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Member Share Grocery Program Survey Results: 2023

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by:

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Executive Summary

The University of Central Florida's Institute for Social and Behavioral Sciences (ISBS) partnered with United Against Poverty to measure the impact of their Member Share Grocery Program (MSGP). Surveys with 651 MSGP members across the four locations were undertaken September-December 2023. The following report details the results of every question by location.

Key Findings:

- Many respondents have been coming to the UP center for an extended period of time with large percentages of respondents from each location reporting they have shopped at the UP center for 5 or more years.

- Respondents frequently reported shopping at the UP Center at least once per week. For half of respondents this is more frequently than when they first became a member of the grocery program.

- Just over half of respondents reported shopping at the UP center more often than other retail stores.

- Slightly more than two thirds of all respondents purchase most of their produce at the UP Center.

- When asked their level of agreement with the statement "My money goes further here than at other stores," 93.66 percent of respondents reported agreeing or strongly agreeing with the statement.

- Over half of respondents reported that their diet has gotten healthier since shopping at the UP Center. Among these respondents over nine tenths report that they are able to purchase produce at the UP Center that they cannot afford at other stores, three quarters report purchasing and eating more organic foods, and over half report purchasing and eating more lean proteins.

- When asked about the impact of the UP Center, over half of respondents reported that without the MSGP they would probably or definitely be unable to afford enough food to feed themselves and their family, their diet would be less healthy than it is currently, and that they would have trouble paying bills because they would be spending more on food.

Introduction

This report details the methodology and results of a survey undertaken on behalf of United Against Poverty (UAP) to measure the impact of the Member Share Grocery Program (MSGP) at all four locations: Orlando, St. Lucie County, Indian River County, and South Vero Beach.

Survey Methodology

Surveys were conducted in person using tablets with the online surveying program, Qualtrics. Shoppers were approached by ISBS surveyors who requested their participation. Those who agreed to participate were read the questionnaire aloud and answers were recorded by surveyors in Qualtrics (see Appendix for questionnaire). Respondents were given a $5 grocery voucher as a thank you for participating. The survey took approximately 8-10 minutes to complete.

ISBS staff conducted in-person surveys with Member Share Grocery Program participants at 3 locations: Orlando, St. Lucie County, and Indian River County. We began in Orlando on September 9th and concluded on October 19th. In all, 8 surveying sessions were undertaken. The final sample size in Orlando is 201.

A team of 8 ISBS staff traveled to St. Lucie County on October 21st and collected 114 surveys. Two ISBS staff members returned four more times, concluding surveying on December 1st with a final sample size of 201 in St. Lucie County.

Five staff members traveled to Indian River County on November 11th and collected 73 surveys. Two more data collection trips took place in December and data collection concluded on December 18th. A total of 200 surveys were conducted at this location, however due to a technical malfunction, 199 survey responses are included in the analysis.

A United Against Poverty staff member at the South Vero Beach location conducted surveys on paper with 50 participants. These surveys were scanned and sent to ISBS. An ISBS staff member entered the data into our database for analysis. In total, 651 members participated in the survey (Table 1).

Table 1. Sample Size per Location

	IRC	SLC	ORL	SVB	Total
Sample Size	199	201	201	50	651

Once surveying concluded, the data were downloaded and analyzed using the statistical analysis program, Stata. Data for quantitative questions were analyzed separately by location. Open-ended, qualitative questions were coded for themes by hand.

MSGP Survey Results

Respondents were first asked about travel to the UP Center including the distance traveled and mode of transportation taken. Members in St. Lucie County (SLC) and Orlando (ORL) most often reported traveling between one and five miles while those in Indian River County (IRC) most frequently reported traveling more than five miles but fewer than 10 miles (Table 2). Regarding mode of transportation, the vast majority of respondents in IRC, SLC, and ORL reported using a personal automobile for transportation to the UP Center (Table 3). This question was not answered on the surveys received for South Vero Beach (SVB).

Table 2. Distance Traveled to the UP Center

	IRC n=197	SLC n=198	ORL n=199	SVB n=0
Less than 1 mile	6.09	7.07	7.54	0.00
1 to 5 miles	27.92	**29.80**	**31.16**	0.00
More than 5 miles, less than 10 miles	**31.98**	20.20	17.09	0.00
Between 10 and 15 miles	14.21	24.24	17.09	0.00
Greater than 15 miles	19.80	18.69	27.14	0.00
Total	100.00	100.00	100.00	0.00

Table 3. Mode of Transportation

	IRC n=198	SLC n= 200	ORL n=200	SVB n=39
Personal Automobile	**93.94**	**92.00**	**86.00**	**87.18**
Public Transportation	0.51	0.00	2.00	2.56
Walk	1.01	1.00	2.00	2.56
Bicycle	1.01	0.50	0.50	0.00
Ride with friend or relative	3.54	6.00	9.00	5.13
Other	0.00	0.50	0.50	2.56
Total	100.00	100.00	100.00	100.00

Members were next asked how they heard about the UP Center. There was little variation in response with over two thirds of respondents from each of the three locations for which data was available reporting they heard about the UP Center by word of mouth from a family member, friend, or acquaintance (Table 4). In both SLC and ORL the second most frequent response was that they heard about the UP Center by walking or driving past.

Table 4. How Did Members First Hear about the UP Center?

	IRC n=191	SLC n=199	ORL n=198	SVB n=0
Friend/family or word of mouth	**74.87**	**63.32**	**68.18**	0.00
Another organization	5.24	6.03	6.57	0.00
Heard about it on the radio	0.00	0.50	0.51	0.00
Read about it	1.05	0.50	1.52	0.00
Social Media	0.00	0.50	2.02	0.00
Passing by	6.81	18.59	14.65	0.00
Don't remember/unsure	1.05	0.00	2.02	0.00
Other	10.99	10.56	4.55	0.00
Total	100.00	100.00	100.00	0.00

When asked about the length of time they had been shopping at the UP Center, members from all four locations most frequently reported having shopped there for quite some time. Approximately a third of participants from IRC (31.82%) and SVB (35.90%) reported shopping at the UP Center for five or more years and an even greater percentages of members from SLC (42.00%) and ORL (40.50) reporting the same (Table 5).

Table 5. Length of Time Shopping at UP Center

	IRC n=198	SLC n=200	ORL n=200	SVB n=39
Less than 6 months	8.59	10.00	16.00	10.26
6 to 12 months	16.16	10.50	8.50	7.69
More than 1 year, less than 2 years	11.11	10.50	3.50	2.56
More than 2 years, less than 3 years	15.15	11.00	12.50	12.82
More than 3 years, less than 4 years	9.60	10.00	10.50	30.77
More than 4 years, less than 5 years	7.58	6.00	8.50	0.00
5 or more years	**31.82**	**42.00**	**40.50**	**35.90**
Total	100.00	100.00	100.00	100.00

Respondents were next asked how frequently they shop at the UP Center (Table 6). Respondents in IRC (33.50%), SLC (29.15%), and ORL (30.65%) most commonly reported shopping there once per week, while over half of respondents from SVB (52.17%) reported shopping there more than once per week. About 90 percent or more respondents from each location reported shopping at the UP Center at least once or twice a month.

Table 6. How Often Members Shop at the UP Center MSGP

	IRC n=197	SLC n=199	ORL n=201	SVB n=46
Every day	3.55	6.03	4.52	13.04
More than once per week	25.38	21.11	26.13	**52.17**
Once per week	**33.50**	**29.15**	**30.65**	21.74
Once every two weeks	11.68	12.06	7.54	4.35
Once or twice a month	22.34	21.11	25.13	8.70
Less than once a month	3.55	10.55	6.03	0.00
Total	100.00	100.00	100.00	100.00

Following this, respondents were asked if they currently shopped at the UP Center more or less frequently than when they first began shopping there (Table 7). Among the three locations from which this data is available respondents most commonly reported shopping at the UP Center more often now than when they first began. This is especially true in ORL where 58.33 percent of respondents reported shopping there more often now than when they first began.

An open-ended follow up question was asked of those who reported a change in the frequency of their shopping at the UP Center. Among those who reported shopping at the UP Center more now than before, the overwhelming majority stated that this was due to the pricing, that there are good deals, and it is cheaper than other stores. Those who reported shopping at the UP Center less frequently now than when they began attributed this to increased prices, reduced product variety/quality, a change in personal responsibilities such as traveling for work or caring for family members and moving farther away.

Table 7. Change in Members Shopping Frequency since Starting at the UP Center

	IRC n=195	SLC n=189	ORL n=192	SVB n=0
Shop less frequently	16.92	18.52	30.21	0.00
Shop about the same frequency	35.38	37.57	11.46	0.00
Shop more frequently	**47.69**	**43.92**	**58.33**	0.00
Total	100.00	100.00	100.00	100.00

Members were asked what they spend in a typical visit to the UP Center (Table 8). There was a lot of variation in the amount of money spent per visit both across and within locations. Overall, members in SLC (62.76%) and ORL (67.37%) reported spending more per visit than members in IRC and SVB with over half of members in these locations reporting spending $31 or more per visit. Members in IRC (50%) and SVB (66.67%) were more likely than members of the other locations to report spending $30 or less per visit. When asked about changes in spending per visit compared to when they first began (Table 9), members in SLC and ORL also more frequently reported an increase in spending. Only a small percentage of members from the three locations where this data was collected reported spending less money per visit now than when they first began shopping at the UP Center.

Table 8. What Members Typically Spend in One Visit

	IRC n=196	SLC n=196	ORL n=199	SVB n=36
Less than $5	0.51	0.00	0.00	0.00
$5 to $10	4.08	3.06	4.52	5.56
$11 to $20	17.86	12.76	9.55	19.44
$21 to $30	**23.98**	21.43	18.59	**41.67**
$31 to $40	15.82	17.35	23.12	8.33
$41 to $50	13.78	12.76	12.56	0.00
More than $50	**23.98**	**32.65**	**31.60**	25.00
Total	100.00	100.00	100.00	100.00

Table 9. Changes in Spending at the UP Center Since Becoming a Member

	IRC n=195	SLC n=188	ORL n=193	SVB n=0
Spend less per visit	16.41	12.23	8.81	0.00
Spend about the same per visit	38.97	**45.21**	40.93	0.00
Spend more per visit	**44.62**	42.55	**50.26**	0.00
Total	100.00	100.00	100.00	0.00

Nearly 9 in 10 respondents from each location also shop at other stores to get all the grocery items they need (Table 10). Members commonly reported shopping at Aldi, Publix, and Walmart for additional grocery items. While across locations most members shop at other stores to purchase all the groceries they need (Table 11), members in ORL (54.12%) and SVB (72.22%) reported shopping at the UP Center more frequently than they shop at other stores. Though respondents in IRC and SLC were less likely to report shopping at the UP Center more than other stores compared to the other locations, a substantial number of respondents from these locations reported shopping at the UP Center more often than other stores.

Table 10. Do Members Shop at Other Stores?

	IRC n=197	SLC n=199	ORL n=200	SVB n=41
Only at the UP Center	4.57	9.05	10.50	17.07
Shop at other stores too	**95.43**	**90.95**	**89.50**	**82.93**
Total	100.00	100.00	100.00	0.00

Table 11. Do Members Shop at the UP Center More than Retail Stores?

	IRC n=195	SLC n=198	ORL n=194	SVB n=36
Yes	48.72	47.98	**54.12**	**72.22**
No	**51.28**	**52.02**	45.88	27.78
Total	100.00	100.00	100.00	0.00

While many respondents shop more frequently at other stores, large proportions of respondents from IRC, SLC, and ORL report they do not spend more at other stores than at the UP Center (Table 12). Considering the reduced cost of groceries at the UP Center, this likely suggests that respondents are purchasing a larger quantity of their grocery items at the UP Center compared to other stores.

Table 12. Do Members Spend More per Month at Other Stores?

	IRC n=195	SLC n=197	ORL n=194	SVB n=0
Yes	28.21	31.98	29.90	0.00
No	**71.79**	**68.02**	**70.10**	0.00
Total	100.00	100.00	100.00	0.00

Likewise, the majority of respondents from each location reported acquiring most of their produce at UP Centers (Table 13). This is particularly true in SVB, where over 71.05% of respondents report purchasing most of their produce at the UP Center. Those who answered no to this question were asked where the majority of their produce comes from. In IRC and SLC, the most common responses were Wal-Mart, Aldi, and Publix. Less frequently respondents reported not purchasing produce at all, receiving it free from church, or purchasing from discount stores.

Table 13. Do Members Get Most of Their Produce at the UP Center?

	IRC n=196	SLC n=199	ORL n=200	SVB n=45
Yes	**64.29**	**62.81**	**66.00**	**71.05**
No	35.71	37.19	34.00	28.95
Total	100.00	100.00	100.00	100.00

Survey respondents were presented with seven statements and asked to state their level of agreement with each (Table 14). The first five statements were designed to assess members' views towards the UP Center and the products provided there while the remaining two were designed to assess members' views towards their own diets and the impact the UP Center has had on their diet.

The modal response has been noted in bold in the table for each location as well as the location with the highest level of agreement. To counter any potential social desirability in members responses to these statements, the surveyors reminded the participants that we did not work for UAP and that there were "no right answers." Overall, members are extremely satisfied with the products at the UP Centers with majorities across all locations agreeing that the products are affordable, high quality, that the UP Center is a good source of produce and a good value for their money. Large majorities stated that eating a healthy diet was important to them and over half stated that their diet has gotten healthier since they began shopping at the UP Center.

Table 14. Views Towards the UP Center Grocery Program

		SD	D	N	A	SA
The products at The UP Center are affordable	**IRC**	0.00	0.51	2.54	25.89	**71.07**
	SLC	1.01	2.51	4.02	32.16	**60.30**
	ORL	1.00	0.00	5.00	28.00	**66.00**
	SVB	4.44	6.67	6.67	35.56	**46.67**
The products are of a high quality	IRC	0.51	3.03	28.28	**38.38**	29.80
	SLC	1.51	8.54	26.63	**39.20**	24.12
	ORL	2.51	8.04	26.63	31.16	**31.66**
	SVB	4.44	11.11	**37.78**	33.33	13.33
The UP Center is a good source for produce	IRC	4.55	5.05	12.63	34.85	**42.93**
	SLC	1.52	5.08	18.78	**42.64**	31.98
	ORL	6.03	5.03	14.07	32.66	**42.21**
	SVB	4.44	4.44	22.22	**42.22**	26.67
My money goes further here than at other stores	IRC	0.00	0.00	5.61	20.92	**73.47**
	SLC	0.51	2.56	5.13	30.26	**61.54**
	ORL	0.51	3.06	1.02	22.96	**72.45**
	SVB	4.44	0.00	4.44	37.78	**53.33**
They sell the kinds of food I like to eat	IRC	1.02	3.06	12.76	33.67	**49.49**
	SLC	0.51	3.57	11.73	39.29	**44.90**
	ORL	1.03	3.09	6.70	36.08	**53.09**
	SVB	2.22	4.44	28.89	**35.56**	28.89
Eating a healthy diet is important to me	**IRC**	0.51	0.51	2.54	18.27	**78.17**
	SLC	2.02	1.01	4.04	30.81	**62.12**
	ORL	1.50	1.00	3.50	21.00	**73.00**
	SVB	2.22	0.00	6.67	24.44	**66.67**
My diet has gotten healthier since shopping here	IRC	11.22	12.76	18.88	**27.04**	30.10
	SLC	5.26	15.26	**30.00**	23.68	25.79
	ORL	6.67	7.69	18.97	21.54	**45.13**
	SVB	4.44	4.44	**33.33**	28.89	28.89
The UP Center has all the items needed on my grocery list	IRC	27.18	**31.79**	14.36	16.41	10.26
	SLC	9.23	**36.41**	17.44	24.62	12.31
	ORL	20.00	**28.21**	14.87	18.46	18.46
	SVB	13.04	**34.78**	30.43	8.70	13.04
Customer service is always warm and welcoming	IRC	0.00	2.04	5.10	33.16	**59.69**
	SLC	0.00	3.55	3.55	36.04	**56.85**
	ORL	0.00	0.51	5.56	24.75	**69.19**
	SVB	0.00	0.00	13.04	13.04	**73.91**

I enjoy shopping at the UP Center	IRC	0.52	0.52	1.03	32.47	**65.46**
	SLC	0.00	0.52	4.15	36.27	**59.07**
	ORL	0.00	1.01	2.53	23.74	**72.73**
	SVB	0.00	0.00	0.00	0.00	0.00

Notes: Response options: Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), Strongly Agree (SA). Sample sizes for response: IRC n=197, SLC n=199, ORL n=200, SVB n=45.

For those that stated that their diet had gotten healthier since they began utilizing the grocery program, we asked them several follow up questions (Table 15). These questions were designed to measure exactly how the UP center has helped people have healthier diets. Respondents were asked to respond “yes” or “no.” If they were visibly unable to answer the question, they were offered “unsure” as a response option.

While it has already been established that the availability of affordable produce has led to healthier diets for a majority of members, this was confirmed here. A majority of members across locations also reported that they are accessing and eating more organic foods, more lean proteins, and other healthier products. While this was true across locations, it was especially true in ORL where respondents consistently reported each of these as a reason for their healthier diet more frequently than in other locations. A majority of members from each location also report trying other healthier products they have never tried before.

Table 15. Reasons Members Diets Are Healthier

		Yes	No	Unsure
Able to afford produce at the UP Center that you cannot afford at other grocery stores	IRC	**94.05**	5.95	0.00
	SLC	**95.83**	2.78	1.39
	ORL	**97.56**	2.44	0.00
	SVB	**79.49**	12.82	7.69
Purchasing and eating more organic foods	IRC	**62.65**	33.73	3.61
	SLC	**83.33**	12.50	4.17
	ORL	**86.18**	8.94	4.88
	SVB	**56.41**	30.77	12.82
Purchasing and eating more lean proteins (chicken, seafood, lean cuts of beef)	IRC	**54.22**	43.37	2.41
	SLC	**63.38**	29.58	7.04
	ORL	**63.41**	33.33	3.25
	SVB	**45.17**	34.29	20.00
Able to afford healthier products (other than produce or lean meats)	IRC	**65.06**	31.33	3.61
	SLC	**81.94**	15.28	2.78
	ORL	**87.80**	7.32	4.88
	SVB	**86.84**	7.89	5.26
Tried healthy products that were available at the UP Center that you had never had before	IRC	**54.22**	44.58	1.20
	SLC	**69.01**	22.54	8.45
	ORL	**82.79**	15.57	1.64
	SVB	**86.84**	10.53	2.63

Note: Sample sizes for response: IRC n=84, SLC n=79, ORL n=123, SVB n=39.

Across all four locations just over half of respondents reported having just enough money to purchase the food they need each month (Table 16). Approximately a quarter to less than one third of participants from IRC (28.35%), SLC (26.40), and ORL (30.30) reported having some money left over after purchasing all of the groceries their household needs. Members in SVB (42.11%) reported running out of money far more often than members in other locations.

Table 16. Do Members have Enough Money to Purchase the Food They Need?

	IRC n=194	SLC n=197	ORL n=198	SVB n=38
Run out of money	18.56	21.83	15.66	42.11
Have just enough	**53.09**	**51.78**	**54.04**	**52.63**
Have some money left over	28.35	26.40	30.30	5.26
Total	100.00	100.00	100.00	100.00

Respondents were presented with a hypothetical scenario to measure how they would be impacted if the UP Center grocery program ceased to exist. We presented four statements and asked participants to tell us if this would Definitely Not Happen (DNH), Not Likely to Happen (NL) May or May Not Happen (M) Probably Happen (PH), or Definitely Happen (DH).

The vast majority of respondents in IRC (74.65%), SLC (69.07%), and ORL (71.43%) reported that they would probably or definitely have to purchase less food for themselves and their family if the UP Center MSGP was not available. While this response was less common in SVB, almost half of respondents (48.84%) at this location reported the same. Nearly two fifths of respondents in IRC (44.27%) and ORL (44.90%) and over a third of respondents in SLC (36.60%) reported that they would definitely not be able to afford *enough* food too feed themselves or their family. Further, approximately 15 to 20 percent of respondents across locations reported that they would probably not be able to afford enough food to feed themselves or their family. Stated differently, just over 60 percent of all respondents feel that they would probably or definitely be food insecure if the MSGP did not exist.

Similarly, over half of respondents from IRC, SLC, and ORL reported that their diets would probably or definitely be less healthy than they are currently and that they would probably or definitely have trouble paying their bills as they would be spending more money on food.

Table 17. Measuring the Impact if the UP Center Were Not in the Community

		DNH	NL	M	PH	DH
You would have to purchase less food for you and your family	IRC	21.13	4.23	0.00	25.35	**49.30**
	SLC	14.43	7.22	9.28	20.62	**48.45**
	ORL	13.78	10.20	4.59	21.43	**50.00**
	SVB	11.63	4.65	**34.88**	16.28	32.56
You wouldn't be able to afford enough food to feed you/your family	IRC	16.67	8.85	9.90	20.31	**44.27**
	SLC	19.59	11.86	11.34	20.62	**36.60**
	ORL	14.29	14.29	10.71	15.82	**44.90**
	SVB	11.63	25.58	**34.88**	18.60	9.30
Your diet would be less healthy than it is currently	IRC	27.23	8.38	8.90	23.04	**32.46**
	SLC	17.62	19.69	9.84	24.87	**27.98**
	ORL	19.39	14.29	10.20	18.37	**37.76**
	SVB	13.95	13.95	**30.23**	**30.23**	11.63
You would have trouble paying other bills because you would be spending more money on food	IRC	24.61	7.33	7.33	23.56	**37.17**
	SLC	19.27	16.15	9.38	20.83	**34.38**
	ORL	22.56	13.85	9.23	18.46	**35.90**
	SVB	13.95	13.95	**27.91**	20.93	23.26

Notes: Response options: Definitely Not Happen (DNH), Not Likely to Happen (NL) May or May Not Happen (M) Probably Happen (PH), or Definitely Happen (DH). Sample sizes for response: IRC n=192, SLC n=194, ORL n=196, SVB n=43.

A final question regarding the UP Center asked respondents to list three things that could be done that would make them more likely to do more of their shopping at the UP Center. Responses fell into one of two primary categories concerning either the products or the store itself. Responses involving products were the most frequent and focused on reduced prices, as well as increased variety and product quality. In particular, many respondents noted a desire for more fresh food options including meat and produce and as well as more items that were not out of date. While less frequent, some respondents also suggested increased availability of toiletry items and baby foods as well as limitations on the number of certain items that an individual can purchase at one time to reduce buying in bulk.

Responses pertaining to the store and its operations mentioned a variety of changes that could potentially make shopping easier or more pleasant. For instance, a handful of respondents noted that they would shop their more often if the store were generally more organized. In particular, some respondents recommended changes such as increased space between aisles, clearer labeling of prices and products, a separate section for sale items, and knowledge of when new items would arrive. Others emphasized a need for additional staff so that items could be stocked more quickly as they came in and to operate additional checkout lines.

Table 18 displays respondents' household characteristics. The average number of people in the household ranged from 2.65 in SVB to 3.43 in SLC. Household income varied within and across locations. Across locations SVB had the lowest median household income at $15,000-$19,000 per year and ORL had the highest median income among at $30,000-$34,999 per year.

Table 18. Household Characteristics

		IRC n=195	SLC n=193	ORL n=199	SVB n=43
Number of People in HH	Mean	3.07	3.43	3.34	2.65
	Median	3	3	3	2
	Mode	2	2	2	2
	Range	1-11	1-11	1-12	1-6
Number of Children in HH <18	Mean	0.94	0.78	0.88	0.54
	Range	0-8	0-8	0-9	0-4
HH Income		n= 172	n=164	n=183	n=43
	No income	6.40	5.49	8.20	9.30
	$1-$9,999	2.91	3.66	2.73	4.65
	$10,000-$14,999	9.88	12.80	5.46	20.93
	$15,000-$19,999	7.56	9.76	8.20	20.93
	$20,000-$24,999	10.47	9.15	13.11	**41.86**
	$25,000-$29,999	12.79	12.80	7.10	2.33
	$30,000-$34,999	11.05	10.98	13.66	0.00
	$35,000-$39,999	9.88	7.32	7.10	0.00
	$40,000-$44,999	10.47	9.76	7.65	0.00
	$45,000-$49,999	4.65	4.27	5.46	0.00
	$50,000 or above	**13.95**	**14.02**	**21.31**	0.00
	Total	100.00	100.00	100.00	100.00

Respondent demographics are presented in Table 19. The mean age of respondents by location ranged from 53.62 in ORL to 62.06 in SVB. Two thirds or more of respondents from each location were female. Respondents in IRC, SLC, and SVB most often identified as white and in ORL most often identified as Black. Almost a quarter of respondents in ORL (23.50%) reported that they were Hispanic or Latino, the largest percentage across locations, followed by 21.23 percent in SLC. Around two thirds of members from each location reported being married. When asked about their overall health, the majority of respondents from each location reported that it was good, very good, or excellent. Respondents in IRC, SLC, and SVB were more likely than those in ORL to report owning their place of residence with 53.06 percent of respondents in ORL reporting that they rent.

One key finding worth noting: Across the four locations, less than half of respondents were familiar with the other programs offered at UP. Members in IRC were most likely to be aware at 40. 41 percent while fewer than a quarter of respondents in ORL (21.32%) and SVB (23.68%) reported knowledge of other programs.

Table 19. Respondent Characteristics

		IRC n=195	SLC n=193	ORL n=199	SVB n=43
Primary shopper for HH	Yes	92.31	92.78	93.97	95.00
Age	Mean	55.04	56.20	53.82	62.06
	Median	57	58	55	64
	Range	22-85	24-89	19-90	33-80
Sex	Male	33.33	24.44	29.50	20.51
	Female	**66.67**	**75.56**	**70.50**	**79.49**
Race	White	**68.53**	**46.11**	28.64	**57.89**
	Black	20.81	37.78	**44.72**	26.32
	Asian	1.52	1.67	3.02	5.26
	Other	9.14	14.45	23.62	10.52
Hispanic/Latino	Yes	9.74	21.23	23.50	12.82
Marital Status	Married	**48.22**	**47.51**	**41.21**	**41.86**
	Widowed	12.18	10.50	9.05	13.95
	Divorced	14.21	9.39	14.57	34.88
	Separated	4.06	3.31	4.52	2.33
	Committed partner	4.06	2.76	2.51	0.00
	Never married	17.26	26.52	28.14	6.98
Health	Excellent	9.72	19.78	26.40	11.90
	Very good	26.39	21.43	17.77	35.71
	Good	**48.61**	**39.01**	**32.49**	**38.10**
	Fair	11.11	17.58	18.78	14.29
	Poor	4.17	2.20	4.57	0.00
Housing	Own	**59.47**	**59.78**	41.84	**64.29**
	Rent	37.37	35.20	**53.06**	33.33
	Other	3.16	5.03	5.10	2.38
Know about other programs	Yes	40.41	37.64	21.32	23.68
	Total	100.00	100.00	100.00	100.00

Conclusion

This survey was designed to measure the impact of United Against Poverty's Member Share Grocery Program. Large numbers of respondents reported shopping at the UP Center for several years (5 or more) and even more reported that they both shop more frequently at the UP Center and spend more per visit now than when they first began. This is an unsurprising finding due to the increased cost of grocery items across grocery retailers in recent years and suggests a growing need among members for reduced cost grocery items such as those provided by the MSGP. Members frequently reported having healthier diets than they would otherwise due to the reduced cost of produce, organic options, and items like lean meats and proteins at the UP Center.

The vast majority of respondents indicated that they are barely making ends meet even with the assistance of the MSGP. The survey found that many members either run out or have just enough money to purchase the food they need each month and without access to the MSGP many would be unable to afford the cost of other essential expenses. These findings reveal that members rely on the MSGP to provide enough food for themselves and their families indicating that the MSGP is currently aiding many of its members and their families in preventing food insecurity.

Some recommendations for improvements were noted including a further reduction in the cost of some of the more expensive grocery items, additional fresh food options and more toiletry products. Some also noted a need for additional staffing so that products could be stocked more quickly after arrival and to reduce lengthy wait times at checkout. Overall, respondents are very satisfied with the MSGP and survey results indicate a strong reliance upon the program to meet basic needs.

Appendix

MSGP Survey Questionnaire

Q1 Record location

- ○ Orlando (1)
- ○ Ft. Pierce (2)
- ○ Vero Beach (3)
- ○ South Vero (4)

Q2 Hello. My name is ___ and I'm a researcher working with the UP Center to get people's opinions on the grocery program and the other programs that are offered here. We will not ask you for any identifying information. We are interviewing lots of members and we will combine everyone's answers in a report we present to The UP Center. Your participation is completely voluntary and as a thank you for participating you will get a $5 grocery voucher at the end of this interview. The interview should take about 10 minutes.

Would you like to participate?

- ○ Yes (1)
- ○ No (2)

Skip To: End of Survey If Hello. My name is and I'm a researcher working with the UP Center to get people's opinions on the... = No

Q3 Ok great, the only requirements for participation are that you must be at least 18 years of age or older and have shopped at The UP Center more than once. Do you meet each of these requirements?

- ○ Yes (1)
- ○ No (2)

Skip To: End of Survey If Ok great, the only requirements for participation are that you must be at least 18 years of age o... = No

Q4 Thank you for participating. I want to begin by asking some questions about how far you came today to get here and how you got here.

How far did you come today to get to the UP Center?

- ○ Less than 1 mile (1)
- ○ 1 to 5 miles (2)
- ○ Greater than 5 miles but less than 10 (3)
- ○ Between 10 and 15 miles (4)
- ○ Greater than 15 miles (5)

Q5 What is your zip code?

____

Q6 How did you get to the UP Center today?

- ○ Personal automobile (1)
- ○ Get a ride with friends, relatives, or neighbors (2)
- ○ Borrow a car (3)
- ○ Walk (4)
- ○ Bicycle (5)
- ○ Public Transportation (6)
- ○ Car Service (Taxi, Uber, Lyft, etc.) (7)
- ○ Other (Please Specify) (8) ____

Q7 Is this normally how you get here?

- ○ Yes (1)
- ○ No (2)

Display This Question:

If Is this normally how you get here? = No

Q8 How do you normally get here?

- ○ Personal automobile (1)
- ○ Get a ride with friends, relatives, or neighbors (2)
- ○ Borrow a car (3)
- ○ Walk (4)
- ○ Bicycle (5)
- ○ Public Transportation (6)
- ○ Car Service (Taxi, Uber, Lyft, etc.) (7)
- ○ Other (Please Specify) (8) ____

Q9 How long have you been shopping at the UP Center? (Read answers)

- ○ Less than 6 months (1)
- ○ 6 to 12 months (2)
- ○ More than a year, less than 2 years (3)
- ○ 2 years or more, less than 3 years (4)
- ○ 3 years or more, less than 4 years (5)
- ○ 4 years or more, less than 5 years (6)
- ○ 5 years or more (8)

Q10 How did you first hear about the UP Center?

- ○ A friend told me about UP (1)
- ○ I heard about it on the radio (please specify station) (2) ____
- ○ I read about it (please specify where you read it) (3) ____
- ○ Via Social Media (please specify what platforms) (4) ____
- ○ From another organization (please specify which organization) (5) ____
- ○ Other (please specify where) (6) ____

Q11 How often do you shop at the grocery program here? (Don't read answers if not necessary)

- ○ Every day (1)
- ○ More than once per week (2)
- ○ Once per week (3)
- ○ Once every two weeks (4)
- ○ Once or twice a month (5)
- ○ Less than once a month (6)

Q12 Since you first started shopping at the UP Center, do you think you:

- ○ Shop more frequently now than when you first started (1)
- ○ Shop about the same frequency (2)
- ○ Shop less frequently (3)

Q13 How much money would you say you typically spend in one visit? (Dollar amount and include amount if using EBT)

- Less than $5 (1)
- $5 to $10 (2)
- $11 to $20 (3)
- $21 to $30 (4)
- $31 to $40 (5)
- $41 to $50 (6)
- More than $50 (7)

Q14 Since you first started shopping at the UP Center, do you think you:

- Spend more per visit than when you first started here (1)
- Spend about the same amount per visit (2)
- Spend less per visit (3)

Q15 Do you shop exclusively here at the UP Center for groceries, personal and household care products or do you shop at the other stores too?

- Only at the UP Center (1)
- Shop at other stores too (2)

Display This Question:

If Do you shop exclusively here at the UP Center for groceries, personal and household care products... = Shop at other stores too

Q16 Where else do you shop? Please select all that apply.
Aldi (1)
CVS (2)
Dollar General/Dollar Tree (3)
Fresh Market (4)
Lidl (5)
Publix (6)
Walgreens (7)
Walmart (8)
Walmart Neighborhood Store (9)
Winn Dixie (10)
Food Bank/Pantry (11)
Other (Please Specify) (12) ____

Q17 Do you shop at the UP Center more often than other grocery stores?

○ Yes (1)

○ No (2)

Q18 Do you spend more at the UP Center than other grocery stores? (overall in a month)

○ Yes (1)

○ No (2)

Display This Question:

If Do you shop exclusively here at the UP Center for groceries, personal and household care products... = Shop at other stores too

Q19 When you shop at other grocery stores do you shop there:

○ More often than when I first started shopping at UP (1)

○ About the same amount (2)

○ Less often than when I first started shopping at UP (3)

Display This Question:

If Do you shop exclusively here at the UP Center for groceries, personal and household care products... = Shop at other stores too

Q20 When you shop at other grocery stores do you:

- ○ Spend more per visit there now compared to when you first started shopping at UP (1)
- ○ Spend about the same amount per visit (2)
- ○ Spend less per visit (3)

Q21 What is the number one reason you come to the UP Center?

____

Display This Question:

If Since you first started shopping at the UP Center, do you think you: = Shop more frequently now than when you first started

Q22 You said that you shop more now at UP than when you first started coming here, what is the number one reason for this?

____

Display This Question:

If Since you first started shopping at the UP Center, do you think you: = Shop less frequently

Q23 You said you shop less now at UP than when you first started coming here, what is the number one reason for this?

____

Q24 Do you buy most of your produce at the UP Center?

- ○ Yes (1)
- ○ No (2)

Display This Question:

If Do you buy most of your produce at the UP Center? = No

Q25 Where do you buy most of your produce?

____

Q26 Now I'm going to read you some statements and I'd like you to tell me if you strongly disagree, disagree, agree, or strongly agree with the statement. *(Don't give neither agree nor disagree as an option-record if response is volunteered)*

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
The products at the UP Center are affordable (1)	○	○	○	○	○
The products sold at the UP Center are of a high quality (2)	○	○	○	○	○
The UP Center is a good sources for produce (3)	○	○	○	○	○
My money goes further here than at other stores (4)	○	○	○	○	○
The grocery program here sells the kinds of food I like to eat (5)	○	○	○	○	○

Q27 *Q26 continued*

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
Eating a healthy diet is important to me (1)	○	○	○	○	○
Since I started coming to the UP Center, my diet has gotten healthier (2)	○	○	○	○	○
The grocery program at the UP Center has all the items needed on my grocery list (3)	○	○	○	○	○
The customer service at the UP Center is always warm and welcoming (4)	○	○	○	○	○
I enjoy shopping at the UP Center (5)	○	○	○	○	○

Q28 Now I'm going to read you a statement and I'd like you to tell me if you strongly agree. *(Do not select "unsure" unless response is volunteered)*

Q29 Since I started coming to the UP Center, my diet has gotten healthier.

○ Yes (1)

○ No (2)

○ Unsure (volunteered) (3)

Display This Question:

If Since I started coming to the UP Center, my diet has gotten healthier. = Yes

Q30 Why has your diet gotten healthier since you started shopping at the grocery store here? Is it because:

	Yes (1)	No (2)	Unsure (volunteered) (3)
Able to afford produce at the UP Center that you cannot afford at other grocery stores? (1)	○	○	○
Purchasing and eating more organic foods? (2)	○	○	○
Purchasing and eating more lean proteins (seafood, chicken, lean cuts of beef)? (3)	○	○	○
Able to afford healthier products- other than produce or lean meats- at the UP Center as compared to other stores? (4)	○	○	○
Tried health products that were available at the UP Center that you had never tried before? (5)	○	○	○

Q31 If you had to pick one main reason that your diet has gotten healthier since you started shopping here, what would it be? *(Write in responses verbatim)*

____

Q32 How do the prices at the UP Center compare to your other shopping options?

○ Much lower (1)

○ Somewhat lower (2)

○ About the same (3)

○ Somewhat higher (4)

○ Much higher (5)

Q33 How does the quality of products acquired at the UP Center compare to the quality of product at your other shopping options?

- ◯ Much better (1)
- ◯ Somewhat better (2)
- ◯ About the same (3)
- ◯ Not as good (4)

Q34 How does the product availability at the UP Center compare to the product availability at your other shopping options?

- ◯ Much better (1)
- ◯ Somewhat better (2)
- ◯ About the same (3)
- ◯ Not as good (4)

Q35 Do you feel like you have enough money to purchase all of the groceries your household needs or do you run out of money to purchase the needed amount?

- ◯ Run out of money (1)
- ◯ Have just enough (2)
- ◯ Have a little left over (3)

Q36 We are trying to get an idea of how important the grocery program is to our members and the benefit it provides. To do this, we want you to think about how you would be impacted today if the grocery program did not exist. Would the following things definitely not happen, not likely happen, maybe, probably happen, or definitely happen.

	Definitely not happen (1)	Not likely (2)	Maybe (3)	Probably happen (4)	Definitely happen (5)
You would have to purchase less food for you and your family (1)	○	○	○	○	○
You wouldn't be able to afford enough food to feed you/your family (2)	○	○	○	○	○
Your diet would be less healthy than it currently is (3)	○	○	○	○	○
You would have trouble paying bills because you would be spending more on food (4)	○	○	○	○	○

Q37 Are there other ways you think you would be impacted that I haven't asked about?

○ Yes (1)

○ No (2)

Display This Question:

If Are there other ways you think you would be impacted that I haven't asked about? = Yes

Q38 Please tell me about how else you would be impacted

____

Q39 If you could improve one thing about the UP Center what would it be?

____

Q40 What three things could we do that would make you more likely to do more of your shopping at the UP Center? (Preferably in priority order but not necessary)

____

Q41 Is there anything else you would like for me to know that could be included in our report?

____

Q42 Ok, we are almost done. There are just some demographic questions I would like to ask for analysis purposes.

Q43 Are you the primary shopper for your household?

- ○ Yes (1)
- ○ No (2)

Display This Question:

If Are you the primary shopper for your household? = No

Q44 Who is the primary shopper? (describe relationship ie spouse, mother, etc)

____

Q45 How old are you? (enter the whole number)

____

Q46 Do you know about any of the other programs and resources that are offered here?

- ○ Yes (1)
- ○ No (2)

Q47 What is your sex?

- ○ Male (1)
- ○ Female (2)

Q48 What race do you identify with?

- White (1)
- Black/African American (2)
- American Indian or Alaska Native (3)
- Asian (4)
- Bi/Multi Racial (5)
- Other (6)

Q49 Are you Hispanic/Latino?

- Yes (1)
- No (2)

Q50 What is your marital status?

- Never married (5)
- Married (1)
- In a committed relationship with a partner (6)
- Widowed (2)
- Divorced (3)
- Separated (4)

Q51 Would you say your health in general is:

- Excellent (1)
- Very good (2)
- Good (3)
- Fair (4)
- Poor (5)

Q52 Do you own or rent where you live?

- Own (1)
- Rent (2)
- Other (3) ____

Q53 What is the estimated yearly income for your household? (From all sources)

- No income (1)
- $1-$9,999 (2)
- $10,000-$14,999 (3)
- $15,000-$19,999 (4)
- $20,000-$24,999 (5)
- $25,000-$29,999 (6)
- $30,000-$34,999 (7)
- $35,000-$39,999 (8)
- $40,000-$44,999 (9)
- $45,000-$49,999 (10)
- $50,000 or above (11)

Q54 Including yourself, how many people are in your household?

Q55 How many people in your household are under the age of 18?