Consumer Perceptions of Retail Checkout


**Nearly all respondents (93%) believe that the availability of affordable, healthy food in supermarkets is important to Americans’ health.**
- 73% said that the presence of unhealthy food and soda in stores is a problem for Americans’ health.

**76% of shoppers who purchased unhealthy food or drinks at checkout regretted doing so.**
- Half (51%) of adults purchased candy or soda at checkout recently.
- Even people who are trying to eat healthfully make impulse buys, and they are more likely to regret doing so.

**Checkout merchandising unfairly targets low-income and minority shoppers.**
- People earning less than $35,000 per year were more likely to report making impulse buys once a month or more than those with incomes above $50,000.
- Black respondents (72%) were more likely to report making impulse buys at checkout once a month or more than were Latino (57%) or White (48%) respondents.

**The majority of respondents (79%) think supermarkets should do more to make it easier for people to eat healthfully.**
- More than half of people (55%) think supermarkets put the interests of food manufacturers before shoppers’ interests, and only 15% think supermarkets put shoppers’ interests first.

**Parents want stores to make it easier to grocery shop with children.**
- 75% said that it is hard for parents to shop at grocery stores with children because there is so much junk food.
- 86% said that characters on food packages, candy at checkout, and other in-store promotions cause conflict between parents and children.
- 80% said they would regularly use healthy checkout aisles if stores offered them.

**Stores can support shoppers’ efforts to eat healthfully, and parents’ efforts to feed their children well, by offering healthier choices at checkout.**
- 78% say checkouts are stocked with many foods and beverages they do not want.
- More than three-quarters of respondents think soda and candy should be moved to the soda and candy aisles, rather than be sold at checkout.
- 80% of adults said they would prefer stores offer more healthy items at checkout.
- 63% say healthier checkout lanes would improve their impression of that store.

For more information or to discuss healthy retail opportunities, contact the Center for Science in the Public Interest at policy@cspinet.org.