COVID-19

IMPACT ON FOOD PURCHASING, EATING BEHAVIORS, AND PERCEPTIONS OF FOOD SAFETY

COVID-19

IFIC Consumer Research

BACKGROUND

Survey Methodology

One thousand interviews were conducted among adults ages 18+ from April 6 to April 7, 2020 and were weighted to ensure proportional results.

The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error ±3.1 at the 95% confidence level.

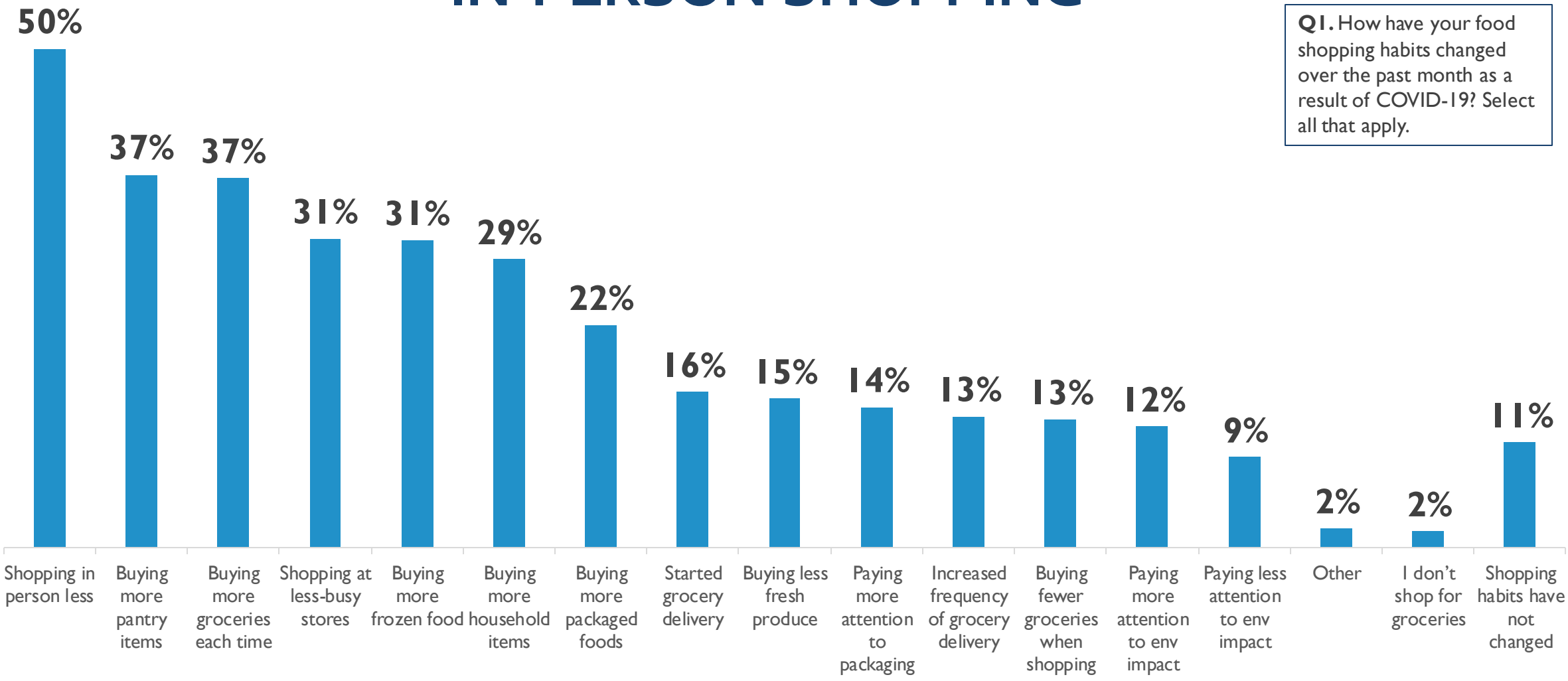
Statistical Significance

Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g. age, race, gender, etc.).

For example, if the responses from female respondents are considered to be significant, it is in relation to male respondents and not necessarily other demographic groups.

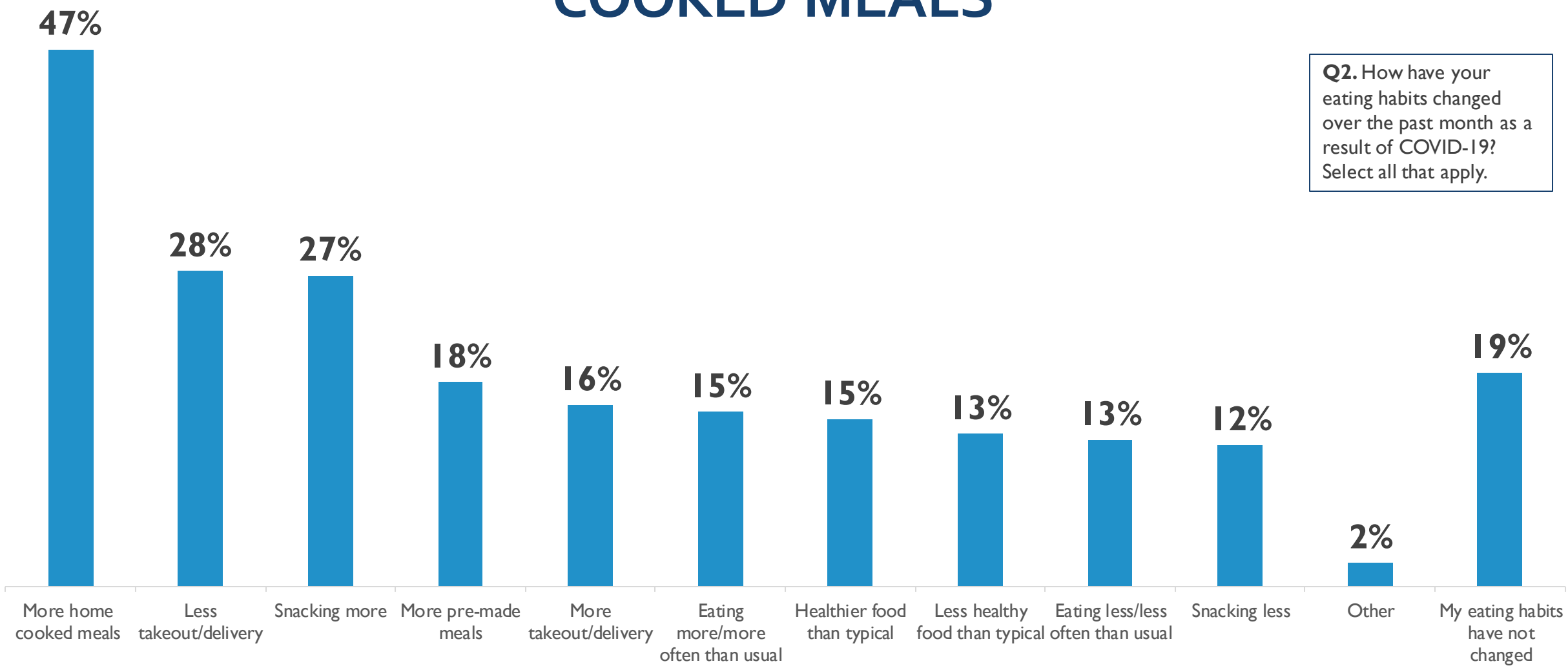
HALF OF CONSUMERS ARE DOING LESS IN-PERSON SHOPPING

Q1. How have your food shopping habits changed over the past month as a result of COVID-19? Select all that apply.

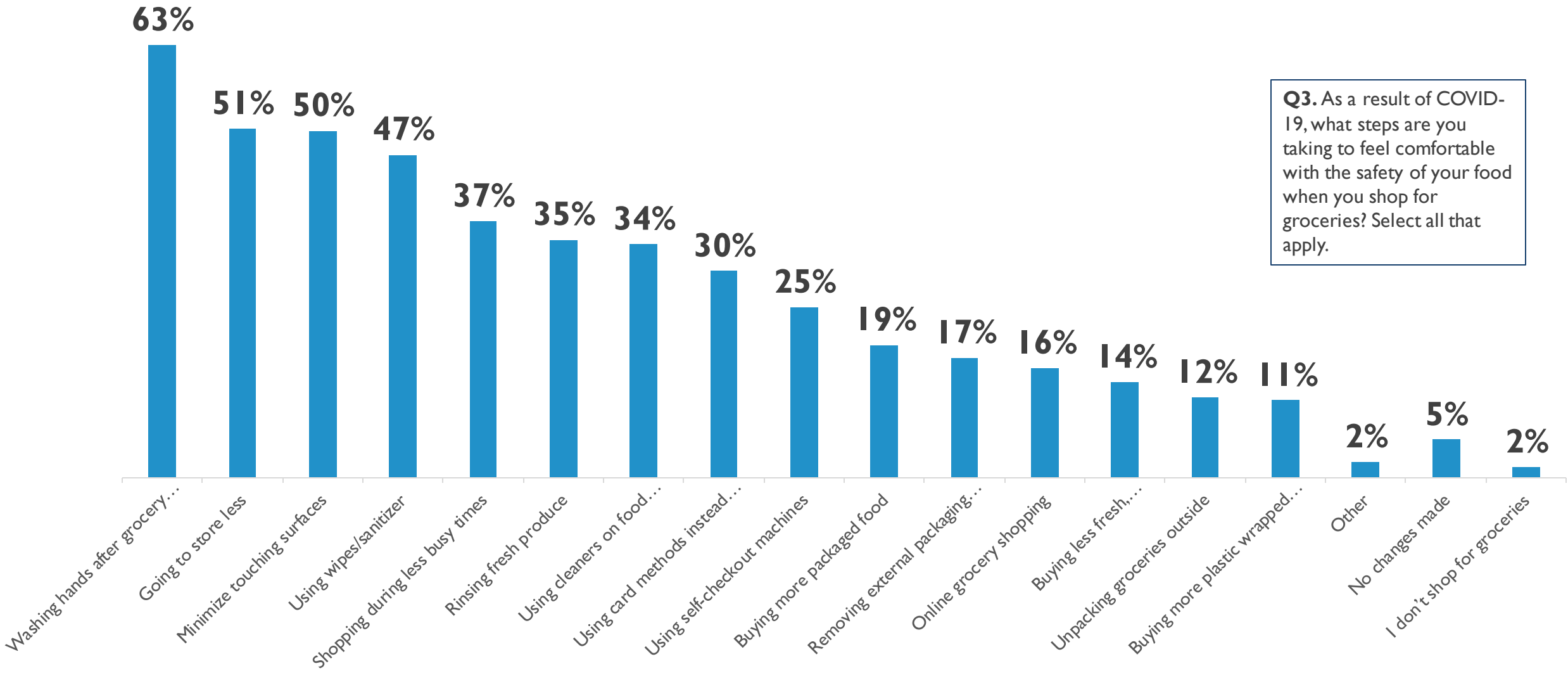


NEARLY HALF ARE EATING MORE HOME-COOKED MEALS

Q2. How have your eating habits changed over the past month as a result of COVID-19? Select all that apply.

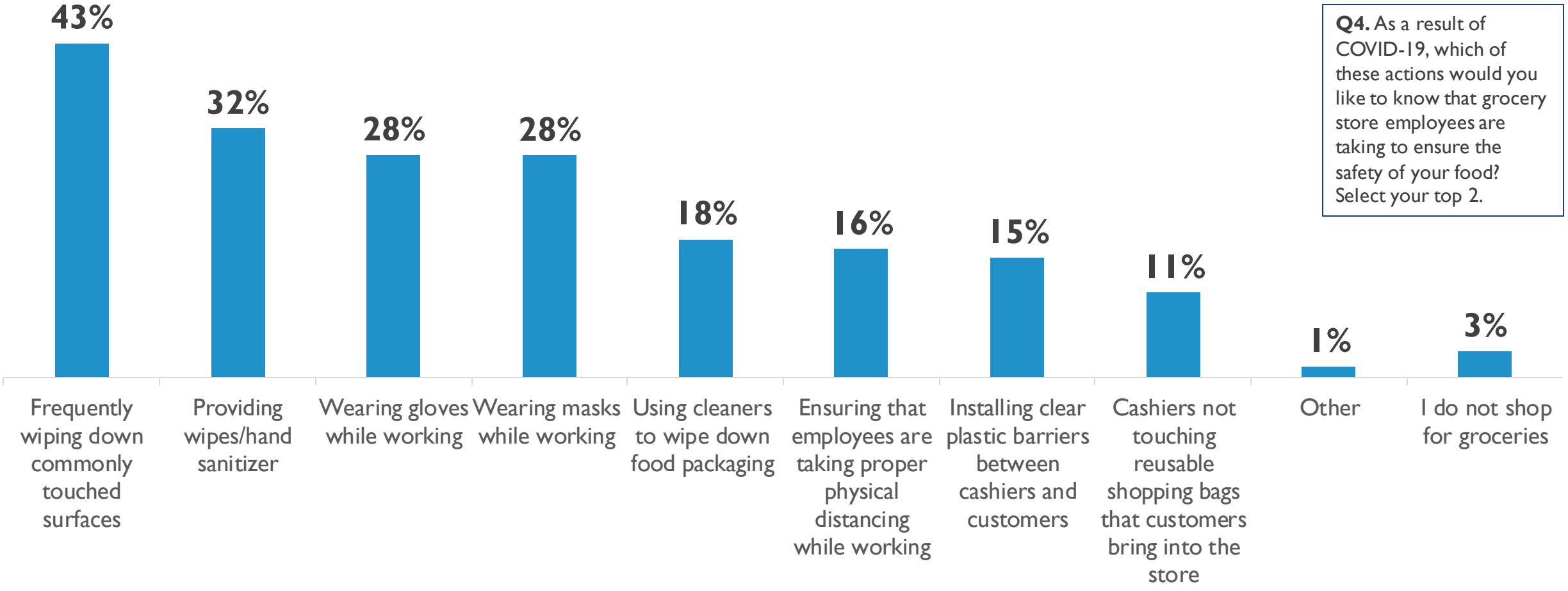


WASHING HANDS, REDUCED STORE VISITS AND MINIMIZING CONTACT WITH SURFACES ARE TOP SHOPPING SAFETY PRACTICES



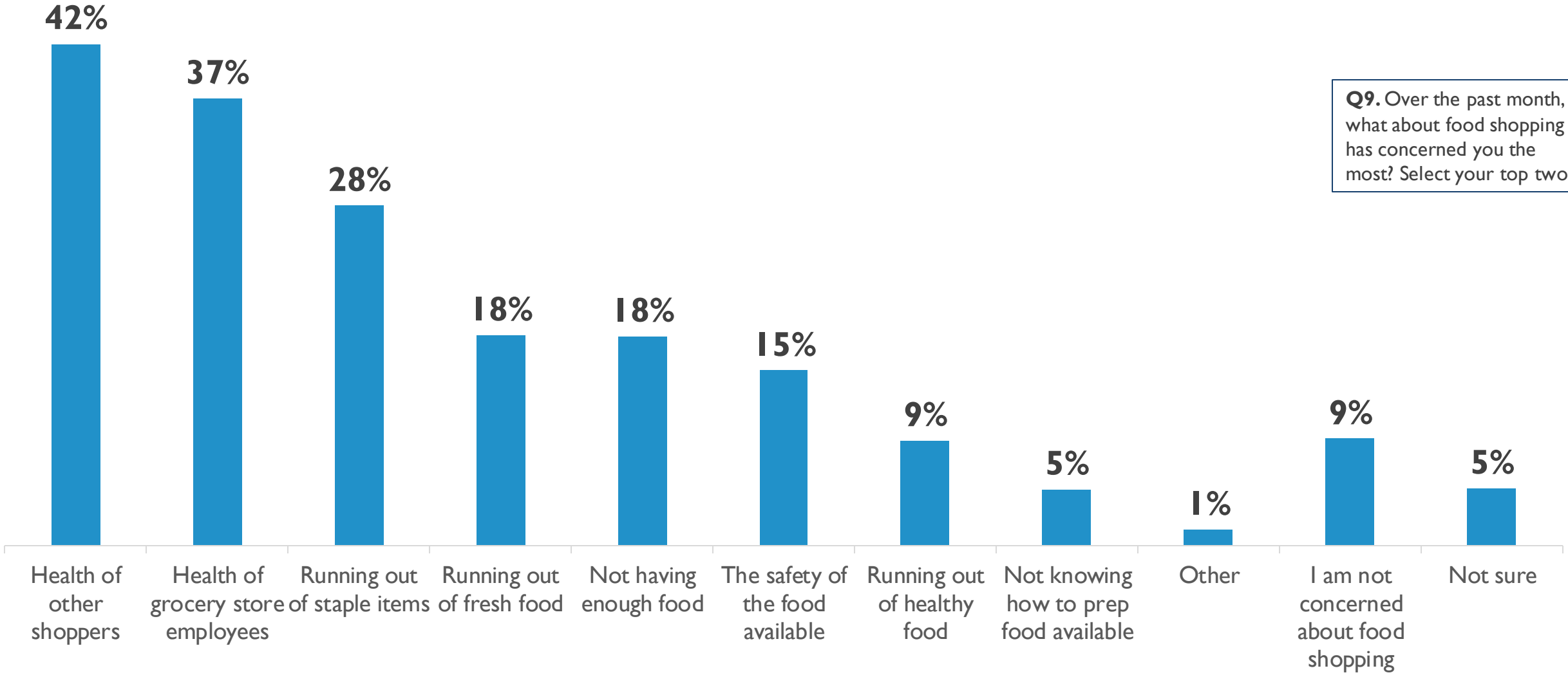
Q3. As a result of COVID-19, what steps are you taking to feel comfortable with the safety of your food when you shop for groceries? Select all that apply.

CLEANING COMMONLY TOUCHED SURFACES, OFFERING SANITIZER AND WEARING GLOVES/MASKS ARE MOST IMPORTANT ACTIONS STORE EMPLOYEES CAN TAKE



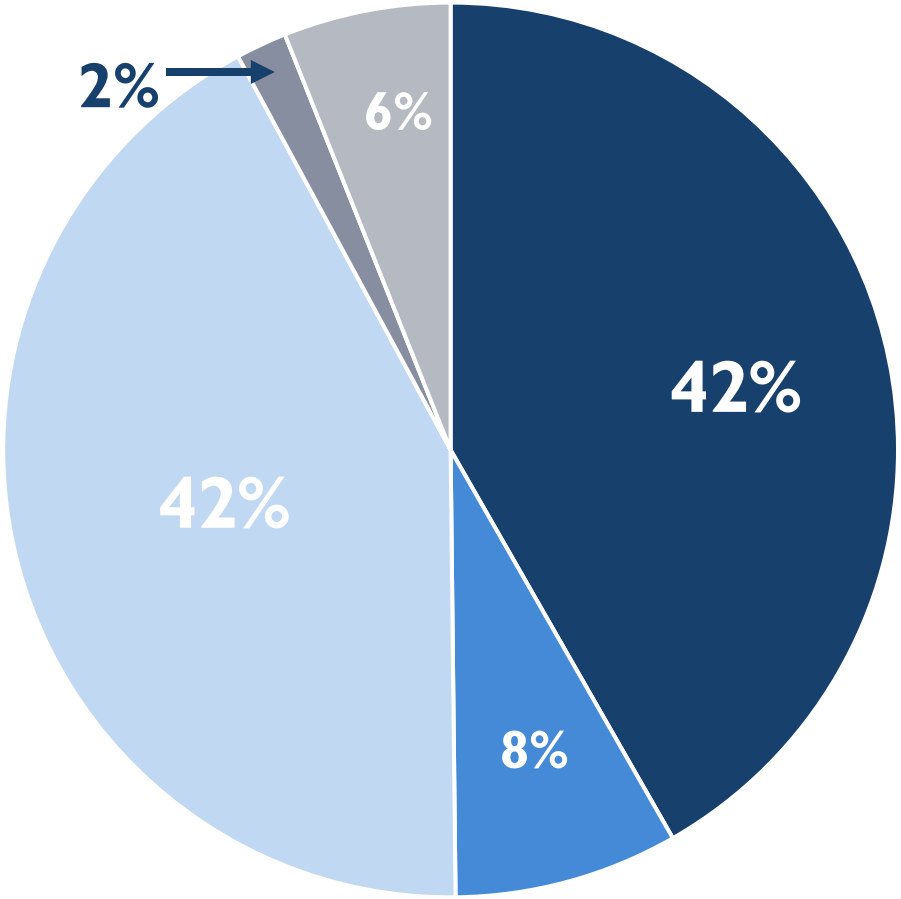
Q4. As a result of COVID-19, which of these actions would you like to know that grocery store employees are taking to ensure the safety of your food? Select your top 2.

TOP FOOD SHOPPING CONCERNS INCLUDE THE HEALTH OF OTHER SHOPPERS AND EMPLOYEES AND RUNNING OUT OF STAPLE ITEMS



Q9. Over the past month, what about food shopping has concerned you the most? Select your top two.

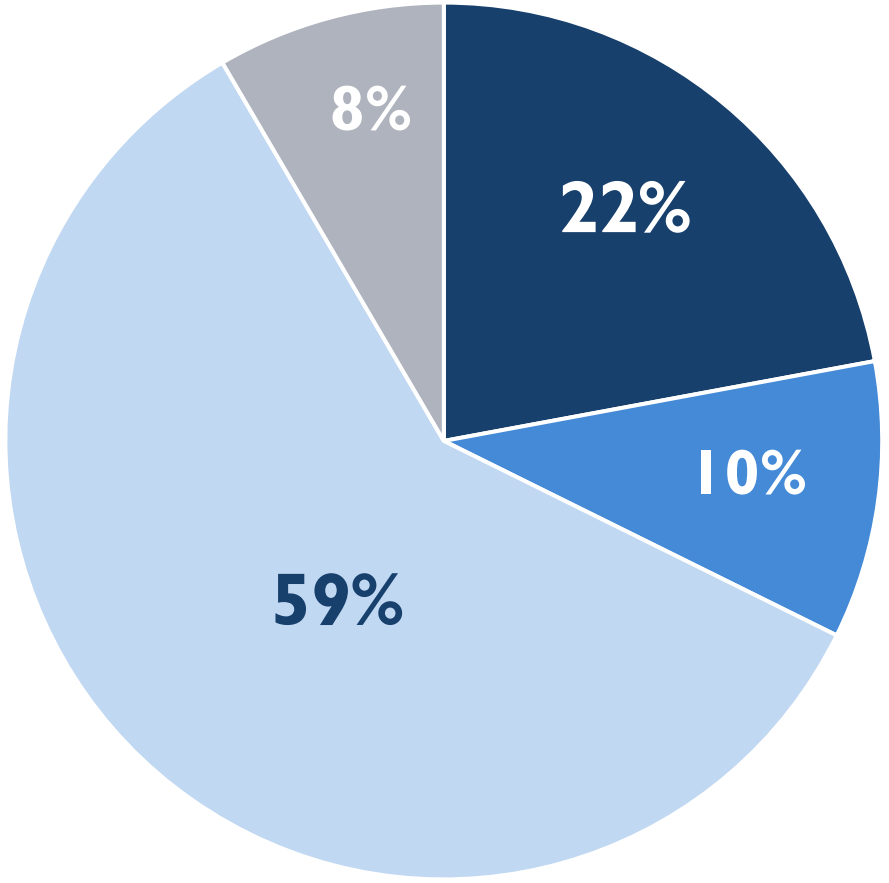
FOUR IN 10 ARE PURCHASING MORE PACKAGED FOODS; SAME NUMBER HAVEN'T CHANGED AMOUNT OF PACKAGED FOOD PURCHASES



Q6. Over the past month, has the amount of packaged foods you are buying changed?

- Yes, I have purchased more packaged foods than I usually do
- Yes, I have purchased less packaged foods than I usually do
- No, the amount of packaged foods I purchase has not changed
- I do not shop for groceries
- Not sure

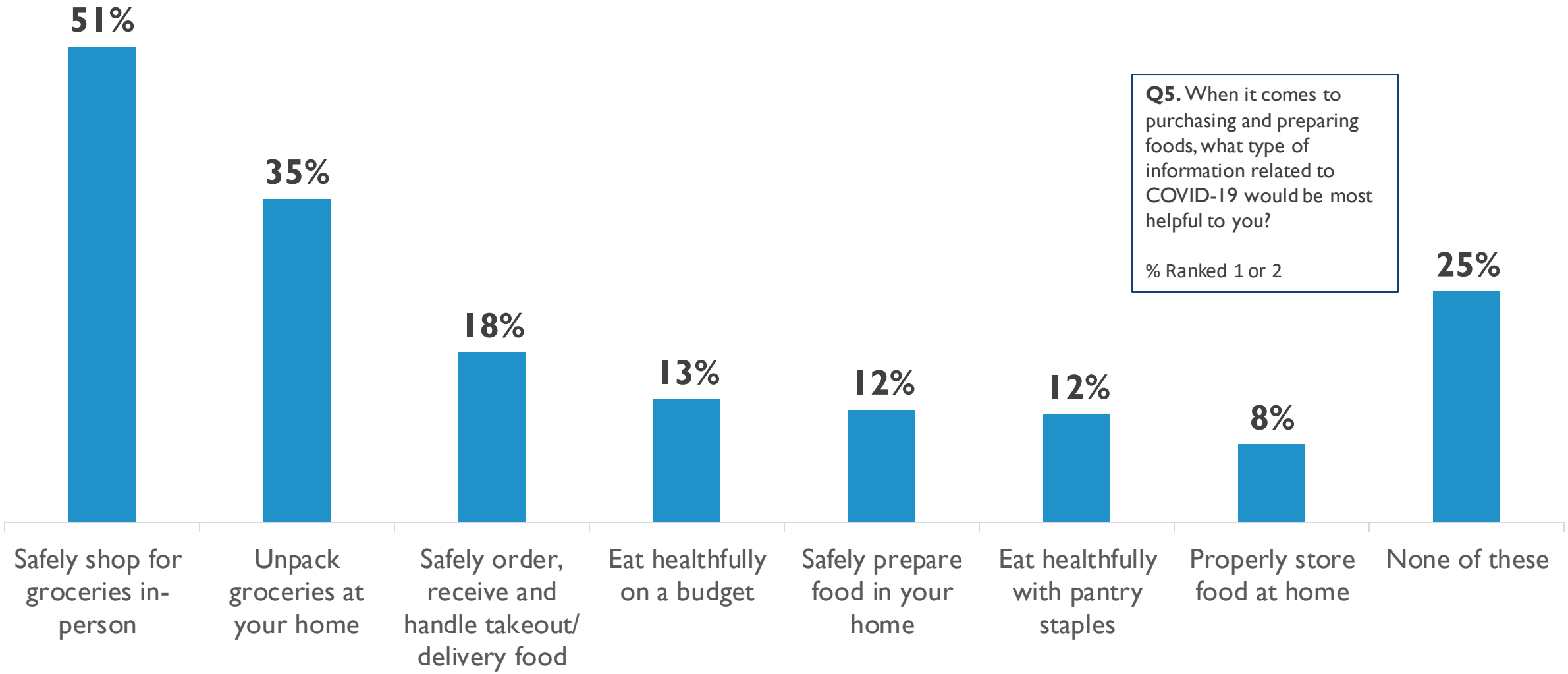
MOST CONSUMERS HAVEN'T CHANGED THEIR OPINION ON THE HEALTHFULNESS OF PACKAGED FOODS



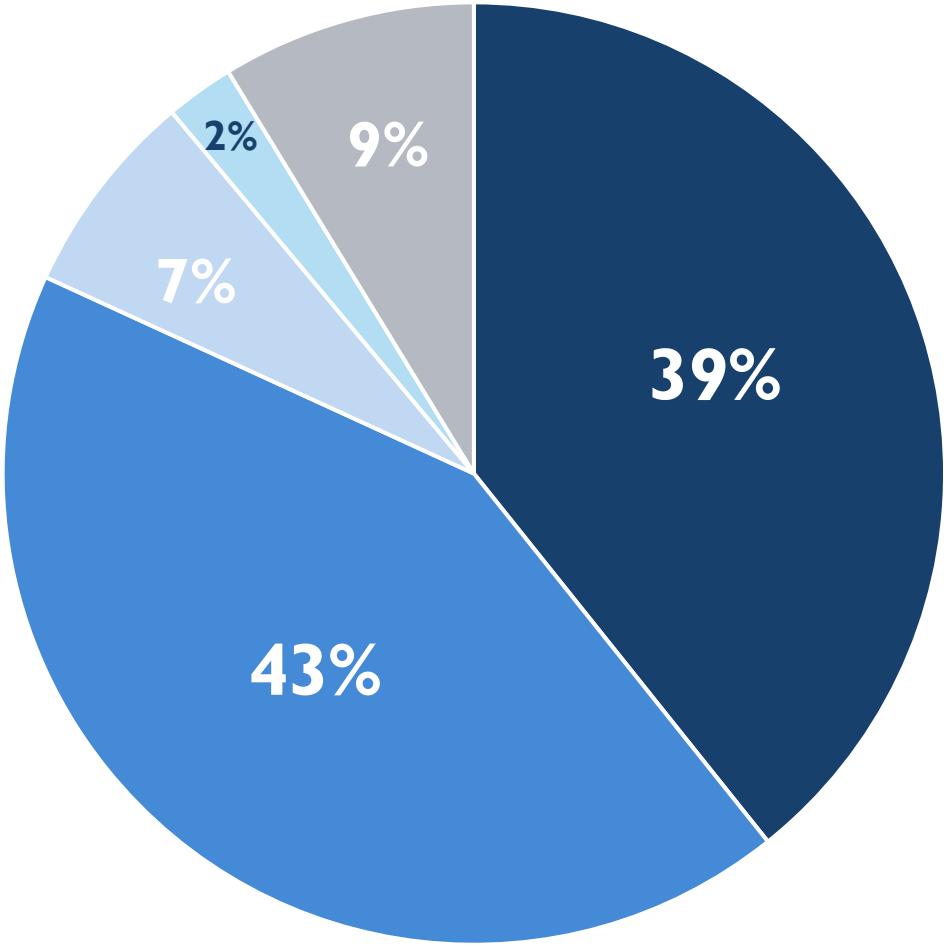
- Yes, I have a more favorable opinion of the healthfulness of packaged foods
- Yes, I have a less favorable opinion of the healthfulness of packaged foods
- No, my opinion of the healthfulness of packaged foods hasn't changed
- Not sure

Q7. Over the past month, has your opinion about the healthfulness of packaged foods changed?

OVER HALF WOULD LIKE INFORMATION ABOUT HOW TO SAFELY SHOP FOR GROCERIES IN PERSON



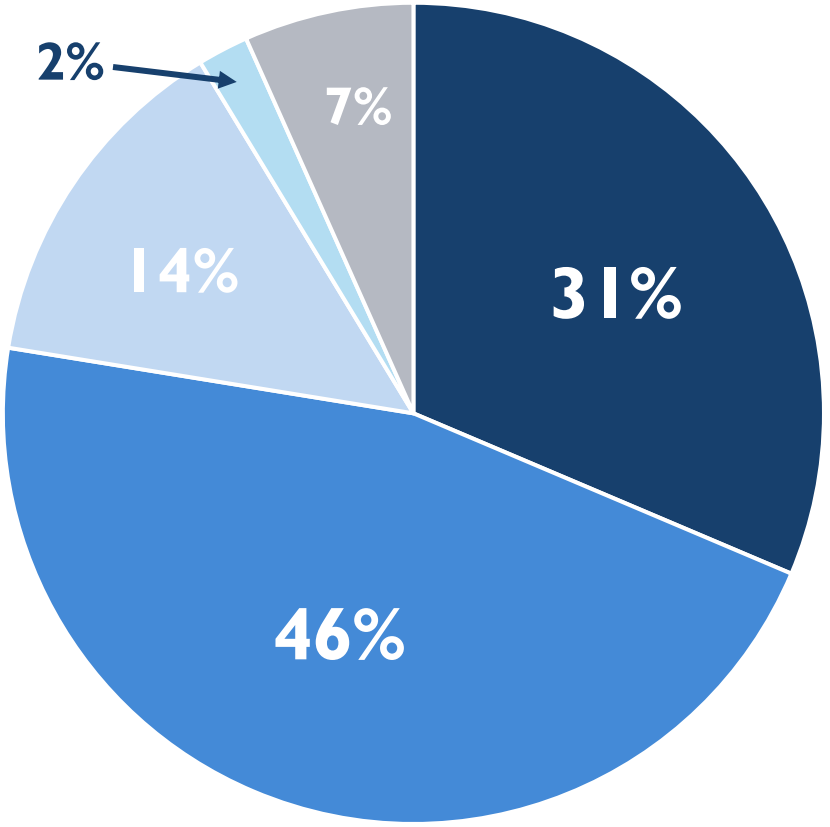
EIGHT IN 10 AT LEAST SOMEWHAT CONFIDENT THAT THE FOOD THEY ARE BUYING IS SAFE



- Yes, I am very confident that the food I am buying is safe to consume
- Yes, I am somewhat confident that the food I am buying is safe to consume
- No, I am not that confident that the food I am buying is safe to consume
- No, I am not at all confident that the food I am buying is safe to consume
- Not sure

Q8. Do you believe the food you are buying is safe to consume?

MOST ARE AT LEAST SOMEWHAT CONFIDENT THAT FOOD PRODUCERS CAN MEET CONSUMER NEEDS



- Very confident
- Somewhat confident
- Not too confident
- Not at all confident
- Not sure

Q10. In thinking about the month ahead, how confident are you in the ability of food manufacturers to supply enough food to meet the needs of consumers?

APPENDICES

FOOD SHOPPING HABITS CHANGED

	Shop in person less	Purchase pantry items more	Purchase more groceries when shop	Shop in person less busy stores	Purchase more frozen food	Purchasing more household items	Purchasing more packaged foods	Started grocery delivery
Total	50%	37%	37%	31%	31%	29%	22%	16%
Men	42% ↓	35%	34%	31%	31%	28%	22%	18%
Women	56% ↑	39%	39%	31%	30%	30%	22%	13%
White	54% ↑	39%	38%	31%	30%	26%	21%	16%
African American	33% ↓	33%	37%	26%	30%	32%	22%	10%
Hispanic/ Latinx	50%	39%	34%	40%	35%	39%	30%	20%
Under 45	46%	38%	38%	28%	38% ↑	32%	25%	18%
45-64	52%	38%	37%	33%	26%	27%	23%	12%
65+	55%	35%	35%	32%	20% ↓	24%	13% ↓	15%
Northeast	47%	32%	40%	32%	32%	32%	22%	17%
Midwest	51%	35%	40%	28%	33%	26%	21%	14%
South	47%	43%	33%	32%	33%	35%	24%	15%
West	53%	38%	35%	32%	25%	24%	22%	16%
Non-college	48%	36%	35%	32%	29%	31%	20%	12%
College	51%	38%	39%	30%	33%	26%	25%	19%

Q1. How have your food shopping habits changed over the past month as a result of COVID-19? Select all that apply.

FOOD SHOPPING HABITS CHANGED

	Purchasing less fresh produce	More attention to food packaging	Increased frequency grocery delivery	Purchase less groceries when shop	More attention environmental impact	Less attention environmental impact	Other	I don't shop for groceries	Shopping habits have not changed
Total	15%	14%	13%	13%	12%	9%	2%	2%	11%
Men	14%	15%	16%	14%	13%	9%	1%	2%	14% ↑
Women	16%	14%	11%	11%	11%	9%	3%	2%	7% ↓
White	15%	11% ↓	12%	13%	9% ↓	6% ↓	2%	1%	12%
African American	9%	21%	14%	8%	17%	14%	5%	2%	8%
Hispanic/ Latinx	24%	24% ↑	21%	20%	25% ↑	17% ↑	1%	2%	1%
Under 45	16%	19% ↑	17% ↑	14%	16% ↑	13% ↑	2%	2%	9%
45-64	13%	12%	10%	12%	10%	6%	1%	1%	11%
65+	15%	3% ↓	7%	12%	5% ↓	4%	5%	2%	13%
Northeast	13%	17%	14%	12%	18% ↑	12%	4%	1%	6%
Midwest	13%	11%	13%	11%	10%	8%	2%	1%	16% ↑
South	18%	18%	14%	14%	16%	10%	1%	3%	9%
West	16%	12%	12%	14%	6% ↓	7%	2%	2%	10%
Non-college	16%	14%	10% ↓	11%	13%	10%	2%	2%	12%
College	14%	14%	17% ↑	15%	11%	8%	2%	1%	9%

Q1. How have your food shopping habits changed over the past month as a result of COVID-19? Select all that apply.

EATING HABITS CHANGED

	More home cooked meals	Less take-out/ delivery	Snacking more	More pre-made meals	More take-out/ delivery	More/ more often than typical
Total	47%	28%	27%	18%	16%	15%
Men	42% ↓	27%	28%	21%	16%	16%
Women	52% ↑	28%	27%	15%	16%	15%
White	48%	30%	27%	18%	14%	15%
African American	42%	21%	28%	15%	19%	16%
Hispanic/ Latinx	56%	30%	33%	23%	21%	15%
Under 45	44%	30%	31%	22% ↑	19%	17%
45-64	50%	28%	24%	15%	14%	15%
65+	50%	20%	22%	13%	11%	11%
Northeast	43%	29%	28%	20%	19%	15%
Midwest	48%	30%	29%	17%	17%	15%
South	49%	29%	30%	20%	15%	20%
West	48%	24%	23%	16%	13%	12%
Non-college	45%	28%	27%	18%	14%	14%
College	49%	27%	28%	18%	18%	17%

Q2. How have your eating habits changed over the past month as a result of COVID-19? Select all that apply.

EATING HABITS CHANGED

	Healthier food than typical	Less healthy food than typical	Less/ less often than typical	Snacking less	Other	My eating habits have not changed
Total	15%	13%	13%	12%	2%	19%
Men	15%	13%	13%	15%	2%	21%
Women	14%	13%	12%	10%	2%	17%
White	11% ↓	13%	13%	10%	1% ↓	21%
African American	27% ↑	10%	12%	19%	4%	15%
Hispanic/ Latinx	23%	21%	14%	19%	7% ↑	4% ↓
Under 45	21% ↑	16%	15%	16% ↑	3%	14% ↓
45-64	10%	11%	10%	9%	1%	22%
65+	6% ↓	11%	12%	9%	2%	24%
Northeast	19%	13%	8%	18%	3%	14%
Midwest	13%	8%	15%	8%	1%	20%
South	20%	16%	13%	15%	2%	17%
West	8% ↓	16%	14%	10%	2%	23%
Non-college	13%	12%	12%	11%	3%	22%
College	17%	15%	14%	14%	1%	16%

Q2. How have your eating habits changed over the past month as a result of COVID-19? Select all that apply.

COMFORT IN FOOD SAFETY

	Washing hands after grocery store	Going to store less	Minimize touching surfaces	Using wipes/sanitizer	Shopping during less busy times	Rinsing fresh produce	Using cleaners on food packages	Using card methods instead of cash	Using self checkout machine
Total	63%	51%	50%	47%	37%	35%	34%	30%	25%
Men	56% ↓	41% ↓	40% ↓	39% ↓	32% ↓	30%	32%	29%	24%
Women	69% ↑	60% ↑	60% ↑	54% ↑	42% ↑	38%	36%	31%	25%
White	69% ↑	57% ↑	55% ↑	51% ↑	41% ↑	37%	33%	33%	24%
African American	44% ↓	31% ↓	37%	36%	23% ↓	29%	33%	21%	28%
Hispanic/ Latinx	55%	42%	41%	43%	34%	36%	42%	28%	29%
Under 45	55% ↓	43% ↓	45% ↓	42% ↓	32% ↓	31%	31%	27%	27%
45-64	68%	57%	52%	49%	38%	34%	39%	32%	22%
65+	73% ↑	60%	62% ↑	56%	50% ↑	47% ↑	32%	34%	26%
Northeast	62%	48%	46%	42%	33%	31%	33%	27%	24%
Midwest	58%	52%	47%	45%	34%	31%	28%	27%	27%
South	62%	47%	53%	47%	42%	36%	39%	36%	22%
West	69%	54%	55%	53%	39%	39%	36%	30%	26%
Non-college	64%	49%	48%	47%	36%	34%	32%	28%	25%
College	62%	53%	53%	47%	39%	35%	36%	32%	24%

Q3. As a result of COVID-19, what steps are you taking to feel comfortable with the safety of your food when you shop for groceries? Select all that apply.

COMFORT IN FOOD SAFETY

	Buying more packaged food	Removing external packaging before storing	Online grocery shopping	Buying less fresh, unpackaged food	Unpacking groceries outside	Buying more plastic wrapped items	Other	Not made changes	I don't shop for groceries
Total	19%	17%	16%	14%	12%	11%	2%	5%	2%
Men	20%	16%	17%	16%	13%	10%	3%	8% ↑	2%
Women	18%	19%	15%	12%	11%	12%	2%	3% ↓	1%
White	18%	18%	16%	13%	12%	10%	1%	6%	2%
African American	20%	15%	16%	16%	9%	15%	1%	6%	0%
Hispanic/ Latinx	28%	22%	24%	18%	18%	15%	5%	4%	1%
Under 45	21%	17%	19%	15%	12%	15% ↑	3%	5%	2%
45-64	18%	16%	13%	14%	11%	7%	2%	5%	1%
65+	16%	21%	11%	12%	12%	9%	2%	8%	2%
Northeast	22%	19%	16%	15%	12%	14%	2%	3%	0%
Midwest	15%	15%	17%	13%	10%	13%	2%	8%	1%
South	22%	20%	18%	14%	13%	12%	1%	5%	4% ↑
West	19%	16%	12%	14%	12%	7%	3%	5%	1%
Non-college	19%	17%	13%	14%	10%	11%	3%	7%	2%
College	19%	18%	19%	14%	13%	11%	1%	4%	1%

Q3. As a result of COVID-19, what steps are you taking to feel comfortable with the safety of your food when you shop for groceries? Select all that apply.

GROCERY STORE SAFETY ACTIONS

	Frequently wiping down commonly touched surfaces	Providing wipes/hand sanitizer	Wearing gloves while working	Wearing masks while working	Using cleaners to wipe down food packaging
Total	43%	32%	28%	28%	18%
Men	36% ↓	27%	30%	33%	19%
Women	48% ↑	36%	27%	24%	17%
White	47%	34%	28%	27%	17%
African American	42%	25%	28%	32%	19%
Hispanic/ Latinx	33%	26%	36%	27%	24%
Under 45	41%	30%	29%	28%	21%
45-64	45%	34%	28%	27%	15%
65+	42%	33%	29%	32%	13%
Northeast	39%	32%	28%	28%	19%
Midwest	46%	30%	30%	29%	16%
South	45%	31%	28%	26%	22%
West	41%	34%	27%	30%	15%
Non-college	44%	30%	31%	29%	17%
College	42%	34%	25%	28%	19%

Q4. As a result of COVID-19, which of these actions would you like to know that grocery stores employees are taking to ensure the safety of your food? Select your top 2.

GROCERY STORE SAFETY ACTIONS

	Ensuring that employees taking physical distancing	Installing clear plastic barriers between cashiers and customers	Cashiers not touching reusable shopping bags that customers bring into the store	Other	I do not shop for groceries
Total	16%	15%	11%	1%	3%
Men	18%	14%	14%	2%	3%
Women	15%	16%	8%	1%	4%
White	16%	16%	10%	1%	3%
African American	20%	9%	18%	0%	4%
Hispanic/ Latinx	11%	21%	9%	3%	5%
Under 45	16%	15%	11%	1%	4%
45-64	19%	16%	10%	1%	2%
65+	13%	15%	11%	2%	5%
Northeast	19%	13%	13%	2%	3%
Midwest	21%	16%	7%	1%	2%
South	12%	18%	10%	1%	4%
West	14%	15%	13%	2%	4%
Non-college	16%	15%	10%	2%	3%
College	17%	16%	11%	1%	3%

Q4. As a result of COVID-19, which of these actions would you like to know that grocery stores employees are taking to ensure the safety of your food? Select your top 2.

HELPFUL INFORMATION

	Safely shop for groceries in-person	Unpack groceries at your home	Safely order, receive and handle takeout/ delivery food	Eat healthfully on a budget	Safely prepare food in your home	Eat healthfully with pantry staples	Properly store food at home	None of these
Total	51%	35%	18%	13%	12%	12%	8%	25%
Men	51%	33%	17%	13%	14%	9%	9%	27%
Women	51%	36%	20%	13%	11%	14%	8%	23%
White	52%	37%	21%	13%	11%	12%	9%	23%
African American	42%	24%	11%	20%	11%	16%	9%	34%
Hispanic/ Latinx	61%	40%	11%	14%	14%	10%	7%	21%
Under 45	49%	32%	16%	14%	14%	14%	10%	26%
45-64	52%	36%	19%	16%	13%	11%	7%	23%
65+	56%	41%	25%	6%	6%	7%	7%	26%
Northeast	46%	37%	20%	12%	15%	8%	10%	26%
Midwest	53%	33%	18%	15%	10%	12%	5%	27%
South	52%	35%	15%	17%	15%	15%	10%	20%
West	53%	34%	19%	10%	10%	12%	9%	27%
Non-college	51%	31%	16%	12%	11%	11%	7%	30% ↑
College	51%	39%	21%	15%	13%	13%	9%	20% ↓

Q5. When it comes to purchasing and preparing foods, what type of information related to COVID-19 would be most helpful to you?

% Ranked 1 or 2

AMOUNT OF PACKAGED FOOD

	Yes, I have purchased more packaged foods than I usually do	Yes, I have purchased less packaged foods than I usually do	No, the amount of packaged foods I purchased has not changed	I do not shop for groceries	Not sure
Total	42%	8%	42%	2%	6%
Men	43%	8%	39%	3%	7%
Women	41%	8%	45%	1%	5%
White	41%	6% ↓	48% ↑	2%	4% ↓
African American	42%	13%	35%	2%	8%
Hispanic/ Latinx	52%	15% ↑	23% ↓	2%	7%
Under 45	49% ↑	11% ↑	31% ↓	3%	6%
45-64	39%	4% ↓	51% ↑	1%	6%
65+	27% ↓	9%	57% ↑	1%	6%
Northeast	42%	12%	41%	1%	5%
Midwest	36%	6%	50%	2%	6%
South	49% ↑	10%	31% ↓	2%	8%
West	40%	5%	46%	3%	6%
Non-college	38%	9%	42%	2%	8% ↑
College	45%	7%	42%	2%	4% ↓

Q6. Over the past month, has the amount of packaged foods you are buying changed?

HEALTHFULNESS OF PACKAGED FOOD

	Yes, I have a more favorable opinion of the healthfulness of packaged foods	Yes, I have a less favorable opinion of the healthfulness of packaged foods	No, my opinion of the healthfulness of packaged foods hasn't changed	Not sure
Total	22%	10%	59%	8%
Men	24%	12%	56%	8%
Women	20%	9%	62%	9%
White	17% ↓	9%	67% ↑	7%
African American	34% ↑	14%	44% ↓	9%
Hispanic/ Latinx	39% ↑	19% ↑	33% ↓	8%
Under 45	30% ↑	16% ↑	45% ↓	9%
45-64	17% ↓	5% ↓	70% ↑	8%
65+	11% ↓	5%	75% ↑	8%
Northeast	26%	16% ↑	50% ↓	7%
Midwest	17%	8%	69% ↑	7%
South	29% ↑	11%	48% ↓	12%
West	18%	7%	67% ↑	8%
Non-college	23%	9%	57%	11% ↑
College	21%	12%	62%	6% ↓

Q7. Over the past month, has your opinion about the healthfulness of packaged foods changed?

SAFE TO CONSUME

	Yes, I am very confident that the food I am buying is safe to consume	Yes, I am somewhat confident that the food I am buying is safe to consume	No, I am not that confident that the food I am buying is safe to consume	No, I am not at all confident that the food I am buying is safe to consume	Not sure
Total	39%	43%	7%	2%	9%
Men	43%	40%	7%	3%	8%
Women	36%	45%	7%	2%	9%
White	41%	43%	6%	2%	8%
African American	34%	48%	6%	2%	11%
Hispanic/ Latinx	39%	40%	12%	1%	8%
Under 45	38%	39%	11% ↑	2%	9%
45-64	40%	45%	3% ↓	2%	10%
65+	41%	48%	5%	2%	5%
Northeast	37%	42%	7%	2%	11%
Midwest	38%	46%	7%	2%	8%
South	39%	43%	5%	4%	10%
West	43%	39%	9%	1%	7%
Non-college	38%	41%	7%	3%	12% ↑
College	41%	44%	7%	2%	6% ↓

Q8. Do you believe the food you are buying is safe to consume?

FOOD SHOPPING CONCERN

	Health of other shoppers	Health of grocery store employees	Running out of staple items	Running out of fresh food	Not having enough food
Total	42%	37%	28%	18%	18%
Men	38%	36%	26%	17%	18%
Women	46%	39%	30%	18%	17%
White	46% ↑	40%	30%	17%	16%
African American	36%	29%	27%	18%	19%
Hispanic/ Latinx	29%	33%	31%	18%	26%
Under 45	36% ↓	32% ↓	30%	18%	21%
45-64	43%	42%	28%	18%	18%
65+	57% ↑	45%	25%	15%	8% ↓
Northeast	37%	39%	25%	17%	17%
Midwest	46%	37%	28%	19%	18%
South	38%	36%	31%	16%	20%
West	46%	38%	30%	18%	15%
Non-college	38%	33% ↓	32%	16%	19%
College	46%	42% ↑	25%	19%	15%

Q9. Over the past month, what about food shopping has concerned you the most? Select your top two.

FOOD SHOPPING CONCERN

	The safety of the food available	Running out of healthy food	Not knowing how to prep food available	Other	I am not concerned about food shopping	Not sure
Total	15%	9%	5%	1%	9%	5%
Men	16%	9%	7%	2%	10%	5%
Women	13%	9%	3%	1%	8%	4%
White	12%	8%	4%	1%	9%	4%
African American	17%	12%	9%	2%	8%	8%
Hispanic/ Latinx	24%	12%	5%	1%	5%	5%
Under 45	17%	13% ↑	7% ↑	1%	8%	5%
45-64	14%	6%	2%	1%	9%	5%
65+	9%	4%	3%	2%	13%	2%
Northeast	18%	10%	6%	2%	8%	6%
Midwest	12%	8%	4%	1%	9%	5%
South	18%	12%	4%	1%	7%	5%
West	12%	6%	4%	2%	11%	4%
Non-college	14%	8%	4%	1%	10%	7% ↑
College	15%	9%	5%	2%	8%	2% ↓

Q9. Over the past month, what about food shopping has concerned you the most? Select your top two.

CONFIDENCE IN FOOD MANUFACTURERS

	Total confident	Total not confident	Not sure
Total	78%	16%	7%
Men	80%	14%	6%
Women	75%	18%	7%
White	81% ↑	14%	5% ↓
African American	76%	13%	12%
Hispanic/ Latinx	66% ↓	26% ↑	8%
Under 45	74%	19%	7%
45-64	80%	12%	8%
65+	83%	14%	3%
Northeast	75%	17%	8%
Midwest	78%	16%	6%
South	80%	13%	7%
West	77%	17%	6%
Non-college	73% ↓	18%	9% ↑
College	83% ↑	13%	4% ↓

Q10. In thinking about the month ahead, how confident are you in the ability of food manufacturers to supply enough food to meet the needs of consumers?

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