



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

December 2020 Omnibus Results – Food Insecurity

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. December results are based on interviews conducted from December 10-21, 2020. This document focuses on the section of the omnibus survey related to food insecurity.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample. Interviews were conducted in English and in Spanish, and were administered both online and by phone. In total NORC collected 2,982 interviews, 2,830 by web mode and 152 by phone mode. Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of the US adult population.

The margin of error for results based on the total sample is +/-2.39 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins, and only those subgroups for which there are at least 100 unweighted cases are included.

TOPLINE RESULTS

The food insecurity questions presented below were shown to respondents in this order unless otherwise noted. Where appropriate, question verbiage, response answer choices, or direction of scales were randomized or rotated and those instances are noted below.

Note that the December omnibus contained four blocks of questions (items on COVID, consumer experiences, food insecurity, and budgeting) and respondents saw the COVID and consumer experience blocks first, in that order, followed by food insecurity and budgeting in a random order.

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INFO1. [INTRO TEXT SHOWN TO RESPONDENTS.]

Many people face challenges when shopping for groceries, physical, financial, among others. The next few questions are about these challenges.

FOODINSEC1. [SELECT ALL THAT APPLY. RANDOMIZE ITEMS, WITH 'SOMETHING ELSE,' 'HAVEN'T EXPERIENCED' AND 'NOT APPLICABLE' SHOWN LAST IN THAT ORDER.]

Other than concerns you might have about the spread of COVID-19, which, if any, of these statements describes experiences you've had when shopping for groceries for your household in the <u>past month</u> ?	
Respondents selected ALL that apply.	
	Total
	%
I've had a hard time <u>paying</u> for groceries	14
I've experienced <u>health or other physical problems</u> that make it difficult for me to get to and/or around in a store	10
I've found it challenging to get groceries because stores are located <u>too far away</u>	5
I've experienced something else that has made shopping for groceries difficult	11
I haven't experienced challenges when shopping for groceries in the past month	62
Not applicable, because I have not shopped for groceries in the past month	5
Base: All respondents	2,982

FOODINSEC2. [RANDOMIZE ITEMS.]

Listed below are three types of places to shop for groceries. For each type, please think about the location that is closest to your home, whether or not you typically shop there.

Using your most likely mode of transportation to get to each one (such as driving, public transportation, walking, and so forth), about how long would it take you to get there from your home?

	Total
	%
Large grocery store, supermarket, or supercenter	
Five minutes or less	33
6 to 15 minutes	42
16 to 30 minutes	16
31 minutes to an hour	5
More than an hour	2
Unsure	2
Base: All respondents	2,967
Small, independent local grocery shop, bodega, or other local market	
Five minutes or less	36
6 to 15 minutes	37
16 to 30 minutes	12
31 minutes to an hour	6
More than an hour	1
Unsure	8
Base: All respondents	2,963
Warehouse club (such as Costco, BJ's, or Sam's Club)	
Five minutes or less	7
6 to 15 minutes	28
16 to 30 minutes	33
31 minutes to an hour	17
More than an hour	10
Unsure	6
Base: All respondents	2,958

FOODINSEC3.

Since the <u>COVID-19 outbreak</u> , have you received food for your household free of charge through a food pantry, food bank, community or charity food distribution?	
	Total
	%
Yes, in the past month	11
Yes, since the outbreak but not in the past month	11
No, not at all since the outbreak	78
Base: All respondents	2,971

FOODINSEC4.

Did you <u>ever</u> receive food through a food pantry, food bank, community or charity food distribution <u>before</u> the COVID-19 outbreak?	
	Total
	%
Yes	18
No	82
Base: All respondents	2,971

CONTACT:

Kristen Purcell
Chief Research Officer
Kristen.Purcell@consumer.org



@kristenpurcell