

Table 2: Study Participants by Gender

Gender	Total
Male	61
Female	20
Gender Not Specified	3
n=84	84

Table 3: Study Participants by Age Group

Age Range	Male	Female	Gender Not Specified
< 20	1	1	0
20 to 29	7	4	0
30 to 39	8	5	0
40 to 49	17	5	1
50 to 59	21	2	1
60+	7	3	1
n=	61	20	3

Table 4: Study Participants Reporting Medical Diagnoses

Diagnosis	Male n=61	Female n=20	Gender Not Specified
Diabetes	5	2	0
High Blood Pressure	12	4	1
Heart Disease	2	0	0
Overweight	12	5	1
Food Allergy	1	1	0
Other	1	3	1
	33	15	3

**Table 5: Healthier Food Qualities Desired When Eating at Home
(by Dining-out Frequency)**

Healthier Food Quality	Ate Out 0-3 times/month n=13	Ate Out 4 or more times/month n=70	<i>p</i>
Low Calorie	5	25	NS
Low Sodium	4	25	NS
Low Fat	6	35	NS
Low Cholesterol	6	21	NS
High Fiber	10	21	0.001
Low Carbohydrates	6	12	0.020
Organic	4	11	NS
Vegetarian	1	4	NS
Vegan	1	1	NS
Not Fried	7	24	NS
Allergen-Free	2	0	NS
Other	0	6	NS
Not Important	0	2	NS

NS = no significance

FIGURES

Figure 1: Ranking of Food Qualities Desired when Eating at Home (Entire Sample)

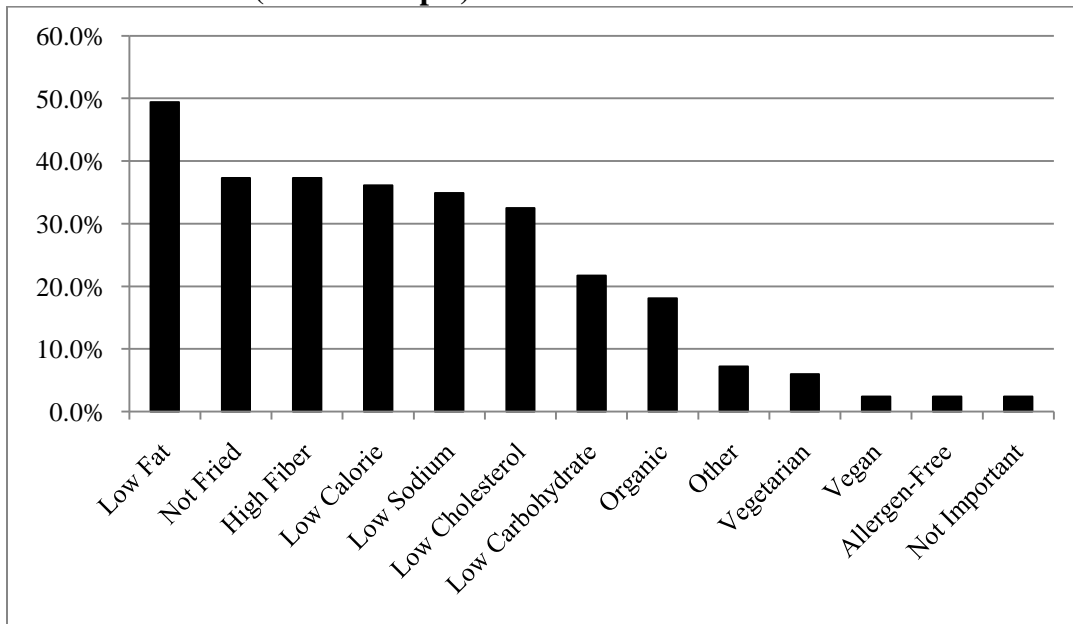
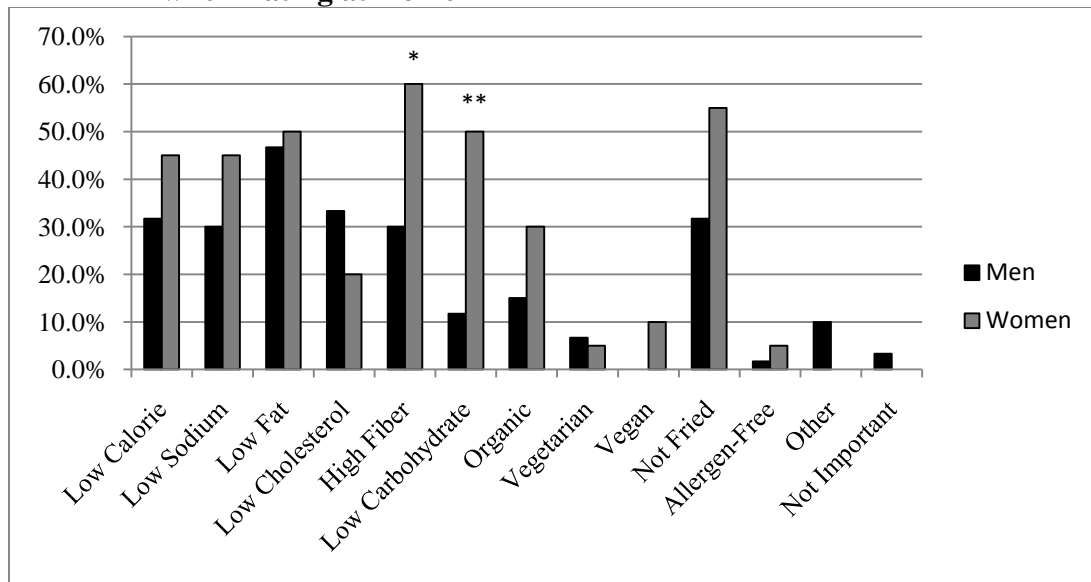


Figure 2: Comparison Between Genders for Food Qualities Desired when Eating at Home



* $p < 0.05$

** $p < 0.001$

Figure 3: Ranking of Food Qualities Desired when Eating at Home (Men Only)

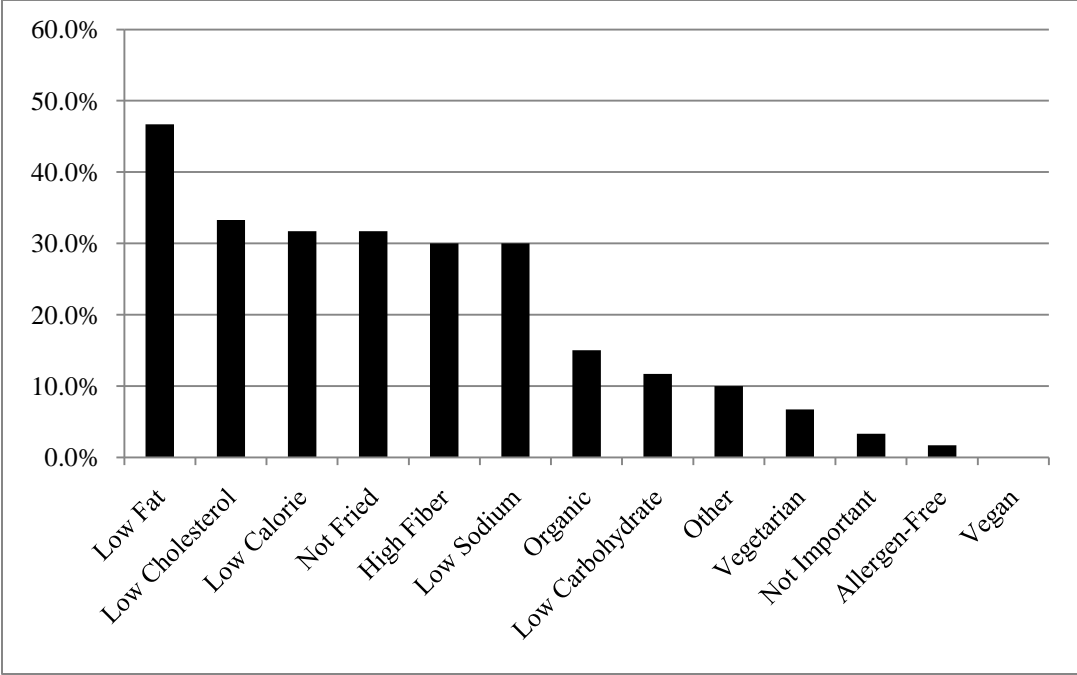


Figure 4: Ranking of Food Qualities Desired when Eating at Home (Women Only)

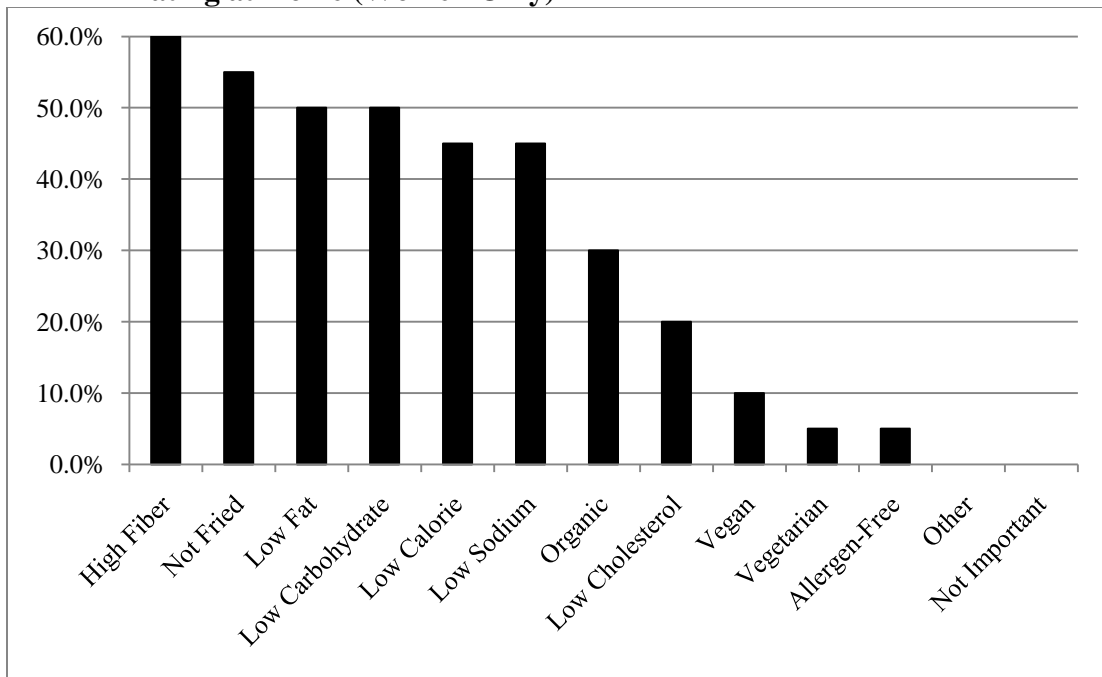


Figure 5: Ranking of Food Qualities Desired when Eating Out (Entire Sample)

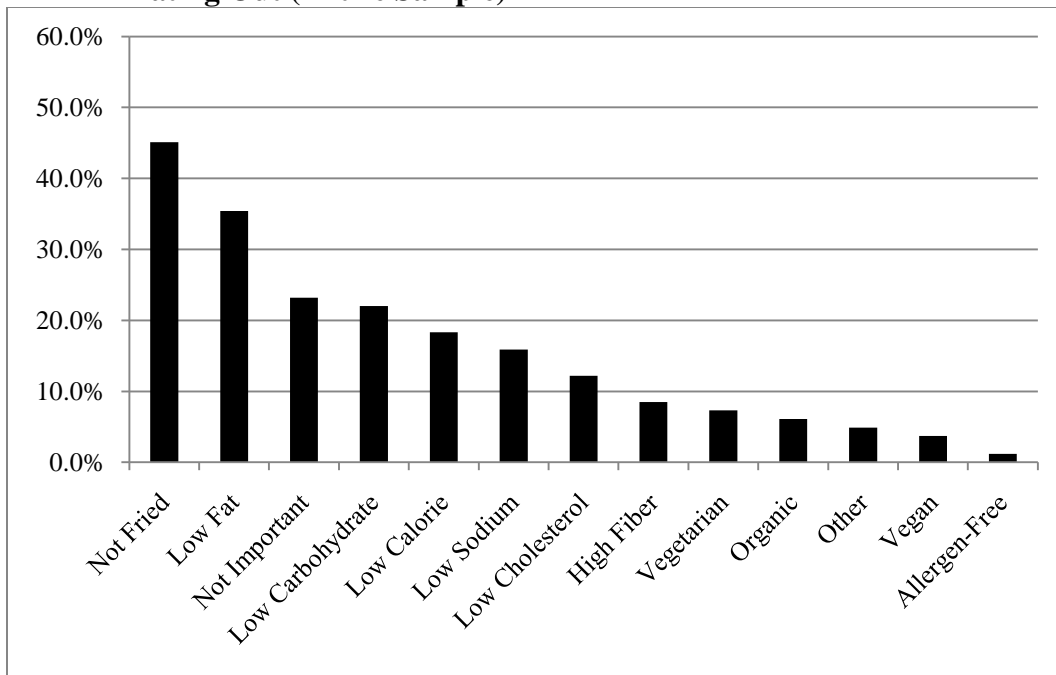


Figure 6: Ranking of Food Qualities Desired when Eating Out (Men Only)

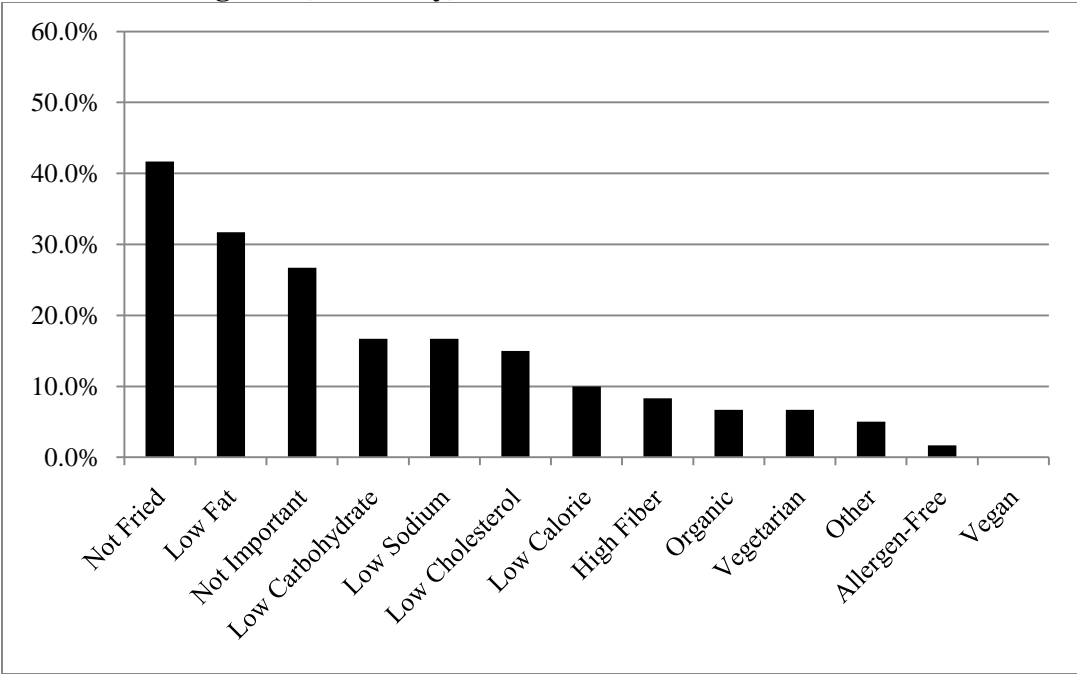


Figure 7: Ranking of Food Qualities Desired when Eating Out (Women Only)

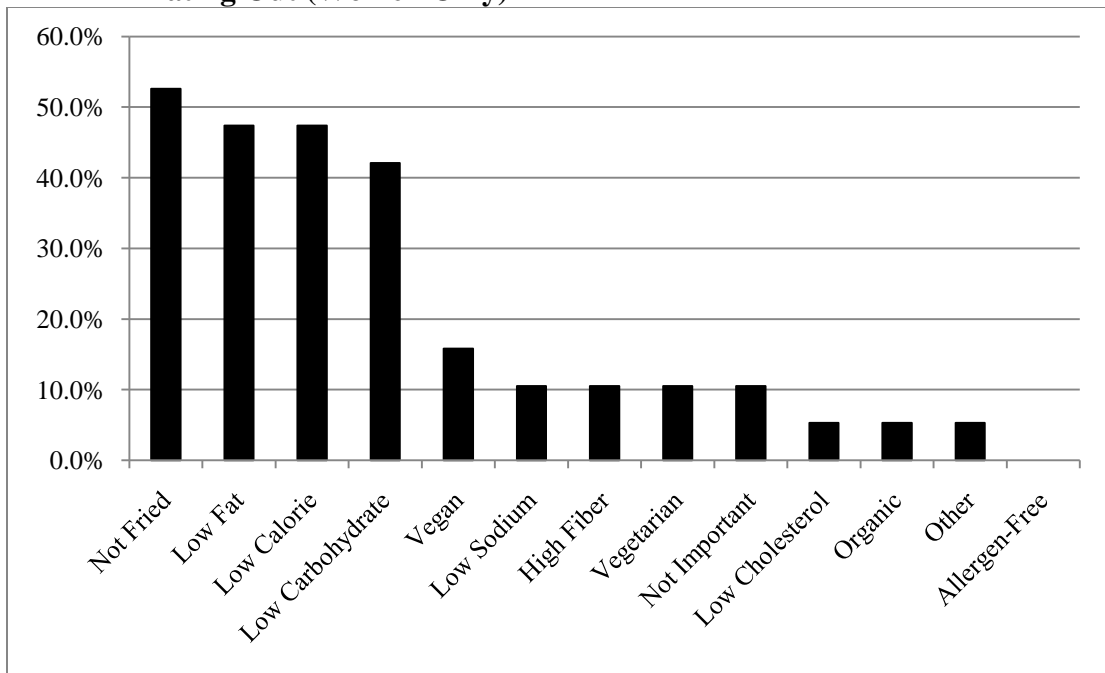
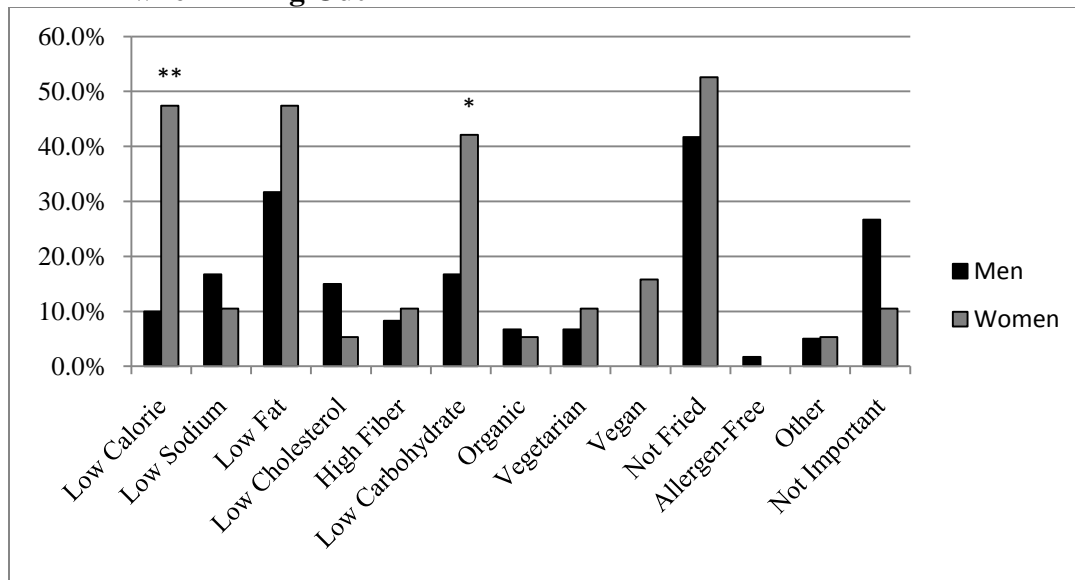


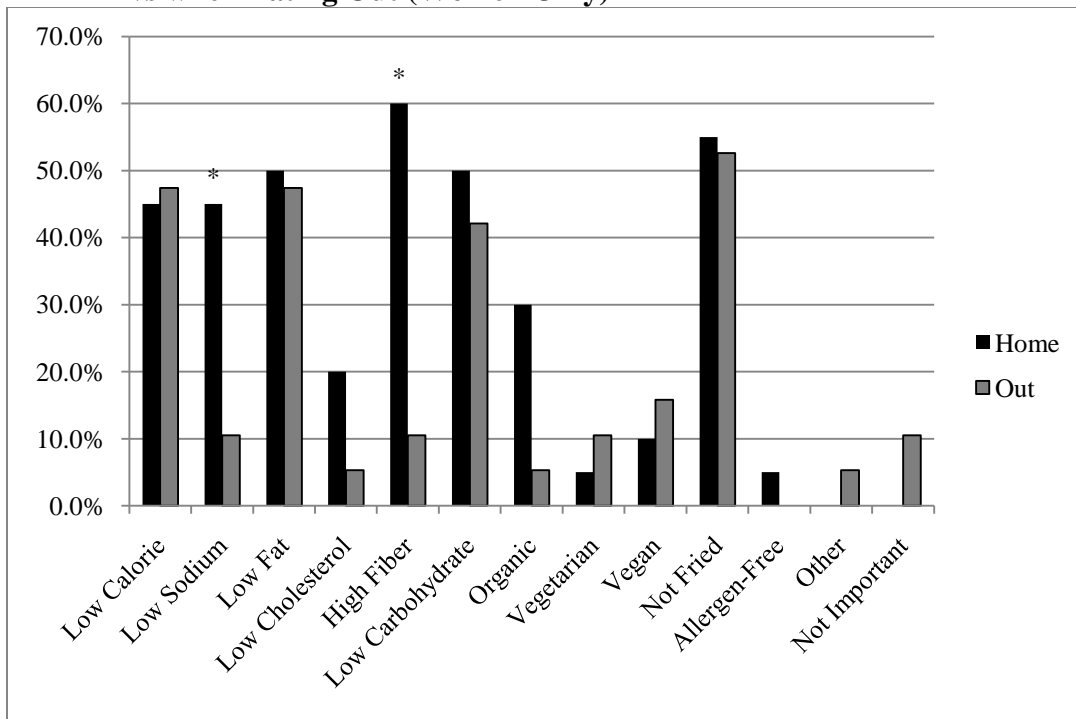
Figure 8: Comparison Between Genders for Food Qualities Desired when Dining Out



* $p < 0.05$

** $p < 0.001$

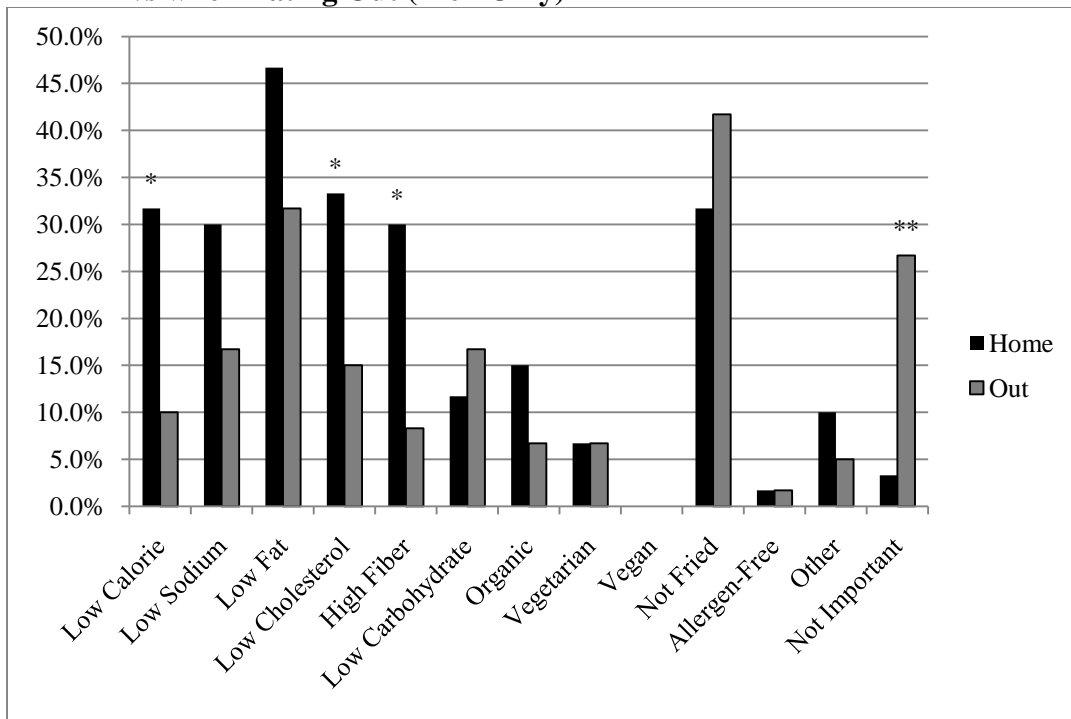
Figure 9: Comparison of Food Qualities Desired when Eating at Home vs when Eating Out (Women Only)



* $p < 0.05$

** $p < 0.001$

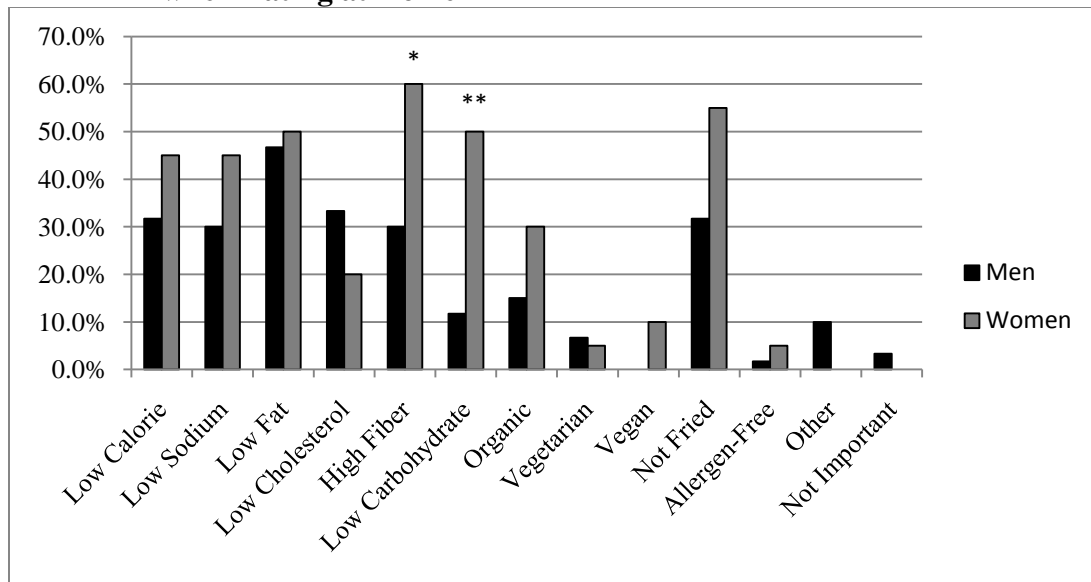
Figure 10: Comparison of Food Qualities Desired when Eating at Home vs when Eating Out (Men Only)



* $p < 0.05$

** $p < 0.001$

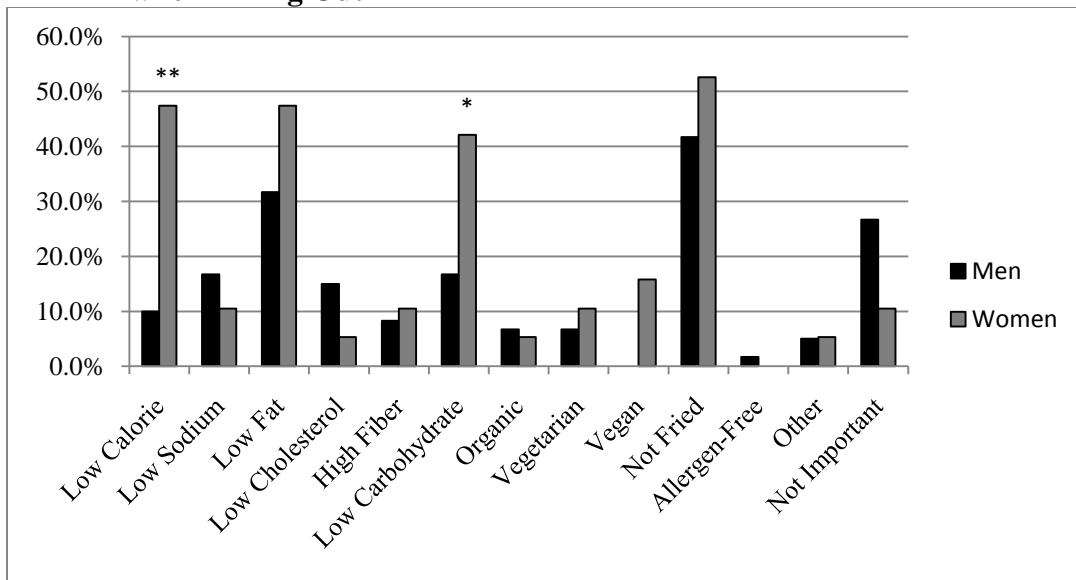
Figure 11: Comparison Between Genders for Food Qualities Desired when Eating at Home



* $p < 0.05$

** $p < 0.001$

Figure 12: Comparison Between Genders for Food Qualities Desired when Dining Out



* $p < 0.05$

** $p < 0.001$

Figure 13: Ranking of Nutrition Information Desired on Menus (Entire Sample)

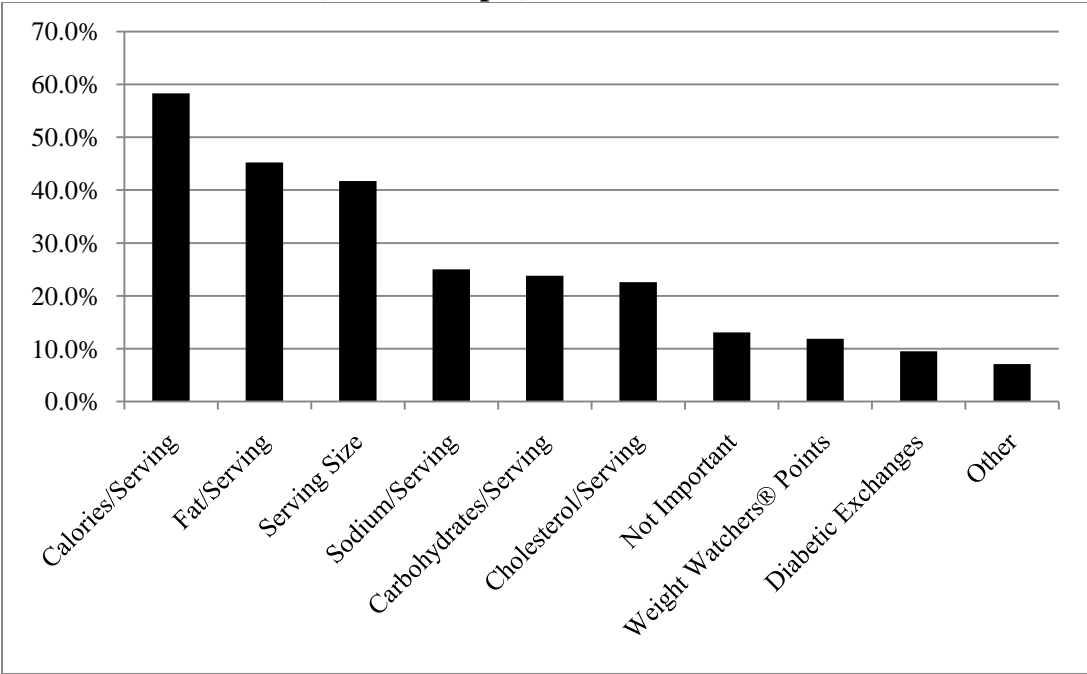


Figure 14: Ranking of Nutrition Information Desired on Menus (Men Only)

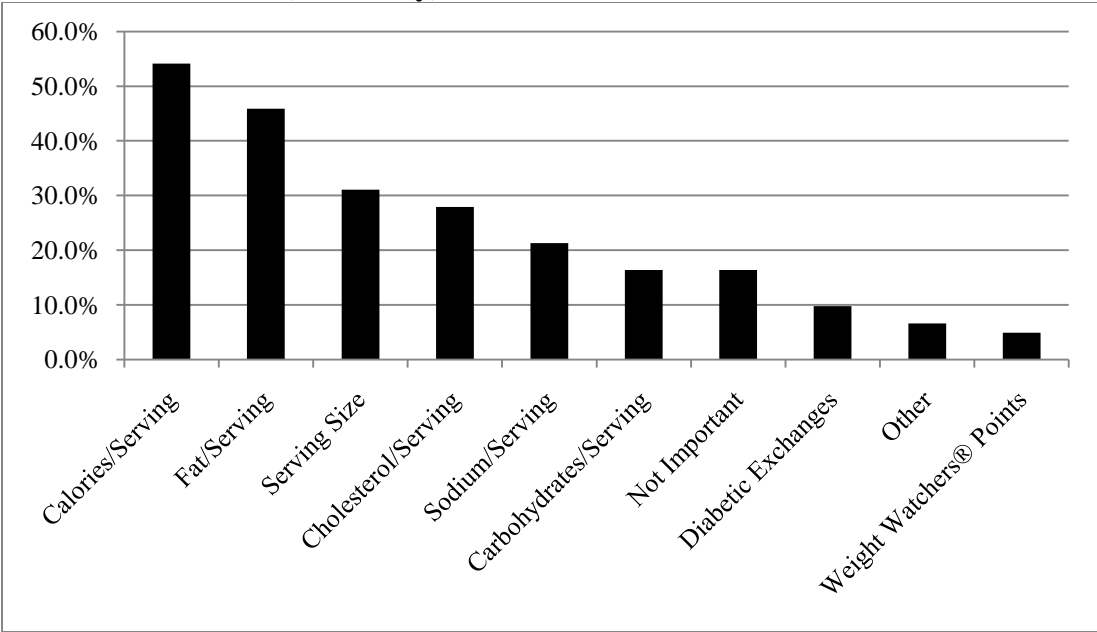


Figure 15: Ranking of Nutrition Information Desired on Menus (Women Only)

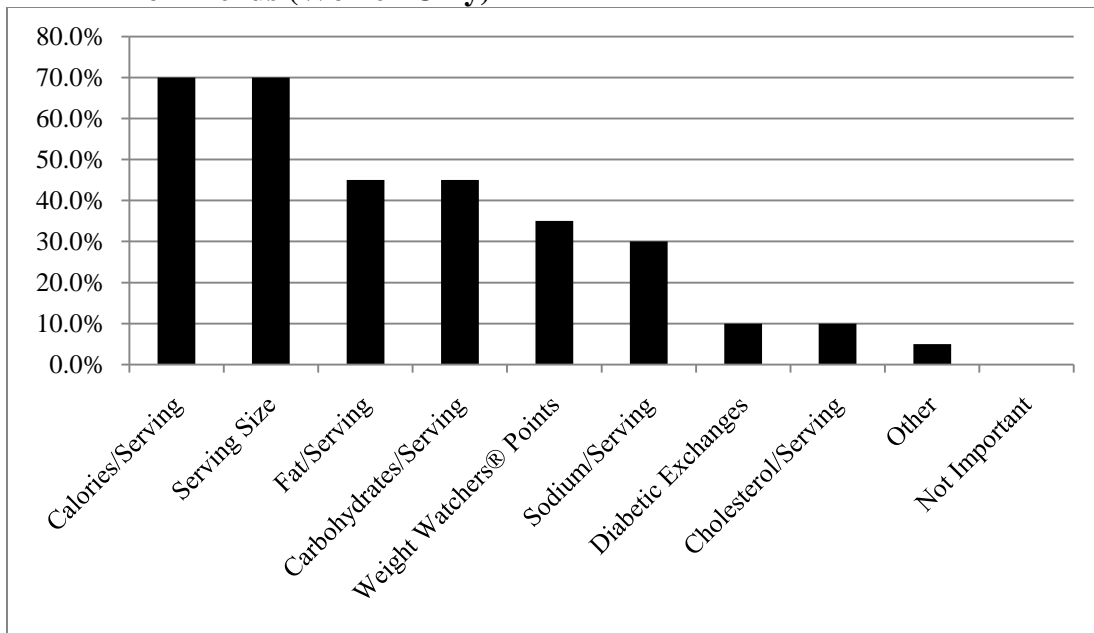
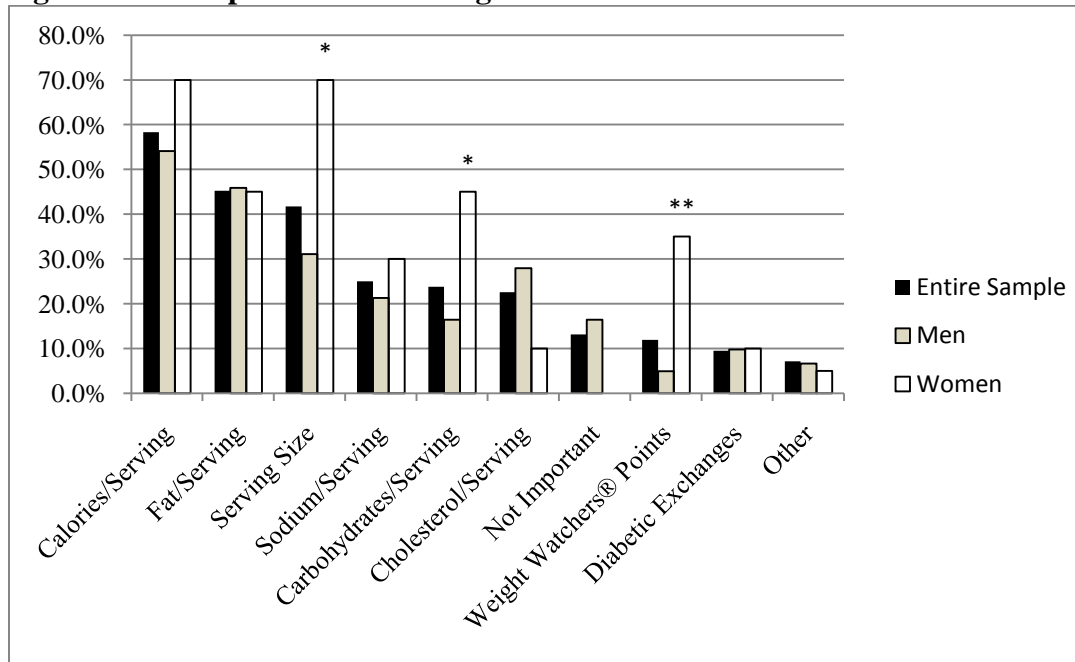


Figure 16: Comparison of Rankings of Nutrition Information Desired on Menus

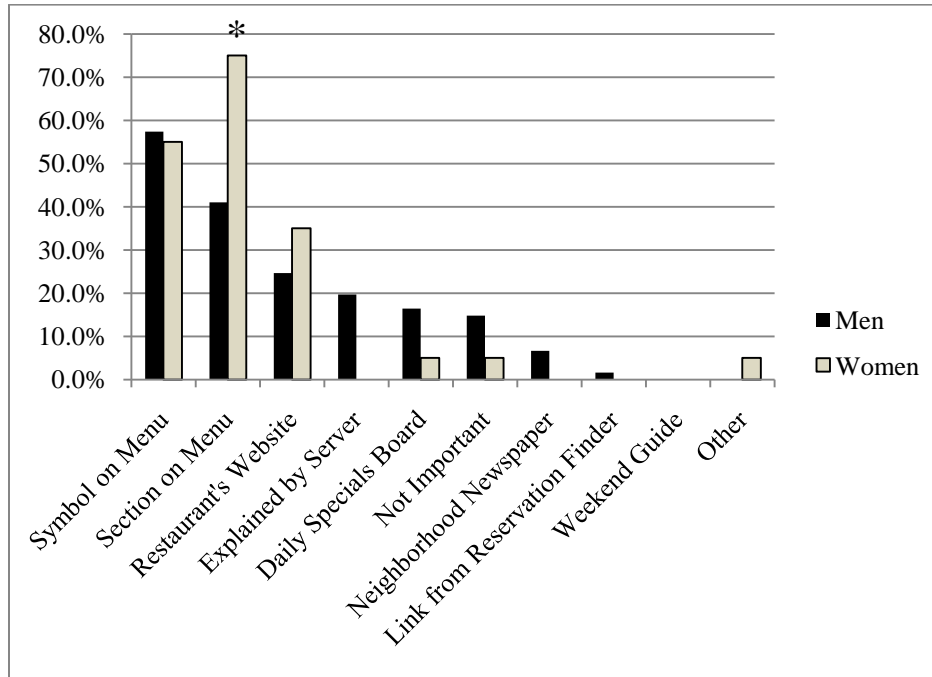


Significant difference between genders:

* $p < 0.05$

** $p < 0.001$

Figure 17: Comparison of Preferred Methods for Advertisement of Healthier Menu Items



* $p < 0.05$

** $p < 0.001$

Figure 18: Preferred Method for Advertisement of Healthier Menu Items (Entire Sample)

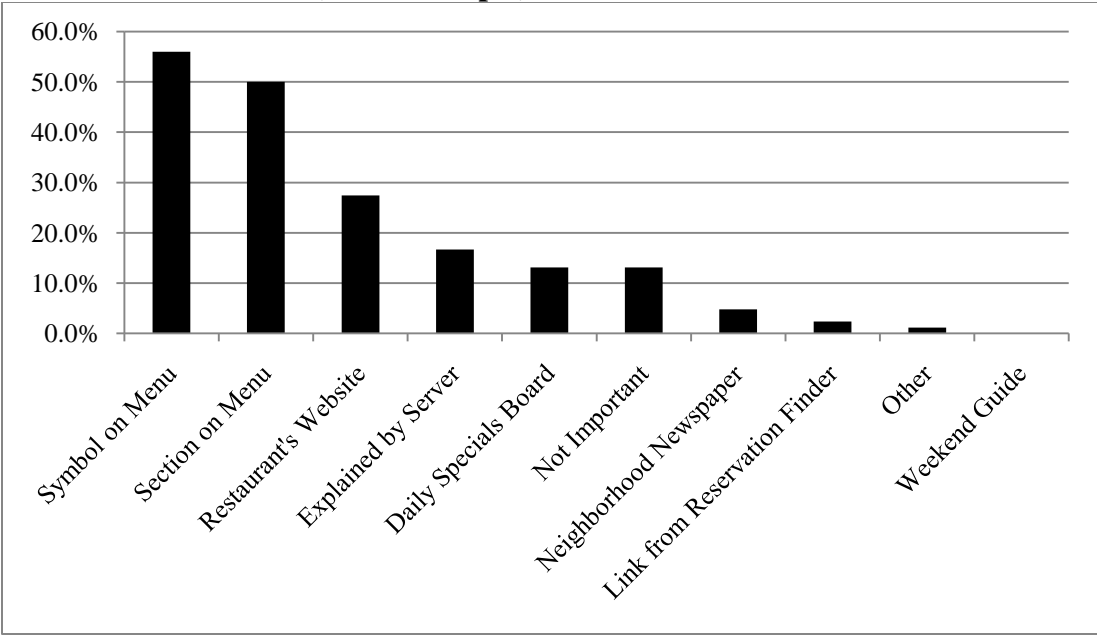


Figure 19: Preferred Method for Advertisement of Healthier Menu Items (Men Only)

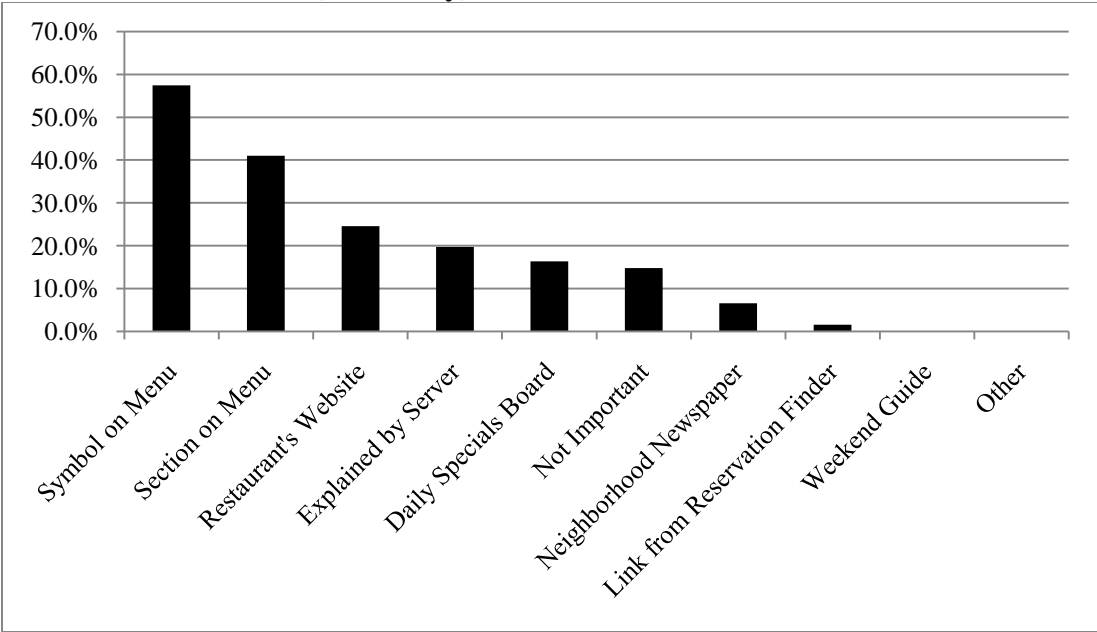


Figure 20: Preferred Method for Advertisement of Healthier Menu Items (Women Only)

