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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Supplement 2. Exit Survey Results\*, among participants enrolled in a randomized controlled trial to test the effectiveness of traffic-light labels and financial incentives to reduce sugar-sweetened beverage purchases by low-income families at a community supermarket, Chelsea, MA (April – August 2014) | | | | | | | | |
|  | Intervention group (N = 56) | | | | Control group (N = 54) | | | p-value |
|  | n | | % | | n | | % |
| Recalled receiving monthly nutrition letters | 54 | | 96 | | 53 | | 98 | 0.99 |
| Found monthly nutrition information to be helpful | 53 | | 98 | | 51 | | 96 | 0.75 |
| Noticed any changes in the beverage aisles a | 32 | | 58 | | 16 | | 30 | **0.003** |
| Bought juices, soda, powdered mixes, drinkable yogurts or flavored milk in other supermarkets | 8 | | 15 | | 21 | | 39 | **0.004** |
| Use SNAP (food stamps) to pay for groceries | 36 | | 65 | | 29 | | 54 | 0.21 |
| Received a $25 supermarket gift card during the study b | 27 | | 55 | | n/a | | n/a | n/a |
| Avoided buying unhealthy beverages to earn the $25 gift card b | 31 | | 63 | | n/a | | n/a | n/a |
|  |  |  | |  | |  | |
| \*Among participants who used their loyalty card at least once  **Bold text** indicates p-value <0.05 | | | | | | | |
| a Participants were also asked about the specific changes that they noticed, including signs with faces, colored signs by the beverages, and/or decoy changes in the store (e.g. "healthier food products"); 0 respondents selected the decoy options | | | | | | | |
| b Asked only of intervention group participants |  |  | |  | |  | |  | |