

2. 1. (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. * small base

	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: All respondents	1001	355	646	130	408	463	82	291	520	108
Weighted	1001	484	517	279*	397	324	108*	355	326	211*
Strongly agree	392 39%	173 36%	220 43%	128 46% E	174 44% E	90 28%	33 31%	158 45%	132 40%	69 33%
Somewhat agree	353 35%	170 35%	184 36%	84 30%	147 37%	123 38%	45 42%	121 34%	116 36%	71 34%
Somewhat disagree	186 19%	114 23% B	72 14%	52 18%	63 16%	71 22% D	25 23%	49 14%	55 17%	57 27% G
Strongly disagree	69 7%	29 6%	41 8%	15 5%	14 3%	40 12% CD	5 4%	28 8%	22 7%	15 7%
Summary										
Top2Box (Agree)	746 74%	342 71% A	403 78% A	213 76% E	321 81% E	212 66%	79 73%	279 78% I	249 76%	140 66%
Low2Box (Disagree)	255 26%	142 29% B	113 22%	67 24%	77 19%	112 34% CD	29 27%	76 22%	78 24%	72 34% G

2_4. (The recent economic slowdown has caused me to be more attracted to private labels in my grocery store as a way to save money) 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. * small base

	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: All respondents	1001	355	646	130	408	463	82	291	520	108
Weighted	1001	484	517	279*	397	324	108*	355	326	211*
Strongly agree	197 20%	86 18%	111 21%	80 29% DE	66 17%	51 16%	28 26%	70 20%	71 22%	28 13%
Somewhat agree	426 43%	202 42%	224 43%	108 39%	181 45%	138 42%	48 44%	147 42%	139 42%	92 44%
Somewhat disagree	277 28%	143 30%	134 26%	62 22%	115 29%	99 31%	21 19%	96 27%	88 27%	72 34%
Strongly disagree	101 10%	53 11%	48 9%	28 10%	35 9%	37 11%	11 10%	42 12%	29 9%	18 9%
Summary										
Top2Box (Agree)	624 62%	288 60%	335 65%	189 68%	247 62%	188 58%	76 70%	217 61%	210 64%	121 57%
Low2Box (Disagree)	377 38%	196 40%	181 35%	91 32%	150 38%	136 42%	32 30%	138 39%	117 36%	90 43%

2.5. (In an effort to save money, I have been shopping for less expensive meal ideas (e.g. spaghetti instead of steak)) 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. * small base

	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: All respondents	1001	355	646	130	408	463	82	291	520	108
Weighted	1001	484	517	279*	397	324	108*	355	326	211*
Strongly agree	249 25%	111 23%	138 27%	88 31% E	109 27% E	52 16%	24 22%	105 30% I	92 28% I	28 13%
Somewhat agree	389 39%	178 37%	211 41%	100 36%	169 42%	121 37%	46 43%	144 41%	128 39%	70 33%
Somewhat disagree	263 26%	138 29%	125 24%	74 26%	86 22%	103 32% D	32 30%	71 20%	77 23%	84 40% GH
Strongly disagree	100 10%	57 12%	43 8%	18 7%	34 8%	48 15% CD	6 5%	36 10%	30 9%	29 14%
Summary										
Top2Box (Agree)	638 64%	289 60%	348 67%	187 67% E	277 70% E	173 53%	70 65% I	249 70% I	220 67% I	98 47%
Low2Box (Disagree)	363 36%	195 40%	168 33%	92 33%	120 30%	151 47% CD	38 35%	106 30%	106 33%	113 53% FGH