Geographic Location of Subjects

- Mooreland: 13
- West Side: 6
- East Side: 5
- Other: 13

Educational Background of Subjects

- High School: 8
- Technical School: 1
- Associate’s Degree: 2
- Bachelor’s Degree: 8
- Master’s Degree: 7
- Doctorate: 2

Household Income of Subjects

- Under $15,000: 7
- $15,001-$30,000: 6
- $30,001-$50,000: 3
- $50,001-$75,000: 2
- $75,001-$100,000: 6
- $100,001-$150,000: 3
- >$150,000: 8
Frequented Food Outlets based on Education

- High School
- Vocational Training
- Associate Degree
- Bachelor’s Degree
- Master’s Degree
- Doctorate

Figure 4
Figure 5

Frequented Food Outlets based on Geography

Mooreland
West Side
East Side
Other

Percentage of Subjects who Frequent Food Outlets

Food Outlets
Common and Significant Food Terms based on Education

Percentage of Interview Subjects Noting Term

Food Terms
Figure 7
Common and Significant Food Terms based on Geography

- Mooreland
- West Side
- East Side
- Other

Percentage of Interview Subjects Noting Term
Common and Significant Food Terms based on Income

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<thead>
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<th>Percentage of Interview Subjects Noting Term</th>
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Food Terms