

A survey was conducted to investigate users' beliefs around different health benefits from food and their shopping habits. The PDF file contains the survey that was conducted. In the Excel file, the "Definition" tab contains the names of the different variables and how these responses are coded. On the "Data" tab, you will find the responses to the survey.

Data Preparation

- 1) Recode Q6: Using a nested IF state, recode the numerical values to display the type of store that respondents most frequently shop at.
 - a. In cell CZ1, type "MostFreqStore".
 - b. In cell CZ2, type out the nested if statement to perform the recoding. You're encouraged to develop the statement yourself, but it is provided below for you to check your work against:

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=IF(BD2=1,"Health Grocery Store",IF(BD2=2,"Regular Grocery Store",IF(BD2=3,"Drugstore",IF(BD2=4,"Mass Merchandisers",IF(BD2=5,"Warehouse Club",IF(BD2=6,"Dollar Stores",IF(BD2=7,"Internet","Other"))))))))
```

NOTE: If typing in a word processing software, be sure to use straight quotes (").

- c. Copy this formula down column CZ
- 2) Recode Q8: Using a nested IF statement, recode the numerical values to display the optimal level of calories per pre-packaged serving in column DA.
- 3) Recode Gender: Using an IF statement, recode gender to display "Male" or "Female" in column DB.
- 4) Recode Age: Using a nested IF statement, recode the numerical values corresponding to different age groups and display the age range in column DC.
- 5) Recode Income: Using a nested IF statement, recode the numerical values to display the income ranges in column DD.
- 6) Presence of children: Using an IF statement, create a variable in column DE to =1 if the respondent has children and =0 otherwise.

Analysis

Create a pivot table using columns A through DE. Using the pivot table, address the following:

- 1) Examine how the contents of food purchased for home consumption (Q9 and Q10 in the survey) vary across users with respect to:
 - a. Age
 - b. Gender
 - c. Income
 - d. Education
- 2) Examine how the types of stores at which respondents shop (Q5 and Q6 in the survey) vary across users with respect to:

- a. Age
 - b. Gender
 - c. Income
 - d. Education
- 3) Examine patterns between where respondents tend to shop and the contents of food they purchase for home consumption.
- a. Does purchasing of food labeled “Approved by the American Heart Association” or “Approved by the American Diabetic Association” vary based on where respondents shop?
 - b. Does purchasing of food labeled “Atkins Friendly” or “Weight Watchers Points” vary based on where respondents shop?
 - c. What do these findings suggest about the impact of labeling on consumers’ purchasing?