



# DOWNTOWN REDDING

## Retail Food Survey

Winter 2023



Written By  
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# ABOUT US

Healthy Shasta is a collaborative of 25 local government and non-profit health leaders working together to help Shasta County residents thrive. We make physical activity and healthy eating options easier in our community and build community connection. We want people in Shasta County to live long, high quality lives and make that possible by creating more opportunities for residents to say “Yes!” to healthy choices at home, at work, and in the community.



## We care about Downtown Redding.

Healthy Shasta’s Local Foods, Local Places Collaborative works on access to affordable, fresh & healthy food, and evaluates & enhances the local food system. In 2020, we worked with community members to develop a plan to address the future of food in Downtown Redding. This plan included conducting a survey of the Redding community to learn what types of foods and food venues downtown residents prefer and to identify opportunities, barriers, and ideas that could be shared with community leaders. In 2023, we repeated that survey, with a couple of changes, to see what is going on with downtown food today.

### The Survey

Our 2023 survey was done both online and in-person. We reached people by using a combination of social media ads, flyers, and in-person events held in downtown. Healthy Shasta partners like VIVA Downtown helped to make sure we shared this survey specifically with downtown residents. This helped us to reach a lot of people downtown, leading to a total of 348 responses to the survey.

The survey focused on questions around grocery shopping values and needs, dining out frequency, definitions of healthy foods, and the barriers to getting them.

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## OUR FINDINGS

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Redding residents prioritize access to affordable, fresh, healthy foods in the Downtown Redding area. The top grocery priority of 64% of respondents is healthy food options, followed by cost (53%), and freshness (39%). The barriers to access were identified as cost (34%), lack of time (30%), and distance of healthy food retailers (25%). All residents dine out at least once per month, and many do so 1-3 times per week (48%).

### WHAT IS HEALTHY?

- Survey respondents primarily defined “healthy foods” as fruits (72%) and vegetables (71%).
  - There may be differences in what is considered healthy, based on age. Only 8% of people under the age of 25 believed meat to be healthy, while 20% of people over 65 held this belief.
  - Many respondents also agreed that both dairy (50%) and whole grains (49%) are healthy.
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### FOOD BARRIERS

Participants overwhelmingly reported that the cost of healthy food is a barrier to getting it (34%). This barrier was followed by life being too busy to buy and prepare healthy foods (30%) and there just not being good locations for getting it (25%).

Most respondents drive or are driven to the grocery store, but 22% also reported that they travel by bike. This information combined with the cost barrier suggests that free bike and auto parking are needed for grocery options downtown.



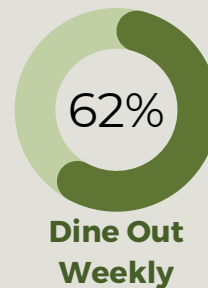
**"A farmers' market in downtown Redding would be a dream, or a corner store that has healthy options."**

Many of the added comments by participants focused on needing a downtown farmers' market or a corner store to access healthy, fresh options. Also mentioned were walkability, parking access downtown, and the need for free parking options in order to shop affordably and conveniently.

## FOOD BUYING BEHAVIOR

Most people surveyed do their shopping at grocery stores such as Safeway and Grocery Outlet (80%), however, 59% also utilize the farmers' market and 57% also frequent grocery wholesalers like Costco and Wal-Mart.

Survey respondents also dine out regularly, which matches with the concerns about time needed to prepare a meal but conflicts with concerns about food cost.



All respondents dine out at least monthly. 48% dine out weekly, 10% dine out 4-6 times per week, and 4% dine out daily.



59% of respondents shop at the Farmers' Markets. 70% of these shop the Saturday Redding market and 38% shop the Sunday Redding market.



Scan for full survey results

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