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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 |  |  |  |  |  |