

# A Snapshot of Oakland Corner Stores

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Public Health Nutrition Capstone

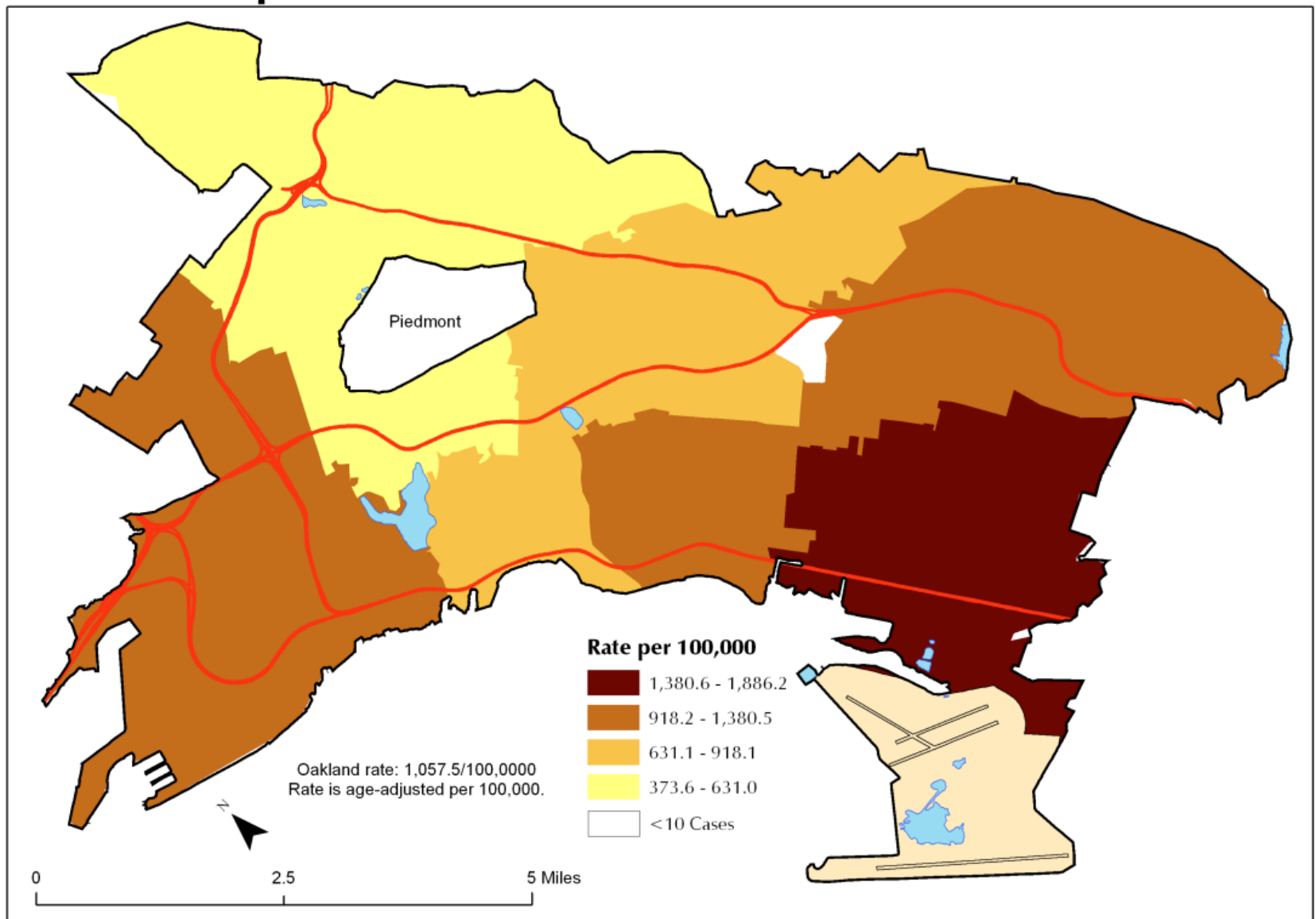
May 2016

A solid orange horizontal bar at the bottom of the slide.



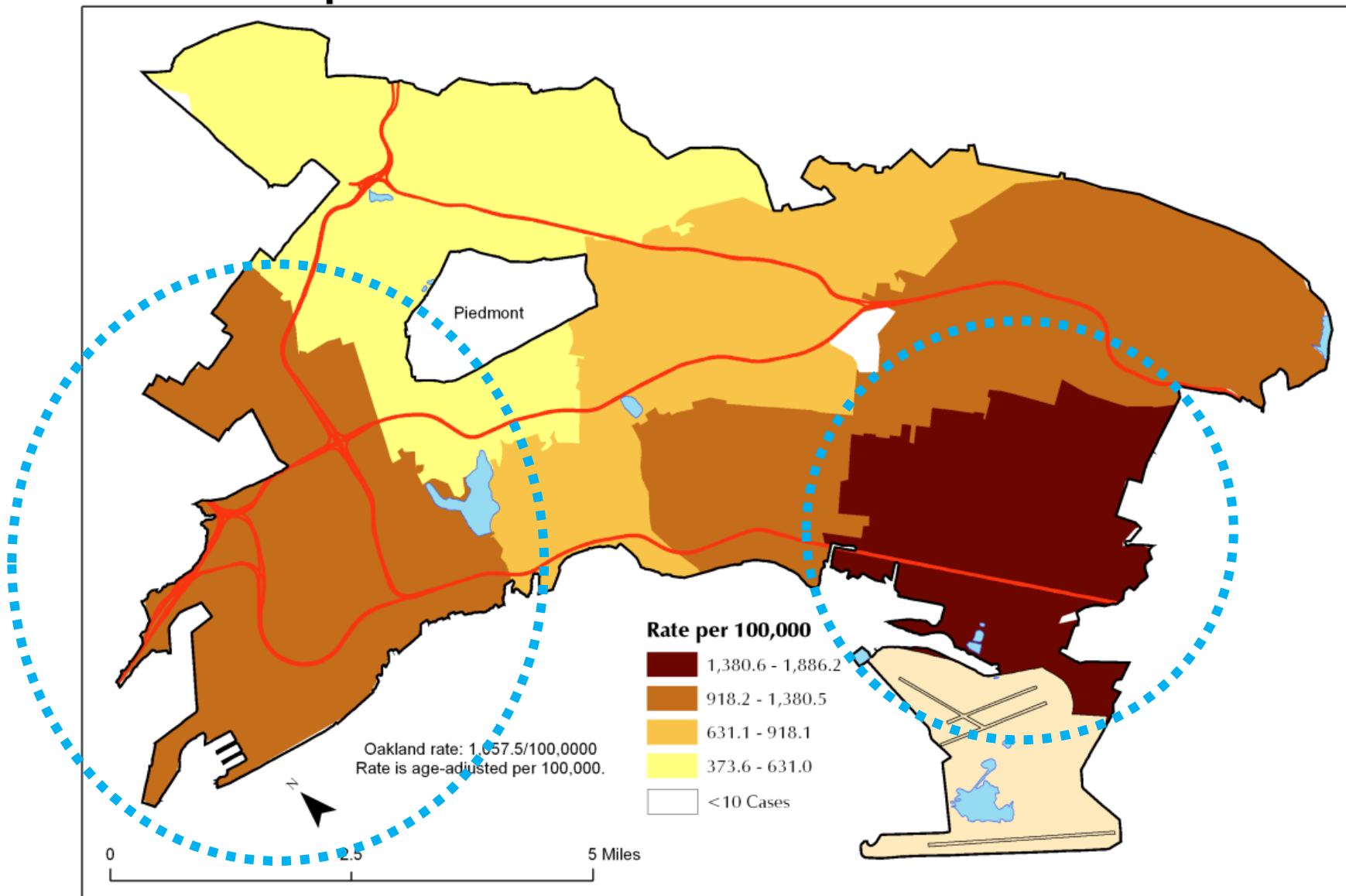


# Diabetes Hospitalization Rate



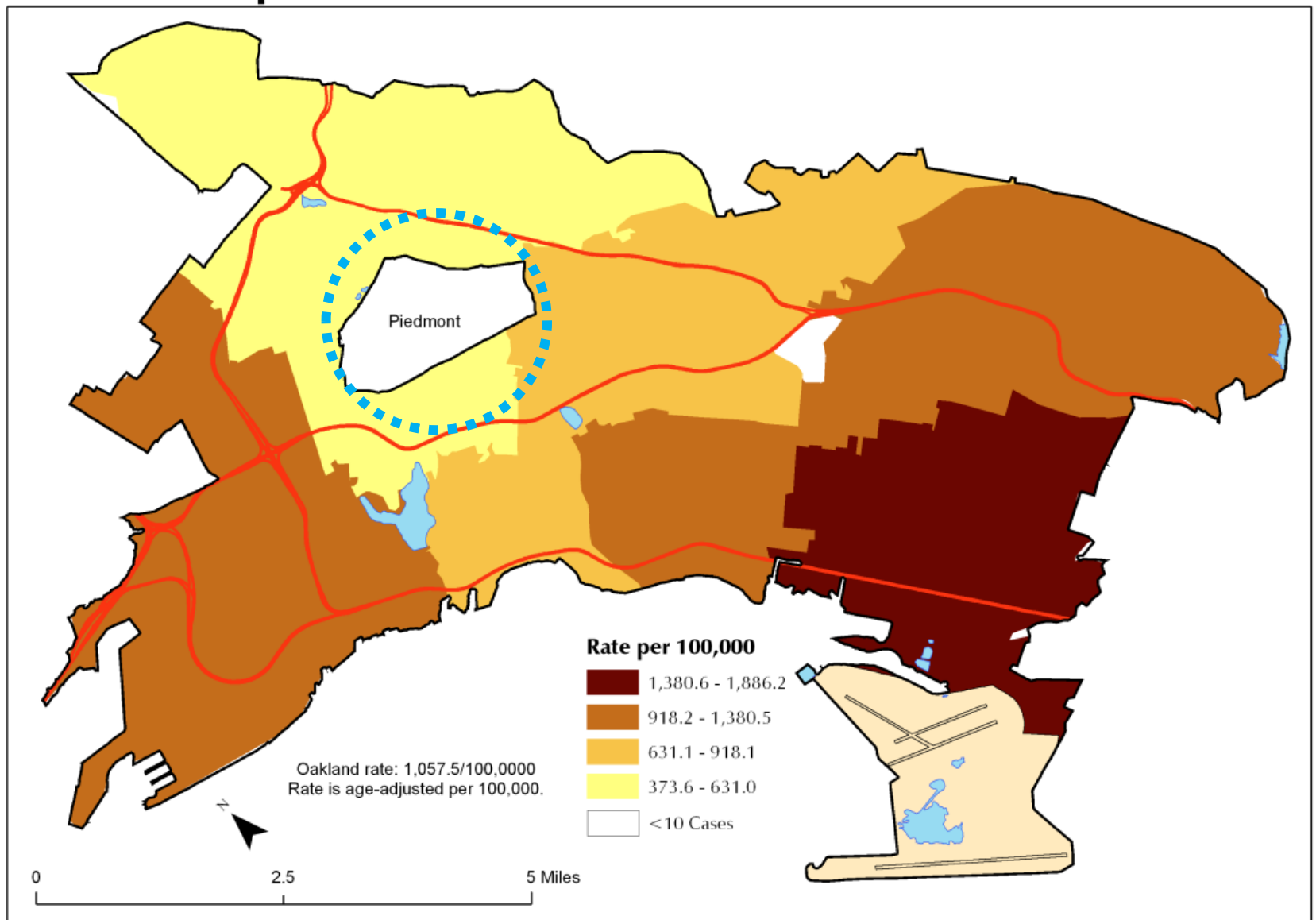
Source: CAPE, with data from OSHPD, 2006-2008.

# Diabetes Hospitalization Rate



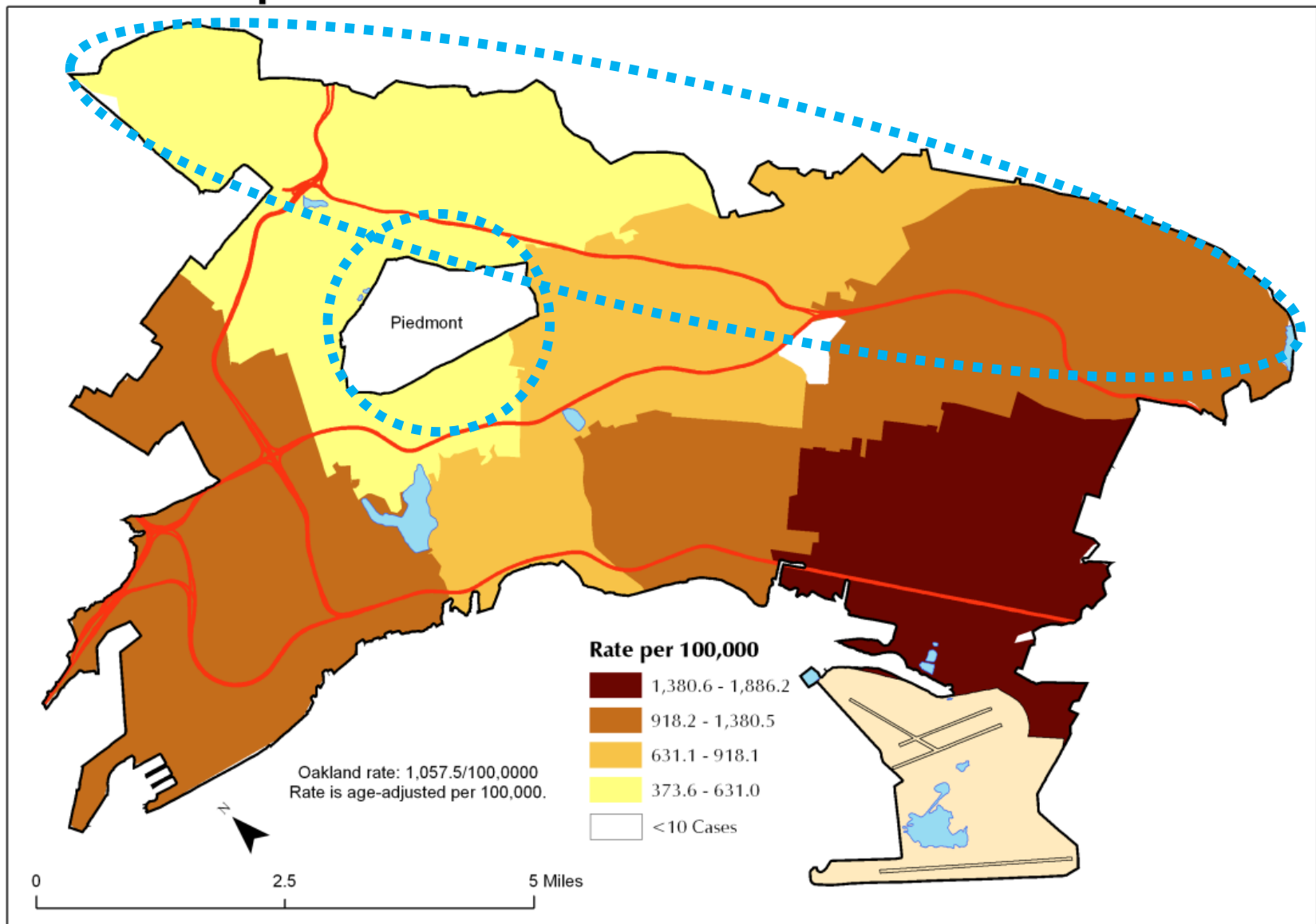
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# Diabetes Hospitalization Rate



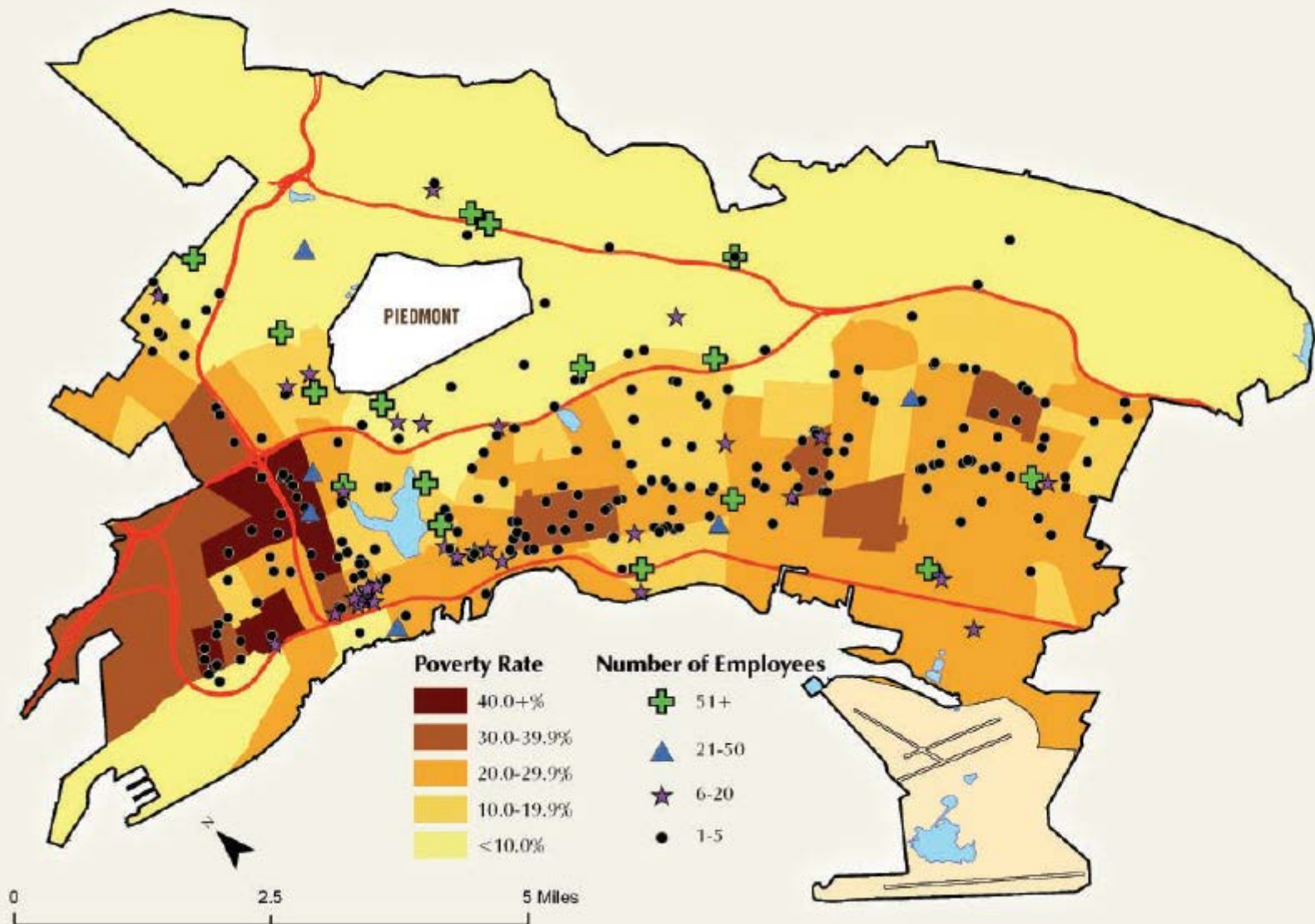
Source: CAPE, with data from OSHPD, 2006-2008.

# Diabetes Hospitalization Rate



Source: CAPE, with data from OSHPD, 2006-2008.

# OAKLAND GROCERY STORES



Source: CAPE, with data from the California Nutrition Network, 2010.





**BALTIMORE  
HEALTHY STORES**





# HOPE COLLABORATIVE

Health For Oakland's  
People & Environment



# Research Questions

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What types of **institutions and buildings** are located near corner stores?

Is there visible **damage to the exteriors** of corner stores?

Is there visible **damage to the interiors** of corner stores?

What proportion of corner stores **sells fresh produce**?

Among corner stores that sell fresh produce, what is the **quality of the produce** sold?

Do corner store owners **perceive** that the **community demands healthy foods**?

# Sample size

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$n = 78$  Oakland corner stores

- Survey



Dropped for missing data

$n = 59$  corner stores

- **Descriptive statistics**

# Store-Level Characteristics

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**Family business: 86%**

**Owned by current owner for 10+ years: 45.7%**

**CalFresh retailer: 90%**

**WIC retailer: 13.3%**

# Store-Level Characteristics

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**Ads for alcohol or tobacco on windows: 78.6%**

**Ads for sugar-sweetened beverages on windows: 46.4%**

Store's greatest source(s) of revenue:

- **Alcohol and tobacco products: 36.5%**
- Multiple sources, *including* alcohol and tobacco products: 15.2%
- Food: 18.2%
- Non-alcoholic beverages: 15.2%
- Multiple sources, *excluding* alcohol and tobacco products: 15.2%

# Store-Level Characteristics

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## **Store owner/employee's perception:**

- “This store stocks healthy food” : 54.2%
- “There is community demand for healthy food” : 89.7%

## **Reality:**

- Store sells fresh produce: 42.4%
- Quality of the produce for sale:
  - Good or excellent: 78.3%
  - Poor or fair: 21.7%



# “Why don’t you stock healthy food?”

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## Technical issues

“I need more **refrigerator space** and a counter.”

“Too much money to **fix equipment**. I don’t know if produce will sell.”

## Lack of demand

“People **can’t afford** high-end organic/healthy food.”

“[I would] **if customers ask for** fruit and vegetables.”

# Neighborhood-Level Characteristics

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**Fast food** restaurants located nearby: 30.5%

**Supermarkets** located nearby: 10.2%

**Housing projects** located nearby: 23.7%



**Other corner stores** within 1 block radius: 74.6%

Store owner/employee's perception of the neighborhood:

- Negative – 14.6%
- Mixed thoughts – 24.4%
- Positive – 61.0%

# “What is your perception of the neighborhood?”

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-  “It’s bad. There’s **killing** and **no police** patrolling the neighborhood.”
- “It’s ok – getting cleaned up little by little.”
- +  “Everyone is **connected** despite different languages spoken. It’s a nice community.”

# Next Step: Healthy Corner Store Project



# Credits

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## **Thank you:**

PHN faculty and staff, especially: Lia Fernald and Barbara Laraia

Sabrina Wu and Ang Hadwin at HOPE Collaborative

PHN Cohort!

Mom, Dad, Jamin and Ricardo

## **Photo credits:**

Lake Merritt Panorama, Daniel Ramirez via Flickr

Express Liquor, Thinh L. via Yelp

Security Liquor Store, Gina H. via Yelp

Broadway Liquors, Xenia Shih Bion

Larry Wilson in One-Stop Market, Erin Baldassari via East Bay Express

Three Amigos Market, Xenia Shih Bion

Questions?