

## 072624 - HOD FLASH (24 HOUR) SURVEY

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### Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,BC,D-F,GH
Date Range:	(07/26/24 - 07/29/24)

### Segment Definitions

Total	(ALL)	n=1099
Male	(dmGenM.r1)	n=532
Female	(dmGenM.r2)	n=559
18-34	(dmAge.check('18-34'))	n=321
35-54	(dmAge.check('35-54'))	n=355
55+	(dmAge.check('>55'))	n=403
White Only (NH/L)	(net2RaceMUS.r1)	n=657
All People of Color	(net2RaceMUS.r6)	n=442

### Weighting

Total	nweight.q072624_24_hourdemo.val	q072624_24_hourdemo
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**QS1Q1: In your opinion, how much should each of the following items cost? Please round to the nearest \$1.**

**Mean Summary**

	Gender		Age			Race & Ethnicity		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	3.22	3.11	3.34 <b>b</b>	3.38 <b>E</b>	2.99	3.33 <b>e</b>	3.08	3.44 <b>G</b>
<b>Bunch (cluster) of bananas</b>	2.89	2.76	3.02	2.54	2.87	3.10	2.62	3.28
<b>Head of lettuce</b>	2.34	2.20	2.49	2.41	2.14	2.41	2.13	2.66
<b>Full-size candy bar</b>	2.13	2.13	2.15	2.10	1.97	2.34	2.25	1.97
<b>Regular-sized bag of potato chips</b>	3.26	2.83	3.67	2.50	3.64 <b>D</b>	3.54 <b>d</b>	3.37	3.10
<b>Canned fruit or vegetables</b>	2.20	2.14	2.28	2.37	2.00	2.29	2.14	2.29
<b>Gallon of milk</b>	3.59	3.49	3.69	3.50	3.20	4.06	3.59	3.59
<b>Carton (dozen) eggs</b>	3.50	3.36	3.65	3.78	3.40	3.41	2.98	4.28 <b>G</b>
<b>Tube of toothpaste</b>	3.16	3.02	3.30	2.87	3.27	3.32	3.07	3.29
<b>Bottle of hand soap</b>	2.92	2.90	2.95	2.96	2.57	3.24	2.71	3.23
<b>Toilet paper (pack of 4 rolls)</b>	4.36	4.23	4.49	4.77	4.00	4.38	4.11	4.72

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QS1Q1: In your opinion, how much should each of the following items cost? Please round to the nearest \$1.

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>LED light bulb</b>	4.09	4.20	4.00	4.99 EF	3.72	3.77	3.85	4.44
<b>Gallon of gasoline</b>	4.25	4.11	4.41	5.75 Ef	3.14	4.06	4.11	4.46

Table Base: U.S. RESPONDENTS

**QS1Q1: In your opinion, how much should each of the following items cost? Please round to the nearest \$1.**

**Bunch (cluster) of bananas**

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%
<b>Mean</b>	2.89	2.76	3.02	2.54	2.87	3.10	2.62	3.28
<b>Median</b>	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00

**Table Base: U.S. RESPONDENTS**

**QS1Q1: In your opinion, how much should each of the following items cost? Please round to the nearest \$1.**

**Head of lettuce**

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%
<b>Mean</b>	2.34	2.20	2.49	2.41	2.14	2.41	2.13	2.66
<b>Median</b>	2.00	2.00	2.00	2.00	2.00	1.00	2.00	2.00

**Table Base: U.S. RESPONDENTS**

**QS1Q1: In your opinion, how much should each of the following items cost? Please round to the nearest \$1.**

**Full-size candy bar**

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%
<b>Mean</b>	2.13	2.13	2.15	2.10	1.97	2.34	2.25	1.97
<b>Median</b>	1.00	1.00	1.00	2.00	1.00	1.00	1.00	1.00

**Table Base: U.S. RESPONDENTS**

**QS1Q1: In your opinion, how much should each of the following items cost? Please round to the nearest \$1.**

**Regular-sized bag of potato chips**

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%
<b>Mean</b>	3.26	2.83	3.67	2.50	3.64 D	3.54 d	3.37	3.10
<b>Median</b>	2.00	3.00	2.00	2.00	3.00	2.00	3.00	2.00

**Table Base: U.S. RESPONDENTS**



**QS1Q1: In your opinion, how much should each of the following items cost? Please round to the nearest \$1.**

**Canned fruit or vegetables**

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%
<b>Mean</b>	2.20	2.14	2.28	2.37	2.00	2.29	2.14	2.29
<b>Median</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

**Table Base: U.S. RESPONDENTS**

**QS1Q1: In your opinion, how much should each of the following items cost? Please round to the nearest \$1.**

**Gallon of milk**

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%
<b>Mean</b>	3.59	3.49	3.69	3.50	3.20	4.06	3.59	3.59
<b>Median</b>	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00

**Table Base: U.S. RESPONDENTS**

**QS1Q1: In your opinion, how much should each of the following items cost? Please round to the nearest \$1.**

**Carton (dozen) eggs**

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%
<b>Mean</b>	3.50	3.36	3.65	3.78	3.40	3.41	2.98	4.28 G
<b>Median</b>	3.00	3.00	2.00	3.00	3.00	2.00	2.00	3.00

**Table Base: U.S. RESPONDENTS**

**QS1Q1: In your opinion, how much should each of the following items cost? Please round to the nearest \$1.**

**Tube of toothpaste**

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%
<b>Mean</b>	3.16	3.02	3.30	2.87	3.27	3.32	3.07	3.29
<b>Median</b>	2.00	3.00	2.00	2.00	3.00	3.00	3.00	2.00

**Table Base: U.S. RESPONDENTS**

**QS1Q1: In your opinion, how much should each of the following items cost? Please round to the nearest \$1.**

**Bottle of hand soap**

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%
<b>Mean</b>	2.92	2.90	2.95	2.96	2.57	3.24	2.71	3.23
<b>Median</b>	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00

**Table Base: U.S. RESPONDENTS**

**QS1Q1: In your opinion, how much should each of the following items cost? Please round to the nearest \$1.**

**Toilet paper (pack of 4 rolls)**

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%
<b>Mean</b>	4.36	4.23	4.49	4.77	4.00	4.38	4.11	4.72
<b>Median</b>	3.00	4.00	3.00	4.00	3.00	3.00	3.00	4.00

**Table Base: U.S. RESPONDENTS**

**QS1Q1: In your opinion, how much should each of the following items cost? Please round to the nearest \$1.**

**LED light bulb**

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%
<b>Mean</b>	4.09	4.20	4.00	4.99 EF	3.72	3.77	3.85	4.44
<b>Median</b>	3.00	3.00	3.00	5.00	3.00	2.00	3.00	3.00

**Table Base: U.S. RESPONDENTS**

**QS1Q1: In your opinion, how much should each of the following items cost? Please round to the nearest \$1.**

**Gallon of gasoline**

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%
<b>Mean</b>	4.25	4.11	4.41	5.75 Ef	3.14	4.06	4.11	4.46
<b>Median</b>	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00

**Table Base: U.S. RESPONDENTS**



**QS1Q2: Which of the following statements about your standard grocery cart (i.e., the list of products you typically purchase) do you agree with? Please select all that apply.**

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=1099	N=532	N=559	N=321	N=355	N=403	N=657	N=442
<b>Total (Unweighted)</b>	N=1099	N=462	N=630	N=269	N=396	N=417	N=703	N=396
<b>My standard grocery cart costs more now than it did a year ago.</b>	66%	65%	68%	53%	63% D	80% DE	72% H	58%
<b>I actively look for ways to save money (e.g., coupons, price comparisons) when grocery shopping.</b>	57%	56%	57%	54%	56%	60%	58%	54%
<b>I have changed my grocery shopping habits over the past year to save money.</b>	49%	47%	52%	44%	48%	55% De	52% h	46%

continued...

QS1Q2: Which of the following statements about your standard grocery cart (i.e., the list of products you typically purchase) do you with? Please select all that apply.

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Many items in my standard grocery cart have been impacted by "shrinkflation" (i.e., reducing the quantity or size of a product without reducing the price) over the past year.</b>	49%	47%	51%	43%	43%	59% DE	54% H	42%
<b>None of the above</b>	3%	4%	2%	6% F	3%	2%	2%	5% G

Table Base: U.S. RESPONDENTS

**QS1Q3: Which of the following are ways you have changed your grocery shopping habits over the past year to save money? Please select all that apply.**

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=544	N=251	N=290	N=141	N=169	N=222	N=342	N=201
<b>Total (Unweighted)</b>	N=557	N=224	N=331	N=121	N=194	N=234	N=373	N=184
<b>Buying discounted products (e.g., on sale, using a coupon)</b>	74%	70%	77%	69%	73%	78%	78% H	68%
<b>Buying a different brand(s) (e.g., store brands, avoiding luxury brands)</b>	72%	72%	71%	64%	71%	78% D	73%	69%
<b>Comparing prices across products</b>	61%	56%	65% b	44%	58% d	72% DE	65% H	54%
<b>Buying different sized products (e.g., smaller sizes, bulk discounts)</b>	55%	56%	55%	63% f	55%	51%	55%	57%

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QS1Q3: Which of the following are ways you have changed your grocery shopping habits over the past year to save money? Please all that apply.

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Limiting the number of products I buy (i.e., buying fewer products overall)	55%	50%	58%	57%	54%	55%	55%	55%
Limiting the type(s) of products I buy (e.g., shopping only for essentials, avoiding organic products)	52%	49%	54%	43%	56% d	55% d	54%	48%
Shopping at a different store(s)	48%	47%	50%	50%	44%	51%	53% H	40%
Changing how often I shop	41%	35%	46% B	38%	44%	43%	41%	41%
Increasing my involvement (e.g., using pick-up instead of delivery, shopping for myself)	22%	17%	26% B	24%	22%	21%	22%	22%

continued...

QS1Q3: Which of the following are ways you have changed your grocery shopping habits over the past year to save money? Please all that apply.

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Another way not listed here</b>	3%	3%	4%	3%	2%	4%	4%	2%

Table Base: CHANGED SHOPPING HABITS TO SAVE MONEY