Consent script: Today's interview will be more formal than a regular conversation. I'm going to ask you 15-20 questions that we're asking all participants. If you do not understand a question, or if you need me to repeat a question, please let me know. I'm also going to ask to see what you purchased in the store today. All of your responses will be kept confidential – meaning that only the study team will know your responses.

When we summarize the results, we will report them across all customers in the study, and no individual names will be used. Do you agree to participate in this interview? If yes, okay let's begin.

[HAND OUT FACT SHEET]

1. Would you please show me which food or drinks you purchased during this visit? If you have a receipt, I'd also like to know the price you paid for each item.

[LET RESPONDENT ANSWER FREELY. INDICATE QUANTITY IF MORE THAN 1. RECORD ALL FOOD AND BEVERAGE ITEMS. Packaged foods, include oz on package; non-packaged foods include food size, condiments, cheese type of meat, etc. If no receipt, leave price blank and check price in store at end of visit]
2. Did you purchase any non-food or beverage items today?
   - Tobacco
   - Other (e.g., lottery tickets, gas)
   - No, I didn’t purchase any non-food/beverage items

3. How often do you shop at this store?
   - More than once a day
   - Once a day
   - 5-6 times/wk
   - 3-4 times/wk
   - 1-2 times/wk
   - 2-3 times/month
   - Once a month
   - Less than once a month
   - Don’t know
   - Refused

4. Do you buy food or beverages at any other small food stores, like convenience stores, gas stations and dollar stores, at least once per week?
   - Yes  → Continue to 4a
   - No  → Skip to 5

4a. If so, what city/cities are they located in? Choose all that apply.
   - Minneapolis
   - St. Paul
   - Other: _______________________

5. Can you tell me the most important reason why you choose to shop here today? [LET RESPONDENT ANSWER FREELY. MARK ONLY ONE OPTION.]
   - Close to home
   - Close to work
   - Close to destination
   - Know staff here
   - Good service
   - Good prices
   - Good quality food
   - Good selection of foods
   - It’s clean
   - Just passed by
   - Other: _______________________
   - Don’t know
   - Refused

6. Have you ever bought fresh fruits or vegetables here?
   - Yes
   - No
   - Don’t Know
   - Refused

7. To what extent do you agree or disagree with the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) The fresh fruits and/or vegetables in this neighborhood are of high quality.</td>
<td>☐</td>
<td>☐</td>
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<td>☐</td>
<td>☐</td>
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</tr>
<tr>
<td>b) A large selection of fresh fruit and/or vegetables is available in this neighborhood.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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</tr>
<tr>
<td>c) Fruits and vegetables are affordable at the stores in this neighborhood.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>d) It is easy to find healthy foods in this neighborhood.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
8. In general, what is most important to you when you decide where to buy fruits and vegetables? [MARK ONLY ONE OPTION]
   - Price
   - Close to home
   - Frequent sales/discounts
   - Freshness/quality of produce
   - Large variety of products
   - Clean store
   - Attractiveness/presentation
   - Other: __________________
   - Don’t know
   - Refused

The last few questions will help us compare information from people with similar characteristics, such as just men or just women. No one will be identified individually.

9. Respondent’s gender
   - Male
   - Female
   - __________________

10. What is your age?
    _______ years

11. What race or ethnicity do you consider yourself to be? Choose all that apply.
    Are you...
    - American Indian or Alaskan Native
    - Asian
    - Black or African American
    - Native Hawaiian or Pacific Islander
    - Hispanic or Latino
    - White
    - Other: Specify ______________
    - Refused

12. What is the highest grade or level of school you have completed?
    - Less than High School
    - Some High School
    - High School
    - Associate / Technical Degree
    - Some College
    - Bachelor’s Degree
    - Graduate Degree
    - Refused

13. What is your annual household income from all sources?
    - Less than $25,000
    - $25,000 to $50,000
    - $50,000 to $75,000
    - $75,000+
    - Don’t know
    - Refused

14. Are you currently employed full-time, part-time, not employed, or retired?
    - Employed full-time
    - Employed part-time
    - Not employed
    - Retired

15. How tall are you?
    Feet: _______ Inches: _______

16. About how much do you weigh?
    Pounds: _______________

In order to know how close you live to stores, we would like to get the names of the cross-streets that are close to where you live. This information will not be used to identify you in any way.

17. What is the name of the street you live on?
    Street: __________________________
    City: ____________________________
    (verify spelling)

18. What is the name of the nearest street that crosses your street?
    Street: __________________________
    (verify spelling)

INTERVIEWER NOTES: