

Consumer Perceptions of Retail Checkout

Caravan ORC International. *Checkout Polling*. Online survey of 1,024 adults. December 1-4, 2016.

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 supermarkets and convenience stores is a problem for Americans' health.

76% of shoppers who purchased a food or beverage item at checkout felt regret after 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 express regret after doing so.

Checkout merchandising unfairly targets low-income and minority shoppers.

- People earning less than \$35,000 per year were more likely to say they make impulse buys once a month or more (62%) than those with incomes above \$50,000 (\$50,000-\$75,000 = 52%; \$75,000-\$100,000 = 41%; \$100,000+ = 40%)
- Black respondents (72%) were more likely to report making impulse buys at checkout once a month or more than Latino (57%) or White (48%) respondents.

The majority of respondents (79%) think that supermarkets should do more to make it easier for people to eat healthfully.

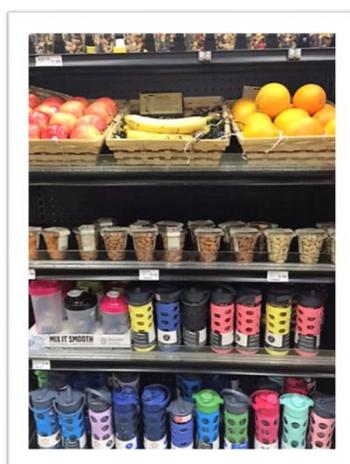
- Half of people (55%) think that supermarkets put the interests of food manufacturers before the interests of shoppers, 15% think supermarkets put shoppers' interests first, and 30% think they treat shoppers' and food manufacturers' interests the same.

Parents want stores to make it easier to grocery shop with children.

- 75% said that it is hard for parents to shop with children at grocery stores because there is so much junk food.
- 86% said that characters on food packages, toys that come in cereals, candy at checkout, and other in-store promotions result in conflict between parents and children.
- 80% of parents 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.

- More than three-quarters of people think soda (79%) and candy (78%) should be moved to the soda/candy aisle, rather than be sold at checkout.
- 80% of adults said they'd prefer stores offer more healthy items at checkout
- 78% of people say checkouts are stocked with a lot of foods and beverages they do not want to buy.
- If stores offered healthy checkout lanes, 63% say it would improve their impression of that store.



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