

060421A - HOD FLASH (24 Hour)

Q511: For each of the following time periods, did you participate in free in-store food sampling (e.g., free samples - wrapped or unwrapped - of products for purchase) in places such as grocery stores, bakeries, or food courts?

Before the COVID-19 pandemic (before March 2020)

	Gender		Age										Region								
	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)
Total	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055
Total (Unweighted)	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055
Yes	62%	63%	61%	62%	63%	64%	65%	67%	68%	69%	70%	71%	72%	73%	74%	75%	76%	77%	78%	79%	80%
No	24%	25%	24%	23%	22%	21%	20%	19%	18%	17%	16%	15%	14%	13%	12%	11%	10%	9%	8%	7%	6%
I don't remember	7%	5%	8%	11%	15%	18%	21%	24%	27%	30%	33%	36%	39%	42%	45%	48%	51%	54%	57%	60%	63%
N/A - I was never offered any in-store food samples	2%	6%	7%	7%	6%	5%	4%	3%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

* Table Base:

US RESPONDENTS

During the COVID-19 pandemic (March 2020-now)

	Gender		Age										Region								
	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)
Total	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055
Total (Unweighted)	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055
Yes	24%	24%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%
No	59%	57%	61%	60%	59%	58%	57%	56%	55%	54%	53%	52%	51%	50%	49%	48%	47%	46%	45%	44%	43%
I don't remember	4%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
N/A - I was never offered any in-store food samples	18%	15%	20%	20%	19%	18%	17%	16%	15%	14%	13%	12%	11%	10%	9%	8%	7%	6%	5%	4%	3%

* Table Base:

US RESPONDENTS

Q512: How likely would you be to participate in free in-store food sampling after all COVID-19 restrictions are lifted?

	Gender		Age										Region								
	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)
Total	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055
Total (Unweighted)	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055
Likely (Net)	65%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%
Very likely	31%	36%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%
Somewhat likely	34%	35%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%
Not likely (Net)	30%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%
Not very likely	20%	18%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Not at all likely	15%	13%	14%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%

* Table Base:

US RESPONDENTS

Q513: Which of the following are reasons why you would not be likely to participate in free in-store food sampling after all COVID-19 restrictions are lifted? Please select all that apply.

	Gender		Age										Region								
	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)
Total	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055
Total (Unweighted)	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055
I'm concerned about catching COVID-19 via in-store	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%
I rarely sample foods in-store	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%
The stores I go to don't offer in-store food samples	21%	18%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%
I don't want to be influenced to buy something I don't need	17%	16%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%
I will do most/all of my shopping online (not in-store)	13%	15%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%
I have dietary restrictions (e.g., allergies, special diets)	7%	8%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
Brands that are worth buying don't need to give out f.s.	6%	5%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
It's a waste of food	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Other	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Count	1.78	1.85	1.79	1.57	1.57	1.85	1.92	1.81	1.81	1.64	1.85	1.90	1.78	1.46	1.54	1.85	1.94	1.84	1.75	1.54	2.01

* Table Base:

UNLIKELY TO PARTICIPATE IN FOOD SAMPLING

Q514: How much more or less likely are you to buy food after trying and enjoying a free sample of it in-store?

	Gender		Age										Region								
	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)
Total	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055
Total (Unweighted)	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055
Likely (Net)	69%	70%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%
Much more likely	31%	33%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%
Somewhat more likely	37%	38%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%	39%
Neither more nor less likely	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%
Not likely (Net)	8%	6%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%
Somewhat less likely	4%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Much less likely	4%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%

* Table Base:

CURRENTLY PARTICIPATE IN FREE IN-STORE FOOD SAMPLING OR LIKELY TO PARTICIPATE IN FREE IN-STORE FOOD SAMPLING POST-PANDEMIC

Q515: Have you ever purchased food after trying a free sample of it in-store?

	Gender		Age										Region								
	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)
Total	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055
Total (Unweighted)	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055	N=1055
Yes	86%	89%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%
No	9%	7%	10%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%
I don't remember	5%	4%	6%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%

* Table Base:

BASE: HAVE PARTICIPATED IN OR CURRENTLY PARTICIPATE IN FREE IN-STORE FOOD SAMPLING

Q516: Which of the following types of foods have you purchased as a result of trying a free sample of it in-store? Please select all that apply.

	Gender		Age										Region				
	Male (B)	Female (

060421A - HOD FLASH (24 Hour)

Q51Q1: For each of the following time periods, did you participate in free in-store food sampling (e.g., free samples - wrapped or unwrapped - of products for purchase) in places such as grocery stores, bakeries, or food courts?

Before the COVID-19 pandemic (Before March 2020)

	Household Income					HS or Less (F)	Education Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Yes (M)	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)									No (N)	Yes (O)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1055	N=294	N=164	N=132	N=194	N=333	N=350	N=198	N=570	N=485	N=373	N=682	N=329	N=726	N=302	N=717	N=302	N=481	N=574	N=657	AA (T)	Hispanic (U)
Total (Unweighted)	N=1055	N=453	N=205	N=126	N=201	N=339	N=320	N=188	N=567	N=488	N=375	N=680	N=342	N=713	N=331	N=684	N=311	N=487	N=574	N=657	N=99	N=111
Yes	62%	52%	60%	72%	73%	73%	68%	52%	66%	58%	66%	60%	70%	59%	68%	52%	69%	69%	57%	63%	53%	72%
No	24%	29%	29%	15%	21%	29%	23%	22%	28%	19%	19%	27%	18%	27%	23%	28%	21%	28%	28%	27%	33%	11%
I don't remember	7%	10%	4%	3%	5%	11%	10%	5%	6%	5%	10%	5%	6%	6%	7%	10%	6%	6%	7%	5%	11%	11%
N/A - I was never offered any in-store food samples	1%	9%	7%	11%	1%	11%	4%	6%	5%	8%	1%	8%	4%	8%	5%	9%	4%	8%	8%	7%	6%	6%

* Table Base: US RESPONDENTS

During the COVID-19 pandemic (March 2020-now)

	Household Income					HS or Less (F)	Education Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Yes (M)	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)									No (N)	Yes (O)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1055	N=294	N=164	N=132	N=194	N=333	N=350	N=198	N=570	N=485	N=373	N=682	N=329	N=726	N=302	N=717	N=302	N=481	N=574	N=657	AA (T)	Hispanic (U)
Total (Unweighted)	N=1055	N=453	N=205	N=126	N=201	N=339	N=320	N=188	N=567	N=488	N=375	N=680	N=342	N=713	N=331	N=684	N=311	N=487	N=574	N=657	N=99	N=111
Yes	19%	17%	16%	17%	24%	17%	15%	23%	26%	10%	30%	12%	32%	13%	20%	18%	20%	17%	14%	14%	26%	26%
No	59%	65%	67%	57%	58%	59%	62%	63%	55%	65%	50%	65%	53%	62%	60%	58%	58%	61%	64%	54%	49%	49%
I don't remember	4%	6%	3%	1%	3%	5%	6%	4%	5%	7%	3%	4%	4%	4%	3%	8%	3%	6%	6%	4%	7%	6%
N/A - I was never offered any in-store food samples	18%	19%	16%	25%	14%	19%	17%	11%	15%	20%	13%	12%	10%	21%	16%	16%	19%	16%	18%	12%	12%	20%

* Table Base: US RESPONDENTS

Q51Q2: How likely would you be to participate in free in-store food sampling after all COVID-19 restrictions are lifted?

	Household Income					HS or Less (F)	Education Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Yes (M)	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)									No (N)	Yes (O)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1055	N=294	N=164	N=132	N=194	N=333	N=350	N=198	N=570	N=485	N=373	N=682	N=329	N=726	N=302	N=717	N=302	N=481	N=574	N=657	AA (T)	Hispanic (U)
Total (Unweighted)	N=1055	N=453	N=205	N=126	N=201	N=339	N=320	N=188	N=567	N=488	N=375	N=680	N=342	N=713	N=331	N=684	N=311	N=487	N=574	N=657	N=99	N=111
Likely (Net)	65%	61%	68%	68%	69%	69%	69%	72%	71%	57%	71%	62%	70%	63%	60%	64%	70%	61%	65%	63%	63%	72%
Very likely	31%	29%	37%	34%	31%	26%	33%	31%	33%	28%	37%	27%	40%	27%	33%	26%	36%	27%	27%	31%	30%	36%
Somewhat likely	34%	33%	31%	34%	37%	32%	30%	34%	30%	29%	34%	34%	30%	30%	34%	34%	34%	34%	34%	34%	34%	34%
Not likely (Net)	35%	39%	33%	32%	31%	42%	31%	35%	28%	43%	1%	28%	3%	37%	3%	30%	35%	39%	35%	35%	37%	28%
Not very likely	20%	23%	17%	20%	19%	24%	19%	22%	20%	25%	21%	20%	20%	20%	20%	20%	18%	22%	21%	20%	17%	20%
Not at all likely	15%	15%	15%	12%	11%	17%	12%	13%	13%	18%	9%	17%	9%	17%	13%	16%	12%	17%	17%	15%	16%	10%

* Table Base: US RESPONDENTS

Q51Q3: Which of the following are reasons why you would not be likely to participate in free in-store food sampling after all COVID-19 restrictions are lifted? Please select all that apply.

	Household Income					HS or Less (F)	Education Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Yes (M)	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)									No (N)	Yes (O)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1055	N=294	N=164	N=132	N=194	N=333	N=350	N=198	N=570	N=485	N=373	N=682	N=329	N=726	N=302	N=717	N=302	N=481	N=574	N=657	AA (T)	Hispanic (U)
Total (Unweighted)	N=1055	N=453	N=205	N=126	N=201	N=339	N=320	N=188	N=567	N=488	N=375	N=680	N=342	N=713	N=331	N=684	N=311	N=487	N=574	N=657	N=99	N=111
It's unsanitary.	40%	39%	37%	37%	48%	31%	44%	48%	37%	43%	30%	41%	42%	40%	40%	40%	40%	40%	40%	46%	25%	40%
I am concerned about catching COVID-19 via in-store sampling.	33%	29%	25%	25%	38%	27%	47%	42%	31%	39%	40%	33%	37%	35%	37%	35%	29%	39%	39%	33%	60%	51%
I rarely sample foods in-store.	38%	34%	37%	37%	40%	28%	29%	29%	42%	28%	33%	29%	33%	29%	33%	32%	34%	34%	34%	34%	34%	24%
The stores I go to don't offer in-store food samples.	21%	26%	24%	14%	19%	17%	29%	1%	19%	24%	19%	23%	21%	19%	24%	21%	21%	24%	21%	21%	29%	15%
I don't want to be influenced to buy something I don't need.	10%	10%	22%	2%	25%	15%	10%	22%	16%	10%	10%	13%	13%	17%	10%	14%	19%	14%	19%	18%	5%	18%
I will do most/all of my shopping online (retail in-store).	13%	19%	12%	6%	11%	8%	12%	17%	12%	11%	12%	11%	13%	14%	13%	14%	11%	12%	12%	8%	12%	11%
I have dietary restrictions (e.g., allergies, special diets).	7%	8%	14%	5%	5%	7%	4%	7%	6%	7%	6%	8%	6%	8%	7%	9%	7%	7%	7%	7%	4%	13%
It's a waste of food.	4%	4%	10%	6%	3%	5%	4%	7%	4%	3%	4%	4%	4%	5%	4%	5%	4%	5%	5%	5%	5%	2%
Other	2%	2%	2%	4%	0%	4%	4%	4%	4%	3%	5%	3%	6%	3%	4%	4%	4%	2%	4%	3%	3%	8%
Count	1.78	1.86	1.74	1.72	1.74	1.57	1.90	1.93	1.83	1.74	1.87	1.74	1.84	1.76	1.85	1.68	1.72	1.82	1.78	1.70	1.82	1.70

* Table Base: UNLIKELY TO PARTICIPATE IN FOOD SAMPLING

Q51Q4: How much more or less likely are you to buy food after trying and enjoying a free sample of it in-store?

	Household Income					HS or Less (F)	Education Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Yes (M)	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)									No (N)	Yes (O)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1055	N=294	N=164	N=132	N=194	N=333	N=350	N=198	N=570	N=485	N=373	N=682	N=329	N=726	N=302	N=717	N=302	N=481	N=574	N=657	AA (T)	Hispanic (U)
Total (Unweighted)	N=1055	N=453	N=205	N=126	N=201	N=339	N=320	N=188	N=567	N=488	N=375	N=680	N=342	N=713	N=331	N=684	N=311	N=487	N=574	N=657	N=99	N=111
Likely (Net)	69%	65%	68%	67%	74%	63%	71%	69%	68%	71%	72%	74%	74%	66%	69%	68%	73%	67%	65%	73%	64%	70%
Much more likely	31%	29%	32%	22%	26%	24%	28%	24%	22%	29%	31%	32%	31%	32%	31%	32%	32%	32%	28%	28%	37%	38%
Somewhat more likely	37%	36%	36%	45%	38%	39%	33%	46%	33%	40%	33%	40%	33%	40%	37%	40%	37%	33%	33%	27%	31%	31%
Neither more nor less likely	23%	25%	24%	23%	19%	25%	24%	19%	22%	16%	28%	15%	28%	24%	20%	21%	25%	23%	23%	30%	19%	19%
Not likely (Net)	8%	10%	8%	9%	7%	12%	5%	13%	10%	5%	12%	5%	12%	6%	12%	6%	12%	6%	10%	6%	5%	11%
Somewhat less likely	4%	3%	2%	9%	3%	4%	4%	11%	7%	5%	7%	5%	6%	4%	5%	4%	5%	4%	4%	4%	5%	5%
Much less likely	4%	7%	6%	0%	2%	9%	2%	1%	4%	3%	2%	6%	2%	2%	2%	6%	0%	2%	6%	0%	5%	6%

* Table Base: CURRENTLY PARTICIPATE IN FREE IN-STORE FOOD SAMPLING OR LIKELY TO PARTICIPATE IN FREE IN-STORE FOOD SAMPLING POST-PANDEMIC

Q51Q5: Have you ever purchased food after trying a free sample of it in-store?

	Household Income					HS or Less (F)	Education Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Yes (M)	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)									No (N)	Yes (O)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1055	N=294	N=164	N=132	N=194	N=333	N=350	N=198	N=570	N=485	N=373	N=682	N=329	N=726	N=302	N=717	N=302	N=481	N=574	N=657	AA (T)	Hispanic (U)
Total (Unweighted)	N=1055	N=453	N=205	N=126	N=201	N=339	N=320	N=188	N=567	N=488	N=375	N=680	N=342	N=713	N=331	N=684	N=311	N=487	N=574	N=657	N=99	N=111
Yes	80%	82%	80%	81%	85%	79%	80%	80%	83%	83%	84%	84%	83%	83%	82%	83%	83%	83%	83%	84%	82%	82%
No	9%	11%	7%	7%	9%	17%	9%	6%	8%	10%	7%	10%	7%	10%	8%	9%	9%	10%	10%	9%	7%	7%
I don't remember	5%	7%	5%	2%	2%	8%	3%	4%	2%	9%	1%	6%	2%	7%	5%	6%	6%	5%				

060421A - HOD FLASH (24 Hour)

Q1Q1: For each of the following time periods, did you participate in free in-store food sampling (e.g., free samples - wrapped or unwrapped - of products for purchase) in places such as grocery stores, bakeries, or food courts?

Before the COVID-19 pandemic (before March 2020)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1055	N=119	N=304	N=259	N=310	N=63
Total (Unweighted)	N=1055	N=114	N=342	N=249	N=299	N=51
Yes	62% f	55%	64% F	68% bF	62% f	44%
No	24%	23%	24%	19%	28% d	35% d
I don't remember	7% e	15% ACDE	7%	5%	3%	12% E
N/A - I was never offered any in-store food samples	7%	7%	5%	8%	7%	9%

* Table Base: US RESPONDENTS

During the COVID-19 pandemic (March 2020-now)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1055	N=119	N=304	N=259	N=310	N=63
Total (Unweighted)	N=1055	N=114	N=342	N=249	N=299	N=51
Yes	19% EF	26% EF	31% AdEF	21% EF	5%	4%
No	59% B	44%	54%	57%	73% ABCDf	56%
I don't remember	4%	13% ACDE	4%	2%	3%	3%
N/A - I was never offered any in-store food samples	18% C	17%	11%	19% C	18% c	38% ABCDE

* Table Base: US RESPONDENTS

Q1Q2: How likely would you be to participate in free in-store food sampling after all COVID-19 restrictions are lifted?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1055	N=119	N=304	N=259	N=310	N=63
Total (Unweighted)	N=1055	N=114	N=342	N=249	N=299	N=51
Likely (Net)	65%	61%	72% aE	66%	58%	68%
Very likely	31% B	18%	40% ABEF	32% B	27%	24%
Somewhat likely	34%	44% e	32%	34%	31%	45%
Not likely (Net)	35% c	39%	28%	34%	42% C	32%
Not very likely	20% C	29% C	13%	18%	25% C	20%
Not at all likely	15%	10%	15%	15%	17%	12%

* Table Base: US RESPONDENTS

Q1Q3: Which of the following are reasons why you would not be likely to participate in free in-store food sampling after all COVID-19 restrictions are lifted? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=368	N=46	N=85	N=87	N=130	N=20
Total (Unweighted)	N=371	N=43	N=96	N=95	N=118	N=19
It's unsanitary.	40%	31%	31%	39%	47% c	61% C
I am concerned about catching COVID-19 via in-store	35%	56% aDF	37%	26%	36%	20%
I rarely sample foods in-store.	34%	20%	32%	37%	37%	45%
The stores I go to don't offer in-store food samples.	21%	15%	19%	20%	26%	15%
I don't want to be influenced to buy something I don't	16%	20%	9%	16%	17%	32% C
I will do most/all of my shopping online (not in-store)	13%	9%	16%	15%	11%	10%
I have dietary restrictions (e.g., allergies, special diets)	7%	19% aE	7%	8%	3%	4%
Brands that are worth buying don't need to give out f	5%	7%	5%	4%	5%	10%
It's a waste of food.	3%	10% E	6%	3%	0%	0%
Other	2%	0%	6% ae	2%	0%	0%
Count	1.78	1.86	1.68	1.71	1.83	1.97

* Table Base: UNLIKELY TO PARTICIPATE IN FOOD SAMPLING

Q1Q4: How much more or less likely are you to buy food after trying and enjoying a free sample of it in-store?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=718	N=82	N=233	N=179	N=181	N=43
Total (Unweighted)	N=714	N=79	N=259	N=162	N=182	N=32
Likely (Net)	69%	59%	70%	68%	72%	66%
Much more likely	31% f	27%	37% eF	36% F	26%	10%
Somewhat more likely	37%	32%	33%	32%	47% aCD	55% cd
Neither more nor less likely	23%	32% C	18%	22%	26% c	28%
Not Likely (Net)	8% E	9% E	12% E	10% E	1%	6%
Somewhat less likely	4% e	6% E	7% E	5% E	0%	1%
Much less likely	4%	3%	5% E	4% e	1%	5%

* Table Base: CURRENTLY PARTICIPATE IN FREE IN-STORE FOOD SAMPLING OR LIKELY TO PARTICIPATE IN FREE IN-STORE FOOD SAMPLING POST-PANDEMIC

Q1Q5: Have you ever purchased food after trying a free sample of it in-store?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=677	N=71	N=205	N=180	N=193	N=28
Total (Unweighted)	N=665	N=71	N=230	N=160	N=184	N=20
Yes	86%	78%	92% aBD	82%	87%	77%
No	9%	15% C	5%	15% Ce	6%	4%
I don't remember	5%	7%	3%	3%	6%	18% aCD

* Table Base: BASE: HAVE PARTICIPATED IN OR CURRENTLY PARTICIPATE IN FREE IN-STORE FOOD SAMPLING

Q1Q6: Which of the following types of foods have you purchased as a result of trying a free sample of it in-store? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=582	N=55	N=189	N=148	N=168	N=21
Total (Unweighted)	N=564	N=57	N=208	N=130	N=156	N=13
Appetizers or hor d'oeuvres (e.g., pigs in a blanket)	51%	52%	46%	55% f	56% f	22%
Cheese	48%	39%	50%	46%	50%	36%
Dessert or baked goods (e.g., bread, cookies, doughn	47%	52%	47%	51%	45%	22%
Packaged snack foods (e.g., chips, pretzels, popcorn)	44%	40%	50%	41%	43%	41%
Beverages (e.g., soda, juice, coffee)	42% e	39%	49% E	51% E	32%	21%
Frozen food (e.g., ice cream, breakfast sandwiches, w	42% e	36%	52% AE	45% e	31%	23%
Deli meats	35%	29%	37%	39%	34%	14%
Pre-made meals (e.g., Lunchables, PopTarts, microwa	26% E	29% e	33% E	29% E	15%	21%
Fresh fruits or vegetables	24%	16%	38% ABDEF	19%	17%	2%
Pasta	23% E	27% e	32% aEf	26% E	12%	0%
Seafood (e.g., fish, crab, shrimp)	22%	14%	28%	22%	20%	5%
Cereal	19% e	10%	27% abE	23% E	11%	0%
Other	3%	5%	2%	0%	6%	4%
Count	4.25	3.90	4.90	4.47	3.72	2.11

* Table Base: HAVE PURCHASED FOOD AFTER TRYING A FREE SAMPLE IN-STORE

Q1Q7: You may have heard that stores, such as Sam's Club and Costco, have recently resumed free in-store food sampling after pausing due to the COVID-19 pandemic. In your opinion, was the decision to resume free in-store food sampling a good or bad decision given the current COVID-19 situation?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1055	N=119	N=304	N=259	N=310	N=63
Total (Unweighted)	N=1055	N=114	N=342	N=249	N=299	N=51
Good decision	49%	39%	51% b	55% B	46%	47%
Bad decision	22%	29%	23%	20%	21%	18%
Not all sure	29%	32%	25%	25%	33%	35%

* Table Base: US RESPONDENTS