

# 52%

OF PEOPLE DON'T THINK ABOUT WHERE THEIR FOOD COMES FROM



# 59%

ADMITTED TO BEING COMPLETELY LOST WHEN CONSIDERING FOOD CHOICE



# 85%

HAVE HAD POSITIVE FOOD EXPERIENCES AT FOOD TRUCKS

# 63%

CONSIDER HEALTH WHEN CHOOSING RESTAURANTS



# 73%

OF PEOPLE EXPERIENCED POOR FOOD QUALITY IN CENTER CITY



# 2013

## CENTER CITY GENERAL PUBLIC EVERY DAY FOOD SURVEY

# 95%

WOULD LIKE TO IMPROVE THE QUALITY OF FOOD

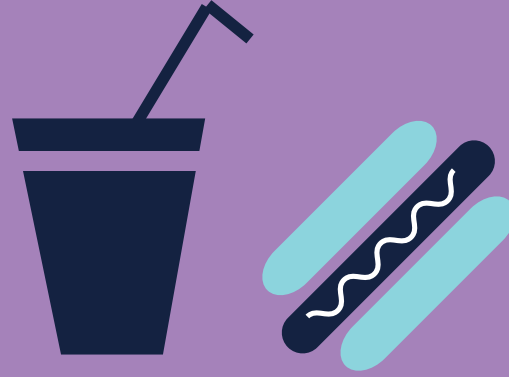
# 85%

DO NOT RELY ON FAST FOOD DAILY



# 30%

OF PEOPLE EAT OUT 3-5 TIMES A WEEK



# 95%

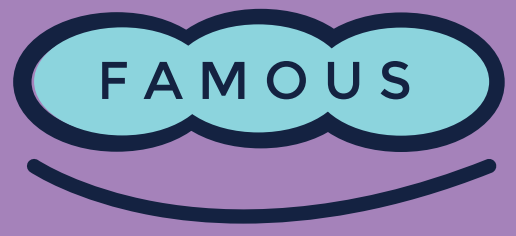
# 95%

WOULD TRAVEL A FEW MORE BLOCKS IF IT MEANT BETTER FOOD QUALITY

# 65%

OF PEOPLE EAT OUT 1-3 TIMES A WEEK

THE READING TERMINAL MARKET IS, BUT STILL CHOOSE NOT TO VISIT



## THE HEALTH MAP

