



ARIZONA DEPARTMENT OF HEALTH SERVICES



PREDICTIVE
INSIGHTS

Lifestyle Habits and Program Study

Among SNAP Eligible Arizonans

05/25/2022

Project Goal

Gauge

- Gauge physical health habits, nutrition preferences, and technology habits
- Identify target audiences' constraints and key personas of respondents
- Identify key attributes of target audiences' households

1

Develop

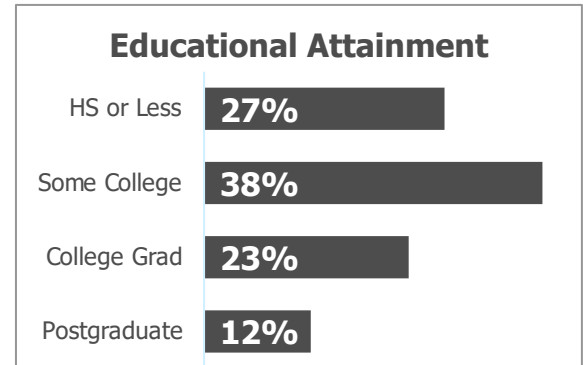
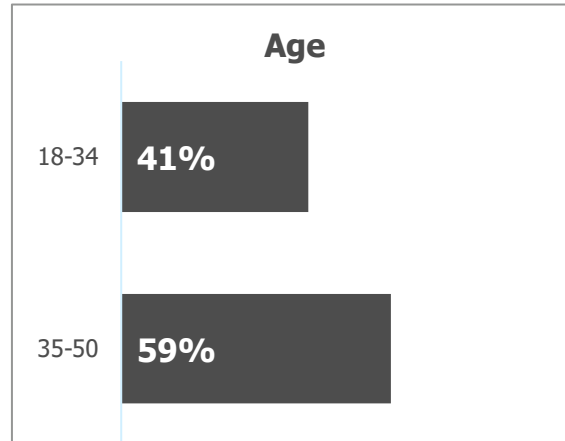
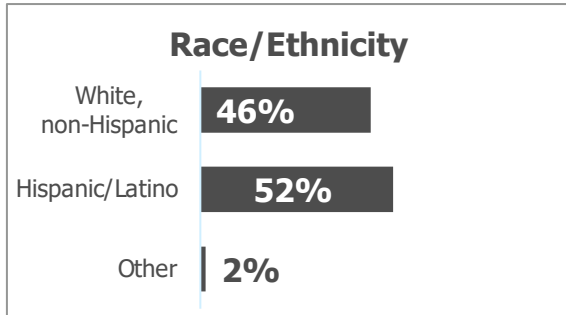
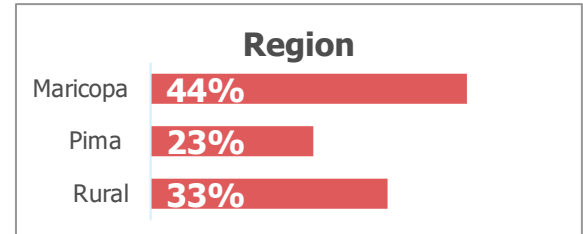
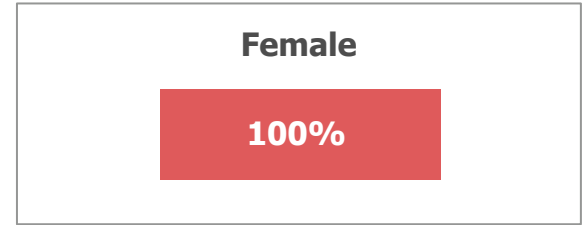
- An understanding of the target audiences' habits, perceptions, and behaviors
- Actionable recommendations for consideration that will enhance the SNAP experience for eligible and current users

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Research Methodology

This statewide survey was conducted by OH Predictive Insights between March 3rd and April 25th, 2022 via a multi-modal approach; utilizing an opt-in online panel, intercept surveys, live caller, peer-to-peer text, and via flyers. There was an additional 315 respondents collected by WestGroup Research from July 12th to September 3rd, 2021 collected via intercept surveys, online panels, and social media recruiting. The total sample size was 980 completed surveys, with a MoE of $\pm 3.13\%$ at a 95% confidence interval. The sample demographics reflect eligible SNAP recipients across the State of Arizona

*Numbers may not total 100%, due to rounding.



Persona Breakout

Caregivers

Mission-driven in their work, they believe that by working hard, a person can overcome the obstacles that life presents. They are open to many ideas and options, as long as it makes sense for them. Most agree that people would describe them as “caregivers.” They are good listeners and go out of their way to help others in need.

Personal value statements they strongly agree with:

- 39% focus on achieving my goals and objectives
- 45% feel their greatest achievements are ahead of me
- 60% agree that by working hard, a person can overcome the obstacles that life presents
- 48% agree that growing in my career is important to who I am
- 51% would prefer to be a leader than a follower
- 46% like to set clear short-and-long-term goals to help me keep focused
- 56% I am open to many ideas and options, as long as they make sense for me
- 49% would like to work for an organization that helps people
- 50% agree other people would use the work “caretaker” to describe me
- 57% have the capacity to understand or feel what another person is experiencing
- **68% believe they are a good listener**
- **75% go out of their way to help others in need**
- 44% prioritize the happiness of those close to me over my own
- 45% worry more about my family’s health than my own

Shopping Behaviors and Meals:

- 50% Agree it is important to make my children and/or partner happy with the food selections I make
- 50% Make traditional meals that I grew up eating
- 34% Plan meals before they go to the store
- 38% Use a written shopping list
- 33% Shop several stores at a time
- 40% Take children with them
- 42% Plan to refrigerate or freeze leftovers
- **64% Purchase fresh vegetables/fruits**
- 29% Purchase frozen vegetables/fruits

Online Activities:

- 50% Watched TV
- 33% Walked for pleasure
- 39% Went on a family outing
- 85% Listened to music

Physical Activities:

- **63% Clean house, garden or do yardwork for 30 minutes or longer**
- 36% walk for exercise for 30 minutes or longer 3+ times a week

Profiles	
HH Size	23% 3 and 24% 4
HHI	50% yearly \$34451-\$58058
County	42% Maricopa County
Adults in HH	20% 1, 48% 2
Children ages	0-2: 69%

Idealist

Endorse personal values that focus on the future. Visionaries believe their greatest achievements are ahead of them. They are thinkers with an imagination. They would rather be leaders than followers. They listen well and go out of their way to help others.

Personal value statements they strongly agree with:

- 60% Focus on achieving goals and objectives
- 100% My greatest achievements are ahead of me**
- 75% By working hard, a person can overcome the obstacles that life presents**
- 67% Growing in my career is important to who I am**
- 65% Would rather be a leader than a follower
- 60% I like to set clear short-and-long term goals to help me keep focused
- 62% I am open to many ideas and options, as long as they make sense for me
- 46% I would like to work at an organization that help people, such as social services or a non-profit
- 42% Other people would use the word "caretaker" to describe me
- 55% I have the capacity to understand or feel what another person is experiencing
- 68% I am a good listener
- 64% I go out of my way to help others in need
- 46% I prioritize the happiness of those close to me over my own
- 39% see themselves as someone who is full of energy

Health:

- 42% I take ownership of my health and I actively take steps to be healthy
- 43% A disease is another challenge to overcome
- 45% I worry more about my family's health than my own

Shopping and Meal Behaviors:

- 54% It is important to me to make my children and/or partner happy with the food selections I make
- 52% I often make traditional meals that I grew up eating

Online Activities:

- 48% watched TV
- 85% listened to music

Physical Activities:

- 35% Walked for pleasure
- 40% went on a family outing
- 67% Clean house, garden or do yardwork for 30 minutes or longer
- 36% Walk for exercise for 30 minutes or longer

Shopping Behaviors:

- 34% plan meals before they go to the store
- 36% use a written shopping list
- 34% shop at several stores to get the best price
- 40% Take your children with you
- 41% plan to refrigerate or freeze leftovers
- 67% Purchase fresh vegetables/fruits
- 31% purchase frozen vegetables/fruits

Profiles	
HH Size	25% 3, 22% 4 and 20% 5
HHI	50% Yearly \$34,451-\$58,058 18% Monthly \$0-\$2,871
County	44% Maricopa County
Adults in HH	43% 18-34 and 57% 35-50

Optimist

Have a positive attitude and see the glass as half full and not half empty. They tend to be hopeful and confident about the future and the potential for success. Most feel that by working hard, a person can overcome the obstacles that life presents. They believe that their greatest achievements are ahead of them. They like to lead and set clear short-and-long-term goals to help them stay focused. They go out of their way to help others and believe they listen well. Food selections and making traditional meals are important.

Personal value statements they strongly agree with:

- 46% focus on achieving my goals and objectives
- 61% My greatest achievements are ahead of me
- **85% By working hard, a person can overcome the obstacles that life presents**
- 58% Growing in my career is important to who I am
- 58% I would prefer to be a leader than a follower
- 53% like to set clear short-and -long term goals to help me keep focused
- 58% I am open to many ideas and options, as long as them make sense to me
- 39%I would like to work for an organization that helps people, such as a social services or a non-profit
- 39% Other people would use the word "caretaker" to describe me
- 50% Have the capacity to understand or feel what another person is experiencing
- 64% Agree they are a good listener
- 60% Go out of their way to help others in need
- 41% I prioritize the happiness of those 'close to me over my own'
- 42% Worry more about my family's health than my own

Health:

- 42% I take ownership of my health and I actively take steps to be healthy
- 43% A disease is another challenge to overcome
- 45% I worry more about my family's health than my own

Shopping and Meal Behaviors:

- 49% Believe it is important to make their children and/or partner happy with the food selections that I make
- 50% Often make traditional meals that they grew up eating
- 33% Plan meals before they go to the store
- 36% Use a written a shopping list
- 41% Take their children with them
- 41% Plan to refrigerate or freeze leftovers
- 67% Purchase fresh vegetables/fruits
- 29% Purchase frozen vegetables/fruits

Profiles	
HH Size	25% 3, 22% 4 and 20% 5
HHI	48% Yearly \$34,451-\$58,058
County	43% Maricopa County
Adults in HH	46% 18-34 and 55% 35-50

Online Activities:

- 48% watched TV
- 84% listened to music

Physical Activities:

- 66% clean house, garden or do yard work for 30 minutes or longer 3+ times a week
- **35% Walk for exercise for 30 minutes or longer**
- **40% Went on a family outing**
- 33% Walked for pleasure

Shopping Behaviors:

- 34% plan meals before they go to the store
- 36% use a written shopping list
- 34% shop at several stores to get the best price
- 40% Take your children with you
- 41% plan to refrigerate or freeze leftovers
- 67% Purchase fresh vegetables/fruits
- 31% purchase frozen vegetables/fruits

Achiever

Leaders who are self-motivated, career-driven, can change their circumstances, and are goal-oriented. They tend to be confident about their potential success and their ability to overcome obstacles. These career-focused and goal-oriented respondents believe the best is yet to come and they can reach their goals.

Personal value statements they strongly agree with:

- 50% focus on achieving my goals and objectives
- 59% My greatest achievements are ahead of me
- 68% By working hard, a person can overcome the obstacles that life presents
- **64% Growing in my career is important to who I am**
- **59% I would prefer to be a leader than a follower**
- 59% like to set clear short-and -long term goals to help me keep focused
- 58% I am open to many ideas and options, as long as them make sense to me
- 41% I would like to work for an organization that helps people, such as a social services or a non-profit
- 39% Other people would use the word "caretaker" to describe me
- 52% Have the capacity to understand or feel what another person is experiencing
- 64% Agree they are a good listener
- 59% Go out of their way to help others in need
- **58% I am open to many ideas and opinions, as long as it makes sense for me**

Health:

- 37% I take ownership of my health and I actively take steps to be healthy
- 37% A disease is another challenge to overcome
- 43% I worry more about my family's health than my own

Shopping and Meal Behaviors:

- 26% Meal Prep
- 51% Often make traditional meals that they grew up eating
- 35% Plan meals before they go to the store
- 24% Read nutrition facts
- 17% Look for locally grown foods
- 41% Take their children with them
- 41% Plan to refrigerate or freeze leftovers
- 67% Purchase fresh vegetables/fruits
- 29% Purchase frozen vegetables/fruits

Profiles	
HH Size	22% 3, 23% 4 and 22% 5
HHI	49% Yearly \$34,451-\$58,058
County	43% Maricopa County, 22% Pima County
Adults in HH	46% 18-34 and 56% 35-50

Online Activities:

- 48% watched TV
- 84% listened to music

Physical Activities:

- 66% clean house, garden or do yard work for 30 minutes or longer 3+ times a week
- 35% Walk for exercise for 30 minutes or longer
- 41% Went on a family outing
- 35% Walked for pleasure

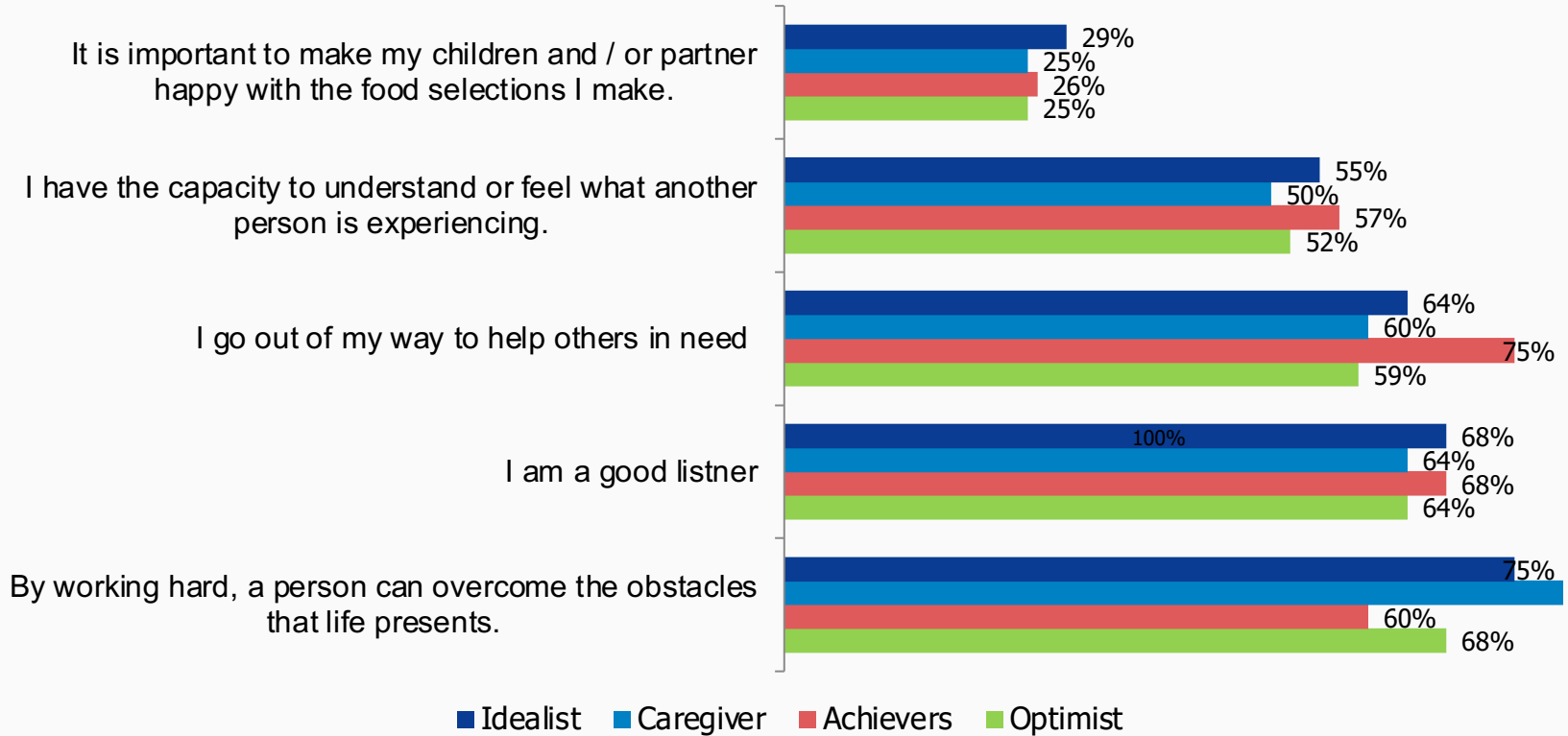
Shopping Behaviors:

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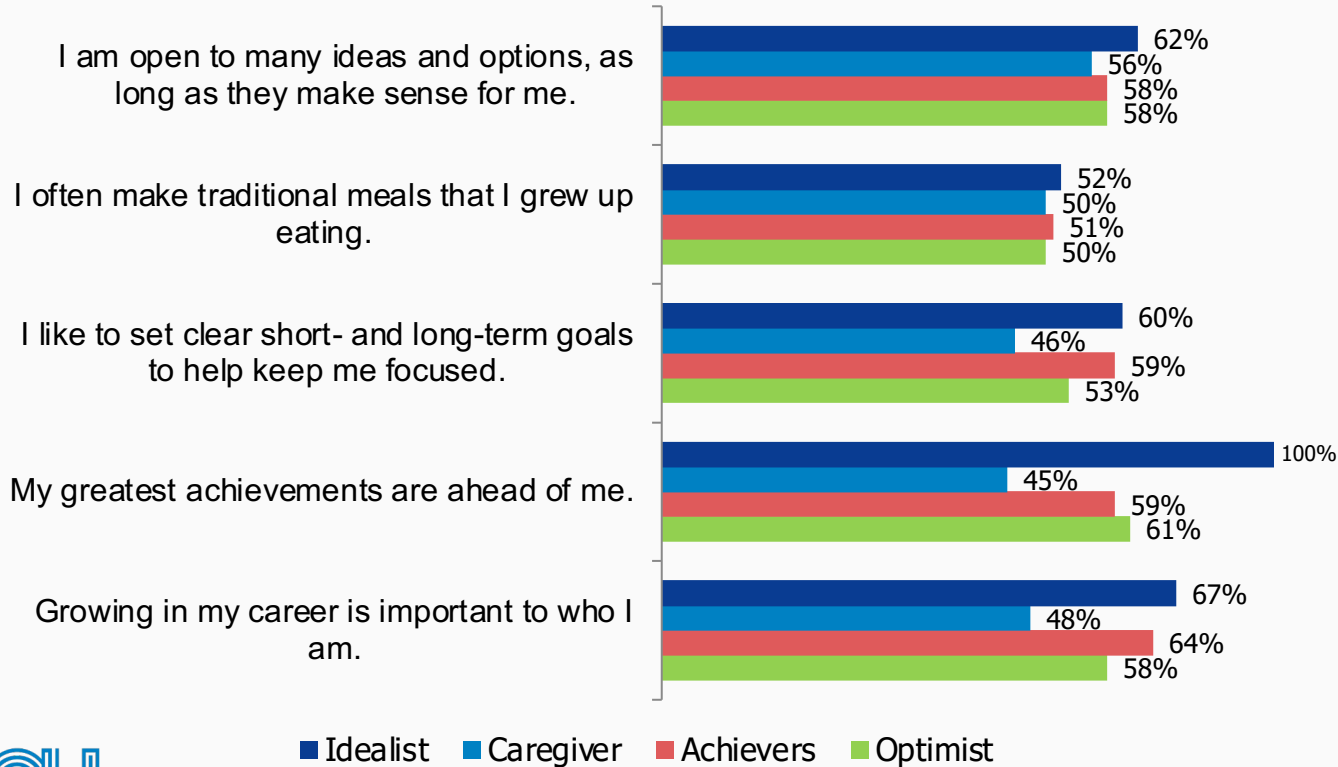
Comparisons of Self Statements

Includes key findings from the overall sample

How I see myself 1/



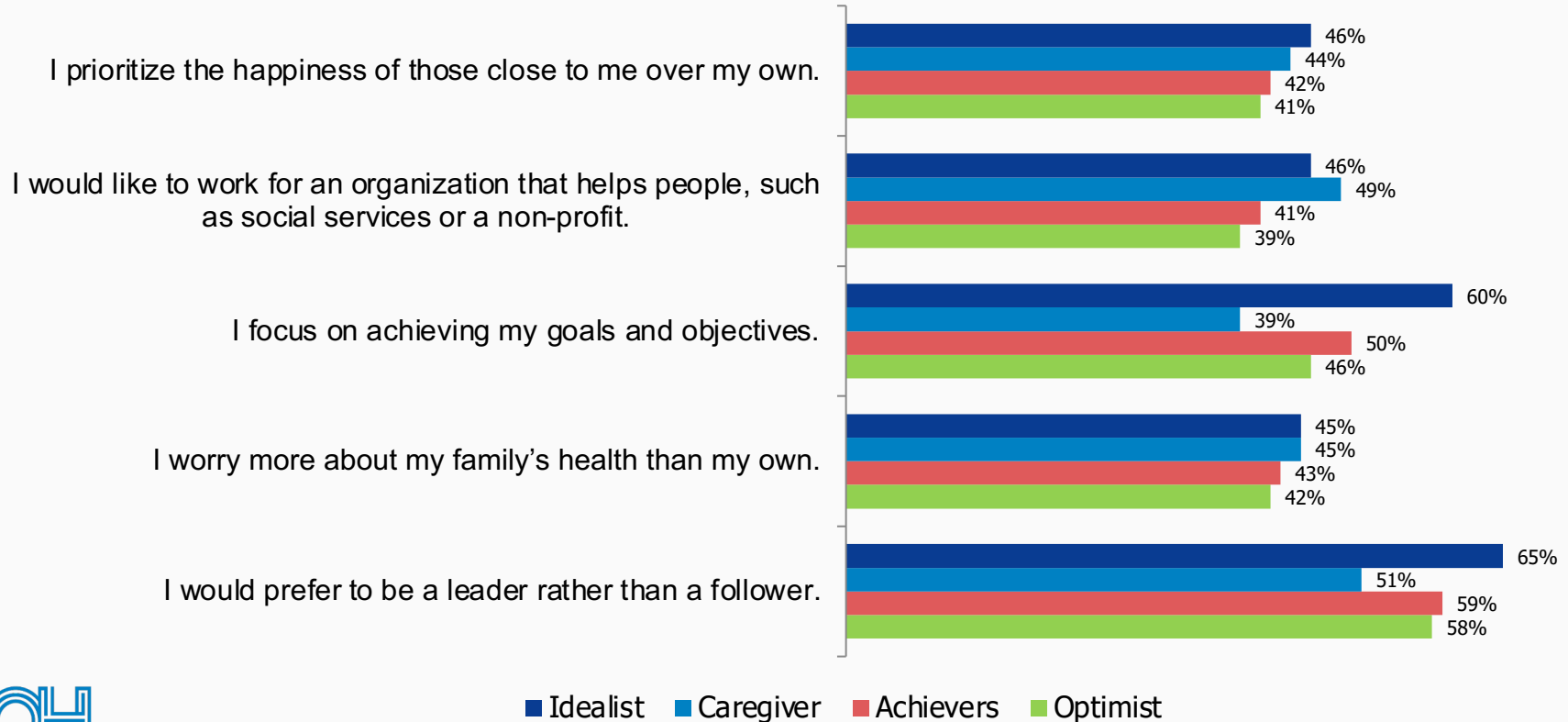
How I see myself 2/



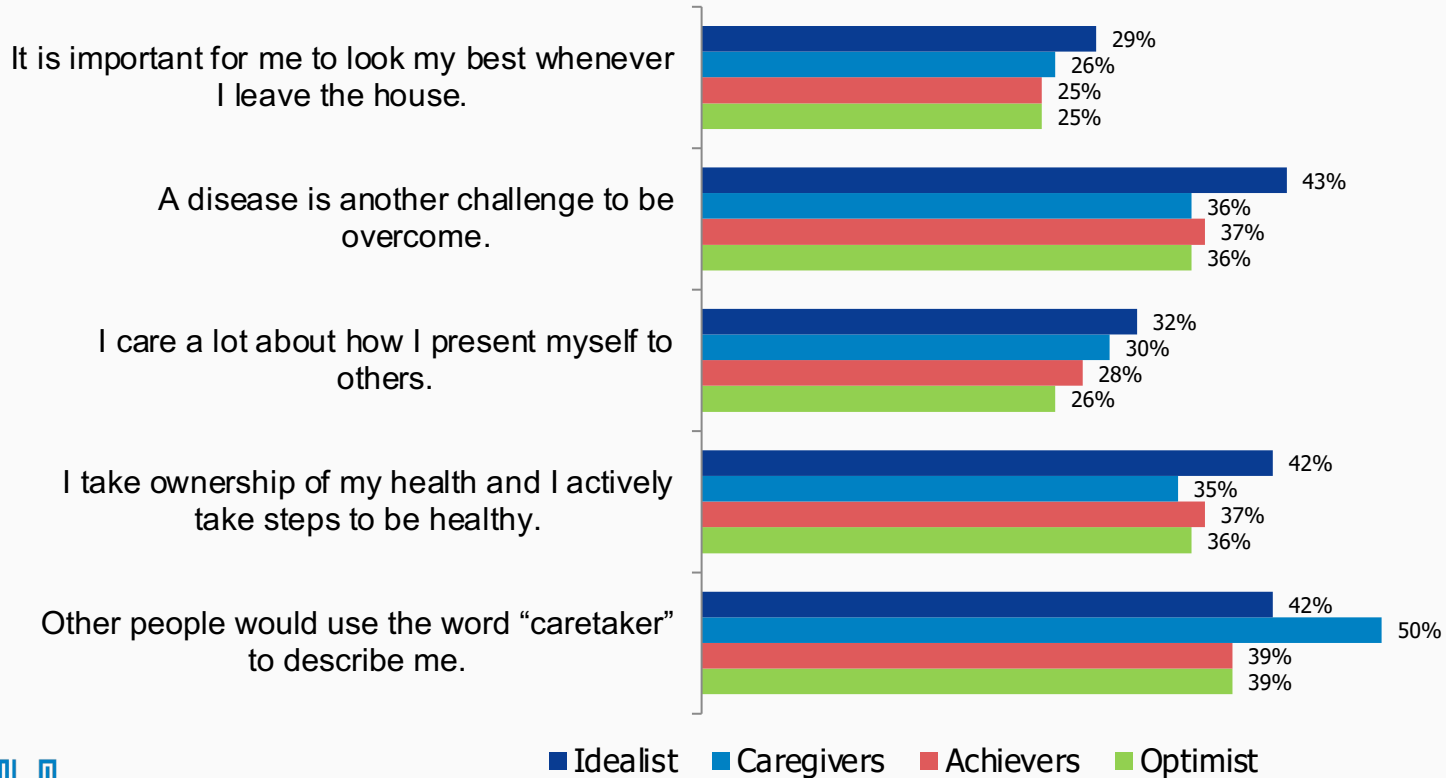
Among the full respondent sample

- Most agree (75%) that they focus on achieving their goals and objectives.
- Approximately three-out-of-four respondents feel their greatest achievements are ahead of them.

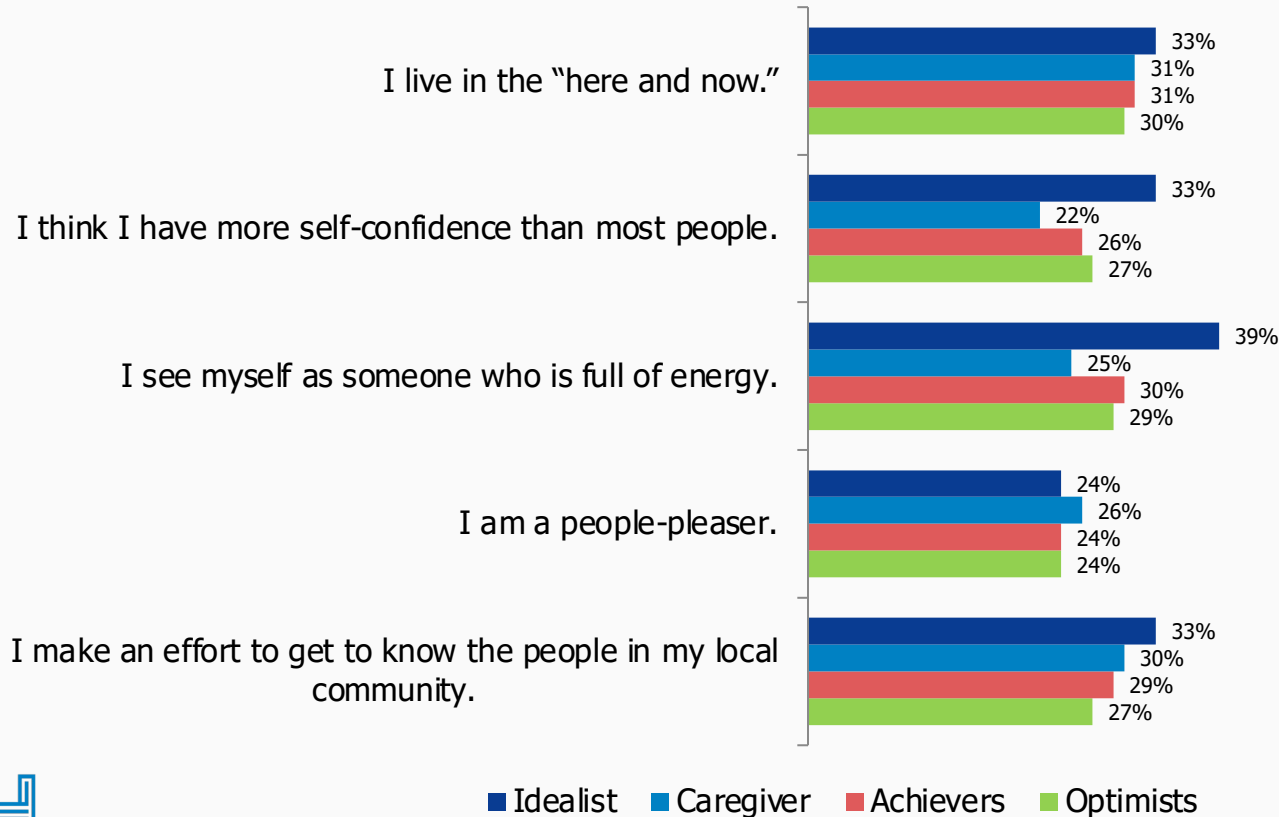
How I see myself 3/



How I see myself 4/



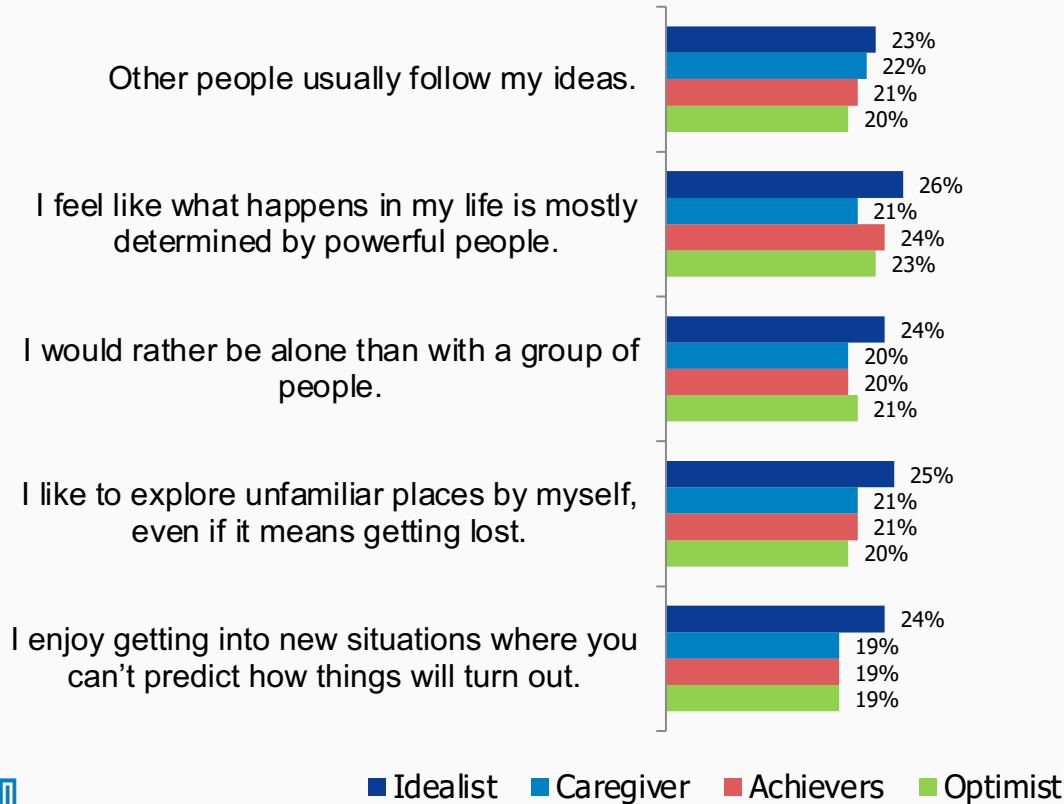
How I see myself 5/



Among the overall sample:

- Approximately Half of respondents see themselves as full of energy (Strongly Agree 19% and Agree 32%).

How I see myself 6/



Among the overall sample:

- Respondents feel they can control their own destiny with less than half agreeing that life is determined by powerful people.
- Most (Strongly agree (43%) and Agree (47%)) are open to many ideas and options, as long as they make sense.

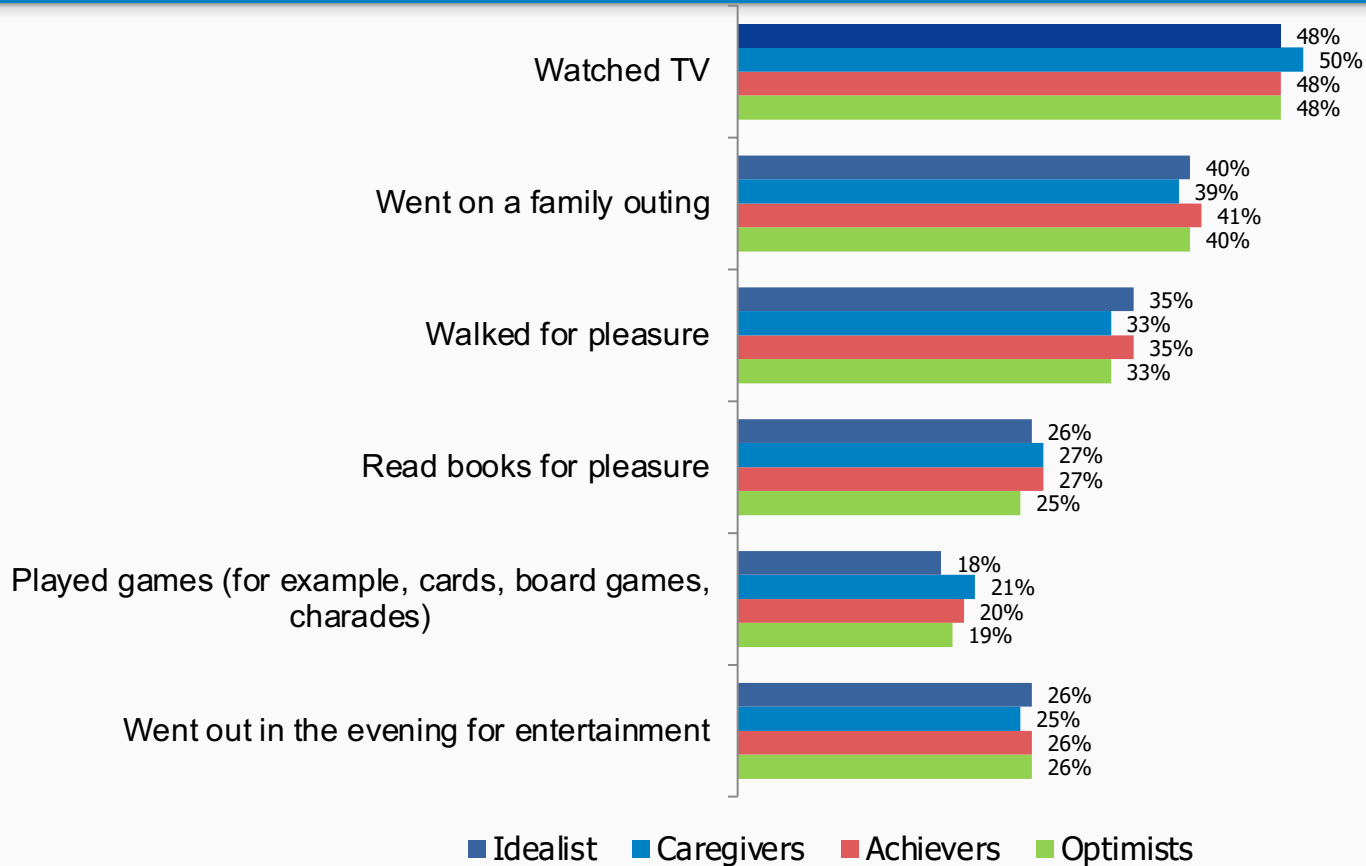
How I see myself 7/



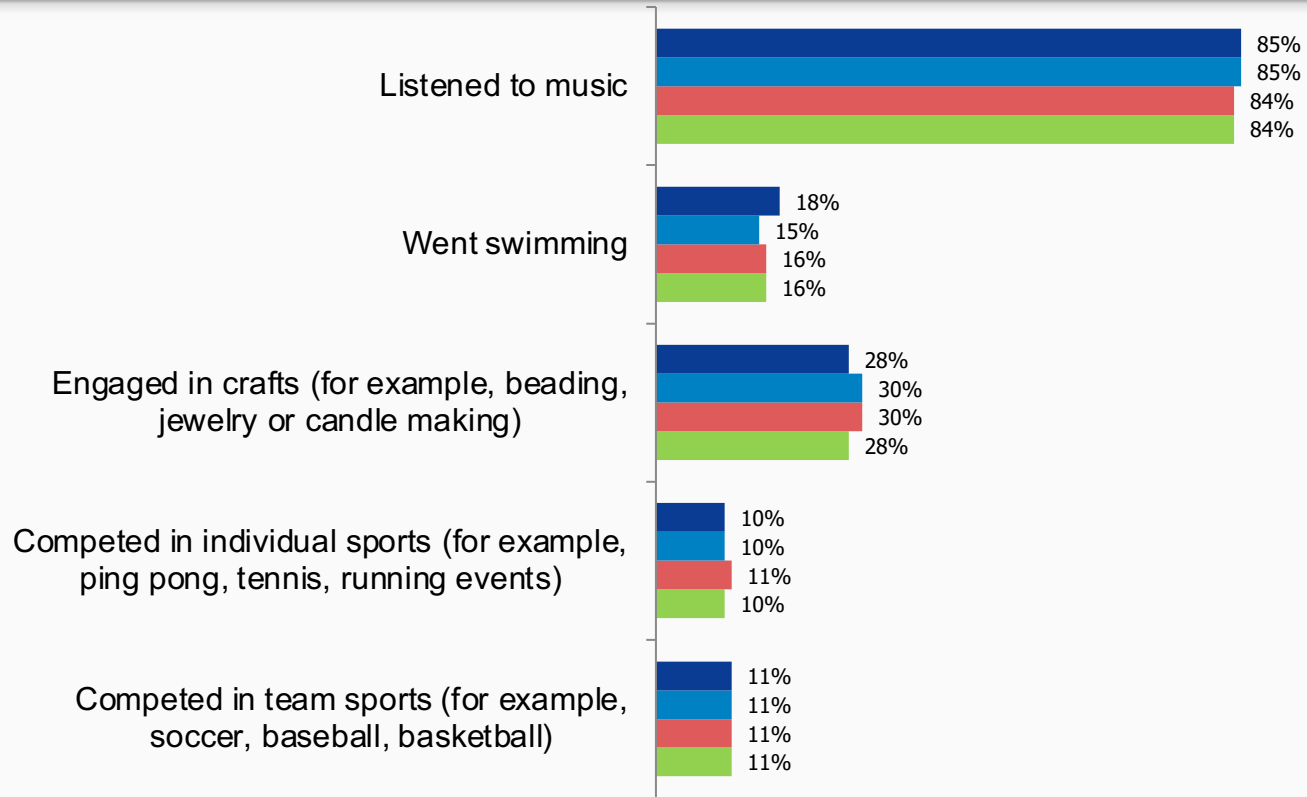
■ Idealist ■ Caregiver ■ Achievers ■ Optimist

Target Audience Habits

In my spare time 1/:

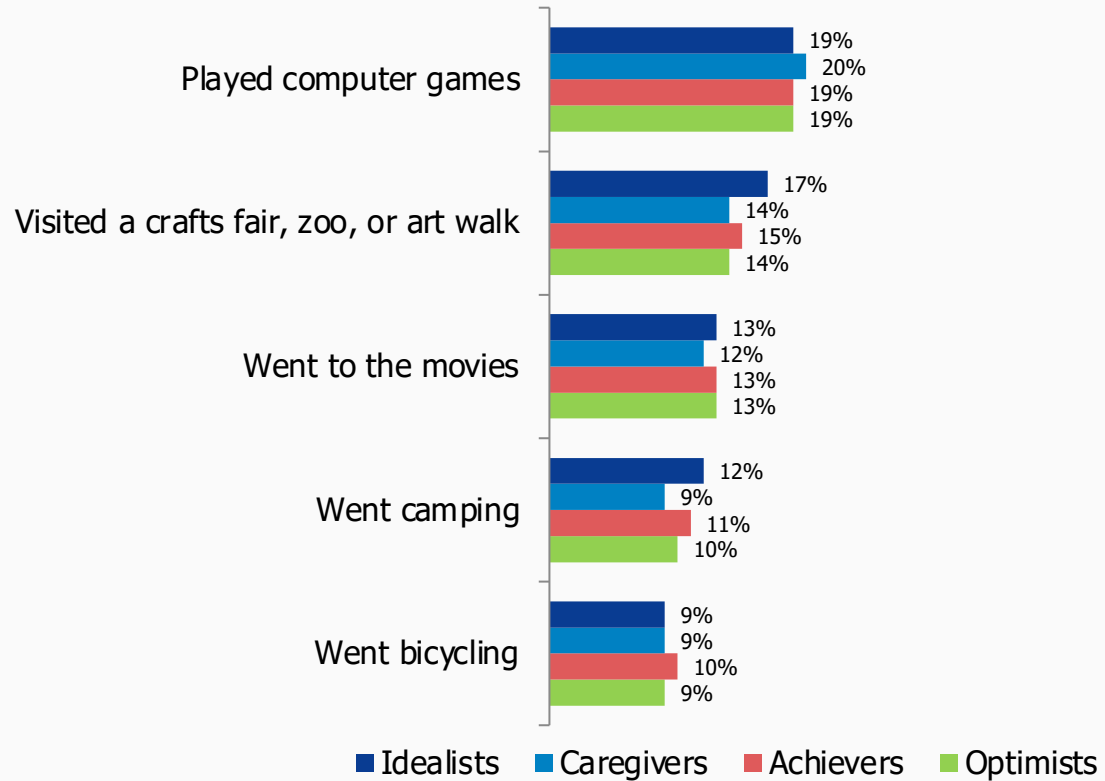


In my spare time 2/:



■ Idealists ■ Caregivers ■ Achievers ■ Optimists

In my spare time 3/:

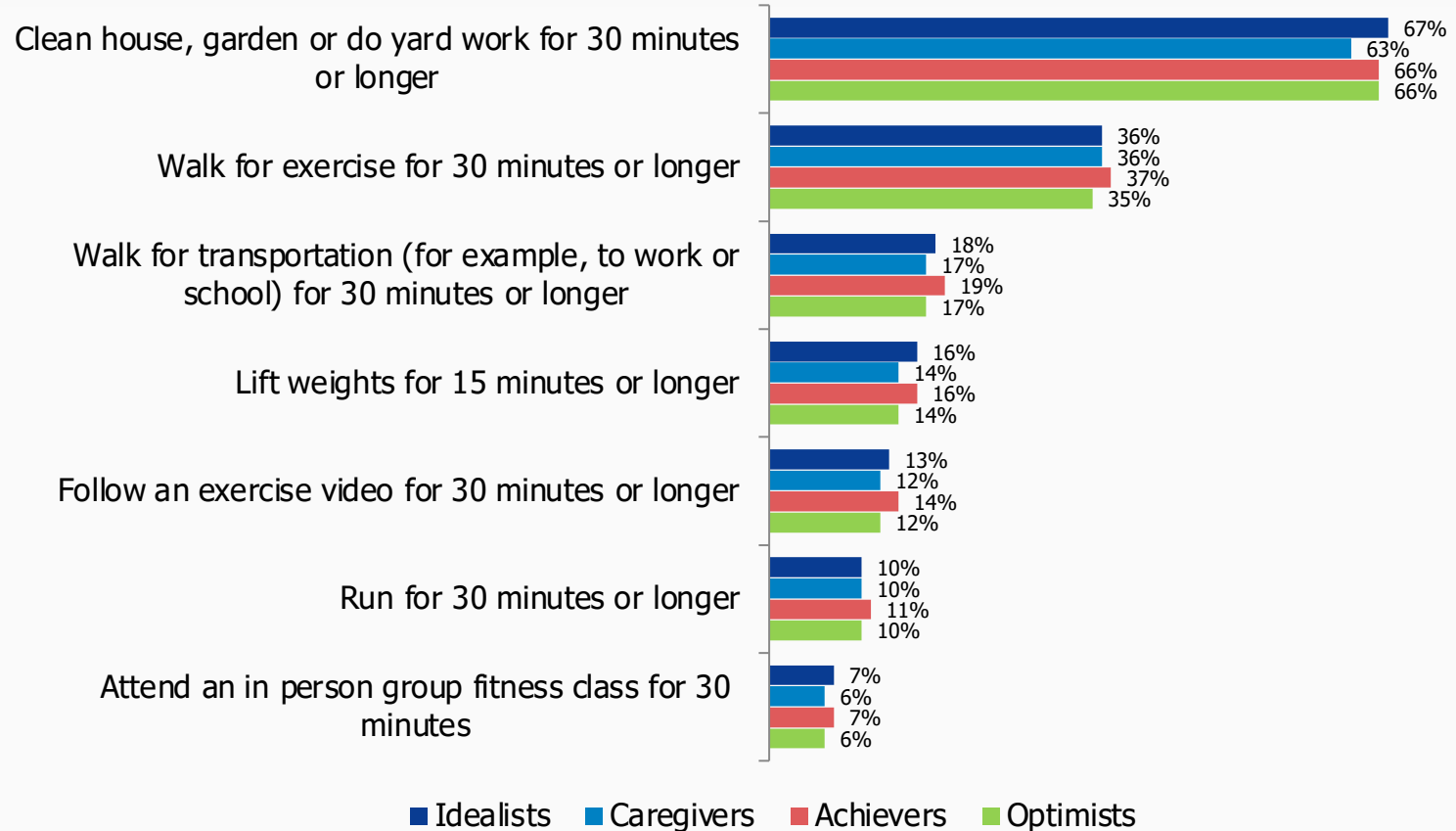


Physical Health

Key Takeaway: Improving health is important and most worry more about their family's health than their own. Respondents would prefer to be in situations where they can predict how things will turn out. About one-third actively avoid change and don't like to push themselves for fear of failing.

The type of activity dictates respondents' participation. Most clean their house, garden or do yard work for at least 30 minutes, 3 times a week. One third walk 30 minutes, 3 times a week. Over half do not walk for transportation, run, lift weights, follow an exercise video or attend an in person group fitness class.

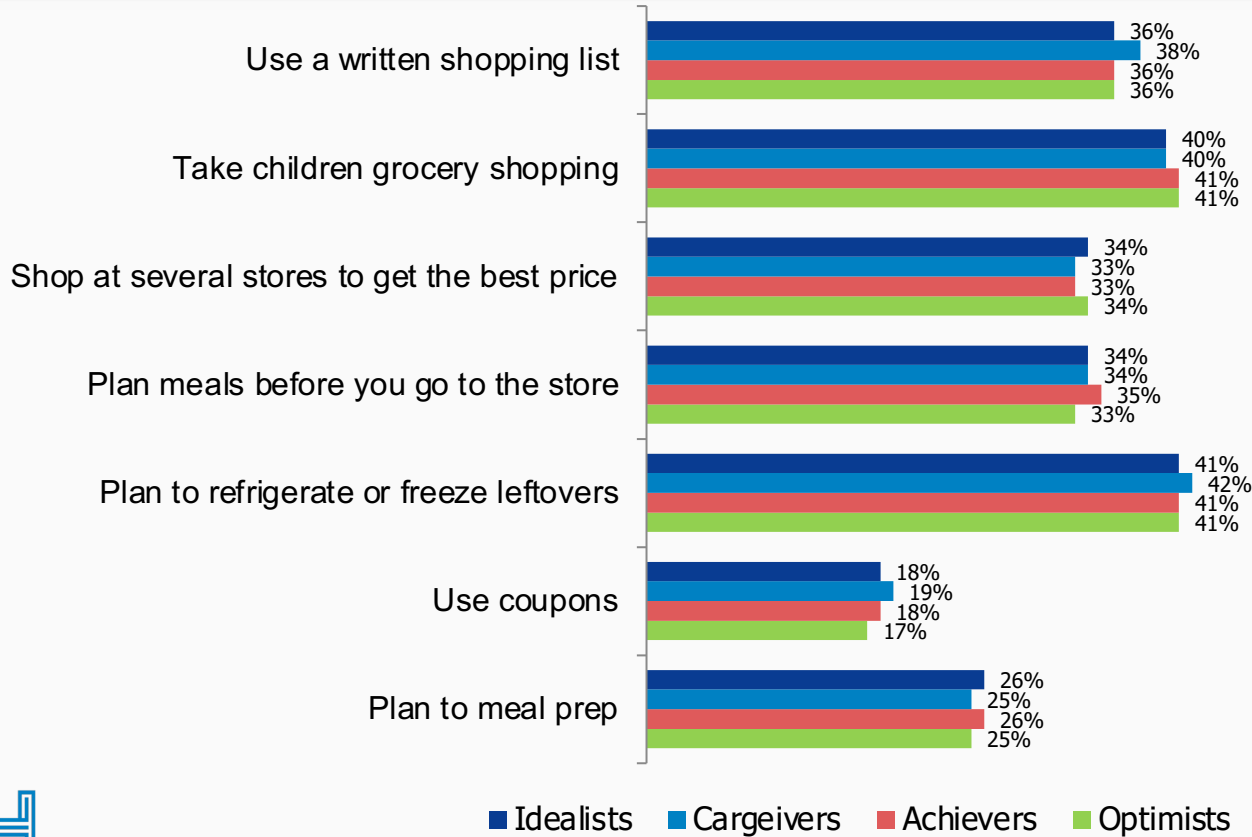
What my physical activity Looks like



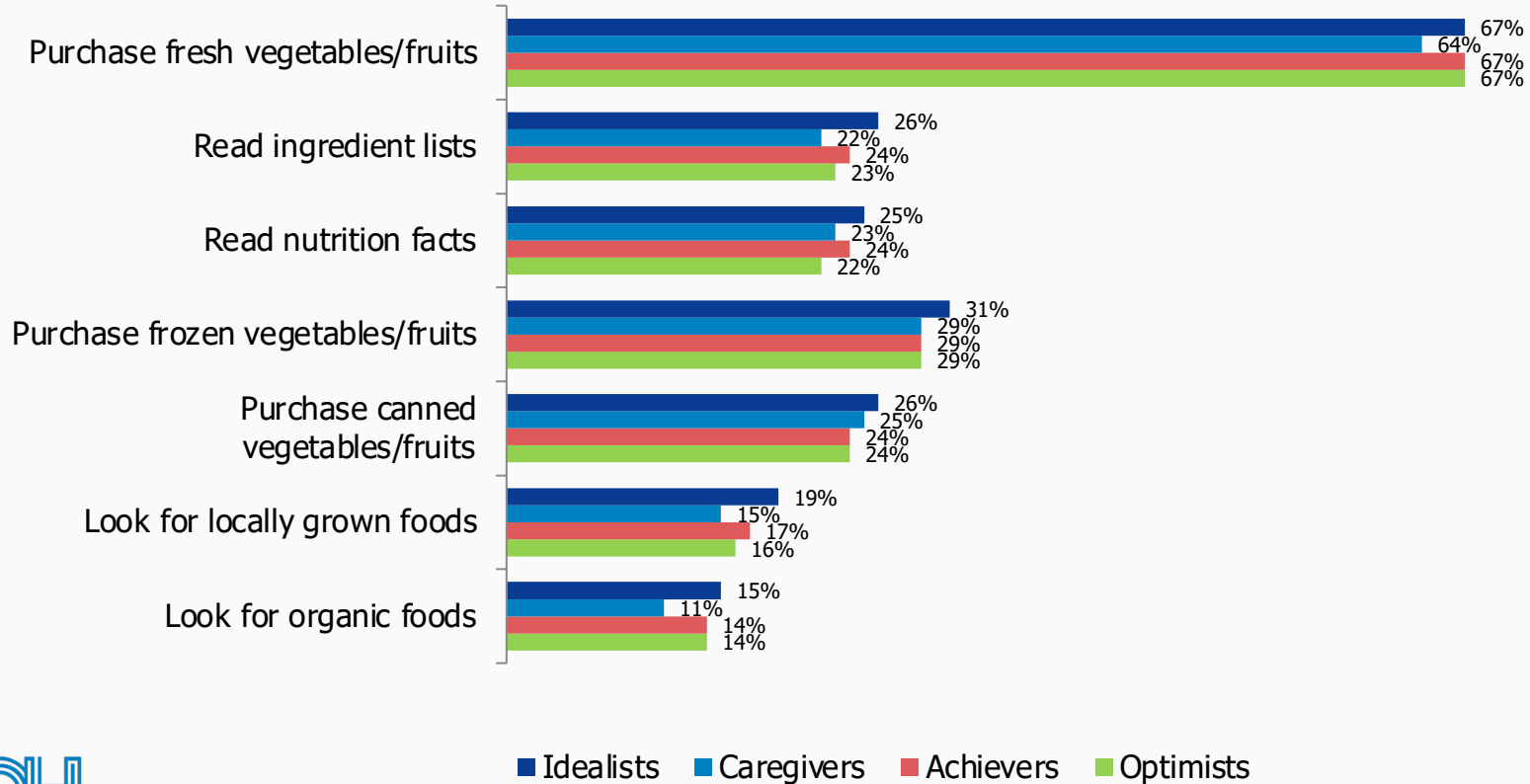
Nutrition Preferences

Key Takeaway: Nutrition is essential and respondents are price-conscious. Some use coupons, and a majority use a written shopping list and plan meals before shopping. Over half shop at several stores to get the best price. The majority plan meals before they go to the store, use a written shopping list, shop at several stores to get the best price, and use coupons. Most plan to refrigerate or freeze leftovers and purchase fresh fruits and vegetables. Some read nutrition and ingredient labels. Some look for locally grown and organic foods.

How I Grocery Shop 1/:



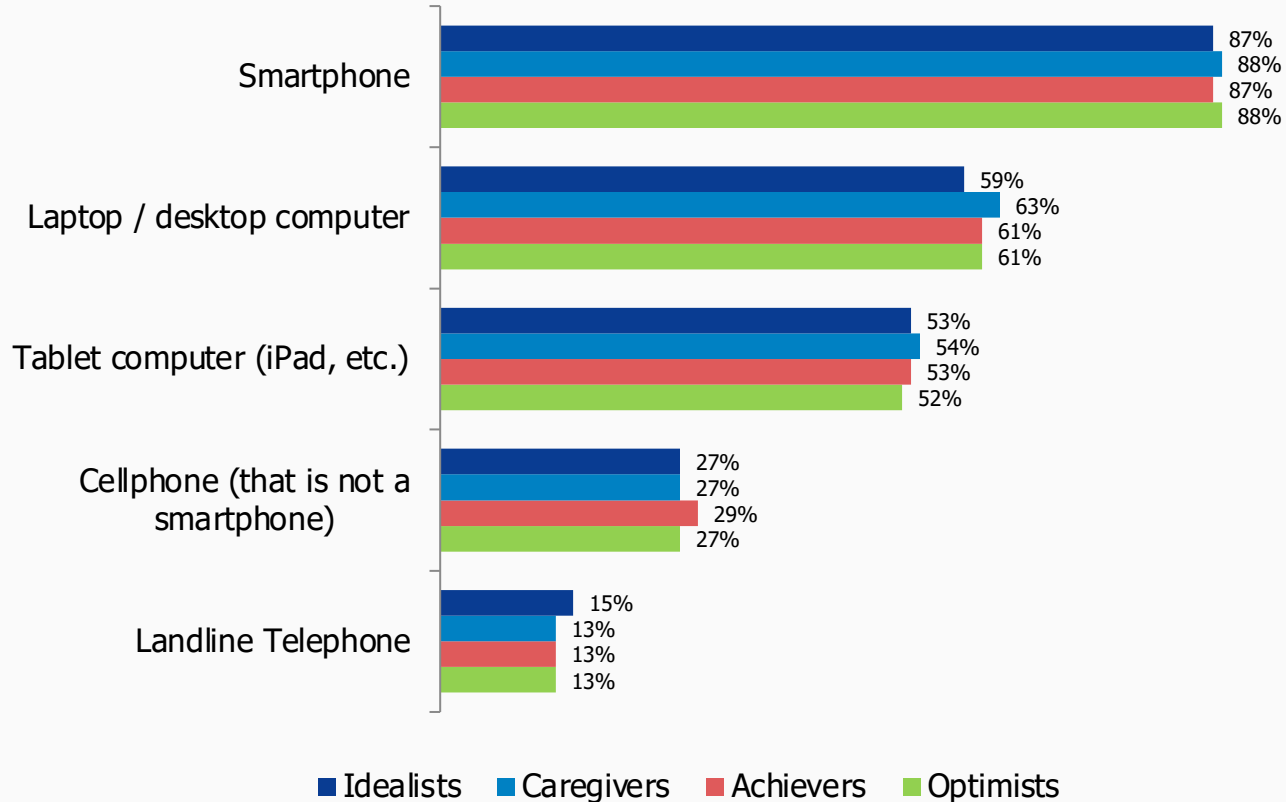
Nutrition that matters to me



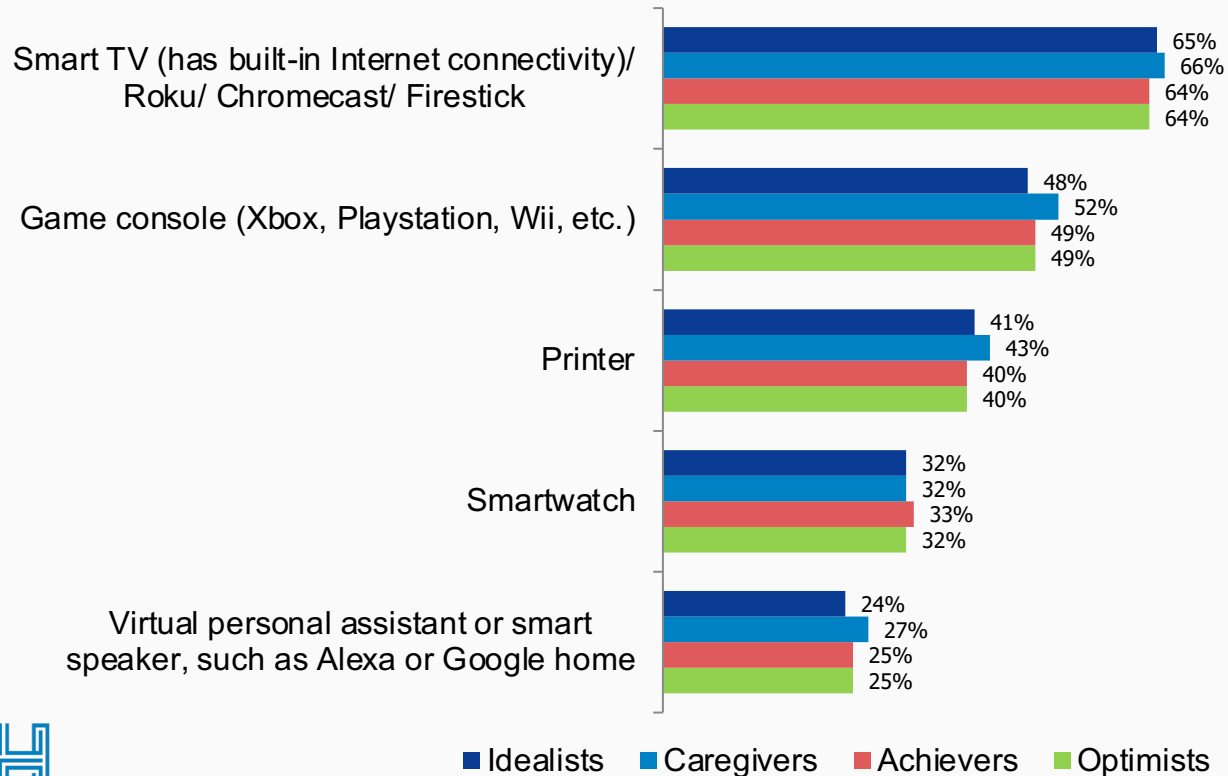
Technology

Key Takeaway: Most respondents have access to a phone, with the majority owning a smartphone. Over half have some type of computing device. One-fourth own a printer and approximately one-third own a smartwatch. Over half own a Smart TV, and about half own a game console. Approximately one-quarter own a virtual personal assistant or smart speaker.

Devices owned as indicated by participants.

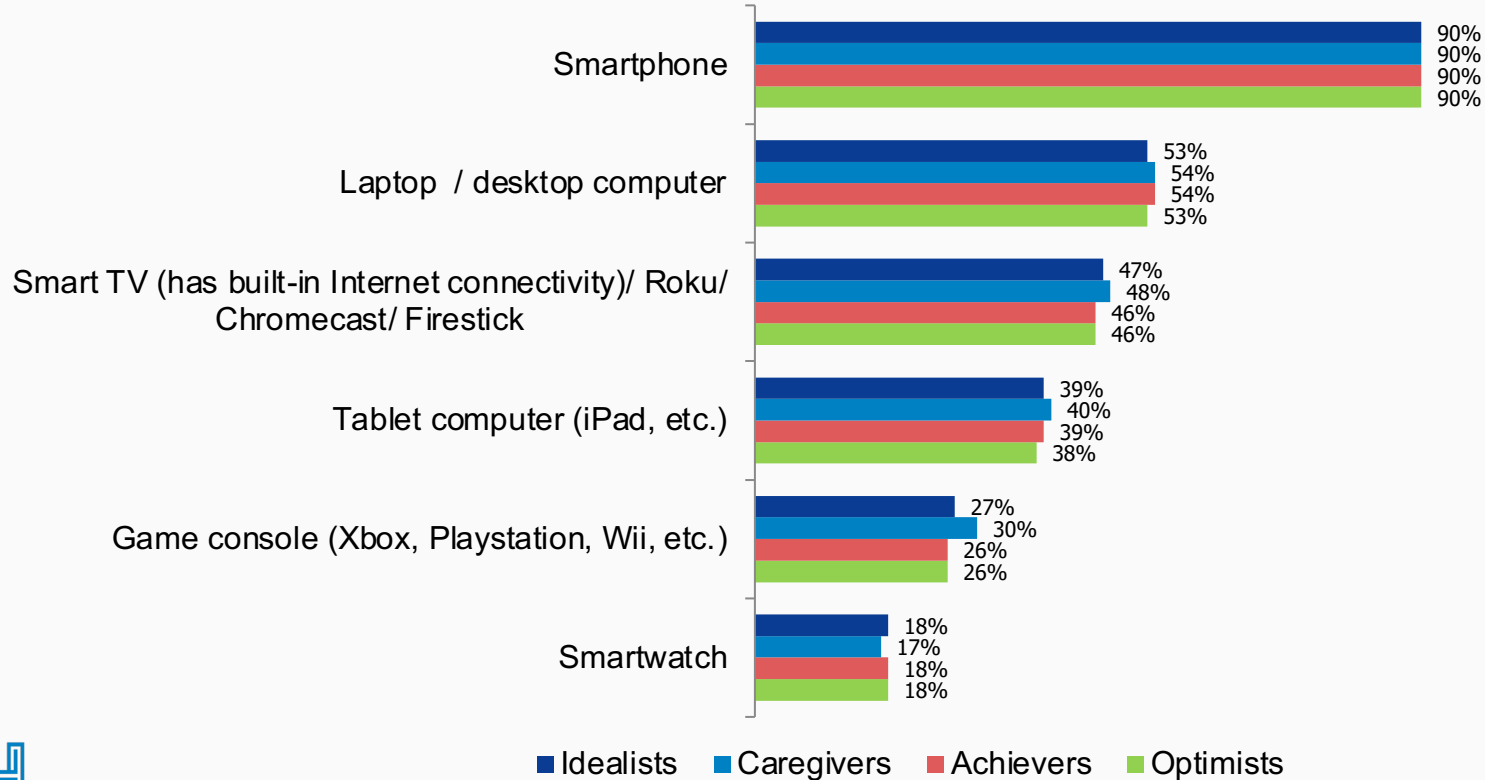


Devices owned as indicated by participants.



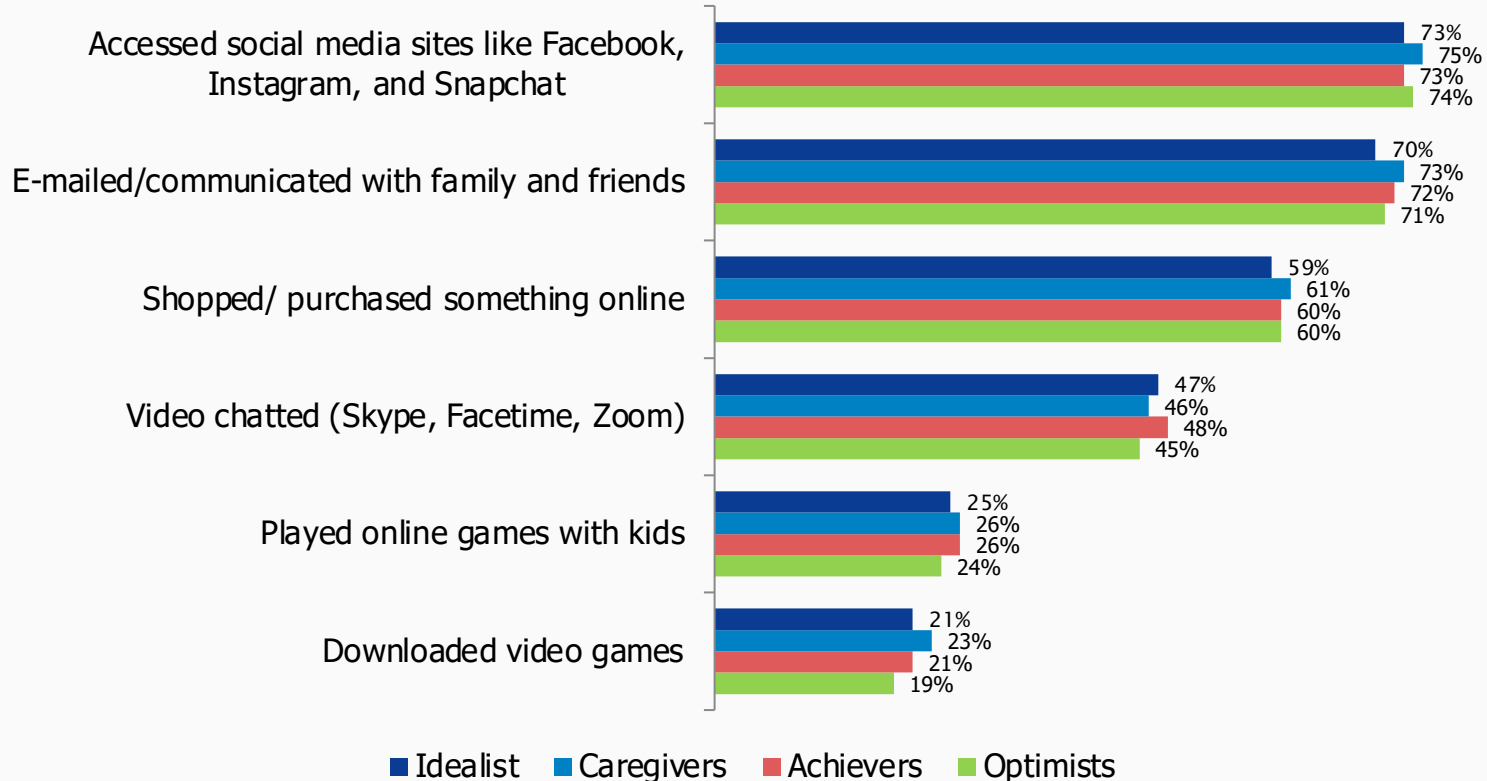
Device usage

Devices used to access the internet in the past week as indicated by participants.

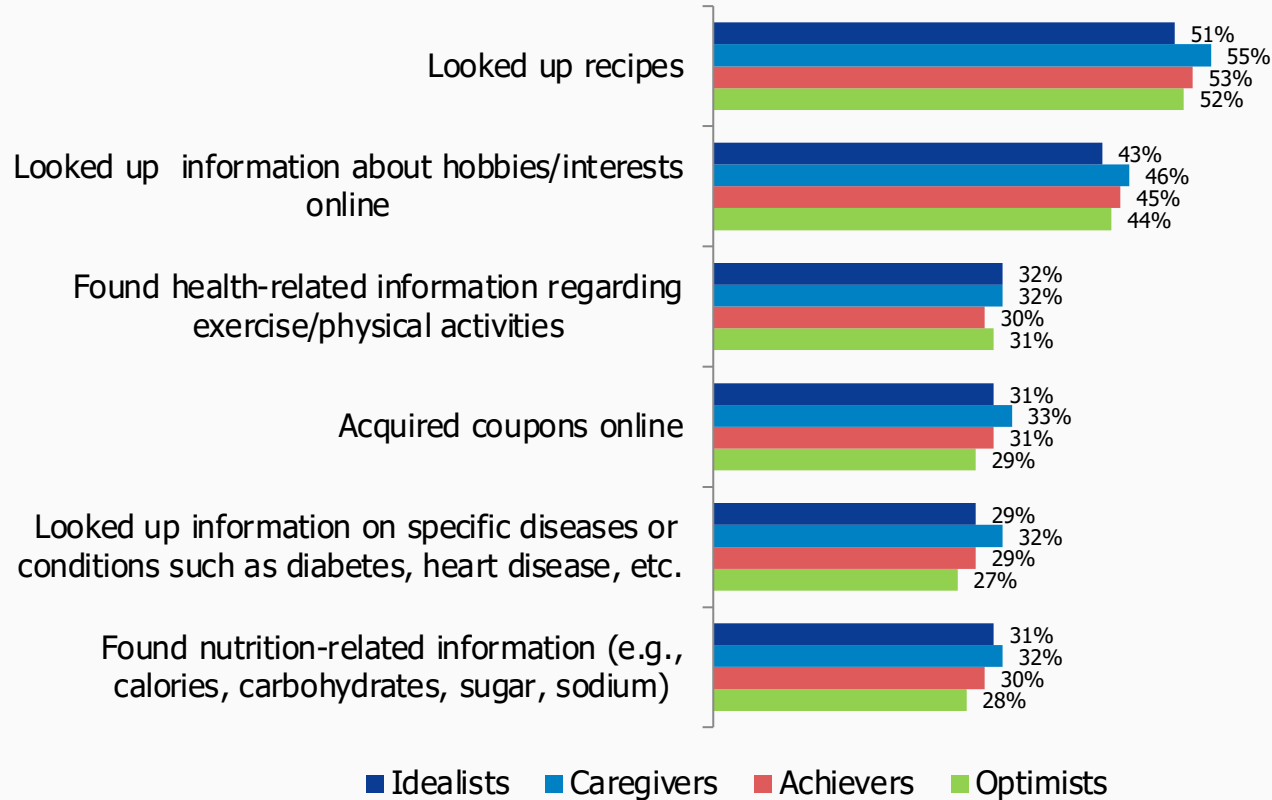


Two-Thirds of the respondents have communicated with family/friends and over half have looked at recipes or purchased something online in the past week

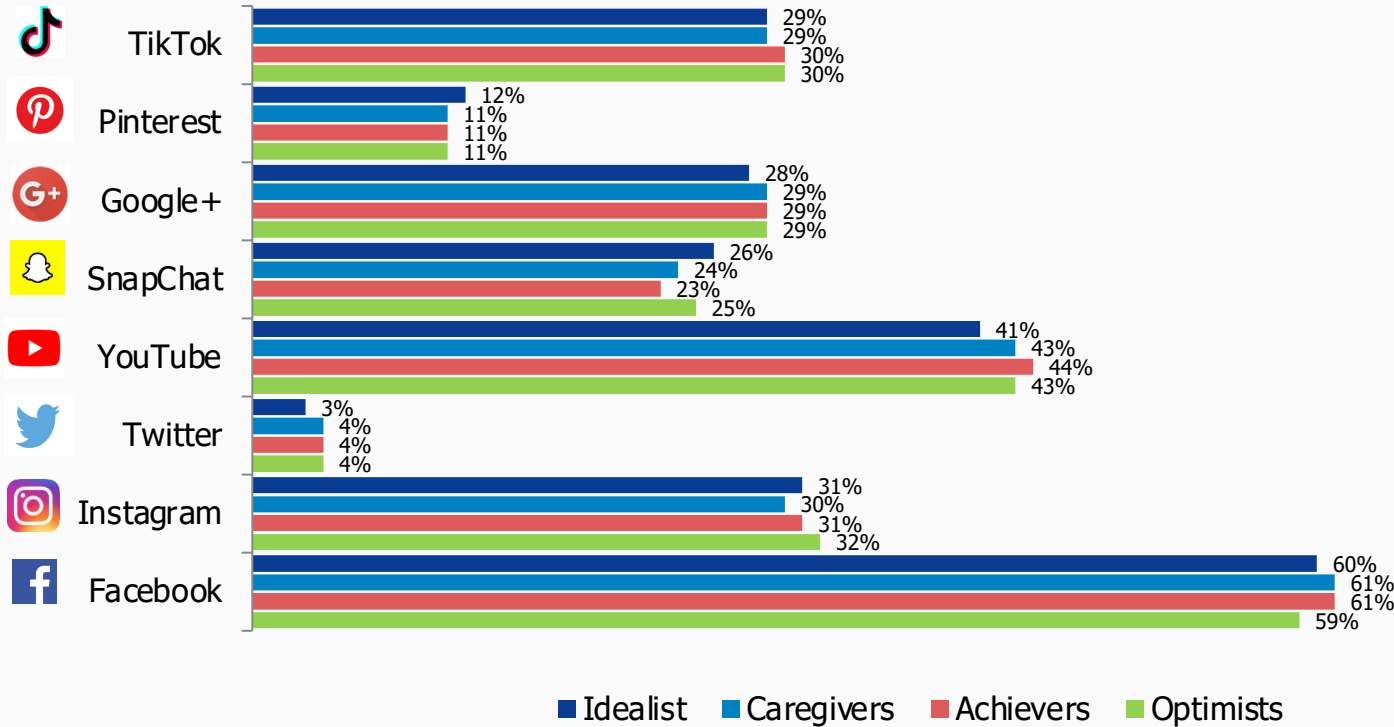
In the past week...



When going online I've:



Overall, the most commonly used daily are Facebook and YouTube



Among the overall sample:

- Over half check Facebook daily.
- Over one-fourth check YouTube daily.
- Approximately one-third check Instagram, SnapChat, Google and TikTok daily.
- Age differentials are seen for Facebook, Instagram and SnapChat especially amongst respondents in the 18-34 age group.

Least used Social Media forums:

- Twitter (75% never use)
- Approximately half of respondents never use Google+, SnapChat, or Pinterest

Persona Analysis

Additional information and summaries

The Caregiver

They are mission-driven in their work. They believe that by working hard, a person can overcome the obstacles that life presents. They are open to many ideas and options, as long as it makes sense for me. Most agree people would describe them as "caregivers." They are good listeners and really go out of their way. (75%) Strongly Agree to help others in need.

By nature, Caregivers focus less on their career and objectives, (39%) Strongly Agree versus (46%) for Optimists and (60%) for Idealist. They are also less likely to Strongly Agree that their greatest achievements are ahead of them. They are also less likely to Strongly Agree "A disease is another challenge to be overcome."

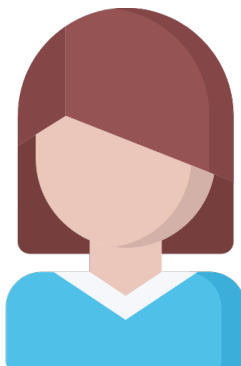
Usage of Benefits

Food Stamps: 57%
Employment & Training: 7%
SNAP CAN: 4%
WIC: 30%
Summer Food Service Program: 20%
Free/Reduced School Lunch/Breakfast: 50%
Child & Adult Food Care Program: 8%
FDIR: 3%

Children at home:

1-2 per household (31% each)
5 to 11 years old – 35%
12 to 17 years old – 31%

Household Size
average 4



Two generational Household: 75%
Three generational Household: 19%

Two-Parent Household:
50%

Annually HHI \$34,451-\$58,058

The Optimist

Optimists are positive and see the glass as half full and not half empty. They tend to be hopeful and confident about the future and potential success. They believe that their greatest achievements are ahead of them. They like to lead and set clear short-and-long term goals to help them keep focused. They believe they are good listeners and go out of their way to help others.

Most Optimists (85%) Strongly Agree "that by working hard, a person can overcome the obstacles that life presents", compared to (75%) Idealist and (60%) Caregivers. They believe their greatest achievements are ahead of them with (61%) Strongly Agree compared to (45%) Strongly Agree for Caregivers.

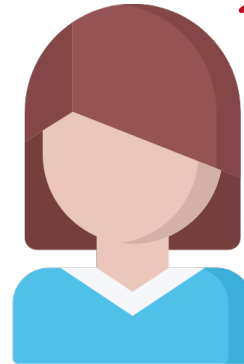
Usage of Benefits

Food Stamps: 57%
Employment & Training: 5%
SNAP CAN: 3%
WIC: 30%
Summer Food Service Program: 15%
Free/Reduced School Lunch/Breakfast: 48%
Child & Adult Food Care Program: 7%
FDPIR: 1%

Children at home:

1-2 per household (30/31% each)
0 to 2 years old – 29%
5 to 11 years old – 33%
12 to 17 years old – 29%

35-50 years old



Two generational Household: 76%
Three generational Household: 19%

Two-Parent Household:
53%

Annually HHI \$34,451-\$58,058

Household Size
average 3-4

Hispanic: 55%

The Idealist

Idealists endorse personal values that focus on the future. They are visionaries believing their greatest achievements are ahead of them. They are thinkers with an imagination. They would rather be leaders than followers. They listen well and go out of their way to help others.

All, (100%) of idealists believe "My greatest achievements are ahead of me." They believe by working hard, a person can overcome obstacles that life presents. Growing in their career is important to them. Idealist focus more on the career and objectives.

Usage of Benefits

Food Stamps: 57%
Employment & Training: 7%
SNAP CAN: 4%
WIC: 30%
Summer Food Service Program: 16%
Free/Reduced School Lunch/Breakfast: 50%
Child & Adult Food Care Program: 8%
FDIR: 3%

Children at home:

1-2 per household (31% each)
5 to 11 years old – 35%
12 to 17 years old – 31%

Household Size
average 4



Two generational Household: 75%
Three generational Household: 19%

Two-Parent Household:
50%

Annually HHI \$34,451-\$58,058

The Achiever

Achievers are typically people that achieve a high or specified level of success. They are achievement and career-focused. Most (59%) believe "My greatest achievements are ahead of me." A majority, (68%) strongly agree that "By working hard, a person can overcome the obstacles that life presents." Most, (64%) agree that "Growing in my career is important to who I am."

Usage of Benefits

Food Stamps: 54%
Employment & Training: 6%
SNAP CAN: 4%
WIC: 30%
Summer Food Service Program: 16%
Free/Reduced School Lunch/Breakfast: 49%
Child & Adult Food Care Program: 8%
FDIR: 2%

They would prefer to be a leader rather than a follower. They also strongly agree "I like to set clear short-and-long-term goals to help me keep focused. They are open to many ideas and options, as long as they make sense of me."

Two generational Household: 76%
Three generational Household: 18%

Children at home:
2 per household (32%)
5 to 11 years old – 33%
12 to 17 years old – 30%

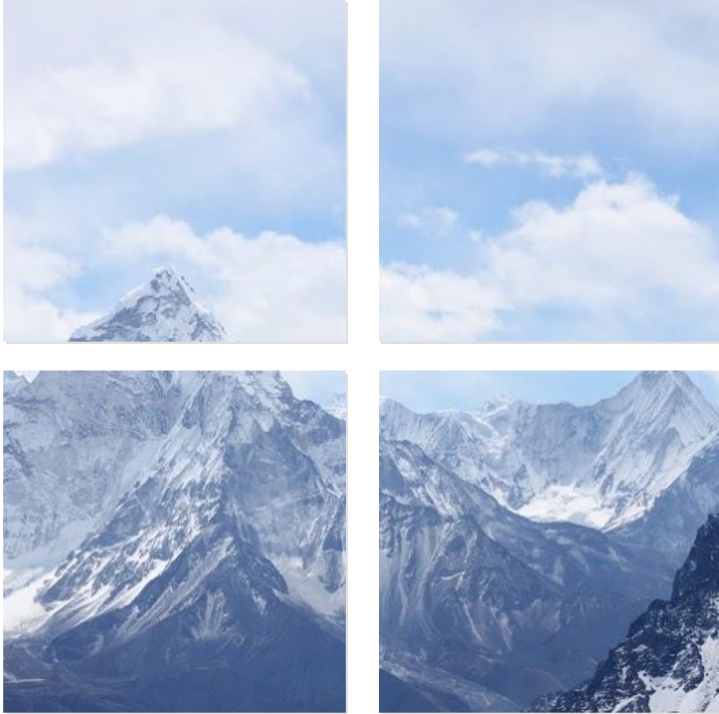


Two-Parent Household:
53%

Household Size 3-5

Annually HHI \$34,451-\$58,058

Key Takeaway



- Results showed the most common online/media activities amongst all 4 segments are listening to music and watching TV.
- Shopping behaviors were similar amongst the 4 segments. They all agree it is important to make my children and/or partner happy with the food selections I make. They also all make traditional meals they grew up eating. They similarly purchase fresh fruits and vegetables.
- The most common forms of physical activity for all segments included: Clean house, garden or do yardwork for 30 minutes or longer, walking for 30 minutes or longer and a family outing.

- Overall respondents are energetic, positive, and hopeful about their future. Most feel strongly that the future ahead is bright, and that life's obstacles can be overcome by working hard.
- Most focus on achieving their goals and objecting and that their greatest achievements are ahead of them. Respondents feel they can control their own destiny and it's not determined by powerful people.
- This includes their personal and professional lives. Career growth to most is important. Most would prefer to be a leader and like to set clear short-and-long-term goals for themselves. Most are open to many ideas and options, as long as they make sense for them.



Implications

- Focus on recognizing caregivers and all segments - and the sacrifices and adjustments that have been made over the past few years
- “I see myself as someone who is full of energy” seems to be lower for these 4 segments, potentially because they are putting others and family before them.
- Self-confidence could be increased for all 4 segments, promoting loving your best self.
- Acknowledge that “By working hard, a person can overcome the obstacles that life presents.”

- Be a leader over a follower!
- You can control your own destiny
- Exercise is key to wellness – opportunity to increase physical activity for all 4 segments.
- Opportunity to recognize the importance of walking 3+ times a week and its benefits.
- Opportunity to education that frozen vegetables/Fruits also have great nutritional value, last longer and may not be as expensive.



ARIZONA DEPARTMENT OF HEALTH SERVICES



PREDICTIVE
INSIGHTS

Thank You

PHOENIX

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