

## 2011 California Dietary Practices Survey

**Table 89: Frequency of Grocery Shopping by California Adults**

*How many times per week or month do you shop in a grocery store or supermarket?*

	Percent Grocery Shopping				
	<2 Times/Month	2 Times/Month	3-4 Times/Month	>1 Time/Week	
<b>Total</b>	<b>31.3</b>	<b>11.7</b>	<b>29.5</b>	<b>27.5</b>	
<i>Sex</i>					
Male	43.1	8.2	22.5	26.3	***
Female	19.8	15.3	36.2	28.7	
<i>Males</i>					
18 - 24	70.0	5.0	20.0	5.0	***
25 - 34	46.5	11.0	16.1	26.5	
35 - 50	37.4	8.8	26.1	27.7	
51 - 64	34.4	6.3	24.2	35.2	
65+	32.4	8.1	25.7	33.8	
<i>Females</i>					
18 - 24	37.6	18.3	32.3	11.8	***
25 - 34	17.2	17.2	42.1	23.4	
35 - 50	15.6	16.0	36.7	31.6	
51 - 64	17.1	12.1	35.7	35.0	
65+	21.2	11.5	31.7	35.6	
<i>Ethnicity</i>					
White	31.4	9.5	28.4	30.7	***
Hispanic	31.6	12.1	34.6	27.1	
Black	39.1	28.7	18.4	13.8	
Asian/Pacific Islander	25.9	7.1	27.1	40.0	
<i>Education</i>					
Less than High School	30.2	12.1	35.3	22.3	***
High School Graduate	40.5	13.6	28.7	17.2	
Some College	28.0	12.6	29.5	30.0	
College Graduate	26.6	8.9	26.8	37.7	
<i>Income</i>					
Less than \$15,000	26.9	14.5	30.2	28.4	***
\$15,000 - 24,999	29.7	12.5	30.8	27.1	
\$25,000 - 34,999	26.2	20.4	32.0	21.4	
\$35,000 - 49,999	32.7	13.5	34.6	19.2	
\$50,000+	36.1	5.5	26.6	31.8	
<i>Overweight Status</i>					
Overweight/Obese	32.2	13.3	28.0	26.4	
Not Overweight	30.5	9.4	31.3	28.8	
<i>SNAP/CalFresh Status, % FPL</i>					
Participant	28.0	15.5	29.7	26.7	**
Likely Eligible, ≤ 130%	32.4	10.3	34.6	22.8	
Not Eligible, > 185%	33.8	7.0	28.0	31.3	

N=1,420

Rows may not add up to 100 percent due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

\*\* p<.01

\*\*\* p<.001

**2011 California Dietary Practices Survey**

**Table 90: Awareness of Nutrition Information in the Produce Section**

*Base: Out of adults shopping two or more times per month (68.7%)*

*In the produce section of your grocery store, have you ever seen any banners, posters, pamphlets, or special recipes about the number of fruits and vegetables to eat for better health?*

*Did seeing these promotional items encourage you to purchase more fruits and vegetables?*

*How often do you read the information and take it home with you?*

	Percent		
	Seeing Promotional Items	Encouraged to Buy More Fruits & Vegetables	Taking the Information Home
<b>Total</b>	<b>26.0</b>	<b>51.2</b>	<b>55.2</b>
<i>Sex</i>			
Male	23.9	43.6	50.0
Female	27.4	56.1	58.6
<i>Males</i>			
18 - 24	50.0**	Insufficient Sample Size	Insufficient Sample Size
25 - 34	13.6		
35 - 50	24.7		
51 - 64	26.2		
65+	16.7		
<i>Females</i>			
18 - 24	19.0*	Insufficient Sample Size	Insufficient Sample Size
25 - 34	20.0		
35 - 50	27.8		
51 - 64	34.8		
65+	33.8		
<i>Ethnicity</i>			
White	29.5**	39.6**	42.4***
Hispanic	16.9	71.7	86.7
Black	25.9	50.0	57.1
Asian/Pacific Islander	28.6	63.2	38.9
<i>Education</i>			
Less than High School	22.6	69.7*	70.6*
High School Graduate	23.8	54.5	67.3
Some College	30.8	51.6	51.6
College Graduate	24.4	40.3	43.1
<i>Income</i>			
Less than \$15,000	20.4*	55.8	59.7
\$15,000 - 24,999	30.7	53.3	54.2
\$25,000 - 34,999	30.7	69.6	60.9
\$35,000 - 49,999	29.9	45.0	57.1
\$50,000+	26.7	39.7	43.1
<i>Overweight Status</i>			
Overweight/Obese	24.0	53.8	61.1*
Not Overweight	29.3	47.6	47.6
<i>SNAP/CalFresh Status, % FPL</i>			
Participant	24.7	59.9**	59.9**
Likely Eligible, ≤ 130%	21.1	63.2	84.2
Not Eligible, > 185%	27.2	36.6	42.3

N=975; 251; 251

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

\* p<.05

\*\* p<.01

\*\*\* p<.001

## 2011 California Dietary Practices Survey

**Table 91: Reported Produce Purchasing from a Farmers' Market**

*During the summer, how much of your fruit and vegetables do you buy from a farmers' market or farm stand?*

	Percent Reporting		
	A Little or None	About Half	Almost All or Most
<b>Total</b>	<b>73.4</b>	<b>12.2</b>	<b>14.3</b>
<i>Sex</i>			
Male	73.9	10.3	15.8
Female	73.1	14.0	12.9
<i>Males</i>			
18 - 24	61.4	17.8	20.8
25 - 34	76.8	4.5	18.7
35 - 50	74.8	8.8	16.4
51 - 64	75.6	13.4	11.0
65+	78.9	11.3	9.9
<i>Females</i>			
18 - 24	79.6	12.9	7.5
25 - 34	71.0	14.5	14.5
35 - 50	76.8	13.5	9.7
51 - 64	69.1	12.9	18.0
65+	66.0	17.5	16.5
<i>Ethnicity</i>			
White	75.7	11.8	12.6
Hispanic	66.0	15.2	18.8
Black	85.2	6.8	8.0
Asian/Pacific Islander	71.3	12.6	16.1
<i>Education</i>			
Less than High School	72.4	10.3	17.3
High School Graduate	74.9	9.7	15.4
Some College	77.0	10.9	12.1
College Graduate	68.9	17.0	14.1
<i>Income</i>			
Less than \$15,000	76.7	9.9	13.4
\$15,000 - 24,999	79.7	10.7	9.6
\$25,000 - 34,999	78.4	6.9	14.7
\$35,000 - 49,999	70.6	13.7	15.7
\$50,000+	65.2	16.5	18.3
<i>Overweight Status</i>			
Overweight/Obese	74.2	11.9	13.9
Not Overweight	72.0	12.8	15.2
<i>SNAP/CalFresh Status, % FPL</i>			
Participant	77.5	9.5	12.9
Likely Eligible, ≤ 130%	71.5	16.8	11.7
Not Eligible, > 185%	67.6	15.6	16.8

N=1,416

Rows may not add up to 100 percent due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

\* p<.05

\*\* p<.01

**2011 California Dietary Practices Survey**

**Table 92: Type of Store Where Groceries and Produce are Purchased Most Often**

*In what type of store do you buy most of your groceries?*

*In what type of store do you buy most of your fruit and vegetables?*

	Percent Purchasing Most Groceries at...			Percent Purchasing Most Produce at...			
	Large Supermarket or Grocery Store	Warehouse or Superstore	Small Market	Large Supermarket or Grocery Store	Small Market	Fruit & Vegetable Stand or Farmers' Market	Other <sup>1</sup>
<b>Total</b>	<b>76.0</b>	<b>12.6</b>	<b>11.4</b>	<b>65.1</b>	<b>11.2</b>	<b>10.5</b>	<b>13.1</b>
<b>Sex</b>							
Male	74.3	12.9	12.9	64.3	9.4	12.6	13.8
Female	77.2	12.3	10.5	65.7	12.4	9.2	12.7
<b>Males</b>							
18 - 24	Insufficient Sample Size			Insufficient Sample Size			
25 - 34	Insufficient Sample Size			Insufficient Sample Size			
35 - 50	Insufficient Sample Size			Insufficient Sample Size			
51 - 64	Insufficient Sample Size			Insufficient Sample Size			
65+	Insufficient Sample Size			Insufficient Sample Size			
<b>Females</b>							
18 - 24	81.5	13.8	4.6	81.5	7.7	0.0	10.8
25 - 34	77.9	10.7	11.5	63.4	16.8	7.6	12.2
35 - 50	74.9	15.6	9.5	68.7	10.6	7.8	12.9
51 - 64	76.7	9.5	13.8	55.2	15.2	14.4	15.2
65+	80.0	8.2	11.8	63.3	11.1	14.4	11.1
<b>Ethnicity</b>							
White	74.8	12.5	12.7	62.8	13.5	10.8	12.9
Hispanic	81.1	10.8	8.1	69.5	9.9	9.6	11.0
Black	83.3	13.6	3.0	80.6	6.0	6.0	7.5
Asian/Pacific Islander	71.2	16.9	11.9	67.2	1.6	15.6	15.6
<b>Education</b>							
Less than High School	82.8	10.8	6.4	72.0	11.0	6.1	11.0
High School Graduate	83.8	11.4	4.8	69.9	8.4	10.4	11.2
Some College	71.4	16.4	12.2	63.6	11.0	11.0	14.4
College Graduate	70.9	10.5	18.6	59.0	13.9	12.6	14.5
<b>Income</b>							
Less than \$15,000	77.1	14.7	8.2	66.4	8.9	8.2	16.6
\$15,000 - 24,999	82.7	9.1	8.1	77.3	6.9	6.9	8.9
\$25,000 - 34,999	74.6	11.3	14.1	60.3	15.4	9.0	15.4
\$35,000 - 49,999	73.9	8.7	17.4	71.4	12.9	7.1	8.6
\$50,000+	68.2	14.2	17.5	53.1	16.1	19.2	11.6
<b>Overweight Status</b>							
Overweight/Obese	77.3	12.4	10.3	68.6	9.4	10.1	11.9
Not Overweight	73.1	13.2	13.8	59.2	13.9	11.7	15.2
<b>SNAP/CalFresh Status, % FPL</b>							
Participant	76.8	13.0	10.2	68.0	9.3	8.6	14.1
Likely Eligible, ≤ 130%	79.6	10.2	10.2	71.8	9.7	3.9	14.6
Not Eligible, > 185%	72.9	12.5	14.5	56.7	14.8	16.7	11.9

N=982; 1,044

<sup>1</sup> Other includes a warehouse or superstore, corner market, co-op, dollar store, and community supported agriculture (CSA).

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Chi Square Test

\* p<.05

\*\*p<.01

\*\*\*p<.001