Customer Intercept Survey

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.*

<table>
<thead>
<tr>
<th>Item(s) Purchased</th>
<th>Item Size (e.g., ½ gal, 3oz)</th>
<th>Quantity</th>
<th>Price per Item (excluding tax)</th>
<th>Did you plan on buying this item before going to the store?</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
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<td><img src="Yes.png" alt="Yes" /> <img src="No.png" alt="No" /></td>
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<td>b.</td>
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<td>c.</td>
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<td>m.</td>
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</tr>
</tbody>
</table>

*For 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?
   1. Yes, tobacco.
   2. Yes, other (e.g., lottery tickets, gas)
   3. No

3. How often do you shop at this store?
   01. More than once a day
   02. Once a day
   03. 5 – 6 times/week
   04. 3 – 4 times/week
   05. 1 – 2 times/week
   06. 2 – 3 times/month
   07. Once a month
   08. Less than once a month
   09. Don’t know
   10. Refused to answer

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?
   1. Yes
   2. No → Skip to Question 5

4a. If so, in which city/cities are these stores located? (Choose all that apply.)
   1. Minneapolis
   2. St. Paul
   3. Other (specify): ____________________

5. Can you tell me the most important reason why you chose to shop here today? [Let participant answer freely.] (Choose one answer.)
   01. Close to home
   02. Close to work
   03. Close to destination
   04. Know staff here
   05. Good service
   06. Good prices
   07. Good quality food
   08. Good selection of foods
   09. It’s clean
   10. Just passed by
   11. Other (specify): ____________________
   12. Don’t know
   13. Refused to answer

6. Have you ever bought fresh fruits or vegetables here?
   1. Yes
   2. No
   3. Don’t know
   4. Refused to answer

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>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>b. A large selection of fresh fruits and/or vegetables is available in this neighborhood.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>c. Fruits and vegetables are affordable at the stores in this neighborhood.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>d. It is easy to find healthy foods in this neighborhood.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>
8. In general, what is most important to you when you decide where to buy fruits and vegetables? (Choose one answer.)

01 q Price
02 q Close to home
03 q Frequent sales/discounts
04 q Freshness/quality of produce
05 q Large variety of products
06 q Clean store
07 q Attractiveness/presentation
08 q Other (specify): ______________________
09 q Don’t know
10 q Refused to answer

9. What would it take for you to buy (more of your) groceries at this store? (Choose all that apply.)

1 q Better prices
2 q A more convenient way to get to the store
3 q Better quality
4 q A wider selection of grocery items
5 q A wider selection of non-grocery items
6 q Store needs to be cleaner
7 q Nothing – I would not buy (more) groceries at this store
8 q Other (specify): ______________________
9 q Don’t know
10 q Refused to answer

[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.]

10. Participant’s gender:

1 q Male
2 q Female
3 q Other (specify): ______________________

11. What is your age? __ __

12. What race or ethnicity do you consider yourself to be? (Choose all that apply.)

1 q American Indian or Alaskan Native
2 q Asian
3 q Black or African American
4 q Native Hawaiian or Pacific Islander
5 q Hispanic or Latino
6 q White
7 q Other (specify): ______________________
8 q Refused to answer

13. What is the highest grade or level of school you have completed?

1 q Less than high school
2 q Some high school
3 q High school
4 q Associate/technical degree
5 q Some college
6 q Bachelor’s degree
7 q Graduate degree
8 q Refused to answer

14. What is your annual household income from all sources?

1 q Less than $25,000
2 q $25,000 to $50,000
3 q $50,001 to $75,000
4 q Greater than $75,000
5 q Don’t know
6 q Refused to answer

15. Are you currently employed full-time, part-time, not employed, or retired?

1 q Employed full-time
2 q Employed part-time
3 q Self-employed
4 q Student
5 q Not employed
6 q Retired
7 q Refused to answer

16. How tall are you? __ feet __ __ __ __ inches

17. About how much do you weigh? __ __ __ lbs

[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.]

18. What is the name of the street on which you live and in what city?

Street: ________________________________
City: _________________________________

19. What is the name of the nearest street that crosses your street?

Street: ________________________________