



Cali Grabbag
Fieldwork Dates: 14th - 21st September 2018

Conducted by YouGov
On behalf of Editorial

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1087 adults. Fieldwork was undertaken between 14th - 21st September 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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US_nat Sample: 14th - 21st September 2018



| Total | Gender | | Age | | | Region | | | | Race | | | | No HS, High school graduate |
|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|-----------------------------|
| | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | |
| | A | B | C | D | E | F | G | H | I | J | K | L | M | |

caliqaek. When do you think the next major earthquake will happen in California? Please select the option that best applies.

| | | | | | | | | | | | | | | | |
|------------------------------------|------|-----|-----|-----|-----|-----|----|----|----|------|-------|-----|-----|-----|-----|
| Unweighted base | 1087 | 514 | 573 | 308 | 355 | 424 | - | - | - | 1087 | 600 | 60 | 302 | 125 | 227 |
| Base: All California adults | 1087 | 533 | 554 | 354 | 344 | 389 | - | - | - | 1087 | 537 | 65 | 370 | 115 | 237 |
| Within the next month | 2% | 3% | 2% | 4% | 2% | 1% | - | - | - | 2% | 2% | - | 3% | 3% | 3% |
| | | | | E | | | ** | ** | ** | | | * | | | |
| Within the next six months | 6% | 6% | 6% | 10% | 5% | 3% | - | - | - | 6% | 6% | 7% | 6% | 5% | 6% |
| | | | | D,E | | | ** | ** | ** | | | * | | | |
| Within the next year | 10% | 10% | 10% | 13% | 11% | 7% | - | - | - | 10% | 8% | 7% | 12% | 15% | 13% |
| | | | | E | | | ** | ** | ** | | | * | | J | |
| Within the next two years | 10% | 9% | 11% | 13% | 9% | 9% | - | - | - | 10% | 10% | 12% | 10% | 8% | 10% |
| | | | | | | | ** | ** | ** | | | * | | | |
| Within the next five years | 21% | 23% | 19% | 18% | 21% | 24% | - | - | - | 21% | 26% | 13% | 16% | 16% | 14% |
| | | | | | | C | ** | ** | ** | | K,L,M | * | | | |
| More than five years from now | 9% | 10% | 9% | 10% | 9% | 9% | - | - | - | 9% | 8% | 12% | 11% | 9% | 11% |
| | | | | | | | ** | ** | ** | | | * | | | |
| Don't know/hot sure | 41% | 40% | 43% | 33% | 43% | 48% | - | - | - | 41% | 40% | 50% | 41% | 44% | 43% |
| | | | | C | | C | ** | ** | ** | | | * | | | |

caliqaekprep. How prepared, if at all, are you for a major earthquake?

| | | | | | | | | | | | | | | | |
|------------------------------------|------|-----|-----|-----|-----|-----|----|----|----|------|-----|-----|-----|-----|-----|
| Unweighted base | 1087 | 514 | 573 | 308 | 355 | 424 | - | - | - | 1087 | 600 | 60 | 302 | 125 | 227 |
| Base: All California adults | 1087 | 533 | 554 | 354 | 344 | 389 | - | - | - | 1087 | 537 | 65 | 370 | 115 | 237 |
| Very prepared | 8% | 10% | 6% | 10% | 8% | 6% | - | - | - | 8% | 7% | 15% | 7% | 8% | 10% |
| | | B | | | | | ** | ** | ** | | | J* | | | O |
| Somewhat prepared | 39% | 43% | 34% | 27% | 38% | 49% | - | - | - | 39% | 42% | 26% | 37% | 35% | 31% |
| | | B | | | C | C,D | ** | ** | ** | | K | * | | | |
| Not very prepared | 31% | 30% | 32% | 34% | 32% | 26% | - | - | - | 31% | 33% | 26% | 30% | 29% | 29% |
| | | | | E | | | ** | ** | ** | | | * | | | |
| Not at all prepared | 17% | 12% | 22% | 22% | 15% | 14% | - | - | - | 17% | 13% | 25% | 22% | 17% | 25% |
| | | A | | D,E | | | ** | ** | ** | | | J* | J | | P,Q |
| Don't know/hot sure | 5% | 5% | 6% | 7% | 6% | 4% | - | - | - | 5% | 5% | 7% | 4% | 11% | 6% |
| | | | | | | | ** | ** | ** | | | * | | J,L | |

wildfire. Have you ever evacuated your home due to the threat of a wildfire?

| | | | | | | | | | | | | | | | |
|------------------------------------|------|-----|-----|-----|-----|-----|----|----|----|------|-----|-----|-----|-----|-----|
| Unweighted base | 1087 | 514 | 573 | 308 | 355 | 424 | - | - | - | 1087 | 600 | 60 | 302 | 125 | 227 |
| Base: All California adults | 1087 | 533 | 554 | 354 | 344 | 389 | - | - | - | 1087 | 537 | 65 | 370 | 115 | 237 |
| Yes, more than once | 7% | 9% | 5% | 9% | 7% | 5% | - | - | - | 7% | 8% | 7% | 5% | 10% | 8% |
| | | B | | E | | | ** | ** | ** | | | * | | L | |
| Yes, once | 14% | 14% | 15% | 21% | 11% | 11% | - | - | - | 14% | 16% | 8% | 14% | 11% | 11% |
| | | | | D,E | | | ** | ** | ** | | | * | | | |
| No, never | 79% | 78% | 80% | 70% | 82% | 84% | - | - | - | 79% | 77% | 85% | 81% | 79% | 82% |
| | | | | C | | C | ** | ** | ** | | | * | | | |

calimilk. Which ONE of the following is your MOST preferred milk?

| | | | | | | | | | | | | | | | |
|------------------------------------|------|-----|-----|-----|-----|-----|----|----|----|------|-----|-----|-----|-----|-----|
| Unweighted base | 1087 | 514 | 573 | 308 | 355 | 424 | - | - | - | 1087 | 600 | 60 | 302 | 125 | 227 |
| Base: All California adults | 1087 | 533 | 554 | 354 | 344 | 389 | - | - | - | 1087 | 537 | 65 | 370 | 115 | 237 |
| Dairy milk | 53% | 55% | 51% | 45% | 54% | 60% | - | - | - | 53% | 57% | 48% | 52% | 43% | 53% |
| | | | | C | | C | ** | ** | ** | | M | * | | | |
| Almond milk | 17% | 14% | 21% | 17% | 21% | 15% | - | - | - | 17% | 18% | 18% | 16% | 18% | 13% |
| | | A | | | E | | ** | ** | ** | | | * | | | |
| Oat milk | 2% | 2% | 2% | 4% | 1% | 0% | - | - | - | 2% | 2% | - | 2% | 2% | 2% |
| | | | | D,E | | | ** | ** | ** | | | * | | | |
| Coconut milk | 5% | 5% | 5% | 7% | 4% | 4% | - | - | - | 5% | 5% | 4% | 6% | 4% | 5% |
| | | | | | | | ** | ** | ** | | | * | | | O,Q |

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US_nat Sample: 14th - 21st September 2018



| Total | Education | | | Marital Status | | | | | | Children under the age of 18 | | Income | | |
|-------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|------------------------------|------------------------------|----|-------------|----------------|--------|
| | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ |
| | O | P | Q | R | S | T | U | V | W | X | Y | Z | AA | AB |

caliqaek. When do you think the next major earthquake will happen in California? Please select the option that best applies.

| | | | | | | | | | | | | | | | |
|------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|-----|-----|
| Unweighted base | 1087 | 378 | 298 | 184 | 496 | 17 | 128 | 44 | 355 | 47 | 254 | 833 | 335 | 290 | 310 |
| Base: All California adults | 1087 | 384 | 293 | 173 | 484 | 16 | 118 | 39 | 380 | 49 | 263 | 824 | 343 | 293 | 298 |
| Within the next month | 2% | 2% | 2% | 3% | 2% | - | 5% | - | 1% | 5% | 4% | 2% | AA, AC | 1% | 2% |
| Within the next six months | 6% | 7% | 4% | 5% | 6% | 7% | 5% | 2% | 7% | 3% | 9% | 5% | 8% | 7% | 5% |
| Within the next year | 10% | 10% | 10% | 7% | 11% | 25% | 6% | 9% | 10% | 8% | 15% | 9% | 13% | 10% | 10% |
| Within the next two years | 10% | 12% | 8% | 7% | 9% | 19% | 10% | 9% | 11% | 11% | 9% | 10% | 9% | 12% | 7% |
| Within the next five years | 21% | 17% | 29% | 25% | 20% | 5% | 30% | 15% | 20% | 23% | 18% | 22% | 20% | 20% | 26% |
| More than five years from now | 9% | 9% | 8% | 10% | 8% | 10% | 7% | 15% | 10% | 13% | 9% | 9% | 11% | 8% | 11% |
| Don't know/hot sure | 41% | 42% | 39% | 43% | 43% | 33% | 38% | 50% | 41% | 37% | 36% | 43% | 35% | 42% | 40% |

caliqaekprep. How prepared, if at all, are you for a major earthquake?

| | | | | | | | | | | | | | | | |
|------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| Unweighted base | 1087 | 378 | 298 | 184 | 496 | 17 | 128 | 44 | 355 | 47 | 254 | 833 | 335 | 290 | 310 |
| Base: All California adults | 1087 | 384 | 293 | 173 | 484 | 16 | 118 | 39 | 380 | 49 | 263 | 824 | 343 | 293 | 298 |
| Very prepared | 8% | 5% | 7% | 12% | 9% | 7% | 5% | 7% | 8% | 7% | 9% | 8% | AC | 6% | AA, AC |
| Somewhat prepared | 39% | 37% | 43% | 45% | 42% | 46% | 47% | 38% | 32% | 34% | 33% | 40% | 31% | 38% | 48% |
| Not very prepared | 31% | 32% | 34% | 28% | 30% | 34% | 32% | 29% | 33% | 28% | 30% | 31% | 32% | 35% | 27% |
| Not at all prepared | 17% | 19% | 12% | 10% | 14% | 6% | 11% | 19% | 21% | 24% | 23% | 15% | 23% | 17% | 9% |
| Don't know/hot sure | 5% | 6% | 5% | 5% | 5% | 6% | 4% | 6% | 6% | 6% | 4% | 6% | AB | AB | 4% |

wildfire. Have you ever evacuated your home due to the threat of a wildfire?

| | | | | | | | | | | | | | | | |
|------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1087 | 378 | 298 | 184 | 496 | 17 | 128 | 44 | 355 | 47 | 254 | 833 | 335 | 290 | 310 |
| Base: All California adults | 1087 | 384 | 293 | 173 | 484 | 16 | 118 | 39 | 380 | 49 | 263 | 824 | 343 | 293 | 298 |
| Yes, more than once | 7% | 7% | 7% | 7% | 9% | 7% | 5% | 2% | 7% | 3% | 8% | 7% | 8% | 6% | 8% |
| Yes, once | 14% | 14% | 19% | 11% | 16% | 17% | 14% | 11% | 13% | 7% | 16% | 14% | 15% | 16% | 12% |
| No, never | 79% | 79% | 74% | 83% | 75% | 76% | 80% | 87% | 80% | 90% | 76% | 80% | 77% | 78% | 79% |

calimilk. Which ONE of the following is your MOST preferred milk?

| | | | | | | | | | | | | | | | |
|------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1087 | 378 | 298 | 184 | 496 | 17 | 128 | 44 | 355 | 47 | 254 | 833 | 335 | 290 | 310 |
| Base: All California adults | 1087 | 384 | 293 | 173 | 484 | 16 | 118 | 39 | 380 | 49 | 263 | 824 | 343 | 293 | 298 |
| Dairy milk | 53% | 57% | 46% | 58% | 55% | 50% | 60% | 56% | 48% | 58% | 57% | 52% | 54% | 52% | 56% |
| Almond milk | 17% | 19% | 17% | 20% | 16% | 12% | 16% | 21% | 20% | 11% | 17% | 18% | 15% | 20% | 17% |
| Oat milk | 2% | 1% | 2% | 1% | 2% | 7% | - | - | 2% | - | 3% | 1% | 3% | 2% | 1% |
| Coconut milk | 5% | 2% | 10% | 1% | 6% | 12% | 2% | 2% | 4% | 2% | 4% | 5% | 4% | 5% | 6% |

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| | |
|-------|-------------------|
| Total | |
| | Prefer not to say |
| | AC |

caliquak. When do you think the next major earthquake will happen in California? Please select the option that best applies.

| | | |
|------------------------------------|------|---------|
| Unweighted base | 1087 | 152 |
| Base: All California adults | 1087 | 153 |
| Within the next month | 2% | - |
| Within the next six months | 6% | 3% |
| Within the next year | 10% | 6% |
| Within the next two years | 10% | 14% |
| Within the next five years | 21% | 16% |
| More than five years from now | 9% | 4% |
| Don't know/hot sure | 41% | 57% |
| | | Z.AA.AB |

caliquakprep. How prepared, if at all, are you for a major earthquake?

| | | |
|------------------------------------|------|---------|
| Unweighted base | 1087 | 152 |
| Base: All California adults | 1087 | 153 |
| Very prepared | 8% | 3% |
| Somewhat prepared | 39% | 39% |
| Not very prepared | 31% | 29% |
| Not at all prepared | 17% | 17% |
| Don't know/hot sure | 5% | 12% |
| | | Z.AA.AB |

wildfire. Have you ever evacuated your home due to the threat of a wildfire?

| | | |
|------------------------------------|------|-----|
| Unweighted base | 1087 | 152 |
| Base: All California adults | 1087 | 153 |
| Yes, more than once | 7% | 4% |
| Yes, once | 14% | 12% |
| No, never | 79% | 83% |

calimilk. Which ONE of the following is your MOST preferred milk?

| | | |
|------------------------------------|------|-----|
| Unweighted base | 1087 | 152 |
| Base: All California adults | 1087 | 153 |
| Dairy milk | 53% | 47% |
| Almond milk | 17% | 17% |
| Oat milk | 2% | 1% |
| Coconut milk | 5% | 2% |

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US_nat Sample: 14th - 21st September 2018



| | Total | Gender | | Age | | | Region | | | | Race | | | | No HS, High school graduate |
|--|-------|--------|--------|----------|----------|------------|-----------|---------|---------|------|-------|-------------|----------|-------------|-----------------------------|
| | | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | |
| Soy milk | 5% | 5% | 4% | 7% E | 5% | 3% | - ** | - ** | - ** | 5% | 4% | 5% * | 5% | 10% J.L | 4% |
| Rice milk | 2% | 2% | 2% | 3% E | 2% E | 0% | - ** | - ** | - ** | 2% | 1% | - * | 3% J | 2% | 3% |
| Pea milk | 1% | 1% | 0% | 1% | 0% | 1% | - ** | - ** | - ** | 1% | 1% | 2% * | 1% | 1% | 1% |
| Other type of milk | 4% | 3% | 4% | 5% | 3% | 3% | - ** | - ** | - ** | 4% | 3% | 10% J.L* | 4% | 3% | 5% Q |
| Don't know/hot sure | 2% | 2% | 1% | 3% | 1% | 2% | - ** | - ** | - ** | 2% | 1% | 2% * | 3% J | 3% J | 4% O.P.Q |
| Not applicable - I don't have a preferred milk | 10% | 11% | 10% | 8% | 8% | 13% C.D | - ** | - ** | - ** | 10% | 9% | 11% * | 10% | 14% | 10% |

caliagree_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I prefer eating organic foods

| | | | | | | | | | | | | | | | |
|------------------------------------|------|----------|----------|----------|----------|----------|---------|---------|---------|------|----------|----------|----------|----------|----------|
| Unweighted base | 1087 | 514 | 573 | 308 | 355 | 424 | - | - | - | 1087 | 600 | 60 | 302 | 125 | 227 |
| Base: All California adults | 1087 | 533 | 554 | 354 | 344 | 389 | - | - | - | 1087 | 537 | 65 | 370 | 115 | 237 |
| Strongly agree | 16% | 14% | 19% A | 18% | 17% | 15% | - ** | - ** | - ** | 16% | 18% L | 19% * | 13% | 18% | 17% |
| Somewhat agree | 24% | 24% | 24% E | 28% E | 24% | 21% | - ** | - ** | - ** | 24% | 25% * | 23% * | 21% | 29% | 20% |
| Neither agree nor disagree | 31% | 31% | 31% | 30% | 30% | 32% | - ** | - ** | - ** | 31% | 28% | 38% * | 33% | 31% | 31% |
| Somewhat disagree | 10% | 11% | 9% | 10% | 11% | 9% | - ** | - ** | - ** | 10% | 10% | 6% * | 10% | 9% | 8% |
| Strongly disagree | 17% | 19% | 15% C | 11% C | 17% | 21% C | - ** | - ** | - ** | 17% | 17% M | 12% * | 19% M | 10% | 19% P |
| Don't know/hot sure | 3% | 2% | 3% | 4% | 2% | 2% | - ** | - ** | - ** | 3% | 2% | 2% * | 4% | 3% | 5% P |
| Net: Agree | 41% | 38% | 43% E | 46% E | 41% | 36% | - ** | - ** | - ** | 41% | 43% L | 42% * | 34% | 47% L | 38% |
| Net: Disagree | 26% | 29% B | 24% | 21% C | 28% C | 30% C | - ** | - ** | - ** | 26% | 27% | 18% * | 29% M | 19% | 27% |

caliagree_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I try to avoid eating gluten

| | | | | | | | | | | | | | | | |
|------------------------------------|------|-----|-----------|------------|----------|----------|---------|---------|---------|------|------------|-----------|----------|------------|-----------|
| Unweighted base | 1087 | 514 | 573 | 308 | 355 | 424 | - | - | - | 1087 | 600 | 60 | 302 | 125 | 227 |
| Base: All California adults | 1087 | 533 | 554 | 354 | 344 | 389 | - | - | - | 1087 | 537 | 65 | 370 | 115 | 237 |
| Strongly agree | 8% | 9% | 8% | 9% | 10% E | 6% | - ** | - ** | - ** | 8% | 7% | 10% * | 8% | 11% | 10% O |
| Somewhat agree | 11% | 12% | 9% D.E | 15% D.E | 9% | 9% | - ** | - ** | - ** | 11% | 10% | 14% * | 11% | 8% | 15% O |
| Neither agree nor disagree | 24% | 25% | 23% | 25% | 22% | 26% | - ** | - ** | - ** | 24% | 19% | 34% J* | 31% J | 25% | 26% Q |
| Somewhat disagree | 14% | 14% | 13% | 14% | 14% | 13% | - ** | - ** | - ** | 14% | 16% L | 8% * | 11% | 16% | 10% |
| Strongly disagree | 38% | 36% | 41% C | 31% C | 41% C | 43% C | - ** | - ** | - ** | 38% | 45% K.L | 28% * | 31% | 37% | 30% |
| Don't know/hot sure | 5% | 4% | 5% E | 7% E | 4% | 3% | - ** | - ** | - ** | 5% | 3% | 7% * | 7% J | 3% | 8% P.Q |
| Net: Agree | 19% | 21% | 17% E | 24% E | 18% E | 15% | - ** | - ** | - ** | 19% | 18% | 24% * | 20% | 20% | 26% O |
| Net: Disagree | 52% | 50% | 54% C | 45% C | 56% C | 56% C | - ** | - ** | - ** | 52% | 61% K.L | 36% * | 42% | 53% K.L | 40% |

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| | Total | Education | | | Marital Status | | | | | | Children under the age of 18 | | Income | | |
|--|-------|----------------------|-----------|-----------|----------------|-----------|----------|----------|---------------|------------------------------|------------------------------|----------|-------------|----------------|--------|
| | | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ |
| Soy milk | 5% | 4% | 8% N.O | 4% | 4% | - ** | 3% | 2% * | 7% | 2% * | 5% | 5% | 4% | 6% | 5% |
| Rice milk | 2% | 2% | 2% | 1% | 1% | 7% ** | 1% | - * | 2% | 7% R.T.V* | 3% | 2% | 4% AA,AB | 1% | 1% |
| Pea milk | 1% | 1% | 1% | - | 0% | - ** | 1% | - * | 1% | 2% * | - | 1% | 1% | 1% | 1% |
| Other type of milk | 4% | 4% | 5% | 1% | 4% | 7% ** | 4% | 2% * | 4% | 8% * | 4% | 4% | 5% AB | 4% | 2% |
| Don't know/hot sure | 2% | 2% | 1% | - | 2% | - ** | - | - * | 3% | - * | 2% | 2% | 2% | 1% | 1% |
| Not applicable - I don't have a preferred milk | 10% | 9% | 9% | 14% | 9% | 5% ** | 14% | 16% * | 10% | 10% * | 5% | 12% X | 9% | 8% | 11% |

caliagree_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I prefer eating organic foods

| | | | | | | | | | | | | | | | |
|------------------------------------|------|---------|------------|---------|----------|-----------|------------|-------------|----------|----------|-----|-----|-----------|-----|----------|
| Unweighted base | 1087 | 378 | 298 | 184 | 496 | 17 | 128 | 44 | 355 | 47 | 254 | 833 | 335 | 290 | 310 |
| Base: All California adults | 1087 | 384 | 293 | 173 | 484 | 16 | 118 | 39 | 380 | 49 | 263 | 824 | 343 | 293 | 298 |
| Strongly agree | 16% | 13% | 21% O | 15% | 16% | 10% ** | 16% | 9% * | 18% | 20% * | 16% | 16% | 14% | 17% | 19% |
| Somewhat agree | 24% | 24% | 27% | 24% | 24% | 36% ** | 21% | 18% * | 27% | 17% * | 25% | 24% | 23% | 22% | 26% |
| Neither agree nor disagree | 31% | 32% | 30% | 28% | 30% | 31% ** | 27% | 28% * | 33% | 30% * | 27% | 32% | 33% AB | 32% | 28% |
| Somewhat disagree | 10% | 10% | 10% | 13% | 12% V | 5% ** | 11% | 13% * | 7% | 6% * | 12% | 9% | 10% | 9% | 11% |
| Strongly disagree | 17% | 17% | 12% | 18% | 16% | 12% ** | 24% R.V | 30% R.V* | 13% | 21% * | 17% | 16% | 17% | 18% | 16% |
| Don't know/hot sure | 3% | 3% P | - | 2% P | 3% | 5% ** | 1% | 2% * | 2% | 6% * | 3% | 2% | 3% | 2% | 1% |
| Net: Agree | 41% | 38% | 48% N.O | 39% | 40% | 47% ** | 37% | 27% * | 45% U | 37% * | 41% | 41% | 37% | 39% | 46% Z |
| Net: Disagree | 26% | 27% | 22% | 30% | 28% V | 18% ** | 35% V | 43% R.V* | 21% | 27% * | 29% | 25% | 26% | 27% | 27% |

caliagree_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I try to avoid eating gluten

| | | | | | | | | | | | | | | | |
|------------------------------------|------|----------|--------------|--------------|-----|-----------|----------|----------|-----|-------------|----------|-----|-----------|----------|-----------|
| Unweighted base | 1087 | 378 | 298 | 184 | 496 | 17 | 128 | 44 | 355 | 47 | 254 | 833 | 335 | 290 | 310 |
| Base: All California adults | 1087 | 384 | 293 | 173 | 484 | 16 | 118 | 39 | 380 | 49 | 263 | 824 | 343 | 293 | 298 |
| Strongly agree | 8% | 6% | 10% | 9% | 8% | 17% ** | 6% | 4% * | 9% | 7% * | 12% Y | 7% | 10% AC | 6% | 10% AC |
| Somewhat agree | 11% | 8% | 11% | 9% | 12% | 20% ** | 7% | 9% * | 9% | 13% * | 13% | 10% | 10% | 13% | 11% |
| Neither agree nor disagree | 24% | 28% Q | 24% Q | 15% | 24% | 5% ** | 28% | 22% * | 25% | 21% * | 23% | 25% | 26% | 24% | 23% |
| Somewhat disagree | 14% | 13% | 18% N.O | 14% | 15% | 7% ** | 9% | 15% * | 14% | 10% * | 12% | 14% | 10% | 16% Z | 12% |
| Strongly disagree | 38% | 40% N | 36% N.O,P | 51% | 36% | 34% ** | 47% R | 42% * | 38% | 37% * | 35% | 39% | 38% | 38% | 42% |
| Don't know/hot sure | 5% | 6% P | 1% | 3% N.O,P | 4% | 17% ** | 2% | 8% * | 5% | 11% R.T* | 6% | 4% | 6% AB | 3% | 2% |
| Net: Agree | 19% | 14% | 21% O | 18% | 20% | 38% ** | 13% | 14% * | 18% | 20% * | 24% Y | 17% | 20% | 19% | 21% AC |
| Net: Disagree | 52% | 52% N | 54% N | 65% N.O,P | 51% | 40% ** | 56% | 57% * | 52% | 47% * | 47% | 54% | 48% | 54% | 53% |

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| | Total | Prefer not to say |
|--|-------|-------------------|
| Soy milk | 5% | 4% |
| Rice milk | 2% | 1% |
| Pea milk | 1% | 1% |
| Other type of milk | 4% | 6% |
| Don't know/hot sure | 2% | 6% |
| | | Z.AA.AB |
| Not applicable - I don't have a preferred milk | 10% | 16% |
| | | Z.AA |

caliagree_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I prefer eating organic foods

| | | |
|------------------------------------|------|-----|
| Unweighted base | 1087 | 152 |
| Base: All California adults | 1087 | 153 |
| Strongly agree | 16% | 15% |
| Somewhat agree | 24% | 27% |
| Neither agree nor disagree | 31% | 31% |
| Somewhat disagree | 10% | 10% |
| Strongly disagree | 17% | 14% |
| Don't know/hot sure | 3% | 4% |
| Net: Agree | 41% | 42% |
| Net: Disagree | 26% | 23% |

caliagree_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I try to avoid eating gluten

| | | |
|------------------------------------|------|-------|
| Unweighted base | 1087 | 152 |
| Base: All California adults | 1087 | 153 |
| Strongly agree | 8% | 4% |
| Somewhat agree | 11% | 9% |
| Neither agree nor disagree | 24% | 24% |
| Somewhat disagree | 14% | 22% |
| | | Z.AB |
| Strongly disagree | 38% | 33% |
| Don't know/hot sure | 5% | 8% |
| | | AA.AB |
| Net: Agree | 19% | 13% |
| Net: Disagree | 52% | 55% |

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| Total | Gender | | Age | | | Region | | | | Race | | | | No HS, High school graduate |
|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|-----------------------------|
| | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | |

callagree_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I probably eat more healthily than most people

| | | | | | | | | | | | | | | | |
|------------------------------------|------|-----|-----|-----|-----|-----|---|---|---|------|-----|-----|-----|-----|-----|
| Unweighted base | 1087 | 514 | 573 | 308 | 355 | 424 | - | - | - | 1087 | 600 | 60 | 302 | 125 | 227 |
| Base: All California adults | 1087 | 533 | 554 | 354 | 344 | 389 | - | - | - | 1087 | 537 | 65 | 370 | 115 | 237 |
| Strongly agree | 12% | 13% | 12% | 11% | 14% | 12% | - | - | - | 12% | 15% | 8% | 9% | 14% | 13% |
| Somewhat agree | 29% | 30% | 28% | 23% | 31% | 32% | - | - | - | 29% | 28% | 21% | 29% | 36% | 22% |
| Neither agree nor disagree | 30% | 30% | 29% | 35% | 26% | 28% | - | - | - | 30% | 27% | 30% | 34% | 28% | 27% |
| Somewhat disagree | 16% | 15% | 17% | 16% | 15% | 16% | - | - | - | 16% | 18% | 23% | 14% | 9% | 18% |
| Strongly disagree | 11% | 9% | 13% | 12% | 12% | 9% | - | - | - | 11% | 10% | 13% | 12% | 10% | 16% |
| Don't know/not sure | 2% | 3% | 2% | 3% | 2% | 3% | - | - | - | 2% | 2% | 5% | 3% | 3% | 4% |
| Net: Agree | 41% | 43% | 39% | 34% | 45% | 43% | - | - | - | 41% | 42% | 30% | 38% | 50% | 35% |
| Net: Disagree | 27% | 24% | 30% | 28% | 27% | 26% | - | - | - | 27% | 28% | 36% | 26% | 19% | 34% |

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*))

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| Total | Education | | | Marital Status | | | | | | Children under the age of 18 | | Income | | |
|-------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|------------------------------|------------------------------|----|-------------|----------------|--------|
| | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ |

callagree_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I probably eat more healthily than most people

| | | | | | | | | | | | | | | | |
|------------------------------------|------|-----|-----|-------|-----|-----|-----|-----|-----|-----|-----|-----|----------|------|------|
| Unweighted base | 1087 | 378 | 298 | 184 | 496 | 17 | 128 | 44 | 355 | 47 | 254 | 833 | 335 | 290 | 310 |
| Base: All California adults | 1087 | 384 | 293 | 173 | 484 | 16 | 118 | 39 | 380 | 49 | 263 | 824 | 343 | 293 | 298 |
| Strongly agree | 12% | 9% | 13% | 19% | 13% | 6% | 10% | 13% | 13% | 13% | 11% | 13% | 10% | 13% | 16% |
| | | | | O | | ** | | * | | * | | | | | Z |
| Somewhat agree | 29% | 28% | 31% | 35% | 33% | 41% | 26% | 28% | 24% | 21% | 28% | 29% | 25% | 31% | 34% |
| | | | N | N | V | ** | | * | | * | | | | | Z.AC |
| Neither agree nor disagree | 30% | 31% | 33% | 24% | 29% | 24% | 32% | 27% | 31% | 24% | 31% | 29% | 27% | 33% | 26% |
| | | | | | ** | ** | | * | | * | | | | | |
| Somewhat disagree | 16% | 17% | 14% | 14% | 15% | 11% | 17% | 17% | 17% | 17% | 15% | 16% | 19% | 13% | 15% |
| | | | | | ** | ** | | * | | * | | | | | |
| Strongly disagree | 11% | 13% | 8% | 5% | 7% | 19% | 11% | 16% | 14% | 20% | 12% | 11% | 17% | 9% | 7% |
| | | Q | | | ** | ** | | * | R | R* | | | AA,AB,AC | | |
| Don't know/not sure | 2% | 2% | 1% | 3% | 3% | - | 4% | - | 2% | 6% | 2% | 2% | 2% | 1% | 2% |
| | | | | | ** | ** | | * | | * | | | | | |
| Net: Agree | 41% | 37% | 44% | 54% | 46% | 47% | 37% | 41% | 37% | 34% | 40% | 41% | 35% | 44% | 50% |
| | | | N | N.O.P | V | ** | | * | | * | | | | Z.AC | Z.AC |
| Net: Disagree | 27% | 30% | 23% | 19% | 22% | 30% | 28% | 33% | 31% | 37% | 27% | 27% | 36% | 22% | 22% |
| | | P,Q | | | ** | ** | | * | R | R* | | | AA,AB,AC | | |

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| | |
|-------|-------------------|
| Total | |
| | Prefer not to say |

callagree_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row. - I probably eat more healthily than most people

| | Unweighted base | |
|------------------------------------|-----------------|-----|
| | 1087 | 152 |
| Base: All California adults | 1087 | 153 |
| Strongly agree | 12% | 10% |
| Somewhat agree | 29% | 23% |
| Neither agree nor disagree | 30% | 36% |
| Somewhat disagree | 16% | 17% |
| Strongly disagree | 11% | 9% |
| Don't know/not sure | 2% | 6% |
| Net: Agree | 41% | 32% |
| Net: Disagree | 27% | 26% |

Cell Contents (Col