



SEASONAL WELLNESS SURVEY

When it comes to preventing the flu, Americans say...

Convenience and cost keep many who think flu shots are effective from actually getting the shot.



of Americans say it's more important to get a flu shot now than it was five years ago.



of Americans believe flu shots are effective in preventing the flu; however, only 51% plan to get a flu shot this season.



said convenience and cost were the things most likely to prevent them from getting a flu shot this year.

Americans believe eating fruits and vegetables helps prevent the flu, but few eat the recommended daily amount, especially in the winter.



of Americans believe eating fruits and vegetables is effective in preventing the flu; however, only 7% admit they're likely to consume these foods more often during the winter.



Studies from the Produce for Better Health Foundation show that only 6% - 8% of individuals consume the recommended number of vegetables and fruits (respectively) in an average day.⁽¹⁾

Grocery stores are more convenient than other retailers for getting a flu shot.



of Americans visit grocery stores most often in an average month, compared to discount retailers and drugstores. Only 8% visit drugstores most often.



The average ticket price at grocery stores tends to peak during the winter holidays, creating greater opportunity for shoppers to take full advantage of a 10% discount Safeway is offering its customers who get a flu shot in store.⁽²⁾

Safeway Inc. stores aim to remove the barriers to health and wellness by offering flu shots where people are already shopping and where they have easy access to nutritious foods and other items to keep families healthy.

For more information, contact Tim Rathschmidt, Fleishman-Hillard, at 415-318-4263 or tim.rathschmidt@fleishman.com.



Sources: About the Safeway Seasonal Wellness Survey. The Safeway Seasonal Wellness Survey was conducted by Kelton Research between August 3-9, 2011, using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

(1) Produce for Better Health Foundation: State of the Plate – 2010 Study on America's Consumption of Fruits and Vegetables

(2) First Data: http://www.firstdata.com/en_us/insights/fd-advisory-grocery-industry-analysis.html