<table>
<thead>
<tr>
<th>Data Point</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>62% of men vs 70% of women agree that food recalls affect the products they buy</td>
<td>“2014 IFIC Foundation Food &amp; Health Survey” Food Insight. International Food Information Council Foundation. 15 May 2014. Web. Retrieved from: <a href="http://www.foodinsight.org/LinkClick.aspx?fileticket=0X6uCp5GSTk%3d&amp;tabid=1492">http://www.foodinsight.org/LinkClick.aspx?fileticket=0X6uCp5GSTk%3d&amp;tabid=1492</a></td>
</tr>
</tbody>
</table>
| Men in lower income and smaller households were more likely to be involved in each of the meal activities. | Guess Who’s Cooking? The Role of Men in Meal Planning, Shopping, and Preparation in US Families  
LISA HARNACK, MARY STORY, BRIAN MARTINSON, DIANNE NEUMARK-SZTAINER, JAMIE STANG  
Journal of the American Dietetic Association 1  
September 1998 (volume 98 issue 9 Pages 995-1000  
DOI: 10.1016/S0002-8223(98)00228-4  
Retrieved from:  
http://www.journals.elsevierhealth.com/periodicals/yjada/article/S0002-8223(98)00228-4/abstract |
| Younger men and men in households in which the female head of household worked full-time were more likely to be involved in meal planning and preparation. | Guess Who’s Cooking? The Role of Men in Meal Planning, Shopping, and Preparation in US Families  
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| Men who claim to be the main grocery shopper enjoyed the task and, in general, men gain positive reinforcement from the family’s appreciation of their involvement in grocery shopping. In task management, men appear not to ask for assistance; used shopping lists less frequently than women; did not compare prices or use catalogues; and did not stick to a defined budget. Male behaviour in the supermarket is very different from female behaviour. | Mortimer, Gary & Clarke, Peter (2011)  
Supermarket consumers and gender differences relating to their perceived importance levels of store characteristics. Journal of Retailing and Consumer Services, 18(6), pp. 575-585.  
Retrieved from:  
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http://www.foodinsight.org/LinkClick.aspx?fileticket=0X6uCp5GSTk%3d&tabid=1492 |