

Supplementary text S1: Dimension reduction via Uniform Manifold Approximation and Projection (UMAP)

McInnes et al. (2018) introduced Uniform Manifold Approximation and Projection (UMAP),^[30] a novel approach within the spectrum of unsupervised manifold learning methodologies aimed at dimensionality reduction. This method is grounded in the principles of Riemannian geometry and algebraic topology. When juxtaposed with prevalent dimension reduction techniques such as t-Distributed Stochastic Neighbour Embedding (t-SNE) and Principal Component Analysis (PCA), UMAP is distinguished by its enhanced computational efficiency and superior maintenance of the global structure of data in reduced dimensional spaces.

The UMAP algorithm encompasses a two-stage process: initially, it constructs a k-neighbourhood graph based on fuzzy set in original data space to depict the dataset's topology; subsequently, it undertakes the optimization of a cost function to generate a k-neighbourhood graph in lower dimensions that can closely resemble the original. In k-neighbourhood graphs, nodes symbolize data points, while edges denote the proximity between points, calculated using a distance metric appropriate for the manifold. The comprehensive algorithms are elaborated in McInnes et al. (2018),^[30] with the uwot package in R facilitating the implementation of UMAP through various functions. In the context of this study, we projected ten binary variables and eight 7-point Likert scale variables onto a two-dimensional space (manifold) for subsequent visual analysis. Given the binary nature and Likert scale of the variables, we used the Hamming and Euclidean distances as the metrics for calculating manifold distances, respectively. The neighbourhood identification on the graph was performed with k set to 30, while other parameters adhered to the default settings of the uwot package.

Supplementary text S2: Comparative analysis of dietary patterns among clusters

For Outcome 1, we conducted inter-cluster comparisons, designating Cluster 4 (characterized by a lack of specific daily dietary patterns) as the reference group. This paper highlights the comparison with Cluster 3 (individuals who consume a diverse range of foods daily), identifying several statistically significant differences that can be largely attributed to distinct characteristics. Individuals in Cluster 3 were, on average, older, predominantly female, more highly educated, more likely to be married, less likely to smoke, and more likely to have a history of medical conditions. No significant differences were observed in residential location (Supplementary Table S2).

Moreover, Cluster 3 had a higher proportion of individuals with good well-being (24.3% vs. 14.1%) and a lower prevalence of social isolation (59.9% vs. 73.6%). Regarding dietary habits, Cluster 3 rated the importance of all 19 factors assessed in a survey about food selection criteria higher on a Likert scale than Cluster 4. Similarly, excluding digital environments and modern ordering systems, Cluster 3 respondents also placed higher importance on all 15 factors related to dining outside the home. Notably, individuals in Cluster 3 were more likely to indulge in snacking (41.7% vs. 24.1% reported snacking at least once daily) and consuming 'treat foods' under specific conditions more frequently (31.9% vs. 24.7% reported this behaviour as common or occasional). In terms of dining experiences, Cluster 3 reported having more time available for meals, with fewer individuals describing their time as 'not very sufficient' or 'not sufficient at all' compared to Cluster 4. Statistical differences were also observed in meal types, with a higher proportion of Cluster 3 engaging in home cooking and consuming frozen meals (42.1% vs. 37.8% reported eating frozen meals at least once a week). Additionally, within Cluster 3, there was a notably lower occurrence of individuals engaging in solitary dining or meals without conversation across all meals—breakfast, lunch, and dinner.

The use of food-related technology and applications saw notable differences between groups following the COVID-19 pandemic, with Cluster 3 exhibiting a higher engagement. Specifically, the adoption of recipe suggestion applications was significantly higher in Cluster 3 (24.0%) compared to Cluster 4 (12.3%). Additionally, the use of mapping applications for food-related purposes in Cluster 3 (23.0%) outpaced that in Cluster 4 (15.7%), indicating a stronger inclination towards locating food resources or dining options. Furthermore, applications dedicated to culinary skill enhancement and learning new recipes were more popular in Cluster 3 (9.7%) versus Cluster 4 (5.6%), suggesting a greater interest in cooking and recipe exploration within Cluster 3. Additionally, the frequency of using applications for making restaurant reservations in Cluster 3 (20.4%) was approximately 50% higher compared to Cluster 4 (13.2%).

Post-pandemic shifts in food-related consciousness were also more pronounced in Cluster 3. There was a marked increase in the stocking of long-lasting food items, such as canned and frozen goods, with 16.6% of Cluster 3 adopting this practice compared to only 9.4% in Cluster 4. Moreover, the

interest in recipes that reduce cooking time and in easy-to-prepare foods saw a greater upsurge in Cluster 3 (10.2%) than in Cluster 4 (6.6%), reflecting a shift towards more convenient cooking solutions amidst the pandemic's influence.

In the analysis for Outcome 2, Cluster D, which is characterized by a general lack of concern for the overall importance of dietary habits, served as the reference group for comparisons with other clusters. This paper focuses particularly on the comparison with Cluster C, where individuals perceive their diet to be of overall importance. A variety of statistically significant differences were identified, which can primarily be explained by the following unique characteristics of Cluster C: members tend to be older, predominantly female, have a higher BMI, more likely to be married, less likely to smoke, and more likely to have a history of medical conditions (Supplementary Table S3).

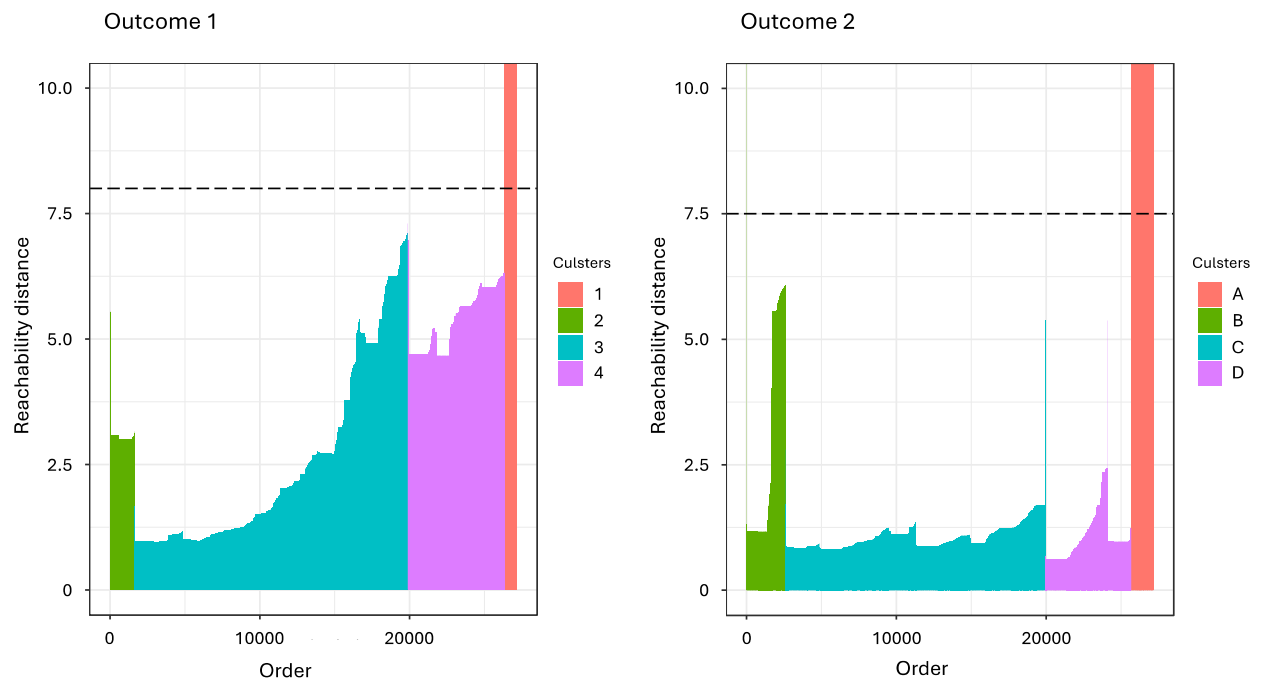
Cluster C also had a higher proportion of individuals reporting good well-being (23.1% vs. 16.6%) and fewer reports of social isolation (59.6% vs. 71.3%). In terms of dietary habits, Cluster C scored higher on the importance of nearly all 19 factors assessed in the survey on food selection criteria compared to Cluster D. Likewise, Cluster C respondents rated the importance of all 15 factors related to dining outside the home higher, with notable emphasis on snacking (40.2% vs. 30.0% reported snacking at least once daily) and consuming 'treat foods' under specific conditions more frequently (33.6% vs. 21.0% reported this behaviour as common or occasional). Regarding meal experiences, Cluster C reported greater temporal flexibility for meals, with fewer individuals finding their time to be 'not very sufficient' or 'not sufficient at all' compared to Cluster D. Moreover, it was observed that individuals in Cluster C were significantly less likely to partake in solitary eating or meals without engaging in conversation. There were statistical differences in meal types, with a higher frequency of home cooking and consumption of frozen meals among Cluster C (41.5% vs. 37.8% reported consuming frozen meals at least once a week).

The adoption of food-related technologies or applications was markedly more pronounced in Cluster C than in Cluster D. We revealed that Cluster C had significantly higher engagement with technology for food-related activities: 24.6% of Cluster C used recipe suggestion applications compared to 13.4% in Cluster D, and the use of map applications for locating food resources was equally higher in Cluster C (24.6%) versus Cluster D (13.6%). Furthermore, applications for enhancing cooking skills or learning new recipes were more frequently used in Cluster C (9.8%) as opposed to Cluster D (4.5%), and the disparity extended to restaurant reservation applications, with Cluster C's usage (21.6%) nearly doubling that of Cluster D (11.6%).

In terms of changes in awareness due to the COVID-19 pandemic, Cluster C showed a more significant adjustment in their food storage and preparation habits. There was a notable increase in the stockpiling of long-lasting food items, such as canned and frozen goods, with 16.6% of Cluster C

engaging in this practice compared to only 9.4% in Cluster D. Additionally, Cluster C exhibited a greater increase in interest towards recipes that reduce cooking time and easy-to-prepare foods, with 10.2% of its members seeking such solutions compared to 6.6% in Cluster D.

Supplementary Figure S1: Reachability plots for Outcomes 1 and 2, generated by OPTICS algorithm in clustering reduced-dimensional data



Outcome 1 refers to the Dietary Variety Score (DVS), which assesses dietary diversity based on responses to a questionnaire with ten items. These items ask about the frequency of consumption of ten specific food groups—seafood, soy products, green and yellow vegetables, meats, eggs, fats and oils, seaweeds, tubers, fruits, and milk—over the past week. The scoring system is binary: daily consumption is awarded one point, while all other frequencies score zero, resulting in a binary score for each of the ten food groups.

Outcome 2 refers to an indicator that measures the level of importance regarding nutritional and health aspects through a questionnaire comprising eight items. This measurement uses a seven-point Likert scale, ranging from 'not at all important' to 'extremely important', to evaluate the importance placed on nutritional and health factors when selecting meals and food products. The eight dietary and nutritional aspects covered include the reduction of salt, reduction of sugar, reduction of artificial additives, reduction of saturated fats, reduction of calories, increase of vitamins, increase of dietary fiber, and increase of unsaturated fats.

Supplementary Table S1: Results of the survey on items other than socio-demographic characteristics section

| Variables | Number of respondents (%) |
|---|---------------------------|
| II. Life satisfaction and social connections | |
| Good Well-being | 5777 (21.27) |
| Social Isolation | 17328 (63.81) |
| III. Habitual dietary preferences and tendencies | |
| Frequency Level of Drinking Beverages | |
| Japanese tea (SA) | |
| Less than once per week | 7497 (27.61) |
| 1 to 2 times per week | 3043 (11.21) |
| 3 to 4 times per week | 2237 (8.24) |
| 5 to 6 times per week | 1945 (7.16) |
| One serving daily | 3994 (14.71) |
| 2 to 3 servings daily | 5528 (20.36) |
| 4 to 6 servings daily | 2088 (7.69) |
| 7 to 9 servings daily | 455 (1.68) |
| More than 10 servings daily | 367 (1.35) |
| Oolong tea (SA) | |
| Less than once per week | 21405 (78.83) |
| 1 to 2 times per week | 2395 (8.82) |
| 3 to 4 times per week | 1134 (4.18) |
| 5 to 6 times per week | 641 (2.36) |
| One serving daily | 752 (2.77) |
| 2 to 3 servings daily | 488 (1.80) |
| 4 to 6 servings daily | 178 (0.66) |
| 7 to 9 servings daily | 51 (0.19) |
| More than 10 servings daily | 110 (0.41) |
| Black tea (SA) | |
| Less than once per week | 18331 (67.51) |
| 1 to 2 times per week | 3694 (13.60) |
| 3 to 4 times per week | 1809 (6.66) |
| 5 to 6 times per week | 944 (3.48) |
| One serving daily | 1486 (5.47) |
| 2 to 3 servings daily | 597 (2.20) |

| | |
|---|---------------|
| 4 to 6 servings daily | 137 (0.50) |
| 7 to 9 servings daily | 50 (0.18) |
| More than 10 servings daily | 106 (0.39) |
| Coffee (excluding canned coffee) (SA) | |
| Less than once per week | 6410 (23.61) |
| 1 to 2 times per week | 2244 (8.26) |
| 3 to 4 times per week | 1909 (7.03) |
| 5 to 6 times per week | 2171 (8.00) |
| One serving daily | 6208 (22.86) |
| 2 to 3 servings daily | 6450 (23.75) |
| 4 to 6 servings daily | 1262 (4.65) |
| 7 to 9 servings daily | 269 (0.99) |
| More than 10 servings daily | 231 (0.85) |
| Canned coffee (SA) | |
| Less than once per week | 21547 (79.35) |
| 1 to 2 times per week | 2294 (8.45) |
| 3 to 4 times per week | 1139 (4.19) |
| 5 to 6 times per week | 675 (2.49) |
| One serving daily | 943 (3.47) |
| 2 to 3 servings daily | 349 (1.29) |
| 4 to 6 servings daily | 68 (0.25) |
| 7 to 9 servings daily | 38 (0.14) |
| More than 10 servings daily | 101 (0.37) |
| Importance of Choices in Meals, Ingredients, and Groceries, mean (standard deviation) [min 0, max 7] | |
| Convenience in daily life (e.g., quick cooking, no hassle) | 4.59 (1.24) |
| Preference in taste (e.g., strong, light, spicy) | 4.85 (1.24) |
| Familiarity due to family or culture (e.g., eaten since childhood, family's traditional dishes) | 4.15 (1.29) |
| Budget or price | 5.13 (1.29) |
| Quality | 5.02 (1.29) |
| Safety | 5.24 (1.37) |
| Manufacturer or brand | 3.99 (1.27) |
| Food allergies or physical constitution | 3.88 (1.55) |
| Religion or beliefs | 2.76 (1.52) |

| | |
|---|-------------|
| Medical considerations (restrictions due to illness or disability) | 4.07 (1.46) |
| Origin of ingredients | 4.30 (1.36) |
| Considerations of health and nutrition | 4.80 (1.31) |
| Criteria related to best before and use-by dates | 4.63 (1.29) |
| Freshness | 5.15 (1.31) |
| Method of preservation (e.g., frozen, refrigerated, ambient) | 4.57 (1.27) |
| Respect for culture and tradition | 3.79 (1.34) |
| Impact on the environment (e.g., sustainability, organic) | 3.91 (1.33) |
| Seasonality | 4.52 (1.32) |
| Background information of ingredients and dishes (e.g., information about the producer) | 3.96 (1.30) |
| Importance of the Scene or Environment for Eating Out, mean (standard deviation) [min 0, max 7] | |
| Environment conducive to enjoying conversation and communication | 4.45 (1.30) |
| Consideration of the pace of dining (e.g., slow dining, fast service) | 4.46 (1.25) |
| Sound environment (e.g., background noise, appropriate music) | 4.18 (1.29) |
| Introduction of natural light | 4.07 (1.32) |
| Appropriate lighting environment | 4.32 (1.24) |
| Temperature setting (e.g., adjusted for the season) | 4.59 (1.24) |
| Preferred location or seating (e.g., near a window or on a terrace) | 4.22 (1.27) |
| Comfort of seating (e.g., chairs, height of tables) | 4.49 (1.26) |
| Unique design or theme (e.g., scenery or culture) | 3.72 (1.26) |
| Provision of privacy (e.g., private rooms or semi-private rooms) | 4.32 (1.30) |
| Acceptance of all family members (e.g., with children or pets) | 4.13 (1.42) |
| Digital environment (e.g., Wi-Fi, charging facilities) | 3.87 (1.46) |
| Privacy of conversation | 4.48 (1.30) |
| Modern ordering system (e.g., touch panels) | 3.55 (1.30) |
| Visual information about ingredients and dishes (e.g., photos or descriptions) | 4.11 (1.27) |

| | |
|---|---------------|
| Frequency of Snacking or Break Time (SA) | |
| More than twice a day | 3058 (11.26) |
| Once a day | 6915 (25.47) |
| 4-6 times a week | 2501 (9.21) |
| 2-3 times a week | 3896 (14.35) |
| About once a week | 2021 (7.44) |
| 1-2 times a month | 1077 (3.97) |
| Rarely | 7686 (28.31) |
| Main Time for Snacking or Break Time | |
| Morning (after breakfast until before lunch) | 2940 (10.83) |
| After lunch until 3 PM | 6228 (22.94) |
| 3 PM until before dinner | 10107 (37.22) |
| After dinner | 4222 (15.55) |
| Late at night | 963 (3.55) |
| No specific time | 2118 (7.80) |
| Rarely | 6728 (24.78) |
| Selection of Foods Normally Not Chosen in Specific Situations or Contexts (SA) | |
| Often | 1192 (4.39) |
| Occasionally | 6962 (25.64) |
| Rarely | 7726 (28.45) |
| Almost never | 11274 (41.52) |
| IV. Everyday meal experiences | |
| Meals Usually Prepared by Oneself | 16039 (59.07) |
| Number of Days Eating Alone in the Past 7 Days | |
| Breakfast (SA) | |
| 0 days | 7821 (28.80) |
| 1-2 days | 2888 (10.64) |
| 3-4 days | 2075 (7.64) |
| 5-6 days | 2313 (8.52) |
| Every day (7 days) | 8993 (33.12) |
| Usually do not eat breakfast | 3064 (11.28) |
| Lunch (SA) | |
| 0 days | 5894 (21.71) |
| 1-2 days | 4429 (16.31) |
| 3-4 days | 3706 (13.65) |

| | |
|--|---------------|
| 5-6 days | 4379 (16.13) |
| Every day (7 days) | 7349 (27.06) |
| Usually do not eat lunch | 1397 (5.14) |
| Dinner (SA) | |
| 0 days | 12916 (47.57) |
| 1-2 days | 3363 (12.38) |
| 3-4 days | 2152 (7.93) |
| 5-6 days | 2167 (7.98) |
| Every day (7 days) | 6002 (22.10) |
| Usually do not eat dinner | 554 (2.04) |
| Frequently Experienced Conversation Situations | |
| Breakfast (SA) | |
| No conversation | 13379 (49.27) |
| Simple conversation: Basic greetings or essential communication only | 7422 (27.33) |
| Normal conversation: Everyday communication with friends or family | 5947 (21.90) |
| Deep/long conversation: Detailed discussion on specific themes or topics | 406 (1.50) |
| Lunch (SA) | |
| No conversation | 11262 (41.47) |
| Simple conversation: Basic greetings or essential communication only | 6678 (24.59) |
| Normal conversation: Everyday communication with friends or family | 8698 (32.03) |
| Deep/long conversation: Detailed discussion on specific themes or topics | 516 (1.90) |
| Dinner (SA) | |
| No conversation | 6944 (25.57) |
| Simple conversation: Basic greetings or essential communication only | 5376 (19.80) |
| Normal conversation: Everyday communication with friends or family | 12625 (46.49) |
| Deep/long conversation: Detailed discussion on specific themes or topics | 2209 (8.14) |
| Satisfaction with Meals | |
| Breakfast (SA) | |
| Not satisfied at all | 912 (3.36) |

| | |
|--|---------------|
| Not very satisfied | 1870 (6.89) |
| Neither satisfied nor dissatisfied | 9460 (34.84) |
| Somewhat satisfied | 11019 (40.58) |
| Very satisfied | 3893 (14.34) |
| Lunch (SA) | |
| Not satisfied at all | 661 (2.43) |
| Not very satisfied | 1852 (6.82) |
| Neither satisfied nor dissatisfied | 9468 (34.87) |
| Somewhat satisfied | 11483 (42.29) |
| Very satisfied | 3690 (13.59) |
| Dinner (SA) | |
| Not satisfied at all | 555 (2.04) |
| Not very satisfied | 1339 (4.93) |
| Neither satisfied nor dissatisfied | 6634 (24.43) |
| Somewhat satisfied | 12634 (46.53) |
| Very satisfied | 5992 (22.07) |
| Perceived Time Availability During Meals | |
| Breakfast (SA) | |
| Not sufficient at all | 1907 (7.02) |
| Not very sufficient | 4724 (17.40) |
| Neither sufficient nor insufficient | 6897 (25.40) |
| Somewhat sufficient | 8521 (31.38) |
| Very sufficient | 5105 (18.80) |
| Lunch (SA) | |
| Not sufficient at all | 793 (2.92) |
| Not very sufficient | 2597 (9.56) |
| Neither sufficient nor insufficient | 7290 (26.85) |
| Somewhat sufficient | 10558 (38.88) |
| Very sufficient | 5916 (21.79) |
| Dinner (SA) | |
| Not sufficient at all | 551 (2.03) |
| Not very sufficient | 1442 (5.31) |
| Neither sufficient nor insufficient | 4960 (18.27) |
| Somewhat sufficient | 11122 (40.96) |
| Very sufficient | 9079 (33.44) |

| | |
|---|---------------|
| Frequency of Meal Types | |
| Homemade meals at home (SA) | |
| Almost every day | 15828 (58.29) |
| 3-4 times a week | 4420 (16.28) |
| 1-2 times a week | 2389 (8.80) |
| 1-2 times a month | 1152 (4.24) |
| Once or twice every six months | 668 (2.46) |
| Rarely/Never | 2697 (9.93) |
| Eating out (restaurants, fast food, etc.) (SA) | |
| Almost every day | 351 (1.29) |
| 3-4 times a week | 911 (3.35) |
| 1-2 times a week | 4162 (15.33) |
| 1-2 times a month | 9598 (35.35) |
| Once or twice every six months | 5839 (21.50) |
| Rarely/Never | 6293 (23.18) |
| Takeout (bento, onigiri, etc.) (SA) | |
| Almost every day | 631 (2.32) |
| 3-4 times a week | 1445 (5.32) |
| 1-2 times a week | 4039 (14.87) |
| 1-2 times a month | 6694 (24.65) |
| Once or twice every six months | 4796 (17.66) |
| Rarely/Never | 9549 (35.17) |
| Delivery services (SA) | |
| Almost every day | 229 (0.84) |
| 3-4 times a week | 412 (1.52) |
| 1-2 times a week | 887 (3.27) |
| 1-2 times a month | 1551 (5.71) |
| Once or twice every six months | 2556 (9.41) |
| Rarely/Never | 21519 (79.25) |
| Eat-in at convenience stores or shopping malls (SA) | |
| Almost every day | 296 (1.09) |
| 3-4 times a week | 708 (2.61) |
| 1-2 times a week | 1862 (6.86) |
| 1-2 times a month | 3921 (14.44) |
| Once or twice every six months | 5297 (19.51) |

| | |
|--|---------------|
| Rarely/Never | 15070 (55.50) |
| Prepared foods from supermarkets (SA) | |
| Almost every day | 794 (2.92) |
| 3-4 times a week | 2588 (9.53) |
| 1-2 times a week | 8018 (29.53) |
| 1-2 times a month | 7516 (27.68) |
| Once or twice every six months | 3141 (11.57) |
| Rarely/Never | 5097 (18.77) |
| Light meals at cafes or tea shops (SA) | |
| Almost every day | 239 (0.88) |
| 3-4 times a week | 494 (1.82) |
| 1-2 times a week | 1813 (6.68) |
| 1-2 times a month | 4643 (17.10) |
| Once or twice every six months | 5843 (21.52) |
| Rarely/Never | 14122 (52.01) |
| School or company cafeterias/canteens (SA) | |
| Almost every day | 740 (2.73) |
| 3-4 times a week | 1161 (4.28) |
| 1-2 times a week | 1138 (4.19) |
| 1-2 times a month | 968 (3.56) |
| Once or twice every six months | 943 (3.47) |
| Rarely/Never | 22204 (81.77) |
| Instant food (SA) | |
| Almost every day | 560 (2.06) |
| 3-4 times a week | 1583 (5.83) |
| 1-2 times a week | 6707 (24.70) |
| 1-2 times a month | 9008 (33.17) |
| Once or twice every six months | 3968 (14.61) |
| Rarely/Never | 5328 (19.62) |
| Frozen food (SA) | |
| Almost every day | 824 (3.03) |
| 3-4 times a week | 2614 (9.63) |
| 1-2 times a week | 7665 (28.23) |
| 1-2 times a month | 7520 (27.69) |
| Once or twice every six months | 3227 (11.88) |

| | |
|--|---------------|
| Rarely/Never | 5304 (19.53) |
| Frequency of Methods for Purchasing Ingredients and Groceries | |
| Supermarket (SA) | |
| Almost every day | 3193 (11.76) |
| 3-4 times a week | 7439 (27.40) |
| 1-2 times a week | 12087 (44.51) |
| 1-2 times a month | 2256 (8.31) |
| Once or twice every six months | 637 (2.35) |
| Rarely/Never | 1542 (5.68) |
| Convenience store (SA) | |
| Almost every day | 601 (2.21) |
| 3-4 times a week | 1552 (5.72) |
| 1-2 times a week | 4384 (16.14) |
| 1-2 times a month | 6197 (22.82) |
| Once or twice every six months | 4568 (16.82) |
| Rarely/Never | 9852 (36.28) |
| Local market or direct sales outlet (SA) | |
| Almost every day | 239 (0.88) |
| 3-4 times a week | 682 (2.51) |
| 1-2 times a week | 2484 (9.15) |
| 1-2 times a month | 4063 (14.96) |
| Once or twice every six months | 4980 (18.34) |
| Rarely/Never | 14706 (54.16) |
| Specialty stores (butcher, fishmonger, greengrocer, etc.) (SA) | |
| Almost every day | 264 (0.97) |
| 3-4 times a week | 825 (3.04) |
| 1-2 times a week | 2783 (10.25) |
| 1-2 times a month | 3926 (14.46) |
| Once or twice every six months | 3994 (14.71) |
| Rarely/Never | 15362 (56.57) |
| Online shop (SA) | |
| Almost every day | 175 (0.64) |
| 3-4 times a week | 374 (1.38) |
| 1-2 times a week | 1292 (4.76) |

| | |
|---|---------------|
| 1-2 times a month | 3136 (11.55) |
| Once or twice every six months | 4111 (15.14) |
| Rarely/Never | 18066 (66.53) |
| Meal kits (SA) | |
| Almost every day | 182 (0.67) |
| 3-4 times a week | 418 (1.54) |
| 1-2 times a week | 927 (3.41) |
| 1-2 times a month | 1187 (4.37) |
| Once or twice every six months | 1442 (5.31) |
| Rarely/Never | 22998 (84.69) |
| Direct purchase from farmers or producers (SA) | |
| Almost every day | 183 (0.67) |
| 3-4 times a week | 473 (1.74) |
| 1-2 times a week | 1528 (5.63) |
| 1-2 times a month | 2555 (9.41) |
| Once or twice every six months | 3322 (12.23) |
| Rarely/Never | 19093 (70.31) |
| Organic or pesticide-free specialty stores or online shops (SA) | |
| Almost every day | 160 (0.59) |
| 3-4 times a week | 397 (1.46) |
| 1-2 times a week | 949 (3.49) |
| 1-2 times a month | 1267 (4.67) |
| Once or twice every six months | 1689 (6.22) |
| Rarely/Never | 22692 (83.57) |
| Large discount stores (SA) | |
| Almost every day | 209 (0.77) |
| 3-4 times a week | 452 (1.66) |
| 1-2 times a week | 1311 (4.83) |
| 1-2 times a month | 2565 (9.45) |
| Once or twice every six months | 3935 (14.49) |
| Rarely/Never | 18682 (68.80) |
| Most Common Mode of Transportation for Grocery Shopping (SA) | |
| Walking | 7246 (26.68) |
| Bicycle | 4479 (16.49) |

| | |
|--|---------------|
| Self-driven car or motorcycle | 12501 (46.04) |
| Car or motorcycle driven by someone else | 2305 (8.49) |
| Bus, taxi, train | 524 (1.93) |
| Other | 99 (0.36) |
| Frequency of Participation in Social Dining or Food-centered Events | |
| Office or school lunch gatherings (SA) | |
| Almost every day | 170 (0.63) |
| 3-4 times a week | 347 (1.28) |
| 1-2 times a week | 576 (2.12) |
| 1-2 times a month | 925 (3.41) |
| Once or twice every six months | 1599 (5.89) |
| Rarely/Never | 23537 (86.68) |
| Dining out with friends or colleagues (SA) | |
| Almost every day | 145 (0.53) |
| 3-4 times a week | 391 (1.44) |
| 1-2 times a week | 1489 (5.48) |
| 1-2 times a month | 5252 (19.34) |
| Once or twice every six months | 7956 (29.30) |
| Rarely/Never | 11921 (43.90) |
| Special occasion meals with family or friends (birthdays, weddings, etc.) (SA) | |
| Almost every day | 160 (0.59) |
| 3-4 times a week | 271 (1.00) |
| 1-2 times a week | 577 (2.12) |
| 1-2 times a month | 2116 (7.79) |
| Once or twice every six months | 11467 (42.23) |
| Rarely/Never | 12563 (46.27) |
| Outdoor dining like barbecues or picnics (SA) | |
| Almost every day | 141 (0.52) |
| 3-4 times a week | 279 (1.03) |
| 1-2 times a week | 499 (1.84) |
| 1-2 times a month | 748 (2.75) |
| Once or twice every six months | 4400 (16.20) |
| Rarely/Never | 21087 (77.66) |
| Online meal gatherings (SA) | |

| | |
|--|---------------|
| Almost every day | 159 (0.59) |
| 3-4 times a week | 285 (1.05) |
| 1-2 times a week | 468 (1.72) |
| 1-2 times a month | 624 (2.30) |
| Once or twice every six months | 877 (3.23) |
| Rarely/Never | 24741 (91.11) |
| Cooking classes or food workshops (SA) | |
| Almost every day | 141 (0.52) |
| 3-4 times a week | 266 (0.98) |
| 1-2 times a week | 463 (1.71) |
| 1-2 times a month | 668 (2.46) |
| Once or twice every six months | 932 (3.43) |
| Rarely/Never | 24684 (90.90) |
| Casual meetings or study groups in cafes or tea shops (SA) | |
| Almost every day | 158 (0.58) |
| 3-4 times a week | 275 (1.01) |
| 1-2 times a week | 636 (2.34) |
| 1-2 times a month | 1258 (4.63) |
| Once or twice every six months | 2255 (8.30) |
| Rarely/Never | 22572 (83.13) |
| Catered meals at events or parties (SA) | |
| Almost every day | 137 (0.50) |
| 3-4 times a week | 273 (1.01) |
| 1-2 times a week | 453 (1.67) |
| 1-2 times a month | 707 (2.60) |
| Once or twice every six months | 1898 (6.99) |
| Rarely/Never | 23686 (87.23) |
| After-work events with meals or drinks (SA) | |
| Almost every day | 136 (0.50) |
| 3-4 times a week | 301 (1.11) |
| 1-2 times a week | 682 (2.51) |
| 1-2 times a month | 1774 (6.53) |
| Once or twice every six months | 4047 (14.90) |
| Rarely/Never | 20214 (74.44) |
| Community or local food events (SA) | |

| | |
|--|---------------|
| Almost every day | 143 (0.53) |
| 3-4 times a week | 264 (0.97) |
| 1-2 times a week | 507 (1.87) |
| 1-2 times a month | 783 (2.88) |
| Once or twice every six months | 2329 (8.58) |
| Rarely/Never | 23128 (85.17) |
| Use of Technology or Apps Related to Food and Ingredients | |
| Recipe suggestion apps (e.g., Cookpad, Delish Kitchen, etc.) | 5646 (20.79) |
| Calorie and nutrition management apps (e.g., MyFitnessPal, AskKen, etc.) | 865 (3.19) |
| Inventory and expiration date management apps for ingredients and groceries | 570 (2.10) |
| Food waste prevention apps (e.g., notifications about ingredients and groceries nearing expiration, discounted food notifications) | 626 (2.31) |
| Delivery service apps for ingredients (e.g., Oisix, Rakuten Mart, etc.) | 738 (2.72) |
| Restaurant reservation and review apps (e.g., Tabelog, Retty, etc.) | 4991 (18.38) |
| Apps providing information on the origin and sustainability of ingredients (e.g., CodeCheck, etc.) | 486 (1.79) |
| Diet support apps for avoiding allergies or specific ingredients | 403 (1.48) |
| Control and management apps for smart kitchen devices (e.g., IoT refrigerators, smart ovens, etc.) | 483 (1.78) |
| AR (Augmented Reality) cooking support apps | 265 (0.98) |
| Apps for purchasing regional specialties (e.g., selecting return gifts for Furusato Nozei, specialty product market apps, etc.) | 1152 (4.24) |
| Apps for learning new recipes or improving cooking skills (e.g., Udemy, YouTube channels, etc.) | 2289 (8.43) |
| Map apps (e.g., Google Maps, etc.) | 5703 (21.00) |
| None apply | 14756 (54.34) |
| Other | 28 (0.10) |
| Changes in Your Food and Ingredients-Related Habits After the COVID-19 Pandemic | |
| Emphasizing safety and hygiene management in choosing ingredients and groceries | 3205 (11.80) |

| | |
|--|---------------|
| Decrease in frequency of dining out and increase in frequency of cooking at home | 5145 (18.95) |
| Increase in use of online shopping and delivery services for ingredients and groceries | 1387 (5.11) |
| Stockpiling long-lasting food items (canned goods, frozen foods, etc.) | 3943 (14.52) |
| Interest in home gardening or urban agriculture and starting to practice it | 1361 (5.01) |
| Increased awareness of supporting and purchasing locally produced ingredients and groceries | 2304 (8.48) |
| Concern about the hygiene management and crowding of restaurants when dining out | 4069 (14.98) |
| Increased interest in ingredients and groceries or supplements that boost immunity | 3250 (11.97) |
| Gathering and learning information about the supply chain and distribution of food and groceries | 838 (3.09) |
| Increased participation and interest in online cooking classes and meal gatherings | 420 (1.55) |
| Efforts to reduce food waste and increase awareness of reuse | 3833 (14.12) |
| Preference for restaurants and cafes that introduce contactless payment and automated serving | 956 (3.52) |
| Interest in recipes that shorten cooking time and simple cooking foods | 2506 (9.23) |
| Spending more time and effort on cooking, trying new recipes, and authentic dishes | 1370 (5.05) |
| None apply | 13553 (49.91) |
| Other | 27 (0.10) |

SA refers to single-answer questions.

Supplementary Table S2: Results of the survey for Outcome 1 by clusters: number (%)

| | Cluster 1 | Cluster 2 | Cluster 3 | Cluster 4 |
|--|-----------------|------------------|--------------------|-------------------|
| | n=845, 3.11% | n=1641, 6.03% | n=18244, 67.19% | n=6424, 23.66% |
| Variables | | | | |
| I. Sociodemographic characteristics | | | | |
| Age, mean (standard deviation) | 46.73 (15.61) | 53.91 (15.48) * | 56.16 (16.33) * | 47.16 (15.77) |
| Gender (SA) | | | | * |
| Female | 393 (46.5) | 708 (43.1) | 9290 (50.9) | 2612 (40.7) |
| Male | 449 (53.1) | 925 (56.4) | 8856 (48.5) | 3767 (58.6) |
| Other | 3 (0.4) | 8 (0.5) | 98 (0.5) | 45 (0.7) |
| Body-mass index (BMI), mean (standard deviation) | 22.18 (3.29) | 22.16 (3.13) | 21.82 (3.13) | 21.97 (3.27) |
| Residence (SA) | | | | |
| Hokkaido | 41 (4.9) | 65 (4.0) | 703 (3.9) | 270 (4.2) |
| Tohoku | | | | |
| Aomori | 7 (0.8) | 23 (1.4) | 198 (1.1) | 70 (1.1) |
| Iwate | 4 (0.5) | 13 (0.8) | 156 (0.9) | 65 (1.0) |
| Miyagi | 9 (1.1) | 26 (1.6) | 437 (2.4) | 126 (2.0) |
| Akita | 5 (0.6) | 14 (0.9) | 169 (0.9) | 49 (0.8) |
| Yamagata | 8 (0.9) | 11 (0.7) | 165 (0.9) | 59 (0.9) |
| Fukushima | 18 (2.1) | 21 (1.3) | 191 (1.0) | 75 (1.2) |
| Kanto | | | | |
| Ibaraki | 7 (0.8) | 25 (1.5) | 302 (1.7) | 116 (1.8) |
| Tochigi | 9 (1.1) | 19 (1.2) | 167 (0.9) | 77 (1.2) |
| Gunma | 9 (1.1) | 19 (1.2) | 195 (1.1) | 86 (1.3) |
| Saitama | 52 (6.2) | 83 (5.1) | 979 (5.4) | 381 (5.9) |
| Chiba | 45 (5.3) | 86 (5.2) | 897 (4.9) | 307 (4.8) |
| Tokyo | 104 (12.3) | 208 (12.7) | 2325 (12.7) | 881 (13.7) |
| Kanagawa | 57 (6.7) | 119 (7.3) | 1441 (7.9) | 487 (7.6) |
| Chubu | | | | |
| Niigata | 12 (1.4) | 23 (1.4) | 290 (1.6) | 83 (1.3) |
| Toyama | 7 (0.8) | 6 (0.4) | 148 (0.8) | 45 (0.7) |
| Ishikawa | 10 (1.2) | 11 (0.7) | 171 (0.9) | 53 (0.8) |
| Fukui | 4 (0.5) | 14 (0.9) | 89 (0.5) | 34 (0.5) |

| | | | | |
|-----------------------------|----------|-----------|------------|-----------|
| Yamanashi | 9 (1.1) | 13 (0.8) | 102 (0.6) | 28 (0.4) |
| Nagano | 11 (1.3) | 17 (1.0) | 311 (1.7) | 88 (1.4) |
| Gifu | 13 (1.5) | 22 (1.3) | 310 (1.7) | 112 (1.7) |
| Shizuoka | 27 (3.2) | 28 (1.7) | 482 (2.6) | 169 (2.6) |
| Aichi | 63 (7.5) | 110 (6.7) | 1376 (7.5) | 426 (6.6) |
| Kinki | | | | |
| Mie | 5 (0.6) | 15 (0.9) | 216 (1.2) | 68 (1.1) |
| Shiga | 4 (0.5) | 17 (1.0) | 166 (0.9) | 68 (1.1) |
| Kyoto | 13 (1.5) | 38 (2.3) | 371 (2.0) | 109 (1.7) |
| Osaka | 53 (6.3) | 146 (8.9) | 1230 (6.7) | 480 (7.5) |
| Hyogo | 34 (4.0) | 95 (5.8) | 814 (4.5) | 231 (3.6) |
| Nara | 3 (0.4) | 17 (1.0) | 171 (0.9) | 65 (1.0) |
| Wakayama | 9 (1.1) | 16 (1.0) | 110 (0.6) | 32 (0.5) |
| Chugoku | | | | |
| Tottori | 3 (0.4) | 9 (0.5) | 82 (0.4) | 25 (0.4) |
| Shimane | 7 (0.8) | 7 (0.4) | 79 (0.4) | 32 (0.5) |
| Okayama | 11 (1.3) | 29 (1.8) | 307 (1.7) | 89 (1.4) |
| Hiroshima | 19 (2.2) | 37 (2.3) | 485 (2.7) | 140 (2.2) |
| Yamaguchi | 9 (1.1) | 15 (0.9) | 192 (1.1) | 54 (0.8) |
| Shikoku | | | | |
| Tokushima | 5 (0.6) | 13 (0.8) | 102 (0.6) | 43 (0.7) |
| Kagawa | 11 (1.3) | 21 (1.3) | 149 (0.8) | 57 (0.9) |
| Ehime | 9 (1.1) | 14 (0.9) | 193 (1.1) | 62 (1.0) |
| Kochi | 4 (0.5) | 6 (0.4) | 79 (0.4) | 29 (0.5) |
| Kyushu | | | | |
| Fukuoka | 54 (6.4) | 82 (5.0) | 908 (5.0) | 326 (5.1) |
| Saga | 3 (0.4) | 8 (0.5) | 92 (0.5) | 51 (0.8) |
| Nagasaki | 10 (1.2) | 18 (1.1) | 180 (1.0) | 70 (1.1) |
| Kumamoto | 14 (1.7) | 13 (0.8) | 186 (1.0) | 73 (1.1) |
| Oita | 10 (1.2) | 12 (0.7) | 125 (0.7) | 58 (0.9) |
| Miyazaki | 5 (0.6) | 9 (0.5) | 106 (0.6) | 45 (0.7) |
| Kagoshima | 6 (0.7) | 14 (0.9) | 169 (0.9) | 73 (1.1) |
| Okinawa | 13 (1.5) | 14 (0.9) | 128 (0.7) | 57 (0.9) |
| Educational Background (SA) | | | * | |
| Junior high school graduate | 26 (3.1) | 29 (1.8) | 374 (2.0) | 172 (2.7) |

| | | | | |
|---|------------|------------|-------------|-------------|
| High school / technical college graduate or enrolled | 288 (34.1) | 564 (34.4) | 5839 (32.0) | 2290 (35.6) |
| Junior college / vocational school graduate or enrolled | 182 (21.5) | 288 (17.6) | 3511 (19.2) | 1076 (16.7) |
| University graduate or enrolled | 309 (36.6) | 664 (40.5) | 7683 (42.1) | 2550 (39.7) |
| Graduate school completed or enrolled | 40 (4.7) | 67 (4.1) | 815 (4.5) | 257 (4.0) |
| Occupation (SA) | * | * | * | |
| Managerial occupation | 39 (4.6) | 105 (6.4) | 1077 (5.9) | 451 (7.0) |
| Professional or technical occupation | 113 (13.4) | 190 (11.6) | 1949 (10.7) | 768 (12.0) |
| Clerical worker | 119 (14.1) | 232 (14.1) | 2212 (12.1) | 941 (14.6) |
| Sales worker | 57 (6.7) | 80 (4.9) | 783 (4.3) | 378 (5.9) |
| Service worker | 122 (14.4) | 191 (11.6) | 1654 (9.1) | 831 (12.9) |
| Security worker | 7 (0.8) | 15 (0.9) | 123 (0.7) | 78 (1.2) |
| Agriculture, forestry, and fisheries worker | 5 (0.6) | 11 (0.7) | 114 (0.6) | 51 (0.8) |
| Production process worker | 44 (5.2) | 96 (5.9) | 645 (3.5) | 383 (6.0) |
| Transport and machinery operation worker | 8 (0.9) | 19 (1.2) | 172 (0.9) | 108 (1.7) |
| Construction and mining worker | 6 (0.7) | 18 (1.1) | 187 (1.0) | 116 (1.8) |
| Material moving, cleaning, packing, etc. worker | 27 (3.2) | 47 (2.9) | 343 (1.9) | 156 (2.4) |
| Student | 18 (2.1) | 18 (1.1) | 232 (1.3) | 167 (2.6) |
| Full-time homemaker | 119 (14.1) | 228 (13.9) | 3623 (19.9) | 633 (9.9) |
| Other (including unemployed, retired) | 161 (19.1) | 391 (23.8) | 5130 (28.1) | 1363 (21.2) |
| Annual Income (SA) | | * | * | |
| Less than 2 million yen / about Less than \$15,000 | 145 (17.2) | 259 (15.8) | 2943 (16.1) | 1245 (19.4) |
| 2 to under 4 million yen / about \$15,400-\$31,000 | 228 (27.0) | 502 (30.6) | 5424 (29.7) | 1777 (27.7) |
| 4 to under 6 million yen / about \$30,800-\$46,000 | 194 (23.0) | 357 (21.8) | 4062 (22.3) | 1428 (22.2) |
| 6 to under 8 million yen / about \$46,200-\$62,000 | 132 (15.6) | 240 (14.6) | 2592 (14.2) | 887 (13.8) |
| 8 to under 10 million yen / about \$61,500-\$77,000 | 78 (9.2) | 137 (8.3) | 1485 (8.1) | 545 (8.5) |

| | | | | |
|--|------------|------------|--------------|-------------|
| 10 to under 20 million yen / about \$76,900-\$154,000 | 60 (7.1) | 132 (8.0) | 1438 (7.9) | 428 (6.7) |
| Over 20 million yen / Over \$154,000 | 8 (0.9) | 14 (0.9) | 300 (1.6) | 114 (1.8) |
| Marital Status (SA) | | | * | * |
| Married (including common- law marriage) | 467 (55.3) | 999 (60.9) | 11713 (64.2) | 3191 (49.7) |
| Single (no partner) | 234 (27.7) | 359 (21.9) | 3726 (20.4) | 2143 (33.4) |
| Single (with a partner) | 61 (7.2) | 114 (6.9) | 1059 (5.8) | 628 (9.8) |
| Widowed | 23 (2.7) | 54 (3.3) | 753 (4.1) | 148 (2.3) |
| Divorced | 60 (7.1) | 121 (7.4) | 1208 (6.6) | 407 (6.3) |
| Smoking (SA) | | | | * |
| Smokes daily | 188 (22.2) | 350 (21.3) | 2925 (16.0) | 1456 (22.7) |
| Smokes occasionally | 12 (1.4) | 31 (1.9) | 286 (1.6) | 125 (1.9) |
| Used to smoke but has not smoked for over a month | 116 (13.7) | 309 (18.8) | 3440 (18.9) | 1002 (15.6) |
| Does not smoke | 529 (62.6) | 951 (58.0) | 11593 (63.5) | 3841 (59.8) |
| Drinking (SA) | | | | * |
| Daily | 168 (19.9) | 244 (14.9) | 3094 (17.0) | 989 (15.4) |
| 5-6 days per week | 42 (5.0) | 82 (5.0) | 713 (3.9) | 324 (5.0) |
| 3-4 days per week | 47 (5.6) | 113 (6.9) | 1187 (6.5) | 397 (6.2) |
| 1-2 days per week | 91 (10.8) | 193 (11.8) | 2113 (11.6) | 678 (10.6) |
| 1-3 days per month | 79 (9.3) | 159 (9.7) | 1704 (9.3) | 632 (9.8) |
| Rarely drinks | 155 (18.3) | 268 (16.3) | 2895 (15.9) | 978 (15.2) |
| Stopped drinking | 18 (2.1) | 65 (4.0) | 645 (3.5) | 192 (3.0) |
| Does not drink (cannot drink) | 245 (29.0) | 493 (30.0) | 5348 (29.3) | 2167 (33.7) |
| Health Condition (SA) | | | * | * |
| Good | 116 (13.7) | 192 (11.7) | 3057 (16.8) | 780 (12.1) |
| Fairly good | 222 (26.3) | 465 (28.3) | 5261 (28.8) | 1506 (23.4) |
| Average | 363 (43.0) | 708 (43.1) | 7129 (39.1) | 2871 (44.7) |
| Not very good | 113 (13.4) | 231 (14.1) | 2315 (12.7) | 934 (14.5) |
| Poor | 31 (3.7) | 45 (2.7) | 482 (2.6) | 333 (5.2) |
| Frequency of Device Use | | | | |
| Wearable devices (SA) | | | | * |
| Almost every day | 51 (6.0) | 99 (6.0) | 1422 (7.8) | 307 (4.8) |
| 2-5 days per week | 11 (1.3) | 13 (0.8) | 236 (1.3) | 131 (2.0) |

| | | | | |
|-------------------------------|------------|-------------|--------------|-------------|
| About once a week or less | 15 (1.8) | 25 (1.5) | 292 (1.6) | 142 (2.2) |
| Do not use | 768 (90.9) | 1491 (90.9) | 16215 (88.9) | 5852 (91.1) |
| IOT appliances (SA) | | | | * |
| Almost every day | 15 (1.8) | 35 (2.1) | 654 (3.6) | 129 (2.0) |
| 2-5 days per week | 9 (1.1) | 22 (1.3) | 273 (1.5) | 98 (1.5) |
| About once a week or less | 13 (1.5) | 25 (1.5) | 247 (1.4) | 214 (3.3) |
| Do not use | 808 (95.6) | 1560 (95.1) | 16987 (93.1) | 6051 (94.2) |
| Frequency of Social Media Use | | | | |
| Facebook (SA) | | | | * |
| Almost every day | 73 (8.6) | 122 (7.4) | 1761 (9.7) | 495 (7.7) |
| 2-5 days per week | 42 (5.0) | 77 (4.7) | 947 (5.2) | 308 (4.8) |
| About once a week or less | 90 (10.7) | 189 (11.5) | 1986 (10.9) | 640 (10.0) |
| Do not use | 640 (75.7) | 1253 (76.4) | 13550 (74.3) | 4981 (77.5) |
| X/Twitter (SA) | | | * | * |
| Almost every day | 243 (28.8) | 328 (20.0) | 4011 (22.0) | 1696 (26.4) |
| 2-5 days per week | 75 (8.9) | 121 (7.4) | 1344 (7.4) | 509 (7.9) |
| About once a week or less | 87 (10.3) | 167 (10.2) | 1593 (8.7) | 597 (9.3) |
| Do not use | 440 (52.1) | 1025 (62.5) | 11296 (61.9) | 3622 (56.4) |
| LINE (SA) | | * | | |
| Almost every day | 507 (60.0) | 877 (53.4) | 9966 (54.6) | 3344 (52.1) |
| 2-5 days per week | 125 (14.8) | 255 (15.5) | 2717 (14.9) | 1012 (15.8) |
| About once a week or less | 74 (8.8) | 175 (10.7) | 1911 (10.5) | 687 (10.7) |
| Do not use | 139 (16.4) | 334 (20.4) | 3650 (20.0) | 1381 (21.5) |
| Instagram (SA) | | | * | * |
| Almost every day | 233 (27.6) | 308 (18.8) | 3975 (21.8) | 1575 (24.5) |
| 2-5 days per week | 70 (8.3) | 111 (6.8) | 1198 (6.6) | 464 (7.2) |
| About once a week or less | 78 (9.2) | 156 (9.5) | 1581 (8.7) | 527 (8.2) |
| Do not use | 464 (54.9) | 1066 (65.0) | 11490 (63.0) | 3858 (60.1) |
| Youtube (SA) | | * | * | * |
| Almost every day | 390 (46.2) | 556 (33.9) | 6589 (36.1) | 2593 (40.4) |
| 2-5 days per week | 147 (17.4) | 301 (18.3) | 3100 (17.0) | 1100 (17.1) |
| About once a week or less | 153 (18.1) | 332 (20.2) | 3622 (19.9) | 1052 (16.4) |
| Do not use | 155 (18.3) | 452 (27.5) | 4933 (27.0) | 1679 (26.1) |
| Tiktok (SA) | | | * | * |
| Almost every day | 101 (12.0) | 122 (7.4) | 1587 (8.7) | 716 (11.1) |

| | | | | |
|--|--------------|--------------|---------------|-------------|
| 2-5 days per week | 34 (4.0) | 52 (3.2) | 598 (3.3) | 269 (4.2) |
| About once a week or less | 44 (5.2) | 79 (4.8) | 898 (4.9) | 373 (5.8) |
| Do not use | 666 (78.8) | 1388 (84.6) | 15161 (83.1) | 5066 (78.9) |
| Medical History | | | | |
| Hypertension | 117 (13.8) | 309 (18.8) * | 3838 (21.0) * | 889 (13.8) |
| Diabetes | 37 (4.4) | 88 (5.4) | 1262 (6.9) * | 300 (4.7) |
| Dyslipidemia (hyperlipidemia) | 52 (6.2) | 153 (9.3) * | 1976 (10.8) * | 331 (5.2) |
| Pneumonia / Bronchitis | 27 (3.2) | 55 (3.4) | 714 (3.9) * | 164 (2.6) |
| Asthma | 66 (7.8) * | 85 (5.2) | 1057 (5.8) | 311 (4.8) |
| Atopic dermatitis | 72 (8.5) * | 76 (4.6) | 948 (5.2) | 290 (4.5) |
| Allergic rhinitis | 97 (11.5) * | 143 (8.7) | 1832 (10.0) * | 439 (6.8) |
| Periodontal disease | 83 (9.8) | 163 (9.9) | 2315 (12.7) * | 472 (7.3) |
| Dental caries (cavities) | 165 (19.5) * | 248 (15.1) | 3755 (20.6) * | 818 (12.7) |
| Cataract | 28 (3.3) | 93 (5.7) * | 1549 (8.5) * | 212 (3.3) |
| Angina / Myocardial infarction | 15 (1.8) | 38 (2.3) | 446 (2.4) * | 95 (1.5) |
| Stroke (cerebral infarction, cerebral hemorrhage) | 7 (0.8) | 17 (1.0) | 258 (1.4) | 55 (0.9) |
| COPD (Chronic Obstructive Pulmonary Disease) | 5 (0.6) | 5 (0.3) | 74 (0.4) | 16 (0.2) |
| Chronic kidney disease | 5 (0.6) | 9 (0.5) | 149 (0.8) | 40 (0.6) |
| Chronic hepatitis / Cirrhosis | 6 (0.7) | 5 (0.3) | 113 (0.6) | 29 (0.5) |
| Immunodeficiency or immune function decline (including those on steroids, biologics, immunosuppressants) | 8 (0.9) | 11 (0.7) | 212 (1.2) * | 40 (0.6) |
| Cancer / Malignant tumor | 29 (3.4) | 83 (5.1) * | 1191 (6.5) * | 181 (2.8) |
| Chronic pain (e.g., persistent back pain, headache for over three months) | 21 (2.5) | 50 (3.0) | 809 (4.4) * | 149 (2.3) |
| Depression | 43 (5.1) | 90 (5.5) | 791 (4.3) | 308 (4.8) |
| Mental illness other than depression | 34 (4.0) | 49 (3.0) | 668 (3.7) | 245 (3.8) |
| None apply | 397 (47.0) * | 756 (46.1) * | 7046 (38.6) * | 3640 (56.7) |
| II. Life satisfaction and social connections | | | | |
| Good Well-being | 146 (17.3) | 291 (17.7) * | 4435 (24.3) * | 905 (14.1) |

| | | | | | | |
|---|------------|-------------|---|--------------|---|-------------|
| Social Isolation | 588 (69.6) | 1085 (66.1) | * | 10926 (59.9) | * | 4729 (73.6) |
| III. Habitual dietary preferences and tendencies | | | | | | |
| Frequency Level of Drinking Beverages | | | | | | |
| Japanese tea (SA) | | | | | | |
| | | | * | | * | |
| Less than once per week | 328 (38.8) | 468 (28.5) | | 4403 (24.1) | | 2298 (35.8) |
| 1 to 2 times per week | 90 (10.7) | 200 (12.2) | | 1874 (10.3) | | 879 (13.7) |
| 3 to 4 times per week | 58 (6.9) | 149 (9.1) | | 1365 (7.5) | | 665 (10.4) |
| 5 to 6 times per week | 68 (8.0) | 121 (7.4) | | 1235 (6.8) | | 521 (8.1) |
| One serving daily | 102 (12.1) | 268 (16.3) | | 2803 (15.4) | | 821 (12.8) |
| 2 to 3 servings daily | 137 (16.2) | 292 (17.8) | | 4283 (23.5) | | 816 (12.7) |
| 4 to 6 servings daily | 45 (5.3) | 108 (6.6) | | 1642 (9.0) | | 293 (4.6) |
| 7 to 9 servings daily | 9 (1.1) | 22 (1.3) | | 360 (2.0) | | 64 (1.0) |
| More than 10 servings daily | 8 (0.9) | 13 (0.8) | | 279 (1.5) | | 67 (1.0) |
| Oolong tea (SA) | | | | | | |
| | | | * | | * | |
| Less than once per week | 678 (80.2) | 1311 (79.9) | | 14626 (80.2) | | 4790 (74.6) |
| 1 to 2 times per week | 72 (8.5) | 148 (9.0) | | 1513 (8.3) | | 662 (10.3) |
| 3 to 4 times per week | 34 (4.0) | 57 (3.5) | | 658 (3.6) | | 385 (6.0) |
| 5 to 6 times per week | 17 (2.0) | 40 (2.4) | | 383 (2.1) | | 201 (3.1) |
| One serving daily | 18 (2.1) | 37 (2.3) | | 507 (2.8) | | 190 (3.0) |
| 2 to 3 servings daily | 18 (2.1) | 29 (1.8) | | 335 (1.8) | | 106 (1.7) |
| 4 to 6 servings daily | 4 (0.5) | 13 (0.8) | | 121 (0.7) | | 40 (0.6) |
| 7 to 9 servings daily | 1 (0.1) | 1 (0.1) | | 33 (0.2) | | 16 (0.2) |
| More than 10 servings daily | 3 (0.4) | 5 (0.3) | | 68 (0.4) | | 34 (0.5) |
| Black tea (SA) | | | | | | |
| | | | | | * | |
| Less than once per week | 593 (70.2) | 1187 (72.3) | | 12154 (66.6) | | 4397 (68.4) |
| 1 to 2 times per week | 114 (13.5) | 195 (11.9) | | 2499 (13.7) | | 886 (13.8) |
| 3 to 4 times per week | 56 (6.6) | 80 (4.9) | | 1209 (6.6) | | 464 (7.2) |
| 5 to 6 times per week | 31 (3.7) | 50 (3.0) | | 625 (3.4) | | 238 (3.7) |
| One serving daily | 33 (3.9) | 82 (5.0) | | 1101 (6.0) | | 270 (4.2) |
| 2 to 3 servings daily | 15 (1.8) | 31 (1.9) | | 451 (2.5) | | 100 (1.6) |
| 4 to 6 servings daily | 2 (0.2) | 10 (0.6) | | 99 (0.5) | | 26 (0.4) |
| 7 to 9 servings daily | 0 (0.0) | 1 (0.1) | | 39 (0.2) | | 10 (0.2) |
| More than 10 servings daily | 1 (0.1) | 5 (0.3) | | 67 (0.4) | | 33 (0.5) |

| Coffee (excluding canned coffee) (SA) | | * | | * | | * |
|---------------------------------------|------------|---|-------------|---|--------------|-------------|
| Less than once per week | 267 (31.6) | | 280 (17.1) | | 3736 (20.5) | 2127 (33.1) |
| 1 to 2 times per week | 72 (8.5) | | 109 (6.6) | | 1311 (7.2) | 752 (11.7) |
| 3 to 4 times per week | 66 (7.8) | | 119 (7.3) | | 1098 (6.0) | 626 (9.7) |
| 5 to 6 times per week | 61 (7.2) | | 139 (8.5) | | 1319 (7.2) | 652 (10.1) |
| One serving daily | 159 (18.8) | | 442 (26.9) | | 4538 (24.9) | 1069 (16.6) |
| 2 to 3 servings daily | 181 (21.4) | | 432 (26.3) | | 4931 (27.0) | 906 (14.1) |
| 4 to 6 servings daily | 26 (3.1) | | 90 (5.5) | | 952 (5.2) | 194 (3.0) |
| 7 to 9 servings daily | 8 (0.9) | | 15 (0.9) | | 200 (1.1) | 46 (0.7) |
| More than 10 servings daily | 5 (0.6) | | 15 (0.9) | | 159 (0.9) | 52 (0.8) |
| Canned coffee (SA) | | | | * | | * |
| Less than once per week | 645 (76.3) | | 1267 (77.2) | | 14955 (82.0) | 4680 (72.9) |
| 1 to 2 times per week | 67 (7.9) | | 167 (10.2) | | 1355 (7.4) | 705 (11.0) |
| 3 to 4 times per week | 41 (4.9) | | 58 (3.5) | | 634 (3.5) | 406 (6.3) |
| 5 to 6 times per week | 30 (3.6) | | 44 (2.7) | | 372 (2.0) | 229 (3.6) |
| One serving daily | 38 (4.5) | | 66 (4.0) | | 603 (3.3) | 236 (3.7) |
| 2 to 3 servings daily | 21 (2.5) | | 25 (1.5) | | 205 (1.1) | 98 (1.5) |
| 4 to 6 servings daily | 2 (0.2) | | 3 (0.2) | | 37 (0.2) | 26 (0.4) |
| 7 to 9 servings daily | 0 (0.0) | | 5 (0.3) | | 21 (0.1) | 12 (0.2) |
| More than 10 servings daily | 1 (0.1) | | 6 (0.4) | | 62 (0.3) | 32 (0.5) |

Importance of Choices in Meals, Ingredients, and Groceries, mean (standard deviation) [min 0, max 7]

| | | | | | | | |
|---|-------------|---|-------------|---|-------------|---|-------------|
| Convenience in daily life (e.g., quick cooking, no hassle) | 4.64 (1.28) | * | 4.60 (1.14) | * | 4.67 (1.21) | * | 4.35 (1.30) |
| Preference in taste (e.g., strong, light, spicy) | 4.87 (1.23) | * | 4.76 (1.19) | * | 4.97 (1.20) | * | 4.52 (1.32) |
| Familiarity due to family or culture (e.g., eaten since childhood, family's traditional dishes) | 3.99 (1.30) | | 4.08 (1.22) | * | 4.24 (1.29) | * | 3.91 (1.28) |
| Budget or price | 5.26 (1.31) | * | 5.09 (1.20) | * | 5.24 (1.23) | * | 4.81 (1.40) |
| Quality | 4.79 (1.28) | * | 4.93 (1.21) | * | 5.20 (1.22) | * | 4.54 (1.36) |
| Safety | 4.99 (1.33) | * | 5.15 (1.26) | * | 5.44 (1.30) | * | 4.70 (1.44) |
| Manufacturer or brand | 3.83 (1.23) | | 3.98 (1.19) | * | 4.06 (1.27) | * | 3.83 (1.27) |

| | | | | |
|---|---------------|---------------|---------------|-------------|
| Food allergies or physical constitution | 3.78 (1.56) | 3.87 (1.44) | 3.92 (1.59) * | 3.78 (1.45) |
| Religion or beliefs | 2.61 (1.49) * | 2.82 (1.48) | 2.69 (1.54) * | 2.94 (1.48) |
| Medical considerations (restrictions due to illness or disability) | 3.86 (1.42) | 4.02 (1.37) * | 4.16 (1.49) * | 3.86 (1.37) |
| Origin of ingredients | 4.00 (1.34) | 4.20 (1.26) * | 4.45 (1.35) * | 3.96 (1.35) |
| Considerations of health and nutrition | 4.47 (1.33) * | 4.62 (1.20) * | 5.02 (1.25) * | 4.28 (1.33) |
| Criteria related to best before and use-by dates | 4.49 (1.26) | 4.56 (1.20) * | 4.76 (1.27) * | 4.32 (1.34) |
| Freshness | 4.91 (1.30) * | 5.06 (1.22) * | 5.36 (1.23) * | 4.61 (1.39) |
| Method of preservation (e.g., frozen, refrigerated, ambient) | 4.41 (1.28) * | 4.51 (1.17) * | 4.71 (1.24) * | 4.21 (1.29) |
| Respect for culture and tradition | 3.52 (1.35) | 3.77 (1.27) * | 3.87 (1.35) * | 3.62 (1.31) |
| Impact on the environment (e.g., sustainability, organic) | 3.53 (1.37) | 3.80 (1.23) | 4.03 (1.33) * | 3.66 (1.30) |
| Seasonality | 4.15 (1.35) | 4.39 (1.21) * | 4.71 (1.28) * | 4.05 (1.31) |
| Background information of ingredients and dishes (e.g., information about the producer) | 3.59 (1.30) | 3.90 (1.21) * | 4.05 (1.30) * | 3.75 (1.30) |
| Importance of the Scene or Environment for Eating Out, mean (standard deviation) [min 0, max 7] | | | | |
| Environment conducive to enjoying conversation and communication | 4.29 (1.37) | 4.38 (1.19) * | 4.58 (1.28) * | 4.12 (1.32) |
| Consideration of the pace of dining (e.g., slow dining, fast service) | 4.32 (1.29) | 4.41 (1.16) * | 4.58 (1.23) * | 4.15 (1.28) |
| Sound environment (e.g., background noise, appropriate music) | 4.00 (1.36) | 4.09 (1.20) * | 4.28 (1.29) * | 3.94 (1.28) |
| Introduction of natural light | 3.78 (1.36) | 4.03 (1.23) * | 4.17 (1.32) * | 3.83 (1.29) |
| Appropriate lighting environment | 4.10 (1.29) | 4.25 (1.14) * | 4.45 (1.22) * | 4.02 (1.26) |
| Temperature setting (e.g., adjusted for the season) | 4.42 (1.31) * | 4.52 (1.13) * | 4.73 (1.20) * | 4.23 (1.29) |

| | | | | | | | |
|--|-------------|---|-------------|---|-------------|---|-------------|
| Preferred location or seating (e.g., near a window or on a terrace) | 4.00 (1.34) | | 4.21 (1.16) | * | 4.32 (1.26) | * | 3.99 (1.28) |
| Comfort of seating (e.g., chairs, height of tables) | 4.35 (1.33) | * | 4.38 (1.19) | * | 4.62 (1.23) | * | 4.17 (1.28) |
| Unique design or theme (e.g., scenery or culture) | 3.50 (1.28) | | 3.76 (1.17) | * | 3.77 (1.27) | * | 3.61 (1.25) |
| Provision of privacy (e.g., private rooms or semi-private rooms) | 4.22 (1.37) | | 4.31 (1.21) | * | 4.40 (1.29) | * | 4.11 (1.31) |
| Acceptance of all family members (e.g., with children or pets) | 4.04 (1.50) | | 4.06 (1.31) | | 4.22 (1.42) | * | 3.91 (1.38) |
| Digital environment (e.g., Wi-Fi, charging facilities) | 3.74 (1.51) | | 3.91 (1.33) | | 3.89 (1.50) | | 3.84 (1.38) |
| Privacy of conversation | 4.31 (1.37) | | 4.41 (1.19) | * | 4.59 (1.27) | * | 4.20 (1.33) |
| Modern ordering system (e.g., touch panels) | 3.51 (1.31) | | 3.62 (1.21) | | 3.53 (1.31) | | 3.59 (1.26) |
| Visual information about ingredients and dishes (e.g., photos or descriptions) | 4.02 (1.32) | | 4.05 (1.21) | | 4.19 (1.27) | * | 3.93 (1.26) |
| Frequency of Snacking or Break Time (SA) | | * | | * | | * | |
| More than twice a day | 97 (11.5) | | 154 (9.4) | | 2384 (13.1) | | 423 (6.6) |
| Once a day | 186 (22.0) | | 391 (23.8) | | 5217 (28.6) | | 1121 (17.5) |
| 4-6 times a week | 82 (9.7) | | 166 (10.1) | | 1636 (9.0) | | 617 (9.6) |
| 2-3 times a week | 138 (16.3) | | 256 (15.6) | | 2503 (13.7) | | 999 (15.6) |
| About once a week | 59 (7.0) | | 137 (8.3) | | 1233 (6.8) | | 592 (9.2) |
| 1-2 times a month | 48 (5.7) | | 78 (4.8) | | 636 (3.5) | | 315 (4.9) |
| Rarely | 235 (27.8) | | 459 (28.0) | | 4635 (25.4) | | 2357 (36.7) |
| Main Time for Snacking or Break Time | | | | | | | |
| Morning (after breakfast until before lunch) | 73 (8.6) | | 149 (9.1) | * | 2299 (12.6) | * | 419 (6.5) |
| After lunch until 3 PM | 176 (20.8) | | 352 (21.5) | * | 4640 (25.4) | * | 1060 (16.5) |
| 3 PM until before dinner | 309 (36.6) | * | 591 (36.0) | * | 7268 (39.8) | * | 1939 (30.2) |
| After dinner | 154 (18.2) | | 303 (18.5) | | 2706 (14.8) | | 1059 (16.5) |
| Late at night | 52 (6.2) | | 51 (3.1) | * | 525 (2.9) | * | 335 (5.2) |
| No specific time | 79 (9.3) | | 158 (9.6) | | 1323 (7.3) | * | 558 (8.7) |
| Rarely | 210 (24.9) | * | 395 (24.1) | * | 3961 (21.7) | * | 2162 (33.7) |

| | | | | | |
|--|------------|---|------------|----------------|---------------|
| Selection of Foods Normally Not Chosen in Specific Situations or Contexts (SA) | | * | | * | |
| Often | 54 (6.4) | | 51 (3.1) | 882 (4.8) | 205 (3.2) |
| Occasionally | 229 (27.1) | | 403 (24.6) | 4949 (27.1) | 1381 (21.5) |
| Rarely | 222 (26.3) | | 475 (28.9) | 5212 (28.6) | 1817 (28.3) |
| Almost never | 340 (40.2) | | 712 (43.4) | 7201 (39.5) | 3021 (47.0) |
| IV. Everyday meal experiences | | | | | |
| Meals Usually Prepared by Oneself | 543 (64.3) | * | 928 (56.6) | * 11299 (61.9) | * 3269 (50.9) |
| Number of Days Eating Alone in the Past 7 Days | | | | | |
| Breakfast (SA) | | * | | * | * |
| 0 days | 152 (18.0) | | 368 (22.4) | 5972 (32.7) | 1329 (20.7) |
| 1-2 days | 98 (11.6) | | 168 (10.2) | 1822 (10.0) | 800 (12.5) |
| 3-4 days | 64 (7.6) | | 151 (9.2) | 1221 (6.7) | 639 (9.9) |
| 5-6 days | 80 (9.5) | | 174 (10.6) | 1425 (7.8) | 634 (9.9) |
| Every day (7 days) | 302 (35.7) | | 597 (36.4) | 6371 (34.9) | 1723 (26.8) |
| Usually do not eat breakfast | 149 (17.6) | | 183 (11.2) | 1433 (7.9) | 1299 (20.2) |
| Lunch (SA) | | | | * | * |
| 0 days | 124 (14.7) | | 272 (16.6) | 4515 (24.7) | 983 (15.3) |
| 1-2 days | 135 (16.0) | | 284 (17.3) | 2977 (16.3) | 1033 (16.1) |
| 3-4 days | 108 (12.8) | | 229 (14.0) | 2353 (12.9) | 1016 (15.8) |
| 5-6 days | 154 (18.2) | | 300 (18.3) | 2888 (15.8) | 1037 (16.1) |
| Every day (7 days) | 269 (31.8) | | 476 (29.0) | 4798 (26.3) | 1806 (28.1) |
| Usually do not eat lunch | 55 (6.5) | | 80 (4.9) | 713 (3.9) | 549 (8.5) |
| Dinner (SA) | | | | * | * |
| 0 days | 329 (38.9) | | 692 (42.2) | 9677 (53.0) | 2218 (34.5) |
| 1-2 days | 108 (12.8) | | 235 (14.3) | 2089 (11.5) | 931 (14.5) |
| 3-4 days | 75 (8.9) | | 156 (9.5) | 1228 (6.7) | 693 (10.8) |
| 5-6 days | 102 (12.1) | | 144 (8.8) | 1272 (7.0) | 649 (10.1) |
| Every day (7 days) | 214 (25.3) | | 448 (27.3) | 7089 (38.9) | 1328 (20.7) |
| Usually do not eat dinner | 17 (2.0) | | 20 (1.2) | 261 (1.4) | 256 (4.0) |
| Frequently Experienced Conversation Situations | | | | | |
| Breakfast (SA) | | | | * | * |
| No conversation | 531 (62.8) | | 884 (53.9) | 8148 (44.7) | 3816 (59.4) |

| | | | | |
|--|------------|------------|-------------|-------------|
| Simple conversation: Basic greetings or essential communication only | 184 (21.8) | 447 (27.2) | 5291 (29.0) | 1500 (23.3) |
| Normal conversation: Everyday communication with friends or family | 125 (14.8) | 290 (17.7) | 4527 (24.8) | 1005 (15.6) |
| Deep/long conversation: Detailed discussion on specific themes or topics | 5 (0.6) | 20 (1.2) | 278 (1.5) | 103 (1.6) |
| Lunch (SA) | | | | * |
| No conversation | 434 (51.4) | 726 (44.2) | 6917 (37.9) | 3185 (49.6) |
| Simple conversation: Basic greetings or essential communication only | 185 (21.9) | 448 (27.3) | 4475 (24.5) | 1570 (24.4) |
| Normal conversation: Everyday communication with friends or family | 215 (25.4) | 439 (26.8) | 6500 (35.6) | 1544 (24.0) |
| Deep/long conversation: Detailed discussion on specific themes or topics | 11 (1.3) | 22 (1.3) | 359 (2.0) | 232 (3.6) |
| Dinner (SA) | | | * | * |
| No conversation | 262 (31.0) | 416 (25.4) | 4012 (22.0) | 2254 (35.1) |
| Simple conversation: Basic greetings or essential communication only | 161 (19.1) | 405 (24.7) | 3408 (18.7) | 1402 (21.8) |
| Normal conversation: Everyday communication with friends or family | 363 (43.0) | 679 (41.4) | 5397 (29.6) | 3021 (47.0) |
| Deep/long conversation: Detailed discussion on specific themes or topics | 59 (7.0) | 91 (5.5) | 1679 (9.2) | 380 (5.9) |
| Satisfaction with Meals | | | | |
| Breakfast (SA) | | | * | * |
| Not satisfied at all | 38 (4.5) | 42 (2.6) | 440 (2.4) | 392 (6.1) |
| Not very satisfied | 86 (10.2) | 130 (7.9) | 1103 (6.0) | 551 (8.6) |
| Neither satisfied nor dissatisfied | 363 (43.0) | 729 (44.4) | 9145 (50.1) | 2388 (37.2) |
| Somewhat satisfied | 263 (31.1) | 619 (37.7) | 8200 (44.9) | 1937 (30.2) |
| Very satisfied | 95 (11.2) | 171 (10.4) | 3104 (17.0) | 523 (8.1) |
| Lunch (SA) | | | * | * |
| Not satisfied at all | 21 (2.5) | 40 (2.4) | 293 (1.6) | 307 (4.8) |

| | | | | |
|--|------------|------------|-------------|-------------|
| Not very satisfied | 75 (8.9) | 124 (7.6) | 1074 (5.9) | 579 (9.0) |
| Neither satisfied nor dissatisfied | 355 (42.0) | 628 (38.3) | 5655 (31.0) | 2830 (44.1) |
| Somewhat satisfied | 306 (36.2) | 683 (41.6) | 8367 (45.9) | 2127 (33.1) |
| Very satisfied | 88 (10.4) | 166 (10.1) | 2855 (15.6) | 581 (9.0) |
| Dinner (SA) | * | * | * | |
| Not satisfied at all | 13 (1.5) | 28 (1.7) | 255 (1.4) | 259 (4.0) |
| Not very satisfied | 56 (6.6) | 78 (4.8) | 818 (4.5) | 490 (7.6) |
| Neither satisfied nor dissatisfied | 264 (31.2) | 445 (27.1) | 3618 (19.8) | 2307 (35.9) |
| Somewhat satisfied | 379 (44.9) | 802 (48.9) | 8904 (48.8) | 2549 (39.7) |
| Very satisfied | 133 (15.7) | 275 (16.8) | 4744 (26.0) | 840 (13.1) |
| Perceived Time Availability During Meals | | | | |
| Breakfast (SA) | | * | * | |
| Not sufficient at all | 81 (9.6) | 95 (5.8) | 1130 (6.2) | 601 (9.4) |
| Not very sufficient | 165 (19.5) | 305 (18.6) | 3118 (17.1) | 1136 (17.7) |
| Neither sufficient nor insufficient | 257 (30.4) | 486 (29.6) | 3821 (20.9) | 2333 (36.3) |
| Somewhat sufficient | 235 (27.8) | 525 (32.0) | 6107 (33.5) | 1654 (25.7) |
| Very sufficient | 107 (12.7) | 230 (14.0) | 4068 (22.3) | 700 (10.9) |
| Lunch (SA) | | * | * | |
| Not sufficient at all | 29 (3.4) | 37 (2.3) | 420 (2.3) | 307 (4.8) |
| Not very sufficient | 96 (11.4) | 170 (10.4) | 1606 (8.8) | 725 (11.3) |
| Neither sufficient nor insufficient | 279 (33.0) | 502 (30.6) | 4165 (22.8) | 2344 (36.5) |
| Somewhat sufficient | 294 (34.8) | 651 (39.7) | 7400 (40.6) | 2213 (34.4) |
| Very sufficient | 147 (17.4) | 281 (17.1) | 4653 (25.5) | 835 (13.0) |
| Dinner (SA) | * | * | * | |
| Not sufficient at all | 14 (1.7) | 28 (1.7) | 296 (1.6) | 213 (3.3) |
| Not very sufficient | 56 (6.6) | 91 (5.5) | 723 (4.0) | 469 (7.3) |
| Neither sufficient nor insufficient | 202 (23.9) | 346 (21.1) | 2577 (14.1) | 1835 (28.6) |
| Somewhat sufficient | 359 (42.5) | 741 (45.2) | 7464 (40.9) | 2558 (39.8) |
| Very sufficient | 214 (25.3) | 394 (24.0) | 3717 (20.4) | 1677 (26.1) |
| Frequency of Meal Types | | | | |
| Homemade meals at home (SA) | * | * | * | |

| | | | | |
|---|------------|-------------|--------------|-------------|
| Almost every day | 433 (51.2) | 757 (46.1) | 12426 (68.1) | 2212 (34.4) |
| 3-4 times a week | 160 (18.9) | 358 (21.8) | 2560 (14.0) | 1342 (20.9) |
| 1-2 times a week | 94 (11.1) | 203 (12.4) | 1187 (6.5) | 905 (14.1) |
| 1-2 times a month | 34 (4.0) | 94 (5.7) | 563 (3.1) | 461 (7.2) |
| Once or twice every six months | 24 (2.8) | 51 (3.1) | 535 (2.9) | 267 (4.2) |
| Rarely/Never | 100 (11.8) | 179 (10.9) | 1210 (6.6) | 1208 (18.8) |
| Eating out (restaurants, fast food, etc.) (SA) | | * | * | |
| Almost every day | 16 (1.9) | 12 (0.7) | 216 (1.2) | 107 (1.7) |
| 3-4 times a week | 41 (4.9) | 39 (2.4) | 554 (3.0) | 277 (4.3) |
| 1-2 times a week | 157 (18.6) | 278 (16.9) | 2675 (14.7) | 1052 (16.4) |
| 1-2 times a month | 284 (33.6) | 573 (34.9) | 6674 (36.6) | 2067 (32.2) |
| Once or twice every six months | 168 (19.9) | 360 (21.9) | 4106 (22.5) | 1205 (18.8) |
| Rarely/Never | 179 (21.2) | 379 (23.1) | 4019 (22.0) | 1716 (26.7) |
| Takeout (bento, onigiri, etc.) (SA) | | * | * | |
| Almost every day | 25 (3.0) | 28 (1.7) | 396 (2.2) | 182 (2.8) |
| 3-4 times a week | 63 (7.5) | 95 (5.8) | 843 (4.6) | 444 (6.9) |
| 1-2 times a week | 139 (16.4) | 250 (15.2) | 2452 (13.4) | 1198 (18.6) |
| 1-2 times a month | 214 (25.3) | 474 (28.9) | 4481 (24.6) | 1525 (23.7) |
| Once or twice every six months | 143 (16.9) | 266 (16.2) | 3426 (18.8) | 961 (15.0) |
| Rarely/Never | 261 (30.9) | 528 (32.2) | 6646 (36.4) | 2114 (32.9) |
| Delivery services (SA) | | * | * | |
| Almost every day | 6 (0.7) | 4 (0.2) | 176 (1.0) | 53 (0.8) |
| 3-4 times a week | 9 (1.1) | 8 (0.5) | 245 (1.3) | 135 (2.1) |
| 1-2 times a week | 28 (3.3) | 57 (3.5) | 457 (2.5) | 345 (5.4) |
| 1-2 times a month | 55 (6.5) | 100 (6.1) | 880 (4.8) | 516 (8.0) |
| Once or twice every six months | 85 (10.1) | 162 (9.9) | 1637 (9.0) | 672 (10.5) |
| Rarely/Never | 662 (78.3) | 1304 (79.5) | 14902 (81.7) | 4651 (72.4) |
| Eat-in at convenience stores or shopping malls (SA) | | * | * | |
| Almost every day | 11 (1.3) | 12 (0.7) | 188 (1.0) | 85 (1.3) |
| 3-4 times a week | 22 (2.6) | 30 (1.8) | 394 (2.2) | 262 (4.1) |
| 1-2 times a week | 61 (7.2) | 108 (6.6) | 844 (4.6) | 535 (8.3) |

| | | | | |
|--|------------|-------------|--------------|-------------|
| 1-2 times a month | 143 (16.9) | 267 (16.3) | 2528 (13.9) | 983 (15.3) |
| Once or twice every six months | 158 (18.7) | 335 (20.4) | 3621 (19.8) | 1183 (18.4) |
| Rarely/Never | 450 (53.3) | 837 (51.0) | 7486 (41.0) | 3799 (59.1) |
| Prepared foods from supermarkets (SA) | | * | * | |
| Almost every day | 32 (3.8) | 44 (2.7) | 556 (3.0) | 162 (2.5) |
| 3-4 times a week | 97 (11.5) | 172 (10.5) | 1682 (9.2) | 637 (9.9) |
| 1-2 times a week | 269 (31.8) | 546 (33.3) | 5313 (29.1) | 1890 (29.4) |
| 1-2 times a month | 210 (24.9) | 457 (27.8) | 5197 (28.5) | 1652 (25.7) |
| Once or twice every six months | 100 (11.8) | 164 (10.0) | 2140 (11.7) | 737 (11.5) |
| Rarely/Never | 137 (16.2) | 258 (15.7) | 3356 (18.4) | 1346 (21.0) |
| Light meals at cafes or tea shops (SA) | | * | * | |
| Almost every day | 6 (0.7) | 1 (0.1) | 153 (0.8) | 69 (1.1) |
| 3-4 times a week | 15 (1.8) | 25 (1.5) | 292 (1.6) | 162 (2.5) |
| 1-2 times a week | 48 (5.7) | 106 (6.5) | 1110 (6.1) | 549 (8.5) |
| 1-2 times a month | 128 (15.1) | 276 (16.8) | 3151 (17.3) | 1088 (16.9) |
| Once or twice every six months | 197 (23.3) | 375 (22.9) | 4061 (22.3) | 1210 (18.8) |
| Rarely/Never | 451 (53.4) | 852 (51.9) | 9476 (51.9) | 3343 (52.0) |
| School or company cafeterias/canteens (SA) | * | * | * | |
| Almost every day | 23 (2.7) | 38 (2.3) | 480 (2.6) | 199 (3.1) |
| 3-4 times a week | 42 (5.0) | 106 (6.5) | 1258 (6.9) | 391 (6.1) |
| 1-2 times a week | 36 (4.3) | 53 (3.2) | 646 (3.5) | 403 (6.3) |
| 1-2 times a month | 32 (3.8) | 67 (4.1) | 505 (2.8) | 364 (5.7) |
| Once or twice every six months | 21 (2.5) | 43 (2.6) | 540 (3.0) | 339 (5.3) |
| Rarely/Never | 691 (81.8) | 1358 (82.8) | 15360 (84.2) | 4795 (74.6) |
| Instant food (SA) | | * | * | |
| Almost every day | 24 (2.8) | 12 (0.7) | 364 (2.0) | 160 (2.5) |
| 3-4 times a week | 55 (6.5) | 87 (5.3) | 972 (5.3) | 469 (7.3) |
| 1-2 times a week | 226 (26.7) | 454 (27.7) | 4315 (23.7) | 1712 (26.7) |
| 1-2 times a month | 295 (34.9) | 601 (36.6) | 6178 (33.9) | 1934 (30.1) |
| Once or twice every six months | 104 (12.3) | 223 (13.6) | 2828 (15.5) | 813 (12.7) |

| | | | | |
|---|------------|------------|-------------|-------------|
| Rarely/Never | 141 (16.7) | 264 (16.1) | 3587 (19.7) | 1336 (20.8) |
| Frozen food (SA) | | * | * | |
| Almost every day | 30 (3.6) | 28 (1.7) | 616 (3.4) | 150 (2.3) |
| 3-4 times a week | 81 (9.6) | 128 (7.8) | 1834 (10.1) | 571 (8.9) |
| 1-2 times a week | 223 (26.4) | 513 (31.3) | 5219 (28.6) | 1710 (26.6) |
| 1-2 times a month | 238 (28.2) | 486 (29.6) | 5108 (28.0) | 1688 (26.3) |
| Once or twice every six months | 99 (11.7) | 198 (12.1) | 2121 (11.6) | 809 (12.6) |
| Rarely/Never | 174 (20.6) | 288 (17.6) | 3346 (18.3) | 1496 (23.3) |
| Frequency of Methods for Purchasing Ingredients and Groceries | | | | |
| Supermarket (SA) | | * | * | * |
| Almost every day | 96 (11.4) | 146 (8.9) | 2479 (13.6) | 472 (7.3) |
| 3-4 times a week | 214 (25.3) | 468 (28.5) | 5363 (29.4) | 1394 (21.7) |
| 1-2 times a week | 387 (45.8) | 767 (46.7) | 8175 (44.8) | 2758 (42.9) |
| 1-2 times a month | 78 (9.2) | 140 (8.5) | 1259 (6.9) | 779 (12.1) |
| Once or twice every six months | 17 (2.0) | 33 (2.0) | 322 (1.8) | 265 (4.1) |
| Rarely/Never | 53 (6.3) | 87 (5.3) | 646 (3.5) | 756 (11.8) |
| Convenience store (SA) | | | | * |
| Almost every day | 26 (3.1) | 58 (3.5) | 396 (2.2) | 251 (3.9) |
| 3-4 times a week | 69 (8.2) | 93 (5.7) | 899 (4.9) | 491 (7.6) |
| 1-2 times a week | 155 (18.3) | 293 (17.9) | 2689 (14.7) | 1247 (19.4) |
| 1-2 times a month | 202 (23.9) | 385 (23.5) | 4161 (22.8) | 1449 (22.6) |
| Once or twice every six months | 137 (16.2) | 264 (16.1) | 3242 (17.8) | 925 (14.4) |
| Rarely/Never | 256 (30.3) | 577 (35.2) | 6879 (37.7) | 2140 (33.3) |
| Local market or direct sales outlet (SA) | | | * | * |
| Almost every day | 6 (0.7) | 7 (0.4) | 154 (0.8) | 72 (1.1) |
| 3-4 times a week | 11 (1.3) | 19 (1.2) | 480 (2.6) | 172 (2.7) |
| 1-2 times a week | 54 (6.4) | 109 (6.6) | 1788 (9.8) | 533 (8.3) |
| 1-2 times a month | 87 (10.3) | 234 (14.3) | 2948 (16.2) | 794 (12.4) |
| Once or twice every six months | 152 (18.0) | 295 (18.0) | 3525 (19.3) | 1008 (15.7) |
| Rarely/Never | 535 (63.3) | 980 (59.7) | 9327 (51.1) | 3864 (60.1) |

| | | | | |
|---|------------|-------------|--------------|-------------|
| Specialty stores (butcher, fishmonger, greengrocer, etc.) (SA) | | | | * |
| Almost every day | 9 (1.1) | 7 (0.4) | 198 (1.1) | 50 (0.8) |
| 3-4 times a week | 18 (2.1) | 37 (2.3) | 597 (3.3) | 173 (2.7) |
| 1-2 times a week | 48 (5.7) | 134 (8.2) | 2020 (11.1) | 581 (9.0) |
| 1-2 times a month | 94 (11.1) | 243 (14.8) | 2741 (15.0) | 848 (13.2) |
| Once or twice every six months | 110 (13.0) | 249 (15.2) | 2725 (14.9) | 910 (14.2) |
| Rarely/Never | 566 (67.0) | 971 (59.2) | 9963 (54.6) | 3862 (60.1) |
| Online shop (SA) | * | * | | * |
| Almost every day | 5 (0.6) | 4 (0.2) | 127 (0.7) | 46 (0.7) |
| 3-4 times a week | 6 (0.7) | 8 (0.5) | 164 (0.9) | 107 (1.7) |
| 1-2 times a week | 32 (3.8) | 56 (3.4) | 819 (4.5) | 385 (6.0) |
| 1-2 times a month | 64 (7.6) | 181 (11.0) | 2163 (11.9) | 728 (11.3) |
| Once or twice every six months | 118 (14.0) | 254 (15.5) | 2898 (15.9) | 841 (13.1) |
| Rarely/Never | 620 (73.4) | 1135 (69.2) | 12023 (65.9) | 4288 (66.7) |
| Meal kits (SA) | * | * | | * |
| Almost every day | 5 (0.6) | 3 (0.2) | 112 (0.6) | 40 (0.6) |
| 3-4 times a week | 9 (1.1) | 10 (0.6) | 215 (1.2) | 113 (1.8) |
| 1-2 times a week | 16 (1.9) | 19 (1.2) | 217 (1.2) | 201 (3.1) |
| 1-2 times a month | 27 (3.2) | 72 (4.4) | 706 (3.9) | 382 (5.9) |
| Once or twice every six months | 35 (4.1) | 107 (6.5) | 1108 (6.1) | 439 (6.8) |
| Rarely/Never | 753 (89.1) | 1408 (85.8) | 15731 (86.2) | 5106 (79.5) |
| Direct purchase from farmers or producers (SA) | * | * | | * |
| Almost every day | 4 (0.5) | 3 (0.2) | 110 (0.6) | 42 (0.7) |
| 3-4 times a week | 7 (0.8) | 12 (0.7) | 316 (1.7) | 138 (2.1) |
| 1-2 times a week | 43 (5.1) | 61 (3.7) | 1058 (5.8) | 366 (5.7) |
| 1-2 times a month | 46 (5.4) | 123 (7.5) | 1848 (10.1) | 538 (8.4) |
| Once or twice every six months | 72 (8.5) | 200 (12.2) | 2364 (13.0) | 686 (10.7) |
| Rarely/Never | 673 (79.6) | 1243 (75.7) | 12527 (68.7) | 4650 (72.4) |
| Organic or pesticide-free specialty stores or online shops (SA) | * | * | | * |

| | | | | |
|---|------------|-------------|--------------|-------------|
| Almost every day | 5 (0.6) | 3 (0.2) | 120 (0.7) | 47 (0.7) |
| 3-4 times a week | 9 (1.1) | 12 (0.7) | 253 (1.4) | 144 (2.2) |
| 1-2 times a week | 17 (2.0) | 37 (2.3) | 576 (3.2) | 319 (5.0) |
| 1-2 times a month | 17 (2.0) | 75 (4.6) | 804 (4.4) | 371 (5.8) |
| Once or twice every six months | 35 (4.1) | 94 (5.7) | 889 (4.9) | 424 (6.6) |
| Rarely/Never | 762 (90.2) | 1411 (86.0) | 15399 (84.4) | 5120 (79.7) |
| Large discount stores (SA) | * | * | * | |
| Almost every day | 4 (0.5) | 1 (0.1) | 95 (0.5) | 41 (0.6) |
| 3-4 times a week | 11 (1.3) | 22 (1.3) | 285 (1.6) | 134 (2.1) |
| 1-2 times a week | 26 (3.1) | 84 (5.1) | 795 (4.4) | 406 (6.3) |
| 1-2 times a month | 81 (9.6) | 143 (8.7) | 1678 (9.2) | 663 (10.3) |
| Once or twice every six months | 108 (12.8) | 249 (15.2) | 2633 (14.4) | 945 (14.7) |
| Rarely/Never | 615 (72.8) | 1140 (69.5) | 12709 (69.7) | 4218 (65.7) |
| Most Common Mode of Transportation for Grocery Shopping (SA) | | | | |
| | | | | * |
| Walking | 217 (25.7) | 420 (25.6) | 4736 (26.0) | 1873 (29.2) |
| Bicycle | 138 (16.3) | 258 (15.7) | 3042 (16.7) | 1041 (16.2) |
| Self-driven car or motorcycle | 411 (48.6) | 812 (49.5) | 8428 (46.2) | 2850 (44.4) |
| Car or motorcycle driven by someone else | 65 (7.7) | 125 (7.6) | 1635 (9.0) | 480 (7.5) |
| Bus, taxi, train | 12 (1.4) | 22 (1.3) | 331 (1.8) | 159 (2.5) |
| Other | 2 (0.2) | 4 (0.2) | 72 (0.4) | 21 (0.3) |
| Frequency of Participation in Social Dining or Food-centered Events | | | | |
| Office or school lunch gatherings (SA) | | * | * | |
| Almost every day | 3 (0.4) | 3 (0.2) | 122 (0.7) | 42 (0.7) |
| 3-4 times a week | 9 (1.1) | 17 (1.0) | 215 (1.2) | 171 (2.7) |
| 1-2 times a week | 20 (2.4) | 18 (1.1) | 295 (1.6) | 243 (3.8) |
| 1-2 times a month | 25 (3.0) | 50 (3.0) | 539 (3.0) | 311 (4.8) |
| Once or twice every six months | 44 (5.2) | 96 (5.9) | 1040 (5.7) | 419 (6.5) |
| Rarely/Never | 744 (88.0) | 1388 (84.6) | 15207 (83.4) | 5233 (81.5) |

| | | | | |
|--|------------|-------------|--------------|-------------|
| Dining out with friends or colleagues (SA) | | * | | * |
| Almost every day | 1 (0.1) | 1 (0.1) | 102 (0.6) | 41 (0.6) |
| 3-4 times a week | 11 (1.3) | 26 (1.6) | 315 (1.7) | 123 (1.9) |
| 1-2 times a week | 39 (4.6) | 66 (4.0) | 936 (5.1) | 448 (7.0) |
| 1-2 times a month | 160 (18.9) | 298 (18.2) | 3677 (20.2) | 1117 (17.4) |
| Once or twice every six months | 234 (27.7) | 490 (29.9) | 5704 (31.3) | 1528 (23.8) |
| Rarely/Never | 400 (47.3) | 773 (47.1) | 7589 (41.6) | 3159 (49.2) |
| Special occasion meals with family or friends (birthdays, weddings, etc.) (SA) | * | * | | * |
| Almost every day | 1 (0.1) | 3 (0.2) | 114 (0.6) | 42 (0.7) |
| 3-4 times a week | 5 (0.6) | 8 (0.5) | 148 (0.8) | 110 (1.7) |
| 1-2 times a week | 15 (1.8) | 21 (1.3) | 315 (1.7) | 226 (3.5) |
| 1-2 times a month | 58 (6.9) | 104 (6.3) | 1448 (7.9) | 506 (7.9) |
| Once or twice every six months | 340 (40.2) | 666 (40.6) | 8443 (46.3) | 2018 (31.4) |
| Rarely/Never | 426 (50.4) | 839 (51.1) | 7776 (42.6) | 3522 (54.8) |
| Outdoor dining like barbecues or picnics (SA) | | * | | * |
| Almost every day | 4 (0.5) | 1 (0.1) | 94 (0.5) | 38 (0.6) |
| 3-4 times a week | 8 (0.9) | 6 (0.4) | 153 (0.8) | 112 (1.7) |
| 1-2 times a week | 13 (1.5) | 16 (1.0) | 269 (1.5) | 209 (3.3) |
| 1-2 times a month | 15 (1.8) | 26 (1.6) | 464 (2.5) | 243 (3.8) |
| Once or twice every six months | 121 (14.3) | 259 (15.8) | 3097 (17.0) | 923 (14.4) |
| Rarely/Never | 684 (80.9) | 1324 (80.7) | 14188 (77.8) | 4891 (76.1) |
| Online meal gatherings (SA) | * | * | | * |
| Almost every day | 4 (0.5) | 2 (0.1) | 131 (0.7) | 46 (0.7) |
| 3-4 times a week | 6 (0.7) | 8 (0.5) | 146 (0.8) | 106 (1.7) |
| 1-2 times a week | 14 (1.7) | 28 (1.7) | 340 (1.9) | 254 (4.0) |
| 1-2 times a month | 11 (1.3) | 28 (1.7) | 352 (1.9) | 125 (1.9) |
| Once or twice every six months | 24 (2.8) | 50 (3.0) | 298 (1.6) | 296 (4.6) |
| Rarely/Never | 786 (93.0) | 1533 (93.4) | 16847 (92.3) | 5575 (86.8) |
| Cooking classes or food workshops (SA) | * | * | | * |

| | | | | |
|--|------------|-------------|--------------|-------------|
| Almost every day | 2 (0.2) | 2 (0.1) | 100 (0.5) | 37 (0.6) |
| 3-4 times a week | 6 (0.7) | 8 (0.5) | 150 (0.8) | 100 (1.6) |
| 1-2 times a week | 8 (0.9) | 16 (1.0) | 241 (1.3) | 198 (3.1) |
| 1-2 times a month | 19 (2.2) | 31 (1.9) | 390 (2.1) | 228 (3.5) |
| Once or twice every six months | 22 (2.6) | 51 (3.1) | 561 (3.1) | 298 (4.6) |
| Rarely/Never | 788 (93.3) | 1533 (93.4) | 16806 (92.1) | 5557 (86.5) |
| Casual meetings or study groups in cafes or tea shops (SA) | * | * | * | |
| Almost every day | 4 (0.5) | 0 (0.0) | 110 (0.6) | 44 (0.7) |
| 3-4 times a week | 4 (0.5) | 10 (0.6) | 161 (0.9) | 100 (1.6) |
| 1-2 times a week | 14 (1.7) | 24 (1.5) | 229 (1.3) | 201 (3.1) |
| 1-2 times a month | 23 (2.7) | 61 (3.7) | 856 (4.7) | 318 (5.0) |
| Once or twice every six months | 56 (6.6) | 154 (9.4) | 1570 (8.6) | 475 (7.4) |
| Rarely/Never | 744 (88.0) | 1464 (89.2) | 16033 (87.9) | 5296 (82.4) |
| Catered meals at events or parties (SA) | * | * | * | |
| Almost every day | 4 (0.5) | 3 (0.2) | 144 (0.8) | 58 (0.9) |
| 3-4 times a week | 3 (0.4) | 10 (0.6) | 166 (0.9) | 94 (1.5) |
| 1-2 times a week | 16 (1.9) | 51 (3.1) | 538 (2.9) | 322 (5.0) |
| 1-2 times a month | 13 (1.5) | 28 (1.7) | 413 (2.3) | 253 (3.9) |
| Once or twice every six months | 52 (6.2) | 116 (7.1) | 1259 (6.9) | 471 (7.3) |
| Rarely/Never | 757 (89.6) | 1467 (89.4) | 16095 (88.2) | 5367 (83.5) |
| After-work events with meals or drinks (SA) | | * | * | |
| Almost every day | 3 (0.4) | 3 (0.2) | 99 (0.5) | 38 (0.6) |
| 3-4 times a week | 10 (1.2) | 11 (0.7) | 166 (0.9) | 114 (1.8) |
| 1-2 times a week | 12 (1.4) | 18 (1.1) | 377 (2.1) | 275 (4.3) |
| 1-2 times a month | 53 (6.3) | 102 (6.2) | 1163 (6.4) | 456 (7.1) |
| Once or twice every six months | 129 (15.3) | 261 (15.9) | 2806 (15.4) | 851 (13.2) |
| Rarely/Never | 638 (75.5) | 1248 (76.1) | 13642 (74.8) | 4686 (72.9) |
| Community or local food events (SA) | * | * | * | |
| Almost every day | 3 (0.4) | 1 (0.1) | 90 (0.5) | 42 (0.7) |
| 3-4 times a week | 6 (0.7) | 12 (0.7) | 221 (1.2) | 135 (2.1) |

| | | | | |
|--------------------------------|------------|-------------|--------------|-------------|
| 1-2 times a week | 13 (1.5) | 24 (1.5) | 330 (1.8) | 146 (2.3) |
| 1-2 times a month | 16 (1.9) | 37 (2.3) | 478 (2.6) | 252 (3.9) |
| Once or twice every six months | 57 (6.7) | 137 (8.3) | 1630 (8.9) | 505 (7.9) |
| Rarely/Never | 750 (88.8) | 1440 (87.8) | 15618 (85.6) | 5320 (82.8) |

Use of Technology or Apps
Related to Food and Ingredients

| | | | | |
|--|--------------|--------------|---------------|------------|
| Recipe suggestion apps (e.g., Cookpad, Delish Kitchen, etc.) | 201 (23.8) * | 277 (16.9) * | 4381 (24.0) * | 787 (12.3) |
| Calorie and nutrition management apps (e.g., MyFitnessPal, AskKen, etc.) | 30 (3.6) | 31 (1.9) | 611 (3.3) | 193 (3.0) |
| Inventory and expiration date management apps for ingredients and groceries | 7 (0.8) | 28 (1.7) | 393 (2.2) | 142 (2.2) |
| Food waste prevention apps (e.g., notifications about ingredients and groceries nearing expiration, discounted food notifications) | 12 (1.4) | 23 (1.4) | 437 (2.4) | 154 (2.4) |
| Delivery service apps for ingredients (e.g., Oisix, Rakuten Mart, etc.) | 12 (1.4) | 34 (2.1) | 541 (3.0) | 151 (2.4) |
| Restaurant reservation and review apps (e.g., Tabelog, Retty, etc.) | 144 (17.0) | 284 (17.3) * | 3713 (20.4) * | 850 (13.2) |
| Apps providing information on the origin and sustainability of ingredients (e.g., CodeCheck, etc.) | 9 (1.1) | 28 (1.7) | 344 (1.9) | 105 (1.6) |
| Diet support apps for avoiding allergies or specific ingredients | 4 (0.5) | 21 (1.3) | 270 (1.5) | 108 (1.7) |
| Control and management apps for smart kitchen devices (e.g., IoT refrigerators, smart ovens, etc.) | 8 (0.9) | 24 (1.5) | 317 (1.7) | 134 (2.1) |
| AR (Augmented Reality) cooking support apps | 7 (0.8) | 12 (0.7) | 172 (0.9) | 74 (1.2) |
| Apps for purchasing regional specialties (e.g., selecting return gifts for Furusato | 24 (2.8) | 67 (4.1) | 856 (4.7) * | 205 (3.2) |

| | | | | | |
|---|--------------|--|--------------|---------------|-------------|
| Nozei, specialty product market apps, etc.) | | | | | |
| Apps for learning new recipes or improving cooking skills (e.g., Udemy, YouTube channels, etc.) | 66 (7.8) | | 90 (5.5) | 1774 (9.7) * | 359 (5.6) |
| Map apps (e.g., Google Maps, etc.) | 185 (21.9) * | | 305 (18.6) | 4205 (23.0) * | 1008 (15.7) |
| None apply | 437 (51.7) * | | 966 (58.9) * | 9252 (50.7) * | 4101 (63.8) |
| Other | 0 (0.0) | | 0 (0.0) | 21 (0.1) | 7 (0.1) |
| Changes in Your Food and Ingredients-Related Habits After the COVID-19 Pandemic | | | | | |
| Emphasizing safety and hygiene management in choosing ingredients and groceries | 54 (6.4) | | 162 (9.9) | 2494 (13.7) * | 495 (7.7) |
| Decrease in frequency of dining out and increase in frequency of cooking at home | 140 (16.6) * | | 260 (15.8) * | 4031 (22.1) * | 714 (11.1) |
| Increase in use of online shopping and delivery services for ingredients and groceries | 42 (5.0) | | 62 (3.8) | 997 (5.5) | 286 (4.5) |
| Stockpiling long-lasting food items (canned goods, frozen foods, etc.) | 105 (12.4) | | 200 (12.2) | 3037 (16.6) * | 601 (9.4) |
| Interest in home gardening or urban agriculture and starting to practice it | 22 (2.6) | | 58 (3.5) | 1086 (6.0) * | 195 (3.0) |
| Increased awareness of supporting and purchasing locally produced ingredients and groceries | 35 (4.1) | | 108 (6.6) | 1843 (10.1) * | 318 (5.0) |
| Concern about the hygiene management and crowding of restaurants when dining out | 106 (12.5) | | 195 (11.9) | 3145 (17.2) * | 623 (9.7) |
| Increased interest in ingredients and groceries or supplements that boost immunity | 57 (6.7) | | 153 (9.3) | 2540 (13.9) * | 500 (7.8) |
| Gathering and learning information about the | 12 (1.4) | | 47 (2.9) | 609 (3.3) | 170 (2.6) |

| | | | | | |
|---|------------|--------------|---------------|-------------|--|
| supply chain and distribution of food and groceries | | | | | |
| Increased participation and interest in online cooking classes and meal gatherings | 7 (0.8) | 17 (1.0) | 283 (1.6) | 113 (1.8) | |
| Efforts to reduce food waste and increase awareness of reuse | 95 (11.2) | 197 (12.0) * | 2986 (16.4) * | 555 (8.6) | |
| Preference for restaurants and cafes that introduce contactless payment and automated serving | 27 (3.2) | 46 (2.8) | 651 (3.6) | 232 (3.6) | |
| Interest in recipes that shorten cooking time and simple cooking foods | 81 (9.6) | 142 (8.7) | 1857 (10.2) * | 426 (6.6) | |
| Spending more time and effort on cooking, trying new recipes, and authentic dishes | 23 (2.7) | 55 (3.4) | 1055 (5.8) * | 237 (3.7) | |
| None apply | 471 (55.7) | 879 (53.6) * | 8327 (45.6) * | 3876 (60.3) | |
| Other | 2 (0.2) | 0 (0.0) | 19 (0.1) | 6 (0.1) | |

SA refers to single-answer questions. The asterisk (*) indicates that the test result is statistically significant when comparing with reference Cluster 4; the Bonferroni correction was applied for multiple testing as needed.

Supplementary Table S3: Results of the survey for Outcome 2 by clusters: number (%)

| | Cluster A | Cluster B | Cluster C | Cluster D |
|--|------------------|------------------|--------------------|-------------------|
| | n=1483, 5.46% | n=2573, 9.48% | n=17401, 64.08% | n=5697, 20.98% |
| Variables | | | | |
| I. Sociodemographic characteristics | | | | |
| Age, mean (standard deviation) | 46.30 (16.54) * | 45.13 (16.09) * | 56.73 (15.94) * | 49.76 (16.11) |
| Gender (SA) | * | | * | |
| Female | 695 (46.9) | 1111 (43.2) | 8830 (50.7) | 2367 (41.5) |
| Male | 766 (51.7) | 1437 (55.8) | 8493 (48.8) | 3301 (57.9) |
| Other | 22 (1.5) | 25 (1.0) | 78 (0.4) | 29 (0.5) |
| Body-mass index (BMI), mean (standard deviation) | 21.68 (3.39) | 21.61 (3.18) | 21.99 (3.14) * | 21.75 (3.21) |
| Residence (SA) | * | | | |
| Hokkaido | 54 (3.6) | 100 (3.9) | 686 (3.9) | 239 (4.2) |
| Tohoku | | | | |
| Aomori | 20 (1.3) | 44 (1.7) | 173 (1.0) | 61 (1.1) |
| Iwate | 13 (0.9) | 16 (0.6) | 153 (0.9) | 56 (1.0) |
| Miyagi | 24 (1.6) | 59 (2.3) | 417 (2.4) | 98 (1.7) |
| Akita | 11 (0.7) | 23 (0.9) | 154 (0.9) | 49 (0.9) |
| Yamagata | 21 (1.4) | 32 (1.2) | 150 (0.9) | 40 (0.7) |
| Fukushima | 15 (1.0) | 38 (1.5) | 210 (1.2) | 42 (0.7) |
| Kanto | | | | |
| Ibaraki | 37 (2.5) | 39 (1.5) | 269 (1.5) | 105 (1.8) |
| Tochigi | 11 (0.7) | 40 (1.6) | 159 (0.9) | 62 (1.1) |
| Gunma | 16 (1.1) | 41 (1.6) | 184 (1.1) | 68 (1.2) |
| Saitama | 99 (6.7) | 150 (5.8) | 915 (5.3) | 331 (5.8) |
| Chiba | 85 (5.7) | 135 (5.2) | 847 (4.9) | 268 (4.7) |
| Tokyo | 217 (14.6) | 324 (12.6) | 2219 (12.8) | 758 (13.3) |
| Kanagawa | 111 (7.5) | 186 (7.2) | 1370 (7.9) | 437 (7.7) |
| Chubu | | | | |
| Niigata | 19 (1.3) | 32 (1.2) | 261 (1.5) | 96 (1.7) |
| Toyama | 8 (0.5) | 19 (0.7) | 140 (0.8) | 39 (0.7) |
| Ishikawa | 14 (0.9) | 23 (0.9) | 155 (0.9) | 53 (0.9) |
| Fukui | 5 (0.3) | 6 (0.2) | 107 (0.6) | 23 (0.4) |

| | | | | |
|-----------------------------|-----------|-----------|------------|-----------|
| Yamanashi | 1 (0.1) | 17 (0.7) | 91 (0.5) | 43 (0.8) |
| Nagano | 21 (1.4) | 45 (1.7) | 293 (1.7) | 68 (1.2) |
| Gifu | 20 (1.3) | 34 (1.3) | 298 (1.7) | 105 (1.8) |
| Shizuoka | 32 (2.2) | 48 (1.9) | 464 (2.7) | 162 (2.8) |
| Aichi | 107 (7.2) | 180 (7.0) | 1276 (7.3) | 412 (7.2) |
| Kinki | | | | |
| Mie | 13 (0.9) | 25 (1.0) | 209 (1.2) | 57 (1.0) |
| Shiga | 15 (1.0) | 28 (1.1) | 155 (0.9) | 57 (1.0) |
| Kyoto | 28 (1.9) | 54 (2.1) | 342 (2.0) | 107 (1.9) |
| Osaka | 96 (6.5) | 178 (6.9) | 1166 (6.7) | 469 (8.2) |
| Hyogo | 53 (3.6) | 111 (4.3) | 763 (4.4) | 247 (4.3) |
| Nara | 8 (0.5) | 25 (1.0) | 159 (0.9) | 64 (1.1) |
| Wakayama | 15 (1.0) | 19 (0.7) | 95 (0.5) | 38 (0.7) |
| Chugoku | | | | |
| Tottori | 7 (0.5) | 9 (0.3) | 83 (0.5) | 20 (0.4) |
| Shimane | 4 (0.3) | 18 (0.7) | 73 (0.4) | 30 (0.5) |
| Okayama | 24 (1.6) | 45 (1.7) | 277 (1.6) | 90 (1.6) |
| Hiroshima | 37 (2.5) | 72 (2.8) | 438 (2.5) | 134 (2.4) |
| Yamaguchi | 11 (0.7) | 26 (1.0) | 176 (1.0) | 57 (1.0) |
| Shikoku | | | | |
| Tokushima | 12 (0.8) | 13 (0.5) | 105 (0.6) | 33 (0.6) |
| Kagawa | 15 (1.0) | 17 (0.7) | 180 (1.0) | 26 (0.5) |
| Ehime | 14 (0.9) | 26 (1.0) | 178 (1.0) | 60 (1.1) |
| Kochi | 3 (0.2) | 10 (0.4) | 76 (0.4) | 29 (0.5) |
| Kyushu | | | | |
| Fukuoka | 72 (4.9) | 126 (4.9) | 917 (5.3) | 255 (4.5) |
| Saga | 12 (0.8) | 16 (0.6) | 94 (0.5) | 32 (0.6) |
| Nagasaki | 19 (1.3) | 19 (0.7) | 188 (1.1) | 52 (0.9) |
| Kumamoto | 15 (1.0) | 31 (1.2) | 185 (1.1) | 55 (1.0) |
| Oita | 10 (0.7) | 18 (0.7) | 125 (0.7) | 52 (0.9) |
| Miyazaki | 6 (0.4) | 15 (0.6) | 112 (0.6) | 32 (0.6) |
| Kagoshima | 17 (1.1) | 21 (0.8) | 182 (1.0) | 42 (0.7) |
| Okinawa | 16 (1.1) | 20 (0.8) | 132 (0.8) | 44 (0.8) |
| Educational Background (SA) | | | | |
| | * | | * | |
| Junior high school graduate | 89 (6.0) | 114 (4.4) | 258 (1.5) | 140 (2.5) |

| | | | | |
|---|------------|-------------|-------------|-------------|
| High school / technical college graduate or enrolled | 475 (32.0) | 827 (32.1) | 5714 (32.8) | 1965 (34.5) |
| Junior college / vocational school graduate or enrolled | 259 (17.5) | 433 (16.8) | 3419 (19.6) | 946 (16.6) |
| University graduate or enrolled | 572 (38.6) | 1088 (42.3) | 7195 (41.3) | 2351 (41.3) |
| Graduate school completed or enrolled | 86 (5.8) | 133 (5.2) | 726 (4.2) | 234 (4.1) |
| Occupation (SA) | | * | * | |
| Managerial occupation | 101 (6.8) | 156 (6.1) | 1070 (6.1) | 345 (6.1) |
| Professional or technical occupation | 154 (10.4) | 320 (12.4) | 1880 (10.8) | 666 (11.7) |
| Clerical worker | 193 (13.0) | 376 (14.6) | 2148 (12.3) | 787 (13.8) |
| Sales worker | 92 (6.2) | 159 (6.2) | 749 (4.3) | 298 (5.2) |
| Service worker | 171 (11.5) | 316 (12.3) | 1650 (9.5) | 661 (11.6) |
| Security worker | 16 (1.1) | 31 (1.2) | 118 (0.7) | 58 (1.0) |
| Agriculture, forestry, and fisheries worker | 11 (0.7) | 25 (1.0) | 102 (0.6) | 43 (0.8) |
| Production process worker | 83 (5.6) | 163 (6.3) | 609 (3.5) | 313 (5.5) |
| Transport and machinery operation worker | 21 (1.4) | 43 (1.7) | 164 (0.9) | 79 (1.4) |
| Construction and mining worker | 18 (1.2) | 59 (2.3) | 157 (0.9) | 93 (1.6) |
| Material moving, cleaning, packing, etc. worker | 40 (2.7) | 73 (2.8) | 315 (1.8) | 145 (2.5) |
| Student | 44 (3.0) | 83 (3.2) | 196 (1.1) | 112 (2.0) |
| Full-time homemaker | 185 (12.5) | 280 (10.9) | 3419 (19.6) | 719 (12.6) |
| Other (including unemployed, retired) | 354 (23.9) | 489 (19.0) | 4824 (27.7) | 1378 (24.2) |
| Annual Income (SA) | | * | * | |
| Less than 2 million yen / about Less than \$15,000 | 357 (24.1) | 460 (17.9) | 2654 (15.3) | 1121 (19.7) |
| 2 to under 4 million yen / about \$15,400-\$31,000 | 379 (25.6) | 671 (26.1) | 5329 (30.6) | 1552 (27.2) |
| 4 to under 6 million yen / about \$30,800-\$46,000 | 276 (18.6) | 583 (22.7) | 3933 (22.6) | 1249 (21.9) |
| 6 to under 8 million yen / about \$46,200-\$62,000 | 195 (13.1) | 399 (15.5) | 2462 (14.1) | 795 (14.0) |
| 8 to under 10 million yen / about \$61,500-\$77,000 | 98 (6.6) | 234 (9.1) | 1423 (8.2) | 490 (8.6) |

| | | | | |
|--|------------|-------------|--------------|-------------|
| 10 to under 20 million yen / about \$76,900-\$154,000 | 122 (8.2) | 173 (6.7) | 1364 (7.8) | 399 (7.0) |
| Over 20 million yen / Over \$154,000 | 56 (3.8) | 53 (2.1) | 236 (1.4) | 91 (1.6) |
| Marital Status (SA) | * | * | * | |
| Married (including common- law marriage) | 675 (45.5) | 1318 (51.2) | 11333 (65.1) | 3044 (53.4) |
| Single (no partner) | 523 (35.3) | 808 (31.4) | 3364 (19.3) | 1767 (31.0) |
| Single (with a partner) | 83 (5.6) | 367 (14.3) | 998 (5.7) | 414 (7.3) |
| Widowed | 43 (2.9) | 52 (2.0) | 726 (4.2) | 157 (2.8) |
| Divorced | 108 (7.3) | 165 (6.4) | 1151 (6.6) | 372 (6.5) |
| Smoking (SA) | | * | * | |
| Smokes daily | 292 (19.7) | 559 (21.7) | 2860 (16.4) | 1208 (21.2) |
| Smokes occasionally | 22 (1.5) | 95 (3.7) | 249 (1.4) | 88 (1.5) |
| Used to smoke but has not smoked for over a month | 189 (12.7) | 356 (13.8) | 3446 (19.8) | 876 (15.4) |
| Does not smoke | 980 (66.1) | 1563 (60.7) | 10846 (62.3) | 3525 (61.9) |
| Drinking (SA) | * | | * | |
| Daily | 250 (16.9) | 401 (15.6) | 2899 (16.7) | 945 (16.6) |
| 5-6 days per week | 66 (4.5) | 258 (10.0) | 607 (3.5) | 230 (4.0) |
| 3-4 days per week | 71 (4.8) | 167 (6.5) | 1201 (6.9) | 305 (5.4) |
| 1-2 days per week | 125 (8.4) | 284 (11.0) | 2096 (12.0) | 570 (10.0) |
| 1-3 days per month | 118 (8.0) | 245 (9.5) | 1670 (9.6) | 541 (9.5) |
| Rarely drinks | 187 (12.6) | 382 (14.8) | 2899 (16.7) | 828 (14.5) |
| Stopped drinking | 58 (3.9) | 77 (3.0) | 608 (3.5) | 177 (3.1) |
| Does not drink (cannot drink) | 619 (41.7) | 851 (33.1) | 4760 (27.4) | 2023 (35.5) |
| Health Condition (SA) | * | * | * | |
| Good | 335 (22.6) | 432 (16.8) | 2523 (14.5) | 855 (15.0) |
| Fairly good | 279 (18.8) | 735 (28.6) | 5109 (29.4) | 1331 (23.4) |
| Average | 505 (34.1) | 932 (36.2) | 7002 (40.2) | 2632 (46.2) |
| Not very good | 199 (13.4) | 331 (12.9) | 2377 (13.7) | 686 (12.0) |
| Poor | 165 (11.1) | 143 (5.6) | 390 (2.2) | 193 (3.4) |
| Frequency of Device Use | | | | |
| Wearable devices (SA) | * | * | * | |
| Almost every day | 135 (9.1) | 176 (6.8) | 1251 (7.2) | 317 (5.6) |
| 2-5 days per week | 35 (2.4) | 151 (5.9) | 149 (0.9) | 56 (1.0) |

| | | | | |
|-------------------------------|-------------|-------------|--------------|-------------|
| About once a week or less | 28 (1.9) | 100 (3.9) | 272 (1.6) | 74 (1.3) |
| Do not use | 1302 (87.8) | 2193 (85.2) | 15603 (89.7) | 5228 (91.8) |
| IOT appliances (SA) | * | * | * | |
| Almost every day | 90 (6.1) | 96 (3.7) | 526 (3.0) | 121 (2.1) |
| 2-5 days per week | 23 (1.6) | 92 (3.6) | 232 (1.3) | 55 (1.0) |
| About once a week or less | 20 (1.3) | 226 (8.8) | 121 (0.7) | 132 (2.3) |
| Do not use | 1346 (90.8) | 2264 (88.0) | 16360 (94.0) | 5436 (95.4) |
| Frequency of Social Media Use | | | | |
| Facebook (SA) | | | * | * |
| Almost every day | 163 (11.0) | 270 (10.5) | 1547 (8.9) | 471 (8.3) |
| 2-5 days per week | 53 (3.6) | 161 (6.3) | 943 (5.4) | 217 (3.8) |
| About once a week or less | 151 (10.2) | 259 (10.1) | 1962 (11.3) | 533 (9.4) |
| Do not use | 1116 (75.3) | 1883 (73.2) | 12949 (74.4) | 4476 (78.6) |
| X/Twitter (SA) | | | * | * |
| Almost every day | 456 (30.7) | 757 (29.4) | 3556 (20.4) | 1509 (26.5) |
| 2-5 days per week | 98 (6.6) | 236 (9.2) | 1324 (7.6) | 391 (6.9) |
| About once a week or less | 113 (7.6) | 283 (11.0) | 1592 (9.1) | 456 (8.0) |
| Do not use | 816 (55.0) | 1297 (50.4) | 10929 (62.8) | 3341 (58.6) |
| LINE (SA) | | | * | * |
| Almost every day | 799 (53.9) | 1452 (56.4) | 9442 (54.3) | 3001 (52.7) |
| 2-5 days per week | 162 (10.9) | 398 (15.5) | 2777 (16.0) | 772 (13.6) |
| About once a week or less | 135 (9.1) | 277 (10.8) | 1857 (10.7) | 578 (10.1) |
| Do not use | 387 (26.1) | 446 (17.3) | 3325 (19.1) | 1346 (23.6) |
| Instagram (SA) | * | * | * | |
| Almost every day | 424 (28.6) | 774 (30.1) | 3592 (20.6) | 1301 (22.8) |
| 2-5 days per week | 90 (6.1) | 217 (8.4) | 1224 (7.0) | 312 (5.5) |
| About once a week or less | 111 (7.5) | 223 (8.7) | 1575 (9.1) | 433 (7.6) |
| Do not use | 858 (57.9) | 1359 (52.8) | 11010 (63.3) | 3651 (64.1) |
| Youtube (SA) | * | * | * | |
| Almost every day | 687 (46.3) | 1144 (44.5) | 6116 (35.1) | 2181 (38.3) |
| 2-5 days per week | 184 (12.4) | 426 (16.6) | 3127 (18.0) | 911 (16.0) |
| About once a week or less | 203 (13.7) | 406 (15.8) | 3599 (20.7) | 951 (16.7) |
| Do not use | 409 (27.6) | 597 (23.2) | 4559 (26.2) | 1654 (29.0) |
| Tiktok (SA) | * | * | | |
| Almost every day | 202 (13.6) | 371 (14.4) | 1407 (8.1) | 546 (9.6) |

| | | | | |
|--|--------------|-------------|---------------|-------------|
| 2-5 days per week | 47 (3.2) | 180 (7.0) | 551 (3.2) | 175 (3.1) |
| About once a week or less | 60 (4.0) | 175 (6.8) | 897 (5.2) | 262 (4.6) |
| Do not use | 1174 (79.2) | 1847 (71.8) | 14546 (83.6) | 4714 (82.7) |
| Medical History | | | | |
| Hypertension | 179 (12.1) | 306 (11.9) | 3959 (22.8) * | 709 (12.4) |
| Diabetes | 75 (5.1) | 90 (3.5) | 1313 (7.5) * | 209 (3.7) |
| Dyslipidemia (hyperlipidemia) | 101 (6.8) | 126 (4.9) | 2013 (11.6) * | 272 (4.8) |
| Pneumonia / Bronchitis | 65 (4.4) | 83 (3.2) | 657 (3.8) * | 155 (2.7) |
| Asthma | 103 (6.9) * | 142 (5.5) | 1016 (5.8) * | 258 (4.5) |
| Atopic dermatitis | 90 (6.1) | 168 (6.5) * | 866 (5.0) | 262 (4.6) |
| Allergic rhinitis | 132 (8.9) | 220 (8.6) | 1760 (10.1) * | 399 (7.0) |
| Periodontal disease | 134 (9.0) | 182 (7.1) | 2293 (13.2) * | 424 (7.4) |
| Dental caries (cavities) | 220 (14.8) | 315 (12.2) | 3610 (20.7) * | 841 (14.8) |
| Cataract | 76 (5.1) | 78 (3.0) | 1507 (8.7) * | 221 (3.9) |
| Angina / Myocardial infarction | 31 (2.1) | 33 (1.3) | 452 (2.6) * | 78 (1.4) |
| Stroke (cerebral infarction, cerebral hemorrhage) | 16 (1.1) | 24 (0.9) | 245 (1.4) | 52 (0.9) |
| COPD (Chronic Obstructive Pulmonary Disease) | 9 (0.6) | 7 (0.3) | 71 (0.4) | 13 (0.2) |
| Chronic kidney disease | 17 (1.1) * | 11 (0.4) | 161 (0.9) * | 14 (0.2) |
| Chronic hepatitis / Cirrhosis | 12 (0.8) | 19 (0.7) | 104 (0.6) | 18 (0.3) |
| Immunodeficiency or immune function decline (including those on steroids, biologics, immunosuppressants) | 25 (1.7) * | 21 (0.8) | 194 (1.1) * | 31 (0.5) |
| Cancer / Malignant tumor | 51 (3.4) | 75 (2.9) | 1141 (6.6) * | 217 (3.8) |
| Chronic pain (e.g., persistent back pain, headache for over three months) | 50 (3.4) | 57 (2.2) | 785 (4.5) * | 137 (2.4) |
| Depression | 98 (6.6) * | 115 (4.5) | 773 (4.4) | 246 (4.3) |
| Mental illness other than depression | 91 (6.1) * | 94 (3.7) | 608 (3.5) | 203 (3.6) |
| None apply | 792 (53.4) | 1437 (55.8) | 6409 (36.8) * | 3201 (56.2) |
| II. Life satisfaction and social connections | | | | |
| Good Well-being | 378 (25.5) * | 432 (16.8) | 4020 (23.1) * | 947 (16.6) |

| | | | | | |
|---|-------------|-------------|--------------|---|-------------|
| Social Isolation | 1043 (70.3) | 1859 (72.3) | 10363 (59.6) | * | 4063 (71.3) |
| III. Habitual dietary preferences and tendencies | | | | | |
| Frequency Level of Drinking Beverages | | | | | |
| Japanese tea (SA) | | * | * | | * |
| Less than once per week | 605 (40.8) | 913 (35.5) | 4062 (23.3) | | 1917 (33.6) |
| 1 to 2 times per week | 138 (9.3) | 391 (15.2) | 1911 (11.0) | | 603 (10.6) |
| 3 to 4 times per week | 75 (5.1) | 337 (13.1) | 1396 (8.0) | | 429 (7.5) |
| 5 to 6 times per week | 92 (6.2) | 233 (9.1) | 1161 (6.7) | | 459 (8.1) |
| One serving daily | 201 (13.6) | 292 (11.3) | 2664 (15.3) | | 837 (14.7) |
| 2 to 3 servings daily | 209 (14.1) | 257 (10.0) | 4101 (23.6) | | 961 (16.9) |
| 4 to 6 servings daily | 85 (5.7) | 102 (4.0) | 1569 (9.0) | | 332 (5.8) |
| 7 to 9 servings daily | 23 (1.6) | 26 (1.0) | 326 (1.9) | | 80 (1.4) |
| More than 10 servings daily | 55 (3.7) | 22 (0.9) | 211 (1.2) | | 79 (1.4) |
| Oolong tea (SA) | | * | * | | |
| Less than once per week | 1186 (80.0) | 1689 (65.6) | 14033 (80.6) | | 4497 (78.9) |
| 1 to 2 times per week | 93 (6.3) | 377 (14.7) | 1456 (8.4) | | 469 (8.2) |
| 3 to 4 times per week | 45 (3.0) | 247 (9.6) | 624 (3.6) | | 218 (3.8) |
| 5 to 6 times per week | 31 (2.1) | 118 (4.6) | 336 (1.9) | | 156 (2.7) |
| One serving daily | 46 (3.1) | 70 (2.7) | 458 (2.6) | | 178 (3.1) |
| 2 to 3 servings daily | 34 (2.3) | 36 (1.4) | 310 (1.8) | | 108 (1.9) |
| 4 to 6 servings daily | 15 (1.0) | 17 (0.7) | 105 (0.6) | | 41 (0.7) |
| 7 to 9 servings daily | 6 (0.4) | 7 (0.3) | 28 (0.2) | | 10 (0.2) |
| More than 10 servings daily | 27 (1.8) | 12 (0.5) | 51 (0.3) | | 20 (0.4) |
| Black tea (SA) | | * | * | | * |
| Less than once per week | 1084 (73.1) | 1539 (59.8) | 11689 (67.2) | | 4019 (70.5) |
| 1 to 2 times per week | 157 (10.6) | 416 (16.2) | 2434 (14.0) | | 687 (12.1) |
| 3 to 4 times per week | 63 (4.2) | 283 (11.0) | 1147 (6.6) | | 316 (5.5) |
| 5 to 6 times per week | 40 (2.7) | 142 (5.5) | 564 (3.2) | | 198 (3.5) |
| One serving daily | 69 (4.7) | 126 (4.9) | 993 (5.7) | | 298 (5.2) |
| 2 to 3 servings daily | 33 (2.2) | 34 (1.3) | 412 (2.4) | | 118 (2.1) |
| 4 to 6 servings daily | 8 (0.5) | 16 (0.6) | 84 (0.5) | | 29 (0.5) |
| 7 to 9 servings daily | 6 (0.4) | 4 (0.2) | 28 (0.2) | | 12 (0.2) |
| More than 10 servings daily | 23 (1.6) | 13 (0.5) | 50 (0.3) | | 20 (0.4) |

| Coffee (excluding canned coffee) (SA) | | * | | * | | * |
|---------------------------------------|-------------|---|-------------|---|--------------|-------------|
| Less than once per week | 560 (37.8) | | 763 (29.7) | | 3404 (19.6) | 1683 (29.5) |
| 1 to 2 times per week | 110 (7.4) | | 374 (14.5) | | 1278 (7.3) | 482 (8.5) |
| 3 to 4 times per week | 72 (4.9) | | 300 (11.7) | | 1149 (6.6) | 388 (6.8) |
| 5 to 6 times per week | 91 (6.1) | | 273 (10.6) | | 1312 (7.5) | 495 (8.7) |
| One serving daily | 270 (18.2) | | 415 (16.1) | | 4351 (25.0) | 1172 (20.6) |
| 2 to 3 servings daily | 241 (16.3) | | 340 (13.2) | | 4732 (27.2) | 1137 (20.0) |
| 4 to 6 servings daily | 74 (5.0) | | 74 (2.9) | | 874 (5.0) | 240 (4.2) |
| 7 to 9 servings daily | 21 (1.4) | | 17 (0.7) | | 186 (1.1) | 45 (0.8) |
| More than 10 servings daily | 44 (3.0) | | 17 (0.7) | | 115 (0.7) | 55 (1.0) |
| Canned coffee (SA) | | * | | * | | * |
| Less than once per week | 1164 (78.5) | | 1684 (65.4) | | 14294 (82.1) | 4405 (77.3) |
| 1 to 2 times per week | 99 (6.7) | | 346 (13.4) | | 1366 (7.9) | 483 (8.5) |
| 3 to 4 times per week | 51 (3.4) | | 231 (9.0) | | 602 (3.5) | 255 (4.5) |
| 5 to 6 times per week | 49 (3.3) | | 127 (4.9) | | 329 (1.9) | 170 (3.0) |
| One serving daily | 64 (4.3) | | 116 (4.5) | | 514 (3.0) | 249 (4.4) |
| 2 to 3 servings daily | 24 (1.6) | | 45 (1.7) | | 198 (1.1) | 82 (1.4) |
| 4 to 6 servings daily | 7 (0.5) | | 4 (0.2) | | 35 (0.2) | 22 (0.4) |
| 7 to 9 servings daily | 5 (0.3) | | 6 (0.2) | | 21 (0.1) | 6 (0.1) |
| More than 10 servings daily | 20 (1.3) | | 14 (0.5) | | 42 (0.2) | 25 (0.4) |

Importance of Choices in Meals, Ingredients, and Groceries, mean (standard deviation) [min 0, max 7]

| | | | | | | | |
|---|-------------|---|-------------|---|-------------|---|-------------|
| Convenience in daily life (e.g., quick cooking, no hassle) | 4.25 (2.24) | * | 3.80 (1.51) | * | 4.79 (1.04) | * | 4.42 (1.08) |
| Preference in taste (e.g., strong, light, spicy) | 4.64 (2.26) | | 3.93 (1.57) | * | 5.07 (1.00) | * | 4.62 (1.12) |
| Familiarity due to family or culture (e.g., eaten since childhood, family's traditional dishes) | 3.53 (2.27) | * | 3.29 (1.38) | * | 4.37 (1.14) | * | 4.00 (1.08) |
| Budget or price | 5.05 (2.14) | * | 4.26 (1.67) | * | 5.35 (1.05) | * | 4.89 (1.24) |
| Quality | 4.58 (2.34) | | 3.87 (1.50) | * | 5.34 (1.01) | * | 4.65 (1.12) |
| Safety | 4.68 (2.39) | | 3.98 (1.60) | * | 5.61 (1.06) | * | 4.80 (1.20) |
| Manufacturer or brand | 3.43 (2.16) | * | 3.25 (1.32) | * | 4.20 (1.15) | * | 3.86 (1.07) |

| | | | | | | | |
|---|-------------|---|-------------|---|-------------|---|-------------|
| Food allergies or physical constitution | 3.44 (2.40) | * | 3.11 (1.48) | * | 4.09 (1.49) | * | 3.71 (1.32) |
| Religion or beliefs | 2.26 (1.92) | * | 2.44 (1.35) | * | 2.81 (1.52) | | 2.86 (1.43) |
| Medical considerations (restrictions due to illness or disability) | 3.43 (2.40) | * | 3.08 (1.36) | * | 4.38 (1.33) | * | 3.75 (1.20) |
| Origin of ingredients | 3.71 (2.34) | * | 3.29 (1.40) | * | 4.60 (1.19) | * | 4.00 (1.13) |
| Considerations of health and nutrition | 4.01 (2.50) | * | 3.54 (1.39) | * | 5.20 (1.00) | * | 4.37 (1.02) |
| Criteria related to best before and use-by dates | 4.22 (2.26) | * | 3.71 (1.48) | * | 4.88 (1.10) | * | 4.39 (1.12) |
| Freshness | 4.65 (2.32) | | 3.97 (1.54) | * | 5.50 (1.01) | * | 4.76 (1.14) |
| Method of preservation (e.g., frozen, refrigerated, ambient) | 4.07 (2.33) | * | 3.58 (1.44) | * | 4.85 (1.05) | * | 4.29 (1.07) |
| Respect for culture and tradition | 3.07 (2.17) | * | 2.97 (1.32) | * | 4.03 (1.22) | * | 3.64 (1.15) |
| Impact on the environment (e.g., sustainability, organic) | 3.24 (2.32) | * | 2.94 (1.28) | * | 4.21 (1.17) | * | 3.61 (1.12) |
| Seasonality | 3.82 (2.36) | * | 3.42 (1.40) | * | 4.84 (1.10) | * | 4.21 (1.08) |
| Background information of ingredients and dishes (e.g., information about the producer) | 3.34 (2.29) | * | 3.04 (1.29) | * | 4.23 (1.15) | * | 3.70 (1.10) |
| Importance of the Scene or Environment for Eating Out, mean (standard deviation) [min 0, max 7] | | | | | | | |
| Environment conducive to enjoying conversation and communication | 3.86 (2.22) | * | 3.53 (1.41) | * | 4.72 (1.12) | * | 4.17 (1.13) |
| Consideration of the pace of dining (e.g., slow dining, fast service) | 3.99 (2.22) | * | 3.60 (1.43) | * | 4.71 (1.06) | * | 4.20 (1.09) |
| Sound environment (e.g., background noise, appropriate music) | 3.64 (2.16) | * | 3.38 (1.42) | * | 4.41 (1.15) | * | 3.99 (1.11) |
| Introduction of natural light | 3.46 (2.20) | * | 3.24 (1.35) | * | 4.32 (1.18) | * | 3.84 (1.13) |
| Appropriate lighting environment | 3.79 (2.17) | * | 3.47 (1.37) | * | 4.56 (1.07) | * | 4.11 (1.06) |
| Temperature setting (e.g., adjusted for the season) | 4.09 (2.20) | * | 3.68 (1.44) | * | 4.86 (1.03) | * | 4.33 (1.07) |

| | | | | | | | |
|--|-------------|---|-------------|---|-------------|---|-------------|
| Preferred location or seating (e.g., near a window or on a terrace) | 3.71 (2.18) | * | 3.44 (1.41) | * | 4.45 (1.12) | * | 4.03 (1.09) |
| Comfort of seating (e.g., chairs, height of tables) | 3.99 (2.19) | * | 3.60 (1.44) | * | 4.74 (1.07) | * | 4.25 (1.09) |
| Unique design or theme (e.g., scenery or culture) | 3.18 (2.04) | * | 3.05 (1.30) | * | 3.90 (1.17) | * | 3.61 (1.10) |
| Provision of privacy (e.g., private rooms or semi-private rooms) | 3.85 (2.22) | * | 3.55 (1.44) | * | 4.54 (1.15) | * | 4.11 (1.11) |
| Acceptance of all family members (e.g., with children or pets) | 3.58 (2.23) | * | 3.35 (1.48) | * | 4.34 (1.31) | * | 3.98 (1.24) |
| Digital environment (e.g., Wi-Fi, charging facilities) | 3.49 (2.19) | * | 3.28 (1.46) | * | 4.04 (1.41) | * | 3.74 (1.30) |
| Privacy of conversation | 3.97 (2.23) | * | 3.63 (1.45) | * | 4.73 (1.12) | * | 4.21 (1.12) |
| Modern ordering system (e.g., touch panels) | 3.08 (2.05) | * | 3.03 (1.30) | * | 3.67 (1.23) | * | 3.53 (1.15) |
| Visual information about ingredients and dishes (e.g., photos or descriptions) | 3.61 (2.13) | * | 3.38 (1.37) | * | 4.31 (1.14) | * | 3.97 (1.10) |
| Frequency of Snacking or Break Time (SA) | | * | | * | | * | |
| More than twice a day | 193 (13.0) | | 212 (8.2) | | 2142 (12.3) | | 511 (9.0) |
| Once a day | 319 (21.5) | | 537 (20.9) | | 4861 (27.9) | | 1198 (21.0) |
| 4-6 times a week | 102 (6.9) | | 305 (11.9) | | 1647 (9.5) | | 447 (7.8) |
| 2-3 times a week | 137 (9.2) | | 359 (14.0) | | 2642 (15.2) | | 758 (13.3) |
| About once a week | 92 (6.2) | | 219 (8.5) | | 1302 (7.5) | | 408 (7.2) |
| 1-2 times a month | 48 (3.2) | | 121 (4.7) | | 678 (3.9) | | 230 (4.0) |
| Rarely | 592 (39.9) | | 820 (31.9) | | 4129 (23.7) | | 2145 (37.7) |
| Main Time for Snacking or Break Time | | | | | | | |
| Morning (after breakfast until before lunch) | 145 (9.8) | | 189 (7.3) | | 2155 (12.4) | * | 451 (7.9) |
| After lunch until 3 PM | 270 (18.2) | | 463 (18.0) | | 4483 (25.8) | * | 1012 (17.8) |
| 3 PM until before dinner | 422 (28.5) | | 832 (32.3) | | 7134 (41.0) | * | 1719 (30.2) |
| After dinner | 214 (14.4) | | 418 (16.2) | | 2708 (15.6) | | 882 (15.5) |
| Late at night | 84 (5.7) | | 147 (5.7) | * | 516 (3.0) | | 216 (3.8) |
| No specific time | 136 (9.2) | | 215 (8.4) | | 1253 (7.2) | * | 514 (9.0) |
| Rarely | 541 (36.5) | | 765 (29.7) | * | 3465 (19.9) | * | 1957 (34.4) |

| | | | | | |
|--|------------|-------------|--------------|-------------|-------------|
| Selection of Foods Normally Not Chosen in Specific Situations or Contexts (SA) | | * | * | * | |
| Often | 102 (6.9) | 122 (4.7) | 808 (4.6) | 160 (2.8) | |
| Occasionally | 263 (17.7) | 622 (24.2) | 5042 (29.0) | 1035 (18.2) | |
| Rarely | 228 (15.4) | 701 (27.2) | 5291 (30.4) | 1506 (26.4) | |
| Almost never | 890 (60.0) | 1128 (43.8) | 6260 (36.0) | 2996 (52.6) | |
| IV. Everyday meal experiences | | | | | |
| Meals Usually Prepared by Oneself | 827 (55.8) | 1315 (51.1) | 10865 (62.4) | * | 3032 (53.2) |
| Number of Days Eating Alone in the Past 7 Days | | | | | |
| Breakfast (SA) | | | * | * | |
| 0 days | 389 (26.2) | 564 (21.9) | 5422 (31.2) | 1446 (25.4) | |
| 1-2 days | 118 (8.0) | 346 (13.4) | 1847 (10.6) | 577 (10.1) | |
| 3-4 days | 97 (6.5) | 302 (11.7) | 1265 (7.3) | 411 (7.2) | |
| 5-6 days | 114 (7.7) | 263 (10.2) | 1473 (8.5) | 463 (8.1) | |
| Every day (7 days) | 482 (32.5) | 704 (27.4) | 5891 (33.9) | 1916 (33.6) | |
| Usually do not eat breakfast | 283 (19.1) | 394 (15.3) | 1503 (8.6) | 884 (15.5) | |
| Lunch (SA) | | * | * | * | |
| 0 days | 288 (19.4) | 400 (15.5) | 4092 (23.5) | 1114 (19.6) | |
| 1-2 days | 177 (11.9) | 413 (16.1) | 2999 (17.2) | 840 (14.7) | |
| 3-4 days | 160 (10.8) | 454 (17.6) | 2346 (13.5) | 746 (13.1) | |
| 5-6 days | 191 (12.9) | 420 (16.3) | 2843 (16.3) | 925 (16.2) | |
| Every day (7 days) | 497 (33.5) | 681 (26.5) | 4474 (25.7) | 1697 (29.8) | |
| Usually do not eat lunch | 170 (11.5) | 205 (8.0) | 647 (3.7) | 375 (6.6) | |
| Dinner (SA) | | * | * | * | |
| 0 days | 580 (39.1) | 884 (34.4) | 8982 (51.6) | 2470 (43.4) | |
| 1-2 days | 152 (10.2) | 391 (15.2) | 2162 (12.4) | 658 (11.5) | |
| 3-4 days | 97 (6.5) | 328 (12.7) | 1263 (7.3) | 464 (8.1) | |
| 5-6 days | 119 (8.0) | 290 (11.3) | 1275 (7.3) | 483 (8.5) | |
| Every day (7 days) | 618 (41.7) | 545 (21.2) | 6497 (37.3) | 1419 (24.9) | |
| Usually do not eat dinner | 106 (7.1) | 91 (3.5) | 203 (1.2) | 154 (2.7) | |
| Frequently Experienced Conversation Situations | | | | | |
| Breakfast (SA) | | * | * | * | |
| No conversation | 920 (62.0) | 1324 (51.5) | 7935 (45.6) | 3200 (56.2) | |

| | | | | |
|--|------------|-------------|-------------|-------------|
| Simple conversation: Basic greetings or essential communication only | 269 (18.1) | 699 (27.2) | 5072 (29.1) | 1382 (24.3) |
| Normal conversation: Everyday communication with friends or family | 238 (16.0) | 491 (19.1) | 4184 (24.0) | 1034 (18.1) |
| Deep/long conversation: Detailed discussion on specific themes or topics | 56 (3.8) | 59 (2.3) | 210 (1.2) | 81 (1.4) |
| Lunch (SA) | * | * | * | |
| No conversation | 834 (56.2) | 1109 (43.1) | 6568 (37.7) | 2751 (48.3) |
| Simple conversation: Basic greetings or essential communication only | 249 (16.8) | 703 (27.3) | 4356 (25.0) | 1370 (24.0) |
| Normal conversation: Everyday communication with friends or family | 335 (22.6) | 700 (27.2) | 6192 (35.6) | 1471 (25.8) |
| Deep/long conversation: Detailed discussion on specific themes or topics | 29 (2.0) | 153 (5.9) | 275 (1.6) | 167 (2.9) |
| Dinner (SA) | * | * | * | |
| No conversation | 611 (41.2) | 725 (28.2) | 3742 (21.5) | 1866 (32.8) |
| Simple conversation: Basic greetings or essential communication only | 232 (15.6) | 712 (27.7) | 3180 (18.3) | 1252 (22.0) |
| Normal conversation: Everyday communication with friends or family | 432 (29.1) | 948 (36.8) | 5410 (31.1) | 2670 (46.9) |
| Deep/long conversation: Detailed discussion on specific themes or topics | 163 (11.0) | 170 (6.6) | 1549 (8.9) | 327 (5.7) |
| Satisfaction with Meals | | | | |
| Breakfast (SA) | * | * | * | |
| Not satisfied at all | 202 (13.6) | 186 (7.2) | 343 (2.0) | 181 (3.2) |
| Not very satisfied | 83 (5.6) | 351 (13.6) | 1068 (6.1) | 368 (6.5) |
| Neither satisfied nor dissatisfied | 477 (32.2) | 966 (37.5) | 8930 (51.3) | 2252 (39.5) |
| Somewhat satisfied | 368 (24.8) | 819 (31.8) | 7983 (45.9) | 1849 (32.5) |
| Very satisfied | 398 (26.8) | 269 (10.5) | 2597 (14.9) | 629 (11.0) |
| Lunch (SA) | * | * | * | |
| Not satisfied at all | 177 (11.9) | 115 (4.5) | 231 (1.3) | 138 (2.4) |

| | | | | |
|--|------------|------------|-------------|-------------|
| Not very satisfied | 97 (6.5) | 413 (16.1) | 960 (5.5) | 382 (6.7) |
| Neither satisfied nor dissatisfied | 411 (27.7) | 915 (35.6) | 5561 (32.0) | 2581 (45.3) |
| Somewhat satisfied | 408 (27.5) | 872 (33.9) | 8245 (47.4) | 1958 (34.4) |
| Very satisfied | 390 (26.3) | 258 (10.0) | 2404 (13.8) | 638 (11.2) |
| Dinner (SA) | * | * | * | |
| Not satisfied at all | 160 (10.8) | 111 (4.3) | 166 (1.0) | 118 (2.1) |
| Not very satisfied | 97 (6.5) | 334 (13.0) | 704 (4.0) | 307 (5.4) |
| Neither satisfied nor dissatisfied | 328 (22.1) | 791 (30.7) | 3384 (19.4) | 2131 (37.4) |
| Somewhat satisfied | 437 (29.5) | 963 (37.4) | 9001 (51.7) | 2233 (39.2) |
| Very satisfied | 476 (32.1) | 389 (15.1) | 4177 (24.0) | 950 (16.7) |
| Perceived Time Availability During Meals | | | | |
| Breakfast (SA) | * | * | * | |
| Not sufficient at all | 279 (18.8) | 279 (10.8) | 1001 (5.8) | 348 (6.1) |
| Not very sufficient | 176 (11.9) | 562 (21.8) | 3124 (18.0) | 862 (15.1) |
| Neither sufficient nor insufficient | 315 (21.2) | 766 (29.8) | 3653 (21.0) | 2163 (38.0) |
| Somewhat sufficient | 258 (17.4) | 679 (26.4) | 6076 (34.9) | 1508 (26.5) |
| Very sufficient | 455 (30.7) | 287 (11.2) | 3547 (20.4) | 816 (14.3) |
| Lunch (SA) | * | * | * | |
| Not sufficient at all | 166 (11.2) | 130 (5.1) | 347 (2.0) | 150 (2.6) |
| Not very sufficient | 164 (11.1) | 454 (17.6) | 1478 (8.5) | 501 (8.8) |
| Neither sufficient nor insufficient | 315 (21.2) | 776 (30.2) | 4025 (23.1) | 2174 (38.2) |
| Somewhat sufficient | 346 (23.3) | 833 (32.4) | 7486 (43.0) | 1893 (33.2) |
| Very sufficient | 492 (33.2) | 380 (14.8) | 4065 (23.4) | 979 (17.2) |
| Dinner (SA) | * | * | * | |
| Not sufficient at all | 150 (10.1) | 100 (3.9) | 190 (1.1) | 111 (1.9) |
| Not very sufficient | 82 (5.5) | 319 (12.4) | 673 (3.9) | 265 (4.7) |
| Neither sufficient nor insufficient | 253 (17.1) | 660 (25.7) | 2289 (13.2) | 1758 (30.9) |
| Somewhat sufficient | 365 (24.6) | 934 (36.3) | 7721 (44.4) | 2102 (36.9) |
| Very sufficient | 429 (28.9) | 589 (22.9) | 3516 (20.2) | 1468 (25.8) |
| Frequency of Meal Types | | | | |
| Homemade meals at home (SA) | * | * | * | |

| | | | | |
|---|-------------|-------------|--------------|-------------|
| Almost every day | 738 (49.8) | 1028 (40.0) | 11235 (64.6) | 2827 (49.6) |
| 3-4 times a week | 188 (12.7) | 465 (18.1) | 2919 (16.8) | 848 (14.9) |
| 1-2 times a week | 123 (8.3) | 437 (17.0) | 1273 (7.3) | 556 (9.8) |
| 1-2 times a month | 64 (4.3) | 221 (8.6) | 555 (3.2) | 312 (5.5) |
| Once or twice every six months | 41 (2.8) | 145 (5.6) | 497 (2.9) | 194 (3.4) |
| Rarely/Never | 322 (21.7) | 311 (12.1) | 1095 (6.3) | 969 (17.0) |
| Eating out (restaurants, fast food, etc.) (SA) | * | * | * | |
| Almost every day | 71 (4.8) | 78 (3.0) | 128 (0.7) | 74 (1.3) |
| 3-4 times a week | 58 (3.9) | 239 (9.3) | 433 (2.5) | 181 (3.2) |
| 1-2 times a week | 205 (13.8) | 544 (21.1) | 2573 (14.8) | 840 (14.7) |
| 1-2 times a month | 434 (29.3) | 734 (28.5) | 6641 (38.2) | 1789 (31.4) |
| Once or twice every six months | 221 (14.9) | 428 (16.6) | 4095 (23.5) | 1095 (19.2) |
| Rarely/Never | 494 (33.3) | 550 (21.4) | 3531 (20.3) | 1718 (30.2) |
| Takeout (bento, onigiri, etc.) (SA) | * | * | * | |
| Almost every day | 108 (7.3) | 117 (4.5) | 255 (1.5) | 151 (2.7) |
| 3-4 times a week | 93 (6.3) | 297 (11.5) | 760 (4.4) | 295 (5.2) |
| 1-2 times a week | 166 (11.2) | 514 (20.0) | 2523 (14.5) | 836 (14.7) |
| 1-2 times a month | 263 (17.7) | 550 (21.4) | 4610 (26.5) | 1271 (22.3) |
| Once or twice every six months | 186 (12.5) | 353 (13.7) | 3395 (19.5) | 862 (15.1) |
| Rarely/Never | 667 (45.0) | 742 (28.8) | 5858 (33.7) | 2282 (40.1) |
| Delivery services (SA) | * | * | * | |
| Almost every day | 66 (4.5) | 58 (2.3) | 74 (0.4) | 41 (0.7) |
| 3-4 times a week | 25 (1.7) | 190 (7.4) | 112 (0.6) | 70 (1.2) |
| 1-2 times a week | 51 (3.4) | 282 (11.0) | 347 (2.0) | 207 (3.6) |
| 1-2 times a month | 87 (5.9) | 235 (9.1) | 880 (5.1) | 349 (6.1) |
| Once or twice every six months | 112 (7.6) | 246 (9.6) | 1718 (9.9) | 480 (8.4) |
| Rarely/Never | 1148 (77.4) | 1560 (60.6) | 14265 (82.0) | 4546 (79.8) |
| Eat-in at convenience stores or shopping malls (SA) | * | * | * | |
| Almost every day | 74 (5.0) | 84 (3.3) | 86 (0.5) | 52 (0.9) |
| 3-4 times a week | 50 (3.4) | 244 (9.5) | 269 (1.5) | 145 (2.5) |
| 1-2 times a week | 134 (9.0) | 230 (8.9) | 827 (4.8) | 357 (6.3) |

| | | | | |
|--|-------------|-------------|--------------|-------------|
| 1-2 times a month | 176 (11.9) | 422 (16.4) | 2519 (14.5) | 804 (14.1) |
| Once or twice every six months | 206 (13.9) | 426 (16.6) | 3735 (21.5) | 930 (16.3) |
| Rarely/Never | 864 (58.3) | 1315 (51.1) | 7027 (40.4) | 3366 (59.1) |
| Prepared foods from supermarkets (SA) | * | * | * | |
| Almost every day | 107 (7.2) | 105 (4.1) | 388 (2.2) | 194 (3.4) |
| 3-4 times a week | 120 (8.1) | 387 (15.0) | 1581 (9.1) | 500 (8.8) |
| 1-2 times a week | 319 (21.5) | 744 (28.9) | 5476 (31.5) | 1479 (26.0) |
| 1-2 times a month | 340 (22.9) | 588 (22.9) | 5210 (29.9) | 1378 (24.2) |
| Once or twice every six months | 125 (8.4) | 292 (11.3) | 2061 (11.8) | 663 (11.6) |
| Rarely/Never | 472 (31.8) | 457 (17.8) | 2685 (15.4) | 1483 (26.0) |
| Light meals at cafes or tea shops (SA) | * | * | * | |
| Almost every day | 62 (4.2) | 68 (2.6) | 56 (0.3) | 43 (0.8) |
| 3-4 times a week | 32 (2.2) | 167 (6.5) | 193 (1.1) | 102 (1.8) |
| 1-2 times a week | 89 (6.0) | 357 (13.9) | 1001 (5.8) | 366 (6.4) |
| 1-2 times a month | 206 (13.9) | 402 (15.6) | 3209 (18.4) | 826 (14.5) |
| Once or twice every six months | 203 (13.7) | 470 (18.3) | 4145 (23.8) | 1025 (18.0) |
| Rarely/Never | 886 (59.7) | 1101 (42.8) | 8802 (50.6) | 3333 (58.5) |
| School or company cafeterias/canteens (SA) | * | * | * | |
| Almost every day | 94 (6.3) | 113 (4.4) | 376 (2.2) | 157 (2.8) |
| 3-4 times a week | 55 (3.7) | 166 (6.5) | 1268 (7.3) | 308 (5.4) |
| 1-2 times a week | 45 (3.0) | 281 (10.9) | 541 (3.1) | 271 (4.8) |
| 1-2 times a month | 35 (2.4) | 208 (8.1) | 486 (2.8) | 239 (4.2) |
| Once or twice every six months | 45 (3.0) | 135 (5.2) | 552 (3.2) | 211 (3.7) |
| Rarely/Never | 1198 (80.8) | 1578 (61.3) | 14839 (85.3) | 4589 (80.6) |
| Instant food (SA) | * | * | * | |
| Almost every day | 103 (6.9) | 98 (3.8) | 211 (1.2) | 148 (2.6) |
| 3-4 times a week | 91 (6.1) | 331 (12.9) | 796 (4.6) | 365 (6.4) |
| 1-2 times a week | 292 (19.7) | 702 (27.3) | 4330 (24.9) | 1383 (24.3) |
| 1-2 times a month | 359 (24.2) | 672 (26.1) | 6271 (36.0) | 1706 (29.9) |
| Once or twice every six months | 155 (10.5) | 320 (12.4) | 2742 (15.8) | 751 (13.2) |

| | | | | |
|---|------------|-------------|-------------|-------------|
| Rarely/Never | 483 (32.6) | 450 (17.5) | 3051 (17.5) | 1344 (23.6) |
| Frozen food (SA) | * | * | * | |
| Almost every day | 116 (7.8) | 107 (4.2) | 408 (2.3) | 193 (3.4) |
| 3-4 times a week | 144 (9.7) | 345 (13.4) | 1600 (9.2) | 525 (9.2) |
| 1-2 times a week | 292 (19.7) | 711 (27.6) | 5227 (30.0) | 1435 (25.2) |
| 1-2 times a month | 315 (21.2) | 586 (22.8) | 5243 (30.1) | 1376 (24.2) |
| Once or twice every six months | 138 (9.3) | 310 (12.0) | 2126 (12.2) | 653 (11.5) |
| Rarely/Never | 478 (32.2) | 514 (20.0) | 2797 (16.1) | 1515 (26.6) |
| Frequency of Methods for Purchasing Ingredients and Groceries | | | | |
| Supermarket (SA) | * | * | * | |
| Almost every day | 248 (16.7) | 271 (10.5) | 2080 (12.0) | 594 (10.4) |
| 3-4 times a week | 292 (19.7) | 654 (25.4) | 5231 (30.1) | 1262 (22.2) |
| 1-2 times a week | 544 (36.7) | 1044 (40.6) | 8104 (46.6) | 2395 (42.0) |
| 1-2 times a month | 153 (10.3) | 300 (11.7) | 1213 (7.0) | 590 (10.4) |
| Once or twice every six months | 35 (2.4) | 103 (4.0) | 307 (1.8) | 192 (3.4) |
| Rarely/Never | 211 (14.2) | 201 (7.8) | 466 (2.7) | 664 (11.7) |
| Convenience store (SA) | * | * | * | |
| Almost every day | 91 (6.1) | 92 (3.6) | 347 (2.0) | 201 (3.5) |
| 3-4 times a week | 103 (6.9) | 277 (10.8) | 843 (4.8) | 329 (5.8) |
| 1-2 times a week | 217 (14.6) | 587 (22.8) | 2663 (15.3) | 917 (16.1) |
| 1-2 times a month | 247 (16.7) | 526 (20.4) | 4253 (24.4) | 1171 (20.6) |
| Once or twice every six months | 167 (11.3) | 370 (14.4) | 3203 (18.4) | 828 (14.5) |
| Rarely/Never | 660 (44.5) | 699 (27.2) | 6181 (35.5) | 2312 (40.6) |
| Local market or direct sales outlet (SA) | * | * | * | |
| Almost every day | 67 (4.5) | 76 (3.0) | 51 (0.3) | 45 (0.8) |
| 3-4 times a week | 37 (2.5) | 205 (8.0) | 344 (2.0) | 96 (1.7) |
| 1-2 times a week | 105 (7.1) | 372 (14.5) | 1587 (9.1) | 420 (7.4) |
| 1-2 times a month | 158 (10.7) | 348 (13.5) | 2908 (16.7) | 649 (11.4) |
| Once or twice every six months | 168 (11.3) | 354 (13.8) | 3621 (20.8) | 837 (14.7) |
| Rarely/Never | 949 (64.0) | 1236 (48.0) | 8867 (51.0) | 3654 (64.1) |

| | | | | |
|---|-------------|-------------|--------------|-------------|
| Specialty stores (butcher, fishmonger, greengrocer, etc.) (SA) | | * | * | * |
| Almost every day | 70 (4.7) | 65 (2.5) | 83 (0.5) | 46 (0.8) |
| 3-4 times a week | 47 (3.2) | 202 (7.9) | 436 (2.5) | 140 (2.5) |
| 1-2 times a week | 103 (6.9) | 387 (15.0) | 1806 (10.4) | 487 (8.5) |
| 1-2 times a month | 142 (9.6) | 356 (13.8) | 2745 (15.8) | 683 (12.0) |
| Once or twice every six months | 145 (9.8) | 301 (11.7) | 2883 (16.6) | 665 (11.7) |
| Rarely/Never | 976 (65.8) | 1262 (49.0) | 9448 (54.3) | 3676 (64.5) |
| Online shop (SA) | | * | * | * |
| Almost every day | 52 (3.5) | 48 (1.9) | 49 (0.3) | 33 (0.6) |
| 3-4 times a week | 17 (1.1) | 165 (6.4) | 63 (0.4) | 40 (0.7) |
| 1-2 times a week | 74 (5.0) | 289 (11.2) | 674 (3.9) | 255 (4.5) |
| 1-2 times a month | 148 (10.0) | 306 (11.9) | 2117 (12.2) | 565 (9.9) |
| Once or twice every six months | 158 (10.7) | 310 (12.0) | 2912 (16.7) | 731 (12.8) |
| Rarely/Never | 1016 (68.5) | 1445 (56.2) | 11564 (66.5) | 4041 (70.9) |
| Meal kits (SA) | | * | * | * |
| Almost every day | 54 (3.6) | 46 (1.8) | 29 (0.2) | 31 (0.5) |
| 3-4 times a week | 27 (1.8) | 153 (5.9) | 106 (0.6) | 61 (1.1) |
| 1-2 times a week | 22 (1.5) | 199 (7.7) | 119 (0.7) | 113 (2.0) |
| 1-2 times a month | 62 (4.2) | 225 (8.7) | 637 (3.7) | 263 (4.6) |
| Once or twice every six months | 57 (3.8) | 160 (6.2) | 1190 (6.8) | 282 (4.9) |
| Rarely/Never | 1243 (83.8) | 1645 (63.9) | 15259 (87.7) | 4851 (85.2) |
| Direct purchase from farmers or producers (SA) | | * | * | * |
| Almost every day | 53 (3.6) | 48 (1.9) | 31 (0.2) | 27 (0.5) |
| 3-4 times a week | 36 (2.4) | 186 (7.2) | 187 (1.1) | 64 (1.1) |
| 1-2 times a week | 65 (4.4) | 313 (12.2) | 872 (5.0) | 278 (4.9) |
| 1-2 times a month | 98 (6.6) | 263 (10.2) | 1768 (10.2) | 426 (7.5) |
| Once or twice every six months | 120 (8.1) | 249 (9.7) | 2429 (14.0) | 524 (9.2) |
| Rarely/Never | 1113 (75.1) | 1512 (58.8) | 12097 (69.5) | 4371 (76.7) |
| Organic or pesticide-free specialty stores or online shops (SA) | | * | * | * |

| | | | | |
|---|-------------|-------------|--------------|-------------|
| Almost every day | 56 (3.8) | 49 (1.9) | 35 (0.2) | 35 (0.6) |
| 3-4 times a week | 33 (2.2) | 183 (7.1) | 129 (0.7) | 73 (1.3) |
| 1-2 times a week | 61 (4.1) | 281 (10.9) | 428 (2.5) | 179 (3.1) |
| 1-2 times a month | 62 (4.2) | 211 (8.2) | 723 (4.2) | 271 (4.8) |
| Once or twice every six months | 47 (3.2) | 195 (7.6) | 906 (5.2) | 294 (5.2) |
| Rarely/Never | 1224 (82.5) | 1685 (65.5) | 14919 (85.7) | 4864 (85.4) |
| Large discount stores (SA) | * | * | * | |
| Almost every day | 51 (3.4) | 39 (1.5) | 28 (0.2) | 23 (0.4) |
| 3-4 times a week | 32 (2.2) | 178 (6.9) | 165 (0.9) | 77 (1.4) |
| 1-2 times a week | 55 (3.7) | 325 (12.6) | 641 (3.7) | 290 (5.1) |
| 1-2 times a month | 99 (6.7) | 309 (12.0) | 1637 (9.4) | 520 (9.1) |
| Once or twice every six months | 159 (10.7) | 319 (12.4) | 2759 (15.9) | 698 (12.3) |
| Rarely/Never | 1075 (72.5) | 1377 (53.5) | 12150 (69.8) | 4080 (71.6) |
| Most Common Mode of Transportation for Grocery Shopping (SA) | * | * | * | |
| Walking | 466 (31.4) | 654 (25.4) | 4494 (25.8) | 1632 (28.6) |
| Bicycle | 263 (17.7) | 454 (17.6) | 2790 (16.0) | 972 (17.1) |
| Self-driven car or motorcycle | 552 (37.2) | 1143 (44.4) | 8288 (47.6) | 2518 (44.2) |
| Car or motorcycle driven by someone else | 138 (9.3) | 229 (8.9) | 1506 (8.7) | 432 (7.6) |
| Bus, taxi, train | 56 (3.8) | 85 (3.3) | 268 (1.5) | 115 (2.0) |
| Other | 8 (0.5) | 8 (0.3) | 55 (0.3) | 28 (0.5) |
| Frequency of Participation in Social Dining or Food-centered Events | | | | |
| Office or school lunch gatherings (SA) | * | * | * | |
| Almost every day | 50 (3.4) | 45 (1.7) | 48 (0.3) | 27 (0.5) |
| 3-4 times a week | 23 (1.6) | 182 (7.1) | 135 (0.8) | 72 (1.3) |
| 1-2 times a week | 26 (1.8) | 220 (8.6) | 201 (1.2) | 129 (2.3) |
| 1-2 times a month | 39 (2.6) | 189 (7.3) | 493 (2.8) | 204 (3.6) |
| Once or twice every six months | 83 (5.6) | 189 (7.3) | 1032 (5.9) | 295 (5.2) |
| Rarely/Never | 1244 (83.9) | 1710 (66.5) | 14733 (84.7) | 4885 (85.7) |

| | | | | |
|--|-------------|-------------|--------------|-------------|
| Dining out with friends or colleagues (SA) | | * | * | * |
| Almost every day | 45 (3.0) | 46 (1.8) | 29 (0.2) | 25 (0.4) |
| 3-4 times a week | 18 (1.2) | 104 (4.0) | 275 (1.6) | 78 (1.4) |
| 1-2 times a week | 70 (4.7) | 322 (12.5) | 802 (4.6) | 295 (5.2) |
| 1-2 times a month | 214 (14.4) | 454 (17.6) | 3648 (21.0) | 936 (16.4) |
| Once or twice every six months | 283 (19.1) | 548 (21.3) | 5829 (33.5) | 1296 (22.7) |
| Rarely/Never | 836 (56.4) | 1052 (40.9) | 6944 (39.9) | 3089 (54.2) |
| Special occasion meals with family or friends (birthdays, weddings, etc.) (SA) | | * | * | * |
| Almost every day | 52 (3.5) | 49 (1.9) | 33 (0.2) | 26 (0.5) |
| 3-4 times a week | 19 (1.3) | 149 (5.8) | 51 (0.3) | 52 (0.9) |
| 1-2 times a week | 27 (1.8) | 241 (9.4) | 173 (1.0) | 136 (2.4) |
| 1-2 times a month | 92 (6.2) | 263 (10.2) | 1365 (7.8) | 396 (7.0) |
| Once or twice every six months | 425 (28.7) | 754 (29.3) | 8445 (48.5) | 1843 (32.4) |
| Rarely/Never | 868 (58.5) | 1117 (43.4) | 7334 (42.1) | 3244 (56.9) |
| Outdoor dining like barbecues or picnics (SA) | | * | * | * |
| Almost every day | 42 (2.8) | 48 (1.9) | 24 (0.1) | 23 (0.4) |
| 3-4 times a week | 17 (1.1) | 174 (6.8) | 51 (0.3) | 37 (0.6) |
| 1-2 times a week | 24 (1.6) | 223 (8.7) | 141 (0.8) | 119 (2.1) |
| 1-2 times a month | 35 (2.4) | 158 (6.1) | 380 (2.2) | 175 (3.1) |
| Once or twice every six months | 167 (11.3) | 347 (13.5) | 3174 (18.2) | 712 (12.5) |
| Rarely/Never | 1193 (80.4) | 1629 (63.3) | 13647 (78.4) | 4618 (81.1) |
| Online meal gatherings (SA) | | * | * | * |
| Almost every day | 51 (3.4) | 50 (1.9) | 48 (0.3) | 34 (0.6) |
| 3-4 times a week | 20 (1.3) | 142 (5.5) | 56 (0.3) | 48 (0.8) |
| 1-2 times a week | 38 (2.6) | 244 (9.5) | 229 (1.3) | 125 (2.2) |
| 1-2 times a month | 65 (4.4) | 61 (2.4) | 285 (1.6) | 105 (1.8) |
| Once or twice every six months | 48 (3.2) | 111 (4.3) | 324 (1.9) | 185 (3.2) |
| Rarely/Never | 1326 (89.4) | 1841 (71.6) | 16410 (94.3) | 5164 (90.6) |
| Cooking classes or food workshops (SA) | | * | * | * |

| | | | | |
|--|-------------|-------------|--------------|-------------|
| Almost every day | 46 (3.1) | 47 (1.8) | 21 (0.1) | 27 (0.5) |
| 3-4 times a week | 16 (1.1) | 154 (6.0) | 56 (0.3) | 38 (0.7) |
| 1-2 times a week | 30 (2.0) | 212 (8.2) | 117 (0.7) | 104 (1.8) |
| 1-2 times a month | 27 (1.8) | 180 (7.0) | 300 (1.7) | 161 (2.8) |
| Once or twice every six months | 51 (3.4) | 146 (5.7) | 532 (3.1) | 203 (3.6) |
| Rarely/Never | 1309 (88.3) | 1846 (71.7) | 16375 (94.1) | 5154 (90.5) |
| Casual meetings or study groups in cafes or tea shops (SA) | * | * | * | |
| Almost every day | 51 (3.4) | 57 (2.2) | 22 (0.1) | 28 (0.5) |
| 3-4 times a week | 20 (1.3) | 138 (5.4) | 67 (0.4) | 50 (0.9) |
| 1-2 times a week | 17 (1.1) | 221 (8.6) | 125 (0.7) | 105 (1.8) |
| 1-2 times a month | 51 (3.4) | 188 (7.3) | 776 (4.5) | 243 (4.3) |
| Once or twice every six months | 79 (5.3) | 236 (9.2) | 1574 (9.0) | 366 (6.4) |
| Rarely/Never | 1258 (84.8) | 1777 (69.1) | 15521 (89.2) | 4981 (87.4) |
| Catered meals at events or parties (SA) | * | * | * | |
| Almost every day | 63 (4.2) | 65 (2.5) | 49 (0.3) | 32 (0.6) |
| 3-4 times a week | 26 (1.8) | 156 (6.1) | 48 (0.3) | 43 (0.8) |
| 1-2 times a week | 46 (3.1) | 277 (10.8) | 421 (2.4) | 183 (3.2) |
| 1-2 times a month | 27 (1.8) | 184 (7.2) | 311 (1.8) | 185 (3.2) |
| Once or twice every six months | 87 (5.9) | 213 (8.3) | 1279 (7.4) | 319 (5.6) |
| Rarely/Never | 1279 (86.2) | 1773 (68.9) | 15620 (89.8) | 5014 (88.0) |
| After-work events with meals or drinks (SA) | * | * | * | |
| Almost every day | 50 (3.4) | 42 (1.6) | 25 (0.1) | 26 (0.5) |
| 3-4 times a week | 24 (1.6) | 156 (6.1) | 65 (0.4) | 56 (1.0) |
| 1-2 times a week | 24 (1.6) | 261 (10.1) | 248 (1.4) | 149 (2.6) |
| 1-2 times a month | 66 (4.5) | 225 (8.7) | 1140 (6.6) | 343 (6.0) |
| Once or twice every six months | 144 (9.7) | 315 (12.2) | 2890 (16.6) | 698 (12.3) |
| Rarely/Never | 1180 (79.6) | 1574 (61.2) | 13032 (74.9) | 4428 (77.7) |
| Community or local food events (SA) | * | * | * | |
| Almost every day | 45 (3.0) | 42 (1.6) | 26 (0.1) | 23 (0.4) |
| 3-4 times a week | 31 (2.1) | 174 (6.8) | 99 (0.6) | 70 (1.2) |

| | | | | |
|--------------------------------|-------------|-------------|--------------|-------------|
| 1-2 times a week | 24 (1.6) | 121 (4.7) | 283 (1.6) | 85 (1.5) |
| 1-2 times a month | 35 (2.4) | 180 (7.0) | 391 (2.2) | 177 (3.1) |
| Once or twice every six months | 92 (6.2) | 222 (8.6) | 1613 (9.3) | 402 (7.1) |
| Rarely/Never | 1266 (85.4) | 1752 (68.1) | 15175 (87.2) | 4935 (86.6) |

Use of Technology or Apps
Related to Food and Ingredients

| | | | | | |
|--|------------|-------------|-------------|-------------|------------|
| Recipe suggestion apps (e.g., Cookpad, Delish Kitchen, etc.) | 249 (16.8) | 356 (13.8) | 4276 (24.6) | * | 765 (13.4) |
| Calorie and nutrition management apps (e.g., MyFitnessPal, AskKen, etc.) | 67 (4.5) | * 92 (3.6) | * 600 (3.4) | * 106 (1.9) | |
| Inventory and expiration date management apps for ingredients and groceries | 52 (3.5) | * 98 (3.8) | * 356 (2.0) | * 64 (1.1) | |
| Food waste prevention apps (e.g., notifications about ingredients and groceries nearing expiration, discounted food notifications) | 56 (3.8) | * 115 (4.5) | * 388 (2.2) | * 67 (1.2) | |
| Delivery service apps for ingredients (e.g., Oisix, Rakuten Mart, etc.) | 66 (4.5) | * 92 (3.6) | * 492 (2.8) | * 88 (1.5) | |
| Restaurant reservation and review apps (e.g., Tabelog, Retty, etc.) | 206 (13.9) | 361 (14.0) | 3763 (21.6) | * | 661 (11.6) |
| Apps providing information on the origin and sustainability of ingredients (e.g., CodeCheck, etc.) | 51 (3.4) | * 83 (3.2) | * 299 (1.7) | * 53 (0.9) | |
| Diet support apps for avoiding allergies or specific ingredients | 34 (2.3) | * 85 (3.3) | * 230 (1.3) | | 54 (0.9) |
| Control and management apps for smart kitchen devices (e.g., IoT refrigerators, smart ovens, etc.) | 48 (3.2) | * 96 (3.7) | * 265 (1.5) | | 74 (1.3) |
| AR (Augmented Reality) cooking support apps | 27 (1.8) | * 71 (2.8) | * 140 (0.8) | | 27 (0.5) |
| Apps for purchasing regional specialties (e.g., selecting return gifts for Furusato | 81 (5.5) | * 140 (5.4) | * 795 (4.6) | * 136 (2.4) | |

| | | | | | | |
|---|------------|---|-------------|---|-------------|---------------|
| Nozei, specialty product market apps, etc.) | | | | | | |
| Apps for learning new recipes or improving cooking skills (e.g., Udemy, YouTube channels, etc.) | 121 (8.2) | * | 203 (7.9) | * | 1708 (9.8) | * 257 (4.5) |
| Map apps (e.g., Google Maps, etc.) | 266 (17.9) | * | 375 (14.6) | | 4287 (24.6) | * 775 (13.6) |
| None apply | 933 (62.9) | * | 1359 (52.8) | * | 8600 (49.4) | * 3864 (67.8) |
| Other | 2 (0.1) | | 0 (0.0) | | 19 (0.1) | 7 (0.1) |
| Changes in Your Food and Ingredients-Related Habits After the COVID-19 Pandemic | | | | | | |
| Emphasizing safety and hygiene management in choosing ingredients and groceries | 183 (12.3) | * | 169 (6.6) | | 2585 (14.9) | * 268 (4.7) |
| Decrease in frequency of dining out and increase in frequency of cooking at home | 220 (14.8) | * | 292 (11.3) | | 4054 (23.3) | * 579 (10.2) |
| Increase in use of online shopping and delivery services for ingredients and groceries | 91 (6.1) | * | 132 (5.1) | * | 1002 (5.8) | * 162 (2.8) |
| Stockpiling long-lasting food items (canned goods, frozen foods, etc.) | 176 (11.9) | * | 216 (8.4) | | 3092 (17.8) | * 459 (8.1) |
| Interest in home gardening or urban agriculture and starting to practice it | 91 (6.1) | * | 121 (4.7) | * | 1026 (5.9) | * 123 (2.2) |
| Increased awareness of supporting and purchasing locally produced ingredients and groceries | 146 (9.8) | * | 149 (5.8) | * | 1822 (10.5) | * 187 (3.3) |
| Concern about the hygiene management and crowding of restaurants when dining out | 173 (11.7) | * | 213 (8.3) | | 3256 (18.7) | * 427 (7.5) |
| Increased interest in ingredients and groceries or supplements that boost immunity | 174 (11.7) | * | 159 (6.2) | | 2626 (15.1) | * 291 (5.1) |
| Gathering and learning information about the | 71 (4.8) | * | 98 (3.8) | * | 593 (3.4) | * 76 (1.3) |

| | | | | | |
|---|------------|---|-------------|---|---------------------------|
| supply chain and distribution of food and groceries | | | | | |
| Increased participation and interest in online cooking classes and meal gatherings | 44 (3.0) | * | 86 (3.3) | * | 232 (1.3) 58 (1.0) |
| Efforts to reduce food waste and increase awareness of reuse | 187 (12.6) | * | 223 (8.7) | | 3042 (17.5) * 381 (6.7) |
| Preference for restaurants and cafes that introduce contactless payment and automated serving | 66 (4.5) | * | 130 (5.1) | * | 616 (3.5) * 144 (2.5) |
| Interest in recipes that shorten cooking time and simple cooking foods | 133 (9.0) | * | 187 (7.3) | | 1884 (10.8) * 302 (5.3) |
| Spending more time and effort on cooking, trying new recipes, and authentic dishes | 100 (6.7) | * | 137 (5.3) | * | 978 (5.6) * 155 (2.7) |
| None apply | 919 (62.0) | * | 1407 (54.7) | * | 7360 (42.3) * 3867 (67.9) |
| Other | 4 (0.3) | | 1 (0.0) | | 17 (0.1) 5 (0.1) |

SA refers to single-answer questions. The asterisk (*) indicates that the test result is statistically significant when comparing with reference Cluster D; the Bonferroni correction was applied for multiple testing as needed.