



SHOPPING HABITS OF AFRICAN AMERICANS: RELATIONSHIPS WITH FRUIT AND VEGETABLE CONSUMPTION

The *African American 5 a Day Campaign* strives to make eating the recommended amount of fruits and vegetables and enjoying daily physical activity a reality for more African American families. As part of that goal, we surveyed 525 low-income African Americans in California on their habits and preferences related to fruits and vegetables. We found that the use of shopping lists and coupons can help African Americans eat more fruits and vegetables.

Do African Americans use a shopping list when shopping for groceries?

Half of the African Americans surveyed reported using shopping lists when they shop for groceries. Of the remaining participants, a quarter used a list sometimes and a quarter did not use one at all (26% and 24%, respectively). African Americans who used shopping lists regularly reported eating significantly more servings of fruits and vegetables than others (3.3 vs. 2.9 & 2.8 servings, respectively, $p < .01$). These respondents were also more likely to meet the daily recommendation of fruits and vegetables (22% vs. 14% & 12%, $p < .05$).

Do African Americans use coupons when shopping for groceries?

Almost half of the African American respondents reported using coupons while shopping (49%). An additional 30 percent reported using coupons sometimes, and the remaining respondents did not use coupons.

Coupon users reported eating significantly more servings of fruits and vegetables than those reporting occasional or no use (3.3 vs. 2.9 & 2.8 servings, $p < .01$).

Do African Americans use a frequent shopper card when shopping for groceries?

The majority of African American respondents (61%) used a frequent

shopper card when shopping for groceries. Some respondents reported using a card occasionally (13%), and a quarter of the sample did not use a frequent shopper card (26%).

No associations were found with fruit and vegetable intake.

How often do African Americans purchase fruits and vegetables at a farmers' market?

Purchasing fruits and vegetables at a farmers' market was commonly reported by African American respondents, with over one-third reporting one or more purchases per week. Half of the sample bought produce less often and 16 percent did not shop at farmers' markets. African Americans who reported buying fruits and vegetables at a farmers' market weekly ate significantly more servings of fruits and vegetables than those with less frequent purchases (3.5 vs. 2.9 servings, $p < .001$). Those who bought produce weekly from farmers' markets were also more likely to meet the daily recommendation of fruits and vegetables (24% vs. 14%, $p < .01$).



A complete summary of the methods, survey, and data is available in the California African American 5 a Day Campaign Formative Research Report: Festival Survey.

Suggested Reference: Keihnner, A., Adkins, S., and Scruggs, V., Shopping Habits of African Americans: Relationships with Fruit and Vegetable Consumption. California Department of Health Services, Sacramento, CA: June, 2004. Accessed at <http://www.dhs.ca.gov/ps/cdic/cpns/aa/researchbriefs.htm>