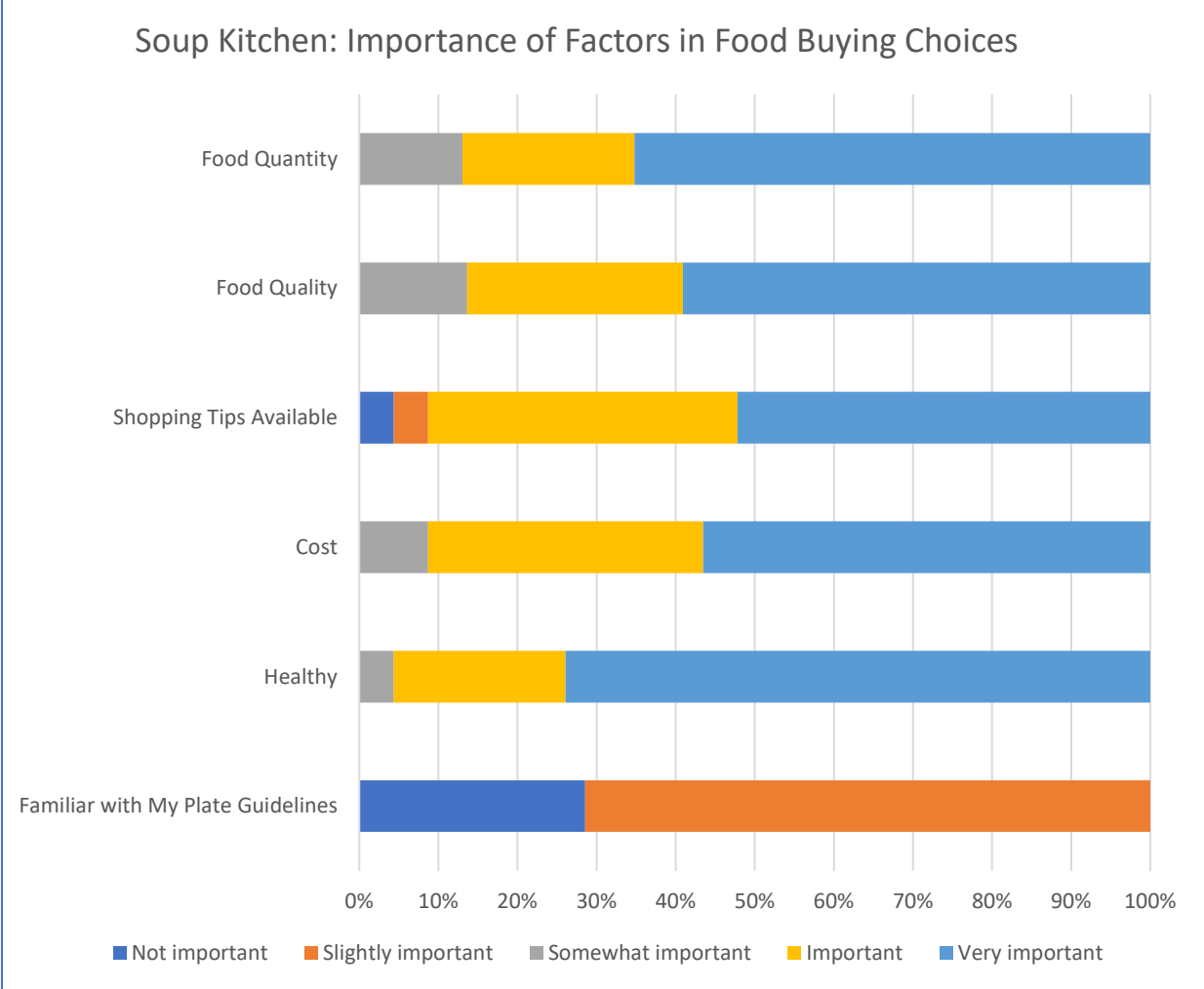


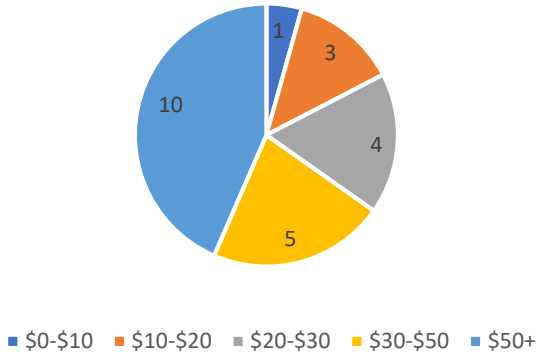
# Data Analysis, St. John's Marketing Study

## Soup Kitchen Purchasing Factors

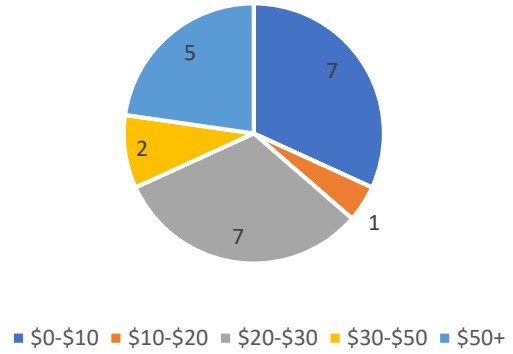


## Soup Kitchen Purchasing Behaviors

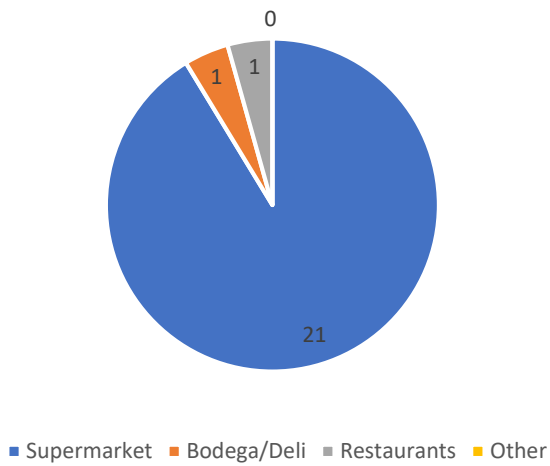
Soup Kitchen: \$ Spent on Food/Week (Total = 23)



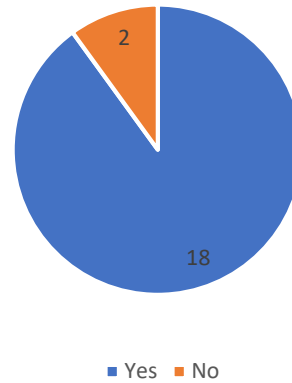
Soup Kitchen: \$ Spent on Produce/Wk (Total = 22)



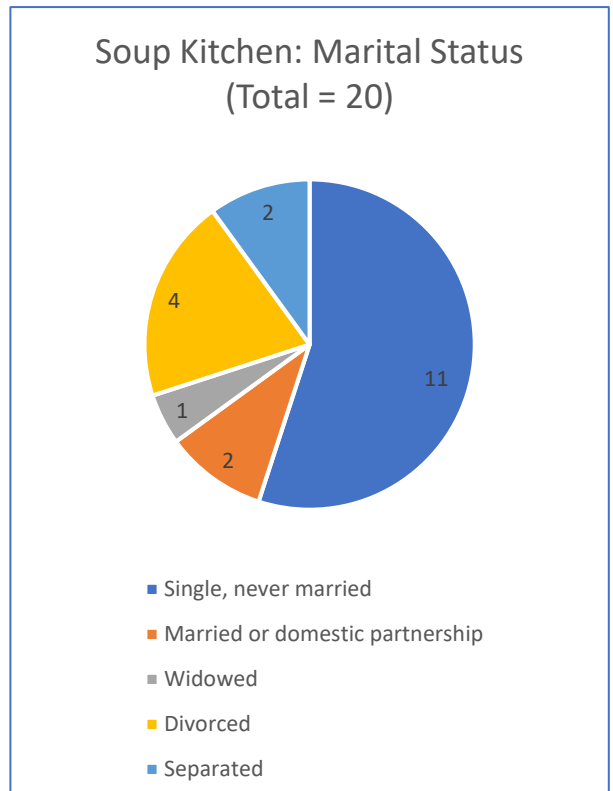
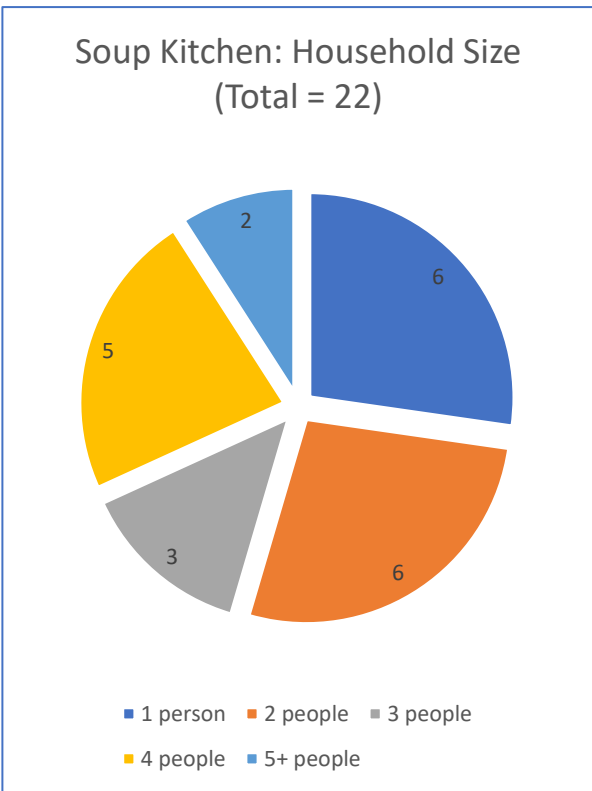
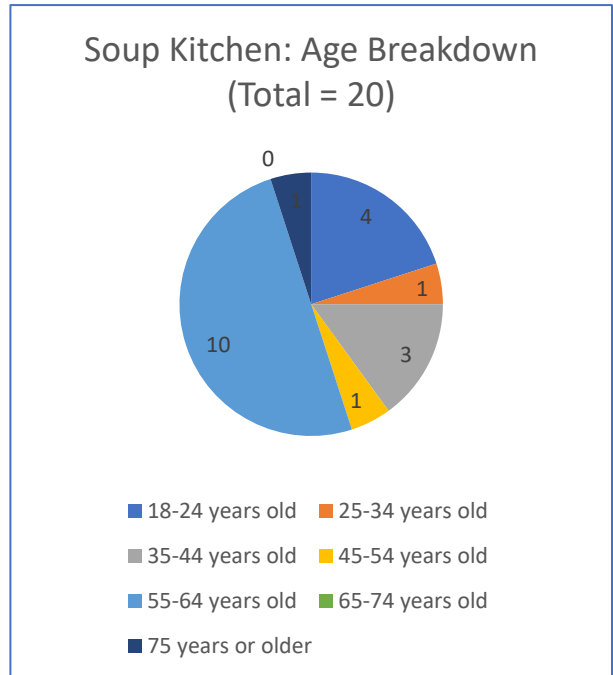
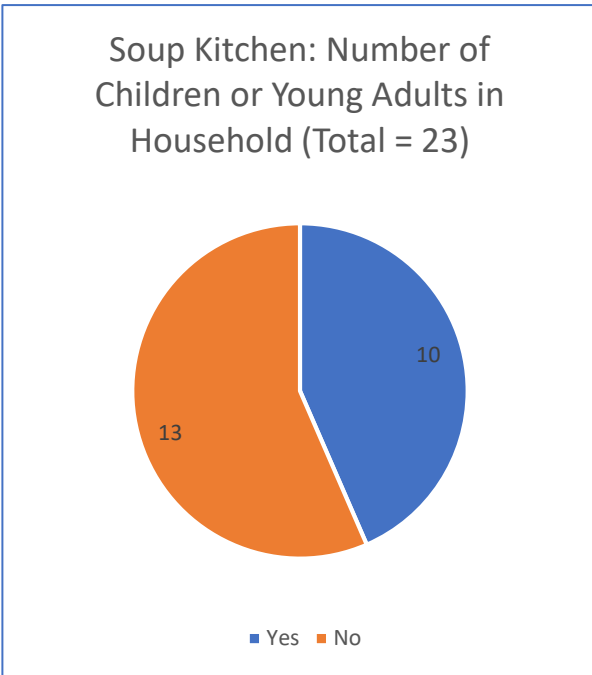
Soup Kitchen: Typically Shop at (Total = 22)



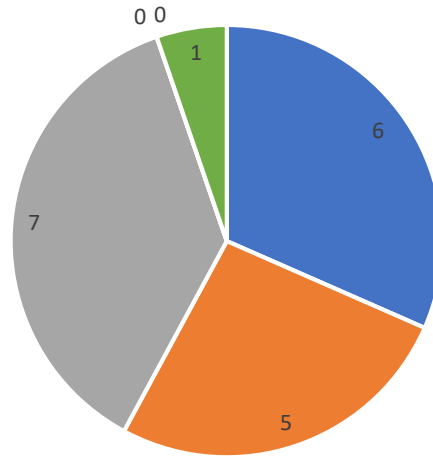
Soup Kitchen: Willing to Try Unfamiliar Food (Total = 20)



## Soup Kitchen Demographics

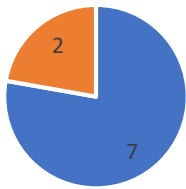


Soup Kitchen: Ethnicity (Total = 19)



- White
- Black or African American
- Asian / Pacific Islander
- Hispanic or Latino
- Native American or American Indian
- Other

Soup Kitchen: Children Exposed to a Balanced Diet (Total = 9)



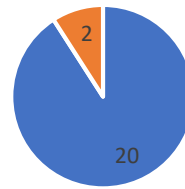
- Yes
- No

Soup Kitchen: Importance of Healthy Eating from Young Age (Total = 23)



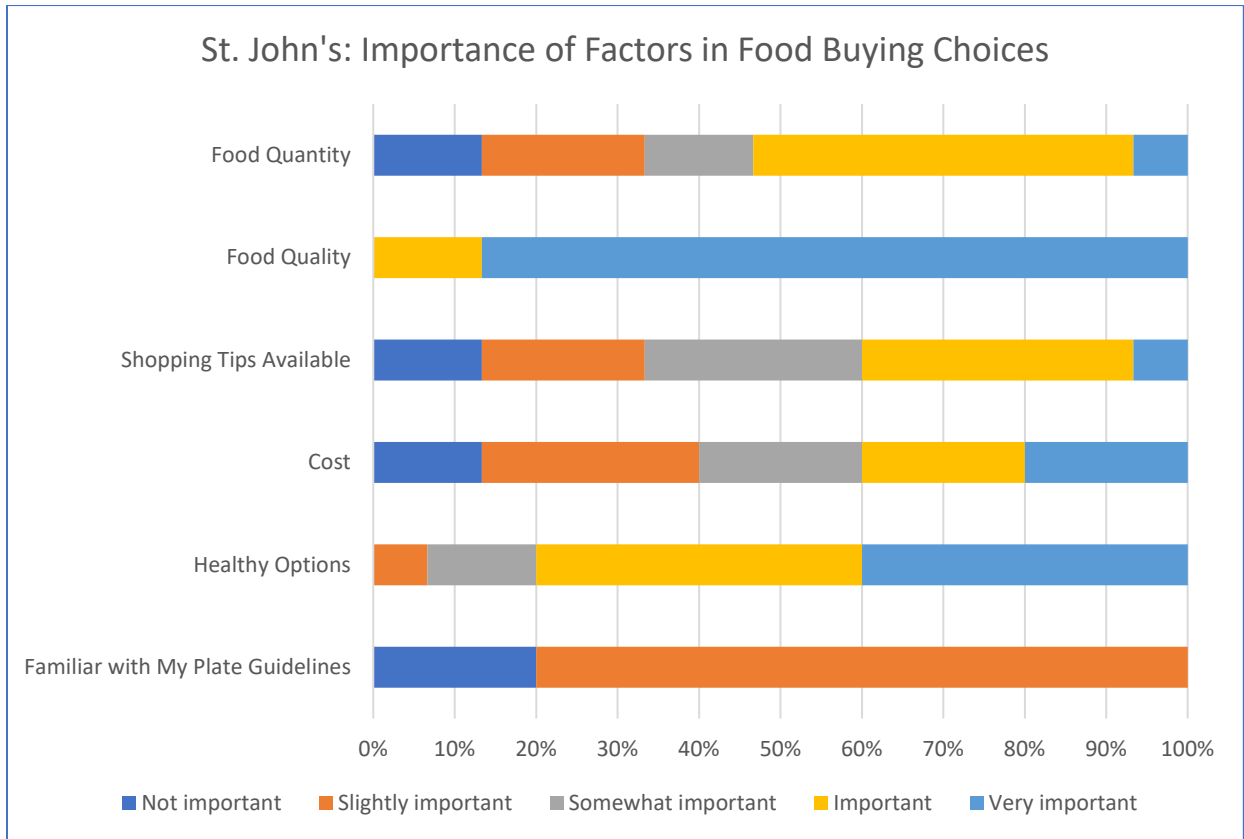
- Yes
- No

Soup Kitchen: Willing to Change Children's Diet (Total = 22)



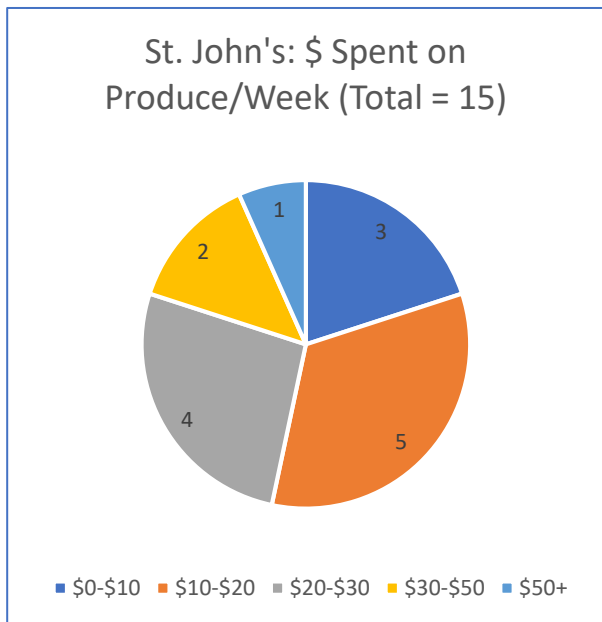
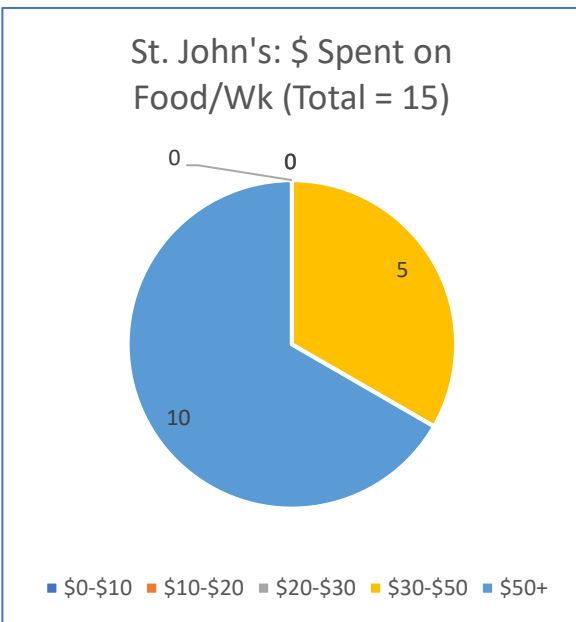
- Yes
- No

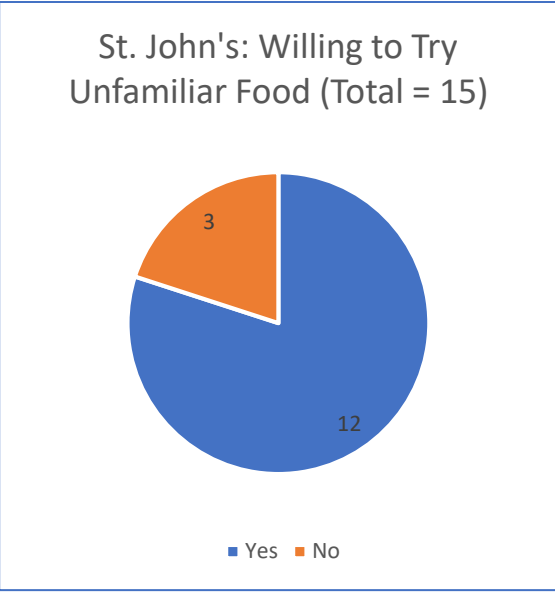
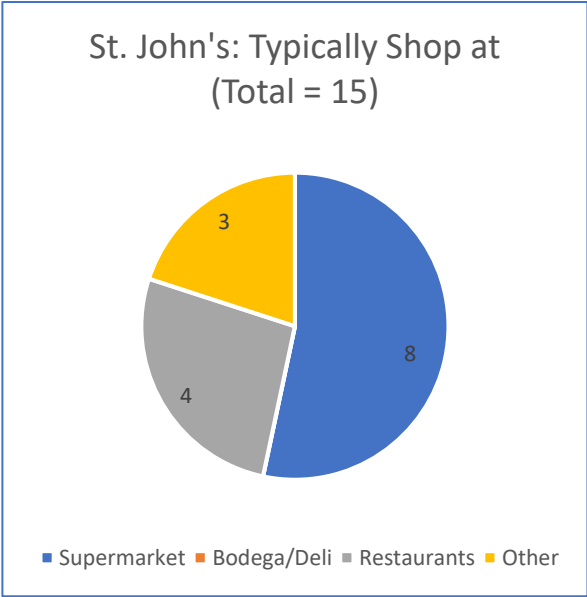
## St. John's University Purchasing Factors



## St. John's University Purchasing Behaviors

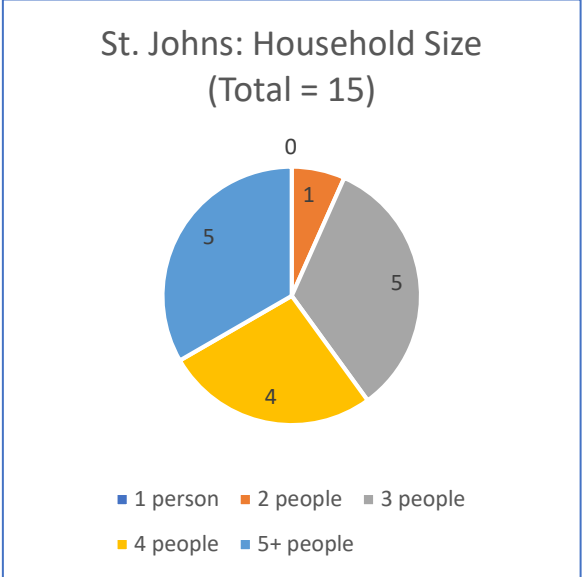
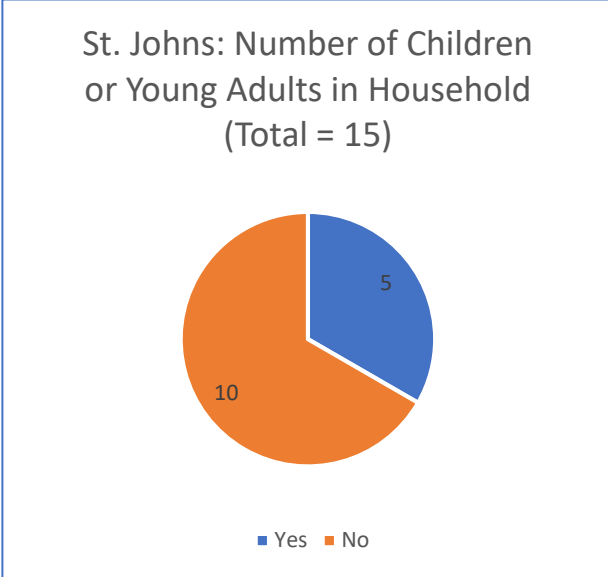
All students said they would take advantage of healthy food options.

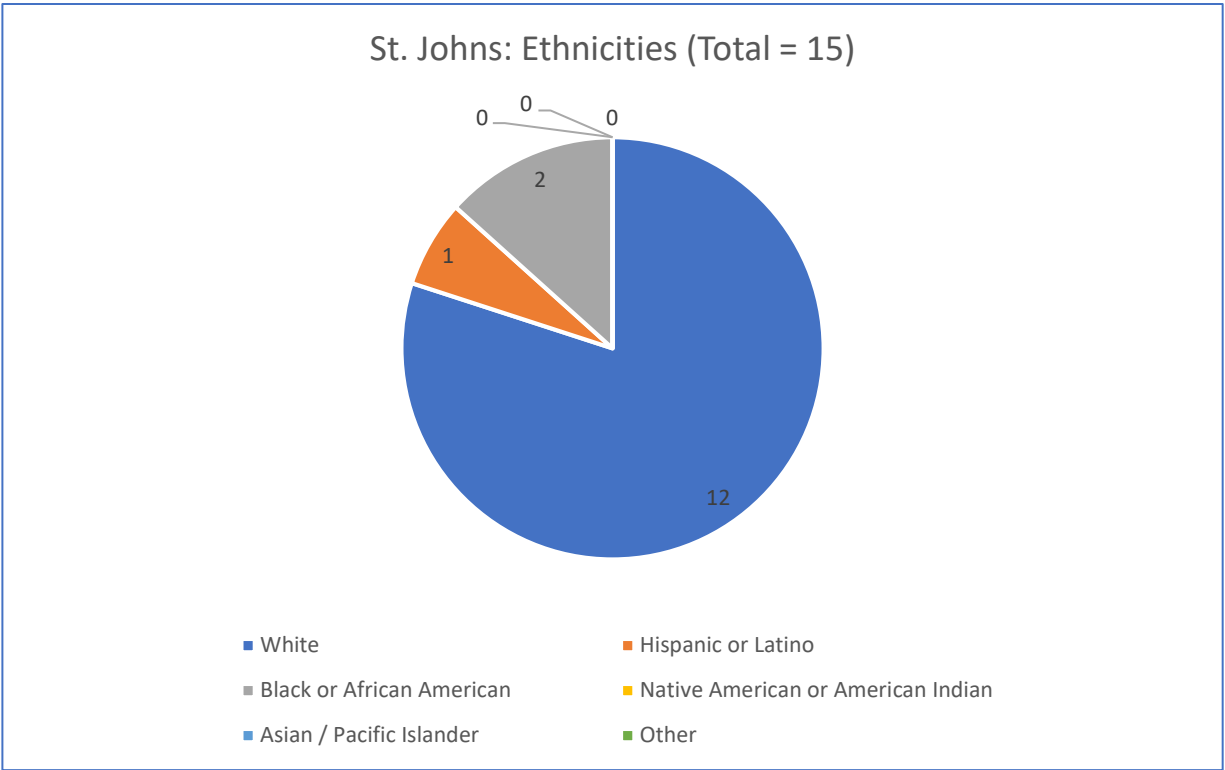




**St. John's University Demographics**

Of the students with children in their households, all said that the children in their households have been exposed to a healthy diet, all are aware of the importance of starting healthy eating habits at a young age, and all were willing to change children's diets to promote a healthier lifestyle.





All surveyed students were unmarried and between 18 and 24 years old.

Dear Participant,

We invite you to participate in a research study to determine shopping habits and healthy eating. Your participation in this research project is completely voluntary and your responses will remain confidential and anonymous. After analyzing the survey responses, our hope is to analyze the data and give the information to City Harvest to ensure a healthier and overall better shopping and dining experience for the Staten Island community. The questionnaire will require approximately ten minutes to complete. In advance, thank you for your time.

Sincerely,

St. John's University



**1. Are you familiar with the “My Plate Program”?**

- Yes
- No

**b. If no, would you be interested in a program that helps you to find your personal healthy eating style?**



MyPlate is a reminder to find your healthy eating style and build it throughout your lifetime. Everything you eat and drink matters. The right mix can help you be healthier now and in the future. This means:

- Focus on variety, amount, and nutrition.
- Choose foods and beverages with less saturated fat, sodium, and added sugars.
- Start with small changes to build healthier eating styles.
- Support healthy eating for everyone.

Source: <https://www.choosemyplate.gov/MyPlate>

**2. Rank the following in order of importance when purchasing food**

*Scale: 1 not important to 5 highly important*

Health

1 Not important	2 Slightly importantly	3 Somewhat important	4 Important	5 Highly important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Finances: how much money you spend on food per month

1 Not important	2 Slightly importantly	3 Somewhat important	4 Important	5 Highly important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Shopping habits: tips and tools for better shopping habits

1 Not important	2 Slightly importantly	3 Somewhat important	4 Important	5 Highly important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Quality of food

1 Not important	2 Slightly importantly	3 Somewhat important	4 Important	5 Highly important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Quantity of food: how much you can buy for the lowest price

1 Not important	2 Slightly importantly	3 Somewhat important	4 Important	5 Highly important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**3. Do you have children or young adults living with you?**

- Yes
- No

**a. If yes, are they exposed to a balanced, healthy diet?**

- Yes
- No

**4. Are you aware of the importance of starting healthy eating habits at a young age?**

- Yes
- No

**5. If you or your children weren't exposed to healthy food from a young age it's not too late to start. Are you willing to make changes in your and/or your children's diet that would promote a healthier lifestyle?**

- Yes
- No

**6. How much money do you spend on food in a week?**

- \$0 up to 10
- \$10 up 20
- \$20 up 30
- \$30 up 50
- \$50+

**a. How much money per week do you spend on fresh produce?**

- \$0 up to 10
- \$10 up 20
- \$20 up 30
- \$30 up 50
- \$50+

**7. Where do you typically shop for food?**

- Supermarket
- Bodega/Deli
- Restaurants
- Other

**8. Would you consider taking advantage of these healthy food resources if they were available in your area?**

- Yes
- No

**9. Would you be willing to try new recipes and food of a culture other than your own?**

- Yes
- No

Just a few additional questions for classification purposes:

**10. What is your age?**

- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65-74 years old
- 75 years or older

**11. Please specify your ethnicity.**

- White
- Hispanic or Latino
- Black or African American
- Native American or American Indian
- Asian / Pacific Islander
- Other

If other, please state: \_\_\_\_\_

**12. What is your marital status?**

- Single, never married
- Married or domestic partnership
- Widowed
- Divorced
- Separated

**13. How many people live in your household?**

- 1
- 2
- 3
- 4
- 5+

Thank you for taking the time to participate in our survey. We truly value the information you provided.

Your responses are vital in helping City Harvest to provide quality health dining services across the borough.