


PLMA CONSUMER RESEARCH

# How America's Eating Habits Are Changing



**Complete  
Questionnaire  
Including  
Survey Results**

Based on an exclusive survey of consumer attitudes  
for PLMA by Surveylab

### **Millennials are changing the way America eats**

To analyze the eating habits, preferences and attitudes of twenty-something consumers, PLMA commissioned Surveylab to conduct a comprehensive, nationwide online survey of 1,839 shoppers (931 women, 908 men) between the ages of 20 and 29, primarily the core group of the Millennial generation. This demographic group represents upwards of 50 million Americans, or about 15% of the total population. In the number of questions asked, as well as the number of individual participants, this is the largest survey PLMA has ever commissioned in the U.S.

Surveylab is a global leader in customized online research for clients across a range of industries in North America, Europe, and Asia, and has conducted numerous major research projects for PLMA in the last few years, most recently “The Rise of Loyal Shoppers” in 2015.

What follows are tabulated results for each of more than one-hundred-eighty questions (many questions consisting of multiple parts) that comprised this latest PLMA consumer research study. A demographic profile of all survey respondents can be found at the end of this report.

If you have questions or comments about PLMA's Consumer Research Study, “How America's Eating Habit Are Changing,” please contact Tom Prendergast, Research Director, at (212) 972-3131, or email [tprendergast@plma.com](mailto:tprendergast@plma.com).

# How America's Eating Habits Are Changing

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## 1. How often, would you say, do you do any of the following?

### a. Watch a cooking show on television

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 12.1        |
| Frequently            | 24.8        |
| Sometimes             | 29.3        |
| Rarely                | 17.7        |
| Never                 | 16.1        |
| <b>Total</b>          | <b>1822</b> |

### b. Watch a cooking video on YouTube

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 12.5        |
| Frequently            | 21.5        |
| Sometimes             | 28.2        |
| Rarely                | 20.1        |
| Never                 | 17.7        |
| <b>Total</b>          | <b>1821</b> |

### c. Look up recipes online

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 18.2        |
| Frequently            | 34.5        |
| Sometimes             | 31          |
| Rarely                | 9.2         |
| Never                 | 7.1         |
| <b>Total</b>          | <b>1822</b> |

### d. Make a recipe that you saw online

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 13.6        |
| Frequently            | 33.9        |
| Sometimes             | 32.1        |
| Rarely                | 11.4        |
| Never                 | 9           |
| <b>Total</b>          | <b>1827</b> |

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### e. Make a recipe that you saw on TV

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 9.4         |
| Frequently            | 17.5        |
| Sometimes             | 28.4        |
| Rarely                | 23.1        |
| Never                 | 21.7        |
| <b>Total</b>          | <b>1826</b> |

### f. Make up a shopping list for groceries

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 32.4        |
| Frequently            | 32.4        |
| Sometimes             | 21.4        |
| Rarely                | 7.4         |
| Never                 | 6.4         |
| <b>Total</b>          | <b>1839</b> |

### g. Use a grocery shopping app

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 11.4        |
| Frequently            | 17.6        |
| Sometimes             | 18.5        |
| Rarely                | 14.1        |
| Never                 | 38.3        |
| <b>Total</b>          | <b>1818</b> |

### h. Use an app to find recipes

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 11.8        |
| Frequently            | 24          |
| Sometimes             | 24.1        |
| Rarely                | 14.9        |
| Never                 | 25.1        |
| <b>Total</b>          | <b>1827</b> |

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### i. Use an app to order food from a restaurant

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 8.5         |
| Frequently            | 17.1        |
| Sometimes             | 25.2        |
| Rarely                | 17.6        |
| Never                 | 31.6        |
| <b>Total</b>          | <b>1815</b> |

### j. Order food from a restaurant online

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 9.5         |
| Frequently            | 19.8        |
| Sometimes             | 32.9        |
| Rarely                | 18.8        |
| Never                 | 19          |
| <b>Total</b>          | <b>1824</b> |

### k. Use an app to order food from a restaurant

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 8.5         |
| Frequently            | 17.1        |
| Sometimes             | 25.2        |
| Rarely                | 17.6        |
| Never                 | 31.6        |
| <b>Total</b>          | <b>1815</b> |

### l. Use an app to order food from my supermarket

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 7.9         |
| Frequently            | 11.6        |
| Sometimes             | 13.7        |
| Rarely                | 11.2        |
| Never                 | 55.6        |
| <b>Total</b>          | <b>1819</b> |

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### m. Order food from a supermarket online

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 7.1         |
| Frequently            | 10.3        |
| Sometimes             | 14.8        |
| Rarely                | 12.9        |
| Never                 | 54.9        |
| <b>Total</b>          | <b>1823</b> |

### n. Search for grocery coupons online

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost Always | 15          |
| Frequently            | 23.6        |
| Sometimes             | 25.7        |
| Rarely                | 15.9        |
| Never                 | 19.8        |
| <b>Total</b>          | <b>1826</b> |

### o. Use a coupon app to save money on groceries

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 17.6        |
| Frequently            | 23.1        |
| Sometimes             | 23.9        |
| Rarely                | 14.3        |
| Never                 | 21.1        |
| <b>Total</b>          | <b>1824</b> |

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### 2. For each of the following statements, please tell us whether you agree or disagree?

#### a. I usually try to eat on a regular schedule

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 18.5        |
| Agree                      | 42.8        |
| Neither Agree Nor Disagree | 23.3        |
| Disagree                   | 11.9        |
| Strongly Disagree          | 3.5         |
| <b>Total</b>               | <b>1829</b> |

#### b. I take breaks to eat whenever I'm hungry

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 15.4        |
| Agree                      | 41          |
| Neither Agree Nor Disagree | 27.1        |
| Disagree                   | 13.1        |
| Strongly Disagree          | 3.3         |
| <b>Total</b>               | <b>1831</b> |

#### c. I have no set schedule or times for meals

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 16.9        |
| Agree                      | 32.7        |
| Neither Agree Nor Disagree | 24.1        |
| Disagree                   | 19.7        |
| Strongly Disagree          | 6.7         |
| <b>Total</b>               | <b>1831</b> |

#### d. Eating/mealtime is always something I look forward to

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 27.9        |
| Agree                      | 43.2        |
| Neither Agree Nor Disagree | 22.6        |
| Disagree                   | 4.8         |
| Strongly Disagree          | 1.5         |
| <b>Total</b>               | <b>1828</b> |

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### e. I try to avoid snacking between meals

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 9.9         |
| Agree                      | 23.4        |
| Neither Agree Nor Disagree | 27.2        |
| Disagree                   | 29.3        |
| Strongly Disagree          | 10.2        |
| <b>Total</b>               | <b>1828</b> |

### f. I often eat on the run

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 10.6        |
| Agree                      | 26.7        |
| Neither Agree Nor Disagree | 28          |
| Disagree                   | 26          |
| Strongly Disagree          | 8.7         |
| <b>Total</b>               | <b>1823</b> |

### g. I mostly eat because it's a necessity

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 13.6        |
| Agree                      | 27.4        |
| Neither Agree Nor Disagree | 27.7        |
| Disagree                   | 22.9        |
| Strongly Disagree          | 8.4         |
| <b>Total</b>               | <b>1833</b> |

### h. Mealtimes are important family times

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 25.7        |
| Agree                      | 39.2        |
| Neither Agree Nor Disagree | 25          |
| Disagree                   | 6.9         |
| Strongly Disagree          | 3.1         |
| <b>Total</b>               | <b>1829</b> |



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### i. I often work and eat at the same time

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 14.1        |
| Agree                      | 37.6        |
| Neither Agree Nor Disagree | 25.8        |
| Disagree                   | 15.5        |
| Strongly Disagree          | 7           |
| <b>Total</b>               | <b>1823</b> |

### j. Eating is a distraction in my day

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 8.5         |
| Agree                      | 23.3        |
| Neither Agree Nor Disagree | 26.8        |
| Disagree                   | 27.8        |
| Strongly Disagree          | 13.6        |
| <b>Total</b>               | <b>1823</b> |

### k. I take as little time out as possible to eat

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 10          |
| Agree                      | 22.9        |
| Neither Agree Nor Disagree | 30.1        |
| Disagree                   | 28.9        |
| Strongly Disagree          | 8.1         |
| <b>Total</b>               | <b>1830</b> |

### l. I try to avoid eating between mealtimes

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 9.1         |
| Agree                      | 24.9        |
| Neither Agree Nor Disagree | 29.2        |
| Disagree                   | 27.3        |
| Strongly Disagree          | 9.5         |
| <b>Total</b>               | <b>1830</b> |

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### m. I think of eating as a social activity to be enjoyed with friends

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 17          |
| Agree                      | 41.1        |
| Neither Agree Nor Disagree | 29.1        |
| Disagree                   | 9.3         |
| Strongly Disagree          | 3.5         |
| <b>Total</b>               | <b>1834</b> |

### n. I enjoy eating alone

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 14.2        |
| Agree                      | 30.3        |
| Neither Agree Nor Disagree | 33.8        |
| Disagree                   | 15.6        |
| Strongly Disagree          | 6.1         |
| <b>Total</b>               | <b>1839</b> |

### o. Food/eating is pretty much always on my mind

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 16.1        |
| Agree                      | 31.6        |
| Neither Agree Nor Disagree | 27.7        |
| Disagree                   | 18.9        |
| Strongly Disagree          | 5.8         |
| <b>Total</b>               | <b>1831</b> |

### p. I frequently skip meals

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 10.1        |
| Agree                      | 24.4        |
| Neither Agree Nor Disagree | 23.6        |
| Disagree                   | 27.6        |
| Strongly Disagree          | 14.2        |
| <b>Total</b>               | <b>1825</b> |

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### q. I often find myself snacking throughout the day

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 19.1        |
| Agree                      | 42.8        |
| Neither Agree Nor Disagree | 23.8        |
| Disagree                   | 11.3        |
| Strongly Disagree          | 3           |
| <b>Total</b>               | <b>1831</b> |

### r. I often eat in my car

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 8.9         |
| Agree                      | 22.5        |
| Neither Agree Nor Disagree | 23.1        |
| Disagree                   | 27.7        |
| Strongly Disagree          | 17.8        |
| <b>Total</b>               | <b>1829</b> |

### 3. About how many meals and/or snacks would you say you eat on an average day?

| Answer  | %           |
|---|-------------|
| 0 (I rarely stop to eat)                        | 0.4         |
| 1   | 2.4         |
| 2   | 14.8        |
| 3   | 27.4        |
| 4   | 26          |
| 5 or more                                       | 13.4        |
| I snack or 'graze' all day long                 | 7.3         |
| I don't follow a routine or schedule when I eat | 7.4         |
| Can't answer/don't know                         | 0.7         |
| <b>Total</b>                                    | <b>1839</b> |

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### 4. Generally speaking, how often, would you say, do you do any of the following?

#### a. Eat at home with family or friends

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 30.7        |
| Frequently            |        | 36.4        |
| Sometimes             |        | 24          |
| Rarely                |        | 6.4         |
| Never                 |        | 2.6         |
| <b>Total</b>          |        | <b>1823</b> |

#### b. Eat at home alone

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 20.5        |
| Frequently            |        | 35.1        |
| Sometimes             |        | 29.2        |
| Rarely                |        | 11.1        |
| Never                 |        | 4.1         |
| <b>Total</b>          |        | <b>1821</b> |

#### c. Eat at school

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 10.5        |
| Frequently            |        | 16.1        |
| Sometimes             |        | 19.3        |
| Rarely                |        | 10          |
| Never                 |        | 44.1        |
| <b>Total</b>          |        | <b>1827</b> |

#### d. Eat at work

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 18          |
| Frequently            |        | 28          |
| Sometimes             |        | 25.3        |
| Rarely                |        | 10.5        |
| Never                 |        | 18.3        |
| <b>Total</b>          |        | <b>1826</b> |

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### e. Eat while traveling

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 12.4        |
| Frequently            |        | 24.5        |
| Sometimes             |        | 35.9        |
| Rarely                |        | 18.8        |
| Never                 |        | 8.4         |
| <b>Total</b>          |        | <b>1826</b> |

### f. Eat out with family

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 14.1        |
| Frequently            |        | 30          |
| Sometimes             |        | 40          |
| Rarely                |        | 12.5        |
| Never                 |        | 3.4         |
| <b>Total</b>          |        | <b>1828</b> |

### g. Eat out alone

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 9           |
| Frequently            |        | 16.4        |
| Sometimes             |        | 24.2        |
| Rarely                |        | 26.7        |
| Never                 |        | 23.7        |
| <b>Total</b>          |        | <b>1825</b> |

### h. Eat while playing sports or exercising

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 6.6         |
| Frequently            |        | 10.5        |
| Sometimes             |        | 16.2        |
| Rarely                |        | 22.2        |
| Never                 |        | 44.6        |
| <b>Total</b>          |        | <b>1827</b> |

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### i. Eat while attending a community or sports event

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 8.5         |
| Frequently            |        | 19.1        |
| Sometimes             |        | 32.3        |
| Rarely                |        | 21.6        |
| Never                 |        | 18.5        |
| <b>Total</b>          |        | <b>1825</b> |

### j. Eat at a social gathering

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 14.7        |
| Frequently            |        | 32.2        |
| Sometimes             |        | 36.2        |
| Rarely                |        | 11.4        |
| Never                 |        | 5.4         |
| <b>Total</b>          |        | <b>1820</b> |

## 5. Thinking now only about the past week, about how often would you say you ate in the following circumstances?

### a. While at home

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 41.6        |
| Frequently            |        | 38.6        |
| Sometimes             |        | 15.7        |
| Rarely                |        | 1.8         |
| Never                 |        | 1.2         |
| Not applicable        |        | 1.1         |
| <b>Total</b>          |        | <b>1827</b> |

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### b. While at work

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 14          |
| Frequently            |        | 24.8        |
| Sometimes             |        | 23.8        |
| Rarely                |        | 9.2         |
| Never                 |        | 12.1        |
| Not applicable        |        | 16.1        |
| <b>Total</b>          |        | <b>1823</b> |

### c. While at school

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 8.4         |
| Frequently            |        | 13.2        |
| Sometimes             |        | 16          |
| Rarely                |        | 7.1         |
| Never                 |        | 18.5        |
| Not applicable        |        | 36.7        |
| <b>Total</b>          |        | <b>1825</b> |

### d. While working at a desk or computer

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 15.1        |
| Frequently            |        | 28.7        |
| Sometimes             |        | 30.5        |
| Rarely                |        | 10.2        |
| Never                 |        | 10.2        |
| Not applicable        |        | 5.3         |
| <b>Total</b>          |        | <b>1825</b> |

### e. While watching TV

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 20.6        |
| Frequently            |        | 38          |
| Sometimes             |        | 28.4        |
| Rarely                |        | 6.5         |
| Never                 |        | 4           |
| Not applicable        |        | 2.6         |
| <b>Total</b>          |        | <b>1822</b> |

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### f. While using a phone

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 11.9        |
| Frequently            |        | 25.6        |
| Sometimes             |        | 29.2        |
| Rarely                |        | 16.7        |
| Never                 |        | 13.1        |
| Not applicable        |        | 3.5         |
| <b>Total</b>          |        | <b>1827</b> |

### g. While commuting

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 5.9         |
| Frequently            |        | 12.5        |
| Sometimes             |        | 24.5        |
| Rarely                |        | 18          |
| Never                 |        | 28.9        |
| Not applicable        |        | 10.2        |
| <b>Total</b>          |        | <b>1826</b> |

### h. At a restaurant

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 15.9        |
| Frequently            |        | 21.8        |
| Sometimes             |        | 34.9        |
| Rarely                |        | 13.7        |
| Never                 |        | 9.1         |
| Not applicable        |        | 4.6         |
| <b>Total</b>          |        | <b>1824</b> |

### i. While exercising

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 4.8         |
| Frequently            |        | 9.3         |
| Sometimes             |        | 12.4        |
| Rarely                |        | 11.5        |
| Never                 |        | 49.5        |
| NotApplicable         |        | 12.6        |
| <b>Total</b>          |        | <b>1824</b> |



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### j. While walking

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 5.8         |
| Frequently            |        | 9.5         |
| Sometimes             |        | 15.8        |
| Rarely                |        | 17.8        |
| Never                 |        | 43.9        |
| Not applicable        |        | 7.2         |
| <b>Total</b>          |        | <b>1826</b> |

### k. While driving

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 6.1         |
| Frequently            |        | 11.3        |
| Sometimes             |        | 21.4        |
| Rarely                |        | 19.6        |
| Never                 |        | 30.8        |
| Not applicable        |        | 10.8        |
| <b>Total</b>          |        | <b>1823</b> |

## 6. How often, if ever, would you say you do the following?

### a. Sit down to eat in a restaurant or other dining establishment

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 10.4        |
| Frequently            |        | 26.6        |
| Sometimes             |        | 45.6        |
| Rarely                |        | 15          |
| Never                 |        | 2.4         |
| <b>Total</b>          |        | <b>1820</b> |

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### b. Sit down to eat food that was prepared by someone else at home

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 15.4        |
| Frequently            |        | 29.2        |
| Sometimes             |        | 32.5        |
| Rarely                |        | 15.4        |
| Never                 |        | 7.5         |
| <b>Total</b>          |        | <b>1816</b> |

### c. Heat and eat something from the supermarket

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 9.9         |
| Frequently            |        | 24.1        |
| Sometimes             |        | 38.4        |
| Rarely                |        | 19.1        |
| Never                 |        | 8.6         |
| <b>Total</b>          |        | <b>1814</b> |

### d. Cook food from scratch to eat at home

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 23.9        |
| Frequently            |        | 35.7        |
| Sometimes             |        | 27.5        |
| Rarely                |        | 9.5         |
| Never                 |        | 3.4         |
| <b>Total</b>          |        | <b>1817</b> |

### e. Order food for home delivery

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 8.2         |
| Frequently            |        | 19.8        |
| Sometimes             |        | 33          |
| Rarely                |        | 23.6        |
| Never                 |        | 15.4        |
| <b>Total</b>          |        | <b>1809</b> |

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### f. Pick up a take-away order from a deli or restaurant

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 9           |
| Frequently            |        | 24.1        |
| Sometimes             |        | 40          |
| Rarely                |        | 19.3        |
| Never                 |        | 7.6         |
| <b>Total</b>          |        | <b>1815</b> |

### g. Pick up prepared and ready-to-eat food at a supermarket

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 9.7         |
| Frequently            |        | 19.7        |
| Sometimes             |        | 37.5        |
| Rarely                |        | 24.4        |
| Never                 |        | 8.8         |
| <b>Total</b>          |        | <b>1810</b> |

### h. Snack on chips, sweets, fruits or other

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 17.6        |
| Frequently            |        | 40.5        |
| Sometimes             |        | 33.5        |
| Rarely                |        | 6.6         |
| Never                 |        | 1.8         |
| <b>Total</b>          |        | <b>1814</b> |

### i. Skip meals altogether and snack instead?

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 3.5         |
| Frequently            |        | 16.8        |
| Sometimes             |        | 38.6        |
| Rarely                |        | 31.9        |
| Never                 |        | 9.3         |
| <b>Total</b>          |        | <b>1839</b> |

### 7. What would you say are the reasons why you might choose to snack instead of eating a meal?

| Answer   | %           |
|--|-------------|
| I plan to eat later and want something to hold me over | 47.9        |
| I'm in a rush or doing something else                  | 42.9        |
| I'm just too busy/don't have the time                  | 38.2        |
| I need quick energy                                    | 35.8        |
| I don't want to cook, or don't know how to cook        | 27.7        |
| I don't have the right foods or ingredients on hand    | 24.7        |
| I'm just too bored or tired to think much about eating | 22.8        |
| I'm trying to eat less at one time                     | 21.4        |
| I don't have enough money for a meal                   | 15.7        |
| I don't want to dine/eat alone                         | 11.5        |
| I'm on a special regimen or diet                       | 9.9         |
| Other reason   | 2.1         |
| <b>Total</b>   | <b>1666</b> |

### 8. Which foods do you mostly prefer for snacking?

| Answer   | %           |
|--|-------------|
| Salty snacks like chips, popcorn, pretzels, crackers, nuts | 58.2        |
| Sweet snacks such cookies, candy, donuts                   | 41.8        |
| Fresh fruit or raw veggies                                 | 50.9        |
| A hot snack such as pizza, wings, hot dog, meat pocket     | 32.6        |
| Cheese, cured sausage, jerky, etc.                         | 33.1        |
| Spreads and dips such as hummus, spreadable cheese         | 25          |
| Peanut butter  | 31.3        |
| A sandwich   | 37.5        |
| A protein or energy bar                                    | 32.2        |
| Yogurt or cottage cheese                                   | 35.5        |
| Salad, pickles, kimchi, etc.                               | 23.9        |
| A smoothie or shake  | 32.7        |
| Cold cereal  | 30.1        |
| Ice cream or frozen treat                                  | 29.7        |
| Other  | 0.7         |
| <b>Total</b>   | <b>1666</b> |

## How America's Eating Habits Are Changing

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### 9. How often, if ever, would you say you get Food from the following?

#### a. Casual chain restaurant (e.g. TGI Fridays, Olive Garden, Denny's, etc.)

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 7.8         |
| Frequently            | 19.3        |
| Sometimes             | 43.5        |
| Rarely                | 22.2        |
| Never                 | 7.2         |
| <b>Total</b>          | <b>1825</b> |

#### b. All-you-can-eat food buffet/restaurant

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 7           |
| Frequently            | 12.9        |
| Sometimes             | 29.5        |
| Rarely                | 31.4        |
| Never                 | 19.3        |
| <b>Total</b>          | <b>1826</b> |

#### c. Fast food chain (e.g. Wendy's, Pizza Hut Panera Bread, etc.)

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 11.2        |
| Frequently            | 27.3        |
| Sometimes             | 41.5        |
| Rarely                | 15.9        |
| Never                 | 4.1         |
| <b>Total</b>          | <b>1833</b> |

## How America's Eating Habits Are Changing

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### d. Diner, luncheonette, pizza parlor or similar local eatery

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 7.6         |
| Frequently            |        | 18.3        |
| Sometimes             |        | 42.9        |
| Rarely                |        | 21.2        |
| Never                 |        | 10          |
| <b>Total</b>          |        | <b>1824</b> |

### e. Fine dining or better sit-down eating establishment

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 7.8         |
| Frequently            |        | 17.6        |
| Sometimes             |        | 40.6        |
| Rarely                |        | 23.6        |
| Never                 |        | 10.4        |
| <b>Total</b>          |        | <b>1821</b> |

### f. Grab-and-go prepared food items from a store (e.g. supermarkets, convenience stores, etc.)

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 8.8         |
| Frequently            |        | 18.3        |
| Sometimes             |        | 38.3        |
| Rarely                |        | 22.8        |
| Never                 |        | 11.9        |
| <b>Total</b>          |        | <b>1828</b> |

### g. Buffet bar for ready-to-eat foods sold by weight (e.g. inside a supermarket or deli)

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 7.1         |
| Frequently            |        | 13.9        |
| Sometimes             |        | 26          |
| Rarely                |        | 24.8        |
| Never                 |        | 28.2        |
| <b>Total</b>          |        | <b>1824</b> |

# How America's Eating Habits Are Changing

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## h. School meal-plan cafeteria or dining hall

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 8.1         |
| Frequently            | 13.6        |
| Sometimes             | 17.8        |
| Rarely                | 10.8        |
| Never                 | 49.7        |
| <b>Total</b>          | <b>1822</b> |

## i. Food/snack vending machine

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 7           |
| Frequently            | 14.2        |
| Sometimes             | 26.2        |
| Rarely                | 28.5        |
| Never                 | 24.1        |
| <b>Total</b>          | <b>1824</b> |

## j. Food court

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 7.3         |
| Frequently            | 14.4        |
| Sometimes             | 26.2        |
| Rarely                | 31.3        |
| Never                 | 20.8        |
| <b>Total</b>          | <b>1822</b> |

## k. Food takeout order

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 9.5         |
| Frequently            | 21.9        |
| Sometimes             | 42.5        |
| Rarely                | 18.4        |
| Never                 | 7.7         |
| <b>Total</b>          | <b>1827</b> |

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### I. Food delivery to home, work or school

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 7.7         |
| Frequently            |        | 16.4        |
| Sometimes             |        | 32.1        |
| Rarely                |        | 20.8        |
| Never                 |        | 23          |
| <b>Total</b>          |        | <b>1816</b> |

### m. Food kiosk, food truck, or street vendor

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 6           |
| Frequently            |        | 12.6        |
| Sometimes             |        | 24          |
| Rarely                |        | 25.9        |
| Never                 |        | 31.5        |
| <b>Total</b>          |        | <b>1820</b> |

### n. Packaged meal replacement/nutritional drinks or shakes

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 6.6         |
| Frequently            |        | 14.8        |
| Sometimes             |        | 29.1        |
| Rarely                |        | 18.8        |
| Never                 |        | 30.8        |
| <b>Total</b>          |        | <b>1820</b> |

### o. Protein bars, breakfast bars, diet or meal replacement bars

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 8.7         |
| Frequently            |        | 21.2        |
| Sometimes             |        | 30.8        |
| Rarely                |        | 19.2        |
| Never                 |        | 20.1        |
| <b>Total</b>          |        | <b>1822</b> |



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### p. Freshly-made nutritional shakes or smoothies

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 9.3         |
| Frequently            | 19          |
| Sometimes             | 30.6        |
| Rarely                | 20.6        |
| Never                 | 20.6        |
| <b>Total</b>          | <b>1824</b> |

### q. Food box delivery service (e.g. Blue Apron, Graze, Hello Fresh, etc.)

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 6           |
| Frequently            | 12.7        |
| Sometimes             | 17.5        |
| Rarely                | 9.7         |
| Never                 | 54.1        |
| <b>Total</b>          | <b>1820</b> |

### 10. How often, if ever, members of your household sit down to eat together at home?

| Answer                            | %           |
|-----------------------------------|-------------|
| 3-4 times per week                | 52.7        |
| 1-2 times per week                | 20          |
| Less than once a week             | 7.9         |
| Rarely or never                   | 12.2        |
| Not applicable - I live by myself | 7.3         |
| <b>Total</b>                      | <b>1833</b> |

### 11. For each of the following statements, please tell us whether you agree or disagree:

#### a. I don't like to cook

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 7.7         |
| Agree                      | 15.2        |
| Neither Agree Nor Disagree | 21.9        |
| Disagree                   | 28.8        |
| Strongly Disagree          | 26.4        |
| <b>Total</b>               | <b>1832</b> |

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### b. I like to cook, but don't do it very often

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 13.3        |
| Agree                      | 29.6        |
| Neither Agree Nor Disagree | 26.3        |
| Disagree                   | 21.5        |
| Strongly Disagree          | 9.3         |
| <b>Total</b>               | <b>1825</b> |

### c. I'm a skilled cook and I enjoy doing it

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 17.4        |
| Agree                      | 31.8        |
| Neither Agree Nor Disagree | 31.7        |
| Disagree                   | 12.4        |
| Strongly Disagree          | 6.7         |
| <b>Total</b>               | <b>1826</b> |

### d. I'm the primary cook at home

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 28.2        |
| Agree                      | 26.7        |
| Neither Agree Nor Disagree | 22.6        |
| Disagree                   | 14.2        |
| Strongly Disagree          | 8.3         |
| <b>Total</b>               | <b>1824</b> |

### e. I like cooking and learning about cooking

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 28          |
| Agree                      | 41          |
| Neither Agree Nor Disagree | 22.3        |
| Disagree                   | 5.4         |
| Strongly Disagree          | 3.3         |
| <b>Total</b>               | <b>1826</b> |

## f. I enjoy making food from scratch

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 25.8        |
| Agree                      | 38.4        |
| Neither Agree Nor Disagree | 23.8        |
| Disagree                   | 7.9         |
| Strongly Disagree          | 4           |
| <b>Total</b>               | <b>1827</b> |

## g. I'm obligated to make food for others

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 12.3        |
| Agree                      | 23.6        |
| Neither Agree Nor Disagree | 26.6        |
| Disagree                   | 22.1        |
| Strongly Disagree          | 15.4        |
| <b>Total</b>               | <b>1831</b> |

## h. I prefer food that requires as little work as possible

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 16.2        |
| Agree                      | 33.9        |
| Neither Agree Nor Disagree | 34.6        |
| Disagree                   | 12.1        |
| Strongly Disagree          | 3.2         |
| <b>Total</b>               | <b>1828</b> |

## j. I prefer to share responsibility for food preparation with another/others

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 13.5        |
| Agree                      | 35.3        |
| Neither Agree Nor Disagree | 32.4        |
| Disagree                   | 13          |
| Strongly Disagree          | 5.9         |
| <b>Total</b>               | <b>1820</b> |

### 12. Who most often prepares meals in your household?

|  | Answer                                    | %           |
|--|---|-------------|
|  | You, alone                                | 48.6        |
|  | You, with assistance from someone else    | 21.3        |
|  | A spouse, partner or a cohabitating adult | 12.9        |
|  | A parent or grandparent                   | 14.4        |
|  | A child                                   | 0.5         |
|  | Other                                     | 2.3         |
|  | <b>Total</b>                              | <b>1839</b> |

### 13. How often would you say do you cook or prepare food at home for yourself or for your household?

|  | Answer                   | %           |
|--|--------------------------|-------------|
|  | Rarely or never          | 8.2         |
|  | Less than once a week    | 10.1        |
|  | 1-2 times per week       | 25.7        |
|  | 3-4 times per week       | 32.2        |
|  | 5 or more times per week | 23.9        |
|  | <b>Total</b>             | <b>1835</b> |

### 14. Thinking about the quantity of food in your home on a day-to-day basis – whether it is stored in a pantry/cupboard, or refrigerator/freezer would you say the amount you usually have on hand is sufficient to last...

|  | Answer           | %           |
|--|------------------|-------------|
|  | Less than a day  | 2.3         |
|  | 1 or 2 days      | 12          |
|  | Several days     | 26.7        |
|  | About a week     | 25.5        |
|  | More than a week | 24.6        |
|  | About a month    | 8.8         |
|  | <b>Total</b>     | <b>1837</b> |

### 15. When you eat at home, how often would you Say you or another household member do the following?

#### a. Prepare food at home 'from scratch' using fresh ingredients

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 19.8        |
| Frequently            | 34.3        |
| Sometimes             | 31.8        |
| Rarely                | 10.6        |
| Never                 | 3.6         |
| <b>Total</b>          | <b>1829</b> |

#### b. Make something to eat using mostly packaged or canned groceries

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 9.8         |
| Frequently            | 28          |
| Sometimes             | 42.3        |
| Rarely                | 15.4        |
| Never                 | 4.5         |
| <b>Total</b>          | <b>1826</b> |

#### c. Use the oven, stovetop or microwave to heat or cook frozen food you purchased from the store

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 16.1        |
| Frequently            | 32          |
| Sometimes             | 37.3        |
| Rarely                | 10.2        |
| Never                 | 4.3         |
| <b>Total</b>          | <b>1829</b> |

## How America's Eating Habits Are Changing

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### d. Heat or eat a ready-made or 'heat & serve' dish from the store

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 9.4         |
| Frequently            |        | 21.4        |
| Sometimes             |        | 37.7        |
| Rarely                |        | 22.7        |
| Never                 |        | 8.8         |
| <b>Total</b>          |        | <b>1824</b> |

### e. Build a meal around one or more pre-made food items you picked up in the store's refrigerated section

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 8.4         |
| Frequently            |        | 26.3        |
| Sometimes             |        | 41.9        |
| Rarely                |        | 16.7        |
| Never                 |        | 6.6         |
| <b>Total</b>          |        | <b>1827</b> |

### f. Make a meal using only convenient food that requires virtually no preparation or cooking (e.g. ready-made salad, yogurt, fresh fruit, chips & hummus, cold cereal, etc.)

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 9.4         |
| Frequently            |        | 24.6        |
| Sometimes             |        | 42.4        |
| Rarely                |        | 18.7        |
| Never                 |        | 4.9         |
| <b>Total</b>          |        | <b>1831</b> |

## How America's Eating Habits Are Changing

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### g. Order in food or bring home takeout food to eat at home

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 9.5         |
| Frequently            |        | 20.8        |
| Sometimes             |        | 44.7        |
| Rarely                |        | 19.5        |
| Never                 |        | 5.6         |
| <b>Total</b>          |        | <b>1827</b> |

### h. Eat only food that was purchased on the same day

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 7.9         |
| Frequently            |        | 20.3        |
| Sometimes             |        | 42.2        |
| Rarely                |        | 23.4        |
| Never                 |        | 6.2         |
| <b>Total</b>          |        | <b>1830</b> |

## 16. On those occasions when you eat at home – including snack times – how often would you say you eat any of the following?

### a. Fresh fruits

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 19.1        |
| Frequently            |        | 38.1        |
| Sometimes             |        | 31.8        |
| Rarely                |        | 8.1         |
| Never                 |        | 3           |
| <b>Total</b>          |        | <b>1823</b> |

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### b. Fresh raw vegetables or green salads

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 17          |
| Frequently            | 30.5        |
| Sometimes             | 35.2        |
| Rarely                | 11.9        |
| Never                 | 5.5         |
| <b>Total</b>          | <b>1819</b> |

### c. Fresh baked breads, rolls or muffins from the supermarket or bakery

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 11.7        |
| Frequently            | 23.6        |
| Sometimes             | 35.2        |
| Rarely                | 21.6        |
| Never                 | 7.9         |
| <b>Total</b>          | <b>1825</b> |

### d. Fresh/chilled deli salads, spreads or dips

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 9.9         |
| Frequently            | 20.5        |
| Sometimes             | 34.3        |
| Rarely                | 22.4        |
| Never                 | 12.9        |
| <b>Total</b>          | <b>1826</b> |

### e. Sliced deli meat or cheese

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 10.7        |
| Frequently            | 28          |
| Sometimes             | 37.1        |
| Rarely                | 16.7        |
| Never                 | 7.4         |
| <b>Total</b>          | <b>1826</b> |



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### f. Snack cheeses

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 10.9        |
| Frequently            |        | 24.8        |
| Sometimes             |        | 36.2        |
| Rarely                |        | 18.4        |
| Never                 |        | 9.7         |
| <b>Total</b>          |        | <b>1822</b> |

### g. Fresh fruit juices or smoothies

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 13.5        |
| Frequently            |        | 24.5        |
| Sometimes             |        | 35.3        |
| Rarely                |        | 17.4        |
| Never                 |        | 9.2         |
| <b>Total</b>          |        | <b>1823</b> |

### h. Fresh prepared foods from the supermarket or deli

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 8.8         |
| Frequently            |        | 21.8        |
| Sometimes             |        | 36.3        |
| Rarely                |        | 22.9        |
| Never                 |        | 10.2        |
| <b>Total</b>          |        | <b>1825</b> |

### i. Yogurt

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 14.2        |
| Frequently            |        | 28          |
| Sometimes             |        | 32.5        |
| Rarely                |        | 14.9        |
| Never                 |        | 10.4        |
| <b>Total</b>          |        | <b>1818</b> |

## How America's Eating Habits Are Changing

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### 17. Thinking about your parents and/or adults in your home when you were growing up, how would you compare your eating habits to theirs:

#### a. I eat less regularly than they did

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 9.9         |
| Agree                      | 26.1        |
| Neither Agree Nor Disagree | 35.7        |
| Disagree                   | 22.5        |
| Strongly Disagree          | 5.8         |
| <b>Total</b>               | <b>1822</b> |

#### b. I eat more frequently throughout the day

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 12.5        |
| Agree                      | 33.9        |
| Neither Agree Nor Disagree | 36.5        |
| Disagree                   | 13.7        |
| Strongly Disagree          | 3.4         |
| <b>Total</b>               | <b>1824</b> |

#### c. I eat fewer meals at home

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 10.5        |
| Agree                      | 27          |
| Neither Agree Nor Disagree | 33.5        |
| Disagree                   | 22.7        |
| Strongly Disagree          | 6.3         |
| <b>Total</b>               | <b>1823</b> |

#### d. I tend to snack more often

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 12.8        |
| Agree                      | 37.2        |
| Neither Agree Nor Disagree | 31.9        |
| Disagree                   | 14.4        |
| Strongly Disagree          | 3.7         |
| <b>Total</b>               | <b>1815</b> |

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### e. I spend less time cooking and preparing food than they did

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 14.3        |
| Agree                      | 32.4        |
| Neither Agree Nor Disagree | 29.6        |
| Disagree                   | 17          |
| Strongly Disagree          | 6.7         |
| <b>Total</b>               | <b>1824</b> |

### f. I eat less processed or packaged foods

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 12.8        |
| Agree                      | 25.8        |
| Neither Agree Nor Disagree | 36.3        |
| Disagree                   | 20.2        |
| Strongly Disagree          | 4.8         |
| <b>Total</b>               | <b>1824</b> |

### g. I eat away from home more often.

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 12.9        |
| Agree                      | 31.7        |
| Neither Agree Nor Disagree | 30.5        |
| Disagree                   | 18.4        |
| Strongly Disagree          | 6.5         |
| <b>Total</b>               | <b>1824</b> |

### h. I eat out at restaurants more frequently.

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 13.2        |
| Agree                      | 34.4        |
| Neither Agree Nor Disagree | 30.9        |
| Disagree                   | 15.2        |
| Strongly Disagree          | 6.4         |
| <b>Total</b>               | <b>1821</b> |

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### i. I eat less fresh whole and freshly-made foods than they did.

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 9.9         |
| Agree                      | 25.1        |
| Neither Agree Nor Disagree | 33.9        |
| Disagree                   | 23.3        |
| Strongly Disagree          | 7.8         |
| <b>Total</b>               | <b>1826</b> |

### j. I eat healthy foods less often.

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 10.4        |
| Agree                      | 23.7        |
| Neither Agree Nor Disagree | 33.8        |
| Disagree                   | 24.2        |
| Strongly Disagree          | 7.9         |
| <b>Total</b>               | <b>1820</b> |

### k. I buy less food at a supermarket.

| Answer                     | %           |
|----------------------------|-------------|
| Strongly Agree             | 11.5        |
| Agree                      | 29.9        |
| Neither Agree Nor Disagree | 33.4        |
| Disagree                   | 19.8        |
| Strongly Disagree          | 5.5         |
| <b>Total</b>               | <b>1827</b> |

## 18. Five years from now, how different do you think your eating habits will be compared to today?

| Answer                     | %           |
|----------------------------|-------------|
| Altogether different       | 13.3        |
| Different in many respects | 36.4        |
| Only slightly different    | 42.2        |
| Not different at all       | 8.2         |
| <b>Total</b>               | <b>1833</b> |

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### 19. How often, if ever, members of your household sit down to eat together at home?

|                                   | Answer | %           |
|-----------------------------------|--------|-------------|
| Rarely or never                   |        | 12.2        |
| Less than once a week             |        | 7.9         |
| 1-2 times per week                |        | 20          |
| 3-4 times per week                |        | 52.7        |
| Not applicable - I live by myself |        | 7.3         |
| <b>Total</b>                      |        | <b>1833</b> |

### 20. On those occasions when you eat away from home, how often would you say you eat any of the following?

#### a. Fresh fruits

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 15.9        |
| Frequently            |        | 27.8        |
| Sometimes             |        | 34.7        |
| Rarely                |        | 13.8        |
| Never                 |        | 7.8         |
| <b>Total</b>          |        | <b>1819</b> |

#### b. Fresh raw vegetables or green salads

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 12.7        |
| Frequently            |        | 25.5        |
| Sometimes             |        | 36          |
| Rarely                |        | 15          |
| Never                 |        | 10.7        |
| <b>Total</b>          |        | <b>1828</b> |

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### c. Fresh baked breads, rolls or muffins from the supermarket or bakery

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 11          |
| Frequently            | 21.2        |
| Sometimes             | 36.8        |
| Rarely                | 19.4        |
| Never                 | 11.7        |
| <b>Total</b>          | <b>1823</b> |

### d. Fresh/chilled deli salads, spreads or dips

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 9.1         |
| Frequently            | 19.8        |
| Sometimes             | 33.2        |
| Rarely                | 22.3        |
| Never                 | 15.5        |
| <b>Total</b>          | <b>1827</b> |

### e. Sliced deli meat or cheese

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 10.2        |
| Frequently            | 20.9        |
| Sometimes             | 36.3        |
| Rarely                | 19.2        |
| Never                 | 13.4        |
| <b>Total</b>          | <b>1825</b> |

### f. Snack cheeses

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 10          |
| Frequently            | 18.1        |
| Sometimes             | 33.8        |
| Rarely                | 21.8        |
| Never                 | 16.4        |
| <b>Total</b>          | <b>1819</b> |

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### g. Fresh fruit juices or smoothies

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 12.1        |
| Frequently            |        | 23.8        |
| Sometimes             |        | 32.9        |
| Rarely                |        | 18.6        |
| Never                 |        | 12.7        |
| <b>Total</b>          |        | <b>1823</b> |

### h. Fresh prepared foods from the supermarket or deli

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 10.3        |
| Frequently            |        | 19.1        |
| Sometimes             |        | 36          |
| Rarely                |        | 21.4        |
| Never                 |        | 13.3        |
| <b>Total</b>          |        | <b>1826</b> |

### i. Yogurt

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 12          |
| Frequently            |        | 21.6        |
| Sometimes             |        | 30.4        |
| Rarely                |        | 19.1        |
| Never                 |        | 17          |
| <b>Total</b>          |        | <b>1813</b> |

## 21. As they relate to eating and food, what would you say is your level of interest in each of the following topics?

### a. Health

|                                      | Answer | %           |
|--------------------------------------|--------|-------------|
| Very Interested                      |        | 41.8        |
| Somewhat Interested                  |        | 36.9        |
| Neither Interested Nor Disinterested |        | 17.7        |
| Somewhat Disinterested               |        | 2.4         |
| Very Disinterested                   |        | 1.3         |
| <b>Total</b>                         |        | <b>1829</b> |

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## b. Energy & stamina

|  | Answer                               | %           |
|--|--------------------------------------|-------------|
|  | Very Interested                      | 33.9        |
|  | Somewhat Interested                  | 38.5        |
|  | Neither Interested Nor Disinterested | 22.7        |
|  | Somewhat Disinterested               | 3.4         |
|  | Very Disinterested                   | 1.5         |
|  | <b>Total</b>                         | <b>1827</b> |

## c. Nutritional value

|  | Answer                               | %           |
|--|--------------------------------------|-------------|
|  | Very Interested                      | 39          |
|  | Somewhat Interested                  | 38.9        |
|  | Neither Interested Nor Disinterested | 18          |
|  | Somewhat Disinterested               | 2.9         |
|  | Very Disinterested                   | 1.2         |
|  | <b>Total</b>                         | <b>1824</b> |

## d. Weight control

|  | Answer                               | %           |
|--|--------------------------------------|-------------|
|  | Very Interested                      | 29          |
|  | Somewhat Interested                  | 35.5        |
|  | Neither Interested Nor Disinterested | 24.7        |
|  | Somewhat Disinterested               | 6.9         |
|  | Very Disinterested                   | 3.9         |
|  | <b>Total</b>                         | <b>1827</b> |

## e. Pleasure

|  | Answer                               | %           |
|--|--------------------------------------|-------------|
|  | Very Interested                      | 36.4        |
|  | Somewhat Interested                  | 40          |
|  | Neither Interested Nor Disinterested | 20.2        |
|  | Somewhat Disinterested               | 2.2         |
|  | Very Disinterested                   | 1.2         |
|  | <b>Total</b>                         | <b>1823</b> |



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### f. Flavor & taste

| Answer                               | %           |
|--------------------------------------|-------------|
| Very Interested                      | 57.4        |
| Somewhat Interested                  | 28.8        |
| Neither Interested Nor Disinterested | 12          |
| Somewhat Disinterested               | 1           |
| Very Disinterested                   | 0.8         |
| <b>Total</b>                         | <b>1826</b> |

### g. Freshness of foods & ingredients

| Answer                               | %           |
|--------------------------------------|-------------|
| Very Interested                      | 43.7        |
| Somewhat Interested                  | 35.6        |
| Neither Interested Nor Disinterested | 17.3        |
| Somewhat Disinterested               | 2.2         |
| Very Disinterested                   | 1.2         |
| <b>Total</b>                         | <b>1825</b> |

### h. Sharing good times with others

| Answer                               | %           |
|--------------------------------------|-------------|
| Very Interested                      | 34.3        |
| Somewhat Interested                  | 37.4        |
| Neither Interested Nor Disinterested | 22.5        |
| Somewhat Disinterested               | 3.9         |
| Very Disinterested                   | 1.9         |
| <b>Total</b>                         | <b>1830</b> |

### i. Relaxation

| Answer                               | %           |
|--------------------------------------|-------------|
| Very Interested                      | 30.5        |
| Somewhat Interested                  | 37.9        |
| Neither Interested Nor Disinterested | 26.4        |
| Somewhat Disinterested               | 3.5         |
| Very Disinterested                   | 1.7         |
| <b>Total</b>                         | <b>1829</b> |

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### j. Comfort

| Answer                               | %           |
|--------------------------------------|-------------|
| Very Interested                      | 33.2        |
| Somewhat Interested                  | 40.9        |
| Neither Interested Nor Disinterested | 20.8        |
| Somewhat Disinterested               | 3.6         |
| Very Disinterested                   | 1.5         |
| <b>Total</b>                         | <b>1823</b> |

### k. Discovering something new & exciting

| Answer                               | %           |
|--------------------------------------|-------------|
| Very Interested                      | 33.2        |
| Somewhat Interested                  | 39.3        |
| Neither Interested Nor Disinterested | 21.7        |
| Somewhat Disinterested               | 4.3         |
| Very Disinterested                   | 1.5         |
| <b>Total</b>                         | <b>1826</b> |

## 22. How aware would you say you are of the ingredients in the foods you eat?

| Answer                 | %           |
|------------------------|-------------|
| Very aware             | 32.9        |
| Somewhat aware         | 53.3        |
| Not very aware         | 10.2        |
| I don't think about it | 3.7         |
| <b>Total</b>           | <b>1834</b> |

## 23. When it comes to eating and food, how important would you rate each of the following?

### a. Avoiding or counting calories

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 18.4        |
| Somewhat Important                | 30.8        |
| Neither Important Nor Unimportant | 31.4        |
| Somewhat Unimportant              | 11.6        |
| Not at All Important              | 7.9         |
| <b>Total</b>                      | <b>1827</b> |

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### b. Keeping track of protein intake

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 20.2        |
| Somewhat Important                | 32.5        |
| Neither Important Nor Unimportant | 30.4        |
| Somewhat Unimportant              | 9.9         |
| Not at All Important              | 7           |
| <b>Total</b>                      | <b>1826</b> |

### c. Avoiding fat

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 18.9        |
| Somewhat Important                | 32.1        |
| Neither Important Nor Unimportant | 28.9        |
| Somewhat Unimportant              | 12.3        |
| Not at All Important              | 7.7         |
| <b>Total</b>                      | <b>1822</b> |

### d. Keeping track of carbohydrates

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 16.7        |
| Somewhat Important                | 30.6        |
| Neither Important Nor Unimportant | 32          |
| Somewhat Unimportant              | 11.9        |
| Not at All Important              | 8.8         |
| <b>Total</b>                      | <b>1823</b> |

### e. Avoiding sugar

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 20.1        |
| Somewhat Important                | 33.7        |
| Neither Important Nor Unimportant | 29.4        |
| Somewhat Unimportant              | 10.5        |
| Not at All Important              | 6.3         |
| <b>Total</b>                      | <b>1839</b> |

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### f. Proper hydration

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 40.2        |
| Somewhat Important                | 32.7        |
| Neither Important Nor Unimportant | 21.3        |
| Somewhat Unimportant              | 3           |
| Not at All Important              | 2.8         |
| <b>Total</b>                      | <b>1827</b> |

### g. Avoiding high fructose corn syrup

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 23.3        |
| Somewhat Important                | 32.5        |
| Neither Important Nor Unimportant | 29.1        |
| Somewhat Unimportant              | 9.2         |
| Not at All Important              | 5.9         |
| <b>Total</b>                      | <b>1822</b> |

### h. Limiting sodium intake

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 22.1        |
| Somewhat Important                | 34.8        |
| Neither Important Nor Unimportant | 28.2        |
| Somewhat Unimportant              | 8.6         |
| Not at All Important              | 6.3         |
| <b>Total</b>                      | <b>1824</b> |

### i. Avoiding one or more specific allergens (e.g. lactose, nuts, etc.)

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 19.4        |
| Somewhat Important                | 20.8        |
| Neither Important Nor Unimportant | 27.2        |
| Somewhat Unimportant              | 11.7        |
| Not at All Important              | 20.8        |
| <b>Total</b>                      | <b>1825</b> |

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### j. Avoiding gluten

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 12.9        |
| Somewhat Important                | 20.1        |
| Neither Important Nor Unimportant | 28.1        |
| Somewhat Unimportant              | 15.7        |
| Not at All Important              | 23.2        |
| <b>Total</b>                      | <b>1830</b> |

### k. Avoiding food additives

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 21.2        |
| Somewhat Important                | 33.9        |
| Neither Important Nor Unimportant | 29.9        |
| Somewhat Unimportant              | 8.8         |
| Not at All Important              | 6.1         |
| <b>Total</b>                      | <b>1824</b> |

### l. Avoiding ingredients such as artificial colors or flavors

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 20.7        |
| Somewhat Important                | 31.6        |
| Neither Important Nor Unimportant | 30.4        |
| Somewhat Unimportant              | 9.8         |
| Not at All Important              | 7.4         |
| <b>Total</b>                      | <b>1828</b> |

### m. Avoiding ingredients I can't pronounce

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 17.9        |
| Somewhat Important                | 27.4        |
| Neither Important Nor Unimportant | 33.1        |
| Somewhat Unimportant              | 11.2        |
| Not at All Important              | 10.3        |
| <b>Total</b>                      | <b>1829</b> |

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### n. Avoiding highly processed foods

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 29.5        |
| Somewhat Important                | 34.7        |
| Neither Important Nor Unimportant | 23.9        |
| Somewhat Unimportant              | 7.1         |
| Not at All Important              | 4.8         |
| <b>Total</b>                      | <b>1826</b> |

### o. Avoiding genetically modified foods

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 23.7        |
| Somewhat Important                | 29.3        |
| Neither Important Nor Unimportant | 28.5        |
| Somewhat Unimportant              | 8.9         |
| Not at All Important              | 9.6         |
| <b>Total</b>                      | <b>1825</b> |

### p. Avoiding hormones in poultry, meats and dairy

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 24.6        |
| Somewhat Important                | 31.6        |
| Neither Important Nor Unimportant | 30.1        |
| Somewhat Unimportant              | 7           |
| Not at All Important              | 6.7         |
| <b>Total</b>                      | <b>1822</b> |

### q. Avoiding antibiotics in poultry, meats and dairy

| Answer                            | %           |
|-----------------------------------|-------------|
| Very Important                    | 25          |
| Somewhat Important                | 30.4        |
| Neither Important Nor Unimportant | 28.7        |
| Somewhat Unimportant              | 9           |
| Not at All Important              | 6.9         |
| <b>Total</b>                      | <b>1826</b> |

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### 24. Do you read nutritional labels on products?

|              | Answer | %           |
|--------------|--------|-------------|
| Yes          |        | 73.9        |
| No           |        | 26.1        |
| <b>Total</b> |        | <b>1821</b> |

### 25. How aware would you say you are of who actually makes or produces the foods you eat?

|                        | Answer | %           |
|------------------------|--------|-------------|
| Very aware             |        | 21.6        |
| Somewhat aware         |        | 50          |
| Not very aware         |        | 21          |
| I don't think about it |        | 7.4         |
| <b>Total</b>           |        | <b>1836</b> |

### 26. How aware would you say you are of brands when it comes to the foods you eat?

|                        | Answer | %           |
|------------------------|--------|-------------|
| Very aware             |        | 32.4        |
| Somewhat aware         |        | 53.4        |
| Not very aware         |        | 10.6        |
| I don't think about it |        | 3.6         |
| <b>Total</b>           |        | <b>1833</b> |

### 27. How aware would you say you are of store brands – products that retailers put their own names or brands on – for the foods you eat?

|                        | Answer | %           |
|------------------------|--------|-------------|
| Very aware             |        | 30.9        |
| Somewhat aware         |        | 52.8        |
| Not very aware         |        | 12.1        |
| I don't think about it |        | 4.2         |
| <b>Total</b>           |        | <b>1833</b> |

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### 28. Thinking average, about how often do you make a trip to the store buy any amount or type of food?

| Answer                    | %           |
|---------------------------|-------------|
| At least once a day       | 5.3         |
| Every other day           | 15.3        |
| No more than twice a week | 24.5        |
| Once a week               | 35          |
| Every other week          | 15.3        |
| Once a month              | 2.9         |
| Less than once a month    | 1.5         |
| <b>Total</b>              | <b>1833</b> |

### 29. How often do you shop to stock up on food supplies for yourself or your household?

| Answer                  | %           |
|-------------------------|-------------|
| More than once a week   | 9.4         |
| Weekly                  | 41.4        |
| About every other week  | 27.5        |
| About once a month      | 14.3        |
| About every other month | 3.2         |
| Rarely or never         | 1.6         |
| <b>Total</b>            | <b>1835</b> |

### 30. When you do make shopping trips to stock up on food supplies, how many different stores do you usually visit?

| Answer           | %           |
|------------------|-------------|
| 4 or more stores | 2.8         |
| 3 stores         | 10.5        |
| 2 stores         | 44.4        |
| 1 store          | 42.3        |
| <b>Total</b>     | <b>1837</b> |



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### 31. When you go into a store to shop for food, about how much time do you spend there?

| Answer                                  | %           |
|---|-------------|
| Less than 30 minutes                    | 17.5        |
| About 30 minutes to an hour             | 58.3        |
| Between one hour and an hour and a half | 20.6        |
| More than an hour and a half            | 3.5         |
| <b>Total</b>                            | <b>1836</b> |

### 32. At what type of store or stores are you most likely to shop for food?

| Answer  | %           |
|---|-------------|
| Supermarket (e.g. Kroger, Safeway)                    | 74.7        |
| Mass merchandiser (e.g. Walmart, Target)              | 53          |
| Specialty food store (e.g. Whole Foods, Trader Joe's) | 28          |
| Club store (e.g. Costco, Sam's Club)                  | 23.9        |
| Local stores and shops (e.g. butcher, bakery, deli)   | 21.9        |
| Dollar store (e.g. Dollar General, Family Dollar)     | 16.5        |
| Discount store (e.g. Aldi, Save-A-Lot)                | 16.5        |
| Farmers markets                                       | 14.4        |
| Drug store (e.g. Walgreens, CVS)                      | 11.6        |
| Convenience store (e.g. 7-Eleven, Circle K)           | 8.6         |
| Food co-operative                                     | 6.9         |
| Online retailer (e.g. Amazon, Peapod)                 | 6           |
| <b>Total</b>  | <b>1835</b> |

### 33. On average, about how much money would you say you spend for food on a routine shopping trip?

| Answer          | %           |
|-----------------|-------------|
| Less than \$25  | 5.6         |
| \$25 - \$50     | 17.5        |
| \$51 - \$75     | 21.6        |
| \$76 - \$100    | 24.2        |
| \$101 - \$125   | 15.1        |
| \$126 - \$150   | 8           |
| More than \$150 | 7.9         |
| <b>Total</b>    | <b>1831</b> |

### 34. Which of the following types of deli products do you typically buy in a supermarket?

| Answer  | %           |
|---|-------------|
| Deli sliced lunch meats or cheeses  | 44.8        |
| Packaged luncheon meats or cheeses (e.g. turkey, ham, American cheese, etc.)  | 35.6        |
| Deli cooked chicken to-go (e.g. rotisserie or fried chicken)  | 32.4        |
| Sandwiches, subs, burritos, tortillas, wraps  | 32.3        |
| Pizza to-go   | 26.6        |
| Chilled, pre-packaged spreads or dips (e.g. hummus, salsa, etc.)  | 26.3        |
| Deli salads or side dishes (e.g. coleslaw, potato salad, etc.)  | 23.9        |
| Chilled, pre-packaged foods that are ready-to-eat or heat & serve (e.g. chef salad, grilled chicken breasts, stuffed peppers, etc.) | 21.3        |
| Imported or gourmet meats and cheese (e.g. prosciutto, provolone, etc.)   | 21.1        |
| Hot or cold, ready-to-eat food items from a buffet hot bar or salad buffet  | 20.9        |
| Other hot deli-prepared items to-go (e.g. soup, meat pies, hot dogs, etc.)  | 13.9        |
| Party platters  | 10.7        |
| I never buy deli products   | 9.4         |
| <b>Total</b>  | <b>1838</b> |

### 35. About how often would you say you pick up deli items such as those you checked above when you shop for groceries in a supermarket?

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 8.2         |
| Frequently            | 25.1        |
| Sometimes             | 43.6        |
| Rarely                | 15.9        |
| Never                 | 7.2         |
| <b>Total</b>          | <b>1808</b> |

### 36. Which of the following types of fresh dairy products do you typically buy in a supermarket?

|  | Answer | %           |
|--|--------|-------------|
| Eggs   |        | 70.4        |
| Milk, including whole, 2%, 1%, fat free                                    |        | 67.1        |
| Butter or margarine  |        | 57.9        |
| Yogurt   |        | 56.1        |
| Ice cream  |        | 52.7        |
| Packaged snack cheese or shredded cheese                                   |        | 43.5        |
| Packaged cheese slices   |        | 41          |
| Cottage cheese, cream cheese, or sour cream                                |        | 36.9        |
| Non-dairy milk alternatives, such as almond, soy, cashew drinks and blends |        | 23.5        |
| Half & half or heavy cream   |        | 20.7        |
| Flavored dairy milk  |        | 17.2        |
| Imported or gourmet cheese   |        | 17          |
| Non-dairy creamer  |        | 11.7        |
| I never buy products in the dairy section                                  |        | 2.4         |
| <b>Total</b>   |        | <b>1828</b> |

### 37. About how often would you say you pick up dairy items such as those you checked above when you shop for groceries in a supermarket?

|                       | Answer | %           |
|-----------------------|--------|-------------|
| Always /Almost always |        | 20.6        |
| Frequently            |        | 46          |
| Sometimes             |        | 28.4        |
| Rarely                |        | 3.3         |
| Never                 |        | 1.7         |
| <b>Total</b>          |        | <b>1802</b> |

### 38. Which of the following types of fresh bakery products do you typically buy in a supermarket?

| Answer  | %           |
|---|-------------|
| Fresh baked whole loaves or sliced bread                    | 32.4        |
| Fresh muffins or doughnuts                                  | 30.5        |
| Fresh sandwich or dinner rolls                              | 29.2        |
| Fresh bakery cookies  | 26.8        |
| Fresh breakfast rolls or bagels                             | 25.6        |
| Fresh pastries, brownies, tarts or sweet rolls              | 21.6        |
| Fresh baked artisanal or specialty breads                   | 19.8        |
| Fresh whole cakes, cupcakes or pies                         | 19.2        |
| Special seasonal, holiday or novelty items                  | 16.2        |
| Specially decorated cakes (e.g. birthday, graduation cakes) | 13.7        |
| Bakery assortment trays or party platters                   | 10.8        |
| I never buy products in the bakery section                  | 19          |
| <b>Total</b>  | <b>1825</b> |

### 39. About how often would you say you pick up fresh bakery items such as those you checked above when you shop for groceries in a supermarket?

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 8.5         |
| Frequently            | 22.7        |
| Sometimes             | 37          |
| Rarely                | 19.1        |
| Never                 | 12.8        |
| <b>Total</b>          | <b>1809</b> |

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### 40. In which of the following types of stores do you buy deli, dairy and bakery items?

#### a. Deli

| Answer  | %           |
|---|-------------|
| A supermarket where I do my regular grocery shopping    | 75.2        |
| A different supermarket where I also shop               | 24          |
| Another type of store, such as a discount or club store | 17.8        |
| A specialized store such as a delicatessen              | 14.1        |
| I buy them online                                       | 9.2         |
| I do not purchase deli products                         | 10.4        |
| <b>Total</b>  | <b>1835</b> |

#### b. Dairy

| Answer  | %           |
|---|-------------|
| A supermarket where I do my regular grocery shopping    | 77.4        |
| A different supermarket where I also shop               | 30.8        |
| Another type of store, such as a discount or club store | 25.5        |
| A specialized store such as a dairy store               | 13.9        |
| I buy them online                                       | 9.6         |
| I do not purchase dairy products                        | 6.8         |
| <b>Total</b>  | <b>1793</b> |

#### c. Bakery

| Answer  | %           |
|---|-------------|
| A supermarket where I do my regular grocery shopping    | 59          |
| A specialized store such as a bakery shop               | 23.1        |
| Another type of store, such as a discount or club store | 22.2        |
| A different supermarket where I also shop               | 21.8        |
| I buy them online                                       | 7.5         |
| I do not purchase bakery products                       | 14.5        |
| <b>Total</b>  | <b>1793</b> |

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## SURVEY DEMOGRAPHICS

### 1. Are you ...

|              | Answer | %           |
|--------------|--------|-------------|
| Male         |        | 49.4        |
| Female       |        | 50.6        |
| <b>Total</b> |        | <b>1839</b> |

### 2. In which year were you born?

|              | Answer | %           |
|--------------|--------|-------------|
| 1987         |        | 13.3        |
| 1988         |        | 11.7        |
| 1989         |        | 12.1        |
| 1990         |        | 13.5        |
| 1991         |        | 8.8         |
| 1992         |        | 8           |
| 1993         |        | 6.9         |
| 1994         |        | 5.5         |
| 1995         |        | 5.7         |
| 1996         |        | 6.1         |
| <b>Total</b> |        | <b>1839</b> |

### 3. Please describe the household where you live.

|   | Answer | %           |
|---|--------|-------------|
| I live with a spouse or significant other     |        | 38.5        |
| I live with a parent or parents               |        | 25.1        |
| I live by myself                              |        | 20.2        |
| I live with adult friends not related to me   |        | 6.1         |
| I live in a school dorm or off-campus housing |        | 4.5         |
| I live with other family (not my parents)     |        | 2.9         |
| I live alone with one or more children        |        | 2.6         |
| I live on a military base                     |        | 0.1         |
| <b>Total</b>                                  |        | <b>1839</b> |

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### 4. How many people in total, counting adults and children aged under 18 years old are living in your household?

|              | Answer | %           |
|--------------|--------|-------------|
| One          |        | 21.6        |
| Two          |        | 28.9        |
| Three        |        | 23.1        |
| Four or more |        | 26.4        |
| <b>Total</b> |        | <b>1839</b> |

### 5. How many children under 18 years old are included in your household (count any shared or partial-custody children)?

|              | Answer | %           |
|--------------|--------|-------------|
| None         |        | 67.9        |
| One          |        | 18.1        |
| Two          |        | 9.8         |
| Three        |        | 2.9         |
| Four or more |        | 1.3         |
| <b>Total</b> |        | <b>1839</b> |

### 6. What's your current level of education?

|                                    | Answer | %           |
|------------------------------------|--------|-------------|
| Some college                       |        | 29.4        |
| 4-year undergraduate degree        |        | 27.2        |
| High school diploma or equivalency |        | 16.8        |
| Graduate degree                    |        | 10.7        |
| 2-year college certificate         |        | 7.9         |
| Some graduate study                |        | 3.5         |
| Some high school                   |        | 2.7         |
| Vocational school                  |        | 1.7         |
| <b>Total</b>                       |        | <b>1835</b> |

### 7. What is your current occupation or employment?

| Answer   | %           |
|--|-------------|
| I have a full-time job                             | 45          |
| Full-time student                                  | 15.2        |
| I have a part-time job                             | 14.3        |
| Homemaker or caregiver for someone in my household | 7.6         |
| Currently unemployed                               | 6.3         |
| Currently looking for work                         | 5.4         |
| Part-time student                                  | 2.7         |
| I'd rather not say                                 | 2.3         |
| I have multiple jobs                               | 1.1         |
| <b>Total</b>                                       | <b>1835</b> |

### 8. Approximately, what is the total annual income of your entire household?

| Answer             | %           |
|--------------------|-------------|
| Less than \$25,000 | 20.5        |
| \$25,000-\$49,000  | 33          |
| \$50,000-\$99,000  | 34.5        |
| \$100,000 or more  | 12          |
| <b>Total</b>       | <b>1832</b> |

### 8. Did either or both of your parents emigrate to the U.S.?

| Answer             | %           |
|--------------------|-------------|
| Yes                | 16.9        |
| No                 | 79.9        |
| I'd rather not say | 3.2         |
| <b>Total</b>       | <b>1833</b> |

### 9. How many languages were spoken in your home when you were growing up?

| Answer        | %           |
|---------------|-------------|
| One           | 77.7        |
| Two           | 19.9        |
| Three or more | 2.4         |
| <b>Total</b>  | <b>1827</b> |



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### 10. How often to you read a printed newspaper?

| Answer                | %           |
|-----------------------|-------------|
| Always /Almost always | 7.2         |
| Frequently            | 16.5        |
| Sometimes             | 27          |
| Rarely                | 28.8        |
| Never                 | 20.5        |
| <b>Total</b>          | <b>1821</b> |

### 11. What is your primary source for general news and information?

| Answer   | %           |
|--|-------------|
| Printed newspaper                                | 8.1         |
| Online sources on a computer or laptop           | 54.6        |
| Apps on a smart phone or tablet                  | 12          |
| Television (broadcast, cable or satellite)       | 17.8        |
| Radio  | 2.7         |
| Word of mouth from family, friends or colleagues | 4.4         |
| Other  | 0.4         |
| <b>Total</b>                                     | <b>1835</b> |

### 12. What is your primary means of transportation for daily activities such as work, school, routine errands, etc.?

| Answer   | %           |
|--|-------------|
| I drive my own car                               | 68.7        |
| I drive/ride with another member of my household | 11.1        |
| I belong to a car pool                           | 1.3         |
| I use public transportation (bus/subway/train)   | 8.5         |
| Taxi or car service                              | 0.7         |
| Bicycle/motorcycle                               | 1.3         |
| I walk   | 7.9         |
| Other  | 0.4         |
| <b>Total</b>                                     | <b>1839</b> |

# How America's Eating Habits Are Changing

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