

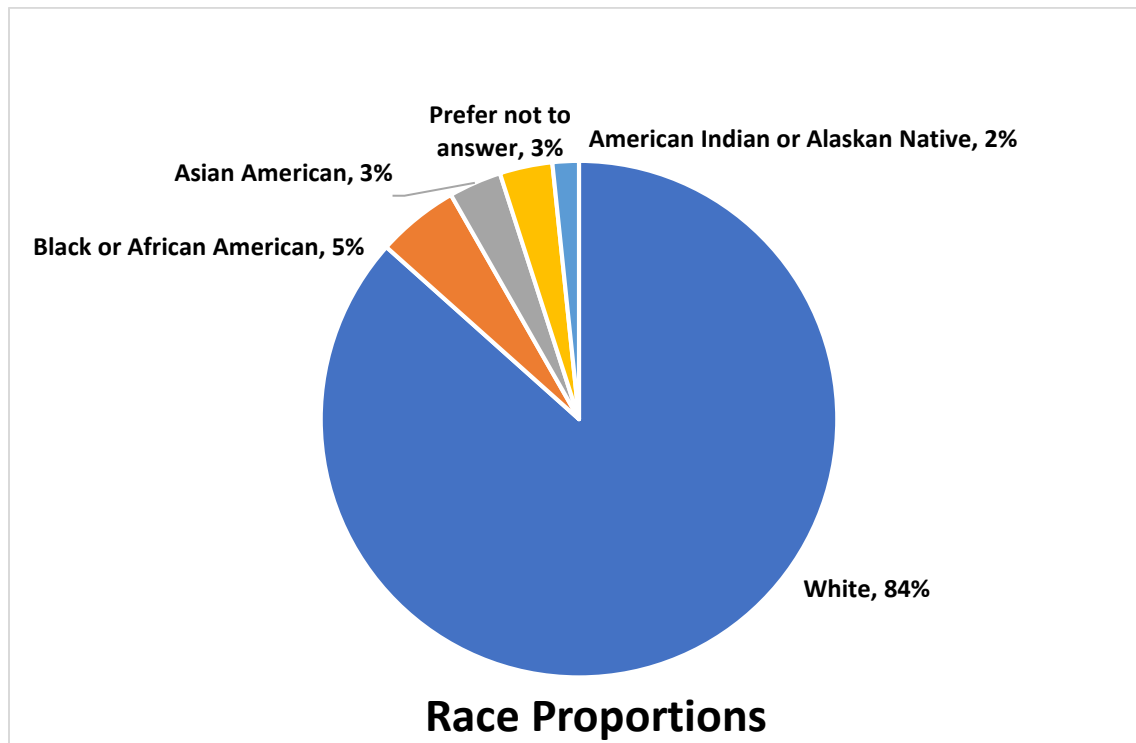
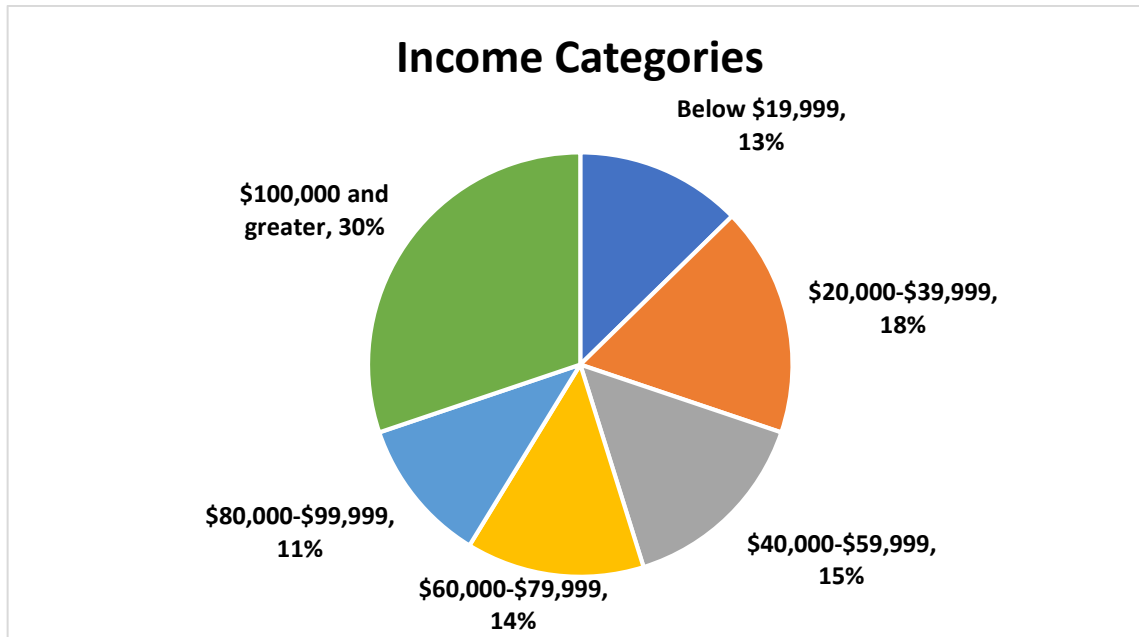
Colorado Food Insights: Survey Overview

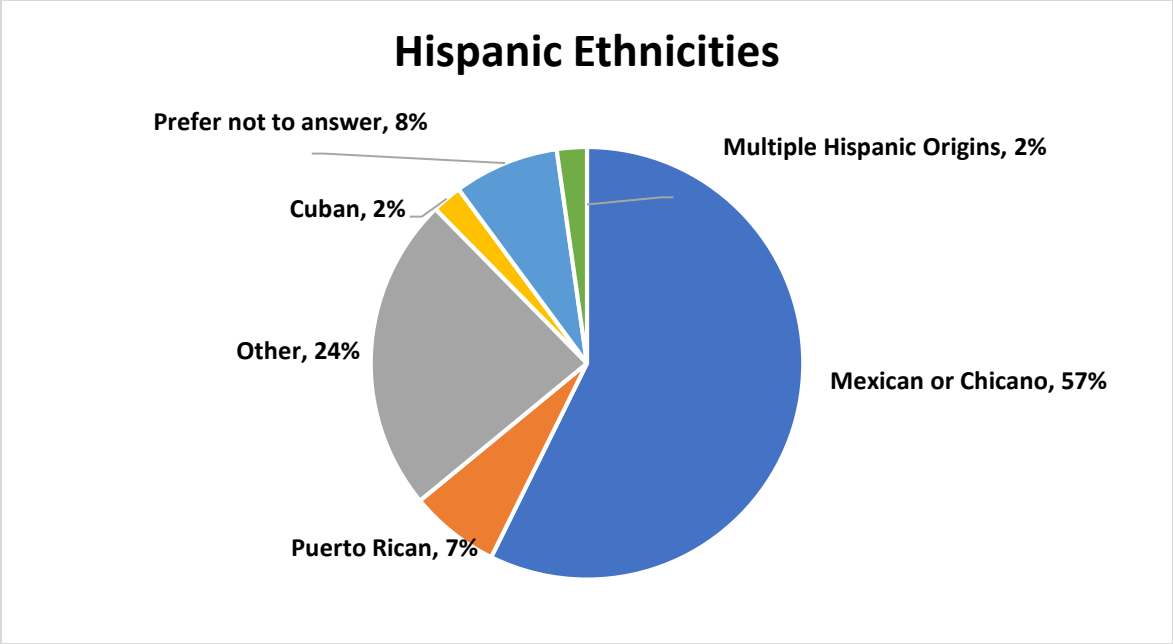
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- Efforts to reduce the spread of the COVID-19 pandemic and subsequent economic disruptions led to unprecedented changes in where, how, and what food U.S. consumers purchased and acquired. With a focus on the implications for local and regional food systems, a team of researchers conducted a national consumer survey to better understand these changes.
 - Insights from this investigation may shed light on food shopping behavior and welfare implications that may persist beyond the pandemic. Findings will help guide businesses along local and regional supply chains as well as policymakers in their efforts to adapt to pandemic-era challenges.
- This survey of Colorado respondents was conducted online from mid-October 2020 to mid-January 2021 through Qualtrics as a companion survey to the national survey that included 5,000 U.S. households. 560 Coloradan households were surveyed in an effort to understand the implications of economic disruptions from the COVID-19 pandemic on Coloradans' food purchasing behavior.
 - Respondents reported their food purchasing behavior for three time periods: September 2019, which represents pre-pandemic behavior; April 2020, which represents behavior at the onset of the pandemic; and September 2020, which represents behavior that has adapted to “the new normal”.
 - To understand how Coloradans' reactions to the COVID-19 pandemic compared to those of the aggregated US population, comparisons to the national sample are reported in these fact sheets when relevant. These comparisons will indicate when efforts to aid adaptation to pandemic-era challenges in Colorado should follow or deviate from national efforts.
- Quotas were set to capture a demographically representative sample, except for gender. Food behavior trends were captured from a variety of demographic and COVID-19 related questions, including: 1) choice of market channels for food purchases, 2) usage of online platforms, 3) motivations to choose various food channels during the pandemic, and 4) confidence and values aligned with various food issues and institutions.
- The survey required that participants be the primary shopper in their household, which resulted in more female respondents in the sample.
 - 69.5% Female
 - 29.8% Male
 - 0.7% Other/no answer
- Income
 - The distribution of respondents' income categories provides evidence that this sample is representative of the Colorado population. When comparing shares of the sample in each income category to those of the population, discrepancies were not significantly different (varying between 1-2 percentage points); the sample had:
 - 1% higher share in the \$20,000-\$39,999 category

- 2% higher share in the \$60,000-\$79,999 category
- 1% lower share in the \$80,000-\$99,999 and \$100,000 and greater categories

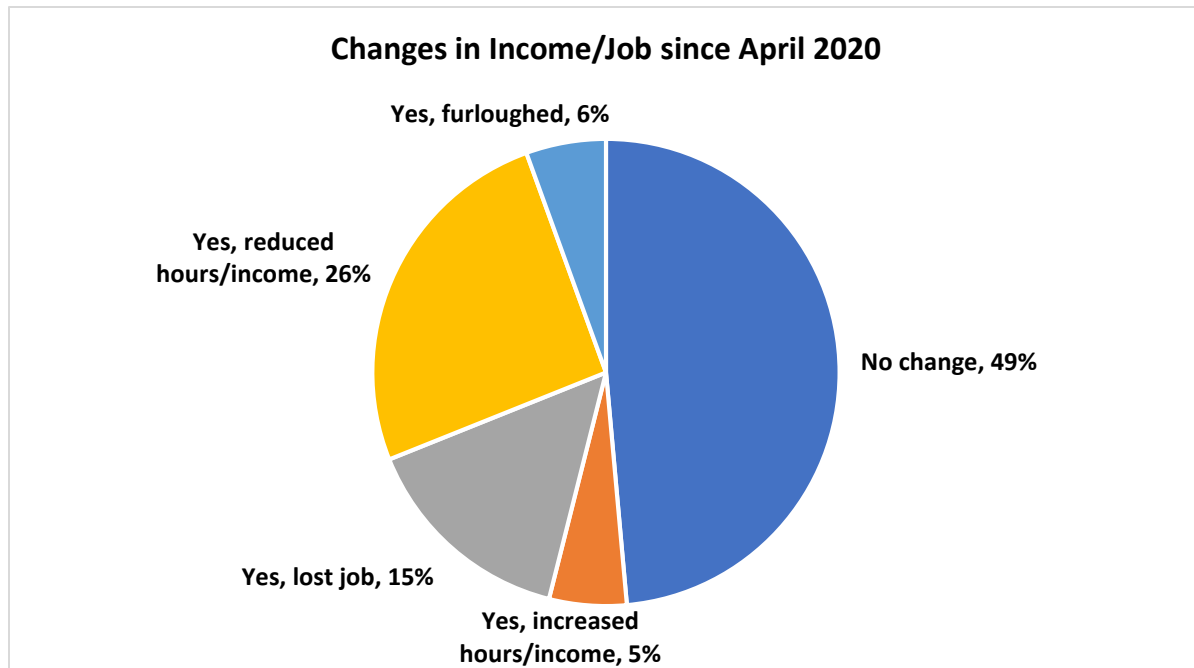




- Race:
 - The majority of Colorado respondents identified as white (86%), and of the portion of respondents who identified as Hispanic (16%), the majority were of Mexican or Chicano origin.
 - Note: Hispanic ethnicity is asked separately from race, as it often overlaps with several races.
 - This race/ethnicity distribution is representative, except there are fewer Hispanic-identifying respondents in this sample compared to the Colorado population. The 2020 [census](#) reported that 22% of Coloradans identify as Hispanic or Latino.
- Approximately 35% of the sample had at least one child under 18 living with them, and more than 19% had at least two children. The average household size of respondents from Colorado was 2.73, and only 11% of the sample had a household with more than four members.
 - This household size is representative of the Colorado population and is similar to the national sample (2.73 vs. 2.76 in US).

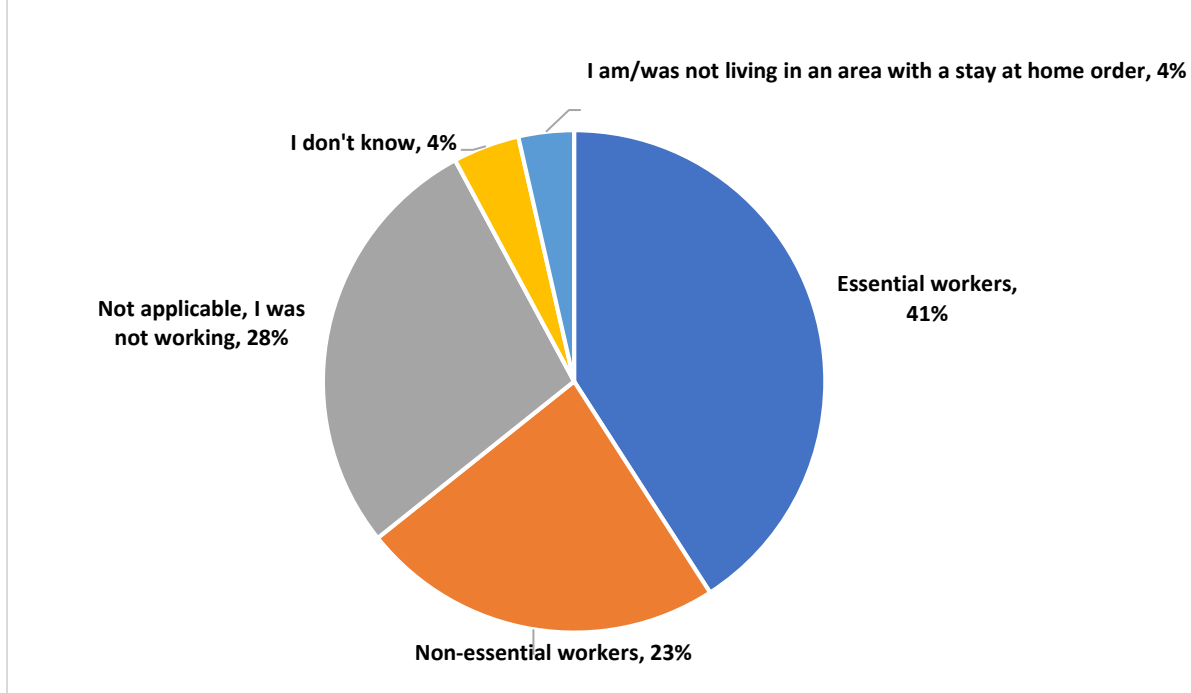
Disruptions from COVID

- Changes in Income/Job since April 2020



- Economic disruptions to households
 - Just less than half (49%) of the Colorado sample reported no change in income or job since April 2020. 46% of the sample reported a reduction in income from either losing their job, being furloughed, or having reduced hours. Only 5% of the sample reported increased work hours or income.
 - The Colorado sample reported a lower percentage of respondents who lost their job or were furloughed compared to the national sample (15% vs 22%, and 6% vs 7%, respectively). On the other hand, a higher percentage of Coloradans experienced reduced hours/income (26% vs 14%).
- Household COVID Exposure and Perceived Risk
 - Over 43% of Colorado respondents reported that someone in their household or who they have close physical contact with was at high risk for complications from COVID.
 - This is slightly higher than the average of the national sample, where around 39% reported that someone in their close circle is at high risk for COVID complications.
- Essential Workers in the Age of COVID

Essential Workers in the Age of COVID



- 41% of respondents reported being essential workers and continuing to work in-person. 23% of respondents were “non-essential” workers. 28% of respondents were not working at the time of the survey, 4% did not know their worker status, and 4% were living in an area that did not classify worker status.
 - These findings are relatively consistent with the national sample, but the Colorado sample had a slightly higher percentage of essential workers and fewer people not working.

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