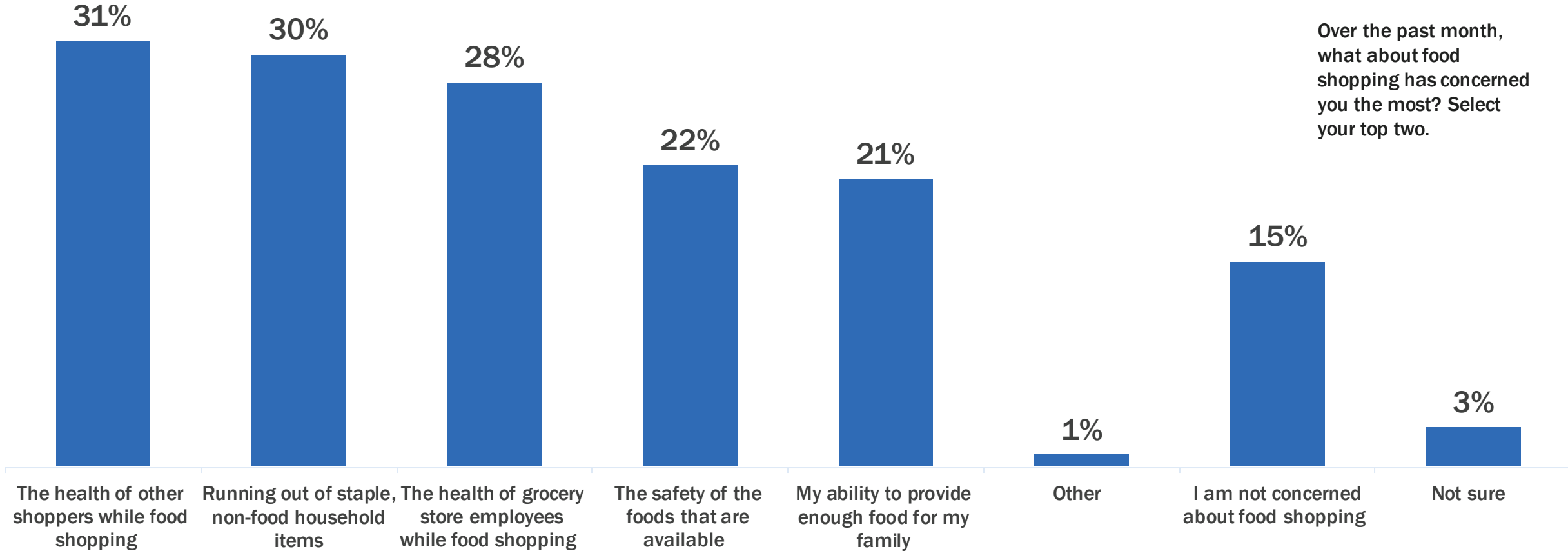


A woman with her hair in a bun, wearing a green surgical face mask and a brown leather jacket, is shopping in a grocery store. She is holding a red and white cylindrical product, possibly a can of food, and looking at it intently. A shopping cart is visible behind her, and the store's aisles and shelves are in the background.

COVID-19: December 2020

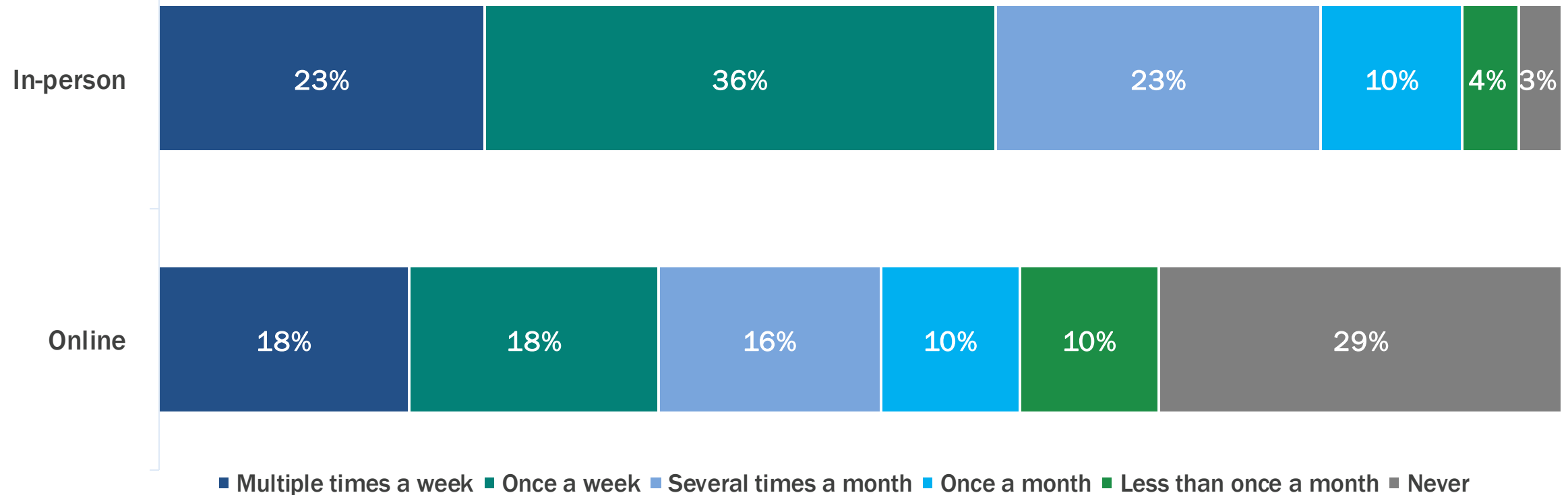
Select trended questions on COVID-19's impact on food purchasing, eating behaviors, and perceptions of food safety

The health of people in close proximity and scarcity are top concerns about food shopping; 1 in 5 are worried about providing enough food for their family



Online grocery shopping has seen a large boost from the COVID-19 pandemic.

In December 2020, 36% reported online grocery shopping at least one a week, compared to 11% in April (see next slide).

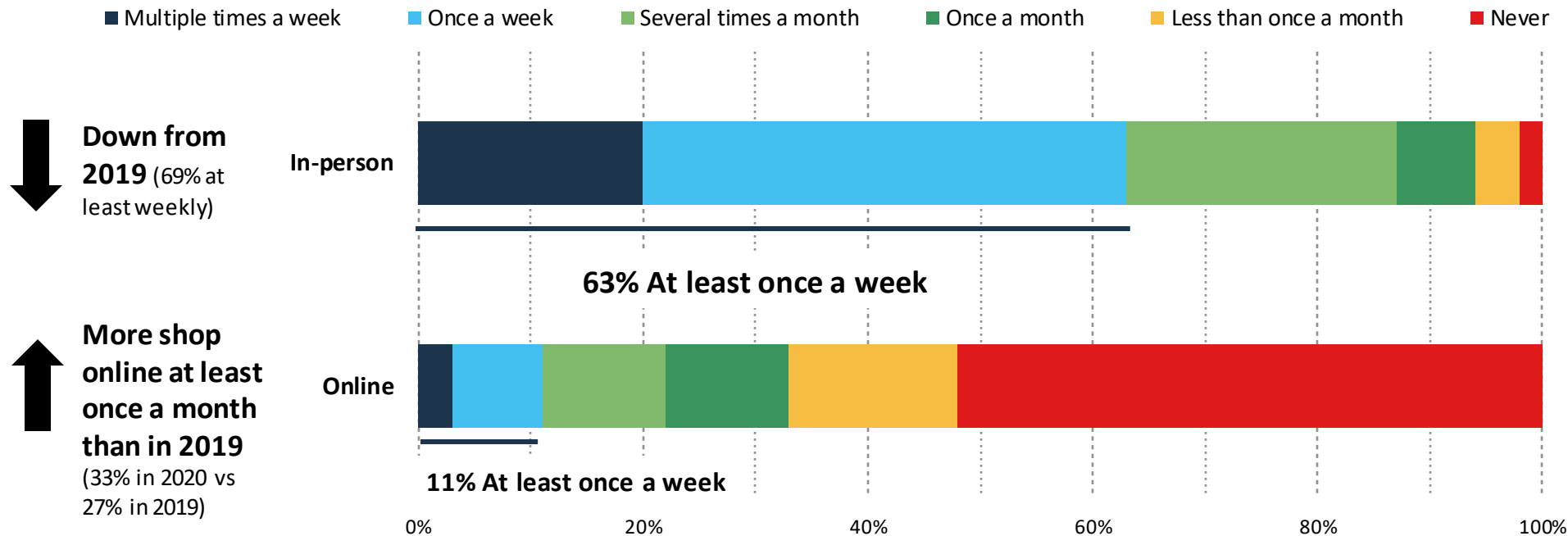


How often do you buy groceries...?

In-person shopping is down, online shopping is up, but overall shopping patterns have not changed drastically

The decrease in in-person shopping is from those making multiple trips in a week (down from 28% to 20%); those in poorer health are much less likely to be making regular in-person trips

Grocery Shopping Patterns



Down from 2019 (69% at least weekly)

More shop online at least once a month than in 2019 (33% in 2020 vs 27% in 2019)

67% of consumers in very good health grocery shop in person at least once a week (vs. 50% in fair/poor health)

20% of consumers with children <18 years grocery shop online at least once a week (vs. 8% of consumers without children <18)

45% of consumers who have tried a diet in the past year grocery shop online at least once a month (vs. 24% who haven't)

Q13 (TREND): How often do you buy groceries...? (n=1,011)

Over the past month, what about food shopping has concerned you the most? Select your top two.

	The health of other shoppers	Running out of staple, household items	The health of grocery store employees	The safety of the foods available	Provide enough food for my family	Other	I am not concerned about food shopping	Not sure
Total	31%	30%	28%	22%	21%	1%	15%	3%
Men	28%	28%	30%	28% ↑	21%	0%	15%	1% ↓
Women	35%	32%	25%	17% ↓	20%	1%	14%	5% ↑
Less than \$40K	27%	37%	21% ↓	15% ↓	23%	1%	18%	5%
\$40K-\$79K	29%	28%	32%	24%	22%	1%	11%	3%
\$80K+	38%	25%	32%	28%	18%	0%	12%	2%
White	32%	29%	29%	21%	20%	1%	17%	3%
African American	24%	33%	26%	23%	21%	0%	14%	5%
Hispanic/Latinx	26%	34%	21%	24%	24%	0%	9%	4%
Under 45	28%	31%	25%	28% ↑	28% ↑	1%	7% ↓	4%
45-64	32%	29%	30%	17%	18%	1%	18%	2%
65+	39%	30%	31%	16%	6% ↓	0%	28% ↑	3%
Non-college	29%	33%	27%	17% ↓	20%	1%	16%	6% ↑
College	34%	28%	29%	27% ↑	21%	0%	13%	1% ↓

How often do you buy groceries in person?

	Multiple times a week	Once a week	Several times a month	Once a month	Less than once a month	Never
Total	23%	36%	23%	10%	4%	3%
Men	29% ↑	35%	21%	7%	4%	3%
Women	18% ↓	37%	24%	12%	5%	3%
Less than \$40K	17%	34%	25%	15% ↑	7%	3%
\$40K-\$79K	23%	39%	19%	11%	4%	4%
\$80K+	30% ↑	36%	24%	5% ↓	2%	3%
White	26%	39%	20%	9%	4%	3%
African American	17%	32%	30%	12%	7%	2%
Hispanic/ Latinx	17%	27%	34%	13%	4%	5%
Under 45	21%	36%	25%	10%	5%	3%
45-64	26%	37%	19%	10%	5%	3%
65+	21%	36%	23%	11%	4%	4%
Non-college	20%	35%	24%	13%	5%	2%
College	26%	37%	22%	7%	4%	4%

How often do you buy groceries online?

	Multiple times a week	Once a week	Several times a month	Once a month	Less than once a month	Never
Total	18%	18%	16%	10%	10%	29%
Men	26% ↑	18%	16%	7%	9%	24%
Women	10% ↓	17%	16%	12%	11%	33%
Less than \$40K	9% ↓	14%	17%	12%	11%	39% ↑
\$40K-\$79K	15%	23%	18%	12%	9%	23%
\$80K+	31% ↑	19%	16%	5%	9%	20% ↓
White	19%	17%	14%	8%	11%	32%
African American	18%	20%	24%	9%	8%	22%
Hispanic/Latinx	14%	22%	23%	13%	3%	24%
Under 45	24% ↑	19%	23% ↑	11%	7%	15% ↓
45-64	15%	18%	11%	11%	11%	33%
65+	4% ↓	12%	8%	4%	15%	57% ↑
Non-college	11% ↓	16%	15%	12%	12%	35% ↑
College	24% ↑	19%	17%	8%	8%	23% ↓



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