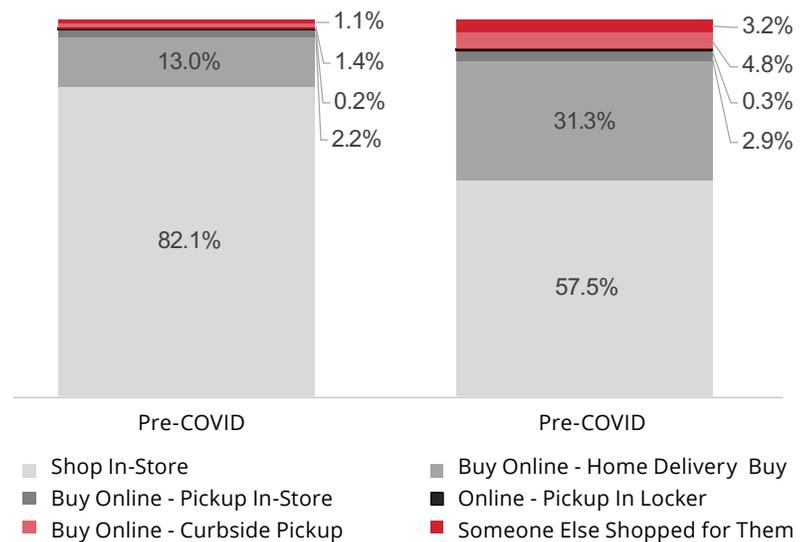


COVID-19 June 2020 Update: Grocery Shopping Habits

For people of all generations, the COVID-19 pandemic has changed virtually every facet of life. In May and early June 2020, the MIT AgeLab surveyed people in an attempt to understand their changing attitudes and behaviors related to the pandemic. Here we explore how people shifted their grocery shopping habits in the wake of COVID-19.

Which of the following has happened to you as a result of COVID-19?

In the June survey, respondents reported how they shopped for groceries before COVID-19 arrived in the United States and how they are shopping now. Prior to COVID, a significant majority – 82% – reported that they received their groceries by shopping for them physically in stores. Several months into the spread of the virus, however, consumers had shifted practices dramatically, away from shopping in-store to online purchasing and grocery delivery. 57% of consumers in the COVID era said they were shopping in person – nearly a 30% decrease – compared with a more than doubling of people – from 13% to 31% – who said they shifted to buying groceries online and having them delivered.

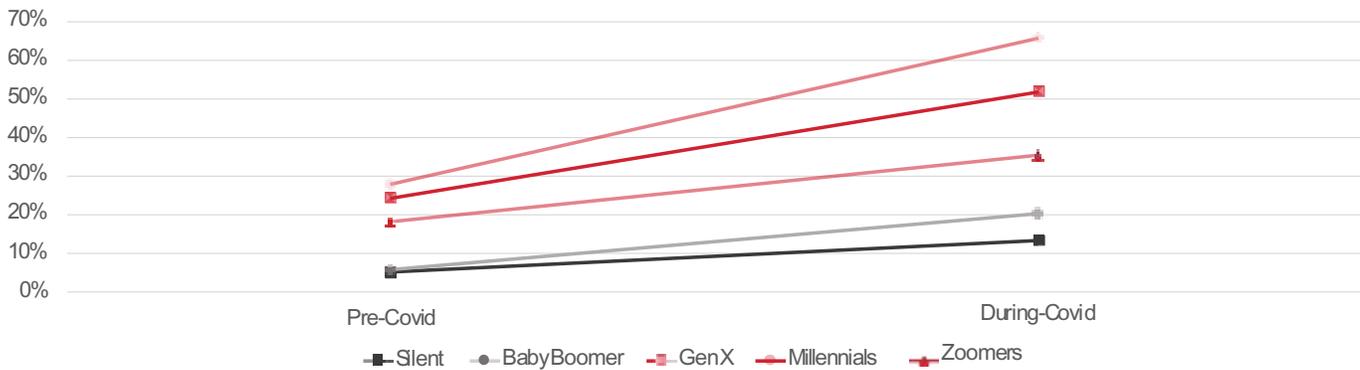


Household Income and Getting Groceries



Income is a clear differentiator for how respondents received their groceries during the pandemic. While use of e-grocery home delivery grew among people in all income brackets during COVID-19, people in higher income brackets were more likely to switch to online purchase and home delivery. Among households making over \$150,000 annually, 30% reported using home delivery for groceries pre-pandemic, but 69% said they were doing so as of June 2020. In contrast, only 13% of households making \$30,000 or less annually were using home delivery options in the COVID-19 era.

Generations and Use of Home Delivery

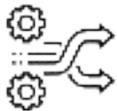


There were significant generational differences around embracing e-grocery services during the COVID-19 pandemic. Despite the potential risk posed by COVID-19 to older adults, the two older generations in the sample, Silents and Baby Boomers, were less likely to shift to online delivery – although use among Boomers jumped from 6% to 20%. More significant growth in use was evident among Gen Xers and Millennials, who were already more likely to be using these services prior to COVID-19. The increase in use among Millennials was particularly striking, growing from 28% to 66%.

Is E-Grocery with Home Delivery Here to Stay?



30% of all respondents in spring 2020 reported that they had changed the way they get their groceries from their practices prior to COVID-19.



61% of those who made a change said they will revert back to their former practices after COVID-19.



Among people who made a change in how they get their groceries during COVID, those who shifted to e-grocery were more likely to say that they intended to stick with their new practices.

These results represent a snapshot of perceptions in the time window in which data were collected: May 8-June 8, 2020. Sample collected from Qualtrics Panels. Number of cases for analysis ranges from 570 to 683 and included people who reported being employed, recently laid off or furloughed. Ages in 2020: Baby Boomers, 56-74; Gen X, 40-55; Millennials, 24-39; and Zoomers, 18-23. Less than 6% of the March sample (March 17-19, 2020) was re-interviewed in the second survey; the balance represents a new cross-sectional sample.

The MIT AgeLab continues to monitor how different generations' attitudes and perceptions shift over time.

What is known about COVID-19 changes daily. For more information about preventing the spread of COVID-19 and keeping yourself and your family safe, visit the Centers for Disease Control and Prevention website at www.cdc.gov.