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RESEARCH DATA REPORT APRIL - OCTOBER 2021

[TSCION.ORG](https://tscion.org)

November 2021

Prepared for Kroger

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Research Mission

Kroger sponsored Tscion. to assist with the Tscion Research - Wellness Food Study based on shopping trends of Colorado residents during the 2020 COVID-19 lockdowns. The research study provided up to 3 surveys and at least one grocery gift card valued at \$75 for use at Kroger affiliates King Soopers and City Market. For six months, select participants submitted survey data needed to evaluate buying patterns, shopping access and learn what grocery necessities shoppers preferred during times of crisis. The goal of this study was to identify what items were needed and identify any under-represented service needs.

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Program - Tscion Research - Wellness

Data Collection - April - August 2021

Email - research@tscion.org

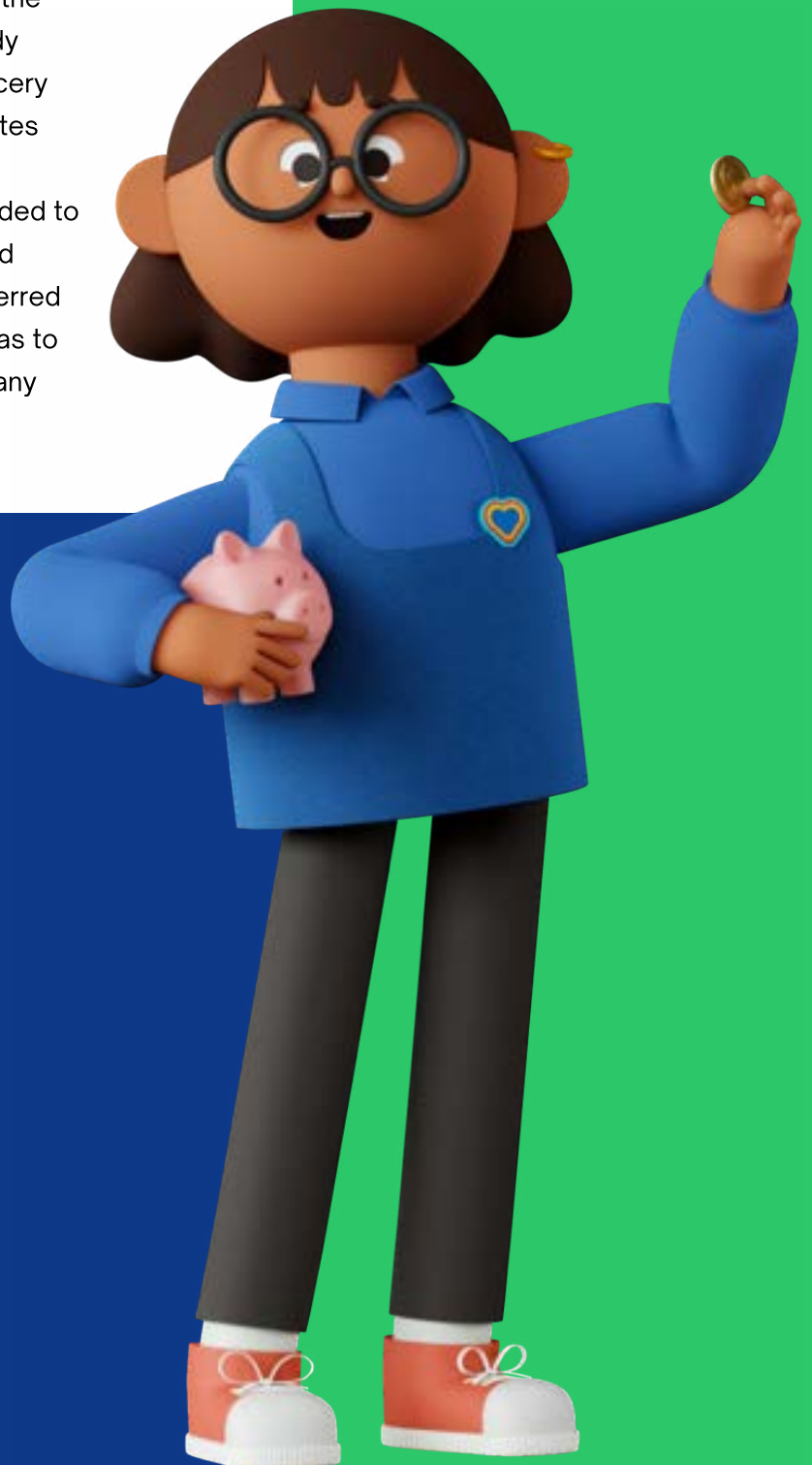
Website - tscion.org

Sponsor

Kroger Inc. (King Soopers, City Market)

Funding

Gift cards, \$75 value





The blind study did not make participants' data available to a third party.

The Surveys

Tscion provided a simplistic survey to highlight purchases, shopping patterns, and needs they noticed decreased or increased during the 2020 COVID-19 Lockdown. Tscion provided a series of 3 online surveys to research Colorado participants' Food Selection, Access to stores, and Budgeting.

The first survey provided general shopping data from the 2020 COVID-19 lockdown. The second and third surveys were blind studies based on 2021 shopping patterns. Surveys 2 and 3 required participants to submit an eight-digit code found on the back of the donated King Super/Kroger gift cards that allowed an unbiased review.



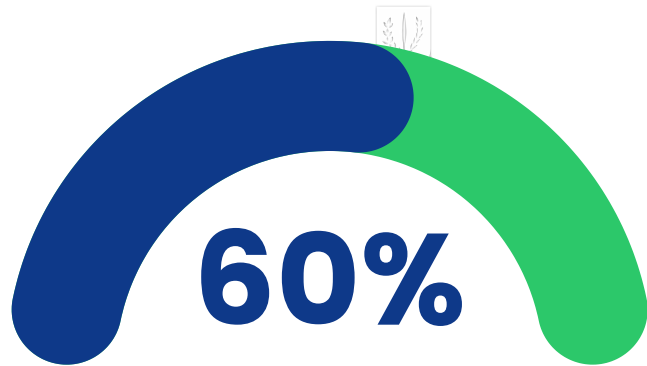
The study provided video tutorials to assist with the survey process.

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Data Results

Budget

In 2021, 60% of Individual shoppers with and without pets spent up to \$300 a month. 40% of family shoppers spent over \$350 a month, with \$500 as the most significant expense amongst the participants. 46% of participants admitted to being aware of spending during the lockdown.



Individual shoppers spent \$300 or less a month during 2021



Frozen Pizza was the top lockdown junk food choice



Access – El Paso Teller, Park, Colorado

Two out of three participants lived more than 20-30 minutes away from grocery stores. Participants noted extensive planning as an essential part of the shopping. Card use towards fuel assisted many participants who required over 30 minute travel times.



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Overview

The overall shopping patterns identified health awareness directly correlating to changes in shopping budget and healthier food selections during the 2020 stay-at-home lockdowns and 2021 shopping access. 46% of participating shoppers were more aware of the monthly shopping budget, with only 33% seeing an increase in junk food purchases, consistent with Jansen et al., 2021 findings. The survey required Colorado shoppers to recall shopping habits during the 2020 COVID-19 shutdown; 2021 Post lockdown, continued COVID-19 restrictions. Store closures, travel restrictions, and changes in food purchasing influenced individual/family eating behaviors based on Al Tarrah et al., 2021 findings. Colorado shoppers experienced similar lifestyle changes as shown in Canadian, European, and Middle Eastern countries.

The study showed 92% of Colorado participants used the gift card to assist with gas purchases during Spring/Summer 2021. Shoppers commuting 30 minutes or more, required detailed planning for grocery store trips. This was considered added stress to the constant changes to travel and store restrictions, consistent with Sadowski et al., 2020.

The online survey was available on smartphones, tablets, and desktop computers. The study only provided surveys in English, but the survey offered Spanish support for a few participants. Some participants were slow to fill out the three surveys. The online survey provided two months to allow enough time to send reminders.

References

Al Tarrah, D.; AlShami, E.; AlHamad, N.; AlBeshar, F.; Devarajan, S. The Impact of Coronavirus COVID-19 Pandemic on Food Purchasing, Eating Behavior, and Perception of Food Safety in Kuwait. *Sustainability* 2021, 13, 8987. <https://doi.org/10.3390/su13168987>

Carroll, N.; Sadowski, A.; Laila, A.; Hruska, V.; Nixon, M.; Ma, D.W.; Haines, J.; on behalf of the Guelph Family Health Study. The Impact of COVID-19 on Health Behavior, Stress, Financial and Food Security among Middle to High Income Canadian Families with Young Children. *Nutrients* 2020, 12, 2352. [CrossRef]

Jansen, E.; Thapaliya, G.; Aghababian, A.; Sadler, J.; Smith, K.; Carnell, S. Parental stress, food parenting practices and child snack intake during the COVID-19 pandemic. *Appetite* 2021, 161, 105119. [CrossRef]

Participant data showed gift cards were most helpful with assisting the monthly fueling budget.

92.2 % of Participants used a gift card at King Soopers Gas Stations

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Survey Data - Colorado participants' 2021 Spring/Summer 2020-2021 COVID-19 restrictions and limitations. The Tscion Wellness Research 2021 Food Health Study did not include an inquiry on vaccination status in this study.

tscion is a private 501c3 registered in the State of California and State of Colorado

