

Q1605 How often, if ever, do you experience guilt around your food choices (i.e., feel guilty about the things you eat)?

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2058	549	625	530	354	483	338	366	431	440	906	181	139	174	208	204	1152	302	199	192	223	236
Weighted Base	2058	445	713	445	456	582	345	349	392	390	975	276	165*	180*	181	174	1083	306	180*	169	211	217
Ever (Net)	1491 72%	323 73%	498 70%	329 74%	340 75%	459 79% HIJ	270 78% HiJ	231 66%	273 70%	257 66%	635 65%	203 73% OP	116 71% op	113 63%	104 57%	99 57%	856 79% K	256 84% TVL	154 85% TVM	118 70%	170 81% tO	158 73% P
At Least Once A Week (Sub-Net)	985 48%	217 49%	306 43%	242 54% C	220 48%	357 61% HIJ	185 54% hiJ	153 44% J	159 41%	132 34%	407 42%	159 58% mNOP	72 44% P	71 40% P	61 34%	44 25%	578 53% K	198 65% TUV	113 49% TUV	81 48%	98 47% o	88 41% P
At Least 2 Times A Week (Sub-Sub-Net)	711 35%	153 34%	209 29%	184 41% bC	166 36% c	255 44% HIJ	130 38% J	107 31%	123 31%	97 25%	269 28%	106 38% nOP	49 30% P	45 25%	42 23%	28 16%	442 41% K	149 49% TuVI	81 45% VM	62 37% n	81 38% O	69 32% P
At Least 4 Times A Week (Sub-Sub-Sub-Net)	395 19%	83 19%	101 14%	112 25% bC	99 22% C	150 26% HIJ	68 20% J	59 17%	71 18% j	48 12%	136 14%	51 19% OP	29 18% oP	31 17% oP	16 9%	9 5%	259 24% K	98 32% sTVL	39 22% TVL	28 16% tO	55 26% tO	39 18% P
At Least Once A Day (Sub-Sub-Sub-Sub-Net)	254 12%	60 13% C	60 8%	69 15% C	66 14% C	106 18% GHJ	38 11% J	36 10% j	52 13% J	22 6%	72 7%	24 9% p	10 6% P	20 11% P	13 7%	5 3%	182 17% K	81 27% STVL	28 16% vM	17 10% tVO	39 18% p	17 8% P
More often than once a day	127 6%	32 7%	35 5%	30 7%	30 7%	55 9% GJ	14 4%	19 5%	25 6%	15 4%	27 3%	12 4%	2 1%	7 4%	2 1%	3 2%	100 9% K	42 14% stVL	11 6%	11 7%	23 11% O	12 6% p
Once a day	127 6%	28 6% c	24 3%	39 9% C	36 8% C	51 9% J	25 7% J	17 5% j	27 7% J	7 2%	45 5%	12 4%	7 5%	12 7% p	11 6% p	2 1%	82 8% K	39 13% TVL	17 10% tV	5 3%	16 8% V	4 2% P
4-6 times a week	141 7%	24 5%	41 6%	43 10% Bc	33 7%	44 8%	30 9%	23 6%	19 5%	26 7%	64 7%	27 10% OP	20 12% OP	11 6% o	2 1%	4 2%	78 7% O	17 6%	10 6%	11 7%	17 8% O	22 10% P
2-3 times a week	316 15%	70 16%	108 15%	72 16%	67 15%	106 18% j	62 18% J	48 14%	52 13%	49 13%	133 14%	55 20% Np	19 12%	14 8%	26 14%	19 11%	183 17% UVM	51 17% uN	43 24% uN	34 20% uN	26 12% P	30 14% P
Once a week	274 13%	64 14%	98 14%	58 13%	54 12%	102 18% LJ	55 16% LJ	46 13%	37 9%	35 9%	138 14%	53 19% oP	23 14%	26 15%	19 11%	16 9%	136 13% L	49 16% UV	31 17% UV	19 11% RsTo	17 8% Rt	19 9% P
Less often than once a week	505 25%	106 24%	192 27% D	87 20%	120 26% d	102 18% F	85 25% f	79 23%	114 29% F	126 32% FgH	228 23% Q	44 16% R	44 27% S	42 23%	43 24%	56 32% L	277 26% LmU	58 19% LmV	41 23% RSu	37 22% RSu	72 34% RS	70 32% RS
Never	567 28%	122 27%	214 30%	115 26%	115 25%	123 21%	75 22% FG	118 34% FG	119 30% Fg	133 34% FG	340 35% Q	73 27% R	48 29% S	67 37%	78 43% LmU	74 43% LmV	227 21% LmU	49 16% LmV	27 15% RSu	51 30% RSu	41 19% RS	59 27% RS
Sigma	2058 100%	445 100%	713 100%	445 100%	456 100%	582 100%	345 100%	349 100%	392 100%	390 100%	975 100%	276 100%	165 100%	180 100%	181 100%	174 100%	1083 100%	306 100%	180 100%	169 100%	211 100%	217 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q1605 How often, if ever, do you experience guilt around your food choices (i.e., feel guilty about the things you eat)?

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Unemp.	Student	Retired	Yes	No	Yes	No	Homeowner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2058	919	418	250	282	672	621	765	1115	943	98	493	526	1532	478	1580	1325	683	1064	994
Weighted Base	2058	782	350	257	475	859	593	607	1105	953	154*	450	632	1426	534	1524	1314	693	1053	1005
Ever (Net)	1491 72%	528 67%	252 72%	200 78% B	384 81% BC	571 67%	438 74% F	481 79% FG	832 75% JL	659 69%	125 81% JL	298 66%	492 78% N	998 70%	418 78% P	1073 70%	947 72%	515 74% T	793 75% T	698 69%
At Least Once A Week (Sub-Net)	985 48%	341 44%	170 49%	136 53% b	262 55% B	362 42%	285 48%	338 56% FG	582 53% JL	404 42% L	98 64% iJL	162 36%	353 56% N	632 44%	304 57% P	681 45%	587 45%	377 54% Q	514 49%	471 47%
At Least 2 Times A Week (Sub-Sub-Net)	711 35%	249 32%	124 36%	97 38%	176 37%	267 31%	208 35%	236 39% F	421 38% JL	291 31% L	74 48% JL	119 27%	236 37% N	476 33%	209 39% p	503 33%	425 32%	267 39% Q	373 35%	338 34%
At Least 4 Times A Week (Sub-Sub-Sub-Net)	395 19%	141 18%	71 20%	53 21%	96 20%	161 19%	106 18%	128 21% JL	235 21% JL	160 17%	34 22% JL	65 14%	133 21% N	262 18%	115 22% p	280 18%	228 17%	153 22% q	208 20%	187 19%
At Least Once A Day (Sub-Sub-Sub-Sub-Net)	254 12%	90 12%	47 14%	35 14%	54 11%	104 12%	69 12%	80 13% I	134 12% L	120 13% L	28 18% L	37 8% L	90 14% L	164 11%	78 15% L	176 12% L	141 11% L	102 15% q	144 14% q	110 11%
More often than once a day	127 6%	45 6%	21 6%	16 6%	26 6%	63 7%	32 5%	32 5% I	53 5% L	74 8% I	17 11% II	22 5% L	43 7% L	84 6%	35 6% L	92 6% L	71 5% L	52 8% L	65 6% L	62 6% L
Once a day	127 6%	45 6%	26 7%	19 8%	28 6%	41 5% f	37 6% f	49 8% f	81 7% jL	46 5% I	11 7% L	15 3% L	47 7% L	80 6% L	43 8% L	84 6% L	70 5% L	50 7% L	79 7% t	48 5% L
4-6 times a week	141 7%	51 7%	24 7%	18 7%	41 9%	57 7% f	37 6% f	48 8% f	101 9% J	40 4% L	7 4% J	27 6% J	43 7% N	98 7% L	38 7% L	104 7% L	88 7% L	51 7% L	65 6% L	77 8% L
2-3 times a week	316 15%	108 14%	53 15%	43 17%	81 17% f	106 17% f	102 18% f	108 18% F	185 17% I	131 14% L	40 26% iJL	55 12% L	103 16% L	213 15% L	94 18% L	223 15% L	197 15% L	114 16% L	165 16% L	152 15% L
Once a week	274 13%	92 12%	46 13%	39 15%	85 18% B	95 11% B	77 13% B	102 17% F	161 15% L	113 12% L	25 16% L	43 10% L	118 19% N	156 11% L	95 18% P	179 12% L	162 12% L	109 16% L	141 13% L	132 13% L
Less often than once a week	505 25%	187 24%	82 23%	64 25%	122 26% B	209 24% B	153 26% B	143 24% F	250 23% L	255 27% k	27 17% L	136 30% iJK	139 22% L	367 26% L	114 21% L	392 26% L	360 27% R	139 20% L	279 26% L	227 23% L
Never	567 28%	254 33% DE	98 28% E	57 22% E	91 19% GH	287 33% GH	155 26% h	125 21% H	273 25% L	294 31% IK	29 19% L	152 34% IK	139 22% L	428 30% M	116 22% L	451 30% O	367 28% L	177 26% L	260 25% L	307 31% S
Sigma	2058 100%	782 100%	350 100%	257 100%	475 100%	859 100%	593 100%	607 100%	1105 100%	953 100%	154 100%	450 100%	632 100%	1426 100%	534 100%	1524 100%	1314 100%	693 100%	1053 100%	1005 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

29 January 2015

QuickQuery

Fielding Period: January 26-28, 2015

The Real You

Weighted To The U.S. General Adult Population - Propensity

Page Table Title

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|---|---|--|
| 1 | 1 | Q1605 How often, if ever, do you experience guilt around your food choices (i.e., feel guilty about the things you eat)? |
| 2 | 2 | Q1605 How often, if ever, do you experience guilt around your food choices (i.e., feel guilty about the things you eat)? |