



Epi Data Brief

New York City Department of Health and Mental Hygiene

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Retail Audit of Sugary Drinks in Six New York City Neighborhoods

- The goal of this retail audit was to compare the availability and promotion of beverages in retail food outlets across neighborhoods with different consumption levels of sugary drinks.
- Six NYC neighborhoods were purposefully selected based on reported sugary drink consumption among adult residents (see related [Data Brief](#)). Of these neighborhoods, three had “higher” rates of sugary drink consumption: the South Bronx, Central Harlem in Manhattan, and East New York in Brooklyn, and three had “lower” consumption rates: Greenpoint in Brooklyn, Astoria in Queens, and the Upper West Side in Manhattan.
- In the three higher consumption neighborhoods, 43% to 46% of residents reported drinking one or more sugary drinks per day, compared with 18% to 27% in the three lower consumption neighborhoods.
- Data collectors used a standardized assessment tool to survey all corner stores, chain pharmacies and grocery stores in two zip codes in each of the six neighborhoods. These store types are among the most common food retail establishments in NYC.^{1,2} Additionally, these are the food retail store types at which residents of several NYC neighborhoods report most often purchasing sugary drinks.³

Beverages

Data collectors recorded information on sugary drinks, low calorie drinks, water/seltzer and 100% juice. Information was also collected on specific varieties and brands of sugary drinks and their low calorie counterparts, including sodas, iced teas, sports drinks, etc. Sugary drinks have added caloric sweetener and more than 25 calories per 8-ounce serving. Low calorie drinks have 25 calories or fewer per 8-ounce serving.

Stores

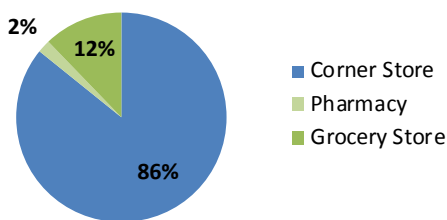
Corner stores (commonly referred to as “bodegas”) are small convenience stores that have no more than two cash registers and sell a variety of mostly non-perishable grocery items.

Chain pharmacies are larger than corner stores and carry basic grocery items in addition to doctor-prescribed and over-the-counter medications. Chain pharmacies visited included CVS/pharmacy®, DUANEreade™, Rite Aid®, and Walgreens®.

Grocery stores are larger chain or independent stores carrying fresh produce and other grocery items.

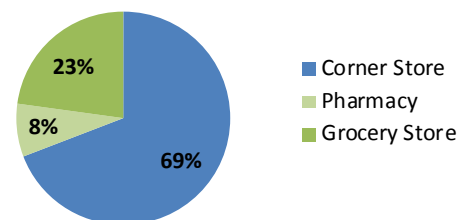
Distribution of types of stores varies by New York City neighborhood

Store types in neighborhoods with higher consumption of sugary drinks (518 stores)



Source: Sugary Drink Retail Audit 2011

Store types in neighborhoods with lower consumption of sugary drinks (365 stores)



Source: Sugary Drink Retail Audit 2011

- Corner stores accounted for 86% of stores in neighborhoods with higher consumption of sugary drinks, compared with 69% of stores in lower consumption neighborhoods.
- Lower consumption neighborhoods were almost twice as likely to have grocery stores and more than three times as likely to have chain pharmacies as higher consumption neighborhoods.

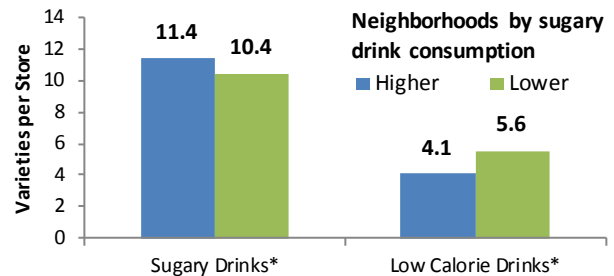
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- For complete tables of data presented in this Brief, visit www.nyc.gov/html/doh/downloads/pdf/epi/datatable17.pdf
- Visit EpiQuery – the Health Department’s online, interactive health data system at www.nyc.gov/health/EpiQuery
My Community’s Health: Data and Statistics at www.nyc.gov/health/mycommunityhealth

In neighborhoods with higher sugary drink consumption, more varieties of sugary drinks and fewer varieties of low calorie drinks were available

- Of the 13 varieties of sugary and low calorie drinks assessed, stores in neighborhoods with higher consumption of sugary drinks offered more varieties of sugary drinks than stores in lower consumption neighborhoods (11.4 vs. 10.4).
- Stores in neighborhoods with higher sugary drink consumption offered fewer varieties of low calorie drinks than stores in lower consumption neighborhoods (4.1 vs. 5.6).

Average availability of refrigerated beverages

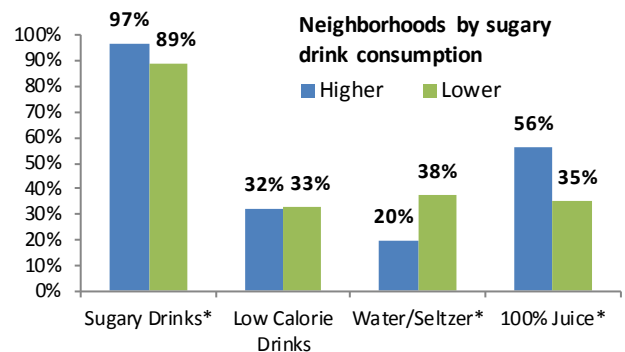


*Difference between neighborhoods is statistically significant at .001 level.
Source: Sugary Drink Retail Audit 2011

Advertising for sugary drinks was more common in higher consumption neighborhoods than in lower consumption neighborhoods

- Overall, most stores featured sugary drink advertising (93%); however, it was more prevalent in neighborhoods with higher versus lower consumption of sugary drinks (97% vs. 89%).
- Advertising for water/seltzer was substantially less prevalent than advertising for sugary drinks in all neighborhoods and was significantly less prevalent in higher versus lower consumption neighborhoods (20% vs. 38%).
- Advertising for 100% juice was more common in higher versus lower consumption neighborhoods (56% vs. 35%).
- Advertising for low calorie drinks did not differ significantly by neighborhood consumption level.

Percent of stores featuring beverage ads



*Difference between neighborhoods is statistically significant at .001 level.
Source: Sugary Drink Retail Audit 2011

Data Source

Sugary Drink Retail Audit 2011: The NYC Department of Health and Mental Hygiene's Bureau of Chronic Disease Prevention and Tobacco Control conducted a survey of retail food stores, supported in part by a cooperative agreement from CDC's Communities Putting Prevention to Work (CPPW) program. The findings and conclusions in this Data Brief are those of the Health Department and do not necessarily represent the views of the US Department of Health and Human Services or the Centers for Disease Control and Prevention. For full survey and sampling methodology, please see [data tables](#).

Community Health Survey 2009: Sugary drink consumption levels were obtained from the Community Health Survey, an annual telephone survey of adult New Yorkers conducted by the Health Department. For more information, visit <http://www.nyc.gov/health/survey>.

References

- ¹ Gordon C, Ghai N, Purciel M, Talwalkar A, Goodman A. Eating Well in Harlem: How Available Is Healthy Food? New York, NY: New York City Department of Health and Mental Hygiene, 2007.
- ² Graham R, Kaufman L, Novoa Z, Karpati A. Eating in, eating out, eating well: Access to healthy food in North and Central Brooklyn. New York, NY: New York City Department of Health and Mental Hygiene, 2006.
- ³ Alberti P and Noyes P. [Sugary Drinks: How Much Do We Consume?](#) New York, NY. New York City Department of Health and Mental Hygiene, 2011.

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