

# Vaccinated Shopper Scores

**More data points. More insights. More growth.**

Learn more about the brands, retailers and restaurants that successfully engage vaccinated shoppers.





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### Sources

- Numerator Insights Data 6M Ending 07/31/2021
- Numerator Premium Vaccine People Groups (May 2021)



## About the Report

This report leverages Numerator's Premium Vaccine Groups. Vaccinated shoppers were identified via a survey fielded to the entire Numerator OmniPanel between 5/1/21 and 5/31/21, where individuals had the option to identify their current vaccine status or intention to receive the vaccine or opt-out of sharing.

**All Shoppers: 105,000**

**Vaccinated Shoppers: 55,184**

**Vaccinated Shopper Score:** Percent of brand's shoppers who identify as vaccinated divided by the overall percent of all shoppers who identify as vaccinated (52.6%), shown as an index.

**How to Read:** Index of 110 means this brand or retailer's shoppers are 10% more likely to be vaccinated than the average shopper.





## National Brands

### Top 25 Grocery: Brands with Highest Percent of Vaccinated Buyers

Parent Brand	% Vaccinated	Vax Score
Fage	62.8%	119
Green Mountain Coffee	62.1%	118
Rao's Homemade	61.0%	116
Beyond Meat	60.8%	116
Dietz & Watson	60.8%	116
LaCroix	60.4%	115
Cape Cod (Snacks)	59.7%	114
President	59.7%	113
Cabot	59.6%	113
Late July	59.3%	113
Belgioioso	59.2%	113
Nabisco Triscuit	59.2%	113
Skinny Pop	59.1%	112
Ocean Spray Craisins	59.1%	112
Athenos	59.0%	112
I Can't Believe it's Not Butter	58.8%	112
Dave's Killer Bread	58.7%	112
Panera Bread	58.7%	112
Godiva	58.7%	112
Bob's Red Mill	58.5%	111
Eat Smart	58.4%	111
Stonefire Authentic Flatbreads	58.3%	111
Friendly's	58.3%	111
Morningstar Farms	58.2%	111
Kind	58.1%	110

### Top 15 Health & Beauty: Brands with Highest Percent of Vaccinated Buyers

Parent Brand	% Vaccinated	Vax Score
Bausch + Lomb	59.1%	112
Nature Made (Healthcare)	59.1%	112
Poise	58.9%	112
Nature's Bounty	58.3%	111
Coppertone	57.5%	109
Bayer	57.4%	109
Top Care	57.3%	109
CeraVe	57.2%	109
Clairol	57.0%	108
Neutrogena	56.8%	108
Sensodyne	56.6%	108
Dr. Scholl's	56.2%	107
Gold Bond	55.9%	106
Band-Aid	55.7%	106
Olay	55.5%	105



## Private Label Brands

### Top 25 Grocery: PL Brands with Highest Percent of Vaccinated Buyers

Brand (Retailer)	Retailer	% Vaccinated	Vax Score
Charles Shaw	Trader Joe's	67.2%	128
Trader Ming's	Trader Joe's	65.4%	124
Food You Feel Good About	Wegmans	64.8%	123
Whole Foods Market	Whole Foods	64.1%	122
Retailer Hannaford	Hannaford	63.3%	120
Retailer The Fresh Market	The Fresh Market	63.1%	120
Trader Joe's Organic	Trader Joe's	62.9%	120
Wegmans	Wegmans	62.7%	119
Waterfront Bistro	Safeway	62.4%	119
Whole Foods	Whole Foods	62.0%	118
Gold Emblem Abound	CVS	61.9%	118
365 Organic Everyday Value	Whole Foods	61.5%	117
Trader Joe's	Trader Joe's	61.4%	117
Retailer Big Y	Big Y World Class Market	61.4%	117
365 Everyday Value	Whole Foods	61.3%	117
Price Chopper	Price Chopper	61.2%	116
Big Win	Rite Aid	61.0%	116
Retailer Giant Eagle	Giant Eagle	60.4%	115
Open Nature	Safeway	60.4%	115
Retailer Lidl	Lidl	60.1%	114
Wholesome Pantry	ShopRite	60.0%	114
Bowl & Basket	ShopRite	59.8%	114
Gold Emblem	CVS	59.7%	114
Oak Leaf Vineyards	Walmart	59.6%	113
Retailer BJ's	BJ's	59.6%	113

### Top 15 Health & Beauty: PL Brands with Highest Percent of Vaccinated Buyers

Brand (Retailer)	Retailer	% Vaccinated	Vax Score
Berkley & Jensen	BJ's	66.7%	127
Trader Joe's	Trader Joe's	64.3%	122
365 Everyday Value	Whole Foods	64.0%	122
Kirkland Signature	Costco	63.3%	120
CareOne	Food Lion	60.9%	116
Retailer CVS Pharmacy	CVS	60.2%	114
RiteAid	RiteAid	60.0%	114
CVS Health	CVS	59.8%	114
Basic Care	Amazon	59.7%	114
Solimo	Amazon	59.0%	112
Beauty 360	CVS	59.0%	112
Signature Care	Safeway	58.4%	111
Daylogic	Rite Aid	58.0%	110
Up & Up	Target	57.6%	109
Retailer Aldi	Aldi	57.4%	109



## Retailers & Fast Food

### Top 15 Retailers: Retailers with Highest Percent of Vaccinated Shoppers

\*Food, Mass, Drug, Dollar & Club Channels

Parent Brand	% Vaccinated	Vax Score
H Mart	63.0%	120
Wegmans	62.2%	118
The Fresh Market	61.8%	117
Trader Joe's	61.6%	117
Whole Foods	60.4%	115
Lidl	59.3%	113
BJ's	59.1%	112
Giant Eagle	59.1%	112
Wakefern	58.6%	111
Costco	58.0%	110
Sprouts Farmers Market	56.7%	108
Hy-Vee	56.6%	108
Ahold Delhaize	56.1%	107
Schnucks	55.9%	106
CVS	55.8%	106

### Top 15 Gas & Convenience: Retailers with Highest Percent of Vaccinated Buyers

Parent Brand	% Vaccinated	Vax Score
Royal Farms	65.0%	124
Hudson Group	64.6%	123
Cumberland Farms	60.8%	116
Paradies Airport Shops	60.8%	116
Fred Meyer Fuel Center	58.9%	112
Giant Eagle	58.5%	111
G&M Oil	58.5%	111
Southern States	58.2%	111
Stewarts Shop	57.9%	110
Sunshine	57.7%	110
Quick Chek	57.1%	109
Thorntons	56.3%	107
United Pacific	56.2%	107
Kwik Fill	55.4%	105
Exxon Mobil	55.1%	104

### Top 15 Fast Food: Restaurants with Highest Percent of Vaccinated Buyers

Parent Brand	% Vaccinated	Vax Score
Boston Market	59.6%	113
Panera Bread	59.6%	113
Habit Burger Grill	59.5%	113
Jason's Deli	59.4%	113
Jersey Mike's Subs	59.3%	113
Culver's	57.4%	109
Tim Hortons	57.3%	109
Qdoba Mexican Grill	56.8%	108
Noodles & Company	56.6%	108
El Pollo Loco	56.1%	107
Jimmy Johns	55.7%	106
KFC Taco Bell	55.4%	105
Five Guys Burgers and Fries	55.2%	105
Chipotle	54.9%	104
Mcalister's Deli	54.6%	104





Ready to know more about your modern shopper?

Contact your Numerator Consultant or drop us a line today.

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