



## **Supermarkets:**

A Nationally Representative Multi-Mode Survey

### **September 2020 Results**

#### ***Overview of Methodology***

Consumer Reports fielded this Supermarkets Survey to understand grocery shoppers' experience of grocery shopping before and after the COVID-19 outbreak. These results are based on interviews conducted from August 24 – September 8, 2020.

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 2,064 interviews, 1,931 by web mode and 133 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 +/-4.53 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**

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The 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.

**Prepared by CR Survey Research Department, October 2020**

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**GROC1.** [SELECT ALL THAT APPLY. DISPLAYED IN A GRID FORMAT WITH COLUMNS FOR 'BEFORE COVID' AND 'SINCE COVID'. RANDOMIZE ITEMS, WITH 'IN-STORE PICK-UP' AND 'CURBSIDE PICK-UP' KEPT TOGETHER. 'HAVE NOT SHOPPED FOR GROCERIES' SHOWN LAST.]

<p>We are interested in how you did grocery shopping before the COVID-19 pandemic, and how you are doing it now.</p> <p>Which, if any, of the following methods have you used to shop for groceries?</p>	
Respondents selected ALL that apply.	
	Total
	%
<b>Before COVID-19 outbreak</b>	
In-store shopping	93
<b>NET: Delivery or pick-up</b>	<b>27</b>
Home delivery	9
In-store pick-up	17
Curbside pick-up	9
I have not shopped for groceries	1
<b>Since COVID-19 outbreak</b>	
In-store shopping	82
<b>NET: Delivery or pick-up</b>	<b>49</b>
Home delivery	24
In-store pick-up	20
Curbside pick-up	28
I have not shopped for groceries	2
Base: All respondents	2,076

[TO BE ELIGIBLE FOR THE SURVEY, RESPONDENTS HAD TO HAVE SHOPPED FOR GROCERIES BEFORE OR SINCE THE COVID-19 OUTBREAK. BASED ON THEIR RESPONSES TO GROC1, 99.4% OF RESPONDENTS WERE ELIGIBLE, AND THE REMAINING 0.6% TERMINATED THE SURVEY.]

**GROC2A.** [PRESENTED ONLY TO RESPONDENTS WHO SHOPPED FOR GROCERIES BEFORE COVID AND SELECTED MORE THAN ONE ITEM IN GROC1/BEFORE COVID. ONLY THEIR SELECTED SHOPPING TYPES WERE INCLUDED ON THE LIST. FOR RESPONDENTS WHO SELECTED EXACTLY ONE ITEM IN GROC1/BEFORE COVID, THIS SHOPPING TYPE WAS AUTOPUNCHED FOR GROC2A.]

<p>Below are the grocery shopping methods you said you used before the COVID-19 pandemic.</p> <p>Which of these is the <u>one</u> that you used the <u>most often before the outbreak began</u> ?</p>	
	<b>Total</b>
	%
In-store shopping	90
Home delivery	2
In-store pick-up	6
Curbside pick-up	3
Base: Pre-COVID grocery shoppers	2,061

**GROC2B.** [PRESENTED ONLY TO RESPONDENTS WHO SHOPPED FOR GROCERIES SINCE COVID AND SELECTED MORE THAN ONE ITEM IN GROC1/SINCE COVID. ONLY THEIR SELECTED SHOPPING TYPES WERE INCLUDED ON THE LIST. FOR RESPONDENTS WHO SELECTED EXACTLY ONE ITEM IN GROC1/SINCE COVID, THIS SHOPPING TYPE WAS AUTOPUNCHED FOR GROC2B.]

<p>Below are the grocery shopping methods you said you used during the COVID-19 pandemic.</p> <p>Which of these is the <u>one</u> that you used the <u>most often since the outbreak began</u> ?</p>	
	<b>Total</b>
	%
In-store shopping	71
Home delivery	9
In-store pick-up	7
Curbside pick-up	13
Base: During-COVID grocery shoppers	2,047

**GROC3.** [DISPLAYED IN A GRID FORMAT WITH A COLUMN FOR 'BEFORE COVID' PRESENTED ONLY TO THOSE RESPONDENTS WHO SHOPPED FOR GROCERIES BEFORE COVID, AND A COLUMN FOR 'SINCE COVID' PRESENTED ONLY TO RESPONDENTS WHO SHOPPED FOR GROCERIES SINCE COVID (BASED ON GROC1). SELECT ALL THAT APPLY. RANDOMIZE ITEMS, WITH 'LARGE GROCERY' AND 'SMALL GROCERY' KEPT TOGETHER AND 'ONLINE GROCERY SERVICE' AND 'ONLINE RETAILER' KEPT TOGETHER. 'OTHER' SHOWN LAST AND CAPTURE WRITE-IN RESPONSE.]

<p><b>From which, if any, of the following types of stores have you shopped for groceries?</b></p> <p><i>If you pick-up or have groceries delivered directly from a store without using a third-party service, please select the store type, such as "large grocery store" or "warehouse club."</i></p>	
<b>Respondents selected ALL that apply.</b>	
	<b>Total</b>
	%
<b>Before COVID-19 outbreak</b>	
Large grocery store, supermarket, or supercenter	89
Warehouse club (such as Costco, BJ's, or Sam's Club)	46
Small, independent local grocery store	40
Drug store or pharmacy	38
Convenience store	33
Farmers market or farm stand	31
Mart attached to a gas station	19
Online retailer	15
Wholesale food distributor or supplier	12
Online grocery service (third-parties such as Instacart, FreshDirect, or AmazonFresh)	9
Other	2
Base: Pre-COVID grocery shoppers	2,061
<b>Since COVID-19 outbreak</b>	
Large grocery store, supermarket, or supercenter	82
Warehouse club (such as Costco, BJ's, or Sam's Club)	40
Small, independent local grocery store	34
Drug store or pharmacy	29
Convenience store	25
Farmers market or farm stand	19
Online retailer	19
Online grocery service (third-parties such as Instacart, FreshDirect, or AmazonFresh)	17
Mart attached to a gas station	13
Wholesale food distributor or supplier	9
Other	2
Base: During-COVID grocery shoppers	2,047

**GROC4A.** [PRESENTED ONLY TO RESPONDENTS WHO SHOPPED FOR GROCERIES BEFORE COVID AND SELECTED MORE THAN ONE ITEM IN GROC3/BEFORE COVID. ONLY THEIR SELECTED STORE TYPES WERE INCLUDED ON THE LIST. WRITE-IN RESPONSE FOR 'OTHER' PIPED IN TO THE LIST WHERE APPLICABLE. FOR RESPONDENTS WHO SELECTED EXACTLY ONE ITEM IN GROC3/BEFORE COVID, THIS STORE TYPE WAS AUTOPUNCHED FOR GROC4A.]

Below are the types of stores you said you shopped from for groceries before the COVID-19 pandemic.	
Which of these is the <u>one</u> that you shopped from the <u>most often before the outbreak began</u> ?	
	Total
	%
Large grocery store, supermarket, or supercenter	78
Warehouse club (such as Costco, BJ's, or Sam's Club)	8
Small, independent local grocery store	6
Wholesale food distributor or supplier	2
Convenience store	1
Online grocery service (third-parties such as Instacart, FreshDirect, or AmazonFresh)	1
Online retailer	1
Farmers market or farm stand	1
Drug store or pharmacy	1
Mart attached to a gas station	1
Other	1
Base: Pre-COVID grocery shoppers	2,053

**GROC4B.** [PRESENTED ONLY TO RESPONDENTS WHO SHOPPED FOR GROCERIES SINCE COVID AND SELECTED MORE THAN ONE ITEM IN GROC3/SINCE COVID. ONLY THEIR SELECTED STORE TYPES WERE INCLUDED ON THE LIST. WRITE-IN RESPONSE FOR 'OTHER' PIPED IN TO THE LIST WHERE APPLICABLE. FOR RESPONDENTS WHO SELECTED EXACTLY ONE ITEM IN GROC3/SINCE COVID, THIS STORE TYPE WAS AUTOPUNCHED FOR GROC4B.]

Below are the types of stores you said you shopped from for groceries during the COVID-19 pandemic.	
Which of these is the <u>one</u> that you shopped from the <u>most often since the outbreak began</u> ?	
	Total
	%
Large grocery store, supermarket, or supercenter	67
Warehouse club (such as Costco, BJ's, or Sam's Club)	9
Small, independent local grocery store	9
Online grocery service (third-parties such as Instacart, FreshDirect, or AmazonFresh)	7
Online retailer	2
Drug store or pharmacy	2
Convenience store	1
Farmers market or farm stand	1
Wholesale food distributor or supplier	1
Mart attached to a gas station	1
Other	1
Base: During-COVID grocery shoppers	2,030

GROC5. [SELECT ALL THAT APPLY. RANDOMIZE ITEMS, WITH 'FEWER TRIPS' AND 'MORE TRIPS' KEPT TOGETHER AND 'NONE OF THE ABOVE' SHOWN LAST.]

Which, if any, of the following changes have you made to how you shop for groceries during the pandemic?	
Respondents selected ALL that apply.	
	Total
	%
Taking fewer trips to the store	70
Getting in and out more quickly	55
Going shopping at a time when it's less busy	54
Making a more detailed shopping list in advance	42
Buying more items in bulk	36
Having someone else (a household member or friend/family) do grocery shopping for me	15
Taking more trips to the store	3
None of the above	10
Base: Grocery shoppers	2,064

GROC6. [SHOW IF GROC1/SINCE COVID = IN-STORE SHOPPING. RANDOMIZE ITEMS.]

How often are you, personally, doing each of the following when shopping in-store for groceries?	
	Total
	%
<b>Wearing a mask or face covering</b>	
Always	84
Most of the time	9
Some of the time	4
Hardly ever or never	2
<b>Trying to keep a six foot distance from other people</b>	
Always	50
Most of the time	37
Some of the time	9
Hardly ever or never	4
<b>Wearing gloves</b>	
Always	7
Most of the time	5
Some of the time	16
Hardly ever or never	72
<b>Sanitizing the shopping cart at the beginning of your trip</b>	
Always	47
Most of the time	22
Some of the time	14
Hardly ever or never	16
Base: Grocery shoppers who have been in-store during-COVID	1,684

**GROC7.** [SHOW IF RESPONDENT HAS SHOPPED FOR GROCERIES BOTH BEFORE AND SINCE COVID BASED ON GROC1. SELECT ALL THAT APPLY. RANDOMIZE ITEMS, WITH 'HAVEN'T MADE ANY CHANGES' SHOWN LAST.]

Due to COVID-19, which, if any, of the following changes have you made to what you do with your groceries once you get them in your home?	
Respondents selected ALL that apply.	
	Total
	%
I wash my hands after putting groceries away	70
I wash as many fresh foods, such as fruits and vegetables, as possible before storing them	42
I disinfect the counters and other areas touched by the grocery bags and groceries	40
I wipe down packaging (such as cardboard boxes or plastic wrap) before putting items away	28
I let non-perishables sit in the shopping bag for a day or two before handling	10
I haven't made any changes to what I do with my groceries once I get them in my home due to COVID-19	23
Base: Grocery shoppers who have shopped both pre and during-COVID	2,044

**GROC8.** [‘MORE’/‘LESS’ IN SCALE ROTATED. VERBIAGE IN QUESTION STEM (‘MORE’/‘LESS’) ROTATED TO MATCH SCALE. RANDOMIZE ITEMS ACROSS THREE SCREENS. RESPONSE OPTION ‘DOES NOT APPLY TO ME’ INCLUDED ON SURVEY BUT EXCLUDED FOR REPORTING.]

During the <b>past month</b> , have you done each of the following more, less, or about the same than before the outbreak?	
	Total
	%
<b>Plan menus and meals</b>	
More often	30
Less often	6
About the same	64
Base: Grocery shoppers (excludes those who selected "does not apply to me")	1,883
<b>Cook or bake from scratch</b>	
More often	34
Less often	8
About the same	58
Base: Grocery shoppers (excludes those who selected "does not apply to me")	1,839
<b>Eat prepared or packaged foods</b>	
More often	18
Less often	19
About the same	63
Base: Grocery shoppers (excludes those who selected "does not apply to me")	1,879
<b>Eat healthy</b>	
More often	27
Less often	8
About the same	65
Base: Grocery shoppers (excludes those who selected "does not apply to me")	2,011
<b>Read food nutrition labels</b>	
More often	15
Less often	8
About the same	78
Base: Grocery shoppers (excludes those who selected "does not apply to me")	1,835
<b>Prepare meals with family members</b>	
More often	30
Less often	9
About the same	61
Base: Grocery shoppers (excludes those who selected "does not apply to me")	1,782
<b>Try new recipes</b>	
More often	35
Less often	9
About the same	56
Base: Grocery shoppers (excludes those who selected "does not apply to me")	1,871
<b>Grow your own fruits and vegetables</b>	
More often	32
Less often	8
About the same	61
Base: Grocery shoppers (excludes those who selected "does not apply to me")	946
<b>Order takeout</b>	
More often	31
Less often	29
About the same	40
Base: Grocery shoppers (excludes those who selected "does not apply to me")	1,900



**GROC9A.** [SHOW IF RESPONDENT HAS SHOPPED FOR GROCERIES SINCE COVID BASED ON GROC1. RANDOMIZE ITEMS ACROSS THREE SCREENS. 'FRESH FRUITS/VEGETABLES' AND 'FROZEN FRUITS/VEGETABLES' KEPT TOGETHER, AND 'MILK' KEPT TOGETHER WITH 'PLANT-BASED MILK PRODUCTS' AND 'OTHER DAIRY PRODUCTS'. RESPONSE OPTION 'HAVE NOT TRIED TO PURCHASE THIS SINCE THE OUTBREAK' INCLUDED ON SURVEY BUT EXCLUDED FOR REPORTING.]

<p>Below is a list of <b>foods and drinks</b> that you may have shopped for since the COVID-19 outbreak. We are interested in if you have been able to find these items or if you have encountered any availability issues when shopping.</p> <p>During this outbreak, have you been able to find these items when shopping?</p>	
	<b>Total</b>
	%
<b>Poultry</b>	
Yes, I've been able to find it every time I've looked for it	55
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	30
There are times I'm able to find it, but not every time	14
No, I haven't been able to find it	1
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,924
<b>Red meats such as beef or pork</b>	
Yes, I've been able to find it every time I've looked for it	43
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	33
There are times I'm able to find it, but not every time	22
No, I haven't been able to find it	1
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,884
<b>Fresh fruits and vegetables</b>	
Yes, I've been able to find it every time I've looked for it	67
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	21
There are times I'm able to find it, but not every time	11
No, I haven't been able to find it	1
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	2,017
<b>Frozen fruits and vegetables</b>	
Yes, I've been able to find it every time I've looked for it	60
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	24
There are times I'm able to find it, but not every time	15
No, I haven't been able to find it	1
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,843
<b>Milk</b>	
Yes, I've been able to find it every time I've looked for it	68
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	21
There are times I'm able to find it, but not every time	10
No, I haven't been able to find it	1
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,895
<b>Plant-based milk products, such as soy, almond, or coconut milk</b>	
Yes, I've been able to find it every time I've looked for it	68
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	17
There are times I'm able to find it, but not every time	12
No, I haven't been able to find it	3
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,105

<b>(continued)</b>	
<b><i>Cheese, yogurt, and other dairy products other than milk</i></b>	
Yes, I've been able to find it every time I've looked for it	70
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	19
There are times I'm able to find it, but not every time	10
No, I haven't been able to find it	1
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,967
<b><i>Bread or other baked goods</i></b>	
Yes, I've been able to find it every time I've looked for it	58
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	30
There are times I'm able to find it, but not every time	12
No, I haven't been able to find it	1
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,986
<b><i>Eggs</i></b>	
Yes, I've been able to find it every time I've looked for it	62
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	27
There are times I'm able to find it, but not every time	10
No, I haven't been able to find it	1
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,977
<b><i>Non-perishable foods, such as canned soup, beans, pasta, or rice</i></b>	
Yes, I've been able to find it every time I've looked for it	46
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	33
There are times I'm able to find it, but not every time	20
No, I haven't been able to find it	1
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,998
<b><i>Bottled water</i></b>	
Yes, I've been able to find it every time I've looked for it	53
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	30
There are times I'm able to find it, but not every time	16
No, I haven't been able to find it	1
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,684
<b><i>Baking supplies such as yeast or flour</i></b>	
Yes, I've been able to find it every time I've looked for it	49
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	28
There are times I'm able to find it, but not every time	20
No, I haven't been able to find it	3
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,674

**GROC9B.** [SHOW IF RESPONDENT HAS SHOPPED FOR GROCERIES SINCE COVID BASED ON GROC1. RANDOMIZE ITEMS ACROSS TWO SCREENS. RESPONSE OPTION 'HAVE NOT TRIED TO PURCHASE THIS SINCE THE OUTBREAK' INCLUDED ON SURVEY BUT EXCLUDED FOR REPORTING.]

Below is a list of non-food items that you may have shopped for since the COVID-19 outbreak. We are interested in if you have been able to find these items or if you have encountered any availability issues when shopping.	
During this outbreak, have you been able to find these items when shopping?	
	Total
	%
<b>Over-the-counter medications, such as Tylenol</b>	
Yes, I've been able to find it every time I've looked for it	57
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	24
There are times I'm able to find it, but not every time	17
No, I haven't been able to find it	2
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,697
<b>Disinfectant spray</b>	
Yes, I've been able to find it every time I've looked for it	11
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	22
There are times I'm able to find it, but not every time	39
No, I haven't been able to find it	28
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,870
<b>Cleaning wipes</b>	
Yes, I've been able to find it every time I've looked for it	12
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	21
There are times I'm able to find it, but not every time	41
No, I haven't been able to find it	27
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,889
<b>Laundry detergent</b>	
Yes, I've been able to find it every time I've looked for it	66
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	23
There are times I'm able to find it, but not every time	11
No, I haven't been able to find it	1
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,963
<b>Hand soap</b>	
Yes, I've been able to find it every time I've looked for it	41
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	29
There are times I'm able to find it, but not every time	27
No, I haven't been able to find it	3
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,941
<b>Hand sanitizer</b>	
Yes, I've been able to find it every time I've looked for it	13
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	36
There are times I'm able to find it, but not every time	40
No, I haven't been able to find it	11
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	1,882
<b>Paper products, such as toilet paper</b>	
Yes, I've been able to find it every time I've looked for it	17
I've been able to find it every time I've looked recently, but had problems finding it earlier in the outbreak	44
There are times I'm able to find it, but not every time	36
No, I haven't been able to find it	4
Base: During-COVID grocery shoppers (excludes those who selected "have not tried to purchase this since the outbreak")	2,013

**GROC10.** [SHOW IF RESPONDENT HAS SHOPPED FOR GROCERIES SINCE COVID BASED ON GROC1. RANDOMIZE ITEMS ACROSS TWO SCREENS. SCALE DIRECTION ROTATED ('LOWER'/'HIGHER'; 'UNSURE' ALWAYS SHOWN LAST). VERBIAGE IN QUESTION STEM ('LOWER'/'HIGHER') ROTATED TO MATCH SCALE. RESPONSE OPTION 'HAVE NOT SHOPPED FOR/SEEN PRICES FOR THIS IN THE PAST MONTH' INCLUDED ON SURVEY BUT EXCLUDED FOR REPORTING.]

When grocery shopping during the <u>past month</u> , would you say, on average, the cost of each of these items has been generally lower or higher compared to their typical prices?	
	<b>Total</b>
	%
<b>Beef</b>	
Much lower	1
Slightly lower	2
About the same	22
Slightly higher	37
Much higher	31
Unsure	7
Base: During-COVID grocery shoppers (excludes those who selected "have not shopped for/seen prices for this in the past month")	1,904
<b>Pork</b>	
Much lower	1
Slightly lower	2
About the same	34
Slightly higher	38
Much higher	14
Unsure	12
Base: During-COVID grocery shoppers (excludes those who selected "have not shopped for/seen prices for this in the past month")	1,757
<b>Poultry</b>	
Much lower	1
Slightly lower	2
About the same	35
Slightly higher	42
Much higher	13
Unsure	8
Base: During-COVID grocery shoppers (excludes those who selected "have not shopped for/seen prices for this in the past month")	1,932
<b>Fish</b>	
Much lower	1
Slightly lower	3
About the same	39
Slightly higher	30
Much higher	13
Unsure	15
Base: During-COVID grocery shoppers (excludes those who selected "have not shopped for/seen prices for this in the past month")	1,639
<b>Milk</b>	
Much lower	1
Slightly lower	2
About the same	48
Slightly higher	34
Much higher	8
Unsure	8
Base: During-COVID grocery shoppers (excludes those who selected "have not shopped for/seen prices for this in the past month")	1,940

(continued)

<b>Bread or other baked goods</b>	
Much lower	1
Slightly lower	2
About the same	58
Slightly higher	26
Much higher	6
Unsure	7
Base: During-COVID grocery shoppers (excludes those who selected "have not shopped for/seen prices for this in the past month")	1,994
<b>Eggs</b>	
Much lower	1
Slightly lower	3
About the same	46
Slightly higher	35
Much higher	9
Unsure	6
Base: During-COVID grocery shoppers (excludes those who selected "have not shopped for/seen prices for this in the past month")	1,965
<b>Canned goods</b>	
Much lower	1
Slightly lower	1
About the same	55
Slightly higher	29
Much higher	6
Unsure	9
Base: During-COVID grocery shoppers (excludes those who selected "have not shopped for/seen prices for this in the past month")	1,967
<b>Fresh vegetables</b>	
Much lower	1
Slightly lower	2
About the same	42
Slightly higher	39
Much higher	10
Unsure	7
Base: During-COVID grocery shoppers (excludes those who selected "have not shopped for/seen prices for this in the past month")	2,015
<b>Fresh fruits</b>	
Much lower	1
Slightly lower	2
About the same	41
Slightly higher	39
Much higher	10
Unsure	7
Base: During-COVID grocery shoppers (excludes those who selected "have not shopped for/seen prices for this in the past month")	2,014

GROC11A. [SHOW IF GROC1/SINCE COVID = IN-STORE SHOPPING.]

Does the store where you typically shop in-person for groceries <u>since the COVID-19 outbreak</u> require customers to wear masks or face coverings?	
	Total
	%
Yes	95
No	4
Unsure	2
Base: Grocery shoppers who have been in-store during-COVID	
	1,683

GROC11. [SHOW IF GROC1/SINCE COVID = IN-STORE SHOPPING. SELECT ALL THAT APPLY. ROTATE MASK ITEMS WITH DISTANCING ITEMS. 'NONE OF THE ABOVE' SHOWN LAST.]

Which, if any, of the following have you seen <u>during the COVID-19 outbreak</u> when grocery shopping?	
Respondents selected ALL that apply.	
	Total
	%
Customers not wearing face masks, or wearing them incorrectly	75
Customers not trying to keep a six foot distance from other people	74
Employees not wearing face masks, or wearing them incorrectly	36
Employees not trying to keep a six foot distance from other people	36
None of the above	13
Base: Grocery shoppers who have been in-store during-COVID	
	1,687

**GROC12.** [SHOW IF ANY SELECTED (EXCLUDING 'NONE OF THE ABOVE') IN GROC11. ONLY RELEVANT ITEMS SHOWN ON LIST BASED ON THOSE SELECTED IN GROC11. RANDOMIZE ITEMS, WITH 'ASKED' ITEMS KEPT TOGETHER AND 'COMPLAINED' ITEMS KEPT TOGETHER. 'NOT APPLICABLE' WAS NOT DISPLAYED AS A RESPONSE, AND PARENTHETIC TEXT AFTER 'NEVER' CHOICE WAS NOT DISPLAYED (ADDED IN ORDER TO REPORT PERCENTAGES OUT OF ALL IN-STORE SINCE COVID SHOPPERS.)

<b>How many times since the COVID-19 outbreak, if ever, have you done each of the following when grocery shopping?</b>	
	<b>Total</b>
	%
<b>Asked another customer who was not wearing a mask or distancing to do so</b>	
<b>NET: Complained at all</b>	16
1 to 2 times	9
3 to 4 times	4
5 or more times	3
Never (even though I saw them not wearing masks or distancing)	69
Not applicable (I didn't see them not wearing masks or distancing)	15
<b>Asked an employee who was not wearing a mask or distancing to do so</b>	
<b>NET: Complained at all</b>	6
1 to 2 times	3
3 to 4 times	2
5 or more times	1
Never (even though I saw them not wearing masks or distancing)	41
Not applicable (I didn't see them not wearing masks or distancing)	53
<b>Complained to staff or store management about a customer who was not wearing a mask or distancing</b>	
<b>NET: Complained at all</b>	11
1 to 2 times	7
3 to 4 times	2
5 or more times	2
Never (even though I saw them not wearing masks or distancing)	74
Not applicable (I didn't see them not wearing masks or distancing)	15
<b>Complained to staff or store management about an employee who was not wearing a mask or distancing</b>	
<b>NET: Complained at all</b>	8
1 to 2 times	5
3 to 4 times	2
5 or more times	1
Never (even though I saw them not wearing masks or distancing)	39
Not applicable (I didn't see them not wearing masks or distancing)	53
<b>Left the store without completing your shopping because people were not wearing masks or distancing</b>	
<b>NET: Left ever</b>	19
1 to 2 times	12
3 to 4 times	5
5 or more times	1
Never (even though I saw them not wearing masks or distancing)	68
Not applicable (I didn't see them not wearing masks or distancing)	13
<b>Contacted an authority (such as local health department, police, or town hall) to report a store where you saw people not wearing masks or distancing</b>	
<b>NET: Complained at all</b>	5
1 to 2 times	2
3 to 4 times	1
5 or more times	2
Never (even though I saw them not wearing masks or distancing)	82
Not applicable (I didn't see them not wearing masks or distancing)	13
<b>NET all activities listed</b>	
Complained at all about any of the activities listed	30
Base: Grocery shoppers who have been in-store during COVID	1,687

**GROC13.** [SHOW IF RESPONDENT HAS SHOPPED FOR GROCERIES SINCE COVID BASED ON GROC1. QUESTION TEXT IS DISPLAYED DIFFERENTLY DEPENDING ON IF RESPONDENT SHOPPED MOST OFTEN IN-STORE OR WITH DELIVERY/PICK-UP SINCE COVID, BASED ON GROC2B, AND FOR IN-STORE SHOPPERS, THEIR MOST OFTEN STORE TYPE FROM GROC4B IS ALSO PIPED INTO THE QUESTION STEM. RANDOMIZE ITEMS ACROSS THREE SCREENS. CERTAIN ITEMS ONLY SHOWN FOR IN-STORE SHOPPERS, DELIVERY, OR PICK-UP SHOPPERS, AS NOTED BELOW. RESPONSE OPTION 'DOES NOT APPLY' INCLUDED ON SURVEY BUT EXCLUDED FOR REPORTING.]

<p><i>For those who shopped most often in-store: Please rate your satisfaction with grocery shopping during your most recent trip in-store at a [insert store type] on the following factors using the scale below.</i></p> <p><i>For those who shopped most often with delivery or pick-up: Please rate your satisfaction with grocery shopping during your most recent order using [home delivery / in-store pick-up / curbside pick-up] on the following factors using the scale below.</i></p> <p><i>We understand that your experiences may have been different earlier in the pandemic, but for these ratings we are interested in what it was like for you when shopping for groceries <u>most recently</u>.</i></p>		SHOPPING METHOD USED MOST OFTEN SINCE COVID OUTBREAK	
	Total	In-Store Shopping	Delivery or Pick-up
	%	%	%
<b>Competitiveness of prices</b>			
Completely satisfied	13	14	11
Very satisfied	25	25	24
Somewhat satisfied	40	40	39
Somewhat dissatisfied	17	16	19
Very dissatisfied	4	4	4
Completely dissatisfied	2	1	2
Base: During-COVID grocery shoppers (excludes those who selected "Does not apply")	1,883		
<b>Helpfulness/attentiveness of employees</b>			
Completely satisfied	25	26	24
Very satisfied	34	34	35
Somewhat satisfied	29	29	27
Somewhat dissatisfied	8	8	11
Very dissatisfied	2	2	2
Completely dissatisfied	1	1	1
Base: During-COVID grocery shoppers (excludes those who selected "Does not apply")	1,884		
<b>Availability of items</b>			
Completely satisfied	15	17	12
Very satisfied	25	27	21
Somewhat satisfied	36	36	38
Somewhat dissatisfied	16	15	19
Very dissatisfied	6	5	8
Completely dissatisfied	1	1	2
Base: During-COVID grocery shoppers (excludes those who selected "Does not apply")	1,919		
<b>Variety of goods</b>			
Completely satisfied	18	19	16
Very satisfied	32	33	29
Somewhat satisfied	35	34	37
Somewhat dissatisfied	12	11	12
Very dissatisfied	3	3	5
Completely dissatisfied	1	1	1
Base: During-COVID grocery shoppers (excludes those who selected "Does not apply")	1,926		



(continued)

<b>Enforcement of policies to protect customer health and safety</b>			
Completely satisfied	22	22	24
Very satisfied	32	33	29
Somewhat satisfied	29	29	29
Somewhat dissatisfied	11	12	11
Very dissatisfied	3	3	4
Completely dissatisfied	2	2	2
Base: During-COVID grocery shoppers (excludes those who selected "Does not apply")	1,894		
<b>Enforcement of policies to protect employee health and safety</b>			
Completely satisfied	22	22	23
Very satisfied	34	35	34
Somewhat satisfied	29	31	24
Somewhat dissatisfied	10	8	14
Very dissatisfied	3	3	3
Completely dissatisfied	2	2	2
Base: During-COVID grocery shoppers (excludes those who selected "Does not apply")	1,871		
<b>Adherence to government-recommended safety and social distancing measures</b>			
Completely satisfied	21	20	21
Very satisfied	34	36	32
Somewhat satisfied	29	29	28
Somewhat dissatisfied	11	10	12
Very dissatisfied	3	3	4
Completely dissatisfied	2	1	3
Base: During-COVID grocery shoppers (excludes those who selected "Does not apply")	1,984		
<b>Ease of ordering by app or online</b>			
Completely satisfied			29
Very satisfied			36
Somewhat satisfied			26
Somewhat dissatisfied			6
Very dissatisfied			3
Completely dissatisfied			1
Base: During-COVID grocery shoppers who most often use delivery or pickup (excludes those who selected "Does not apply")			544
<b>Added fees or costs for pick-up/delivery</b>			
Completely satisfied			14
Very satisfied			18
Somewhat satisfied			34
Somewhat dissatisfied			23
Very dissatisfied			7
Completely dissatisfied			4
Base: During-COVID grocery shoppers who most often use delivery or pickup (excludes those who selected "Does not apply")			472

(continued)

**Convenience of pick-up (e.g., hours available, wait time at the curb)**

Completely satisfied			30
Very satisfied			32
Somewhat satisfied			26
Somewhat dissatisfied			9
Very dissatisfied			3
Completely dissatisfied			0
Base: During-COVID grocery shoppers who most often use pickup (excludes those who selected "Does not apply")			368

**Convenience of scheduling delivery (e.g., availability of timeslots, hours and timeliness of delivery)**

Completely satisfied			18
Very satisfied			37
Somewhat satisfied			26
Somewhat dissatisfied			15
Very dissatisfied			1
Completely dissatisfied			2
Base: During-COVID grocery shoppers who most often use delivery (excludes those who selected "Does not apply")			182

**Effectiveness of physical changes (such as plastic barriers or arrows) made in store to encourage social distancing**

Completely satisfied		25	
Very satisfied		35	
Somewhat satisfied		28	
Somewhat dissatisfied		7	
Very dissatisfied		3	
Completely dissatisfied		2	
Base: During-COVID grocery shoppers who most often shop in-store (excludes those who selected "Does not apply")		1,317	

**Cleanliness of store**

Completely satisfied		27	
Very satisfied		43	
Somewhat satisfied		23	
Somewhat dissatisfied		5	
Very dissatisfied		1	
Completely dissatisfied		0	
Base: During-COVID grocery shoppers who most often shop in-store (excludes those who selected "Does not apply")		1,338	

**Convenience of store hours**

Completely satisfied		28	
Very satisfied		35	
Somewhat satisfied		20	
Somewhat dissatisfied		9	
Very dissatisfied		5	
Completely dissatisfied		2	
Base: During-COVID grocery shoppers who most often shop in-store (excludes those who selected "Does not apply")		1,340	

**Speed at checkout**

Completely satisfied		24	
Very satisfied		31	
Somewhat satisfied		29	
Somewhat dissatisfied		10	
Very dissatisfied		4	
Completely dissatisfied		2	
Base: During-COVID grocery shoppers who most often shop in-store (excludes those who selected "Does not apply")		1,343	

**GROC14.** [SHOW IF RESPONDENT HAS SHOPPED FOR GROCERIES SINCE COVID BASED ON GROC1. QUESTION TEXT IS DISPLAYED DIFFERENTLY DEPENDING ON IF RESPONDENT SHOPPED MOST OFTEN IN-STORE OR WITH DELIVERY/PICK-UP SINCE COVID, BASED ON GROC2B, AND FOR IN-STORE SHOPPERS, THEIR MOST OFTEN STORE TYPE FROM GROC4B IS ALSO PIPED INTO THE QUESTION STEM.]

<p><i>For those who shopped most often in-store: Overall, how satisfied were you with your grocery shopping experience at a [insert store type] during your most recent trip?</i></p> <p><i>For those who shopped most often with delivery or pick-up: Overall, how satisfied were you with your grocery shopping experience using [home delivery / in-store pick-up / curbside pick-up] during your most recent order?</i></p> <p><i>We understand that your experiences may have been different earlier in the pandemic, but for these ratings we are interested in what it was like for you when shopping for groceries <u>most recently</u>.</i></p>		<p><b>SHOPPING METHOD USED MOST OFTEN SINCE COVID OUTBREAK</b></p>	
	Total	In-Store Shopping	Delivery or Pick-up
	%	%	%
Completely satisfied	24	24	23
Very satisfied	40	41	38
Somewhat satisfied	30	29	32
Somewhat dissatisfied	5	5	6
Very dissatisfied	1	1	1
Completely dissatisfied	1	1	1
Base: During-COVID grocery shoppers	1,980		

GROC15. [RANDOMIZE ITEMS ACROSS TWO SCREENS.]

Overall, how safe or unsafe would you feel doing each of the following <u>today</u> ?	
	Total
	%
<b>Shopping in a grocery store</b>	
Very safe	33
Somewhat safe	49
Somewhat unsafe	14
Very unsafe	4
<b>Shopping in a warehouse club</b>	
Very safe	30
Somewhat safe	49
Somewhat unsafe	16
Very unsafe	5
<b>Shopping at an outdoor farmers market</b>	
Very safe	35
Somewhat safe	48
Somewhat unsafe	14
Very unsafe	3
<b>Shopping in a convenience store, drug store, or pharmacy</b>	
Very safe	30
Somewhat safe	49
Somewhat unsafe	17
Very unsafe	4
<b>Picking up groceries inside the store</b>	
Very safe	34
Somewhat safe	51
Somewhat unsafe	12
Very unsafe	3
<b>Picking up groceries curbside</b>	
Very safe	53
Somewhat safe	38
Somewhat unsafe	7
Very unsafe	2
<b>Getting groceries delivered</b>	
Very safe	48
Somewhat safe	42
Somewhat unsafe	9
Very unsafe	2
Base: Grocery shoppers	2,052

GROC16. [SHOW IF RESPONDENT HAS SHOPPED FOR GROCERIES BOTH BEFORE AND SINCE COVID BASED ON GROC1.]

Compared to how you felt about grocery shopping before the COVID-19 pandemic, how would you say you feel about it now?	
	Total
	%
I like it much better now	5
I like it a little better now	12
I like it the same amount	34
I like it a little less now	29
I like it a lot less now	20
Base: Grocery shoppers who have shopped both pre and during-COVID	2,040

GROC17.

In the <u>past year</u> , have you received food for your household free of charge through a food pantry, food bank, or community food distribution?	
	Total
	%
Yes, before the COVID-19 outbreak only	2
Yes, since the COVID-19 outbreak only	9
Yes, both before and since the COVID-19 outbreak	10
No, not at all in the past year	79
Base: Grocery shoppers	2,054

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