

Interpretation of Polly's Survey Results

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On October 28, 2013, surveys were collected at Polly's Country Market as part of the Chelsea Wellness Coalition and Five Healthy Towns changes within the store. The surveys were collected from 3 to 7 p.m. Individuals who participated in the survey were entered into a drawing for twenty-five dollar gift certificates. Seventy-three individuals participated in the survey.

The survey questions were as follows:

1. Have you noticed the eat better signs with food and nutrition tips and recommendations?
2. If so, have they influenced you to purchase the recommended foods?
3. Before today, had you heard about 5 Healthy Towns, The Chelsea Wellness Coalition, or the Healthy Grocery Initiative?

For questions 4-9

Did you know...

4. The deli at Polly's makes fresh, house-prepared deli salads now?
5. The rotisserie chickens and ribs offered in the deli at Polly's are prepared with a special, house made rub free of additives, preservatives, and MSG?
6. Polly's offers premium deli meats and cheeses such as *Boar's Head*?
7. The meat department at Polly's slices, cuts, and grinds meats fresh in the store and they are free from unnecessary processing?
8. Polly's carries a large variety of healthy, fresh, organic, and local foods?
9. Polly's hosts a large Gluten Free section along with many gluten free foods that can be found around the store such as GF breads in the freezer section?

About sixty-five percent of people surveyed noticed the eat better signs around the store. Seventy-three percent of the people who noticed the signs reported that the signs influenced food choices. Twenty-two percent of people who noticed the signs reported that they did not purchase the recommended foods. Thirty-seven percent of the people had no opportunity to purchase the recommended foods

due to failing to notice the signs. Three percent of people did not answer this question. One individual commented on the survey a failure to notice the signs but reported that the recommendations on the signs would be followed.

About fifty-six percent of the people surveyed had heard about 5 Healthy Towns, The Chelsea Wellness Coalition, or the Healthy Grocery Initiative. Thirty-three percent of people surveyed had never heard of 5 Healthy Towns, The Chelsea Wellness Coalition, or the Healthy Grocery Initiative.

Fifty-eight percent of the people surveyed reported knowing about the fresh, house-prepared deli salads at Polly's. Forty-two percent of people surveyed reported no knowledge of the fresh, house-prepared deli salads at Polly's.

Only twenty-six percent of people surveyed knew that the rotisserie chickens and ribs offered in the deli at Polly's are prepared with a special, house made rub free of preservatives, additives, and MSG. About seventy percent of people surveyed did not know about the special, house made rub free of preservatives, additives, and MSG. One individual reported no knowledge of the special, house made rub free of preservatives, additives, and MSG but commented “☺” on this change at Polly's.

Ninety-seven percent of people knew that Polly's offers premium deli meats and cheeses such as *Boar's Head*. Only three percent of people did not know that Polly's offers premium deli meats and cheeses such as *Boar's Head*.

Only sixty-seven percent of people surveyed knew that the meat department at Polly's slices, cuts, and grinds meats fresh in the store and that they are free from unnecessary processing. About thirty-one percent of people did not know that the meat department at Polly's slices, cuts, and grinds meats fresh in the store and that they are free from unnecessary processing. One percent of people did not respond to this question.

About ninety percent of people knew that Polly's carries a large variety of healthy, fresh, organic, and local foods. Around ten percent of people did not know that Polly's carries a large variety of healthy, fresh, organic, and local foods.

Thirty-three percent of people knew that Polly's hosts a large Gluten Free section and gluten free foods that can be found around the store. Sixty-four percent of people knew that hosts a large Gluten Free section and gluten free foods that can be found around the store.

Three percent of the people surveyed did not respond to this question. One individual commented “! I’m G.F.”
 (See the Results Summary table below and the attached Excel sheets.)

Results Summary							
	Y	N	N/A	B	C		
1	65%	37%					
2	47%	14%	37%	3%	N but "yes-now"		
3	56%	33%	11%				
4	58%	42%					
5	26%	70%			4%	N but ":)" that the answer is Y	
6	97%	3%					
7	67%	31%		1%			
8	90%	10%					

*Note that values may not equal 100% due to rounding.

Overall, the surveys were well-received. Several individuals commented on the survey’s design to inform about the changes at Polly’s and to collect information on how those changes were received.

