

## 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
Date Range:	(07/26/24 - 07/29/24)

### Segment Definitions

Total	(ALL)	n=1099
Adult Gen Z (18-27)	(dmAge.check('18-27'))	n=173
Millennials (28-42)	(dmAge.check('28-42'))	n=295
Gen X (43-58)	(dmAge.check('43-58'))	n=287
Boomers (59-77)	(dmAge.check('59-77'))	n=299

### 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**

	<b>Generation (Age)</b>				
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	3.22	3.61 De	3.34 D	2.52	3.21 D
<b>Bunch (cluster) of bananas</b>	2.89	2.62	3.13	2.32	2.80
<b>Head of lettuce</b>	2.34	2.44 D	2.58 D	1.80	2.09
<b>Full-size candy bar</b>	2.13	1.92	2.39 D	1.57	2.33
<b>Regular-sized bag of potato chips</b>	3.26	2.41	3.71 B	2.70	3.56
<b>Canned fruit or vegetables</b>	2.20	2.44 d	2.37 d	1.62	2.22
<b>Gallon of milk</b>	3.59	3.86	3.17	3.05	4.03
<b>Carton (dozen) eggs</b>	3.50	4.12 De	3.81 D	2.71	3.00
<b>Tube of toothpaste</b>	3.16	2.58	3.53 b	2.75	3.21
<b>Bottle of hand soap</b>	2.92	2.96	2.88 D	2.31	2.86
<b>Toilet paper (pack of 4 rolls)</b>	4.36	5.24 D	4.54 D	3.27	4.47 d
<b>LED light bulb</b>	4.09	5.72 CDE	4.01 D	3.31	3.65
<b>Gallon of gasoline</b>	4.25	6.99 CDe	3.93 D	2.82	4.24 D

**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**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	100%	100%	100%	100%	100%
<b>Mean</b>	2.89	2.62	3.13	2.32	2.80
<b>Median</b>	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**

	<b>Generation (Age)</b>				
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	100%	100%	100%	100%	100%
<b>Mean</b>	2.34	2.44 D	2.58 D	1.80	2.09
<b>Median</b>	2.00	2.00	2.00	2.00	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.**

**Full-size candy bar**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	100%	100%	100%	100%	100%
<b>Mean</b>	2.13	1.92	2.39 D	1.57	2.33
<b>Median</b>	1.00	2.00	2.00	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**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	100%	100%	100%	100%	100%
<b>Mean</b>	3.26	2.41	3.71 B	2.70	3.56
<b>Median</b>	2.00	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.**

**Canned fruit or vegetables**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	100%	100%	100%	100%	100%
<b>Mean</b>	2.20	2.44 d	2.37 d	1.62	2.22
<b>Median</b>	1.00	2.00	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**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	100%	100%	100%	100%	100%
<b>Mean</b>	3.59	3.86	3.17	3.05	4.03
<b>Median</b>	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**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	100%	100%	100%	100%	100%
<b>Mean</b>	3.50	4.12 De	3.81 D	2.71	3.00
<b>Median</b>	3.00	3.00	3.00	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.**

**Tube of toothpaste**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	100%	100%	100%	100%	100%
<b>Mean</b>	3.16	2.58	3.53 b	2.75	3.21
<b>Median</b>	2.00	2.00	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.**

**Bottle of hand soap**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	100%	100%	100%	100%	100%
<b>Mean</b>	2.92	2.96	2.88 D	2.31	2.86
<b>Median</b>	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)**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	100%	100%	100%	100%	100%
<b>Mean</b>	4.36	5.24 D	4.54 D	3.27	4.47 d
<b>Median</b>	3.00	4.00	4.00	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.**

**LED light bulb**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	100%	100%	100%	100%	100%
<b>Mean</b>	4.09	5.72 CDE	4.01 D	3.31	3.65
<b>Median</b>	3.00	5.00	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**

		<b>Generation (Age)</b>			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	100%	100%	100%	100%	100%
<b>Mean</b>	4.25	6.99 CDe	3.93 D	2.82	4.24 D
<b>Median</b>	3.00	3.00	3.00	2.00	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.**

	Generation (Age)				
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1099	N=173	N=295	N=287	N=299
<b>Total (Unweighted)</b>	N=1099	N=140	N=317	N=279	N=313
<b>My standard grocery cart costs more now than it did a year ago.</b>	66%	57%	54%	68% bC	80% BCD
<b>I actively look for ways to save money (e.g., coupons, price comparisons) when grocery shopping.</b>	57%	59%	54%	50%	62% D
<b>I have changed my grocery shopping habits over the past year to save money.</b>	49%	44%	45%	52%	53%
<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%	45%	43%	45%	59% BCD
<b>None of the above</b>	3%	4%	5% E	3%	1%

**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.**

		Generation (Age)			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=544	N=77 *	N=134	N=150	N=158
<b>Total (Unweighted)</b>	N=557	N=62 *	N=152	N=147	N=166
<b>Buying discounted products (e.g., on sale, using a coupon)</b>	74%	66%	73%	72%	77%
<b>Buying a different brand(s) (e.g., store brands, avoiding luxury brands)</b>	72%	63%	67%	75%	74%
<b>Comparing prices across products</b>	61%	50%	49%	63% c	71% BC
<b>Buying different sized products (e.g., smaller sizes, bulk discounts)</b>	55%	60%	60%	53%	51%
<b>Limiting the number of products I buy (i.e., buying fewer products overall)</b>	55%	57%	58%	53%	52%
<b>Limiting the type(s) of products I buy (e.g., shopping only for essentials, avoiding organic products)</b>	52%	54%	44%	52%	53%
<b>Shopping at a different store(s)</b>	48%	40%	52%	44%	53%
<b>Changing how often I shop</b>	41%	35%	46%	45%	36%

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.

		Generation (Age)			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Increasing my involvement (e.g., using pick-up instead of delivery, shopping for myself)</b>	22%	24%	27% d	17%	22%
<b>Another way not listed here</b>	3%	3%	3%	0%	5% D

Table Base: CHANGED SHOPPING HABITS TO SAVE MONEY