

2001 California Dietary Practices Survey

Table 86: Use of Newspaper Food Pages and Weekly Supermarket Advertising

Question: How often do you read the food section of the newspaper?
 Would you say always, sometimes, rarely or never?
 How often do you look for weekly supermarket specials in the newspaper?
 Would you say always, sometimes, rarely or never?
 Do you usually do the major shopping in your household?

Base: Out of everyone

	Percent Read Food Section			Percent Use Supermarket Specials from the Newspaper			Percent Do Major Shopping
	Always/ Almost	Sometimes	Rarely/ Never	Always/ Almost	Sometimes	Rarely/ Never	
Total	18	20	62	33	22	45	78
Sex							
Males	11	19	71	28	21	51	67
Females	24	22	54	38	23	39	88
Males							
18 - 24	3	15	82	20	22	57	57
25 - 34	6	20	74	22	24	53	75
35 - 50	12	22	66	28	21	50	71
51 - 64	12	15	73	31	14	56	67
65+	24	18	58	43	21	36	57
Females							
18 - 24	8	24	68	32	23	45	76
25 - 34	12	26	63	34	25	41	92
35 - 50	22	21	57	37	22	41	91
51 - 64	33	15	52	36	18	46	87
65+	46	23	31	52	23	26	88
Ethnicity							
White	19	19	62	33	20	46	80
Hispanic	13	20	67	34	25	41	73
Black	18	21	61	36	20	44	72
Asian/ Pacific Islander	10	32	57	24	32	44	86
Education							
Less than high school	8	22	71	26	25	49	74
High school graduate	19	21	60	40	24	37	77
Some college	17	19	64	38	18	44	75
College graduate	21	20	59	27	22	51	84
Income							
Less than \$15,000	14	23	63	36	25	39	82
\$15,000 - 24,999	19	24	57	40	22	38	82
\$25,000 - 34,999	20	18	62	45	19	36	80
\$35,000 - 49,999	13	16	72	38	16	46	78
\$50,000 +	19	18	63	22	22	56	74
Physically Active							
Did not meet recommendations	16	21	63	34	22	44	77
Met recommendations	20	19	62	32	22	46	79
Overweight Status							
Overweight/Obese	17	19	64	36	20	44	75
Not overweight	18	22	60	31	24	45	81

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

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Table 87: Use of Weekly Supermarket Specials, Trends 1993-2001

Question: How often do you look for weekly supermarket specials that are in the newspaper or posted in the store?

	Percent Who Report Using Weekly Supermarket Specials Always/Almost Always					Change of Percentage			
	1993	1995	1997	1999	2001	1993-95	1995-97	1997-99	1999-01
Total	37	35	39	34	33	-2	-4*	-5**	-1
<i>Sex</i>									
Males	29	30	30	28	28	1	NC	-2	NC
Females	45	39	48	41	38	-6	9**	-7**	-3
<i>Males</i>									
18 - 24	20	26	19	19	20	6	-7	NC	1
25 - 34	27	24	31	27	22	-3	7	-4	-5
35 - 50	28	29	29	29	28	1	NC	NC	-1
51 - 64	32	39	37	21	31	7	-2	-16**	10
65+	39	31	32	44	43	-8	1	12	-1
<i>Females</i>									
18 - 24	29	24	33	24	32	-5	9	-9	8
25 - 34	43	33	44	40	34	-10	11	-4	-6
35 - 50	44	38	46	38	37	-6	8	-8	-1
51 - 64	44	48	46	44	36	-4	-2	-2	-8
65+	60	55	69	57	52	-5	14*	-12*	-5
<i>Ethnicity</i>									
White	36	32	36	35	33	-4	4	-1	-2
Hispanic	35	38	45	32	34	3	7**	-13***	2
Black	47	37	48	42	36	-10	11	-6	-6
Asian/Pacific Islander				18	24				6
<i>Education</i>									
Less than high school	33	41	48	34	26	8	7	-14***	-8
High school graduate	44	39	49	40	40	-5	10*	-9*	NC
Some college	37	38	39	38	38	1	1	-1	NC
College graduate	34	26	31	28	27	-8	5	-3	-1
<i>Income</i>									
Less than \$15,000	45	42	44	39	36	-3	2	-5	-3
\$15,000 - 24,999	44	36	48	38	40	-8	12	-10*	2
\$25,000 - 34,999	33	34	47	31	45	1	13	-16**	14*
\$35,000 - 49,999	37	33	34	37	38	-4	1	3	1
\$50,000 +	30	28	30	29	22	-2	2	-1	-7*
<i>Physically Active</i>									
Did not meet recommendations					34				
Met recommendations					32				
<i>Overweight Status</i>									
Overweight/Obese					36				
Not overweight					31				

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

2001 California Dietary Practices Survey

Table 88: Use of Newspaper Food Pages, Trends 1993-2001

Question: How often do you read the food section of the newspaper, including articles, menus, and recipes, not food advertisements?

	Percent Read Food Section Always/Almost Always					Change of Percentage			
	1993	1995	1997	1999	2001	1993-95	1995-97	1997-99	1999-01
Total	20	26	28	24	18	6***	2	-4**	-6***
<i>Sex</i>									
Males	12	18	23	18	11	6**	5*	-5*	-7***
Females	27	33	33	30	24	6*	NC	-3	-6*
<i>Males</i>									
18 - 24	3	6	10	8	3	3	4	-2	-5
25 - 34	5	9	21	13	6	4	12**	-8*	-7*
35 - 50	12	22	19	21	12	10**	-3	2	-9**
51 - 64	17	31	35	16	12	14*	4	-19***	-4
65+	27	23	34	36	24	-4	11	2	-12
<i>Females</i>									
18 - 24	6	13	14	7	8	7	1	-7	1
25 - 34	18	19	22	25	12	1	3	3	-13**
35 - 50	24	34	29	31	22	10*	-5	2	-9*
51 - 64	47	43	39	33	33	-4	-4	-6	NC
65+	41	59	60	48	54	18*	1	-12*	6
<i>Ethnicity</i>									
White	23	28	29	27	19	15*	1	-2	-8***
Hispanic	10	19	23	14	13	9**	4	-9**	-1
Black	13	20	31	30	18	7	11	-1	-12*
Asian/Pacific Islander				5	10				
<i>Education</i>									
Less than high school	12	25	26	22	8	13**	1	-4	-14***
High school graduate	22	28	33	25	19	6	5	-8*	-6*
Some college	17	28	28	26	17	11***	NC	-2	-9***
College graduate	25	23	26	22	21	-2	3	-4	-1
<i>Income</i>									
Less than \$15,000	19	31	26	27	14	12**	-5	1	-13***
\$15,000 - 24,999	21	25	33	27	19	4	8	-6	-8*
\$25,000 - 34,999	15	26	34	19	20	11*	8	-15**	1
\$35,000 - 49,999	21	22	27	22	13	1	5	-5	-9*
\$50,000 +	23	23	25	24	19	NC	2	-1	-5
<i>Physically Active</i>									
Did not meet recommendations					16				
Met recommendations					20				
<i>Overweight Status</i>									
Overweight/Obese					17				
Not overweight					18				

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

2001 California Dietary Practices Survey

Table 89: Frequency of Grocery Shopping by California Adults

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

		Percent Shop in Grocery Store			
		>1 times a week	3-4 times per month	1-2 times a month	<1 time a month
Total		36	41	17	6
<i>Sex</i>					
Males		35	39	18	8
Females		38	43	16	4
<i>Males</i>					
18 - 24		25	41	24	11
25 - 34		24	44	26	5
35 - 50		36	42	16	6
51 - 64		52	31	8	9
65+		41	26	17	15
<i>Females</i>					
18 - 24		31	39	24	6
25 - 34		33	50	16	1
35 - 50		46	36	13	4
51 - 64		38	43	16	3
65+		32	49	11	7
<i>Ethnicity</i>					
White		41	39	14	7
Hispanic		24	48	23	4
Black		36	34	23	6
Asian/Pacific Islander		34	41	24	1
<i>Education</i>					
Less than high school		24	49	19	8
High school graduate		32	43	18	8
Some college		38	39	16	7
College graduate		43	38	16	3
<i>Income</i>					
Less than \$15,000		29	44	22	5
\$15,000 - 24,999		37	42	17	4
\$25,000 - 34,999		35	47	13	5
\$35,000 - 49,999		37	45	15	3
\$50,000+		42	35	16	7
<i>Physically Active</i>					
Did not meet recommendations		33	45	16	6
Met recommendations		40	36	18	6
<i>Overweight</i>					
Overweight/Obese		34	42	18	6
Not Overweight		39	40	16	6

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Chi square test:

* p<.05

** p<.01

*** p<.001

2001 California Dietary Practices Survey

Table 90: Awareness of Nutrition Information in the Produce Section, Trends 1989-2001

Question: *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?*

Base: *Out of everyone*

	Percent							Change of Percentage					
	1989	1991	1993	1995	1997	1999	2001	1989-91	1991-93	1993-95	1995-97	1997-99	1999-01
Total	55	35	35	42	33	30	26	-20***	NC	7**	-9***	-3	-4
<i>Sex</i>													
Males	49	29	31	36	28	26	22	-20***	2	5*	-8*	-2	-4
Females	60	40	38	48	37	32	30	-20***	-2	10*	-11***	-5	-2
<i>Males</i>													
18 - 24	45	13	40	27	30	29	14	-32***	27*	-13	4	-1	-15
25 - 34	38	23	26	33	23	24	22	-15*	3*	7	-10	1	-2
35 - 50	56	34	33	37	33	25	28	-22**	-1	4	-5	-8	3
51 - 64	55	44	26	39	32	29	14	-11	-18	13	-7	-3	-15
65+	46	23	33	41	23	27	28	-23	10	8	-18*	4	1
<i>Females</i>													
18 - 24	46	31	31	42	36	22	19	-15	NC	11	-6	-14	-3
25 - 34	58	33	39	45	31	27	30	-25**	6	6	-14***	-4	3
35 - 50	57	42	41	49	38	36	38	-15*	-1	8	-11*	-2	2
51 - 64	70	44	41	46	48	39	30	-26**	-3	5	2	-9	-9
65+	68	38	33	53	33	36	29	-30***	-5	20*	-20*	3	-7
<i>Ethnicity</i>													
White	63	37	38	43	32	31	29	-26*	1	5	-11***	-1	-2
Hispanic	36	27	30	41	35	27	17	-9	3	11	-6	-8	-10
Black	51	37	33	48	29	37	27	-14	-4	15	-19*	8	-10
Asian/Pacific Islander						25	34						
<i>Education</i>													
Less than high school	28	30	27	42	34	20	15	2	-3	15*	-8	-14*	-5
High school graduate	51	31	31	40	31	27	24	-20***	NC	9	-9	-4	-3
Some college	68	37	39	39	35	28	29	-31***	2	NC	-4	-7*	1
College graduate	60	39	37	47	32	36	30	-21***	-2	10*	-16***	4	-6
<i>Income</i>													
Less than \$15,000	43	37	32	37	29	26	22	-6	-5	5	-8	-3	-4
\$15,000 - 24,999	51	37	31	47	31	26	23	-14*	-6	16	-16**	-5	-3
\$25,000 - 34,999	52	33	33	39	39	32	31	-19**	NC	6	NC	-7	-1
\$35,000 - 49,999	64	29	40	45	28	32	25	-35***	11	5	-17**	4	-7
\$50,000 +	71	43	37	43	35	32	31	-28***	-6	6	-7	-3	-1
<i>Physically Active</i>													
Did not meet recommendations							24						
Met recommendations							30						
<i>Overweight Status</i>													
Overweight/Obese							26						
Not overweight							27						

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

2001 California Dietary Practices Survey

Table 91: Use of Nutrition Information in the Produce Section by Frequent Shoppers and Those Who Have Seen Information, Trends 1989-2001

Question: 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 information produce section of supermarket Always/Almost Always						Change of Percentage				
	1989	1993	1995	1997	1999	2001	1989- 93	1993- 95	1995- 97	1997- 99	1999- 01
Total	20	12	18	16	18	4	-8**	6*	-2	2	
<i>Sex</i>											
Males	12	11	12	9	15	2	-1	1	-3	6	
Females	24	12	23	21	20	6	-12***	11**	-2	-1	
<i>Males</i>											
18 - 24	0	0	12	21	13	small	NC	12	9	-8	
25 - 34	8	7	11	3	9	2	-1	4	-8	6	
35 - 50	20	11	12	5	15	1	-9	1	-7	10	
51 - 64	17	16	5	15	17	2	-1	-11	10	2	
65+	5	25	23	9	20	4	20*	-2	-14	11	
<i>Females</i>											
18 - 24	29	8	33	23	11	4	-21	25	-10	-12	
25 - 34	14	15	12	11	13	6	1	-3	-1	2	
35 - 50	26	9	22	16	23	5	-17**	13*	-6	7	
51 - 64	19	15	22	22	23	7	-4	7	NC	1	
65+	37	14	34	39	23	9	-23*	20	5	-16	
<i>Ethnicity</i>											
White	19	10	19	14	13	4	-9**	9*	-5	-1	
Hispanic	16	17	25	25	24	2	1	8	NC	-1	
Black	31	18	4	30	49	5	-13	-14	26*	19	
Asian/Pacific Islander						3					
<i>Education</i>											
Less than high school	13	13	33	25	19	2	NC	20	-8	-6	
High school graduate	15	11	22	14	16	4	-4	11	-8	2	
Some college	23	10	14	19	20	3	-13**	4	5	1	
College graduate	19	14	17	11	18	5	-5	3	-6	7	
<i>Income</i>											
Less than \$15,000	17	21	37	17	18	5	4	16	-20*	1	
\$15,000 - 24,999	19	6	14	28	28	4	-13*	8	14	NC	
\$25,000 - 34,999	16	14	15	23	6	4	-2	1	8	-17	
\$35,000 - 49,999	19	6	17	13	25	2	-13*	11	-4	12	
\$50,000 +	21	12	15	4	13	4	-9	3	-11**	9**	
<i>Physically Active</i>											
Did not meet recommendations						3					
Met recommendations						4					
<i>Overweight Status</i>											
Overweight/Obese						4					
Not overweight						4					

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

2001 California Dietary Practices Survey

Table 92: Where Californians Buy Fresh Fruits and Vegetables

Question: Where do you get most of your fresh fruits and vegetables?

Where Fruits and Vegetables Are Purchased	Percent
Grocery Store	79
Farmer's Market	10
Grown at Home	4
Co-op	1
Supermarket	5
Other	2