|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Food insecurity mean** | **Age**  | **Education** | **Income** | **Gender** | **Websites** | **Traditional media** | **Social media** | **Food** **shopping index** |
| **Food insecurity mean** | - |  |  |  |  |  |  |  |  |
| **Age** | -0.35\*\* | - |  |  |  |  |  |  |
| **Education** | 0.20\* | 0.20 | - |  |  |  |  |  |
| **Income** | -0.34\*\* | -0.34\*\* | -0.09 | - |  |  |  |  |
| **Gender** | 0.78 | 0.10 | 0.04 | -0.02 | - |  |  |  |
| **Websites** | 0.26\*\* | 0.04 | 0.12 | -0.04 | -0.00 | - |  |  |
| **Traditional media** | -0.10 | 0.11 | -0.09 | 0.13\* | 0.01 | 0.16\* | - |  |
| **Social media** | 0.14 | -0.22\* | 0.09 | -0.11 | -0.05 | 0.12 | 0.21\* | -0.110.06 |  |
| **Food shopping index** |  0.11 |  0.03 | -0.12 | -0.02 | -0.05 | 0.03 | 0.15\* | - |
| **Supermarket index** |  0.16 |  -0.02 | 0.05 | -0.04 | -0.10 | 0.10 | 0.10 | 0.56\*\* |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Hoarding mean** | **Age**  | **Education** | **Income** | **Gender** | **Websites** | **Traditional media** | **Social media** | **Food shopping index** |
| **Hoarding mean** | - |  |  |  |  |  |  |  |  |
| **Age** | -0.31\*\* | - |  |  |  |  |  |  |
| **Education** | 0.24\*\* | -0.14 | - |  |  |  |  |  |
| **Income** | -0.18\* | 0.41\*\* | -0.09 | - |  |  |  |  |
| **Gender** | 0.02 | 0.10 | 0.04 | -0.02 | - |  |  |  |
| **Websites** | 0.10 | 0.04 | 0.12 | -0.04 | -0.00 | - |  |  |
| **Traditional media** | 0.03 | 0.11 | -0.09 | 0.13\* | 0.01 | 0.16\* | - |  |
| **Social media** | 0.26\*\* | -0.22\* | 0.09 | -0.11 | -0.05 | 0.12 | 0.21\* | -0.110.06 |  |
| **Food shopping index** |  0.16\* |  0.03 | -0.12 | -0.02 | -0.05 | 0.03 | 0.15\* | - |
| **Supermarket index** |  0.30\*\* |  -0.02 | 0.05 | -0.04 | -0.10 | 0.10 | 0.10 | 0.56\*\* |

\* p < .05, \*\* p < .001