

042021 - HOD FLASH (24 Hour) Survey

QS1Q1: Which of the following types of food do you currently buy for yourself or for someone in your household? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1084	N=121	N=315	N=265	N=306	N=76 *
Total (Unweighted)	N=1084	N=122	N=261	N=229	N=378	N=94 *
Packaged snack foods (e.g., crackers, chips, pretzels, p	77%	67%	77%	78%	80% B	71%
Pizza	73%	79% f	78% ef	71%	69%	64%
Packaged breakfast foods (e.g., cereal, oatmeal, frozer	69% Bf	52%	74% BF	72% Bf	70% Bf	56%
Chocolate bars	61% F	50%	65% BF	64% bF	62% bF	45%
Granola bars	47% eF	45% F	56% aEF	54% EF	40% F	23%
Non-chocolate candies (e.g., gummy bears, mints, lollipops)	36% F	27%	44% aBEF	40% bF	32%	21%
Dried fruits	34% e	32%	41% E	36% e	27%	32%
None of these	6%	3%	4%	6%	8%	15% ABCd
Count	4.03	3.56	4.39	4.22	3.88	3.28

* Table Base: US RESPONDENTS

QS1Q2: Which of the following flavors of packaged snack foods (e.g., crackers, chips, pretzels, popcorn) do you currently buy for yourself or for someone in your household? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=830	N=82 *	N=242	N=207	N=246	N=54 *
Total (Unweighted)	N=844	N=91 *	N=203	N=178	N=305	N=67 *
Salty	86% B	66%	82% B	91% BC	92% aBC	89% B
Sweet	62% EF	77% aEF	74% AEF	72% aEF	44%	32%
Spicy/hot	52% EF	73% ADEF	69% ADEF	51% EF	34%	27%
Plain/unflavored	48%	39%	56% b	46%	46%	47%
Sour	30% EF	42% EF	46% ADEF	31% EF	13%	13%
Other	1%	0%	0%	0%	2%	1%
Count	2.79	2.96	3.26	2.91	2.31	2.09

* Table Base: CURRENTLY BUYS PACKAGED SNACK FOODS

QS1Q3: For whom in your household do you typically buy spicy/hot flavored snack foods (e.g., crackers, chips, pretzels, popcorn)? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=432	N=60 *	N=168	N=105	N=84 *	N=15 **
Total (Unweighted)	N=387	N=61 *	N=130	N=83 *	N=98 *	N=15 **
Myself	83%	82%	80%	82%	97% ABCDF	63%
Another adult (e.g., roommate, significant other)	57%	45%	56%	68% be	49%	70%
A teenager (ages 13-17)	27% f	28%	32% f	31% f	19%	0%
A young child (under age 13)	21% E	16% E	39% ABDEF	12%	4%	0%
Someone else	6%	5%	7%	2%	11% d	0%
Count	1.95	1.77	2.14	1.94	1.79	1.33

* Table Base:

CURRENTLY BUYS SPICY/HOT PACKAGED SNACK FOODS

QS1Q4: For each of the following periods, how often did/do you buy spicy/hot flavored snack foods (e.g., crackers, chips, pretzels, popcorn) for your household?

Before the COVID-19 pandemic (i.e., before March 2020)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=830	N=82 *	N=242	N=207	N=246	N=54 *
Total (Unweighted)	N=844	N=91 *	N=203	N=178	N=305	N=67 *
Once a day	6% E	9% E	12% AdEf	5% E	1%	1%
Several times a week	16% Ef	24% EF	25% AEF	18% EF	4%	4%
Once a week	28%	35%	29%	31%	23%	20%
Several times a month	19%	22%	18%	16%	20%	24%
Once a month or less	20% bC	9%	9%	22% bC	31% ABC	30% BC
Never	11% B	1%	7%	7%	21% ABCD	21% BCD

* Table Base:

CURRENTLY BUYS PACKAGED SNACK FOODS

During the COVID-19 pandemic (i.e., March 2020 - now)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=830	N=82 *	N=242	N=207	N=246	N=54 *
Total (Unweighted)	N=844	N=91 *	N=203	N=178	N=305	N=67 *
Once a day	5% E	5%	11% AEF	5% e	1%	0%
Several times a week	17% EF	22% EF	27% AEF	23% EF	4%	4%
Once a week	25%	26%	29%	22%	24%	21%
Several times a month	20%	31% cd	17%	18%	23%	22%
Once a month or less	21% C	16%	11%	25% C	27% C	32% C
Never	11% B	1%	6%	7%	21% ABCD	23% aBCD

* Table Base:

CURRENTLY BUYS PACKAGED SNACK FOODS

QS1Q5: Does your favorite packaged snack food (i.e., your favorite brand of crackers, chips, pretzels, popcorn, etc.) come in a spicy/hot flavor?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=830	N=82 *	N=242	N=207	N=246	N=54 *
Total (Unweighted)	N=844	N=91 *	N=203	N=178	N=305	N=67 *
Yes	63% E	77% aDEF	75% ADEF	60%	52%	50%
No	20% b	8%	18%	20% b	23% B	32% aBc
Not at all sure	17% C	14%	8%	20% C	25% AC	17% c

* Table Base:

CURRENTLY BUYS PACKAGED SNACK FOODS

QS1Q6: Thinking about your favorite packaged snack food (i.e., your favorite brand of crackers, chips, pretzels, popcorn, etc.), would you want it to come in a spicy/hot flavor

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
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Total	N=309		N=19	**	N=61	*	N=83	*	N=119		N=27	**
Total (Unweighted)	N=340		N=19	**	N=63	*	N=75	*	N=145		N=38	*
Yes	24%	F	37%	F	43%	AdEF	23%	F	18%	F	1%	
No	76%	C	63%		57%		77%	c	82%	C	99%	ABCDE

* Table Base: FAVORITE PACKAGED SNACK DOES NOT COME IN A SPICY FLAVOR OR IS UNSURE IF THEIR FAVORITE PACKAGED SNACK COMES IN A SPICY FLAVOR

QS1Q7: How likely would you be to eat spicy/hot flavored snack foods from each of the following brands?

Ritz

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
Total	N=830		N=82	*	N=242		N=207		N=246		N=54	*
Total (Unweighted)	N=844		N=91	*	N=203		N=178		N=305		N=67	*
Likely (Net)	54%	E	46%		71%	ABDEF	55%	E	41%		40%	
Very likely	28%	E	21%		39%	ABE	33%	E	16%		32%	E
Somewhat likely	25%	F	25%	f	32%	F	22%	f	25%	F	8%	
Not very likely	20%	c	33%	ACd	12%		18%		25%	C	17%	
Not at all likely	26%	C	18%		15%		27%	C	34%	ABC	42%	ABCd
N/A - I am not familiar with this brand	1%		3%	de	1%		0%		0%		1%	

* Table Base: CURRENTLY BUYS PACKAGED SNACK FOODS

Lay's

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
Total	N=830		N=82	*	N=242		N=207		N=246		N=54	*
Total (Unweighted)	N=844		N=91	*	N=203		N=178		N=305		N=67	*
Likely (Net)	72%	E	70%		87%	ABDEF	71%	e	60%		60%	
Very likely	48%	E	48%		58%	aEf	53%	E	35%		39%	
Somewhat likely	24%		21%		29%	d	18%		26%		21%	
Not very likely	9%	c	17%	aC	4%		10%	c	11%	C	11%	
Not at all likely	19%	C	13%		8%		19%	C	28%	ABC	30%	bC
N/A - I am not familiar with this brand	0%		0%		1%		0%		0%		0%	

* Table Base: CURRENTLY BUYS PACKAGED SNACK FOODS

Goldfish

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
Total	N=830		N=82	*	N=242		N=207		N=246		N=54	*
Total (Unweighted)	N=844		N=91	*	N=203		N=178		N=305		N=67	*
Likely (Net)	50%	EF	47%		69%	ABDEF	49%	ef	37%		31%	
Very likely	26%	Ef	28%		36%	AEF	27%	ef	17%		13%	
Somewhat likely	24%		19%		33%	abdEf	22%		20%		18%	
Not very likely	22%		32%	C	15%		22%		23%		31%	C
Not at all likely	27%	C	20%		15%		27%	c	40%	ABCD	38%	bC
N/A - I am not familiar with this brand	1%		2%		1%		2%		1%		0%	

* Table Base: CURRENTLY BUYS PACKAGED SNACK FOODS

Ruffles

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=830	N=82 *	N=242	N=207	N=246	N=54 *
Total (Unweighted)	N=844	N=91 *	N=203	N=178	N=305	N=67 *
Likely (Net)	66% EF	73% EF	84% ADEF	63% F	55% F	33%
Very likely	38% EF	54% AEF	44% EF	42% EF	27%	18%
Somewhat likely	28%	18%	40% ABDEF	21%	27%	15%
Not very likely	11%	12%	6%	10%	14% C	24% ACD
Not at all likely	22% C	13%	9%	24% C	31% ABC	38% ABC
N/A - I am not familiar with this brand	2%	2%	1%	3%	0%	5% E

* Table Base:

CURRENTLY BUYS PACKAGED SNACK FOODS

Pringles

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=830	N=82 *	N=242	N=207	N=246	N=54 *
Total (Unweighted)	N=844	N=91 *	N=203	N=178	N=305	N=67 *
Likely (Net)	65% EF	82% AdEF	82% ADEF	66% EF	47%	34%
Very likely	40% EF	56% AEF	52% AEF	51% AEF	19%	14%
Somewhat likely	25% D	26%	30% D	15%	28% D	20%
Not very likely	11%	9%	8%	11%	13%	22% aC
Not at all likely	23% BC	9%	10%	20% C	39% ABCD	43% ABCD
N/A - I am not familiar with this brand	1%	0%	1%	2%	1%	1%

* Table Base:

CURRENTLY BUYS PACKAGED SNACK FOODS

Smartfood

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=830	N=82 *	N=242	N=207	N=246	N=54 *
Total (Unweighted)	N=844	N=91 *	N=203	N=178	N=305	N=67 *
Likely (Net)	40% EF	37% eF	59% ABdEF	46% EF	22%	12%
Very likely	17% Ef	13%	28% AbEF	19% Ef	8%	5%
Somewhat likely	23% EF	24% F	31% aEF	26% EF	14%	6%
Not very likely	17%	31% ACdE	13%	17%	17%	19%
Not at all likely	24% C	16%	14%	23%	34% ABCd	42% ABCD
N/A - I am not familiar with this brand	19%	15%	13%	15%	26% ACD	27% c

* Table Base:

CURRENTLY BUYS PACKAGED SNACK FOODS

042021 - HOD FLASH (24 Hour) Survey

Q51Q1: Which of the following types of food do you currently buy for yourself or for someone in your household? Please select all that apply.

	Gender		Age				Male Age				Female Age				Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1084	N=515	N=569	N=309	N=180	N=170	N=195	N=237	N=151	N=88	N=75	N=90	N=111	N=158	N=92	N=80	N=97	N=127	N=189	N=112	N=225	N=258
Total (Unweighted)	N=1084	N=489	N=634	N=278	N=159	N=135	N=195	N=237	N=95	N=58	N=55	N=82	N=111	N=158	N=101	N=80	N=97	N=127	N=189	N=112	N=225	N=258
Package snack foods (e.g., crackers, chips, pretzels, Pizza	73%	75%	72%	76%	78%	72%	72%	72%	72%	82%	72%	72%	72%	72%	72%	72%	72%	72%	72%	72%	72%	72%
Package snack foods (e.g., cereal, oatmeal, frozen	69%	64%	74%	63%	75%	73%	76%	73%	54%	70%	73%	67%	62%	71%	80%	77%	84%	68%	71%	84%	68%	68%
Chocolate bars	62%	62%	60%	62%	59%	59%	59%	59%	59%	59%	59%	59%	59%	59%	59%	59%	59%	59%	59%	59%	59%	59%
Granola bars	47%	42%	52%	50%	55%	55%	55%	55%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%
Non-chocolate candies (e.g., gummy bears, mints, lo	36%	32%	40%	36%	45%	45%	45%	45%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%
Cereal fruits	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%
None of these	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Count	4.03	3.95	4.11	3.96	4.44	4.14	4.38	3.46	3.81	4.59	4.15	4.10	3.34	4.11	4.29	4.13	4.64	3.56	4.08	3.98	4.26	3.89

* Table Base: US RESPONDENTS

Q51Q2: Which of the following flavors of packaged snack foods (e.g., crackers, chips, pretzels, popcorn) do you currently buy for yourself or for someone in your household? Please select all that apply.

	Gender		Age				Male Age				Female Age				Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=844	N=382	N=442	N=230	N=130	N=134	N=154	N=182	N=107	N=66	N=63	N=73	N=79	N=123	N=64	N=72	N=81	N=104	N=150	N=91	N=185	N=195
Total (Unweighted)	N=844	N=322	N=515	N=212	N=120	N=104	N=160	N=248	N=63	N=40	N=42	N=68	N=79	N=149	N=80	N=82	N=92	N=135	N=173	N=91	N=186	N=174
Maverl	80%	78%	83%	76%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
Salty	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%
Savory	52%	60%	44%	44%	70%	FGH	FGH	49%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%
Spicy/hot	48%	49%	47%	48%	45%	53%	48%	51%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%
Plain/unflavored	30%	26%	31%	40%	RGH	42%	GH	31%	H	20%	H	8%	46%	BM	47%	M	30%	M	28%	M	9%	0%
Other	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Count	2.79	2.83	2.73	3.13	3.22	2.93	2.63	2.07	3.02	3.48	2.84	2.77	2.14	3.23	2.95	3.01	2.51	2.01	2.85	2.84	2.60	2.83

* Table Base: CURRENTLY BUYS SPICY/HOT PACKAGED SNACK FOODS

Q51Q3: For whom in your household do you typically buy spicy/hot flavored snack foods (e.g., crackers, chips, pretzels, popcorn)? Please select all that apply.

	Gender		Age				Male Age				Female Age				Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=432	N=230	N=196	N=102	N=68	N=66	N=70	N=47	N=81	N=54	N=31	N=40	N=29	N=81	N=42	N=35	N=48	N=68	N=111	N=60	N=124	N=144
Total (Unweighted)	N=387	N=165	N=216	N=141	N=89	N=47	N=69	N=61	N=46	N=30	N=20	N=33	N=39	N=95	N=39	N=27	N=36	N=22	N=88	N=70	N=144	N=85
Myself	83%	81%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
Another adult (e.g., roommate, significant other)	57%	50%	65%	52%	58%	70%	62%	42%	44%	59%	56%	56%	56%	60%	58%	82%	71%	58%	59%	55%	47%	63%
A teenager (ages 13-17)	21%	29%	26%	21%	27%	27%	27%	14%	14%	27%	IM	27%	IM	0%	29%	0%	57%	24%	8%	4%	2%	25%
A young child (under age 13)	21%	20%	22%	24%	FGH	52%	DFGH	3%	3%	1%	16%	32%	IKLM	5%	10%	1%	31%	14%	3%	0%	14%	19%
Someone else	3%	8%	9%	6%	7%	1%	6%	2%	1%	6%	2%	1%	4%	3%	2%	2%	26%	0%	2%	0%	7%	2%
Count	1.95	1.89	2.02	1.84	2.56	1.75	1.98	1.44	1.55	2.61	1.73	2.11	1.27	2.12	2.48	1.76	1.80	1.71	2.16	1.95	1.75	1.90

* Table Base: CURRENTLY BUYS SPICY/HOT PACKAGED SNACK FOODS

Q51Q4: For each of the following periods, how often did you buy spicy/hot flavored snack foods (e.g., crackers, chips, pretzels, popcorn) for your household?

	Gender		Age				Male Age				Female Age				Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=830	N=382	N=442	N=230	N=130	N=134	N=154	N=182	N=107	N=66	N=63	N=73	N=79	N=123	N=64	N=72	N=81	N=104	N=150	N=91	N=185	N=195
Total (Unweighted)	N=844	N=322	N=515	N=212	N=120	N=104	N=160	N=248	N=63	N=40	N=42	N=68	N=79	N=149	N=80	N=82	N=92	N=135	N=173	N=91	N=186	N=174
Once a day	6%	4%	7%	GH	17%	GH	0%	H	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Several times a week	16%	20%	C	12%	23%	GH	20%	GH	5%	4%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Once a week	28%	30%	26%	36%	EH	22%	34%	H	27%	H	17%	38%	M	24%	34%	OR	19%	24%	16%	25%	29%	24%
Several times a month	38%	39%	39%	45%	15%	15%	14%	18%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%
Once a month or less	21%	16%	24%	B	10%	9%	18%	6%	28%	DE	31%	DEF	11%	2%	9%	31%	UK	28%	UK	9%	1%	2%
Never	11%	8%	14%	B	4%	6%	14%	D	24%	DEF	6%	3%	4%	6%	3%	2%	22%	UKL	3%	15%	N	2%

* Table Base: CURRENTLY BUYS PACKAGED SNACK FOODS

During the COVID-19 pandemic (i.e., March 2020 - now)

	Gender		Age				Male Age				Female Age				Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=830	N=382	N=442	N=230	N=130	N=134	N=154	N=182	N=107	N=66	N=63	N=73	N=79	N=123	N=64	N=72	N=81	N=104	N=150	N=91	N=185	N=195
Total (Unweighted)	N=844	N=322	N=515	N=212	N=120	N=104	N=160	N=248	N=63	N=40	N=42	N=68	N=79	N=149	N=80	N=82	N=92	N=135	N=173	N=91	N=186	N=174
Once a day	5%	5%	7%	GH	13%	GH	0%	H	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Several times a week	14%	14%	C	14%	23%	GH	25%	GH	4%	4%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Once a week	20%	25%	24%	31%	23%	23%	29%	H	31%	32%	32%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%
Several times a month	30%	29%	30%	37%	17%	17%	20%	19%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%
Once a month or less	21%	19%	23%	13%	11%	23%	e	17%	DE	31%	DE	16%	J	1%	17%	J	30%	J	27%	J	11%	21%
Never	11%	9%	14%	4%	9%	4%	14%	D	25%	DEF	6%	3%	4%	6%	3%	2%	22%	UKL	2%	15%	N	2%

* Table Base: CURRENTLY BUYS PACKAGED SNACK FOODS

Q51Q5: Does your favorite packaged snack food (i.e., your favorite brand of crackers, chips, pretzels, popcorn, etc.) come in a spicy/hot flavor?

	Gender		Age				Male Age				Female Age				Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=830	N=382	N=442	N=230	N=130	N=134	N=154	N=182	N=107	N=66	N=63	N=73	N=79	N=123	N=64	N=72	N=81	N=104	N=150	N=91	N=185	N=195
Total (Unweighted)	N=844	N=322	N=515	N=212	N=120	N=104	N=160	N=248	N=63	N=40	N=42	N=68	N=79	N=149	N=80	N=82	N=92	N=135	N=173	N=91	N=186	N=174
No	20%	18%	22%	18%	11%	17%	25%	E	27%	DE	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
Not at all sure	17%	15%	18%	11%	4%	23%	DE	25%	DE	27%	DE	16%	J	4%	2%	1%	2%	2%	2%	2%	2%	2%

Likely (Net)	72%	77%	C	67%	81%	GH	84%	GH	74%	H	63%	57%	78%	96%	IKLM	77%	76%	62%	84%	QR	72%	QR	71%	qr	50%	53%	81%	TU	68%	66%	75%				
Very likely	48%	51%		45%	53%	GH	62%	GH	54%	pH	38%	34%	46%	76%	ILM	60%	M	48%	34%	58%	48%	q	49%	q	29%	35%	55%	u	45%	40%	54%	u			
Somewhat likely	24%	25%		22%	29%		21%	20%	22%		23%	23%	20%	28%				28%	25%	25%	23%		21%	27%	18%	27%	24%	24%	21%	21%					
Not very likely	9%	8%		10%	9%		6%	9%	11%		11%	9%	3%	13%				6%	9%	8%	9%		7%	15%	6%	12%	6%	9%	14%	s	8%				
Not at all likely	19%	15%		23%	10%		9%	17%	26%		26%	DE	32%	DEF	12%			17%	17%	29%	UK	8%	17%	23%	N	35%	NO	35%	13%	23%	s	20%	17%		
N/A - I am not familiar with this brand	0%	0%		0%	0%		1%	0%	0%		0%	0%	0%	0%			0%	0%	0%	0%		3%	0%	0%	0%	0%	NO	0%	NO	0%	13%	23%	s	20%	17%

* Table Base: CURRENTLY BUYS PACKAGED FOODS

	Gender			Age												Region																	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)											
Total	N=830	N=382	N=442	N=230	N=130	N=134	N=154	N=182	N=107	N=66	N=63	N=73	N=79	N=123	N=64	N=72	N=81	N=104	N=150	N=301	N=185	N=195											
Total (Unweighted)	N=844	N=322	N=515	N=212	N=120	N=104	N=160	N=248	N=107	N=66	N=63	N=73	N=79	N=113	N=64	N=72	N=81	N=104	N=150	N=311	N=186	N=174											
Likely (Net)	50%	56%	C	45%	62%	FGH	66%	FGH	45%	h	45%	H	30%	63%	M	53%	M	29%	62%	PQR	52%	R	37%	37%	31%	64%	TU	43%	42%	57%	Tu		
Very likely	36%	28%		24%	32%	H	35%	GH	27%	H	22%	h	13%	33%	M	42%	M	30%	5%	31%	q	28%	24%	16%	20%	39%	TU	21%	21%	28%			
Somewhat likely	24%	28%	c	21%	31%	BH	31%	BH	18%		23%		16%	30%		39%		12%	21%			13%	24%	22%	21%	24%	22%	21%	29%				
Not very likely	22%	20%		23%	22%	14%	24%	26%	e	22%	23%	21%	8%	20%	i	21%	22%	22%	20%	26%		23%	20%	26%	23%	18%	23%	26%	19%				
Not at all likely	27%	23%		30%	15%	18%	29%	D	30%	De	45%	DEF	15%	12%		47%	UKL	47%	15%	37%	N	33%	N	44%	NO	18%	18%	13%	31%	Sv	31%	22%	
N/A - I am not familiar with this brand	1%	1%		2%	1%	1%	3%	0%	3%	0%	0%	0%	0%	3%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	NO	0%	1%	1%	3%			

* Table Base: CURRENTLY BUYS PACKAGED SNACK FOODS

	Gender			Age												Region																
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)										
Total	N=830	N=382	N=442	N=230	N=130	N=134	N=154	N=182	N=107	N=66	N=63	N=73	N=79	N=123	N=64	N=72	N=81	N=104	N=150	N=301	N=185	N=195										
Total (Unweighted)	N=844	N=322	N=515	N=212	N=120	N=104	N=160	N=248	N=107	N=66	N=63	N=73	N=79	N=113	N=64	N=72	N=81	N=104	N=150	N=311	N=186	N=174										
Likely (Net)	66%	72%	C	59%	79%	GH	82%	FGH	67%	H	55%	64%	45%	94%	KLM	71%	m	67%	49%	76%	QR	69%	QR	64%	qr	44%	41%	70%	61%	63%	71%	
Very likely	38%	41%		35%	48%	GH	41%	H	46%	H	33%	H	43%	49%	M	43%	M	38%	m	21%	48%	QR	39%	R	41%	41%	32%	33%	46%	TU		
Somewhat likely	28%	31%		24%	31%	40%	FGH	22%	24%	23%	24%	33%	24%	51%	KIM	19%	29%	29%	28%	29%	30%	24%	17%	21%	29%	22%	30%	23%				
Not very likely	11%	9%		13%	9%	7%	6%	9%	15%	ef	17%	DEF	6%	5%	5%	5%	12%	12%	9%	8%	12%	9%	8%	12%	17%	12%	12%	9%	9%			
Not at all likely	22%	17%		26%	11%	10%	23%	29%	D	30%	DE	30%	DEF	10%	1%	17%	J	21%	33%	UI	11%	19%	11%	28%	30%	30%	13%	20%	20%	19%	S	S
N/A - I am not familiar with this brand	2%	2%	B	1%	1%	1%	3%	0%	0%	0%	0%	0%	2%	0%	0%	0%	2%	1%	3%	0%	0%	0%	0%	1%	1%	3%	5%	5%	1%	1%	1%	

* Table Base: CURRENTLY BUYS PACKAGED SNACK FOODS

	Gender			Age												Region																	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)											
Total	N=830	N=382	N=442	N=230	N=130	N=134	N=154	N=182	N=107	N=66	N=63	N=73	N=79	N=123	N=64	N=72	N=81	N=104	N=150	N=301	N=185	N=195											
Total (Unweighted)	N=844	N=322	N=515	N=212	N=120	N=104	N=160	N=248	N=107	N=66	N=63	N=73	N=79	N=113	N=64	N=72	N=81	N=104	N=150	N=311	N=186	N=174											
Likely (Net)	65%	72%	C	58%	81%	GH	83%	FGH	71%	GH	57%	H	36%	88%	LM	97%	KLM	72%	M	64%	M	39%	74%	QR	69%	QR	70%	QR	44%	34%	75%	TU	51%
Very likely	40%	49%	C	33%	49%	GH	61%	GH	54%	GH	28%	H	33%	57%	M	78%	ILM	58%	M	40%	M	12%	43%	QR	44%	QR	17%	14%	49%	TU	33%	46%	T
Somewhat likely	25%	23%		25%	31%	F	22%	17%	23%	20%	23%	23%	23%	19%	13%	27%	13%	27%	23%	23%	23%	20%	26%	28%	20%	26%	27%	23%	23%	21%			
Not very likely	11%	8%		14%	9%	6%	8%	9%	15%	e	16%	E	3%	1%	1%	11%	11%	15%	6%	6%	15%	6%	15%	15%	6%	15%	15%	10%	10%	10%			
Not at all likely	23%	20%		27%	10%	10%	21%	de	28%	DE	47%	DEF	9%	1%	17%	J	22%	J	48%	UKL	11%	18%	24%	n	33%	NO	46%	16%	27%	S	28%	Sv	18%
N/A - I am not familiar with this brand	1%	0%		0%	1%	0%	3%	d	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	

* Table Base: CURRENTLY BUYS PACKAGED SNACK FOODS

	Gender			Age												Region																	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)											
Total	N=830	N=382	N=442	N=230	N=130	N=134	N=154	N=182	N=107	N=66	N=63	N=73	N=79	N=123	N=64	N=72	N=81	N=104	N=150	N=301	N=185	N=195											
Total (Unweighted)	N=844	N=322	N=515	N=212	N=120	N=104	N=160	N=248	N=107	N=66	N=63	N=73	N=79	N=113	N=64	N=72	N=81	N=104	N=150	N=311	N=186	N=174											
Likely (Net)	40%	45%	C	34%	49%	GH	60%	DFGH	44%	H	33%	H	11%	53%	M	80%	IKLM	43%	M	41%	M	8%	46%	QR	43%	qr	46%	QR	14%	52%	TUV	41%	35%
Very likely	17%	21%	c	14%	19%	H	35%	DGH	20%	H	11%	H	5%	18%	M	45%	IKLM	19%	M	4%	4%	19%	QR	24%	QR	4%	6%	28%	TUV	17%	12%	13%	
Somewhat likely	23%	25%		21%	31%	H	30%	H	25%	H	22%	H	6%	34%	M	42%	IM	22%	M	21%	M	4%	27%	R	18%	28%	R	8%	25%	24%	20%	22%	
Not very likely	17%	17%		18%	20%	13%	14%	20%	18%	6%	20%	13%	12%	12%	11%	11%	16%	18%	15%	15%	15%	16%	18%	15%	16%	16%	16%	14%	14%	14%	14%	14%	
Not at all likely	24%	20%		29%	B	15%	24%	27%	de	41%	DEF	13%	J	1%	1%	20%	J	42%	UKL	17%	10%	30%	29%	N	40%	N	16%	30%	S	24%	S	21%	
N/A - I am not familiar with this brand	19%	18%		19%	15%	7%	17%	20%	E	30%	DEF	9%	J	6%	24%	J	27%	UI	30%	UI	21%	o	9%	10%	14%	14%	23%	15%	27%	ST	24%	ST	

* Table Base: CURRENTLY BUYS PACKAGED SNACK FOODS

	Household Income				Education			Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity					
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)		
Total	N=830	N=238	N=135	N=101	N=236	N=254	N=272	N=166	N=444	N=298	N=532	N=249	N=581	N=581	N=223	N=122	N=408	N=546	N=95	*	N=129	
Total (Unweighted)	N=844	N=406	N=167	N=100	N=142	N=270	N=262	N=201	N=374	N=235	N=470	N=205	N=639	N=564	N=252	N=116	N=428	N=646	N=67	*	N=63	
Likely (Net)	72%	66%	64%	66%	81%	71%	72%	70%	78%	J	65%	82%	L	66%	88%	N	65%	71%	75%	73%	70%	68%
Very likely	48%	44%	38%	43%	55%	43%	47%	52%	57%	J	37%	59%	L	42%	61%	N	42%	48%	47%	48%	48%	42%
Somewhat likely	24%	22%	26%	23%	25%	24%	27%	25%	24%	I	24%	27%	L	23%	24%	N	23%	28%	25%	24%	23%	27%
Not very likely	9%	13%	ce	6%	15%	ce	7%	11%	8%	I	9%	10%	I	6%	11%	N	9%	6%	9%	10%	11%	5%
Not at all likely	19%	20%	e	30%	19%	13%	18%	20%	15%	I	23%	9%	24%	M	19%	M	18%	18%	20%	21%	18%	16%
N/A - I am not familiar with this brand	0%	1%		0%	0%	0%	1%	0%	0%		0%	0%	0%	0%	0%		0%	0%	0%	0%	1%	0%

* Table Base: CURRENTLY BUYS PACKAGED SNACK FOODS

	Household Income				Education			Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity					
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)		
Total	N=830	N=238	N=135	N=101	N=236	N=254	N=272	N=166	N=444	N=298	N=532	N=249	N=581	N=581	N=223	N=122	N=408	N=546	N=95	*	N=129	
Total (Unweighted)	N=844	N=406	N=167	N=100	N=142	N=270	N=262	N=201	N=374	N=235	N=470	N=205	N=639	N=564	N=252	N=116	N=428	N=646	N=67	*	N=63	
Likely (Net)	50%	43%	43%	47%	58%	bc	46%	49%	51%	J	41%	66%	L	41%	60%	N	41%	50%	49%	51%	49%	49%
Very likely	26%	22%	19%	21%	31%	bc	21%	26%	30%	J	18%	35%	L	21%	36%	N	21%	28%	27%	27%	25%	23%
Somewhat likely	24%	21%	24%	24%	27%	25%	23%	21%	23%	J	22%	31%	L	20%	35%	N	19%	23%	28%	24%	24%	24%
Not very likely	22%	24%	17%	26%	21%	25%	23%	18%	20%	I	24%	17%	L	24%	23%	N	24%	23%	22%	22%	20%	17%
Not at all likely	27%	32%	E	39%	dE	25%	19%	28%	21%	I	34%	12%	K	34%	M	25%	30%	26%	28%	29%	37%	18%
N/A - I am not familiar with this brand	1%	2%		1%	1%	1%	0%	1%	1%		2%	0%	0%	1%	2%		2%	1%	1%	2%	4%	5%

* Table Base: CURRENTLY BUYS PACKAGED SNACK FOODS

	Household Income				Education			Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity					
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)		
Total	N=830	N=238	N=135	N=101	N=236	N=254	N=272	N=166	N=444	N=298	N=532	N=249	N=581	N=581	N=223	N=122	N=408	N=546	N=95	*	N=129	
Total (Unweighted)	N=844	N=406	N=167	N=100	N=142	N=270	N=262	N=201	N=374	N=235	N=470	N=205	N=639	N=564	N=252	N=116	N=428	N=646	N=67	*	N=63	
Likely (Net)	66%	61%	61%	62%	73%	bc	67%	68%	61%	J	56%	82%	L	57%	64%	N	68%	64%	67%	62%	73%	69%
Very likely	38%	36%	33%	34%	43%	bc	37%	38%	47%	J	27%	48%	L	32%	37%	N	39%	35%	41%	33%	41%	52%
Somewhat likely	28%	25%	28%	28%	30%	27%	24%	24%	27%	I	28%	34%	L	24%	27%	N	28%	29%	26%	42%	17%	17%
Not very likely	11%	13%	10%	16%	8%	10%	11%	14%	8%	I	15%	5%	K	14%	M	12%	10%	12%	10%	13%	4%	11%
Not at all likely	22%	24%	29%	E	20%	17%	23%	17%	28%	I	21%	27%	K	28%	M	22%	21%	24%	22%	21%	24%	17%
N/A - I am not familiar with this brand	2%	2%		2%	1%	1%	3%	1%	2%		2%	1%	1%	2%	1%	2%	2%	1%	3%	3%	3%	3%

* Table Base: CURRENTLY BUYS PACKAGED SNACK FOODS

	Household Income				Education			Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity					
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)		
Total	N=830	N=238	N=135	N=101	N=236	N=254	N=272	N=166	N=444	N=298	N=532	N=249	N=581	N=581	N=223	N=122	N=408	N=546	N=95	*	N=129	
Total (Unweighted)	N=844	N=406	N=167	N=100	N=142	N=270	N=262	N=201	N=374	N=235	N=470	N=205	N=639	N=564	N=252	N=116	N=428	N=646	N=67	*	N=63	
Likely (Net)	65%	59%	60%	58%	72%	bc	64%	61%	75%	J	53%	83%	L	54%	65%	N	64%	61%	68%	61%	68%	70%
Very likely	40%	33%	37%	39%	46%	B	36%	40%	53%	J	25%	57%	L	31%	42%	N	40%	40%	35%	39%	53%	5%
Somewhat likely	25%	26%	23%	19%	26%	24%	21%	22%	28%	I	28%	25%	L	24%	23%	N	24%	25%	28%	24%	28%	17%
Not very likely	11%	14%	11%	15%	8%	11%	13%	14%	8%	I	15%	6%	K	15%	M	11%	12%	10%	12%	8%	12%	12%
Not at all likely	23%	25%	29%	e	26%	19%	28%	19%	32%	I	12%	30%	K	9%	29%	M	24%	22%	25%	21%	27%	14%
N/A - I am not familiar with this brand	1%	1%	0%	1%	2%	0%	1%	0%	1%		0%	1%	0%	1%	1%		1%	0%	1%	2%	4%	5%

* Table Base: CURRENTLY BUYS PACKAGED SNACK FOODS

	Household Income				Education			Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity					
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)		
Total	N=830	N=238	N=135	N=101	N=236	N=254	N=272	N=166	N=444	N=298	N=532	N=249	N=581	N=581	N=223	N=122	N=408	N=546	N=95	*	N=129	
Total (Unweighted)	N=844	N=406	N=167	N=100	N=142	N=270	N=262	N=201	N=374	N=235	N=470	N=205	N=639	N=564	N=252	N=116	N=428	N=646	N=67	*	N=63	
Likely (Net)	40%	39%	38%	34%	45%		39%	40%	50%	J	28%	60%	N	40%	48%	N	40%	38%	40%	52%	40%	40%
Very likely	17%	14%	15%	12%	22%	b	15%	11%	17%	J	9%	30%	L	9%	18%	N	18%	20%	14%	17%	20%	20%
Somewhat likely	22%	24%	23%	21%	22%		24%	22%	26%	I	19%	30%	L	19%	23%	N	23%	20%	21%	24%	20%	20%
Not very likely	17%	15%	16%	14%	16%		13%	12%	17%	I	18%	11%	K	20%	M	17%	19%	17%	15%	16%	25%	5%
Not at all likely	24%	27%	31%	e	22%		26%	26%	32%	I	17%	28%	K	15%	29%	M	23%	24%	28%	24%	28%	11%
N/A - I am not familiar with this brand	19%	19%	15%	20%	19%		16%	20%	24%	I	9%	24%	K	7%	24%	M	19%	17%	18%	19%	7%	19%

* Table Base: CURRENTLY BUYS PACKAGED SNACK FOODS