

2007 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				
	<2 Times/Mo	2 Times/Mo	3-4 Times/Mo	>1 Time/Wk	
Total	31.2	10.7	30.5	27.5	
<i>Sex</i>					
Males	45.4	9.8	20.5	24.3	***
Females	17.5	11.6	40.2	30.7	
<i>Males</i>					
18 - 24	55.8	6.7	22.1	15.4	***
25 - 34	41.1	18.4	24.1	16.5	
35 - 50	46.7	5.7	21.5	26.0	
51 - 64	37.8	11.9	18.5	31.9	
65+	48.7	5.1	12.8	33.3	
<i>Females</i>					
18 - 24	28.4	14.7	45.3	11.6	***
25 - 34	12.5	13.8	48.0	25.7	
35 - 50	14.8	8.2	41.8	35.2	
51 - 64	13.5	17.3	35.9	33.3	
65+	28.1	4.2	27.1	40.6	
<i>Ethnicity</i>					
White	29.9	10.0	28.6	31.5	***
Hispanic	33.3	12.2	35.0	19.5	
Black	37.6	17.2	23.7	21.5	
Asian/Pacific Islander	28.7	5.4	34.1	31.8	
<i>Education</i>					
Less than High School	29.3	14.7	34.8	21.2	***
High School Graduate	34.7	13.0	28.8	23.5	
Some College	29.2	11.1	30.4	29.2	
College Graduate	31.1	5.7	29.1	34.1	
<i>Income</i>					
Less than \$15,000	23.3	18.4	32.2	26.0	***
\$15,000 - 24,999	24.2	10.6	40.0	25.3	
\$25,000 - 34,999	39.7	8.4	29.8	22.1	
\$35,000 - 49,999	37.2	10.7	25.6	26.4	
\$50,000+	38.2	4.2	24.8	32.8	
<i>Physically Active</i>					
Did Not Meet Recommendations	31.4	12.2	32.9	23.5	*
Met Recommendations	30.3	9.5	29.4	30.7	
<i>Overweight Status</i>					
Overweight/Obese	30.5	12.1	30.7	26.7	
Not Overweight	32.3	8.3	30.2	29.2	
<i>Poverty Index</i>					
SNAP Participant	22.9	15.6	36.0	25.5	***
All Other/ ≤ 130% FPL	36.8	9.2	33.1	20.9	
All Other/ > 130% - ≤ 185% FPL	30.8	15.4	28.6	25.3	
All Other/ > 185% FPL	35.9	6.5	25.2	32.4	

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<.001

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Table 90: Awareness of Nutrition Information in the Produce Section

Base: Out of those shopping more than 2 times/mo

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?

	Percent Aware of Nutrition Information	
Total	25.2	
Sex		
Males	22.4	*
Females	28.0	
Males		
18 - 24	22.9	*
25 - 34	14.2	
35 - 50	22.7	
51 - 64	30.8	
65+	22.7	
Females		
18 - 24	24.2	
25 - 34	21.7	
35 - 50	29.2	
51 - 64	34.4	
65+	28.3	
Ethnicity		
White	28.1	*
Hispanic	20.3	
Black	26.1	
Asian/Pacific Islander	24.6	
Education		
Less than High School	17.7	**
High School Graduate	24.6	
Some College	28.0	
College Graduate	28.3	
Income		
Less than \$15,000	21.2	
\$15,000 - 24,999	25.6	
\$25,000 - 34,999	23.1	
\$35,000 - 49,999	26.4	
\$50,000+	30.0	
Physically Active		
Did Not Meet Recommendations	23.2	
Met Recommendations	27.3	
Overweight Status		
Overweight/Obese	24.2	
Not Overweight	26.4	
Poverty Index		
SNAP Participant	24.0	
All Other/ ≤ 130% FPL	20.7	
All Other/ > 130% - ≤ 185% FPL	22.2	
All Other/ > 185% FPL	28.9	

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Chi Square Test

* p<.05

** p<.01

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Table 91: Use of Nutrition Information in the Produce Section

Base: Out of those shopping more than 2 times/mo and who have seen nutrition information

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 good health? How often do you read the information or take it home with you?

	Percent who Report Using Promotional Materials¹
Total	56.1
Sex	
Males	51.9
Females	57.8
Males	
18 - 24	40.0
25 - 34	45.5
35 - 50	58.1
51 - 64	58.8
65+	50.0
Females	
18 - 24	58.3
25 - 34	55.2
35 - 50	58.5
51 - 64	61.7
65+	52.4
Ethnicity	
White	50.0
Hispanic	71.2
Black	57.9
Asian/Pacific Islander	62.5
Education	
Less than High School	65.8
High School Graduate	54.1
Some College	61.4
College Graduate	48.8
Income	
Less than \$15,000	69.4
\$15,000 - 24,999	61.8
\$25,000 - 34,999	40.0
\$35,000 - 49,999	50.0
\$50,000+	44.2
Physically Active	
Did Not Meet Recommendations	56.3
Met Recommendations	57.0
Overweight Status	
Overweight/Obese	59.9
Not Overweight	52.3
Poverty Index	
SNAP Participant	65.4
All Other/ ≤130% FPL	68.4
All Other/ >130% - ≤185% FPL	53.3
All Other/ >185% FPL	44.9

¹ Those reporting they read or take the materials home with them often or sometimes

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Chi Square Test

* p<.05

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Table 143: Promotional Items Encouraging Purchase of More Fruits and Vegetables

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 good health?

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

	Percent Encouraged to Buy More Fruits & Vegetables
Total	52.7
<i>Sex</i>	
Males	51.3
Females	53.7
<i>Males</i>	
18 - 24	43.5
25 - 34	59.1
35 - 50	48.2
51 - 64	65.0
65+	29.4
<i>Females</i>	
18 - 24	65.2
25 - 34	53.1
35 - 50	63.4
51 - 64	50.9
65+	23.1
<i>Ethnicity</i>	
White	42.8
Hispanic	75.9
Black	50.0
Asian/Pacific Islander	62.5
<i>Education</i>	
Less than High School	79.6
High School Graduate	49.5
Some College	54.5
College Graduate	41.6
<i>Income</i>	
Less than \$15,000	56.4
\$15,000 - 24,999	65.2
\$25,000 - 34,999	53.3
\$35,000 - 49,999	59.4
\$50,000+	41.7
<i>Physically Active</i>	
Did Not Meet Recommendations	55.6
Met Recommendations	51.6
<i>Overweight Status</i>	
Overweight/Obese	57.6
Not Overweight	43.9
<i>Poverty Index</i>	
SNAP Participant	58.7
All Other/ ≤ 130% FPL	73.5
All Other/ > 130% - ≤ 185% FPL	55.0
All Other/ > 185% FPL	44.0

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Chi Square Test

* p<.05

** p<.01

*** p<.001