

**Arizona Department of
Health Services (ADHS) /**

2019 Target Population Research Report



**Report Prepared for:
OH Partners / ADHS-AZ Health Zone**
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I. Background & Methodology

Background

As ADHS' Bureau of Nutrition and Physical Activity continues to attract eligible households to the SNAP program, it is critical that messaging regarding the program be relevant to the target audience. This requires a deeper understanding of the food shopping and preparation habits as well as the physical activity levels of this population. In addition, awareness and use of available assistance programs is important as ADHS continues to fine-tune their outreach efforts.

Respondent Qualifications

- SNAP-eligible women (185% of federal poverty guidelines)
- Must have at least one child 0-11 years of age
- Between 18 and 49 years of age
- Mix of ethnicities
- Mix of experience with various assistance programs

Study Objectives

The overall objective of this research was to gain a deeper understanding of SNAP-eligible households. Specific study objectives included obtaining information in the following areas:

- Frequency of eating meals prepared at home, at fast food and other restaurants.
- Consumption of specific foods.
- Grocery shopping preferences and behavior.
- Participation in physical activity.
- Participation in assistance programs such as WIC, SNAP, SNAP CAN, SNAP Employment & Training, Summer Food Service Program, Free or Reduced School lunch/breakfast, Child & Adult Food Care Program, and FDPIR (Food Distribution Program on Indian Reservations).
- Perceptions of current physical and mental health.

Methodology

A total of 794 surveys were completed – 534 via in-person intercept and 260 via web survey.

Intercept interviews were conducted at a variety of locations, including WIC clinics, community centers, farmers markets, and swap meets, in four key markets: Phoenix, Tucson, Northern Arizona (Flagstaff, Prescott and Prescott Valley) and Yuma. Each respondent was given a \$10 Walmart gift card as a “thank you.” Web surveys were completed statewide. All participants had the option of completing the survey in English or Spanish.

The margin of error for the total sample is +/-3.5% at the 95% confidence level. The table below shows the sample sizes and margins of error for other segments:

Market:	n=	Margin of Error
Phoenix (Maricopa)	300	5.7%
Tucson (Pima)	271	6.0%
Northern Arizona (Flagstaff, Prescott, Prescott Valley)	97	9.9%
Yuma	94	10.1%
Other Arizona counties	32	17.3%
Age:		
18-25	201	6.9%
26-35	387	5.0%
36-45	168	7.6%
46-49	38	15.9%
Ethnicity:		
Hispanic	440	4.7%
Non-Hispanic/Refused	333	5.4%
Primary HH language:		
English	474	4.5%
Spanish	117	9.1%
Both	178	7.3%

Interviews were conducted between August 23 and September 18, 2019. The average interview length was 15 minutes.

Throughout this report results are compared to the previous studies conducted between April 8 and May 31, 2015, and September 8 and November 12, 2012, where applicable.

Note: *There is inherent bias in all survey research. For example, **sampling error or bias** is normally stated as “plus or minus” and depends on the size of the sample, size of the universe represented, and randomness of the sample selection. In addition, two other types of bias are important to consider in this study:*

Social desirability bias: *This bias involves respondents answering questions in a way that they think will lead to being accepted and liked. Regardless of the research format, some people will report inaccurately on sensitive or personal topics to present themselves in the best possible light. This may come into play on questions regarding mental health, amount of physical activity and / or eating behavior.*

*The Spanish concept of "**simpatia**" has no direct translation in English, but refers to the importance in the Latino culture of smooth social relations. This central cultural value mandates politeness and respect and shuns assertiveness, direct negative responses, and criticism.*

Respondent Profile

	Total n=794	Phoenix n=300 (A)	Tucson n=271 (B)	N. AZ n=97 (C)	Yuma n=94 (D)	Other n=32 (E)
Age						
18 – 25	25%	28%	24%	23%	26%	16%
26 – 35	49%	48%	51% ^D	55% ^D	33%	66% ^D
36 – 45	21%	19%	21%	17%	34% ^{ABC}	19%
46 – 49	5%	4%	4%	6%	7%	0%
Race/Ethnicity						
Caucasian/White ¹	66%	64% ^C	67% ^C	46%	81% ^{ABC}	94% ^{ABCD}
Native American	10%	7% ^D	8% ^D	37% ^{ABDE}	3%	6%
African American	6%	9% ^{CD}	6%	2%	2%	6%
Asian	2%	2%	2%	0%	4%	3%
Native Hawaiian	1%	1%	.4%	6%	1%	0%
Refused	17%	22% ^{DC}	19% ^D	11%	11%	0%
Hispanic	56%	54% ^{CE}	61% ^{CE}	31%	83% ^{ABCE}	22%
Non-Hispanic/Refused	42%	45% ^{BD}	36% ^D	67% ^{ABD}	16%	75% ^{ABD}
Prefer Not to Answer	2%	1%	3%	2%	1%	3%
# in HH:						
2	7%	6%	7%	8%	11%	3%
3	20%	21%	21%	14%	17%	28%
4	29%	27%	26%	37%	34%	25%
5	20%	18%	23%	18%	23%	16%
6+	24%	27% ^D	24% ^D	23%	15%	28%
Primary HH language:						
English	60%	61% ^D	57% ^D	79% ^{ABD}	39%	88% ^{ABD}
Spanish	15%	14% ^C	17% ^C	2%	28% ^C	0%
Both	22%	22% ^{CE}	24% ^{CE}	11%	33% ^{ACE}	12%
Other	3%	3%	1%	7% ^B	0%	0%

ABCDE Significantly higher than other group

¹ Hispanic participants who answered “don’t know” and those who refused to answer the question regarding race were included in the “Caucasian/White” segment.

*Percentages may add to more than 100% due to rounding

II. Executive Summary

Summary of Key Measures

Nutrition	2019 n=794 Median/day
Frequency of fruit consumption	1.0
Frequency of green leafy or lettuce salad (with or without vegetables)	.43
Frequency of other vegetables (not including lettuce salads and potatoes)	.71
Frequency of sugar-sweetened beverages/sports or energy drinks	.71

Grocery Shopping	2019	2015	2012	Increase / Decrease (over 2015)
% who use written shopping list (always/often)	55%	55%	64%	--
% who use coupons (always/often)	29%	22%	47%	▲
% who plan meals before going to the store	61%	61%	60%	--
% who shop at several stores to get the best price	50%	42%	60%	▲
% who purchase fresh vegetables/fruits	89%	NA	NA	NA
% who purchase frozen vegetables/fruits	37%	NA	NA	NA
% who purchase canned vegetables/fruits	41%	NA	NA	NA

Physical Activity	2019 n=794
Frequency of physical activity (Avg.days/week)	4.7
Use public facilities (parks, trails, community recreation centers, etc.) (%Yes)	56%
Child's use of public facilities (%Yes)	69%

Food Insecurity	2019
% who worried about running out of food (%Yes)	53%
% who experienced skipping or cutting meal size due to lack of money (%Yes)	44%

Family Meals

- The women interviewed reported eating a meal at home 8.9 times a week, slightly more than one meal a day at home. The average number of times per week families eat together is 7.6 times/week, lower than 9.5 in 2015 and similar to 7.7 in 2012.
- Eating out at a restaurant occurred on average twice per week.

Experience with Food Insecurity

- One-half (53%) of SNAP-eligible women indicated that in the past 12 months they had worried about running out of food before they got money to buy more.
- Two in five (44%) women skipped meals or cut down on portion sizes due to a lack of funds for food.

Nutrition / Diet

- The median intake of fruits (not including juices) was 1.0 per day.
- The median intake of green leafy or lettuce salads is .43 servings a day and of other vegetables (not including lettuce salad and potatoes) are .71 servings a day.
- Beverages containing sugar and sports/energy drinks were consumed .71 times per day.

Shopping Preferences

- The vast majority of women interviewed purchase most of their food at traditional grocery stores (93%). The Dollar Store was the next most popular store (61% bought at least some groceries at this location).
- Nine in ten (89%) SNAP-eligible women reported they purchase fresh vegetables and fruits always or often when shopping for groceries. Purchasing fresh produce was vastly more popular than purchasing canned and frozen produce (89% always/often vs. 40% canned and 37% frozen).
- Taking children shopping was the second most mentioned shopping behavior by the women (75% always/often).
- The least reported shopping behaviors were shopping for organic foods (19% always/often) and locally-grown foods (19% always/often).

- Compared with 2015, more women shopped with children (75% vs. 71%), planned to refrigerate leftovers (58% vs. 51%), shopped several stores for the best price (49% vs. 42%), and used coupons (29% vs. 22%).

Physical Activity

- Women reported being physically active on average for 4.7 days per week. On average, over one-half report enjoying these activities every time they take part.
- More than half of the women (56%) personally use public facilities (i.e. parks, trails, recreation centers) in their community for physical activity. A higher percentage of women indicated using these types of facilities for their children (69%).

Food Consumption Attitudes

- Eight in ten (79%) SNAP-eligible women agree that most of the time they desire to eat nutritious foods. More than half (56%) of the women agree they can cope with negative emotions without turning to food for comfort.
- Over four in ten of the women interviewed agree they turn to food when feeling emotional (i.e. anxious, depressed, sad) or stressed (44% agree they eat when emotional and 44% eat when stressed).

General Wellbeing

- The majority of respondents gave high satisfaction ratings when asked to rate their overall life (61% rated their overall well-being as an 8, 9, or 10 rating).
- Most women also indicated high levels of satisfaction and contentment with their relationships and friendships (64% gave 8-10 ratings for satisfaction with their relationships and 66% gave 8-10 ratings for being content with their friendships/relationships).
- One-third of the women report being worried about meeting normal monthly expenses (33% gave 8-10 ratings).
- Most women indicate strong ratings for their overall mental health (58% gave 8-10 ratings). However, women were less likely to give high ratings for their overall physical health (37% gave 8-10 ratings).

Assistance Programs Participation

- Among eligible women (those with children under 5), 69% have received WIC checks in the past 12 months, this is slightly higher than 64% in 2015.

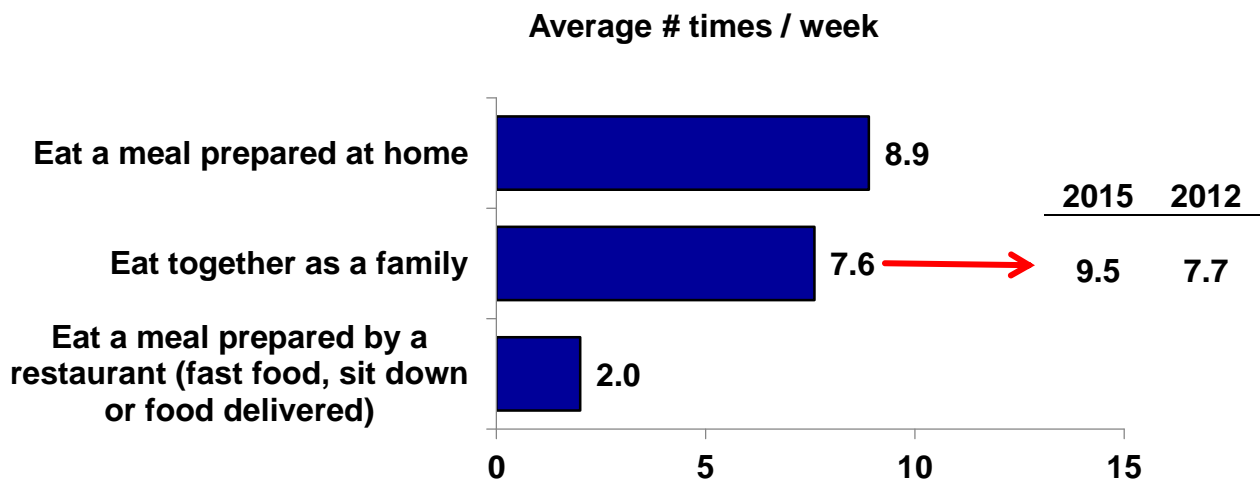
- Among all women interviewed, 46% reported receiving SNAP benefits in the past year; declining from 59% reported in 2015.
- The percent of women indicating someone in their household received a free/reduced school lunch/breakfast also declined, from 54% in 2015 to 49% this year.
- Participation in the Child and Adult Food Care program increased from 6% in 2015 to 8% in 2019.

III. Summary of Findings

A. Family Meals

The women interviewed reported eating a meal prepared at home 8.9 times a week, slightly more than one meal at home each day. The average number of times per week families eat together is 7.6 times, lower than 2015 (9.5 times/week), but similar to 2012 (7.7 times/week). Eating out at a restaurant happened an average of 2.0 times per week.

Women ages 26 to 35 had a higher level of eating a meal at home than those between 36 and 49. Interestingly, moms over 46 were significantly *less* likely to eat at a restaurant than all other moms. Those who speak primarily English had a higher frequency of eating out at a restaurant than those who primarily speak Spanish.



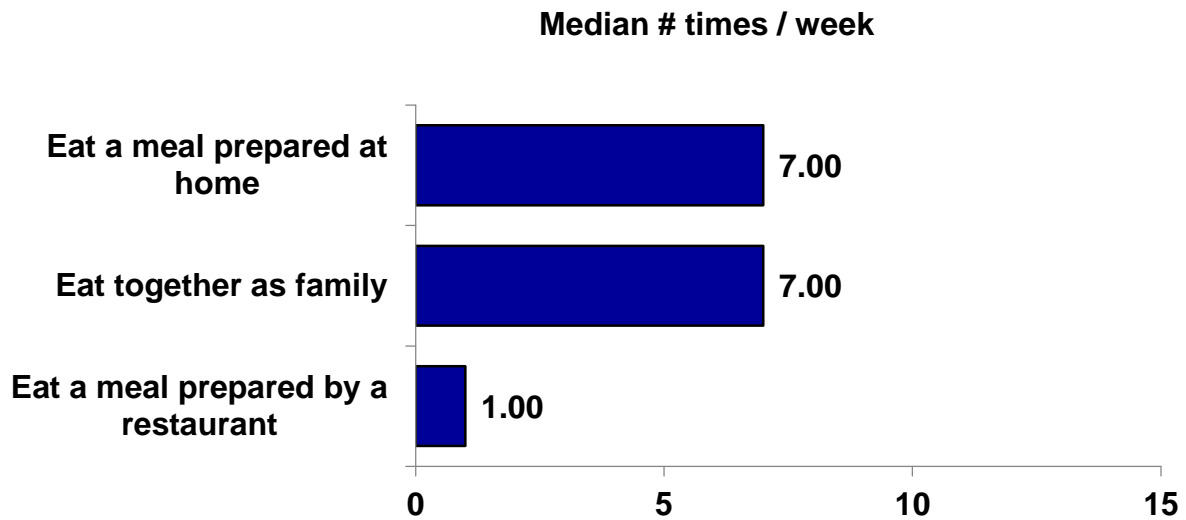
Base: 2019 n=789; 2015 n=1196, 2012 n=830

Q. During the past week, how many times did your family . . .

Wording change in 2019. In 2015, question was asked 'in past few weeks'. In 2012, question asked about 'past week'.

Demographic Differences:

Average # times/week:	18 – 25 n=201 (A)	26 – 35 n=387 (B)	36 – 45 n=168 (C)	46 – 49 n=38 (D)	English- Primary n=474 (E)	Spanish- Primary n=117 (F)
Eat a meal prepared at home	8.78	9.19 ^C	8.08	9.89	8.5	9.8
Eat together as a family	7.54	7.98 ^C	6.90	8.11	7.7	7.7
Eat a meal prepared by a restaurant	2.07 ^D	2.00 ^D	2.09 ^D	.89	2.1 ^F	1.5



n=789

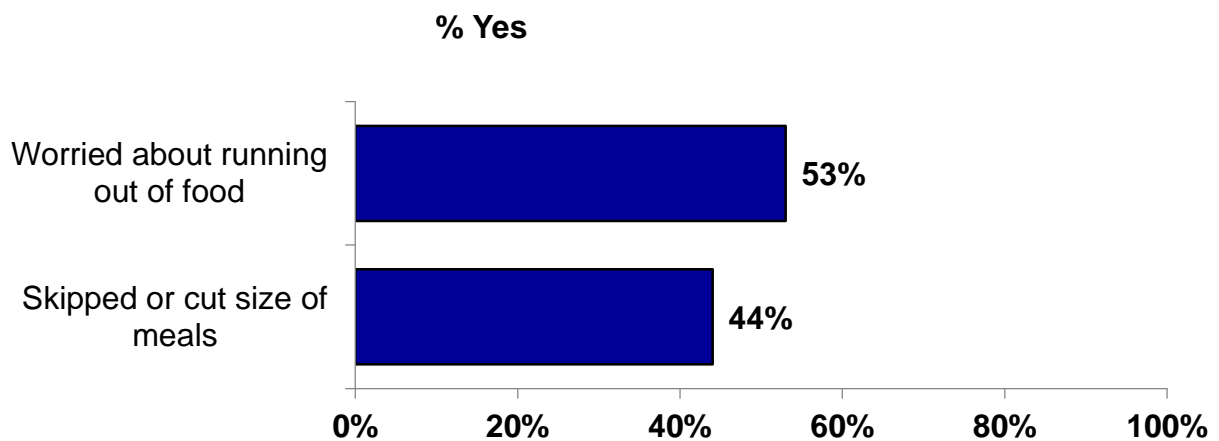
Q. During the past week, how many times did your family . . .

Wording change in 2019. In 2015, question was asked 'in past few weeks'. In 2012, question asked about 'past week'.

B. Experience with Food Insecurity

One-half (53%) of SNAP-eligible women indicated that in the past 12 months they had worried about running out of food before they got money to buy more. Additionally, two in five (44%) women skipped meals or cut down on portion sizes due to a lack of funds for food.

Women in outlying areas were most likely to worry about running out of food and most likely to skip or cut the size of meals compared to all other regions. As might be expected, households participating in some type of food assistance program were significantly more likely to worry about running out of food, or skipped meals as those not using food assistance programs.



Q Within the last 12 months, did you worry whether your food would run out before you got money to buy more?

Q Within the last 12 months, did you ever skip or cut the size of meals because there wasn't enough money for food?

Demographic Differences

In past 12 months, %Yes:	Phoenix n=300 (A)	Tucson n=271 (B)	N. AZ n=97 (C)	Yuma n=94 (D)	Other n=32 (E)	Hispanic n=442 (F)	Non- Hispanic n=336 (G)	Food Assist. n=664 (H)	No Food Assist. n=130 (I)
Worried about running out of food	57% ^C	52% ^C	40%	47%	81% ^{ABCD}	50%	58% ^F	55% ^I	43%
Skipped or cut size of meals	48% ^{CD}	43%	34%	35%	75% ^{ABCD}	40%	50% ^F	46% ^I	36%

ABCDE Significantly higher than other group

C. Nutrition/Diet

1. Fruit and Vegetable Consumption

The moms interviewed reported their median intake of fruits (not including juices) was 1.0 per day. Salads and vegetables were consumed less often than fruit as women report eating .43 servings of green leafy or lettuce salads a day and .71 servings of other vegetables (not including lettuce salad and potatoes) a day. Beverages containing sugar and sports/energy drinks were consumed .71 times per day.

There were no significant differences between demographic groups for the median intake of fruit, salads, vegetables, or sugar-sweetened drinks.

# Servings	2019	
	Average/ day	Median/ day
Fruit (not including juices)	1.1	1.0
Green leafy or lettuce salad (with or without vegetables)	.74	.43
Other vegetables (not including lettuce salads and potatoes)	.98	.71
Drink sugar-sweetened beverages and sports/energy drinks	1.2	.71

Times Per Day	Fruit	Green Leafy / Lettuce Salad	Other Veggies	Sugar-Sweetened
0	4%	8%	5%	14%
<1	45%	59%	49%	38%
1-<2	29%	22%	31%	28%
2-<3	13%	6%	7%	7%
3+	9%	5%	8%	13%

Q Now think about the foods you ate or drank during the past month, that is, the past 30 days, including meals and snacks. Please tell me how often you ate or drank each one? You can tell me times per day, times per week or times per month.

- *Not including juices, how often did you eat fruit?*
- *How often did you eat a green leafy or lettuce salad, with or without other vegetables?*
- *Not including lettuce salads and potatoes, how often did you eat other vegetables?*
- *How often did you drink sugar-sweetened beverages such as fruit drinks (such as Kool-aid™ and lemonade), sweet tea, soda or pop, and sports or energy drinks (such as Gatorade™ and Red Bull™)? Do not include 100% fruit juice, diet drinks, or artificially sweetened drinks.*

D. Shopping Preferences

1. Purchase Behavior

The vast majority of the women interviewed purchase most of their food at traditional grocery stores (93%). The Dollar Store was the next most popular store (61% bought at least *some* groceries at this location). This trend was similar across all demographic groups.

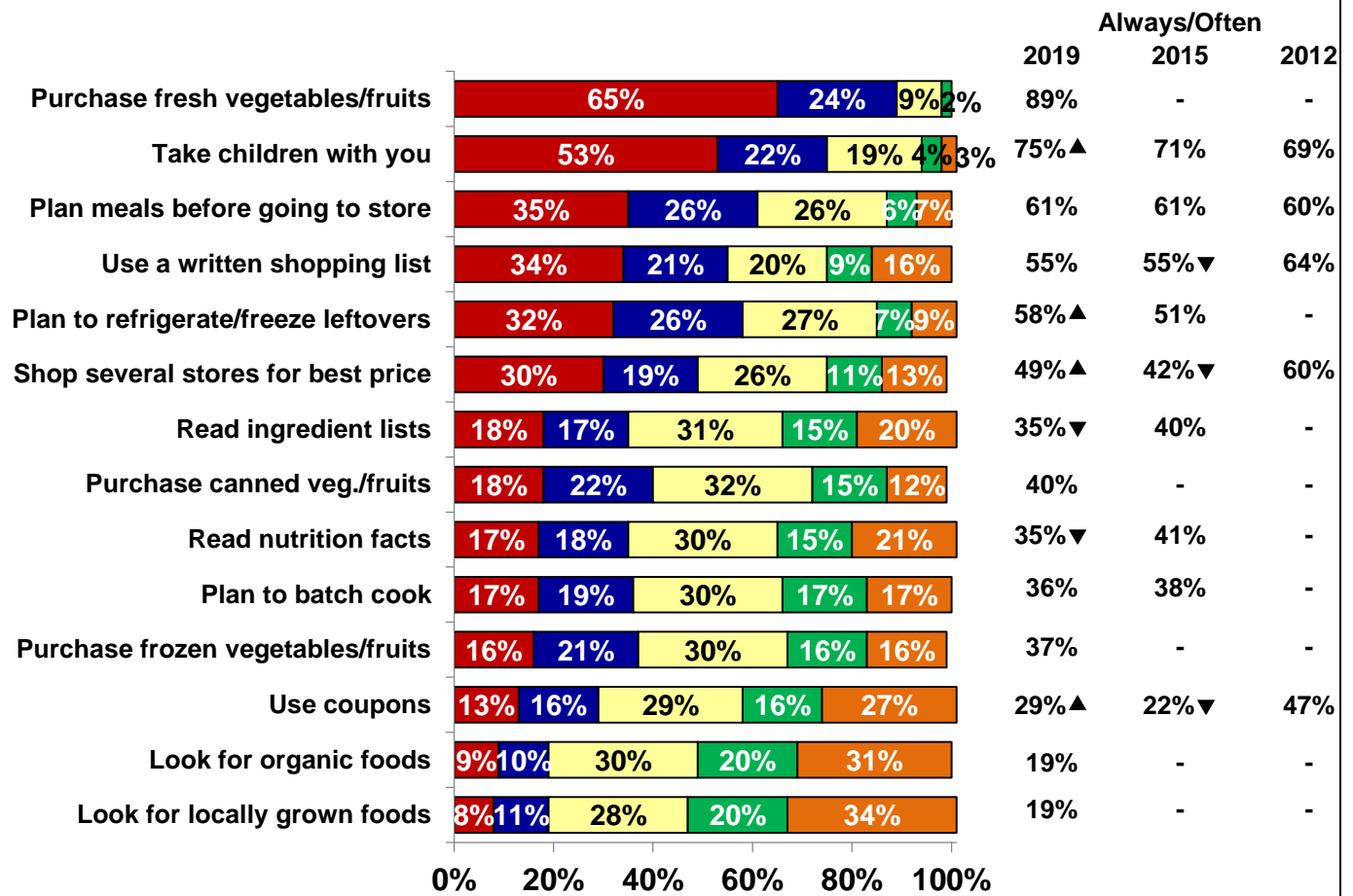
Where purchase:	2019		
	Most	Some	None
Grocery stores	93%	6%	2%
Dollar Store	10%	51%	39%
Food Buying Cooperative	6%	10%	84%
Food Bank, Food Pantry, similar site	5%	26%	69%
Farmer's Market	5%	28%	67%
Convenience Store	4%	37%	58%
Thrift Store (Goodwill, Savers)	4%	9%	87%
Drug Store	3%	23%	74%
All other mentions	5%	9%	87%

2. Frequency of Shopping Behaviors

Nine in ten (89%) SNAP-eligible women reported they purchase fresh vegetables and fruits *always* or *often* when shopping for groceries. Purchasing fresh vegetables and fruits was the predominant shopping behaviour amongst the 14 behaviors asked of moms. Purchasing fresh produce was vastly more popular than purchasing canned and frozen produce (89% *always/often* vs. 40% canned and 37% frozen).

Taking children shopping was the second most mentioned shopping behavior by these moms (75% *always/often*). Women were least likely to report that they shopped for organic (19% *always/often*) and locally-grown foods (19% *always/often*).

Compared with 2015, more women shopped with children (75% vs. 71%), planned to refrigerate leftovers (58% vs. 51%), shopped several stores for best price (49% vs. 42%), and used coupons (29% vs. 22%).



■ Always ■ Often ■ Sometimes ■ Rarely ■ Never

2019 n=794; 2015 n=1196; 2012 n=830

Q When shopping for groceries, how often do you do each of the following activities?

▲/▼ Significantly higher/lower than previous wave

As seen on the following page, Hispanic women are significantly more likely to have their children with them when grocery shopping. In addition, those who speak primarily Spanish are significantly *more* likely to purchase fresh vegetables than English speakers and significantly *less* likely to purchase canned and frozen veggies.

Those in outlying areas are more likely to plan meals before going to the store, purchase canned and frozen vegetables, and use coupons, than women in metropolitan areas.

Demographic Differences

% 'Always/often' do when shopping for groceries:	Phoenix n=300 (A)	Tucson n=271 (B)	N. AZ n=97 (C)	Yuma n=94 (D)	Other n=32 (E)	Hispanic n=442 (F)	Non- Hispanic n=336 (G)	English- Primary n=479 (H)	Spanish- Primary n=117 (I)
Take your children with you	74%	76%	76%	77%	59%	81% ^G	66%	71%	78%
Plan meals before you go to the store	58%	58%	66%	68%	81% ^{AB}	61%	61%	59%	70% ^H
Use a written shopping list	52%	56%	54%	59%	56%	54%	57%	55%	65%
Look for locally grown food	22% ^B	12%	25% ^B	22% ^B	16%	18%	19%	18%	20%
Plan to refrigerate or freeze leftovers	60% ^D	54%	73% ^{ABDE}	46%	50%	51%	66% ^F	65% ^I	36%
Look for organic food	22% ^{BD}	14%	24% ^B	14%	28%	18%	20%	18%	21%
Purchase fresh vegetables/fruits	88%	91%	86%	90%	91%	90%	88%	87%	95% ^H
Shop at several stores for best price	48%	48%	58%	47%	56%	53%	46%	45%	59% ^H
Purchase canned vegetables/fruits	45% ^D	38%	45% ^D	28%	53% ^D	33%	51% ^F	47% ^I	16%
Purchase frozen vegetables/fruits	36%	34%	42%	42%	53% ^B	32%	44% ^F	43% ^I	23%
Read nutrition facts	35%	33%	29%	39%	50% ^D	33%	37%	34%	29%
Read ingredient lists	39%	31%	32%	33%	41%	33%	37%	35%	33%
Plan to batch cook	38% ^B	30%	42% ^B	38%	34%	36%	35%	35%	34%
Use coupons	28% ^D	30% ^D	32% ^D	18%	53% ^{ABCD}	24%	34% ^F	34% ^I	11%

ABCDE Significantly higher than other group

% 'Always/often' do when shopping for groceries:	18-25 n=201 (A)	26-35 n=387 (B)	36-45 n=168 (C)	46-49 n=38 (D)
Take your children with you	82% ^D	77% ^D	66%	55%
Shop at several stores for the best price	54% ^B	45%	54% ^B	55%
Use coupons	22%	28%	34% ^A	51% ^{ABC}

E. Physical Activity

These moms reported being physically active an average of 4.7 days per week. Women in Tucson were less likely to be physically active compared to women in Phoenix, Northern Arizona and other Arizona areas.

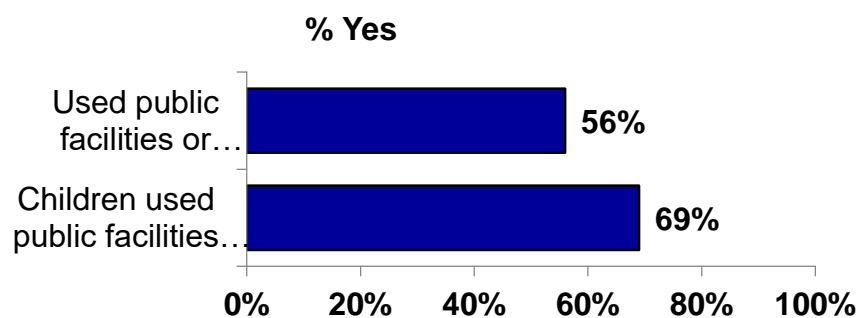
Average # days/week	Phoenix n=300 (A)	Tucson n=271 (B)	N. AZ n=97 (C)	Yuma n=94 (D)	Other n=32 (E)	Hispanic n=442 (F)	Non- Hispanic n=336 (G)	English- Primary n=479 (H)	Spanish- Primary n=117 (I)
Physically active	5.0 ^B	4.1	5.4 ^B	4.7 ^B	4.8	4.4	5.1 ^F	4.9 ^I	3.9

Depending on frequency of their activity, half or more report enjoying physical activity every time they take part (shown in bold below).

Enjoy Physical Activity

Days Enjoyed	Days a Week of Physical Activity						
	1	2	3	4	5	6	7
0	82% of those who are physically active one day a week enjoy it	16%	9%	6%	8%	6%	5%
1		17%	10%	1%	1%	4%	2%
2		67%	11%	15%	3%	9%	4%
3		--	70%	22%	20%	6%	7%
4		--	--	56%	9%	13%	12%
5		--	--	--	59%	15%	13%
6		--	--	--	--	47%	4%
7		--	--	--	--	--	53%

More than half of the women (56%) personally use public facilities (i.e. parks, trails, recreation centers) in their community for physical activity. A higher percentage of moms indicated using these types of facilities for their children (69%). Moms between the ages of 26 and 45 are significantly more likely to use these facilities for their children than women younger and older – 74% compared to 54% of moms under 26 and 68% of moms 46 and older.



Q How many of those days would you say you enjoyed doing physical activity

Q Do you use public facilities or programs (e.g., park, trail, community recreation programs, etc.) in your city/town for physical activity?

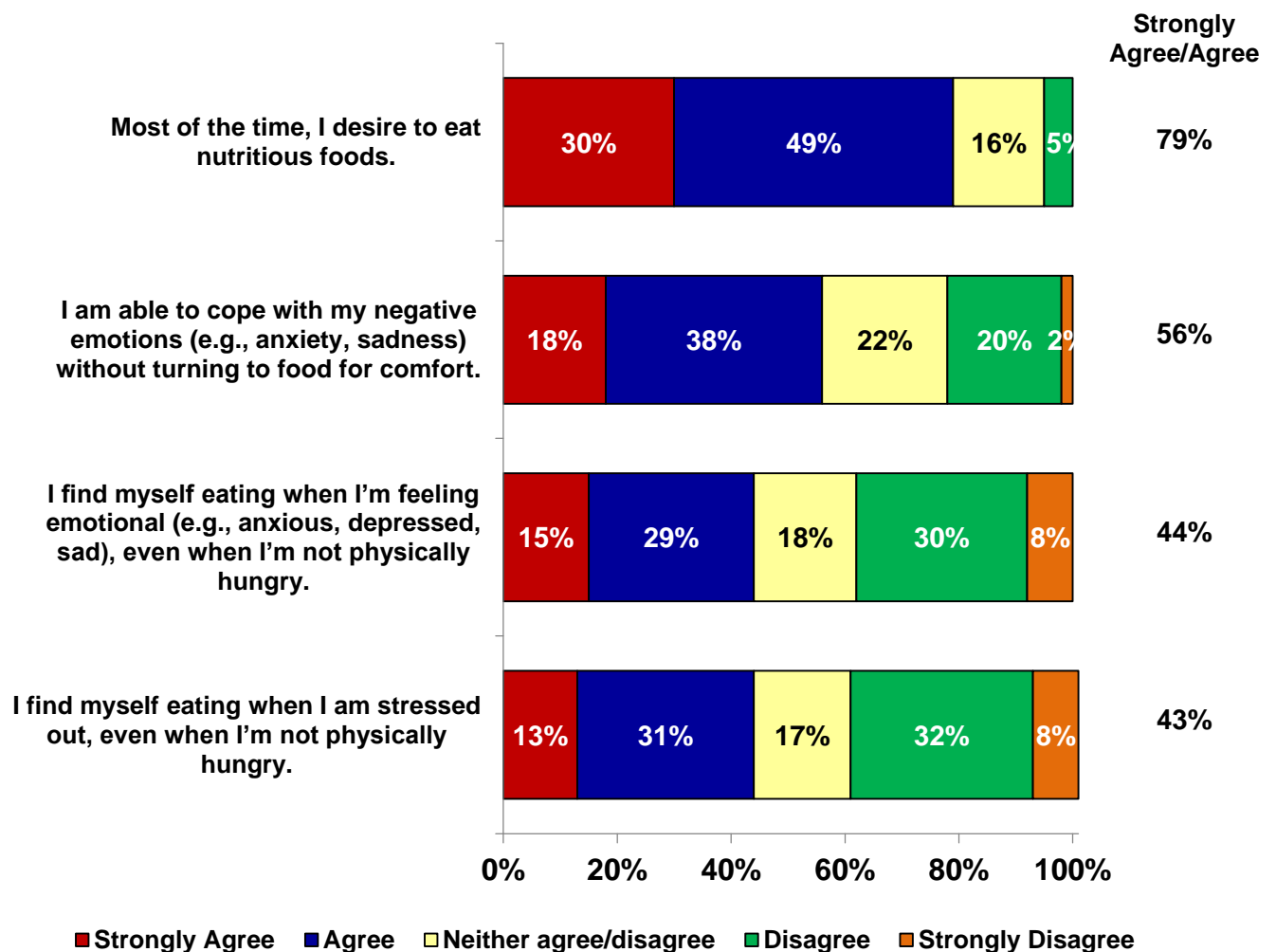
Q Do your children use public facilities or programs (e.g., park, trail, communi

G. Food Consumption

Eight in ten (79%) SNAP-eligible women agree that *most of the time they desire to eat nutritious foods*. More than half (56%) of the women agree they can *cope with negative emotions without turning to food for comfort*.

About four in ten of the women interviewed agree they turn to food when feeling emotional (i.e. anxious, depressed, sad) or stressed (44% agree they eat when emotional and 44% eat when stressed). Moms between 26 and 35 are most likely to report turning to food when in these emotional states (47%).

Hispanic women were more likely to agree with having a desire for nutritious foods than Non-Hispanic women. Additionally, women that primarily speak Spanish were more likely to crave nutritious foods compared to women that primarily spoke English.



2019 n=794

Q Please rate your agreement with the following statements...

Demographic Differences

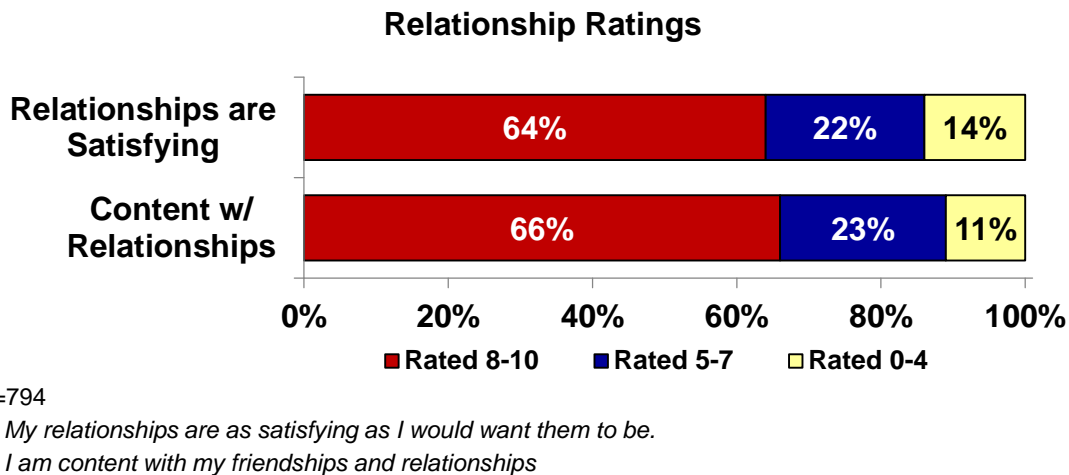
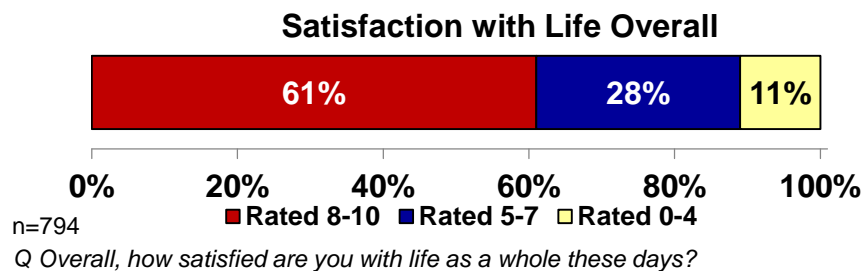
% 'Strongly agree/agree' to each statement:	18 – 25 n=201 (A)	26 – 35 n=387 (B)	36 – 45 n=168 (C)	46 – 49 n=38 (D)	Hispanic n=442 (E)	Non- Hispanic n=336 (F)	English- Primary n=479 (G)	Spanish- Primary n=117 (H)
Most of the time, I desire to eat nutritious foods.	71%	80% ^A	89% ^{AB}	76%	82% ^F	76%	75%	91% ^G
I am able to cope with my negative emotions (e.g., anxiety, sadness) without turning to food for comfort.	60%	51%	62% ^B	63%	58%	54%	54%	61%
I find myself eating when I'm feeling emotional (e.g., anxious, depressed, sad), even when I'm not physically hungry.	42%	47% ^D	43%	32%	43%	47%	46%	39%
I find myself eating when I am stressed out, even when I'm not physically hungry.	40%	47% ^D	42%	32%	41%	48% ^E	47% ^H	31%

ABCDE Significantly higher than other group

H. General Wellbeing

The majority of respondents gave high satisfaction ratings when asked to rate their life as a whole (61% rated their overall well-being as an 8, 9, or 10). Most women also indicated high levels of satisfaction and contentment with their relationships and friendships (64% gave 8-10 ratings for satisfaction with their relationships and 66% gave 8-10 ratings for being content with their friendships/relationships).

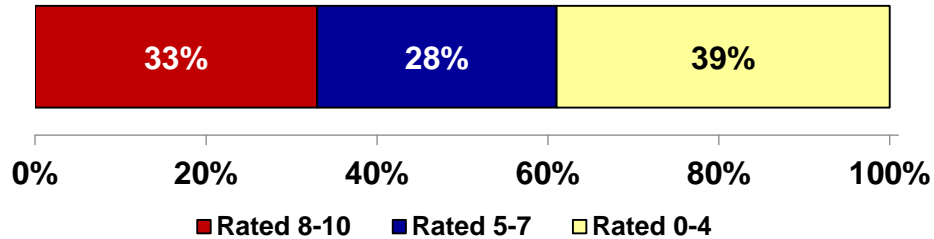
Interestingly, women in medium size communities, (e.g., Flagstaff, Prescott / Prescott Valley, Yuma) rated themselves higher on overall satisfaction with life as well as relationship ratings, than moms in large cities or more rural areas. Hispanic women, particularly those who primarily speak Spanish appear to be significantly more content with life than non-Hispanic women.



% '8-10' to each statement:	Phoenix n=300 (A)	Tucson n=271 (B)	N. AZ n=97 (C)	Yuma n=94 (D)	Other n=32 (E)	Hispanic n=442 (F)	Non-Hispanic n=336 (G)	English-Primary n=479 (H)	Spanish-Primary n=117 (I)
Satisfaction with life overall	54% ^E	63% ^A	73% ^A	77% ^A	25%	69% ^G	50%	50%	83% ^H
Relationships are satisfying	61% ^E	63% ^E	72% ^{AE}	77% ^{ABE}	31%	71% ^G	54%	54%	87% ^H
Content with relationships	62%	65% ^E	79% ^{ABE}	78% ^{ABE}	44%	73% ^G	57%	56%	90% ^H

One-third of the women report being worried about meeting normal monthly expenses (33% gave 8-10 ratings). Hispanics, particularly, Spanish-dominant moms are more likely to worry about meeting living expenses.

Worry about Meeting Living Expenses

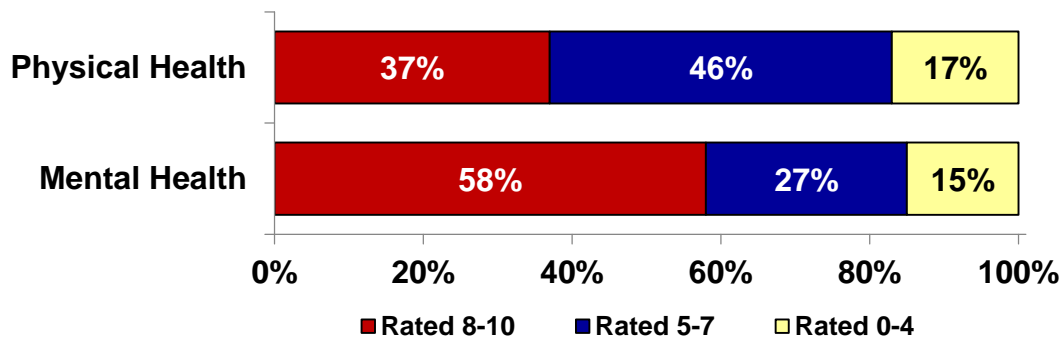


n=794

Q How often do you worry about being able to meet normal monthly living expenses?

The majority of women indicate strong ratings for their overall mental health (58% gave 8-10 ratings). However, women were less likely to give high ratings for their overall physical health (37% gave 8-10 ratings). As seen below, Spanish-dominant women were most likely to give themselves high ratings when asked about their physical and mental health.

Health Ratings



n=794

Q How would you rate your overall physical health

Q How would you rate your overall mental health

Demographic Differences

% '8-10' to each statement:	Phoenix n=300 (A)	Tucson n=271 (B)	N. AZ n=97 (C)	Yuma n=94 (D)	Other n=32 (E)	Hispanic n=442 (F)	Non-Hispanic n=336 (G)	English-Primary n=479 (H)	Spanish-Primary n=117 (I)
Worry about living expenses	26% ^E	39% ^{AE}	42% ^{AE}	38% ^{AE}	13%	36% ^G	29%	29%	44% ^H
Overall physical health	35% ^E	38% ^E	37% ^E	47% ^{AE}	9%	44% ^G	27%	26%	65% ^H
Overall mental health	56% ^E	55% ^E	63% ^E	78% ^{ABCE}	25%	66% ^G	46%	45%	92% ^H

ABCDE Significantly higher than other group

% '8-10' to each statement:	18 – 25 n=201 (A)	26 – 35 n=387 (B)	36 – 45 n=168 (C)	46 – 49 n=38 (D)
Overall physical health	31%	35%	44% ^{AB}	50%
Overall mental health	53%	56%	64% ^A	71% ^A

ABCD Significantly higher than other group

I. Assistance Program Participation

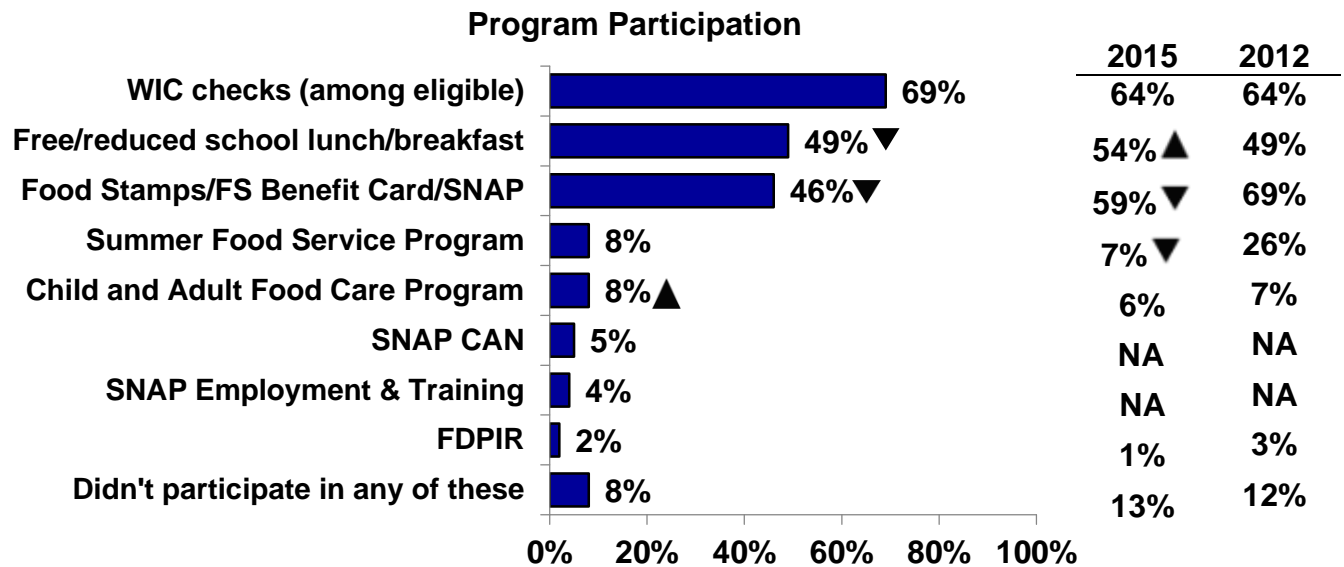
1. Incidence of Participation

Among women with children under 5, 69% have received WIC checks in the past 12 months. Among all women interviewed, 46% reported receiving SNAP benefits in the past year; declining from 59% reported in 2015. The percent of women indicating someone in their household received a free/reduced school lunch/breakfast also declined, from 54% in 2015 to 49% this year.

Participation in the Child and Adult Food Care program increased from 6% in 2015 to 8% in 2019.

SNAP program participation was higher among women in outlying areas (66%) compared to all other regions (ranging between 34% and 48%). Additionally, Non-Hispanic women were more likely to be enrolled in SNAP compared to Hispanic women (52% vs. 41%).

Hispanic women were significantly more likely to have participated in the WIC program compared to Non-Hispanic women (55% vs. 43%).



Q In the past 12 months, did anyone in your family receive . . . ?

Base: 2019 n=794; WIC n=591; 2015 n=1196, WIC n=785; 2012 n=830 WIC n=602

▲/▼ Significantly higher/lower than previous wave

Demographic Differences:

% Received:	Phoenix n=300 (A)	Tucson n=271 (B)	N. AZ n=97 (C)	Yuma n=94 (D)	Other n=32 (E)	Hispanic n=442 (F)	Non- Hispanic n=336 (G)	English- Primary n=479 (H)	Spanish- Primary n=117 (I)
Food Stamps/SNAP	46% ^C	48% ^C	34%	45%	66% ^{ABCD}	41%	52% ^F	55% ^I	16%
Free/reduced school lunch/breakfast	50%	49%	52%	47%	50%	52%	47%	48%	50%
SNAP Employment and Training	5%	4%	4%	2%	3%	5%	3%	3%	6%
SNAP CAN	7% ^D	5%	4%	2%	6%	5%	5%	6%	5%
WIC checks (<i>eligible</i>) ¹	75% ^C	67% ^C	50% ^C	74%	61%	72% ^F	62%	63%	73%
Summer Food Service	10% ^B	4%	10%	6%	16%	8%	8%	8%	8%
Child and Adult Food Care Program	9%	8%	6%	9%	9%	9%	7%	8%	7%
FDPIR	2%	2%	4%	2%	3%	2%	2%	2%	2%
Did not participate in any of these programs	7%	9%	16% ^{AD}	6%	*	7%	10%	9%	10%

ABCDE Significantly higher than other group ¹ Sample size smaller than listed since only WIC eligible women included
 * Less than .5%

J. Observations: General

- **Most of these women shop for fresh produce** – The vast majority of SNAP-eligible women reported purchasing fresh vegetables and fruit – 89% indicated they *always/often* seek out fresh produce. They are much more likely to prefer fresh produce compared to canned (40%) and frozen (37%).
- **The majority have healthy attitudes towards food** – Eight in ten (79%) women indicated they desire to eat nutritious foods and more than half reported they can cope with negative emotions without turning to food for comfort.
- **Organic and locally grown foods are not a priority** – Shopping for organic foods and locally grown foods did not seem to be a priority for these women. Out of the 14 shopping behaviors asked of respondents, these were the least reported with only 19% of the women indicating they look for organic or locally grown foods when shopping.
- **These moms appear to be more cost-conscious** - Compared to 2015, women were more likely to report that they shop at several stores for the best price (49% vs. 42%) and use coupons (29% vs. 22%). They were also more likely to report saving food as leftovers (58% vs. 51%).
- **Dollar stores are a popular source for food purchases** – Most SNAP-eligible women purchase their groceries from traditional grocery stores (93%). However, there is a significant number shopping at dollar stores as well (61% bought *most/some* of their groceries at these retailers).
- **Mixed opinions about physical health** - Despite women reporting being physically active – 4.7 days per week and enjoying their workouts, they had lower ratings when thinking about their overall physical health. Only one-third (37%) of women rated their physical health as an 8, 9, or 10 rating on a 10-point scale.
- **Mental health appears strong for majority** – Women gave higher ratings for their overall mental health compared to their physical health – 58% gave 8-10 ratings. Women also report high satisfaction levels for their relationships (64% gave 8-10 rating) and being content with their friendships (66%).

Demographic Differences

Ethnicity:

Spanish-dominant women are more likely to eat meals prepared at home, plan meals in advance and take their children with them when grocery shopping. As some have suggested, grocery shopping is more of a “sensory experience,” an outing often enjoyed with other family members. These moms are also likely to shop at several stores, perhaps visiting ethnic-focused stores in addition to traditional grocery stores, as many

like to use old family recipes (as identified in previous research). Nearly all maintain they purchase fresh fruits and vegetables, preferring these over canned and frozen overwhelmingly, supporting their contention that they desire nutritious foods most of the time.

Interestingly, while Hispanics report slightly less physical activity each week than non-Hispanics, they report higher satisfaction with their overall physical health. Similarly, while they are slightly more likely to worry about meeting living expenses, they also give higher ratings to their overall mental health, as well as satisfaction and contentment with relationships and life overall.

English-speaking women are more likely to eat at restaurants, purchase canned and frozen vegetables, and interestingly, refrigerate or freeze leftovers. They are also significantly more likely to use coupons than Spanish-dominant mothers.

Non-Hispanics report doing more physical activity, although they are much less likely than Hispanics to give high ratings to their overall physical health.

Age:

Moms between the ages of 26 and 35 are the most likely age group to eat at home and with their families (among women 45 and younger). They, along with their younger counterparts (18 to 25), are also more likely to shop with their kids, but slightly less likely to use coupons when at the grocery store.

Perhaps because of their very busy lives, moms between 26 and 35 are slightly more likely than other age groups to find themselves eating when emotional and when stressed out. And, again, along with moms 18 to 25, rate their overall physical and mental health lower than moms 36 and older.

Geography:

Women in outlying communities are most concerned about running out of food before they are able to buy more and skip or cut the size of meals because there wasn't enough money for food. Additionally, most likely due to their proximity to stores (or lack thereof), they are more likely than women from larger markets to plan meals before going to the store and purchase frozen and canned foods. Perhaps because of these concerns, they rate their overall satisfaction with life, relationships, and their physical and mental health significantly lower than women in large and medium-size cities.

Appendix: Questionnaire

**AZ Health Zone
2019 Target Population
Intercept Survey**

Hello. My name is _____ with WestGroup Research. We are conducting a survey with Arizona residents about their household's grocery shopping and eating habits. We are not selling anything and all of your responses will be kept strictly confidential. Are you the female head of household?

S1. Do you live in Arizona?

1. Yes
2. No **THANK AND TERMINATE**

S2. How many people currently live in your household? Please tell me: **C MUST = A+B**

- A. The number of adults 18 years or older who live in your household _____
- B. The number of children under 18 years who live in your household _____
- C. Total in household _____

S3. How many people live in your household who are...

MUST HAVE AT LEAST ONE CHILD UNDER 12 TO CONTINUE

IF THE SUM OF 1, 2, AND 3 = 0, THANK AND TERMINATE

- | | |
|----------------------|------------------------|
| 1. Ages 0-2 _____ | 3. 5 to 11 years _____ |
| 2. 3 - 4 years _____ | 4. 12-17 years _____ |

S4. How old are you?

1. 18 to 25
2. 26 to 35
3. 36 to 45
4. 46 to 49
5. 50 to 55 **THANK & TERMINATE**
6. 56 or older **THANK & TERMINATE**

S5. What is your total household income before taxes? You can give that to me as a weekly income, every two-week income, monthly or yearly income.

MUST BE BELOW THESE TO CONTINUE

IF > AMOUNTS BELOW FOR EACH CATEGORY, THANK AND TERMINATE. TEXT BOX FOR EACH CATEGORY (WEEKLY, MONTHLY, YEARLY) BUT ONLY FORCE 1 COMPLETE. SET WHOLE DIGIT LIMITS FOR EACH BOX.

Family Members in Household	Weekly Household Income	Monthly Household Income	Yearly Household Income
2	\$602	\$2,607	\$31,284
3	\$759	\$3,289	\$39,461
4	\$917	\$3,970	\$47,638
5	\$1,074	\$4,652	\$55,815
6	\$1,231	\$5,333	\$63,992
7	\$1,388	\$6,015	\$72,169
8	\$1,546	\$6,696	\$80,346

Q01. During the past week, how many times did your family . . .
Please enter the actual number as “Times per day,” OR “Times per week,” OR “Times per month.”

	Times per day	Times per week	Times per month	Not at all	Don't Know/ Refused
1. Eat together as a family					
2. Eat a meal prepared at home					
3. Eat a meal prepared by a restaurant (including fast food or sit down restaurants and food delivered to your home.)					

Shopping Preferences

Q02. Please indicate if you get most, some, or none of your food in each of the following locations: [RANDOMIZE](#)

Setting	Most	Some	None	DK/ Refused (DO NOT READ)
1. Grocery store (like Fry's, Food City, or Ranch Market) or discount store (like Target, Walmart, or Costco)				
2. Dollar store				
3. Convenience store (like Circle K or 7-11)				
4. Drug store				
5. Farmer's Market				

6. Food Bank, Food Pantry, or other site where you receive food boxes				
7. Food buying cooperative				
8. Other (specify) _____				

Q03. When shopping for groceries, how often do you do each of the following activities?
 Would you say you do this *always, often, sometimes, rarely, or never*? **RANDOMIZE**

	Always	Often	Some- times	Rarely	Never	Don't Know/ Refused
1. Plan meals before you go to the store						
2. Use a written shopping list						
3. Use coupons						
4. Shop at several stores to get the best price						
5. Take your children with you						
6. Plan to batch cook (cook once, eat many times)						
7. Plan to refrigerate or freeze leftovers						
8. Read nutrition facts						
9. Read ingredient lists						
10. Look for locally grown foods						
11. Look for organic foods						
12. Purchase fresh vegetables/fruits						
13. Purchase frozen vegetables/fruits						
14. Purchase canned vegetables/fruits						

Physical Activity

We are interested in physical activity. **Physical activity** simply means movement of the body that increases your heart rate. Walking, gardening, briskly pushing a baby stroller, house cleaning, stocking shelves, working in child care, playing with your kids are all good examples of being active.

Q04. Counting work or free time, how many days this past week were you physically active?
 _____ days per week **WHOLE NUMBERS, 0-7 ONLY**

Q05. **IF Q04=0, SKIP.**

IF Q04=1: Would you say you **enjoyed** your physical activity that day last week?

1. Yes

0. No

IF Q04=2-7: You said you were physically active ___ days this past week. How many of those days would you say you **enjoyed** doing physical activity?
_____ days per week **WHOLE NUMBERS, 0-7 ONLY. MUST BE < OR = TO ABOVE Q.**

Q06. Do you use any public facilities or programs (e.g. park, trail, community recreation center, recreation programs, etc.) in your city/town for physical activity?

1. Yes
2. No
3. Don't Know/Refused

Q07. Do your children use any public facilities or programs (e.g. park, trail, community recreation center, recreation programs, etc.) in your city/town for physical activity?

1. Yes
2. No
3. Don't Know/Refused

Food Consumption

Q08. For each of the following statements, please tell me if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree:

	Strongly Agree	Agree	Neither agree/disagree	Disagree	Strongly Disagree
1. Most of the time, I desire to eat nutritious foods.					
2. I find myself eating when I'm feeling emotional (e.g., anxious, depressed, sad), even when I'm not physically hungry.					
3. I find myself eating when I am stressed out, even when I'm not physically hungry.					
4. I am able to cope with my negative emotions (e.g., anxiety, sadness) without turning to food for comfort.					

Q09. Now think about the foods you ate or drank during the past month, that is, the past 30 days, including meals and snacks. Please tell me how often you ate or drank each one? You can tell me times per day, times per week or times per month.

	Times per day	Times per week	Times per month	Not at all	Don't Know/Refused
1. Not including juices, how often did you eat fruit?					
2. How often did you eat a green leafy or lettuce salad, with or without other vegetables?					
3. Not including lettuce salads and potatoes, how often did you eat other vegetables?					
4. How often did you drink sugar-sweetened beverages such as fruit drinks (such as Kool-aid™ and lemonade), sweet tea, soda or pop, and sports or energy drinks (such as Gatorade™ and Red Bull™)? Do not include 100% fruit juice, diet drinks, or artificially sweetened drinks.					

Please answer “yes” or “no” for each of the following statements. (DISPLAY FOR Q10 AND Q11)

Q10. Within the last 12 months, did you worry whether your food would run out before you got money to buy more?

1. Yes
2. No
3. Don't Know/Refused

Q11. Within the last 12 months, did you ever skip or cut the size of meals because there wasn't enough money for food?

1. Yes
2. No
3. Don't Know/Refused

General Wellbeing

Using a 10-point scale, please answer each of the following:

	Not at all Satisfied										Completely Satisfied											
	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
Q12. Overall, how satisfied are you with life as a whole these days?																						

	Poor					Excellent					
Q13. In general, how would you rate your physical health?	0	1	2	3	4	5	6	7	8	9	10

	Poor					Excellent					
Q14. How would you rate your overall mental health?	0	1	2	3	4	5	6	7	8	9	10

	Strongly Disagree					Strongly Agree					
Q15. I am content with my friendships and relationships.	0	1	2	3	4	5	6	7	8	9	10

	Strongly Disagree					Strongly Agree					
Q16. My relationships are as satisfying as I would want them to be.	0	1	2	3	4	5	6	7	8	9	10

	Worry all the time					Do not ever worry					
Q17. How often do you worry about being able to meet normal monthly living expenses	0	1	2	3	4	5	6	7	8	9	10

Program Participation

Q18. In the past 12 months, did anyone in your family receive...

	Received	Did Not Receive	Don't Know/Refused
1. Food Stamps / Food Stamp Benefit Card / SNAP			
2. SNAP Employment and Training			
3. SNAP CAN			
4. WIC <small>DISPLAY IF S3=1 AND/OR 2</small>			
5. Summer Food Service Program			
6. Free or reduced school lunch / breakfast			
7. Child and Adult Food Care Program (children and adults in day care settings, including Head Start)			
8. FDPIR (Food Distribution Program on Indian Reservation)			

Demographics

D1a. Do you consider yourself to be:

1. Hispanic
2. Non-Hispanic
3. Prefer not to answer/Refused

D1b. And, do you consider yourself? (Check all that apply) MULTISELECT

1. American Indian/Alaskan Native/Native American
2. Asian
3. Black or African American
4. Native Hawaiian or Other Pacific Islander
5. White
6. Prefer not to answer/Refused

D3. What is the primary language spoken in your household?

1. English
2. Spanish
3. Both English and Spanish
4. Other _____

Thank you for completing the survey. My supervisor validates a certain percentage of all of our interviews, so, may I please have the exact spelling of your name and your phone number?

NAME _____

PHONE NUMBER _____