

**AE2\_1. (I have noticed that when I do not take a shopping list out with me when I buy food, I tend to purchase more items and my grocery bill is bigger) Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Responsible for grocery shopping Weighted	1094	440	654	202	413	479	127	368	465	134
	1081	499	582	286	443	351	117	362	461	141
I have noticed that when I do not take a shopping list out with me when I buy food, I tend to purchase more items and my grocery bill is bigger										
Strongly agree	307	90	217	98	128	81	45	110	124	29
	28%	18%	37%	34%	29%	23%	38%	30%	27%	20%
Somewhat agree	449	230	219	95	186	168	43	159	187	61
	42%	46%	38%	33%	42%	48%	36%	44%	41%	43%
Somewhat disagree	224	126	97	70	92	62	21	68	100	34
	21%	25%	17%	24%	21%	18%	18%	19%	22%	24%
Strongly disagree	100	51	49	23	37	41	9	25	50	17
	9%	10%	8%	8%	8%	12%	7%	7%	11%	12%
Summary										
Top2Box - Agree	757	321	436	194	315	248	88	269	310	89
	70%	64%	75%	68%	71%	71%	75%	74%	67%	64%
Low2Box - Disagree	324	178	146	93	128	103	30	93	150	51
	30%	36%	25%	32%	29%	29%	25%	26%	33%	36%
		B							G	G

## Meal Preparation Study

## Detailed tables

**AE2\_2. (The recent economic slowdown and increase in gas prices have caused me to scale back the amount of times I go out for dinner) Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Responsible for grocery shopping	1094	440	654	202	413	479	127	368	465	134
Weighted	1081	499	582	286	443	351	117	362	461	141
The recent economic slowdown and increase in gas prices have caused me to scale back the amount of times I go out for dinner										
Strongly agree	297 28%	110 22%	187 32%	90 31%	130 29%	77 22%	34 29%	97 27%	138 30%	28 20%
Somewhat agree	354 33%	169 34%	185 32%	104 36%	138 31%	112 32%	42 36%	129 36%	137 30%	45 32%
Somewhat disagree	264 24%	137 28%	127 22%	53 18%	118 27%	93 27%	26 22%	82 23%	123 27%	33 24%
Strongly disagree	165 15%	82 16%	83 14%	39 14%	57 13%	69 20%	16 13%	53 15%	62 13%	34 24%
						D				FGH
Summary										
Top2Box - Agree	651 60%	279 56%	372 64%	194 68%	268 60%	189 54%	76 65%	226 62%	276 60%	74 52%
Low2Box - Disagree	429 40%	219 44%	210 36%	92 32%	175 40%	162 46%	41 35%	136 38%	185 40%	67 48%
		B				CD				

## Meal Preparation Study

## Detailed tables

**AE2\_3. (I am dining in more often in order to reduce my expenses) Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Responsible for grocery shopping Weighted										
	1094	440	654	202	413	479	127	368	465	134
	1081	499	582	286	443	351	117	362	461	141
I am dining in more often in order to reduce my expenses										
Strongly agree	381	143	238	113	179	89	49	125	163	44
	35%	29%	41%	40%	40%	25%	42%	34%	35%	31%
Somewhat agree	394	197	198	110	157	127	41	130	169	54
	36%	39%	34%	39%	35%	36%	35%	36%	37%	38%
Somewhat disagree	207	115	92	45	85	78	19	75	92	22
	19%	23%	16%	16%	19%	22%	16%	21%	20%	16%
Strongly disagree	98	43	55	18	23	57	9	32	36	21
	9%	9%	9%	6%	5%	16%	7%	9%	8%	15%
Summary										
Top2Box - Agree	775	340	435	224	336	216	90	255	333	98
	72%	68%	75%	78%	76%	61%	77%	70%	72%	69%
Low2Box - Disagree	306	159	147	63	107	135	28	107	128	43
	28%	32%	25%	22%	24%	39%	23%	30%	28%	31%

## Meal Preparation Study

## Detailed tables

**AE2\_4. (I don't always have enough time to prepare healthy, nutritious meals for myself/my family every night of the week) Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Responsible for grocery shopping Weighted										
	1094	440	654	202	413	479	127	368	465	134
	1081	499	582	286	443	351	117	362	461	141
I don't always have enough time to prepare healthy, nutritious meals for myself/my family every night of the week										
Strongly agree	196	81	114	79	96	21	22	63	88	23
	18%	16%	20%	28% E	22% E	6%	19%	17%	19%	17%
Somewhat agree	397	193	204	126	180	90	47	144	165	41
	37%	39%	35%	44% E	41% E	26%	40%	40% I	36%	29%
Somewhat disagree	301	156	145	61	103	137	31	103	117	49
	28%	31% B	25%	21%	23%	39% CD	27%	28%	25%	35% H
Strongly disagree	186	68	119	20	64	103	17	52	90	27
	17%	14%	20% A	7%	14% C	29% CD	15%	14%	20%	19%
Summary										
Top2Box - Agree	593	275	318	205	276	112	69	206	253	64
	55%	55%	55%	72% DE	62% E	32%	59% I	57% I	55%	46%
Low2Box - Disagree	488	224	264	81	167	239	49	155	207	76
	45%	45%	45%	28%	38% C	68% CD	41%	43%	45%	54% FG

## Meal Preparation Study

## Detailed tables

**AE2\_5. (I wish I had more time to prepare healthy, nutritious meals for myself/my family every night of the week) Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Responsible for grocery shopping Weighted										
	1094	440	654	202	413	479	127	368	465	134
	1081	499	582	286	443	351	117	362	461	141
I wish I had more time to prepare healthy, nutritious meals for myself/my family every night of the week										
Strongly agree	222	73	149	102	102	17	23	80	87	31
	21%	15%	26%	36%	23%	5%	20%	22%	19%	22%
Somewhat agree	412	210	202	122	179	111	47	141	175	49
	38%	42%	35%	43%	40%	32%	40%	39%	38%	35%
Somewhat disagree	302	156	145	43	119	140	30	104	130	39
	28%	31%	25%	15%	27%	40%	25%	29%	28%	27%
Strongly disagree	146	60	86	19	44	83	18	38	69	21
	13%	12%	15%	7%	10%	24%	15%	10%	15%	15%
Summary										
Top2Box - Agree	633	283	350	225	281	128	70	221	262	81
	59%	57%	60%	78%	63%	36%	60%	61%	57%	57%
Low2Box - Disagree	448	216	232	62	162	223	48	141	199	60
	41%	43%	40%	22%	37%	64%	40%	39%	43%	43%

## Meal Preparation Study

## Detailed tables

**AE2\_6. (I wish my supermarket had healthy, nutritious meals for me to purchase every night of the week) Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Responsible for grocery shopping Weighted										
	1094	440	654	202	413	479	127	368	465	134
	1081	499	582	286	443	351	117	362	461	141
I wish my supermarket had healthy, nutritious meals for me to purchase every night of the week										
Strongly agree	161	58	103	55	74	32	21	61	57	22
	15%	12%	18%	19%	17%	9%	18%	17%	12%	16%
Somewhat agree	377	176	201	116	168	94	49	133	155	40
	35%	35%	35%	40%	38%	27%	41%	37%	34%	29%
Somewhat disagree	352	185	168	85	143	125	33	107	164	48
	33%	37%	29%	30%	32%	35%	28%	30%	36%	34%
Strongly disagree	190	80	110	31	58	100	15	60	84	31
	18%	16%	19%	11%	13%	29%	12%	17%	18%	22%
Summary										
Top2Box - Agree	538	234	305	171	242	126	69	194	212	63
	50%	47%	52%	60%	55%	36%	59%	54%	46%	44%
Low2Box - Disagree	542	265	277	116	201	225	48	167	249	78
	50%	53%	48%	40%	45%	64%	41%	46%	54%	56%
						CD			FG	F

## Meal Preparation Study

## Detailed tables

**AE3.3. (If given the option, I would purchase freshly baked artisan breads every time I went to the grocery store) Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Responsible for grocery shopping Weighted										
	1094	440	654	202	413	479	127	368	465	134
	1081	499	582	286	443	351	117	362	461	141
If given the option, I would purchase freshly baked artisan breads every time I went to the grocery store										
Strongly agree	198	71	127	60	82	56	21	60	92	25
	18%	14%	22%	21%	19%	16%	18%	17%	20%	18%
Somewhat agree	396	197	199	101	166	129	42	132	165	56
	37%	39%	34%	35%	38%	37%	36%	37%	36%	40%
Somewhat disagree	336	161	175	93	134	109	42	113	136	45
	31%	32%	30%	33%	30%	31%	35%	31%	30%	32%
Strongly disagree	151	70	80	32	61	58	13	56	68	14
	14%	14%	14%	11%	14%	16%	11%	16%	15%	10%
Summary										
Top2Box - Agree	594	267	327	161	249	185	63	193	257	81
	55%	54%	56%	56%	56%	53%	54%	53%	56%	58%
Top2Box - Disagree	487	231	255	126	195	167	54	169	204	60
	45%	46%	44%	44%	44%	47%	46%	47%	44%	42%

## Meal Preparation Study

## Detailed tables

**AE3\_4. (Ready-made meals are more convenient and cost-effective than purchasing all ingredients individually and preparing and cooking them at home) Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Responsible for grocery shopping	1094	440	654	202	413	479	127	368	465	134
Weighted	1081	499	582	286	443	351	117	362	461	141
Ready-made meals are more convenient and cost-effective than purchasing all ingredients individually and preparing and cooking them at home										
Strongly agree	86 8%	31 6%	55 9%	32 11% E	37 8% E	17 5%	11 9%	28 8%	38 8%	10 7%
Somewhat agree	347 32%	165 33%	182 31%	115 40% E	142 32% E	90 26%	36 30%	118 33%	154 33%	39 28%
Somewhat disagree	392 36%	201 40% B	191 33%	94 33%	169 38%	130 37%	39 33%	139 38%	167 36%	47 33%
Strongly disagree	256 24%	101 20%	155 27% A	46 16%	95 22%	115 33% CD	32 27%	77 21%	102 22%	46 32% GH
Summary										
Top2Box - Agree	432 40%	196 39%	236 41%	146 51% DE	179 40% E	107 30%	46 40%	146 40%	192 42%	48 34%
Top2Box - Disagree	648 60%	303 61%	346 59%	140 49%	264 60% C	244 70% CD	71 60%	216 60%	269 58%	92 66%



## Meal Preparation Study

## Detailed tables

**AE3\_6. (I look for more than just chicken or pizza when I shop for ready-made meals at my grocery store) Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Responsible for grocery shopping Weighted										
	1094	440	654	202	413	479	127	368	465	134
	1081	499	582	286	443	351	117	362	461	141
I look for more than just chicken or pizza when I shop for ready-made meals at my grocery store										
Strongly agree	369	134	234	105	157	107	46	109	166	48
	34%	27%	40%	37%	35%	30%	39%	30%	36%	34%
Somewhat agree	497	262	236	134	208	156	48	182	207	60
	46%	53%	40%	47%	47%	45%	41%	50%	45%	43%
Somewhat disagree	126	57	69	34	45	47	17	41	48	20
	12%	11%	12%	12%	10%	13%	14%	11%	10%	14%
Strongly disagree	88	46	43	14	33	41	7	29	40	12
	8%	9%	7%	5%	8%	12%	6%	8%	9%	9%
Summary										
Top2Box - Agree	866	396	470	238	365	263	94	291	373	108
	80%	79%	81%	83%	82%	75%	80%	81%	81%	77%
Top2Box - Disagree	214	102	112	48	78	88	23	70	88	33
	20%	21%	19%	17%	18%	25%	20%	19%	19%	23%

## Meal Preparation Study

**AE8. When you go grocery shopping, what best describes how you choose which grocery store to go to?**

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Responsible for grocery shopping Weighted	1094	440	654	202	413	479	127	368	465	134
	1081	499	582	286	443	351	117	362	461	141
I like to go to a store that has good deals and value for the food I want	497	228	269	120	228	149	63	182	201	51
	46%	46%	46%	42%	51% CE	42%	54% I	50% I	44%	36%
I like to go to a store where I know the quality of food is excellent	216	105	111	44	79	93	17	65	100	33
	20%	21%	19%	15%	18%	26% CD	15%	18%	22%	24%
I like to go to a store that's close, to save time and hassle	176	92	84	66	61	48	16	57	71	31
	16%	18%	14%	23% DE	14%	14%	14%	16%	15%	22%
I like to go to a store that offers a wide variety of fresh products, from fresh-baked breads to fresh-cut flowers	104	37	67	23	46	35	14	32	49	10
	10%	7%	12% A	8%	10%	10%	12%	9%	11%	7%
I like to go to a store that has an easy-to- navigate layout that minimizes my shopping time	47	23	24	13	12	22	6	15	18	8
	4%	5%	4%	4%	3%	6% D	5%	4%	4%	6%
I like to go to a store that offers a wide range of culturally and ethnically diverse food options	42	15	27	20	17	4	1	11	22	7
	4%	3%	5%	7% E	4% E	1%	1%	3%	5%	5%

## Detailed tables