

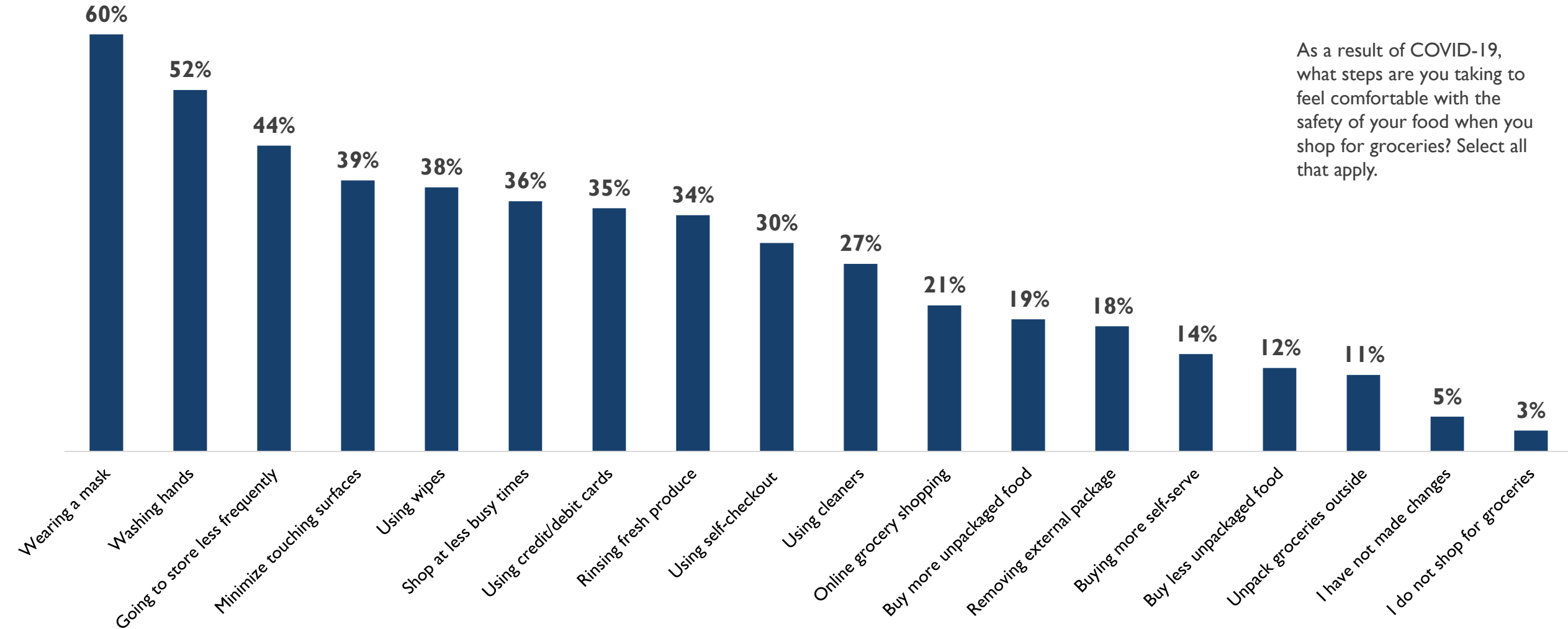
A woman with her hair in a bun, wearing a green surgical face mask and a brown leather jacket, is shopping in a grocery store. She is holding a red and white cylindrical product, possibly a can of food. In the background, there are metal shopping carts and store shelves.

COVID-19: August 2020

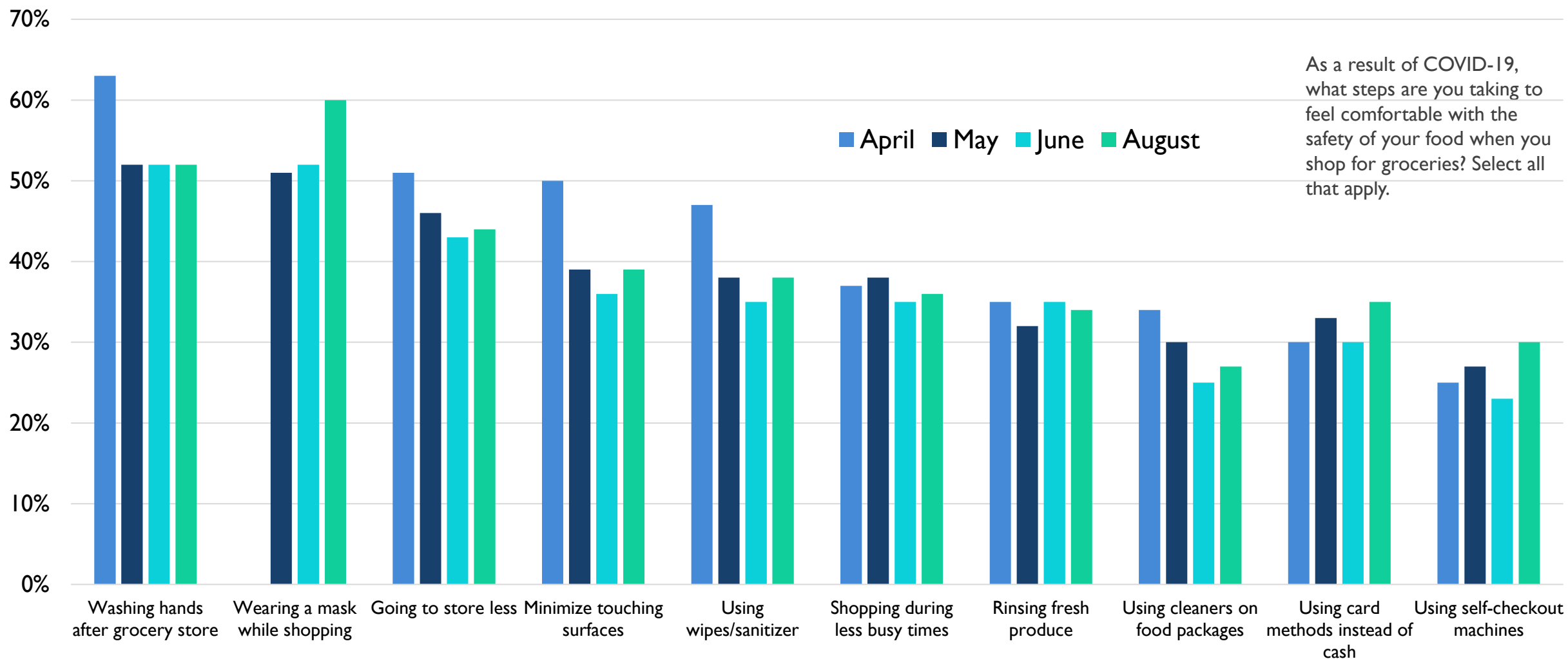
Select trended questions on COVID-19's impact on food purchasing, eating behaviors, and perceptions of food safety

Masks and handwashing make consumers feel most comfortable while grocery shopping

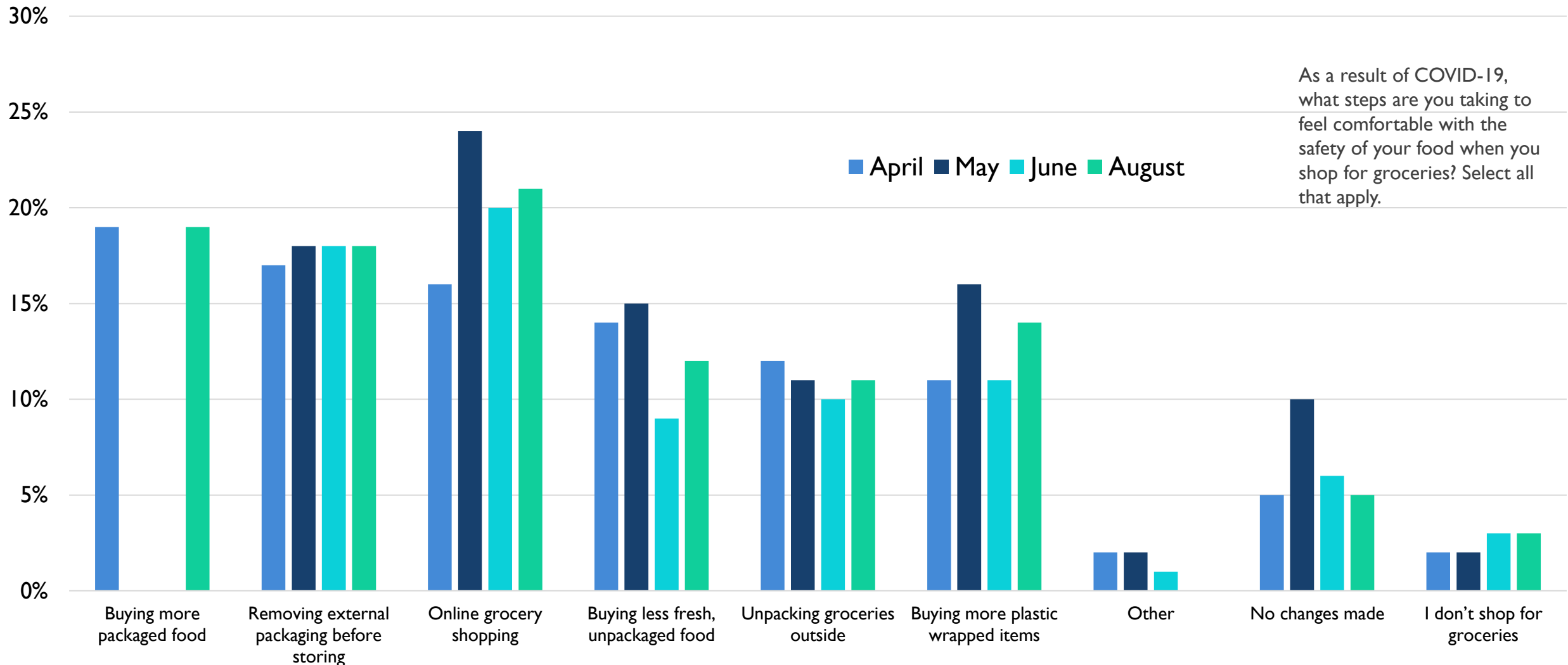
As a result of COVID-19, what steps are you taking to feel comfortable with the safety of your food when you shop for groceries? Select all that apply.



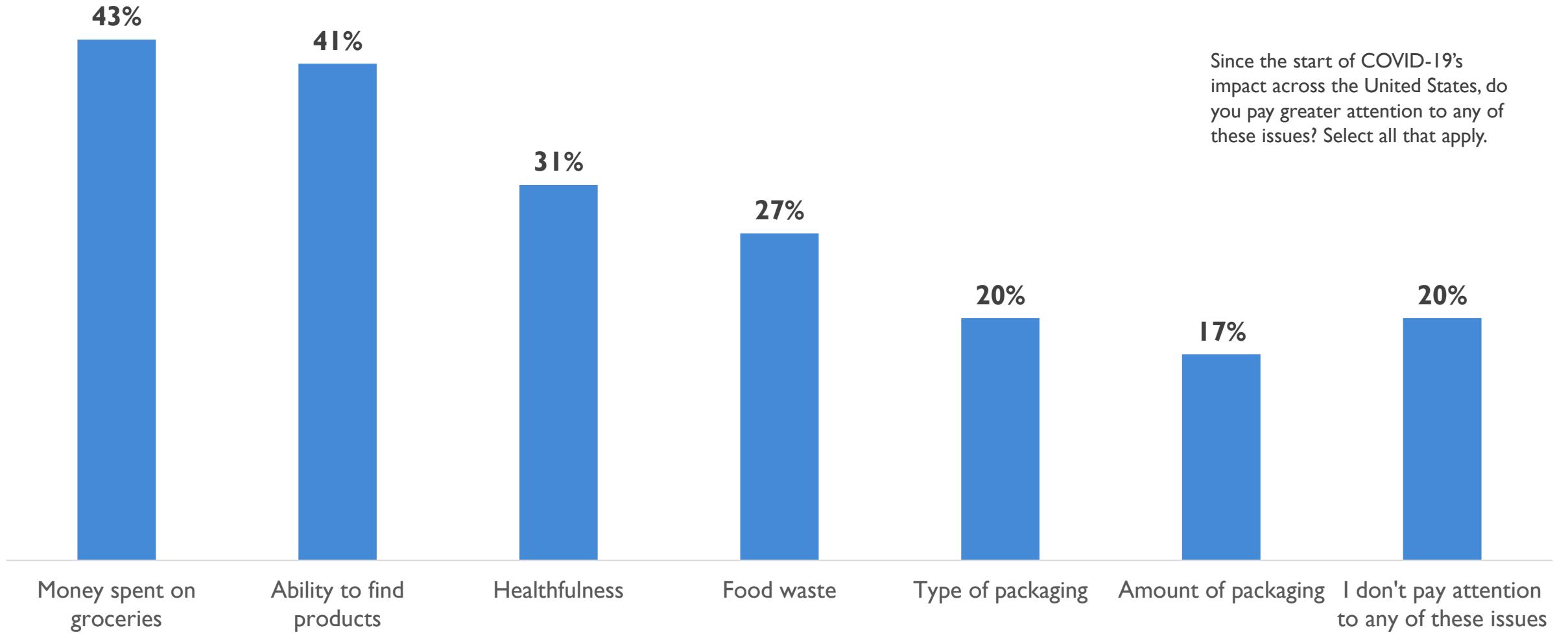
Wearing a mask and washing hands continue to be most common safety steps taken while grocery shopping



Wearing a mask and washing hands continue to be most common safety steps taken while grocery shopping

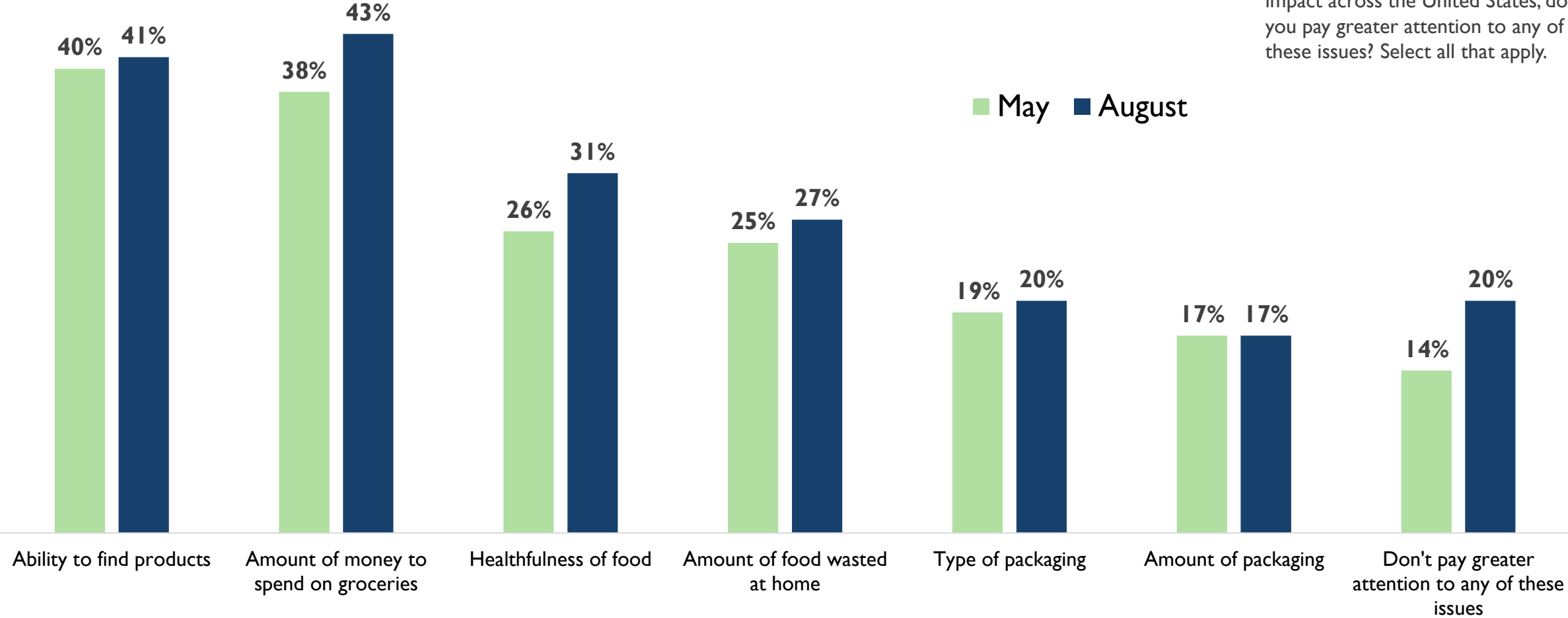


4 in 10 are paying more attention to the amount of money spent on groceries; ability to find products



Compared with May, more people are paying attention to how much they're spending on groceries; healthfulness of food

Since the start of COVID-19's impact across the United States, do you pay greater attention to any of these issues? Select all that apply.



As a result of COVID-19, what steps are you taking to feel comfortable with the safety of your food when you shop for groceries? Select all that apply.

	Wear a mask	Washing hands	Going to store less	Minimize touching surfaces	Using wipes	Shopping at less busy times
Total	60%	52%	44%	39%	38%	36%
Men	59%	46% ↓	39%	38%	35%	37%
Women	62%	57% ↑	48%	40%	41%	36%
Less than \$40K	59%	50%	45%	37%	34%	33%
\$40K-\$79K	63%	53%	43%	40%	40%	36%
\$80K+	58%	50%	42%	39%	38%	39%
White	61%	51%	44%	37%	37%	36%
African American	55%	51%	38%	35%	40%	30%
Hispanic/ Latinx	60%	55%	48%	44%	40%	42%
Under 45	48% ↓	45% ↓	36% ↓	36%	34%	29% ↓
45-64	69% ↑	55%	51% ↑	42%	41%	42%
65+	76% ↑	62%	48%	41%	43%	46%
Non-college	61%	50%	46%	37%	38%	32%
College	61%	54%	41%	41%	39%	42% ↑

As a result of COVID-19, what steps are you taking to feel comfortable with the safety of your food when you shop for groceries? Select all that apply.

	Using credit/debit card	Rinsing fresh produce	Using self-checkout	Using cleaners	Online grocery shopping	Buying more packaged food
Total	35%	34%	30%	27%	21%	19%
Men	32%	33%	28%	26%	18%	22%
Women	39%	36%	32%	28%	23%	16%
Less than \$40K	30%	30%	26%	26%	18%	16%
\$40K-\$79K	35%	38%	34%	28%	18%	18%
\$80K+	40%	35%	29%	28%	25%	23%
White	36%	34%	28%	26%	21%	19%
African American	31%	33%	32%	27%	17%	19%
Hispanic/ Latinx	38%	37%	32%	38%	22%	23%
Under 45	30% ↓	30%	28%	29%	24%	24%
45-64	37%	38%	29%	25%	17%	16%
65+	48% ↑	38%	35%	25%	20%	15%
Non-college	33%	34%	29%	26%	17%	16%
College	39%	35%	31%	29%	24%	23%

As a result of COVID-19, what steps are you taking to feel comfortable with the safety of your food when you shop for groceries? Select all that apply.

	Removing external packaging	Buying more self-serve items	Buying less unpackaged food	Unpacking groceries outside	I have not made changes	I do not shop for groceries
Total	18%	14%	12%	11%	5%	3%
Men	18%	15%	12%	13%	5%	2%
Women	18%	13%	12%	10%	5%	4%
Less than \$40K	17%	12%	12%	9%	4%	5%
\$40K-\$79K	20%	13%	12%	11%	5%	3%
\$80K+	18%	15%	12%	13%	5%	0% ↓
White	15%	13%	13%	10%	6%	2%
African American	19%	14%	9%	17%	1%	2%
Hispanic/ Latinx	33% ↑	17%	10%	15%	3%	8%
Under 45	19%	17%	13%	13%	4%	4%
45-64	19%	11%	11%	11%	5%	1%
65+	16%	10%	13%	8%	6%	2%
Non-college	17%	10% ↓	8% ↓	10%	5%	3%
College	19%	17% ↑	15%	13%	4%	1%

Since the start of COVID-19's impact across the United States, do you pay greater attention to any of these issues?
Select all that apply.

	Money spent on groceries	Ability to find products	Healthfulness	Food waste	Type of packaging	Amount of packaging	I don't pay attention
Total	43%	41%	31%	27%	20%	17%	20%
Men	41%	38%	28%	26%	23%	20%	20%
Women	45%	43%	33%	27%	18%	14%	19%
Less than \$40K	51%↑	40%	25%	24%	15%	12%	21%
\$40K-\$79K	42%	43%	31%	25%	18%	15%	21%
\$80K+	36%↓	40%	36%	31%	27%↑	22%↑	17%
White	42%	43%	30%	24%	19%	15%	22%
African American	40%	34%	30%	30%	26%	21%	13%
Hispanic/ Latinx	51%	34%	31%	38%	22%	25%	16%
Under 45	37%↓	35%↓	32%	34%↑	24%	22%↑	17%
45-64	49%↑	46%	29%	23%	17%	15%	19%
65+	44%	45%	32%	15%↓	18%	9%↓	27%
Non-college	43%	39%	26%↓	24%	16%	14%	23%
College	43%	42%	36%↑	29%	24%↑	20%	16%