

DATA FOR PROGRESS

From January 6 to 11, 2023, Data for Progress conducted a survey of 646 national Kroger customers using web panel respondents. The sample was weighted to be representative of national likely voters by age, gender, education, race, geography, and voting history. The survey was conducted in English. The margin of error is ± 4 percentage points.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=646 unless otherwise specified.

[1] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Food 4 Less

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	7	7	7	13	4	8	5	11	5	16
No	93	93	93	87	96	92	95	89	95	84
Weighted N	646	334	312	213	433	403	243	79	490	70

[2] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Fred Meyer

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	7	8	7	8	7	7	8	7	8	3
No	93	92	93	92	93	93	92	93	92	97
Weighted N	646	334	312	213	433	403	243	79	490	70

[3] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Fry's

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	9	7	10	10	8	8	9	7	8	12
No	91	93	90	90	92	92	91	93	92	88
Weighted N	646	334	312	213	433	403	243	79	490	70

[4] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Harris Teeter

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	10	11	10	12	9	10	11	8	11	3
No	90	89	90	88	91	90	89	92	89	97
Weighted N	646	334	312	213	433	403	243	79	490	70

[5] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— King Soopers

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	3	3	4	5	3	4	3	7	2	8
No	97	97	96	95	97	96	97	93	98	92
Weighted N	646	334	312	213	433	403	243	79	490	70

[6] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Kroger

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	64	64	64	60	66	65	63	75	65	49
No	36	36	36	40	34	35	37	25	35	51
Weighted N	646	334	312	213	433	403	243	79	490	70

[7] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Ralphs

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	8	7	8	11	6	6	11	14	5	16
No	92	93	92	89	94	94	89	86	95	84
Weighted N	646	334	312	213	433	403	243	79	490	70

[8] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Smith's Food and Drug

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	7	7	7	9	6	7	6	6	6	13
No	93	93	93	91	94	93	94	94	94	87
Weighted N	646	334	312	213	433	403	243	79	490	70

[9] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Publix

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	13	16	11	16	12	14	12	22	13	9
No	87	84	89	84	88	86	88	78	87	91
Weighted N	646	334	312	213	433	403	243	79	490	70

[10] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Ingles Markets

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	3	4	3	4	3	3	5	7	3	6
No	97	96	97	96	97	97	95	93	97	94
Weighted N	646	334	312	213	433	403	243	79	490	70

[11] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Wegmans

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	3	2	3	4	2	2	4	4	2	4
No	97	98	97	96	98	98	96	96	98	96
Weighted N	646	334	312	213	433	403	243	79	490	70

[12] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— HEB

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	3	2	5	5	3	3	3	11	2	4
No	97	98	95	95	97	97	97	89	98	96
Weighted N	646	334	312	213	433	403	243	79	490	70

[13] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Walmart

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	69	70	68	73	67	75	60	76	67	77
No	31	30	32	27	33	25	40	24	33	23
Weighted N	646	334	312	213	433	403	243	79	490	70

[14] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Trader Joe's

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	16	20	13	20	15	12	24	20	15	16
No	84	80	87	80	85	88	76	80	85	84
Weighted N	646	334	312	213	433	403	243	79	490	70

[15] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Sam's Club

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	29	28	31	34	27	32	24	43	26	32
No	71	72	69	66	73	68	76	57	74	68
Weighted N	646	334	312	213	433	403	243	79	490	70

[16] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Costco

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	27	27	28	33	25	22	36	27	26	38
No	73	73	72	67	75	78	64	73	74	62
Weighted N	646	334	312	213	433	403	243	79	490	70

[17] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Whole Foods

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	13	14	11	20	9	9	18	28	11	10
No	87	86	89	80	91	91	82	72	89	90
Weighted N	646	334	312	213	433	403	243	79	490	70

[18] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Aldi

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	28	30	25	28	28	28	27	36	28	17
No	72	70	75	72	72	72	73	64	72	83
Weighted N	646	334	312	213	433	403	243	79	490	70

[19] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Food Lion

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	10	11	9	11	10	13	6	13	11	3
No	90	89	91	89	90	87	94	87	89	97
Weighted N	646	334	312	213	433	403	243	79	490	70

[20] Please click on **all** of the stores where you have gotten groceries in the last three months. If you're unsure, please DO NOT click it.

— Target

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes	31	32	31	47	23	28	37	34	29	37
No	69	68	69	53	77	72	63	66	71	63
Weighted N	646	334	312	213	433	403	243	79	490	70

[21] Some eggs in grocery stores come from chickens confined in cages. These chickens spend their entire lives within small cages which prevent them from moving around or extending their wings.

Other eggs in grocery stores come from chickens in cage-free facilities where they are not confined in cages, have access to walk and stretch their wings, and at some facilities, have access to the outdoors.

Do you think that your grocery store should post signs in the egg aisle to help you understand which eggs come from chickens confined in cages and which ones come from chickens not confined in cages?

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Yes, my grocer should post signs indicating which eggs come from caged chickens	53	57	49	65	47	53	52	58	51	66
No, my grocer should not post such signs	12	13	12	8	14	13	11	10	13	8
I don't care either way	35	30	39	26	39	34	36	32	35	27
Weighted N	646	334	312	213	433	403	243	79	490	70

[22] For each of the following egg carton labels, please tell us whether you think these labels indicate eggs that come from chickens confined in cages or eggs that come from chickens not confined cages?

— Farm Fresh

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Chickens confined in cages	14	12	16	20	11	12	16	24	13	20
Chickens not confined in cages	41	41	41	49	37	46	33	35	41	42
Don't know	45	47	43	31	53	42	51	41	47	37
Weighted N	646	334	312	213	433	403	243	79	490	70

[23] For each of the following egg carton labels, please tell us whether you think these labels indicate eggs that come from chickens confined in cages or eggs that come from chickens not confined cages?

— Grade A

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Chickens confined in cages	26	26	26	30	24	26	26	39	25	19
Chickens not confined in cages	20	16	25	32	15	23	15	28	18	36
Don't know	54	58	49	37	61	51	58	32	57	45
Weighted N	646	334	312	213	433	403	243	79	490	70

[24] Some grocery stores have advertised that they would stop selling eggs from caged chickens.

If **your grocery store** advertised it would stop this practice and has now gone back on that promise, would that make you lose trust in the store, or would it not make a difference in your trust?

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
It would make me lose trust	42	46	38	45	41	42	43	43	42	52
It would not make a difference in my trust	49	44	54	46	50	48	51	50	49	44
Don't know	9	10	8	8	9	10	6	7	10	5
Weighted N	646	334	312	213	433	403	243	79	490	70

[25] Some grocery stores have advertised that they would stop selling eggs from caged chickens.

If you heard that **your grocery store** broke its promise to stop selling eggs from caged chickens, would you be more likely to shop at a different grocery store, or would it not make a difference in where you shop?

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
I would be more likely to shop at a different grocery store	39	41	37	54	32	40	37	51	37	50
It would not make a difference in where I shop	53	48	59	40	60	52	56	40	56	45
Don't know	8	11	4	6	8	8	7	9	7	5
Weighted N	646	334	312	213	433	403	243	79	490	70

[26] Some grocery stores have advertised that they would stop selling eggs from caged chickens.

How positively or negatively would you view **your grocery store** if it followed through with its policy to **only sell eggs from cage-free chickens**?

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Very positively	32	37	26	44	26	34	28	32	32	34
Somewhat positively	27	24	31	28	27	24	33	29	26	34
Somewhat negatively	4	4	4	4	4	4	5	7	3	6
Very negatively	3	2	4	3	3	4	2	7	2	5
No change in my view	31	29	33	18	38	31	30	22	34	16
Don't know	3	3	3	4	3	4	2	3	3	5
Weighted N	646	334	312	213	433	403	243	79	490	70

[27] Many grocery stores sell items under their own brand names. These are called "private-label" products. These products tend to be slightly lower priced than major name brand products. For example, "Simple Truth" and "Kroger" are Kroger private-label brands, while "Great Value" is a Walmart private-label brand.

Would you be more or less likely to purchase private-label eggs from **your grocery store** if they came **only from cage-free chickens**?

Response	Topline	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino/a
Much more likely	28	33	23	36	24	28	27	33	27	35
Somewhat more likely	24	23	25	24	24	22	28	26	24	23
Somewhat less likely	4	3	4	5	3	5	2	7	3	9
Much less likely	4	4	4	6	3	4	3	10	2	10
No change in my purchasing habits	38	35	43	26	45	39	38	19	42	23
I do not purchase eggs	2	2	2	3	1	2	2	4	2	0
Weighted N	646	334	312	213	433	403	243	79	490	70