

Availability Customer Intercept Interview Survey

Header Questions:

Day ___/___/___ Time ___:___ am/pm ID#: _____

Store Name: _____

Store Location: _____

Sequence # of Person Approached: _____

[INTRO STATEMENT:]

Hello, I am with the Baylor College of Medicine's Children's Nutrition Research Center. May I please take about five minutes of your time to ask about your usual grocery shopping practices? Your answers will be totally confidential. We will not take any information that may identify you. And if you are the kind of person we are looking for and answer all the questions, you will receive a \$5 gift certificate to be used here at (Name of Store).

- Yes (continue with interview)
- No (If no, thank the person for their time and skip to "Non-Qualifying Individuals" questions)

Thank you for agreeing to answer a few questions:

- 1. How old were you on your last birthday? _____ years.**
Probe: How old are you today?
(If 19 yrs or older, continue with Q2)
(If less than 19 yrs, thank the person for their time and skip to "Non-Qualifying Individuals" questions)
- 2. Do you have any children living at home (18 years of age or younger)?**
 Yes (If yes, continue with Q3)
 No (If no, thank the person for their time and skip to "Non-Qualifying Individuals" questions)
- 3. Do you usually do the food shopping for your family?**
 Yes (continue with Q4)
 No (If no, thank the person for their time and skip to "Non-Qualifying Individuals" questions)

4. How often do you go food shopping for the home?

(check only one)

- 1 big
- 2 big + **no** small
- 2 big + **a few small**
- 4 big + **no** small
- 4 big + **a few small**
- No big, but shop as needed.
 - How many times per week? _____ (Skip to Q8)

Q4 Probe: Would you say you usually make...

- One big trip a month

(Every other week or every 2 weeks) **Do you usually do...**

- Two big trips a month and **no** trips in between
- Two big trips a month and **a few small** trips in between

(Every week or once a week) **Do you usually do...**

- Four big trips a month and **no** trips in between
- Four big trips a month and **a few small** trips in between
- No big trips, but shop as needed.
 - How many times per week? _____

5. What day of the week do you usually do your big shopping for food for home?

(check only one)

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Saturdays or Sundays
- Varies, no specific day
- Other _____
- Not applicable

6. What time of the day do you usually do your big shopping for food for home?

(check only one)

- Mornings – 6 a.m. to 12 noon
- Afternoons – 12 noon to 5 p.m.
- Early evenings– 5 p.m. to 8 p.m.
- Evenings – 8 p.m. to 12 midnight
- Late – 12 midnight – 6 a.m.
- Varies, no specific time
- Not applicable

7. About how long does it usually take for your big food shopping trips?

(check only one)

- Less than 20 minutes
- 20– 39 minutes
- 40– 59 minutes
- About 1 hour
- Greater than 1 hour
- Varies, no specific time
- Not applicable

8. Where do you usually do your big food shopping?

(Use Table 1 below and check only one)

- Very large supermarkets
- Regular supermarkets
- Local “Mom & Pop” grocery stores
- Gas station stores / Mini marts
- Other _____
- Not applicable [Skip to Q9]

8b. About how far is your home from that store?

(check only one)

- Less than 1 mile
- About 1 mile
- 2 – 5 miles
- Greater than 5 but less than 10 miles
- Greater than 10 but less than 15 miles
- Greater than 15 but less than 20 miles
- Greater than 20 but less than 30 miles
- Greater than 30 miles
- Don’t know

Table 1 - Where do you usually do your big food shopping?

Very large supermarkets	Regular supermarkets	Local “Mom & Pop” grocery store	Gas station stores / mini marts
Auchans	Albertson’s	Diho	Eagle Food Mart
SAMS	Fiesta	El Guero	#1 Grocery
Super K-Mart	Foodarama	Golden Li Market	Little Buddy
Super Target	Food City	Kim Hung Market	Lucky
Super Walmart	HEB	La Michoacana	Olympic Food Mart
	Hong Kong Market	Meat Markets	Stop N Go
	Kroger	Mercado Estrella	Sunny’s
	Randall’s	Savoy Market	
	Rice Epicurean	Viet Hoa	
	Sak – N – Sav	Welcome Food	
	Sellers Brothers		
	Stop N Shop		
	SWF		

9. How often do you use a shopping list for food shopping?

(Read all options and check only one)

- Always
- Often
- Sometimes
- Never (Skip to Q10)

9b. Do you usually....? (Read all options and check only one)

- Buy only the items on your list
- Buy items in addition to those on your list

10. How often do you use coupons for food shopping?

(Read all options and check only one)

- Always
- Often
- Sometimes
- Never (Skip to Q11)

10b. What food coupons do you usually use? (Read all options and emphasize that s/he can check all that apply)

- Coupons for foods I usually buy anyway
- Coupons for trying new food items
- Other: _____

11. How often do you check for food sale items in the newspaper or papers sent to you in the mail before going to the grocery store?

(Read all options and check only one)

- Always
- Often
- Sometimes
- Never

12. How often do you check for food sale items when you get to the grocery store?

(Read all options and check only one)

- Always
- Often
- Sometimes
- Never

13. How do you usually get to the grocery store?

(check all that apply)

- Drive my own car
- A friend takes me
- Take a taxi
- Take a bus
- Ride a bike
- Walk
- Other _____

The next two questions will ask you about specific foods.

14. How often do you go to a gas station store or mini mart and buy fruit, juice, or vegetables for the home?

(check only one)

- Daily
- Several times a week
- Once a week
- Every other week or several times a month
- Once a month
- Less than once a month
- Never
- Varies

15. Some people go to restaurants or other stores that sell already prepared food and buy food to eat at home. How often do you go to one of these places and buy food that contains fruit, juice, or vegetables to take home?

(check only one)

- Daily
- Several times a week
- Once a week
- Every other week or several times a month
- Once a month
- Less than once a month
- Never
- Varies

16. Some people do not shop for food on one or more days because of their religion.

Would you say this describes you?

- Yes
- No (Skip to Q17)

16b. What day(s) of the week do you not shop for food because of your religion?

(check all that apply)

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Not applicable

17. Do you consider yourself to be Hispanic / Latino / Mexican American?

- Yes
- No

18. To what race would you say you belong?

(check only one)

- White ⁽¹⁾
- Black / African-American ⁽²⁾
- American Indian or Alaska native ⁽³⁾
- Asian or Pacific Islander ⁽⁴⁾
- Other ⁽⁵⁾ (please specify): _____

19. What is the highest level of education you have completed?

(check only one)

- 8 years or less
- some high school
- completed GED
- completed high school
- some vocational education after high school
- completed vocational education after high school
- some college
- completed college
- some post baccalaureate education
- completed an advanced degree
- Other _____

20. How many adults (19 years or older), including yourself live in your household?

of adults: _____ Refused to answer

21. How many children (18 years or younger) live in your household?

of children: _____ Refused to answer

22. How tall are you? _____ (Record in feet and inches, i.e. 5'4")

- Refused to answer
- Don't know

23. How much do you weigh? _____ (Record in pounds, i.e. 180 lbs.)

- Refused to answer
- Don't know

24. Would you be willing to participate in a focus group discussion about food shopping practices? The focus group discussion would take about an hour and we will give you \$20 for participating.

- Yes (Complete "Focus Group Recruitment Form")
- No

THANK YOU, SO MUCH, FOR TAKING THE TIME TO ANSWER THESE QUESTIONS!

Interview Assessment Questions to be completed by Interviewer

Gender:

- Male
 Female

Quality of Interview Rating:

- High quality – person took time to answer questions, no problems
 Moderate quality – person rushed, but no other problems
 Low quality – not clear obtained accurate information because:
 Too rushed
 Conflict with others present
 Other: _____

Language in which interview was administered:

- English
 Spanish
 Mandarin
 Cantonese
 Vietnamese

NON-QUALIFYING INDIVIDUAL QUESTIONS

Gender:

- Male Female

Race:

- White ⁽¹⁾
 Black / African-American ⁽²⁾
 American Indian or Alaska native ⁽³⁾
 Asian or Pacific Islander ⁽⁴⁾
 Other ⁽⁵⁾ (please specify): _____

Ethnicity:

- Hispanic / Latino / Mexican American
 Not Hispanic / Latino / Mexican American

Age:

- Adolescent (<19) Senior (60 years +)
 Young adult (19-39) Other _____
 Middle-aged (40-59)

Could not do interview because of language:

- Spanish Don't know
 Mandarin Not Applicable
 Cantonese
 Vietnamese
 Other _____