

Frozen Pizzas (bought frozen) - Pizzas eaten in the last 30 days:

		8-10 Pizzas	5 - 7 Pizzas	3 - 4 Pizzas	1 - 2 Pizzas	None	
Total Sample	Sample	9,144	187	1,237	1,397	1,666	758
	(000)	109,484	2,197	14,948	17,683	19,006	8,508
	Vertical	100%	100%	100%	100%	100%	100%
	Horizontal	100%	2.01%	14%	16%	17%	7.77%
	Index	100	100	100	100	100	100
	Base	100%	2.01%	14%	16%	17%	7.77%
DEMOGRAPHICS AGE: 18-24	Sample	837	26	163	157	109	60
	(000)	10,249	269	1,937	2,745	1,305	753
	Vertical	9.36%	12%	13%	16%	6.86%	8.85%
	Horizontal	100%	2.63%	19%	27%	13%	7.34%
	Index	100	131	138	166	73	95
	Base	9.36%	0.25%	1.77%	2.51%	1.19%	0.69%
DEMOGRAPHICS AGE: 25-34	Sample	1,196	39	178	198	240	104
	(000)	19,117	424	3,233	2,912	4,182	1,763
	Vertical	17%	19%	22%	16%	22%	21%
	Horizontal	100%	2.22%	17%	15%	22%	9.22%
	Index	100	111	124	94	126	119
	Base	17%	0.39%	2.95%	2.66%	3.82%	1.61%
DEMOGRAPHICS AGE: 35-44	Sample	1,787	47	333	293	325	160
	(000)	22,480	533	3,686	4,094	3,393	1,723
	Vertical	21%	24%	25%	23%	18%	20%
	Horizontal	100%	2.37%	16%	18%	15%	7.66%
	Index	100	118	120	113	87	99
	Base	21%	0.49%	3.37%	3.74%	3.10%	1.57%
DEMOGRAPHICS AGE: 45-54	Sample	1,973	38	297	322	354	189
	(000)	20,454	424	3,046	3,060	3,632	1,990
	Vertical	19%	19%	20%	17%	19%	23%
	Horizontal	100%	2.07%	15%	15%	18%	9.73%
	Index	100	103	109	93	102	125
	Base	19%	0.39%	2.78%	2.79%	3.32%	1.82%

Sample - 9,144

(000) - 269

Vert % - 22%

Hort % - 18%

Index - 102

Base - 1.82%

This data represents a survey of men and how often they eat frozen pizza.

This means that 9,144 households with men responded to this question of the survey.

This means that 269,000 households with men ages 18-24 have eaten 8-10 pizzas in the last 30 days.

This means that approximately 22% of households that ate 5-7 pizzas had men ages 25-44.

This means that approximately 18% of households with men 35-44 ate 3-4 pizzas in the last 30 days.

This means that households with men 45-54 are 2% more likely to have eaten 1-2 pizzas in the last 30 days.

Of all households with men, approximately 1.82% have men ages 45-54 that have not eaten any pizza.