

1. Expiration Dates | Understand

How well do you understand what the expiration date on food products means?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very well	40%	40%	41%	47%	42%	40%	34%	38%	48%	43%	50%
Somewhat well	50%	47%	52%	44%	44%	52%	57%	52%	43%	52%	32%
Not very well	7%	9%	5%	5%	9%	6%	9%	8%	8%	3%	3%
Not well at all	2%	3%	0%	4%	3%	0%	—	1%	1%	2%	12%
Not sure	1%	1%	1%	0%	3%	2%	—	1%	1%	1%	3%
Totals (Unweighted N)	100% (999)	100% (489)	100% (510)	100% (177)	100% (233)	100% (396)	100% (193)	100% (699)	100% (127)	100% (112)	100% (61)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very well	40%	42%	40%	39%	41%	35%	44%	45%	33%	47%	39%	43%
Somewhat well	50%	50%	47%	54%	47%	57%	47%	47%	53%	44%	52%	48%
Not very well	7%	7%	9%	4%	8%	5%	8%	5%	10%	6%	5%	8%
Not well at all	2%	0%	2%	2%	2%	2%	—	2%	3%	1%	2%	1%
Not sure	1%	2%	1%	0%	2%	0%	0%	1%	1%	2%	1%	1%
Totals (Unweighted N)	100% (999)	100% (362)	100% (398)	100% (239)	100% (494)	100% (262)	100% (136)	100% (107)	100% (196)	100% (224)	100% (371)	100% (208)

2. Expiration Dates | Differences

How well do you understand the difference between the terms "sell-by" date, "use-by" date and "best before" date?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very well	39%	38%	40%	45%	37%	42%	32%	39%	37%	36%	50%
Somewhat well	48%	49%	47%	45%	40%	47%	59%	48%	46%	53%	42%
Not very well	8%	9%	8%	5%	13%	7%	7%	9%	6%	7%	5%
Not well at all	3%	2%	4%	4%	5%	2%	0%	2%	8%	3%	1%
Not sure	2%	2%	2%	1%	5%	1%	1%	2%	3%	1%	2%
Totals (Unweighted N)	100% (998)	100% (488)	100% (510)	100% (175)	100% (234)	100% (396)	100% (193)	100% (697)	100% (128)	100% (112)	100% (61)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very well	39%	38%	39%	41%	36%	40%	44%	48%	37%	46%	36%	40%
Somewhat well	48%	49%	46%	49%	46%	53%	46%	43%	47%	39%	51%	51%
Not very well	8%	9%	9%	6%	10%	5%	7%	8%	11%	9%	7%	7%
Not well at all	3%	2%	4%	3%	4%	1%	2%	1%	4%	2%	4%	1%
Not sure	2%	2%	2%	2%	4%	—	1%	0%	0%	4%	2%	1%
Totals (Unweighted N)	100% (998)	100% (362)	100% (398)	100% (238)	100% (495)	100% (261)	100% (135)	100% (107)	100% (196)	100% (224)	100% (371)	100% (207)

3. Expiration Dates | Usually Check

Do you usually check the expiration date on food products before buying them?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	83%	82%	84%	82%	78%	86%	85%	81%	84%	87%	92%
No	15%	16%	13%	14%	18%	13%	13%	16%	10%	13%	8%
Not sure	2%	2%	3%	4%	5%	1%	1%	2%	6%	0%	—
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(488)	(509)	(177)	(232)	(395)	(193)	(699)	(128)	(110)	(60)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	83%	82%	81%	86%	81%	85%	82%	93%	79%	74%	86%	90%
No	15%	15%	17%	11%	16%	14%	15%	6%	21%	21%	11%	9%
Not sure	2%	3%	2%	2%	3%	1%	3%	1%	0%	5%	3%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(362)	(397)	(238)	(493)	(261)	(136)	(107)	(195)	(224)	(370)	(208)

4. Expiration Dates | Action Taken

Do you:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Always throw away food that has passed its expiration date	24%	24%	24%	41%	24%	19%	17%	22%	30%	34%	25%
Sometimes use food that has passed its expiration date if it still appears to be fresh	71%	72%	70%	54%	69%	79%	77%	74%	64%	64%	70%
Not sure	4%	3%	6%	5%	7%	2%	5%	4%	6%	2%	5%
Totals (Unweighted N)	100% (999)	100% (489)	100% (510)	100% (176)	100% (234)	100% (396)	100% (193)	100% (699)	100% (127)	100% (112)	100% (61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Always throw away food that has passed its expiration date	24%	22%	25%	26%	25%	28%	23%	14%	21%	27%	26%	21%
Sometimes use food that has passed its expiration date if it still appears to be fresh	71%	73%	71%	70%	69%	70%	76%	84%	76%	66%	69%	76%
Not sure	4%	5%	4%	4%	7%	2%	1%	1%	2%	8%	5%	3%
Totals (Unweighted N)	100% (999)	100% (362)	100% (398)	100% (239)	100% (494)	100% (262)	100% (136)	100% (107)	100% (196)	100% (223)	100% (372)	100% (208)

5. Expiration Dates | Closer Meaning

Which do you think is closer to the meaning of expiration dates on food?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
The food is unsafe to eat after the date has passed	31%	32%	30%	48%	32%	29%	19%	27%	35%	45%	48%
The food may not taste as good after the date has passed	61%	63%	60%	47%	59%	62%	75%	65%	55%	51%	51%
Not sure	8%	5%	10%	5%	9%	9%	7%	9%	9%	4%	2%
Totals (Unweighted N)	100% (1,000)	100% (489)	100% (511)	100% (177)	100% (234)	100% (396)	100% (193)	100% (699)	100% (128)	100% (112)	100% (61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
The food is unsafe to eat after the date has passed	31%	29%	35%	27%	32%	30%	25%	40%	31%	29%	29%	36%
The food may not taste as good after the date has passed	61%	62%	58%	65%	60%	63%	67%	56%	63%	63%	63%	56%
Not sure	8%	9%	7%	8%	9%	7%	8%	5%	5%	9%	8%	8%
Totals (Unweighted N)	100% (1,000)	100% (363)	100% (398)	100% (239)	100% (495)	100% (262)	100% (136)	100% (107)	100% (196)	100% (224)	100% (372)	100% (208)

Interviewing Dates	July 6 - 8, 2016
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.001 to 6.05, with a mean of one and a standard deviation of 1.195.
Number of respondents	1000
Margin of error	± 4.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.