

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
Date Range:	(07/26/24 - 07/30/24)

Segment Definitions

Total	(ALL)	n=1099
Northeast	(netRegionUS.r1)	n=191
Midwest	(netRegionUS.r2)	n=225
South	(netRegionUS.r3)	n=426
West	(netRegionUS.r4)	n=257
Urban	(Q2185.r1)	n=264
Suburban	(Q2185.r2)	n=634
Rural	(Q2185.r3)	n=201

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

	Census Region					Area of residence		
	Total A	Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Total	3.22	3.12	3.18	3.10	3.54 bd	3.61 G	3.02	3.36
Bunch (cluster) of bananas	2.89	2.54	3.02	2.56	3.57	3.87 g	2.50	2.81
Head of lettuce	2.34	2.16	2.31	2.42	2.37	2.98	2.04	2.46
Full-size candy bar	2.13	1.84	2.12	2.06	2.49	2.20	2.05	2.32
Regular-sized bag of potato chips	3.26	2.59	3.62	2.79	4.21	3.69	3.11	3.16
Canned fruit or vegetables	2.20	2.01	2.15	2.24	2.34	2.66	1.98	2.32
Gallon of milk	3.59	3.73	3.77	3.40	3.64	3.52	3.60	3.63
Carton (dozen) eggs	3.50	3.64	3.02	3.16	4.37	4.20	3.22	3.47
Tube of toothpaste	3.16	3.01	3.01	3.00	3.64	3.71	2.85	3.41
Bottle of hand soap	2.92	3.10	3.04	2.70	3.05	3.35	2.75	2.87
Toilet paper (pack of 4 rolls)	4.36	4.49	4.46	4.04	4.69	4.58	4.30	4.24
LED light bulb	4.09	4.06	3.74	4.13	4.34	3.96	4.04	4.42

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

		Census Region				Area of residence		
	Total A	Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Gallon of gasoline	4.25	4.24	3.91	4.72	3.77	4.60	3.81	5.17

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

		Census Region				Area of residence		
	Total A	Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.89	2.54	3.02	2.56	3.57	3.87 g	2.50	2.81
Median	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	Census Region				Area of residence		
		Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.34	2.16	2.31	2.42	2.37	2.98	2.04	2.46
Median	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	Census Region				Area of residence		
		Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.13	1.84	2.12	2.06	2.49	2.20	2.05	2.32
Median	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

		Census Region				Area of residence		
	Total A	Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.26	2.59	3.62	2.79	4.21	3.69	3.11	3.16
Median	2.00	2.00	2.00	2.00	3.00	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

	Total A	Census Region				Area of residence		
		Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.20	2.01	2.15	2.24	2.34	2.66	1.98	2.32
Median	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	Census Region				Area of residence		
		Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.59	3.73	3.77	3.40	3.64	3.52	3.60	3.63
Median	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

		Census Region				Area of residence		
	Total A	Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.50	3.64	3.02	3.16	4.37	4.20	3.22	3.47
Median	3.00	3.00	2.00	3.00	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.

Tube of toothpaste

	Total A	Census Region				Area of residence		
		Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.16	3.01	3.01	3.00	3.64	3.71	2.85	3.41
Median	2.00	2.00	2.00	3.00	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.

Bottle of hand soap

		Census Region				Area of residence		
	Total A	Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.92	3.10	3.04	2.70	3.05	3.35	2.75	2.87
Median	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)

		Census Region				Area of residence		
	Total A	Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	4.36	4.49	4.46	4.04	4.69	4.58	4.30	4.24
Median	3.00	3.00	3.00	4.00	4.00	3.00	4.00	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

	Total A	Census Region				Area of residence		
		Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	4.09	4.06	3.74	4.13	4.34	3.96	4.04	4.42
Median	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.

Gallon of gasoline

	Total A	Census Region				Area of residence		
		Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	4.25	4.24	3.91	4.72	3.77	4.60	3.81	5.17
Median	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00

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.

		Census Region				Area of residence		
	Total A	Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Total	N=1099	N=191	N=225	N=426	N=257	N=264	N=634	N=201
Total (Unweighted)	N=1099	N=211	N=227	N=469	N=192	N=302	N=578	N=219
My standard grocery cart costs more now than it did a year ago.	66%	66%	69%	68%	62%	58%	69% F	68% f
I actively look for ways to save money (e.g., coupons, price comparisons) when grocery shopping.	57%	57%	54%	54%	62%	52%	60% fh	51%
I have changed my grocery shopping habits over the past year to save money.	49%	48%	49%	45%	58% D	43%	53% F	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.

		Census Region				Area of residence		
	Total A	Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
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%	55%	51%	47%	46%	47%	51%	45%
None of the above	3%	3%	2%	3%	5%	4%	3%	2%

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.

		Census Region				Area of residence		
	Total A	Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Total	N=544	N=92 *	N=110	N=192	N=149	N=114	N=334	N=96 *
Total (Unweighted)	N=557	N=107	N=116	N=227	N=107	N=140	N=314	N=103
Buying discounted products (e.g., on sale, using a coupon)	74%	64%	76%	76% b	76%	70%	76%	73%
Buying a different brand(s) (e.g., store brands, avoiding luxury brands)	72%	67%	73%	73%	72%	72%	71%	74%
Comparing prices across products	61%	58%	70% d	57%	61%	59%	63%	56%
Buying different sized products (e.g., smaller sizes, bulk discounts)	55%	60%	53%	58%	49%	59%	52%	61%

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.

		Census Region				Area of residence		
	Total A	Northeast B	Midwest C	South D	West E	Urban F	Suburban G	Rural H
Limiting the number of products I buy (i.e., buying fewer products overall)	55%	52%	56%	59%	50%	54%	53%	64% g
Limiting the type(s) of products I buy (e.g., shopping only for essentials, avoiding organic products)	52%	46%	55%	54%	49%	53%	50%	56%
Shopping at a different store(s)	48%	43%	58% bD	42%	52%	44%	48%	54%
Changing how often I shop	41%	48%	42%	42%	35%	44%	38%	48%
Increasing my involvement (e.g., using pick-up instead of delivery, shopping for myself)	22%	31% ce	19%	23%	17%	24%	22%	20%
Another way not listed here	3%	3%	5%	3%	2%	3%	3%	4%

Table Base: CHANGED SHOPPING HABITS TO SAVE MONEY