop at one store over another if one was certified as a "healthy retailer" and the other was not	1	2	3	4	5

Please circle the number that best represents how well your local convenience or corner grocery store meets your shopping expectations. (A corner grocery store is any independently owned small grocery store found only in your community)

	Doesn't Meet Expectations				Exceeds Expectations
Availability of healthy food (low-fat milk, whole grain bread, fresh/frozen/canned fruits and vegetables, etc.)	1	2	3	4	5
Quality of food	1	2	3	4	5
Prices of items offered	1	2	3	4	5
Customer service	1	2	3	4	5
Cleanliness of store	1	2	3	4	5
Convenient business hours	1	2	3	4	5
Travel time to the store	1	2	3	4	5
Other ______________________________	1	2	3	4	5

The convenience or corner grocery store you shop at most often is? ____________________

How often do you shop there every month? ☐ 1-2 times ☐ 3-4 times ☐ 5 or more times

Estimated average dollar amount spent per visit ☐ $0.00 - $20.00 ☐ $21.00 - $30.00 ☐ $30.00 or more

Primary reason for visit:

- ☐ Getting weekly/monthly groceries
- ☐ Picking up a few non-essential items
- ☐ Getting a meal from the restaurant / café / deli
- ☐ Other, please specify ____________________

Primary reason for shopping at a convenience store:

- ☐ Location of the store
- ☐ Supporting my community by keeping money here
- ☐ Price
- ☐ Other, please specify ____________________

What one thing would encourage you to buy healthier foods more often?

____

Please use the space below for any additional comments you have that were not addressed above.

____

____

____

____