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## Manchester Healthy Corner Stores Project: What Did the Customers Have to Say About It?

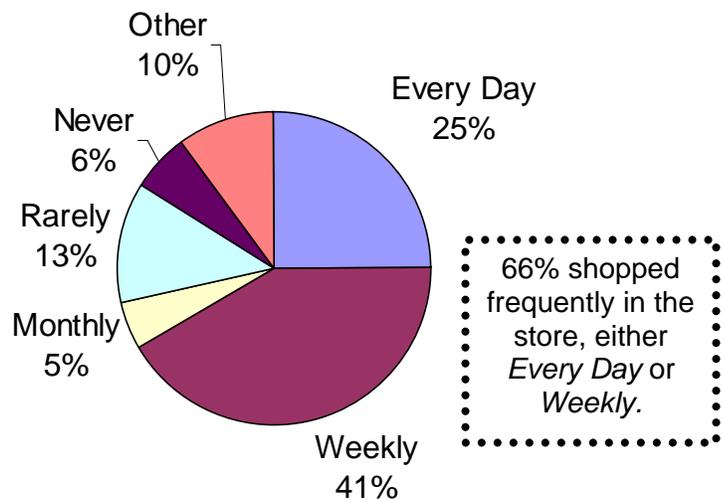
A total of 80 surveys were taken at the 4 pilot stores:

Name of Store	Number of Surveys Taken	% of Total Surveys
R&E	17	21%
TN Gas	28	35%
Tropical	16	20%
Two Guys	19	24%
Total	80	100%

Of the customers surveyed:

- 95% lived in Manchester
- 40% received EBT/food stamps
- 8% received WIC

How often do you shop in this store?



### Did Customers Notice the Healthy Foods Rack and the “Shelf-talker” Signs? Did They Buy the Healthier Foods?

#### Overall, of the 80 Customers surveyed:

- ⇒ Over 50% noticed the Healthy Foods Rack
- ⇒ 38% bought from the Healthy Foods Rack
- ⇒ Nearly 40% noticed the “shelf-talker” signs on shelves
- ⇒ 31% bought healthier items marked on shelves

#### Of the FREQUENT Customers (n=53):

- ⇒ 66% noticed the Healthy Foods Rack
- ⇒ 50% bought from the Healthy Foods Rack
- ⇒ Over 50% noticed the “shelf-talker” signs on shelves
- ⇒ Nearly 40% bought healthier items marked on shelves



**If the customer said they didn't buy healthier items from the Healthy Foods Rack or the Shelves, we asked "why not"?**

**The top reasons given were:**

- ⇒ I didn't like the items
- ⇒ I didn't notice the signs
- ⇒ The items were too expensive
- ⇒ I buy healthy food at the grocery store
- ⇒ I only come in here for the ATM/money transfers

**Other Project Components:**

The Recipe Cards were NOT used by the Customers.

- 96% of Customers either did not notice or choose to take the Recipe Cards

Many customers commented that they enjoyed the Taste-Testings.



**Overall: A Very Positive Response to the Project by Customers!**

***"Overall, what do you think of the Manchester Healthy Corner Store Project?"***

	<b>Percentage</b>
<b>EXCELLENT</b>	40%
<b>VERY GOOD</b>	36%
<b>GOOD</b>	24%
<b>FAIR</b>	0%
<b>POOR</b>	0%

All Customers were asked 'what they thought of the project' even if they did not notice the project.

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Therefore, some of the favorable responses were to the "idea" of the project.

**Things that were liked about the project:**

- ⇒ Making it easy to get fruits and vegetables
- ⇒ Having healthy food for their kids
- ⇒ Learning what was healthy

**Other foods they would like to see:**

- ⇒ More variety of fruits
- ⇒ Healthy cereals

**Ideas for improving the project:**

- ⇒ Advertise it more
- ⇒ Make the signs bigger
- ⇒ Add more variety of healthy choices