

COVID-19: June 2021

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

Methodology

One thousand interviews were conducted among adults ages 18+ from June 3 to June 7, 2021 and were weighted to ensure proportional results.

The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error ± 3.1 at the 95% confidence level.

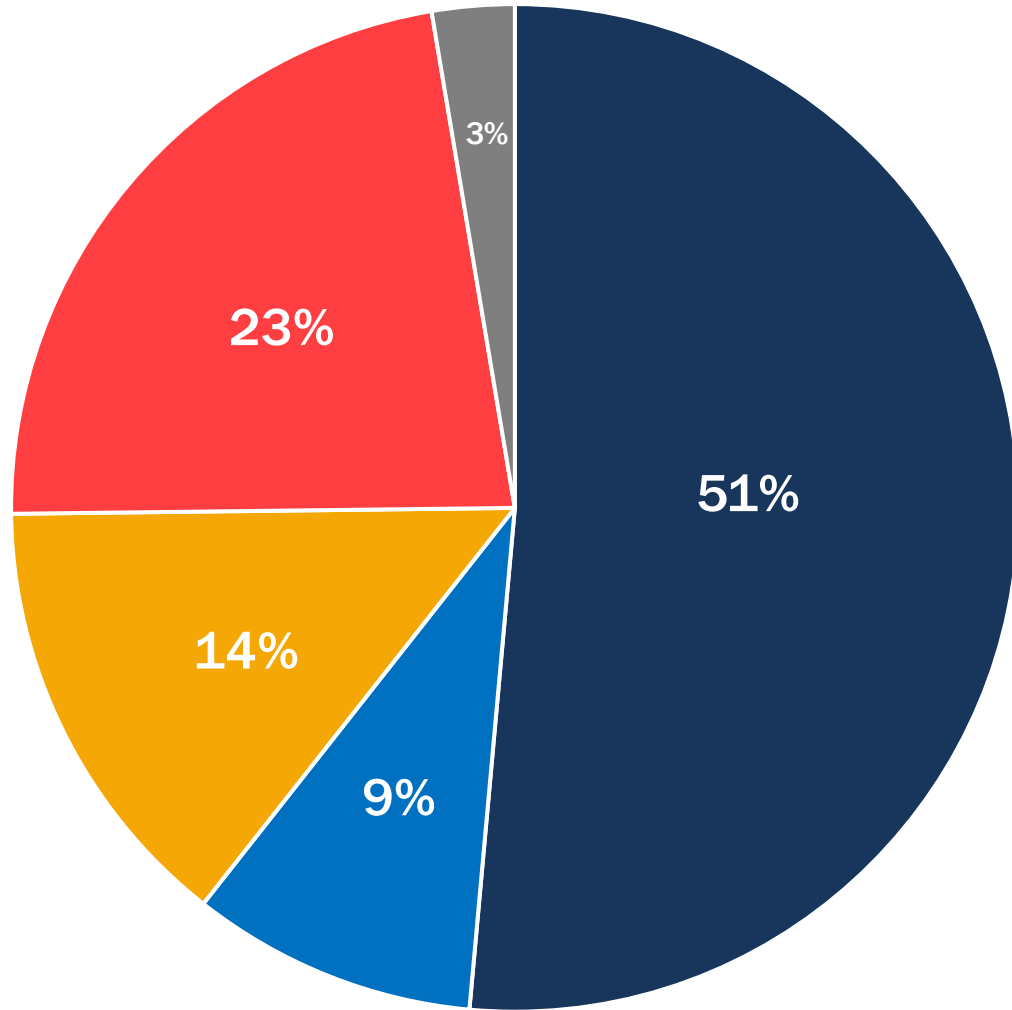
Statistical Significance

Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g. age, race, gender, etc.).

For example, if the responses from female respondents is considered to be significant, it is in relation to male respondents and not necessarily other demographic groups.



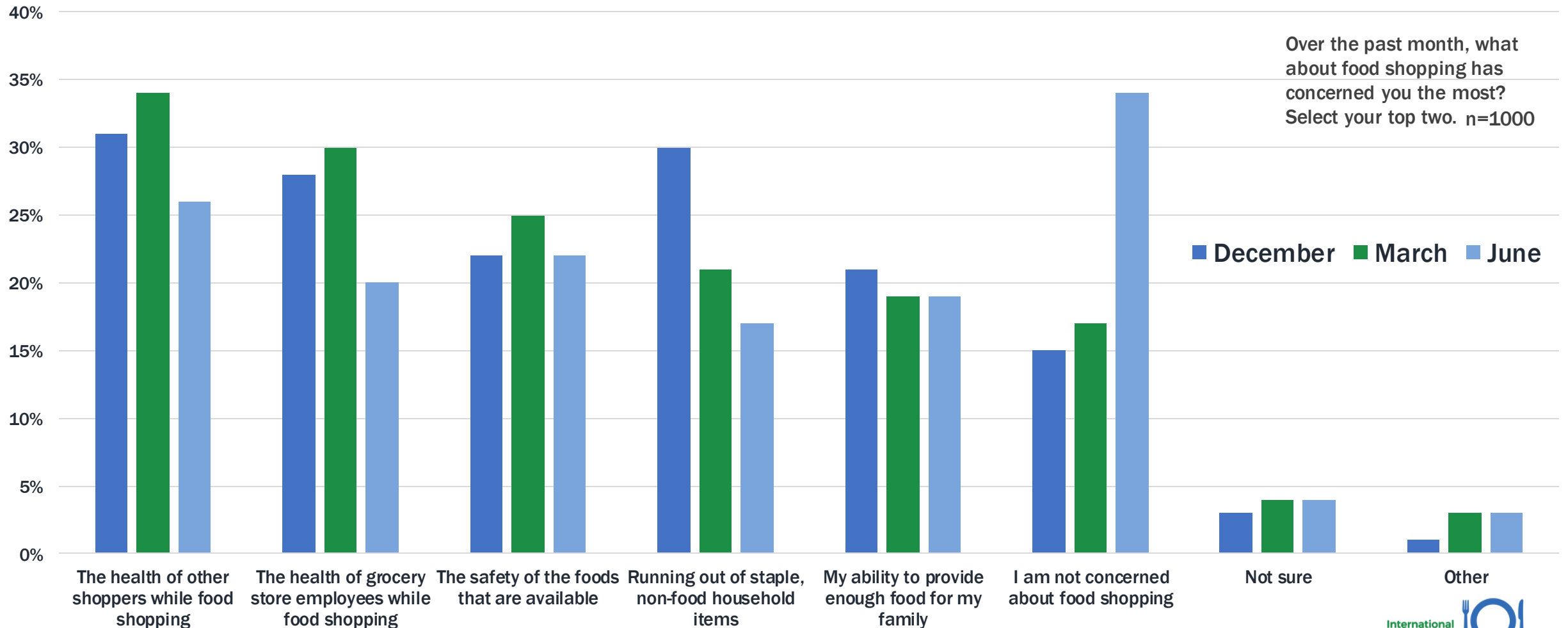
Six in 10 respondents were partially or fully vaccinated



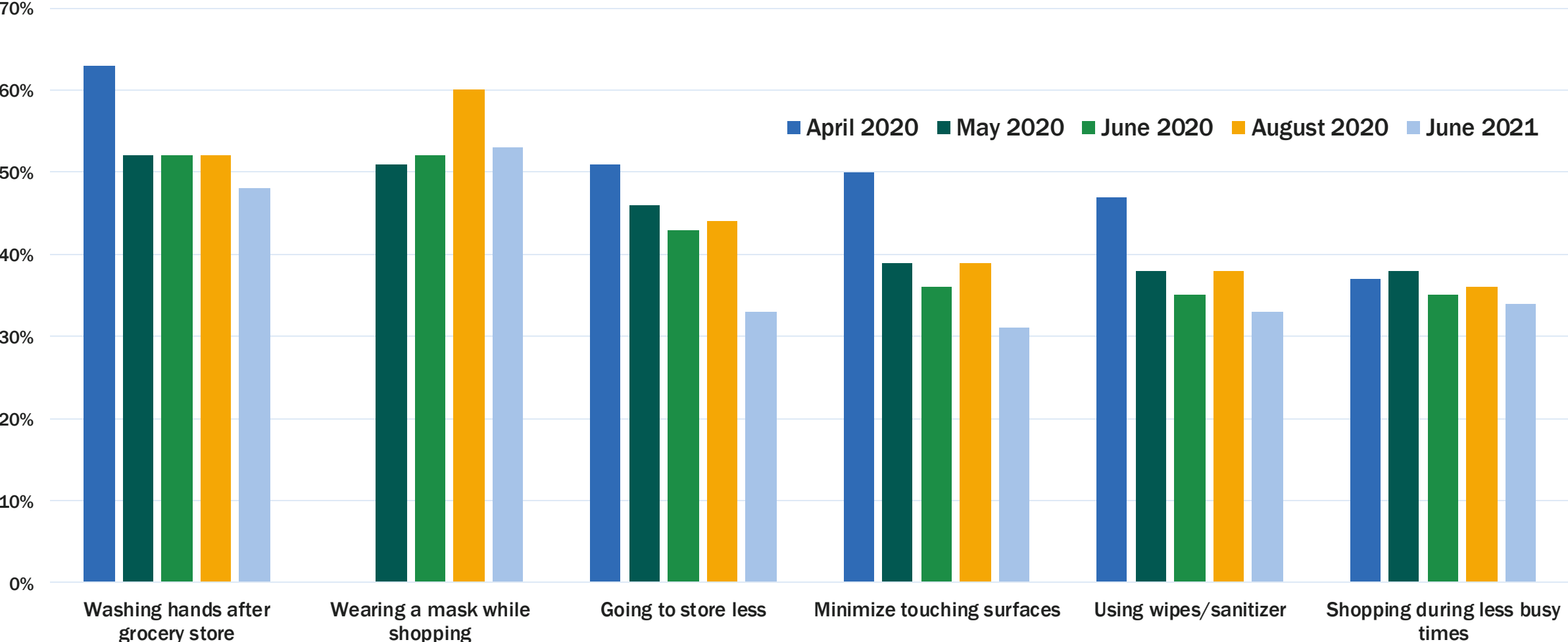
- Fully vaccinated (i.e., two doses of a Moderna or Pfizer vaccine or one dose of a Johnson & Johnson/Janssen vaccine)
- Partially vaccinated (i.e., one dose of a Moderna or Pfizer vaccine)
- Not vaccinated, but plan to get one in the near future
- Not vaccinated and do not plan to get one in the near future
- Prefer not to say

Please describe your COVID-19 vaccination status.
n=1000

Concerns about the health of others and scarcity continue to drop off; Increasing numbers have no concerns about food shopping



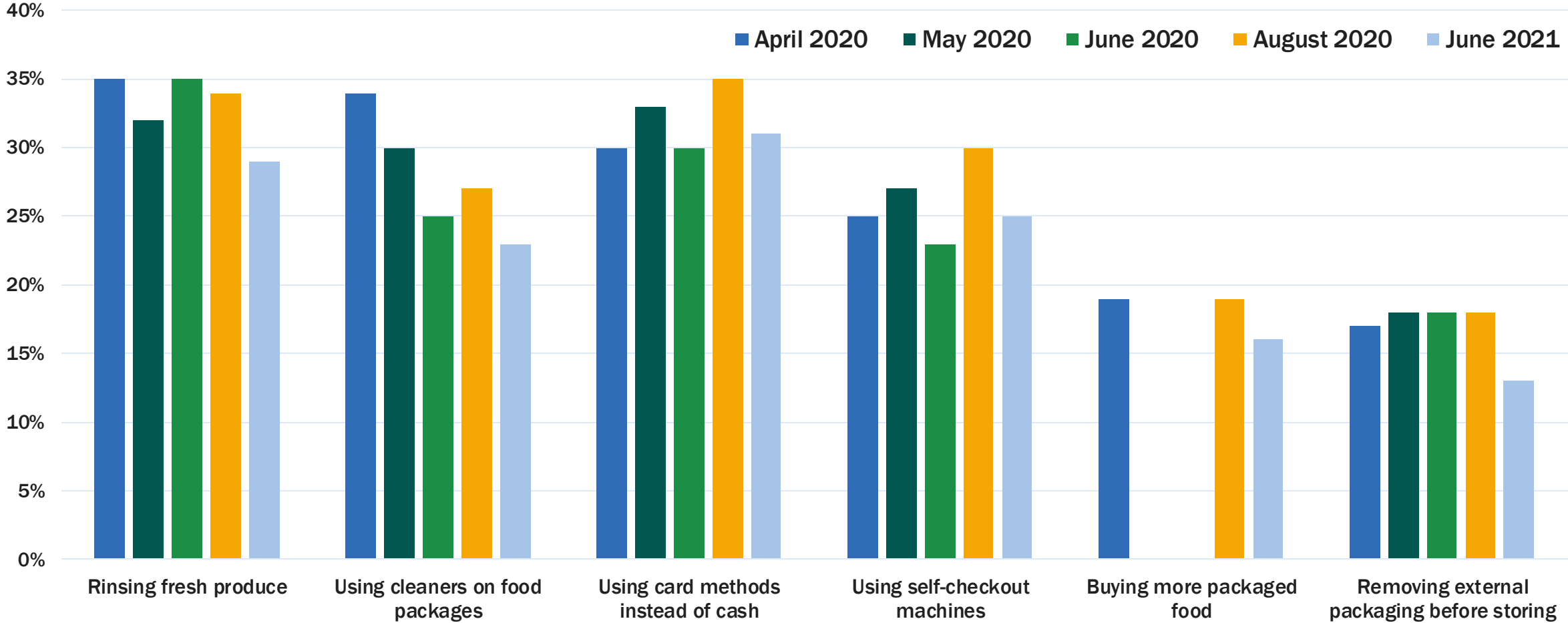
Wearing a mask and handwashing remain common safety precautions taken when grocery shopping; about half are still doing so



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. n=1000



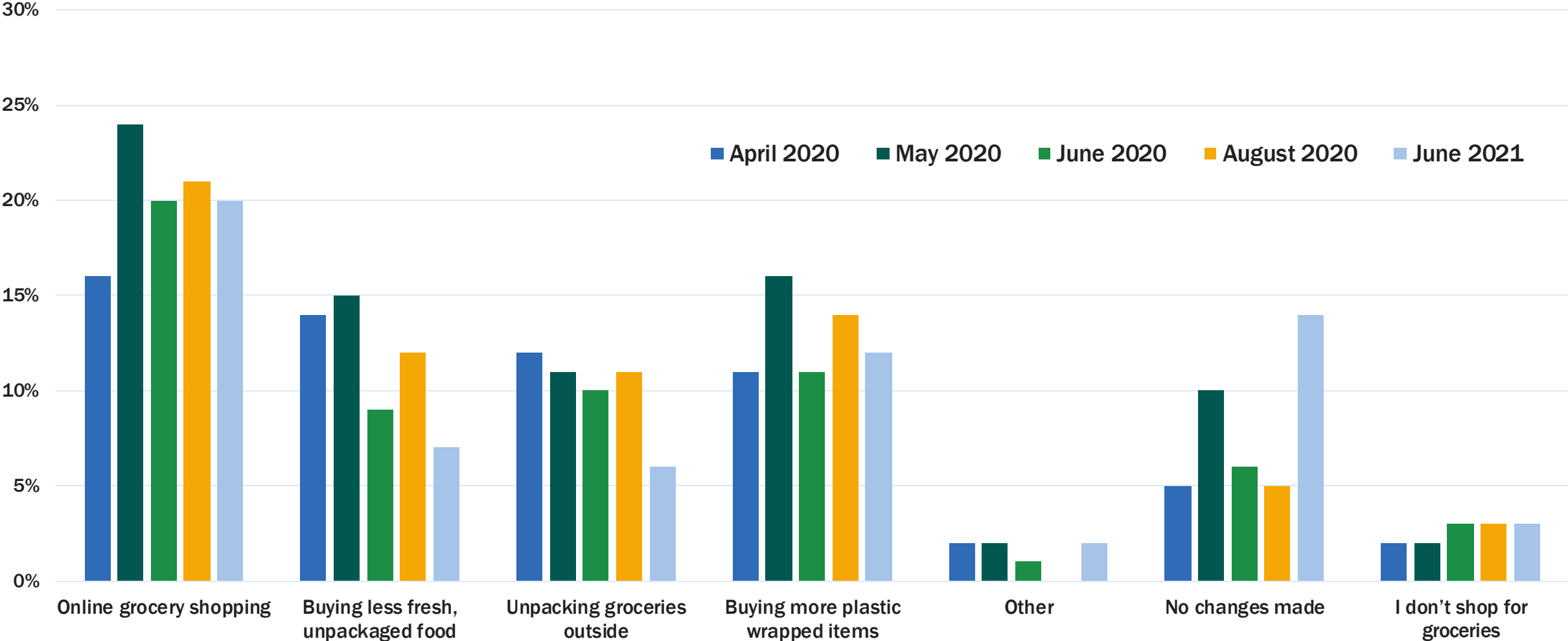
Food safety practices like rinsing fresh produce, using cleaners on packaging and removing external packaging have dropped off since summer 2020



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. n=1000

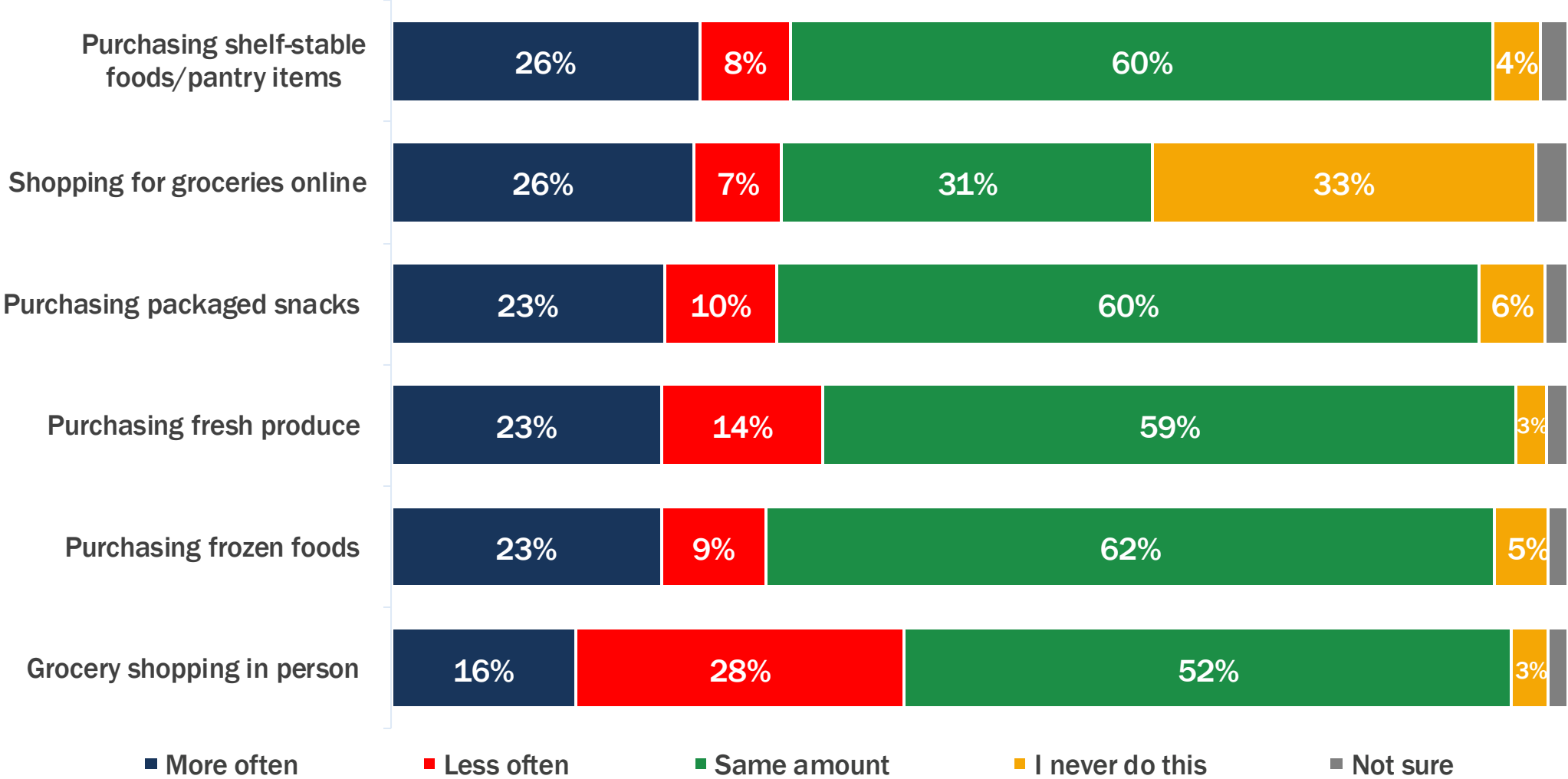


Compared to June 2020, more than twice as many report not making any changes to precautionary behaviors while grocery shopping



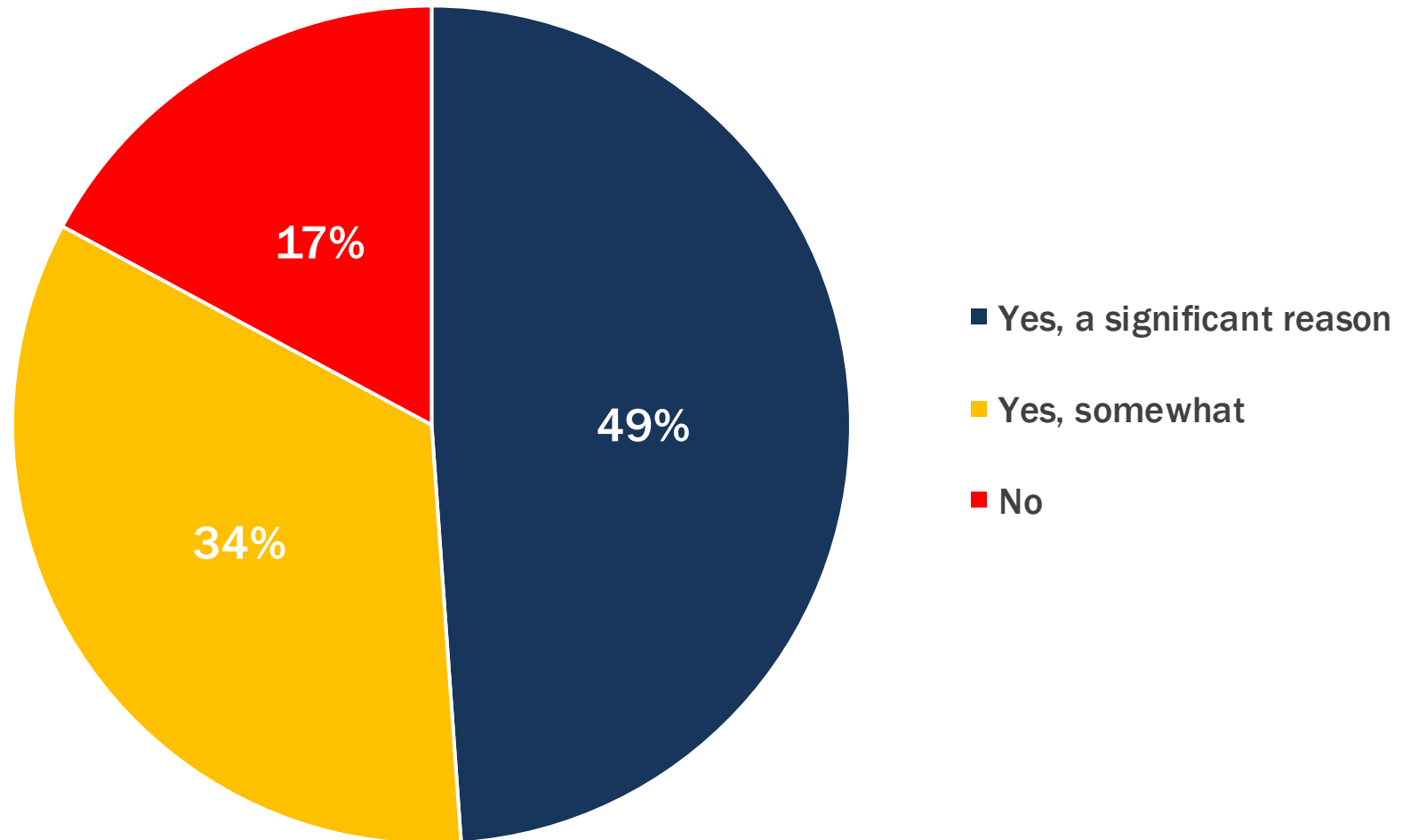
As a result of COVID-19, what steps are you taking to feel comfortable with the safety of your food when you shop for groceries? Select all that apply. n=1000

Over 1 in 4 say they are purchasing shelf-stable foods and online grocery shopping more often than they were in January 2021



Thinking about your grocery shopping habits, describe how the frequency of each of the following has changed, if at all, since the beginning of this year (January 2021). n=1000

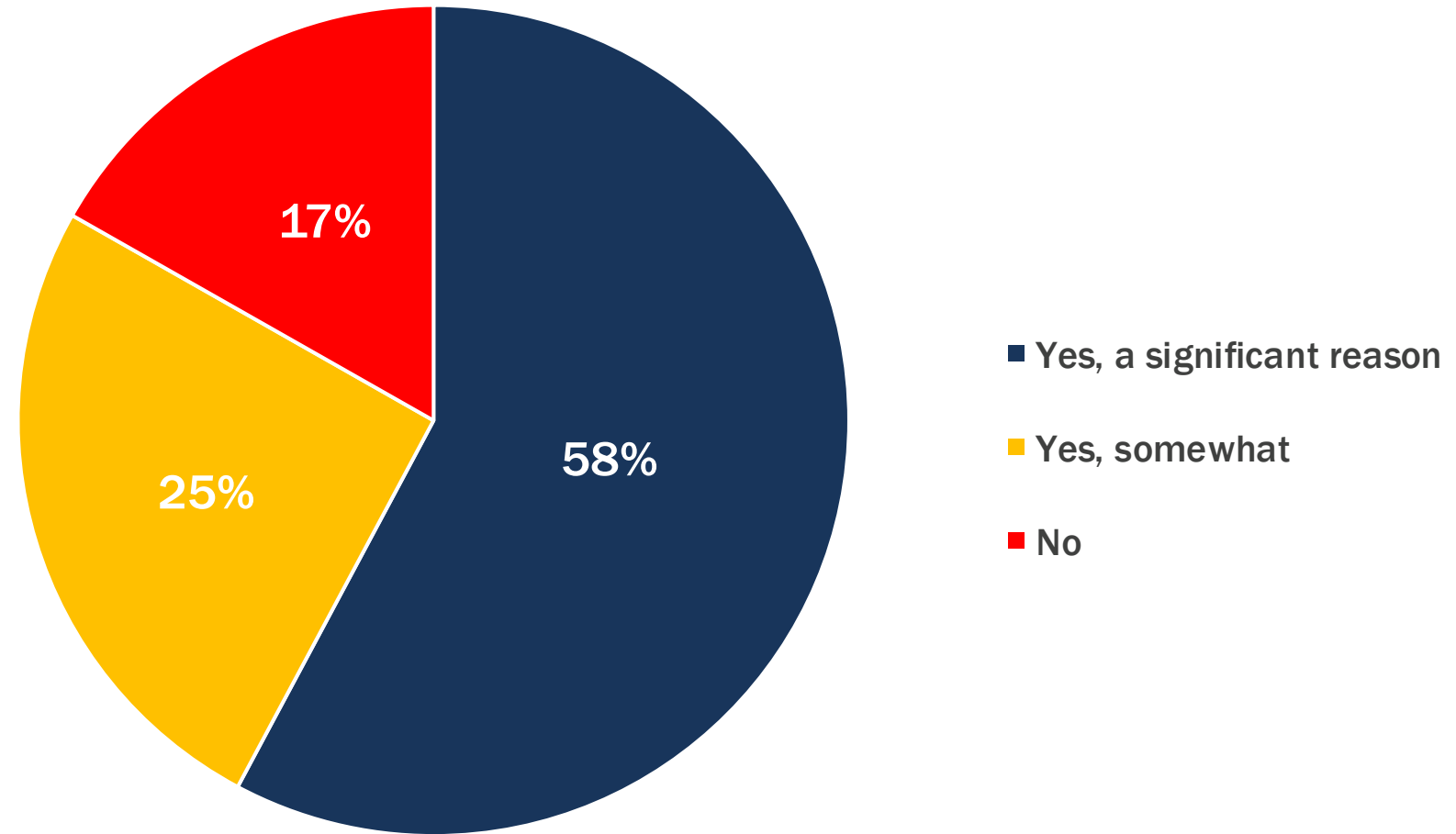
For vaccinated adults who've been online grocery shopping less frequently, being vaccinated is a key driver of this change



Is being vaccinated a reason why you've been shopping for groceries online less often since the beginning of this year?

**asked of those who selected "Less often" for shopping for groceries online and had received at least one dose of a COVID-19 vaccine, n=47*

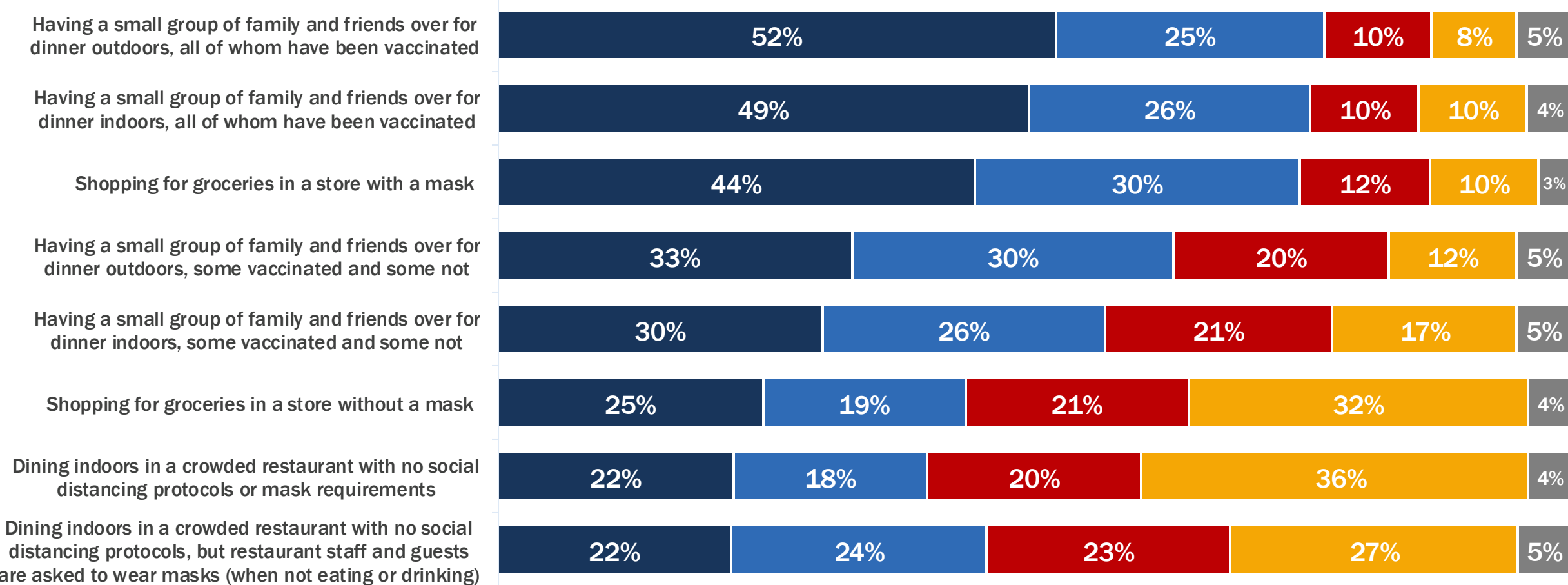
For vaccinated adults who've been in-person grocery shopping more frequently, being vaccinated is a key driver of this change



Is being vaccinated a reason why you've been shopping for groceries in person more often since the beginning of this year?

**asked of those who selected "More often" for grocery shopping in person and had received at least one dose of a COVID-19 vaccine, n=96*

One in 2 adults remain uncomfortable with grocery shopping without a mask, dining indoors without social distancing protocols



■ Very comfortable
 ■ Somewhat comfortable
 ■ Somewhat uncomfortable
 ■ Very uncomfortable
 ■ Not sure

Right now, how comfortable would you be with the following situations? n=1000



Appendix

Please describe your COVID-19 vaccination status. n=1000

	Fully vaccinated	Partially vaccinated	Not vaccinated, but plan to get one in the near future	Not vaccinated and do not plan to get one in the near future
Total	51%	9%	14%	23%
Men	59% ▲	11%	13%	15% ▼
Women	45% ▼	8%	15%	29% ▲
Less than \$40K	43% ▼	8%	17%	29% ▲
\$40K-\$79K	55%	8%	12%	25%
\$80K+	59% ▲	13%	14%	13% ▼
White	53%	8%	14%	23%
African American	39% ▼	13%	18%	26%
Hispanic/Latinx	55%	7%	15%	21%
Under 45	37% ▼	15% ▲	20% ▲	24%
45-64	59% ▲	5% ▼	11%	23%
65+	76% ▲	2% ▼	4% ▼	16% ▼
Non-college	45% ▼	6% ▼	16%	30% ▲
College	59% ▲	12% ▲	13%	14% ▼

Over the past month, what about food shopping has concerned you the most? Select your top two. n=1000

	The health of other shoppers while food shopping	The safety of the foods that are available	The health of grocery store employees while food shopping	My ability to provide enough food for my family	Running out of staple, non-food household items (e.g., toilet paper, hand sanitizer)	Other	I am not concerned about food shopping	Not sure
Total	26%	22%	20%	19%	17%	3%	34%	4%
Men	27%	23%	22%	16%	14%	4%	37%	2%
Women	25%	20%	19%	22%	19%	2%	31%	5% ▲
Less than \$40K	25%	20%	19%	22%	19%	4%	32%	4%
\$40K-\$79K	25%	18%	18%	17%	16%	3%	42% ▲	2%
\$80K+	27%	28% ▲	25%	19%	16%	2%	31%	2%
White	28%	19% ▼	21%	17%	13% ▼	3%	38% ▲	3%
African American	20%	32% ▲	20%	21%	25% ▲	2%	24%	6%
Hispanic/Latinx	22%	24%	19%	27%	29% ▲	3%	22% ▼	4%
Under 45	25%	28% ▲	21%	27% ▲	21% ▲	2%	22% ▼	5%
45-64	28%	15% ▼	20%	15%	12% ▼	5%	42% ▲	1% ▼
65+	24%	16%	19%	5%	14%	3%	48% ▲	5%
Non-college	25%	19%	18%	20%	17%	4%	34%	5% ▲
College	27%	25%	24%	18%	16%	2%	34%	2% ▼

Over the past month, what about food shopping has concerned you the most? Select your top two. n=1000

	The health of other shoppers	Safety of foods available	Health of grocery store employees	My ability to provide enough food for my family	Running out of stable, non-food household items	Other	I am not concerned about food shopping	Not sure
Total	26%	22%	20%	19%	17%	3%	34%	4%
Fully vaccinated	31% ▲	18%	24% ▲	13% ▼	14%	3%	36%	3%
Partially vaccinated	24%	30%	20%	35% ▲	14%	2%	20% ▼	6%
Not vaccinated, but plan to get one in the near future	25%	38% ▲	22%	32% ▲	22%	1%	19% ▼	1%
Not vaccinated and do not plan to get one in the near future	16% ▼	15% ▼	11% ▼	19%	20%	5%	45% ▲	3%

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. n=1000

	Wearing a mask while shopping	Washing hands after a trip to the grocery store	Shopping during less busy times of the day	Using wipes/hand sanitizer at the front of the store	Going to the store less frequently	Trying to minimize touching surfaces store	Using credit/debit cards and virtual payment	Rinsing fresh produce after purchasing it	Using self-checkout machines
Total	53%	48%	34%	33%	33%	31%	31%	29%	25%
Men	51%	43% ▼	31%	30%	31%	27%	30%	25%	22%
Women	56%	53% ▲	37%	36%	35%	35%	32%	33%	28%
Less than \$40K	56%	51%	35%	30%	33%	33%	32%	29%	28%
\$40K-\$79K	48%	41%	36%	34%	31%	27%	27%	25%	21%
\$80K+	52%	49%	31%	36%	34%	32%	30%	30%	23%
White	52%	45% ▼	34%	32%	33%	30%	29%	27%	25%
African American	50%	50%	33%	34%	32%	32%	30%	31%	24%
Hispanic/Latinx	67% ▲	62% ▲	33%	36%	33%	34%	39%	35%	29%
Under 45	53%	49%	32%	34%	32%	31%	32%	30%	30% ▲
45-64	52%	46%	36%	30%	34%	33%	27%	27%	23%
65+	56%	52%	35%	37%	32%	29%	34%	32%	13% ▼
Non-college	53%	48%	34%	31%	31%	33%	31%	29%	27%
College	54%	48%	34%	36%	35%	29%	30%	30%	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. n=1000

	Using cleaners to wipe down food packages	Online grocery shopping	Buying more packaged foods	Removing external packaging before putting items away	Buying more self-serve items in plastic-wrapped packaging	Buying less fresh, unpackaged food	Unpacking groceries outside your residence	I have not made any changes	Other	I do not shop for groceries
Total	23%	20%	16%	13%	12%	7%	6%	14%	2%	3%
Men	22%	19%	15%	14%	13%	6%	6%	17% ▲	2%	4%
Women	24%	21%	17%	13%	11%	8%	6%	11% ▼	2%	3%
Less than \$40K	20%	21%	14%	9% ▼	9%	8%	5%	14%	2%	3%
\$40K-\$79K	20%	15%	15%	13%	8%	9%	3%	14%	2%	4%
\$80K+	29% ▲	24%	18%	19% ▲	21% ▲	6%	11%	14%	0%	1%
White	20% ▼	19%	13% ▼	13%	11%	7%	6%	17% ▲	1%	4%
African American	32% ▲	27%	26% ▲	17%	15%	9%	6%	7%	3%	3%
Hispanic/Latinx	26%	14%	17%	12%	16%	10%	7%	6%	2%	2%
Under 45	26%	23%	18%	17% ▲	19% ▲	9%	10%	7% ▼	3%	2%
45-64	20%	17%	14%	11%	7% ▼	6%	3%	20% ▲	2%	3%
65+	20%	17%	13%	9%	7%	6%	1%	20%	0% ▼	6% ▲
Non-college	20%	16% ▼	14%	10% ▼	10% ▼	7%	4%	15%	2%	4%
College	25%	25% ▲	18%	18% ▲	16% ▲	8%	8%	13%	1%	2%

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. n=1000

	Wearing a mask while shopping	Washing hands after a trip to the grocery store	Shopping during less busy times of the day	Using wipes/hand sanitizer at the front of the store	Going to the store less frequently	Trying to minimize touching surfaces store	Using credit/debit cards and virtual payment	Rinsing fresh produce after purchasing it	Using self-checkout machines
Total	53%	48%	34%	33%	33%	31%	31%	29%	25%
Fully vaccinated	58% ↑	51%	39% ▲	39% ↑	35%	36% ▲	33%	32%	24%
Partially vaccinated	46%	43%	29%	33%	26%	22%	29%	29%	20%
Not vaccinated, but plan to get one in the near future	63% ↑	59% ↑	39%	35%	42% ↑	42% ▲	36%	35%	35% ↑
Not vaccinated and do not plan to get one in the near future	37% ↓	36% ↓	19% ↓	18% ↓	24% ↓	18% ↓	22% ↓	19% ↓	21%

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. n=1000

	Using cleaners to wipe down food packages	Online grocery shopping	Buying more packaged foods	Removing external packaging before putting items away	Buying more self-serve items in plastic-wrapped packaging	Buying less fresh, unpackaged food	Unpacking groceries outside your residence	I have not made any changes	Other	I do not shop for groceries
Total	23%	20%	16%	13%	12%	7%	6%	14%	2%	3%
Fully vaccinated	24%	21%	15%	13%	10%	6%	5%	13%	1%	3%
Partially vaccinated	32%	26%	22%	19%	17%	7%	16% ↑	8%	4%	2%
Not vaccinated, but plan to get one in the near future	26%	24%	19%	18%	25% ▲	12%	10%	5% ↓	0%	2%
Not vaccinated and do not plan to get one in the near future	14% ↓	12% ↓	10% ↓	10%	9%	8%	2% ↓	25% ↑	3%	5%

Thinking about your grocery shopping habits, describe how the frequency of each of the following has changed, if at all, since the beginning of this year (January 2021). % More often. n=1000

	Shopping for groceries online	Purchasing shelf-stable foods	Purchasing packaged snacks	Purchasing frozen foods	Purchasing fresh produce	Grocery shopping in person
Total	26%	26%	23%	23%	23%	16%
Men	25%	26%	23%	21%	22%	16%
Women	26%	27%	23%	24%	24%	16%
Less than \$40K	24%	27%	22%	23%	19%	15%
\$40K-\$79K	20%	22%	17%	21%	25%	12%
\$80K+	34% ↑	30%	30% ↑	26%	27%	20%
White	25%	24%	20% ↓	21%	20% ↓	13% ↓
African American	35%	30%	31%	29%	33% ↑	21%
Hispanic/ Latinx	21%	34%	31%	29%	29%	26% ↑
Under 45	35% ↑	33% ↑	32% ↑	30% ↑	30% ↑	20% ↑
45-64	16% ↓	21%	17% ↓	18% ↓	18%	12%
65+	18% ↓	18% ↓	11% ↓	14% ↓	14% ↓	12%
Non-college	22% ↓	24%	21%	22%	21%	16%
College	31% ↑	29%	26%	24%	25%	16%

Thinking about your grocery shopping habits, describe how the frequency of each of the following has changed, if at all, since the beginning of this year (January 2021). % More often. n=1000

	Shopping for groceries online	Purchasing shelf-stable foods	Purchasing packaged snacks	Purchasing frozen foods	Purchasing fresh produce	Grocery shopping in person
Total	26%	26%	23%	23%	23%	16%
Fully vaccinated	26%	27%	20%	22%	22%	16%
Partially vaccinated	40% ↑	25%	37% ↑	32%	27%	15%
Not vaccinated, but plan to get one in the near future	32%	38% ↑	30%	32% ↑	30%	17%
Not vaccinated and do not plan to get one in the near future	15% ↓	18% ↓	21%	17% ↓	19%	15%

[If A or B to Q1 AND “less often” to 4a] Is being vaccinated a reason why you’ve been shopping for groceries online less often since the beginning of this year? n=47

	Yes, a significant reason	Yes, somewhat	No
Total	49%	34%	17%
Men	53%	28%	19%
Women	44%	41%	15%
Less than \$40K	43%	49%	8%
\$40K-\$79K	41%	32%	27%
\$80K+	62%	20%	19%
White	59%	23%	18%
African American	0%	82%	18%
Hispanic/ Latinx	48%	36%	17%
Under 45	56%	37%	7%
45-64	39%	33%	28%
65+	43%	16%	41%
Non-college	45%	26%	29%
College	51%	37%	12%

[If A or B to Q1 AND “more often” to 4b] Is being vaccinated a reason why you’ve been shopping for groceries in person more often since the beginning of this year? n=96

	Yes, a significant reason	Yes, somewhat	No
Total	58%	25%	17%
Men	59%	26%	16%
Women	56%	25%	18%
Less than \$40K	41%	31%	28%
\$40K-\$79K	64%	11%	25%
\$80K+	67%	28%	5%
White	60%	29%	11%
African American	54%	19%	27%
Hispanic/ Latinx	54%	18%	28%
Under 45	65%	28%	7%
45-64	50%	18%	32%
65+	48%	29%	23%
Non-college	47%	24%	28%
College	66%	26%	8%

Right now, how comfortable would you be with the following situations? % *Very comfortable*. n=1000

	Having a small group of family and friends over for dinner outdoors, all of whom have been vaccinated	Having a small group of family and friends over for dinner indoors, all of whom have been vaccinated	Shopping for groceries in a store with a mask	Having a small group of family and friends over for dinner outdoors, some vaccinated and some not
Total	52%	49%	44%	33%
Men	56%	56% ↑	46%	38% ↑
Women	48%	44% ↓	43%	29% ↓
Less than \$40K	50%	47%	43%	31%
\$40K-\$79K	55%	49%	42%	34%
\$80K+	53%	53%	49%	35%
White	56% ↑	52%	43%	39% ↑
African American	41%	43%	44%	22%
Hispanic/Latinx	47%	43%	50%	20% ↓
Under 45	48%	47%	43%	30%
45-64	55%	52%	45%	38%
65+	58%	52%	47%	33%
Non-college	51%	49%	43%	34%
College	53%	50%	46%	32%

Right now, how comfortable would you be with the following situations? % *Very comfortable*

	Having a small group of family and friends over for dinner indoors, some vaccinated and some not	Shopping for groceries in a store without a mask	Dining indoors in a crowded restaurant with no social distancing protocols or mask requirements	Dining indoors in a crowded restaurant with no social distancing protocols, but restaurant staff and guests are asked to wear masks
Total	30%	25%	22%	22%
Men	36% ↑	30% ↑	26%	27% ↑
Women	26% ↓	21%	18%	17% ↓
Less than \$40K	29%	22%	19%	22%
\$40K-\$79K	31%	28%	22%	21%
\$80K+	33%	28%	27%	26%
White	35% ↑	30% ↑	26% ↑	25% ↑
African American	21%	16%	12%	14%
Hispanic/Latinx	23%	13% ↓	10% ↓	19%
Under 45	30%	21%	20%	21%
45-64	33%	30%	24%	23%
65+	26%	26%	20%	22%
Non-college	30%	25%	21%	21%
College	30%	25%	23%	23%

Right now, how comfortable would you be with the following situations? % *Very comfortable*

	Having a small group of family and friends over for dinner outdoors, all of whom have been vaccinated	Having a small group of family and friends over for dinner indoors, all of whom have been vaccinated	Shopping for groceries in a store with a mask	Having a small group of family and friends over for dinner outdoors, some vaccinated and some not
Total	52%	49%	44%	33%
Fully vaccinated	57% ↑	52%	50% ↑	31%
Partially vaccinated	43%	40%	40%	19% ↓
Not vaccinated, but plan to get one in the near future	42%	45%	45%	25%
Not vaccinated and do not plan to get one in the near future	51%	51%	33% ↓	49% ↑

Right now, how comfortable would you be with the following situations? % *Very comfortable*

	Having a small group of family and friends over for dinner indoors, some vaccinated and some not	Shopping for groceries in a store without a mask	Dining indoors in a crowded restaurant with no social distancing protocols or mask requirements	Dining indoors in a crowded restaurant with no social distancing protocols, but restaurant staff and guests are asked to wear masks
Total	30%	25%	22%	22%
Fully vaccinated	27%	23%	18%	21%
Partially vaccinated	24%	11% ↓	13%	12%
Not vaccinated, but plan to get one in the near future	21% ↓	16%	11% ↓	18%
Not vaccinated and do not plan to get one in the near future	49% ↑	41% ↑	39% ↑	33% ↑



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