Qualitative Participant Profiles

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 interested 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 3 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.

1001: Survey Data
Sec: Female
Race: African American
Age: 43
SNAP Yes
Education level: Some college or technical school
Health status: BMI > 35 (obese); has HBP; Heart Disease; Other Heart Conditions: Problems with overweight; Diabetes
Number of children: 1
Food pantry use: Sometimes
Distance from Fare & Square: Within 1 mile
Visits to Fare & Square: 5 or more

Interview Data:
"Well I used to be here twice, I haven’t been here too much, but John’s (name) and I come here too. I can see what you want, you don’t have to really fumble around for nothing."

What They Bought:

1090: Survey Data
Sec: Female
Race: African American
Age: 61
SNAP Yes
Education level: High school graduate or Ged
Health status: BMI > 27.7 (overweight); has high blood pressure (HBP)
Number of children: 2
Food pantry use: Once a month
Distance from Fare & Square: Within 2 miles
Visits to Fare & Square: 2

Interview Data:
"The quality of items they have, umm… I like it, it’s well-cleaned, it’s kept up, the staff are friendly, the manager, he’s nice; um, if you see them as a problem, he will try to, you know, resolve it, talk to customers to let them know. If they don’t have a product, you know, the stuff can come in the next day, next week. He is very honest, to, with the customers."

What They Bought:

1101: Survey Data
Sec: Female
Race: African American
Age: 43
SNAP Yes
Education level: High school graduate or Ged
Health status: BMI > 35 (obese); has HBP; Obesity; Heart Disease; Other Heart Conditions; Problems with overweight; Diabetes
Number of children: 0
Food pantry use: N/A
Distance from Fare & Square: Within 2 miles
Visits to Fare & Square: 1

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 that stuff, I don’t put my note and I keep thinking ‘Should I get it or should I get that?’ So I don’t do it, then why not get it?"

What They Bought:

1111: Survey Data
Sec: Female
Race: African American
Age: 50
SNAP Yes
Education level: Some college or technical school
Health status: BMI > 27.7 (overweight); has HBP; problems with overweight
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 have won this stamp card program, when you purchase items like you actually get a certain percentage back, and it really helps me out so it’s, and it’s right across the street from my house, so local, convenient."

What They Bought:

1225: Survey Data
Sec: Female
Race: African American
Age: 52
SNAP Yes
Education level: Some high school
Health status: BMI > 35 (obese); has HBP; Heart Disease; Anemia, Pernicious; Heart Attack; Other Heart Conditions; Problems with overweight; Diabetes
Number of children: 1
Food pantry use: N/A
Distance from Fare & Square: Within 3 miles
Visits to Fare & Square: 3

Interview Data:
"There’s a lot of people up here that have a lot of kids, and they really needed us that could stop going to the corner store and spending Health food stamps at the corner store and get more for things to feed the children."

1224: Survey Data
Sec: Female
Race: African American
Age: 56
SNAP Yes
Education level: Some high school
Health status: BMI > 33.2 (obese); has HBP; Heart Disease; Anemia, Pernicious; Heart Attack; Other Heart Conditions; Problems with overweight; Diabetes
Number of children: 0
Food pantry use: N/A
Distance from Fare & Square: Within 2 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 aregular, round the neighborhood store, it’s like small."

1333: Survey Data
Sec: Female
Race: Hispanic
Age: 39
SNAP Yes
Education level: High school graduate or Ged
Health status: BMI > 37.8 (obese); has HBP; Heart Disease; Anemia, Pernicious; Heart Attack; Other Heart Conditions; Problems with overweight; Diabetes
Number of children: 2
Food pantry use: N/A
Distance from Fare & Square: Within 1 month
Visits from 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 use the meat packages, it’s like the little black stuff sticking out."

What They Bought:

1122: Survey Data
Sec: Female
Race: African American
Age: 53
SNAP Yes
Education level: High school graduate or Ged
Health status: BMI > 33 (obese); has HBP; Heart Disease; Anemia, Pernicious; Heart Attack; Other Heart Conditions; Problems with overweight; Diabetes
Number of children: 1
Food pantry use: Once a month
Distance from Fare & Square: Within 2 miles
Visits to Fare & Square: 5 or more

Interview Data:
"I 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…"

What They Bought:

1070: Survey Data
Sec: Female
Race: African American
Age: 40
SNAP Yes
Education level: Graduate degree
Health status: BMI > 23 (overweight); has HBP; Problems with overweight
Number of children: 1
Food pantry use: N/A
Distance from Fare & Square: Within 4 miles
Visits to Fare & Square: 3

Interview Data:
"I come down the 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, and I go home and something like that. It helps me a lot."

1455: Survey Data
Sec: Male
Race: African American
Age: 63
SNAP Yes
Education level: High school graduate or Ged
Health status: BMI > 33 (obese); has HBP; Heart Disease; Anemia, Pernicious; Heart Attack; Other Heart Conditions; Problems with overweight; Diabetes
Number of children: 0
Food pantry use: N/A
Distance from Fare & Square: Within 1 mile
Visits to Fare & Square: 5 or more

Interview Data:
"I get a couple of neighbors, that I know shops here at 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, all working landlord, he lives around the corner he shops in here. You know, is, everybody that I have known, I come up here, everybody knows me like I know them."

What They Bought:

1458: Survey Data
Sec: Female
Race: African American
Age: 52
SNAP Yes
Education level: Some college or technical school
Health status: BMI > 33 (obese); has HBP; Heart Disease; Anemia, Pernicious; Heart Attack; Other Heart Conditions; Problems with overweight; Diabetes
Number of children: 0
Food pantry use: N/A
Distance from Fare & Square: Within 1 mile
Visits to Fare & Square: 5 or more

Interview Data:
"Actually I didn’t have any money I was able to go and use my carrot cash to buy something so I eat 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."

What They Bought:

Interviewer: "Do you have any money?" "Yes, I have a limited cash benefit."

Interviewer: "So, do you have a limited cash benefit?" "Yes, I do."

Interviewer: "What do you use it for?" "I use it to buy food."

Interviewer: "Okay, do you have any other questions?" "No, that’s all."

Interviewer: "Thank you for your time. Have a good day." "Thank you."