



**African American
5 a Day**

Research Brief

Shopping Habits of African Americans: Relationships with Fruit and Vegetable Consumption^{*,} *California African American 5 a Day Campaign***

Do you use a shopping list when you shop 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 percent, respectively). African Americans who used shopping lists regularly (i.e. a “yes” response) 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 for 5 or more servings (22 vs. 14 & 12 percent, $p < .05$).

Do you use coupons when you shop for groceries?

Analysis revealed that almost half of the African American sample used coupons while shopping (49%). An additional 30 percent reported using coupons sometimes and the remaining participants did not use coupons. Coupon users ate 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 you use a frequent shopper card when you shop for groceries?

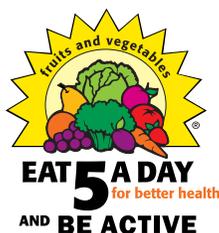
The majority of African-American adults (61 percent) used a frequent shopper card when shopping for groceries. Some respondents reported using a card occasionally (13 percent) and a quarter of the sample did not use a frequent shopper card (26 percent). No associations were found with fruit and vegetable intake.

How often do you purchase fruits and vegetables at a farmer’s market?

Purchasing fruits and vegetables at a farmer’s market was commonly reported by African Americans 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 farmer’s 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 farmer’s markets were also more likely to meet the 5 *A Day* recommendation (24 vs. 14 percent, $p < .01$).

* 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: Keihner, A & Adkins, S. *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>



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It's So Easy.

