

CHECKOUT:

they're called

IMPULSE

buys for a reason

Our food environment influences our food choices.

The marketing of unhealthy snacks and drinks at checkout induces us to buy extra calories that many don't really want. A new CSPI survey finds that people would prefer healthier options instead.



Though half of shoppers make impulse buys at checkout, **3/4** of them regret it.



72%

48%

Minority shoppers are disproportionately affected by checkout marketing, resulting in more frequent checkout buys.



People earning <\$35,000/year are more likely to make checkout purchases than those making \$50,000+.



79%



74%

Would prefer to have soda/candy sold in the soda/candy aisle, rather than at checkout.

80%

People agree that supermarkets should do more to make it easier to eat healthfully.



CENTER FOR
Science IN THE
Public Interest