

2005 California Dietary Practices Survey

Table 61: Frequency of Grocery Shopping by California Adults

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

	Percent Who Shop in Grocery Store				
	<2 Times a Month	2 Times a Month	3-4 Times Month	>1 Time a Week	
Total	8	14	42	35	
<i>Sex</i>					
Males	12	14	42	32	***
Females	5	14	43	38	
<i>Males</i>					
18 - 24	13	33	38	16	***
25 - 34	12	13	55	21	
35 - 50	10	12	38	40	
51 - 64	14	9	33	44	
65+	11	8	45	36	
<i>Females</i>					
18 - 24	8	19	41	32	
25 - 34	3	17	49	32	
35 - 50	4	10	41	45	
51 - 64	8	11	43	39	
65+	7	16	40	36	
<i>Ethnicity</i>					
White	10	13	34	42	***
Hispanic	6	15	54	25	
Black	14	20	39	28	
Asian/Pacific Islander	6	14	50	30	
<i>Education</i>					
Less than High School	7	16	54	23	***
High School Graduate	11	19	40	30	
Some College	10	15	38	38	
College Graduate	7	8	39	46	
<i>Income</i>					
Less than \$15,000	10	19	48	24	***
\$15,000 - 24,999	5	15	50	30	
\$25,000 - 34,999	6	16	51	28	
\$35,000 - 49,999	9	17	38	36	
\$50,000+	9	8	34	48	
<i>Physically Active</i>					
Did Not Meet Recommendations	10	13	47	30	***
Met Recommendations	7	14	37	42	
<i>Overweight Status</i>					
Overweight/Obese	10	15	43	32	**
Not Overweight	7	12	40	41	
<i>Poverty Index</i>					
Food Stamp Participants	8	15	47	29	***
All Other Respondents/ ≤ 130% FPL	8	18	52	21	
All Other Respondents/ > 130% FPL	8	11	38	43	

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

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Table 62: Awareness of Nutrition Information in the Produce Section

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	
Total	23	
Sex		
Males	19	***
Females	28	
Males		
18 - 24	10	
25 - 34	18	
35 - 50	22	
51 - 64	24	
65+	18	
Females		
18 - 24	11	**
25 - 34	27	
35 - 50	32	
51 - 64	29	
65+	32	
Ethnicity		
White	24	
Hispanic	21	
Black	23	
Asian/Pacific Islander	29	
Education		
Less than High School	17	**
High School Graduate	21	
Some College	26	
College Graduate	28	
Income		
Less than \$15,000	18	**
\$15,000 - 24,999	22	
\$25,000 - 34,999	35	
\$35,000 - 49,999	23	
\$50,000+	27	
Physically Active		
Did Not Meet Recommendations	22	
Met Recommendations	25	
Overweight Status		
Overweight/Obese	22	
Not Overweight	25	
Poverty Index		
Food Stamp Participants	23	*
All Other Respondents/ ≤ 130% FPL	17	
All Other Respondents/ > 130% FPL	26	

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Chi Square Test

* p<.05

** p<.01

*** p<.001

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Table 63: Use of Nutrition Information in the Produce Section by Frequent Shoppers and Those Who Have Seen 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 Information from the Produce Section of Supermarket Always/Almost Always	
Total	43
<i>Sex</i>	
Males	42
Females	44
<i>Males</i>	
18 - 24	44
25 - 34	60
35 - 50	39
51 - 64	27
65+	40
<i>Females</i>	
18 - 24	10
25 - 34	42
35 - 50	49
51 - 64	49
65+	42
<i>Ethnicity</i>	
White	34
Hispanic	58
Black	50
Asian/Pacific Islander	51
<i>Education</i>	
Less than High School	54
High School Graduate	30
Some College	53
College Graduate	39
<i>Income</i>	
Less than \$15,000	54
\$15,000 - 24,999	52
\$25,000 - 34,999	44
\$35,000 - 49,999	37
\$50,000+	32
<i>Physically Active</i>	
Did Not Meet Recommendations	36
Met Recommendations	49
<i>Overweight Status</i>	
Overweight/Obese	38
Not Overweight	48
<i>Poverty Index</i>	
Food Stamp Participants	53
All Other Respondents/ ≤ 130% FPL	60
All Other Respondents/ > 130% FPL	34

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

Chi Square Test

* p<.05

** p<.01

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Table 64: Where Californians Buy Fresh Fruits and Vegetables

*Base: Out of those that reported not buying most of their fruits and vegetables from the grocery store they visit most often (15 percent)
Where do you get MOST of your fresh fruits and vegetables? Would you say ...*

Bought Fresh Fruits and Vegetables at:	Percent
Supermarket	41
Farmers' Market	22
Other¹	37

¹ "Other" includes a co-op, grown at home, warehouse store, never shop for groceries/someone else buys, other, don't know/not sure, and refused.