

# Qualitative Participant Profiles



## Background:

The Chester Food Shopping Study aims to evaluate the opening of a nonprofit supermarket, Fare & Square, in Chester, PA by collecting pre and post survey and interview data. The city of Chester is predominantly populated by low income African Americans and there are high rates of chronic diseases such as obesity and diabetes. Chester is of interest to researchers because it has been investigated that residents do not shop, on average, at the closest supermarket available to them.

Preliminary survey and interview data paint a picture of the various factors that are affecting residents’ food shopping and habits including:

- 1) Price
- 2) Travel/Convenience
- 3) Fruit and Vegetable Consumption

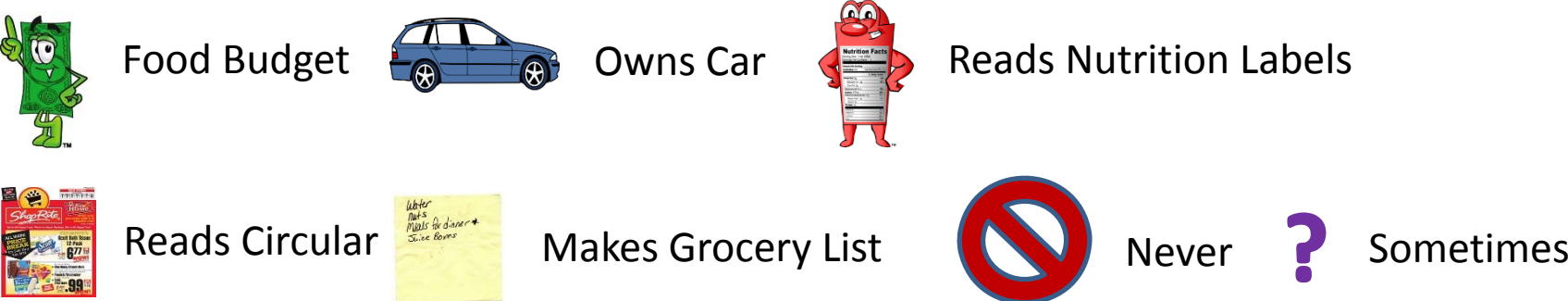
Survey data was collected 9 months after Fare & Square had opened. Receipt data was collected only over 1 month last summer.

Qualitative data was collected during interviews which are quoted under “Interview Data”.

## Conclusions Based on 13 Profiles:

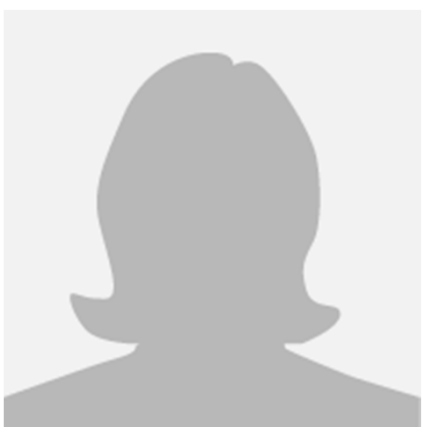
- Overall, Fare & Square has had a positive impact – customers enjoy shopping there.
- Creating food budgets, grocery lists, and reading nutrition labels vary.
- High consumption of sugar sweetened beverages and prepackaged foods.
- Not many people are frequently shopping at Fare & Square.

## Key:



## 1385: Survey Data

Sex: Female  
Race: African American  
Age: 52  
SNAP? Yes  
Education level: High school graduate or GED  
Health status: BMI = 36.5 (obese); No health problems  
Number of children: 2  
Food pantry use: N/A  
Distance from Fare & Square: Within 2 miles  
Visits to Fare & Square: 2



## Interview Data:

“Well I was up here like twice, I haven’t been up here too much, but uhmm it’s nice and clean in here its- you can see what you want, you don’t have to really fumble around for nothing.”



## 1455: Survey Data

Sex: Male  
Race: African American  
Age: 63  
SNAP? No  
Education level: High school graduate or GED  
Health status: BMI = 31 (obese); has HBP; Heart Disease; Other heart conditions  
Number of children: 1  
Food pantry use: Once a week  
Distance from Fare & Square: Within 1 mile  
Visits to Fare & Square: 5 or more



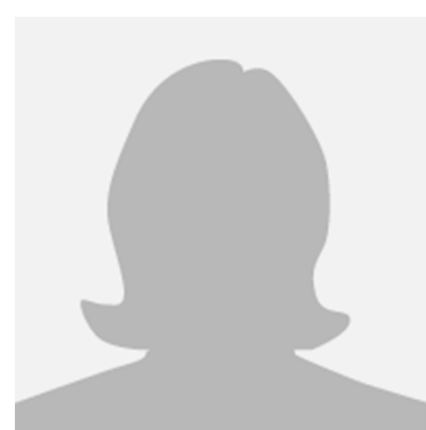
## Interview Data:

“I got a couple of neighbors, that I know shops at here a lot. You know... a lot of family; a lot of friends, you know. Once you know about it, we all live in the area, uh even my landlord, he lives around the corner, he shops in here. You know, so, everybody that I have known, I come up here, everybody knows me like I know them.”



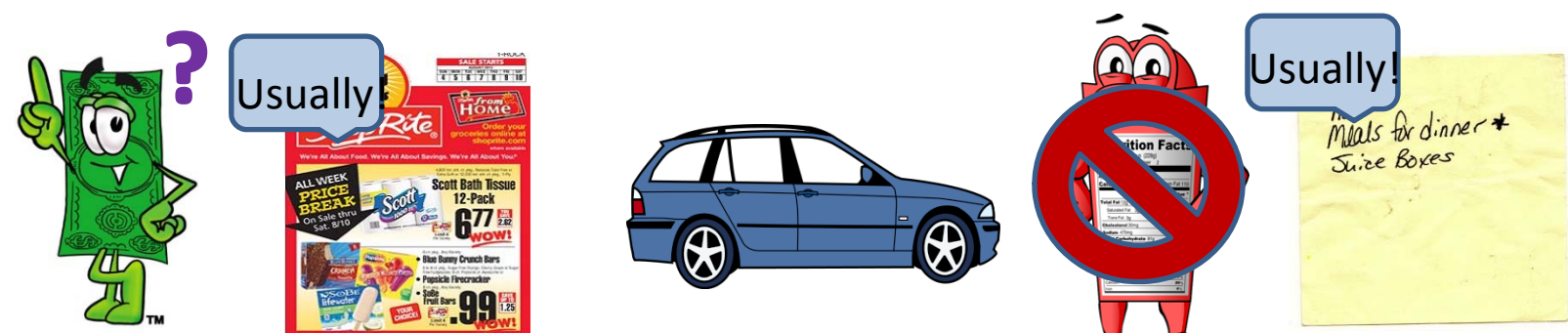
## 1458: Survey Data

Sex: Female  
Race: African American  
Age: 52  
SNAP? Yes  
Education level: Some college or technical school  
Health status: BMI = 39.3 (obese); has HBP; High Cholesterol  
Number of children: 0  
Food pantry use: N/A  
Distance from Fare & Square: Within 1 mile  
Visits to Fare & Square: 3



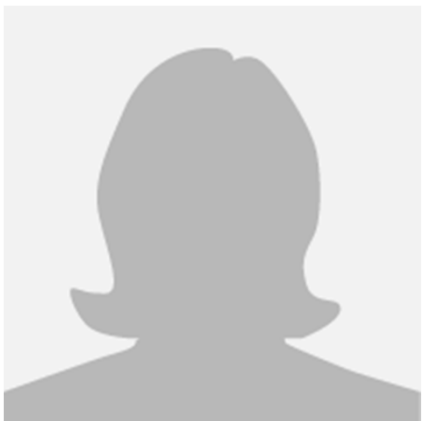
## Interview Data:

“Actually I didn’t have any money I was able to go and use my carrot cash to buy me something to eat. It was that... that was great! So yes, I think they should keep up the Carrot Cash. Cause it does (help) but... it helps people when they least expect it.”



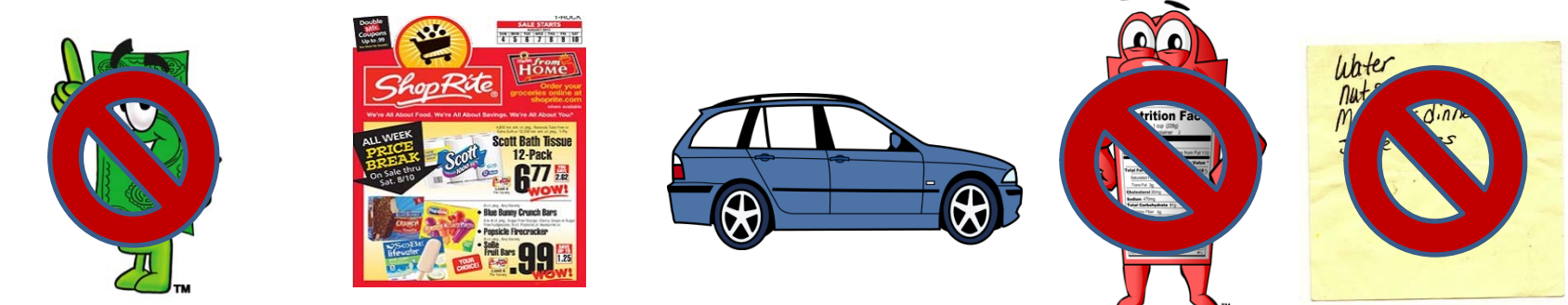
## 1001: Survey Data

Sex: Female  
Race: African American  
Age: 45  
SNAP? No  
Education level: Some college or technical school  
Health status: BMI = 35 (obese); has had a stroke  
Number of children: 3  
Food pantry use: Once a month  
Distance from Fare & Square: Within 1 mile  
Visits to Fare & Square: 5 or more



## Interview Data:

“Well a lot of people where I live at don’t have cars so it’s more convenient for them to come here instead of catching buses and have to travel with grocery or paying somebody to take them or waiting for a cab or something like that.”

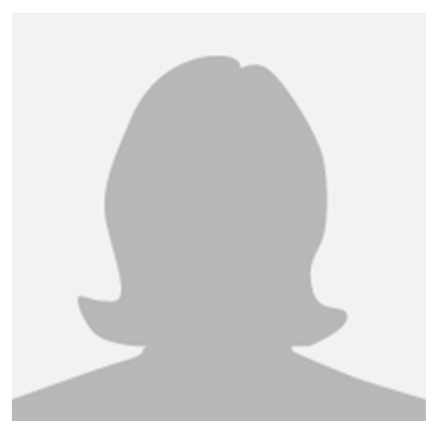


## What They Bought:



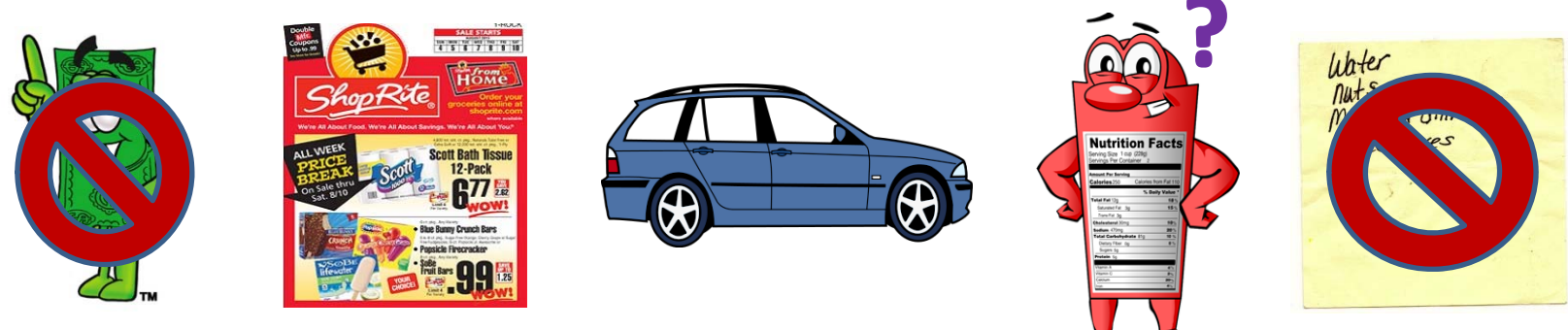
## 1090: Survey Data

Sex: Female  
Race: African American  
Age: 41  
SNAP? Yes  
Education level: High school graduate or GED  
Health status: BMI = 27.7 (overweight); has high blood pressure (HBP)  
Number of children: 4  
Food pantry use: Once a month  
Distance from Fare & Square: Within 4 miles  
Visits to Fare & Square: 4



## Interview Data:

“The quality of items they have, um... like I said, it’s well clean, it’s kept up, the staff, they are friendly; the manager, he is nice; um, if you see there is a problem, he will try to, you know, resolve it, talk to customers to let them know. If they don’t have a products, you know, the stuff can come in the next day, next week. He is very honest, too, with the customers.”

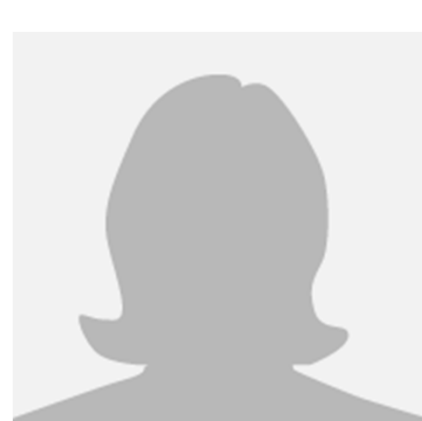


## What They Bought:



## 1111: Survey Data

Sex: Female  
Race: African American  
Age: 53  
SNAP? Yes  
Education level: High school graduate or GED  
Health status: BMI = 30 (obese); has HBP; High cholesterol; Problems with overweight; Diabetes  
Number of children: 0  
Food pantry use: Less than once a month  
Distance from Fare & Square: Within 1 mile  
Visits to Fare & Square: 5 or more



## Interview Data:

“...I’m going to get maybe some ice cream, some collard greens, and a pack of chicken wings, and some, say some brown rice, and of course something to drink. When I see, when I look at the list, I get that...and I get so distracted with what I didn’t put on my note and I keep thinking “Should I get it should I get it?”. So if I don't have it, then why not get it?”

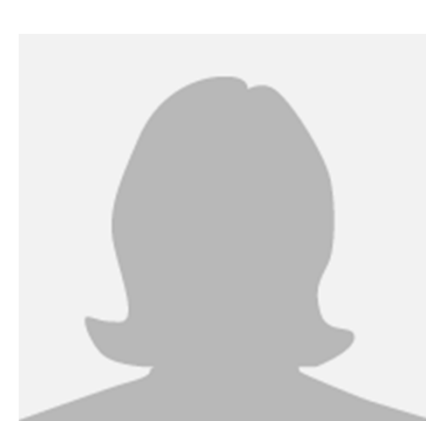


## What They Bought:



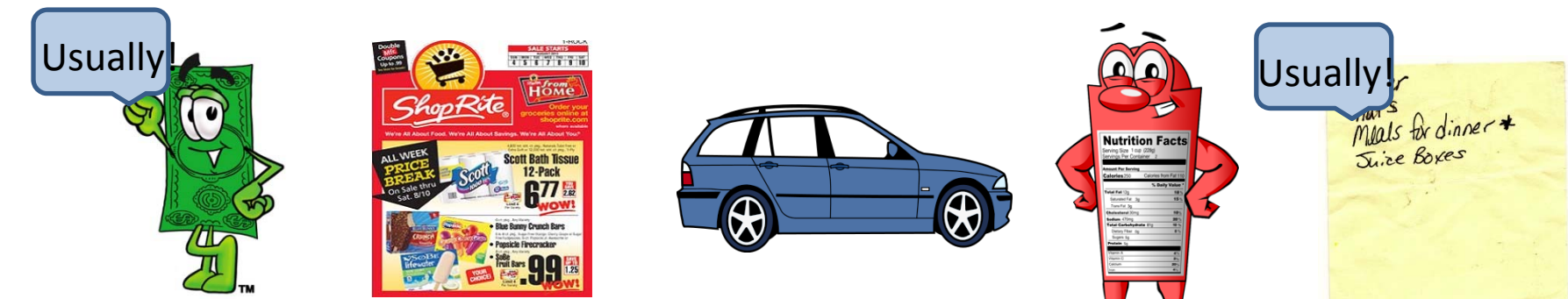
## 1540: Survey Data

Sex: Female  
Race: African American  
Age: 40  
SNAP? Yes  
Education level: Some college or technical school  
Health status: BMI = 20.6 (normal); no health problems  
Number of children: 2  
Food pantry use: N/A  
Distance from Fare & Square: Within 1 mile  
Visits to Fare & Square: 5 or more



## Interview Data:

“I come back because I like the customer service that I get, I like the prices, I love the carrot cash program, when you purchase items like you actually get a certain percentage back, and it really helps me out so it’s, and its right across the street from my house, its local, convenient.”

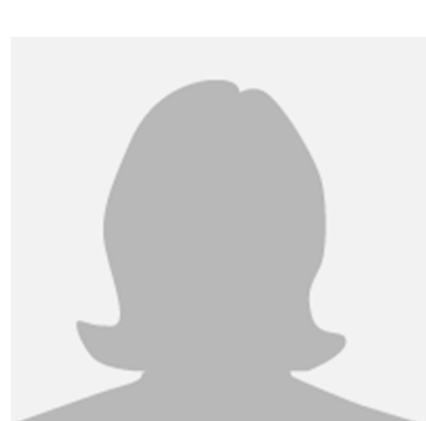


## What They Bought:



## 1054: Survey Data

Sex: Female  
Race: African American  
Age: 64  
SNAP? Yes  
Education level: Graduate degree  
Health status: BMI = 32.3 (obese); has HBP; Problems with overweight  
Number of children: 5  
Food pantry use: N/A  
Distance from Fare & Square: Within 4 miles  
Visits to Fare & Square: 2



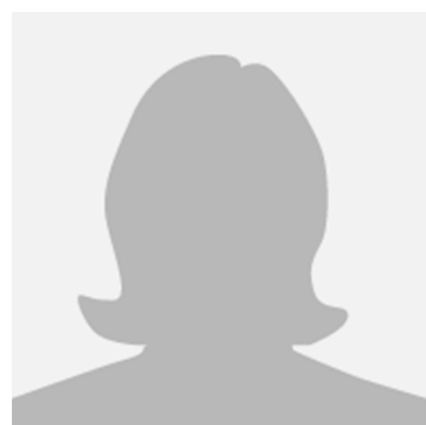
## Interview Data:

“If I come down this way, um, I might, I might, say, to come visit somebody down this way, or something, and I might need to go to the store before I go home and something like that. Yes. It benefits me a lot.”



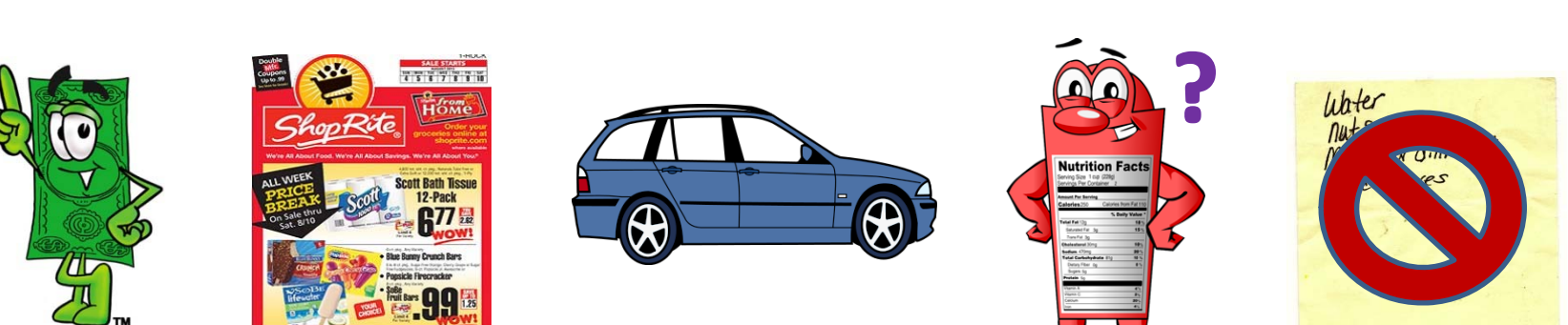
## 1225: Survey Data

Sex: Female  
Race: African American  
Age: 52  
SNAP? No  
Education level: Some high school  
Health status: BMI = 28.7 (overweight); has HBP  
Number of children: 0  
Food pantry use: N/A  
Distance from Fare & Square: Within 3 miles  
Visits to Fare & Square: 1



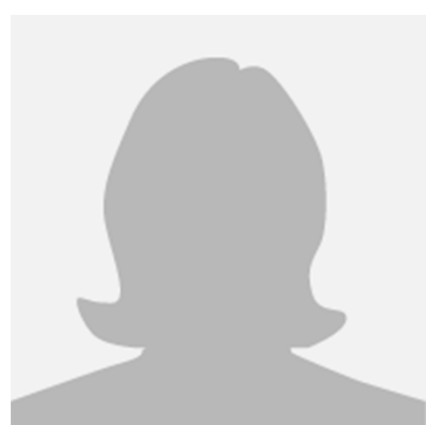
## Interview Data:

“...There’s a lot of people up here that have a lot of kids, and they really needed so that they could stop going to the corner store and spending all their food stamps at the corner store and get more for things to feed the children.”



## 1224: Survey Data

Sex: Female  
Race: African American  
Age: 55  
SNAP? Yes  
Education level: Some high school  
Health status: BMI = 33.2 (obese); HBP; Heart Disease; Angina Pectoris; Heart Attack; Other Heart Conditions; High Cholesterol; Problems with overweight; Diabetes  
Number of children: 0  
Food pantry use: Once a month  
Distance from Fare & Square: Within 3 miles  
Visits to Fare & Square: 3



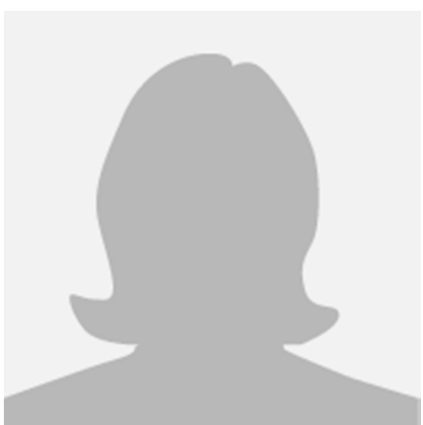
## Interview Data:

“Because when I come here, just when I look around, it just seems...feels like I'm going to a regular, round the neighborhood store, it’s like small.”



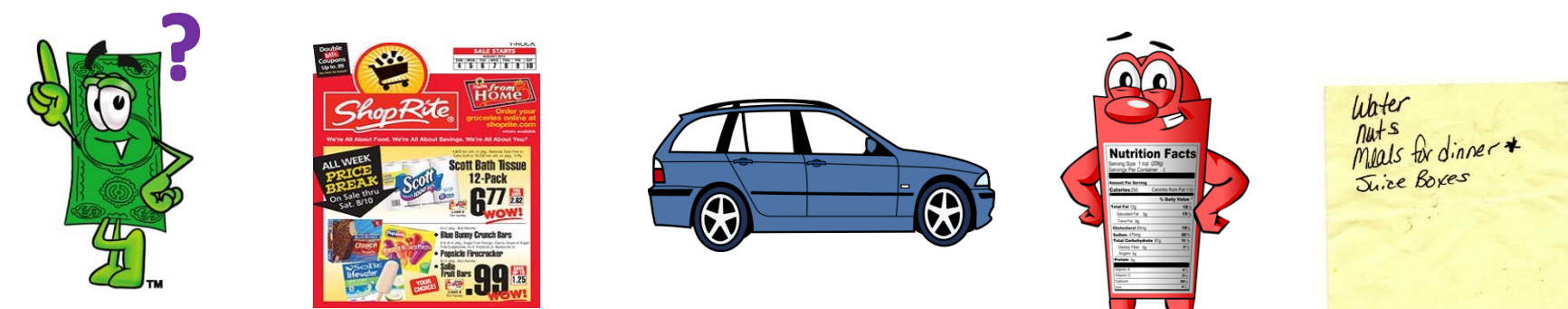
## 1133: Survey Data

Sex: Female  
Race: Hispanic  
Age: 39  
SNAP? Yes  
Education level: High school graduate or GED  
Health status: BMI = 35 (obese); No health problems  
Number of children: 3  
Food pantry use: Once a month  
Distance from Fare & Square: Within 3 miles  
Visits to Fare & Square: 3



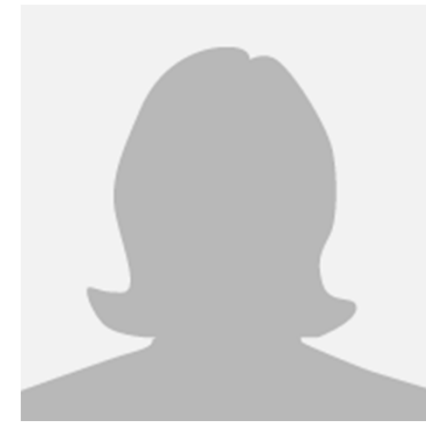
## Interview Data:

“I mean, they... everything is like really organized; like the floor is clean, everything is clean; it’s like when you go to some stores, it’s like, they... when you see the meat packages, it’s like the little black stuff sticking out.”



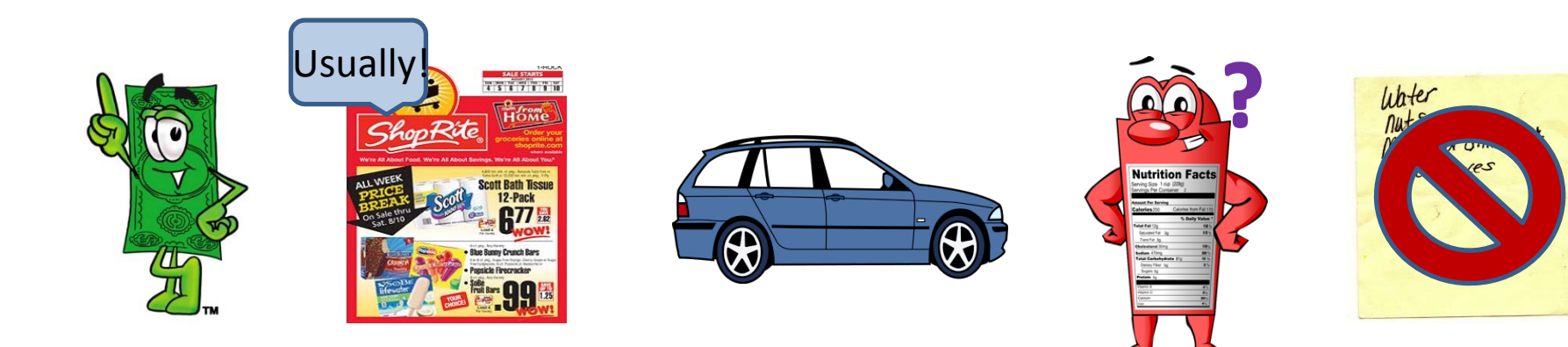
## 1112: Survey Data

Sex: Female  
Race: African American  
Age: 53  
SNAP? Yes  
Education level: High school graduate or GED  
Health status: BMI = 37.8 (obese); No health problems  
Number of children: 2  
Food pantry use: Less than once a month  
Distance from Fare & Square: Within 3 miles  
Visits to Fare & Square: 5 or more



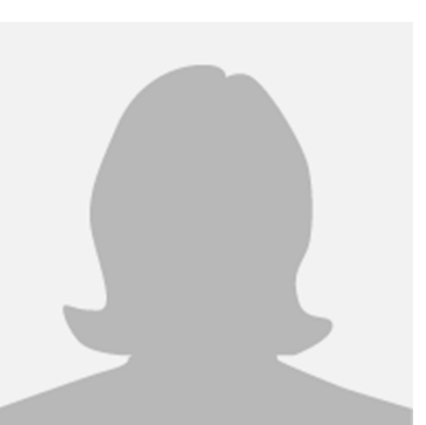
## Interview Data:

“I’m just saying, I don’t shop for healthy foods, I just buy regular old food, but I see that they have a healthy section so, but I don’t buy...”



## 1070: Survey Data

Sex: Female  
Race: African American  
Age: 40  
SNAP? Yes  
Education level: College graduate  
Health status: BMI = 25.9 (overweight); has HBP  
Number of children: 1  
Food pantry use: Once a month  
Distance from Fare & Square: Within 2 miles  
Visits to Fare & Square: 2



## Interview Data:

“We can actually say, we have a market, so we can say that we are coming up, and we are interested in, we are investing in our future, in our city. And our kids are saying, OK, you know what, there’s a market there, we can go to this market, we see people that look like us, people that live across street from working in this market, and they are coming back, and they are telling us about these fruits, these vegetables and fresh meats, it’s not pre-packaged.”

