

7-ELEVEN DEBRIEF

SUMMARY OF FINDINGS

Customer Surveys

Surveys were administered in-person at the store in both English and Spanish. Fifteen customers participated in the survey. Figure 1 shows the age distribution of participants, with **about half (47%) aged 18 and under and a large percentage (33%) aged 19-35**. There were roughly equal numbers of female (53%) and male participants (47%). For self-reported race/ethnicity, **67% selected Hispanic/Latino and/or Spanish origin**, 20% selected White/Caucasian, 7% selected Black/African American, and 7% selected Caucasian/Hispanic.

Figure 1: Customer Age

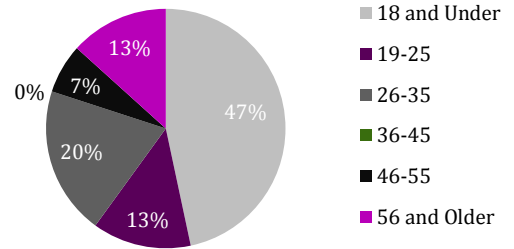
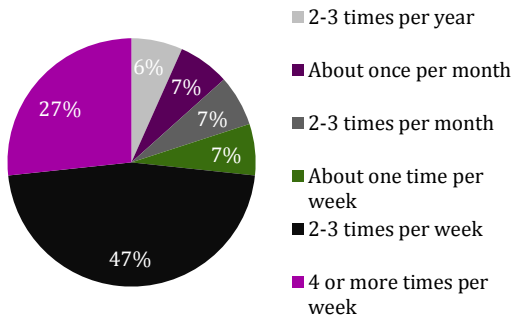


Figure 2: Shopping Frequency

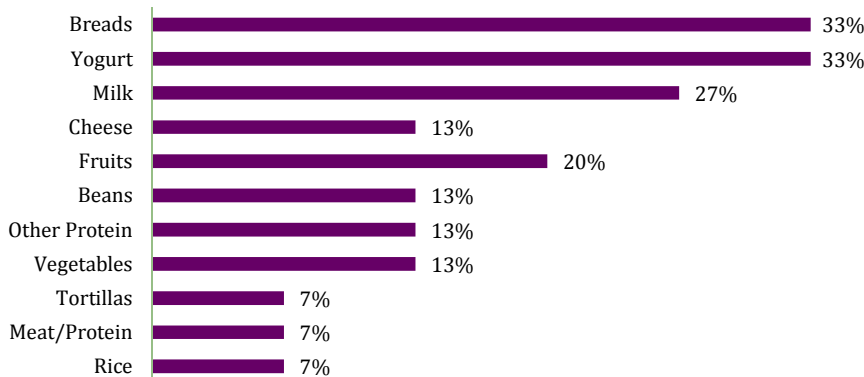


Some customers

(20%) reported buying most of their groceries at the 7-Eleven. Most customers buy their food from larger stores such as Wal-Mart, King Soopers, Safeway, and Sam's Club. Figure 2 shows self-reported shopping frequency among customers surveyed. **The majority of respondents (47%) shop at the 7-Eleven 2-3 times per week; and many respondents (27%) shop at the 7-Eleven four or more times per week.** Most respondents live roughly five minutes from the 7-Eleven; **the majority (87%) drive and many (40%) also walk to the store;** (some selected multiple modes of transportation, so total percentages equal more than 100%).

Figure 3 shows that the **top items that customers buy are bread, yogurt, milk, and fruit**. Customers were asked to elaborate on the types of items they buy in each category to determine the extent to which they were buying healthier options (see text box below). When asked whether they would like to buy additional items at the 7-Eleven, 7% said yes, and when they were asked whether they would like to buy more healthy items at the 7-Eleven, 40% said yes. The customers that want more healthy items mentioned fruits and vegetables, such as **watermelon, kiwi, cantaloupe, oranges, strawberries, grapes, apples, and fruit shakes**. Participants were also asked what would motivate them to buy more food from the store. The majority said better prices (40%), more fruits (33%), more vegetables (26%) and wider selection (26%) would encourage them to buy more food from the 7-Eleven.

Figure 3: Products Commonly Bought



Types of Food Purchased

Meat/Protein: Customers reported buying beef, chicken, and pork; as well as eggs and nuts/seeds.

Vegetables: A few customers reported buying whole fresh vegetables and fresh chopped.

Fruits: Customers reported buying whole fresh fruit and fresh chopped.

Milk: More customers reported buying whole milk than 2% or skim milk.

Breads: Slightly more customers reported buying white bread than wheat bread.

Customers were asked how often they consume fruits or vegetables. Figures 4 and 5 show vegetables are consumed more often compared to fruits. **One hundred percent of respondents want themselves or their family to consume more fruits and vegetables.** The top reasons given for what it would take to consume more fruits and vegetables are 1) having better produce options, including more variety and fresher options; and 2) making personal behavioral changes to buy and prepare produce.

Figure 4: Fruit Consumption

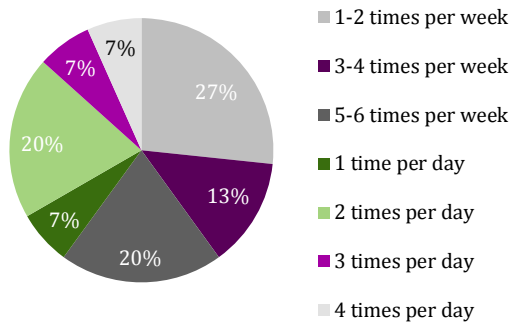
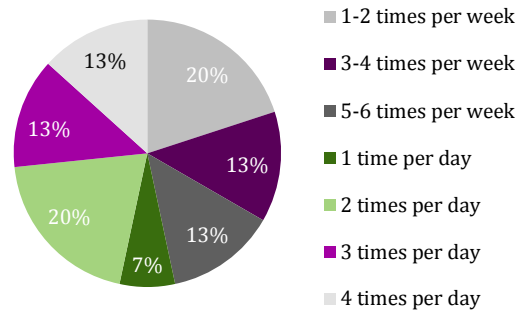


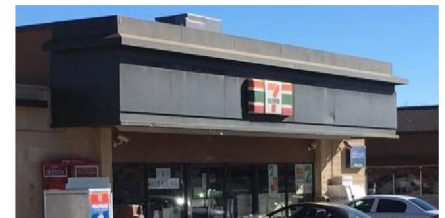
Figure 5: Vegetable Consumption



In-Store Assessment

In addition to storeowner interviews, we conducted an in-store food assessment at the 7-Eleven through the lens of healthy food availability. There are no healthy food advertisements outside or inside the store, however they do have an advertisement for donating to Feeding America by the cash register. There are advertisements for tobacco and sugar-sweetened beverages on the outside of the store.

The 7-Eleven sells **a variety of staple items**, including bread, cereal, canned goods, vegetables, fruits, meats, eggs, rice, nuts/seeds, beans, juice, water, milk and other dairy products, as well as candy, chips, donuts/pastries, and soda.



There is no produce section, but there is **a refrigerated section with healthy food options located along one side of the store** to the right of the checkout counter. Items near the main checkout area also include beef jerky, bananas, a power crunch bar display, nuts, seeds, peanuts, chips, and candy.

The store does not offer whole vegetables, but they do offer some **chopped and canned vegetables**, including green beans, sweet corn, tomatoes and chilies, pickles, and pimiento stuffed olives. For canned vegetables, there were no **reduced-, low-, or no-sodium option available**.

In addition to whole bananas, the 7-Eleven offers **chopped and canned fruit**, including apples, melon, pineapple, strawberries, grapes, peaches, mixed fruit, and oranges. **Most canned fruit was in syrup** (added sugar), with the exception of oranges, which were in 100% juice. Other canned items include black beans, baked beans with bacon and brown sugar, and pork and beans. There were no fat-reduced/free or sodium-reduce/free options.

The 7-Eleven does not offer many whole food options, but they do have a refrigerated section off to the side where more fresh food could be offered. The store has several types of nuts and seeds, as well as health bars and hard boiled eggs. The store does not offer low-fat or skim milk options, but does offer whole milk and 2%. They had some options for 100% juice, as well as juice drinks or other sugar-sweetened beverages. They offer some sugary cereal as well as healthier options like raisin bran and instant oatmeal. The only rice available was instant white rice.

LOAF 'N JUG DEBRIEF

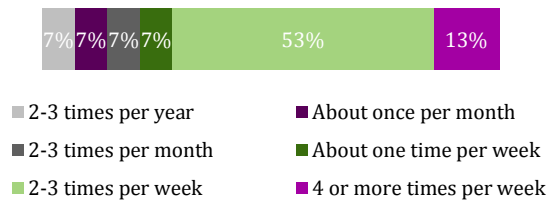
SUMMARY OF FINDINGS

Customer Surveys

Surveys were administered in-person at the store in both English and Spanish. Fifteen customers participated in the survey. Figure 1 shows the age distribution of participants, with **a majority (67%) aged 26-45 and a large percentage (33%) aged 46 and older**. Over half of the participants were male (60%). For self-reported race/ethnicity, **67% selected White/Caucasian** and 27% selected Hispanic/Latino and/or Spanish origin, and 7% selected White/Native American.

Many customers **(27%) reported buying most of their groceries** at the Loaf 'N Jug. Most customers buy their food from larger stores such as Wal-Mart, King Soopers, Safeway, and Lucky's. Figure 2 shows

Loaf 'N Jug Shopping Frequency



self-reported shopping frequency among customers surveyed. **The majority of respondents (53%) shop at the Loaf 'N Jug 2-3 times per week**. Most respondents live roughly ten minutes from the Loaf 'N Jug; **the majority (87%) drive and some (27%) also walk to the store**; 13% take the bus and 7% ride their bike (some selected multiple modes of transportation, therefore percentages equal more than 100%).

Figure 3 shows that the **top items that customers buy are milk, fruit, cheese, meat, and other protein (nuts, seeds, and eggs)**. Customers were asked to elaborate on the types of items they buy in each category to determine the extent to which they were buying healthier options (see text box below). When asked whether they would like to buy additional items at the Loaf 'N Jug, 27% said *yes*, and when they were asked whether they would like to buy more healthy items at the Loaf 'N Jug, 33% said *yes*. The customers that said *yes* to buying additional items mentioned that they would like the store to offer **sour cream, ramen, eggrolls, hot tamales and the original sub sandwiches the store used to sell**; those that want more healthy items mentioned fruits and vegetables, such as **strawberries, blueberries, bananas, nuts (pistachios, almonds, and cashews), and soup**. As a follow-up question, participants were asked what would motivate them to buy more

Figure 3: Items Commonly Bought

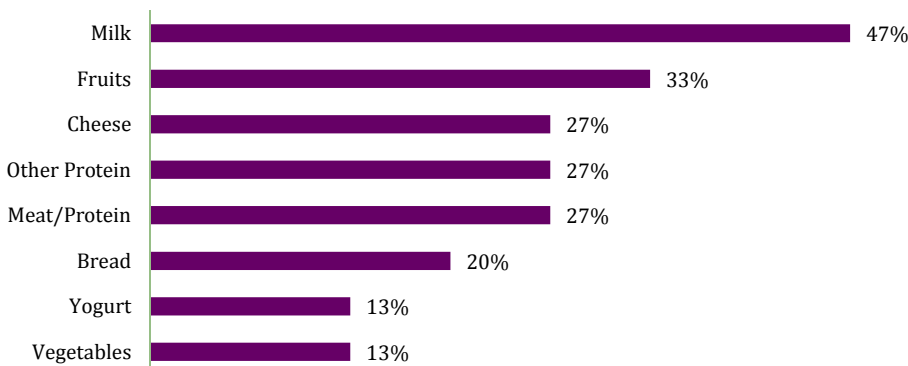
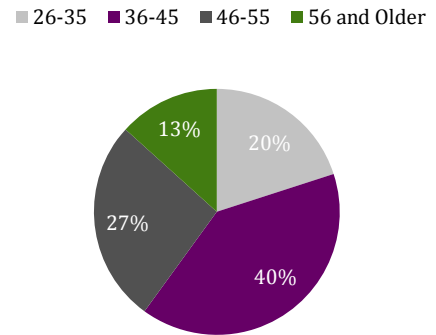


Figure 1: Customer Age



Types of Food Purchased

Meat/Protein: Customers reported buying beef, followed by chicken, pork, and fish; as well as eggs and nuts/seeds.

Vegetables: A few customers reported buying whole fresh vegetables and frozen.

Fruits: Most people reported buying whole fresh fruit and frozen, followed by fresh chopped.

Milk: Most customers reported buying 2% reduced fat milk.

Breads: Slightly more customers reported buying wheat bread than white bread.

food from the store. The majority said better prices (47%), wider selection (40%), and more fruits (27%) would encourage them to buy more food from the Loaf 'N Jug.

Customers were asked how often they consume fruits or vegetables. Figures 4 and 5 show vegetables are consumed more often compared to fruits. **Ninety three percent of respondents want themselves or their family to consume more fruits and vegetables.** The top three reasons given for what it would take to consume more fruits and vegetables are 1) more convenience in produce options, including have pre-packaged options and living close to a store; 2) having better produce options and access, including more variety; and 3) making personal behavioral changes to buy and prepare produce.

Figure 4: Fruit Consumption

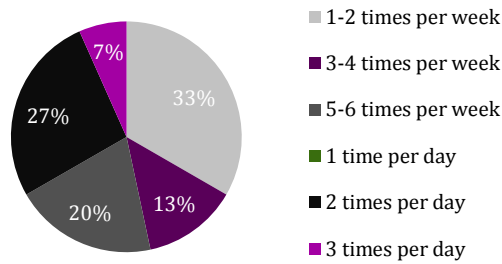
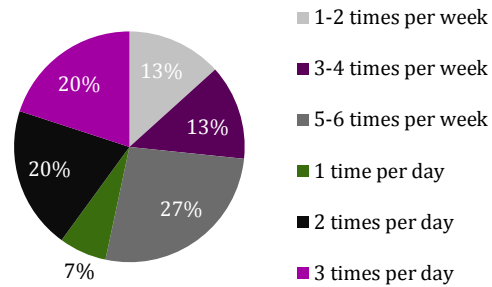


Figure 5: Vegetable Consumption



In-Store Assessment

In addition to storeowner interviews, we conducted an in-store food assessment at the Loaf 'N Jug through the lens of healthy food availability. There are no healthy food advertisements outside or inside the store. However, there is a Subway shop attached to the store that offers healthier meal options. There are advertisements for tobacco products, sugar-sweetened beverages, and less healthy food including pizza and Doritos outside of the store.



The Loaf 'N Jug sells **a variety of staple items**, including bread, cereal, tortillas, canned goods, vegetables, fruits, meats, eggs, rice, nuts/seeds, beans, juice, water, milk and other dairy products; as well as candy, chips, donuts/pastries, and soda.



There is no produce section, but there is **a refrigerated section with healthy food options located near the front of the store** by the checkout counter, including salad boxes, chopped fruit, hard boiled eggs, and snack olives. Items near the main checkout area also include nuts, seeds, peanuts, bananas, chips and candy. They also have a promotional deal where customers get a free banana if they buy a bottle of water.

The store does not offer whole vegetables, but they do offer some **chopped and canned vegetables**, including green beans, golden corn, tomatoes and chilies, and pickles. For canned vegetables, there were no **reduced-, low-, or no-sodium options available.**

In addition to whole bananas, the Loaf 'N Jug offers **chopped and canned fruit**, including strawberries, kiwi, mango, watermelon, apples, and peaches. **Canned fruit was in syrup** (added sugar). Other canned items include beans and tuna. There were no fat-reduced/free or sodium-reduce/free options.

The Loaf 'N Jug does not offer many whole food options, but they do have a refrigerated section toward the front of the store where more fresh food could be offered. The store has several types of nuts and seeds, as well as health bars and hard boiled eggs. The store offers a variety of milk options, including low-fat/skim, whole and 2% reduced fat, as well as dairy-free almond milk option and an organic option. They had some options for 100% juice, as well as juice drinks, or other sugar-sweetened beverages. They offer some sugary cereal as well as healthier options like raisin bran and instant oatmeal. The only rice available was instant white rice.

LAS AMERICA TORTILLERIA DEBRIEF

SUMMARY OF FINDINGS

Customer Surveys

Surveys were administered in-person at the store in both English and Spanish. Nineteen customers participated in the survey. Figure 1 shows the age distribution of participants, with **a slight majority (42%) aged 36-45 and a large percentage (37%) aged 46-55**. There were roughly equal numbers of female (53%) and male participants (47%). For self-reported race/ethnicity, **74% selected Hispanic/Latino and/or Spanish origin**, 11% selected White/Caucasian, 11% selected Black/African American, and 5% selected American Indian/Alaskan Native (some selected multiple races/ethnicities causing the percentages to equal more than 100%).

Figure 1: Customer Age

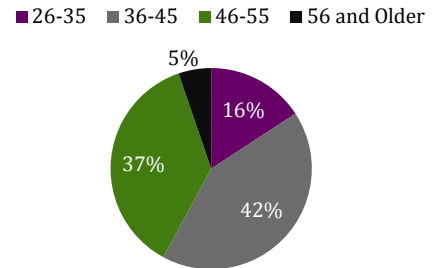
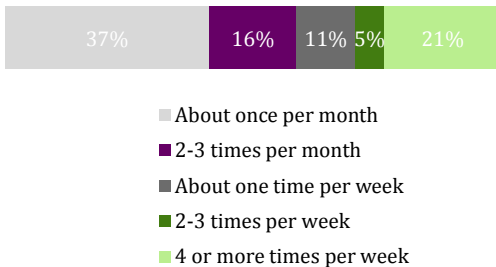


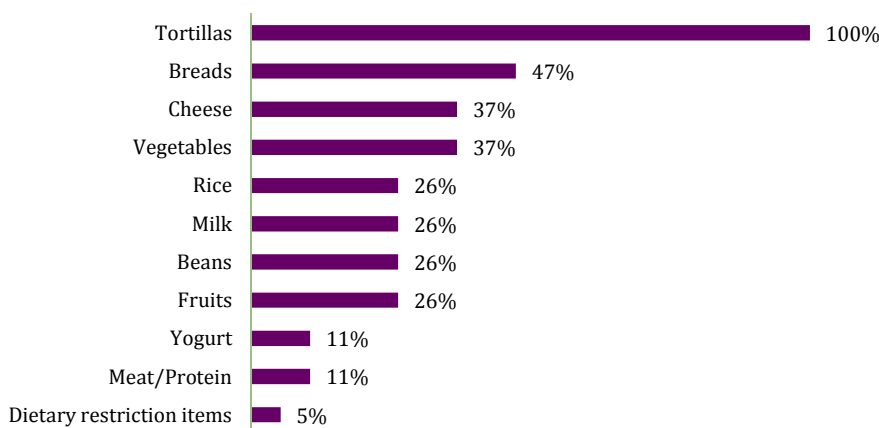
Figure 2: Shopping Frequency



Many customers **(32%) reported buying most of their groceries** at the Tortilleria. Most customers buy their food from larger stores such as Wal-Mart, King Soopers, Safeway, Save A Lot, and Sprouts. Figure 2 shows self-reported shopping frequency among customers surveyed. **The majority of respondents (37%) shop at the Tortilleria once per month; and many respondents (16%) shop at the Tortilleria one to three times per week or four or more times per week (21%)**. Most respondents live roughly ten minutes from the Tortilleria and **all of them drive to the store**.

Figure 3 shows that the **top items that customers buy are tortillas¹, breads, vegetables, and cheese**. Customers were asked to elaborate on the types of items they buy in each category to determine the extent to which they were buying healthier options (see text box below). When asked whether they would like to buy additional items at the Tortilleria, 11% said yes, and when they were asked whether they would like to buy more healthy items at the Tortilleria, 37% said yes. The customers that said yes to buying additional items mentioned that they would like the store to offer

Figure 3: Products Commonly Bought



Types of Food Purchased

Meat/Protein: Customers reported buying chicken.

Vegetables: Customers reported buying whole fresh vegetables.

Fruits: Customers reported buying whole fresh fruit.

Milk: Customers reported buying whole and 2% reduced fat milk.

Breads: More customers reported buying white bread and tortillas than wheat bread and tortillas.

Rice: More customers reported buying white rice than brown rice.

¹ Data was collected on a tortilla-making day. This may have impacted the amount of tortillas purchased, the number of customer visits, and the distance to the store.

menudo, ox tail, tripe and other meats; those that want more healthy items mentioned fruits and vegetables, such as *broccoli, cauliflower, salad, oranges, grapes, apples, and exotic fruits like papayas and guava*. As a follow-up question, participants were asked what would motivate them to buy more food from the store. The majority said better prices (37%), more fruits (32%), more vegetables (26%), wider selection (26%) and better quality items (21%) would encourage them to buy more food from the Tortilleria.

Customers were asked how often they consume fruits or vegetables. Figures 4 and 5 show *vegetables are consumed more often compared to fruits*. Eighty four percent of respondents want themselves or their family to consume more fruits and vegetables. The top three reasons given for what it would take to consume more fruits and vegetables are 1) having better produce options and access, including more variety and fresher options; 2) having cheaper produce options; and 3) making personal behavioral changes to buy and prepare produce.

Figure 4: Fruit Consumption

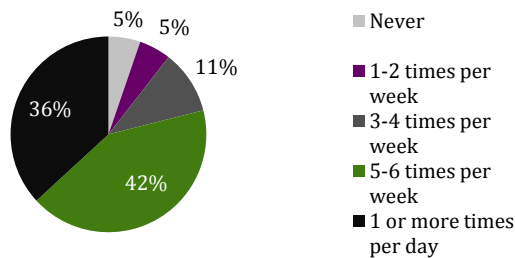
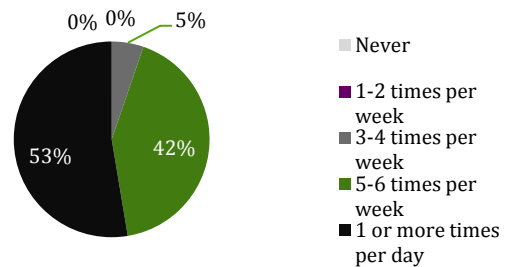


Figure 5: Vegetable Consumption



In-Store Assessment

In addition to storeowner interviews, we conducted an in-store food assessment at the Tortilleria through the lens of healthy food availability. There are no healthy food advertisements outside or inside the store. However, there is space outside the store for posting community service offerings, including a LiveWell Longmont flyer for the healthy food access project.

The Tortilleria sells *a variety of staple items*, including bread, tortillas, canned goods, vegetables, fruits, meats, eggs, rice, beans, nuts/seeds, juice, water, milk and other dairy products, as well as candy, chips, donuts/pastries, and soda.



The produce section is located near the front of the store

in the middle, making it noticeable to all who enter the store. There is also a cooler full of meats and cheeses on the wall opposite to the cash register. Items near the main checkout area also include roasted chilies, tamales, churros, donuts, baked goods and sweets. They also offer some medicine toward the front of the store.

The store offers *some variety of whole vegetables*, all or most of which appeared to be good quality. Compared to other stores in the area, The Tortilleria has a wide variety culturally-relevant vegetables and staples, including nopal (cactus), tortillas, dried beans, and dried rice.

The Tortilleria offers *a variety of canned food*, including fruits, vegetables, beans, broths, and meat. *Most canned fruit was in syrup* (added sugar), with the exception of pineapples, which were in 100% juice. They also offer a couple dried fruit options, including raisins and prunes. For canned vegetables, there were no *reduced-, low-, or no-sodium option available*. For other canned food items, such as meats, broths, and beans, there were *very few fat-free or low-fat options*.

The Tortilleria offers some other whole food options, including dried rice (white rice), several types of dried beans and other whole canned options, like hominy and beans. The store has several types of nuts and seeds, as well as dried herbs and spices. They do offer a wheat tortilla, as well as wheat bread (though not whole grain). The store does not offer low-fat or skim milk options, but does offer whole milk and 2%. They have some options for 100% juice, as well as juice drinks or other sugar-sweetened beverages.