

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:	,B-E,F-H,IJ
Date Range:	(07/26/24 - 07/29/24)

Segment Definitions

Total	(ALL)	n=1099
Less than \$50K	(Q2157.r4 or Q2157.r1 or Q2157.r2 or Q2157.r3)	n=288
\$50K - \$74.9K	(Q2157.r5)	n=168
\$75K - \$99.9K	(Q2157.r6)	n=140
\$100K+	(Q2157.r7 or Q2157.r8 or Q2157.r9 or Q2157.r10 or Q2157.r11)	n=487
High school diploma or less	(Q2146.r1 or Q2146.r2 or Q2146.r3)	n=289
Some post-HS education	(Q2146.r4 or Q2146.r70 or Q2146.r71)	n=422
Bachelor's or Higher	(Q2146.r5 or Q2146.r6 or Q2146.r7)	n=388
Employed	(netEmploy.r1)	n=663
Not employed	(netEmploy.r2)	n=436

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

	Total A	Household Income				Education Level			Employment Status
		Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Total	3.22	3.55 cDE	3.15	2.98	3.07	3.27	3.15	3.27	3.15
Bunch (cluster) of bananas	2.89	3.14 d	3.22	2.15	2.64 D	3.19	2.92	2.62	2.83
Head of lettuce	2.34	2.72	1.90	1.95	2.23	2.06	2.61	2.25	2.35
Full-size candy bar	2.13	2.50	2.20	1.82	2.02	2.29	1.88	2.29	1.95
Regular-siz ed bag of potato chips	3.26	3.85 d	3.36	2.52	3.08	3.71	3.06	3.13	3.07
Canned fruit or vegetables	2.20	2.75 d	2.12	1.75	2.01	2.17	2.25	2.17	2.24
Gallon of milk	3.59	4.32	3.34	3.20	3.35	3.68	3.51	3.61	3.31
Carton (dozen) eggs	3.50	3.42	3.67	3.08	3.42	3.16	3.59	3.65	3.64
Tube of toothpaste	3.16	3.30	2.98	3.02	3.18	2.73	3.11	3.51	3.05
Bottle of hand soap	2.92	2.94	2.90	2.63	2.80	2.35	3.03	3.22 F	2.91

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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	Household Income				Education Level			Employment Status
		Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Toilet paper (pack of 4 rolls)	4.36	4.64	4.63	4.09	4.22	4.58	4.12	4.44	4.28
LED light bulb	4.09	4.19	4.01	3.79	4.18	3.97	3.96	4.32	3.99
Gallon of gasoline	4.25	4.85 C	3.43	5.82 C	3.74	5.32	3.70	4.05	4.23

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

		Household Income				Education Level			Employment Status
	Total A	Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.89	3.14 d	3.22	2.15	2.64 D	3.19	2.92	2.62	2.83
Median	2.00	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	Household Income				Education Level			Employment Status
		Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.34	2.72	1.90	1.95	2.23	2.06	2.61	2.25	2.35
Median	2.00	2.00	2.00	1.00	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.

Full-size candy bar

	Total A	Household Income				Education Level			Employment Status
		Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.13	2.50	2.20	1.82	2.02	2.29	1.88	2.29	1.95
Median	1.00	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.

Regular-sized bag of potato chips

		Household Income				Education Level			Employment Status
	Total A	Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.26	3.85 d	3.36	2.52	3.08	3.71	3.06	3.13	3.07
Median	2.00	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.

Canned fruit or vegetables

		Household Income				Education Level			Employment Status
	Total A	Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.20	2.75 d	2.12	1.75	2.01	2.17	2.25	2.17	2.24
Median	1.00	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

		Household Income				Education Level			Employment Status
	Total A	Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.59	4.32	3.34	3.20	3.35	3.68	3.51	3.61	3.31
Median	3.00	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

		Household Income				Education Level			Employment Status
	Total A	Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.50	3.42	3.67	3.08	3.42	3.16	3.59	3.65	3.64
Median	3.00	2.00	2.00	3.00	3.00	2.00	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.

Tube of toothpaste

		Household Income				Education Level			Employment Status
	Total A	Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.16	3.30	2.98	3.02	3.18	2.73	3.11	3.51	3.05
Median	2.00	2.00	2.00	3.00	3.00	2.00	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.

Bottle of hand soap

		Household Income				Education Level			Employment Status
	Total A	Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.92	2.94	2.90	2.63	2.80	2.35	3.03	3.22 F	2.91
Median	2.00	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)

		Household Income				Education Level			Employment Status
	Total A	Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	4.36	4.64	4.63	4.09	4.22	4.58	4.12	4.44	4.28
Median	3.00	3.00	3.00	4.00	4.00	3.00	3.00	4.00	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	Household Income				Education Level			Employment Status
		Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	4.09	4.19	4.01	3.79	4.18	3.97	3.96	4.32	3.99
Median	3.00	3.00	3.00	3.00	4.00	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.

Gallon of gasoline

		Household Income				Education Level			Employment Status
	Total A	Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	4.25	4.85 C	3.43	5.82 C	3.74	5.32	3.70	4.05	4.23
Median	3.00	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.

	Total A	Household Income				Education Level			Employment Status
		Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Total	N=1099	N=288	N=168	N=140	N=487	N=289	N=422	N=388	N=663
Total (Unweighted)	N=1099	N=396	N=170	N=146	N=370	N=267	N=388	N=444	N=642
My standard grocery cart costs more now than it did a year ago.	66%	59%	69% b	72% B	68% B	60%	68% f	69% f	63%
I actively look for ways to save money (e.g., coupons, price comparisons) when grocery shopping.	57%	54%	60%	62%	56%	44%	60% F	62% F	54%
I have changed my grocery shopping habits over the past year to save money.	49%	53% e	49%	60% E	45%	53%	47%	50%	48%

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.

		Household Income				Education Level			Employment Status
	Total A	Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
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.	49%	44%	47%	60% Bce	50%	42%	49%	55% F	46%
None of the above	3%	2%	4%	2%	4%	2%	4%	3%	3%

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.

	Total A	Household Income				Education Level			Employment Status
		Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Total	N=544	N=153	N=82 *	N=84 *	N=220	N=153	N=197	N=194	N=318
Total (Unweighted)	N=557	N=205	N=88 *	N=86 *	N=173	N=131	N=189	N=237	N=322
Buying discounted products (e.g., on sale, using a coupon)	74%	71%	75%	78%	74%	69%	76%	75%	70%
Buying a different brand(s) (e.g., store brands, avoiding luxury brands)	72%	65%	72%	73%	75%	66%	71%	77% f	70%
Comparing prices across products	61%	56%	63%	66%	62%	43%	69% F	66% F	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.

	Household Income					Education Level			Employment Status
	Total A	Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Buying different sized products (e.g., smaller sizes, bulk discounts)	55%	52%	56%	62%	55%	55%	56%	54%	58%
Limiting the number of products I buy (i.e., buying fewer products overall)	55%	54%	62%	52%	53%	54%	55%	55%	54%
Limiting the type(s) of products I buy (e.g., shopping only for essentials, avoiding organic products)	52%	52%	56%	56%	47%	46%	57% f	50%	50%
Shopping at a different store(s)	48%	44%	46%	50%	50%	45%	49%	50%	48%
Changing how often I shop	41%	44%	48%	36%	39%	45%	37%	43%	43%

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.

		Household Income				Education Level			Employment Status
	Total A	Less than \$50K B	\$50K - \$74.9K C	\$75K - \$99.9K D	\$100K+ E	High school diploma or less F	Some post-HS education G	Bachelor's or Higher H	Employed I
Increasing my involvement (e.g., using pick-up instead of delivery, shopping for myself)	22%	20%	24%	18%	23%	19%	23%	24%	23%
Another way not listed here	3%	4%	3%	0%	4%	3%	4%	3%	2%

Table Base: CHANGED SHOPPING HABITS TO SAVE MONEY