

COVID-19: May 2020

A SECOND LOOK AT COVID-19'S 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 U.S. adults ages 18+ from May 7 to May 12, 2020 and were weighted to ensure proportional results.

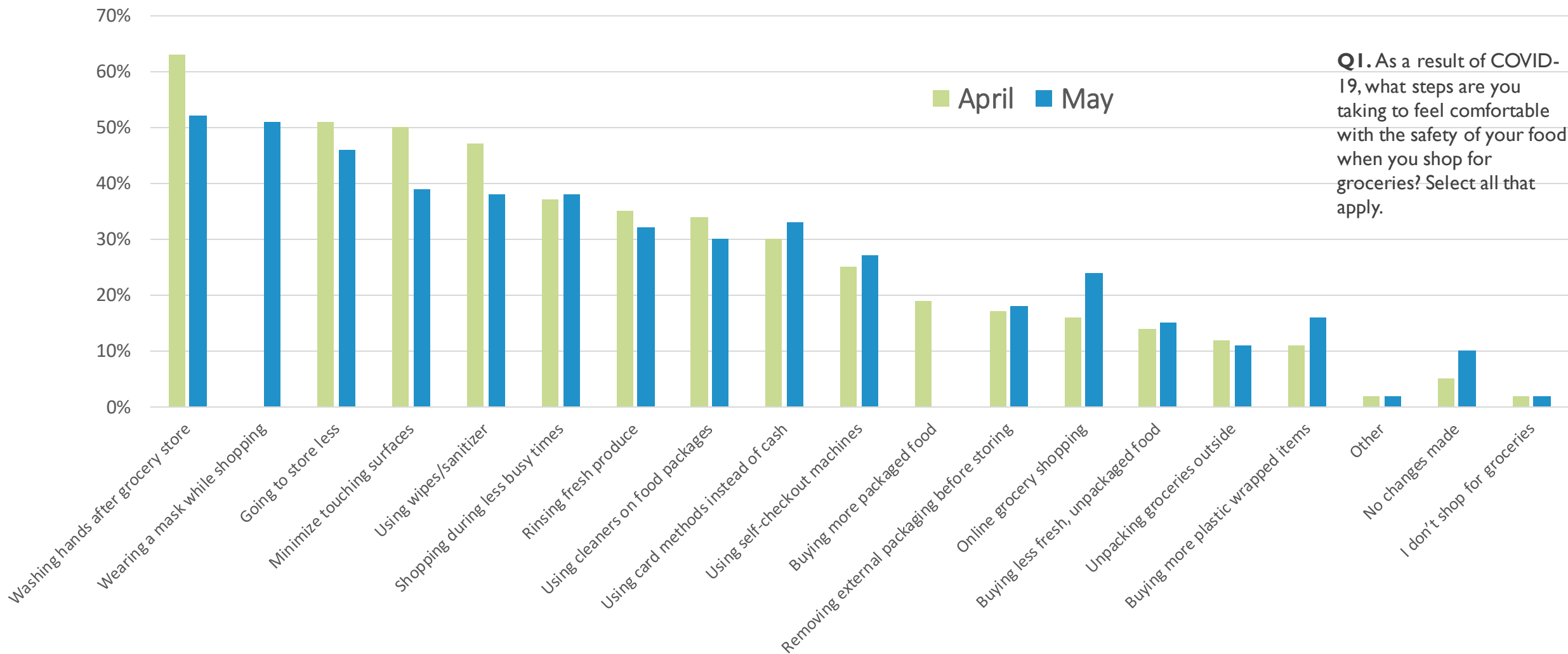
The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error ± 3.1 at the 95% confidence level.

Statistical Significance

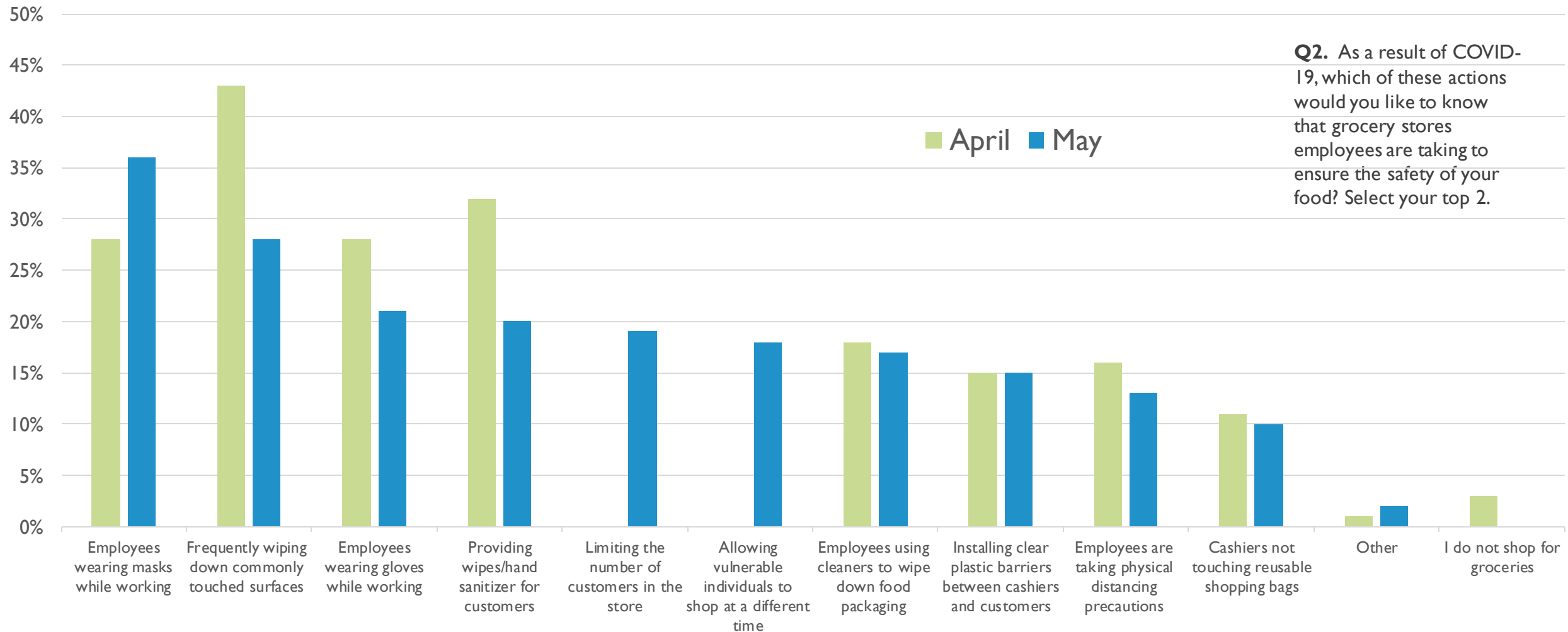
Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g. age, race, gender, etc.).

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.

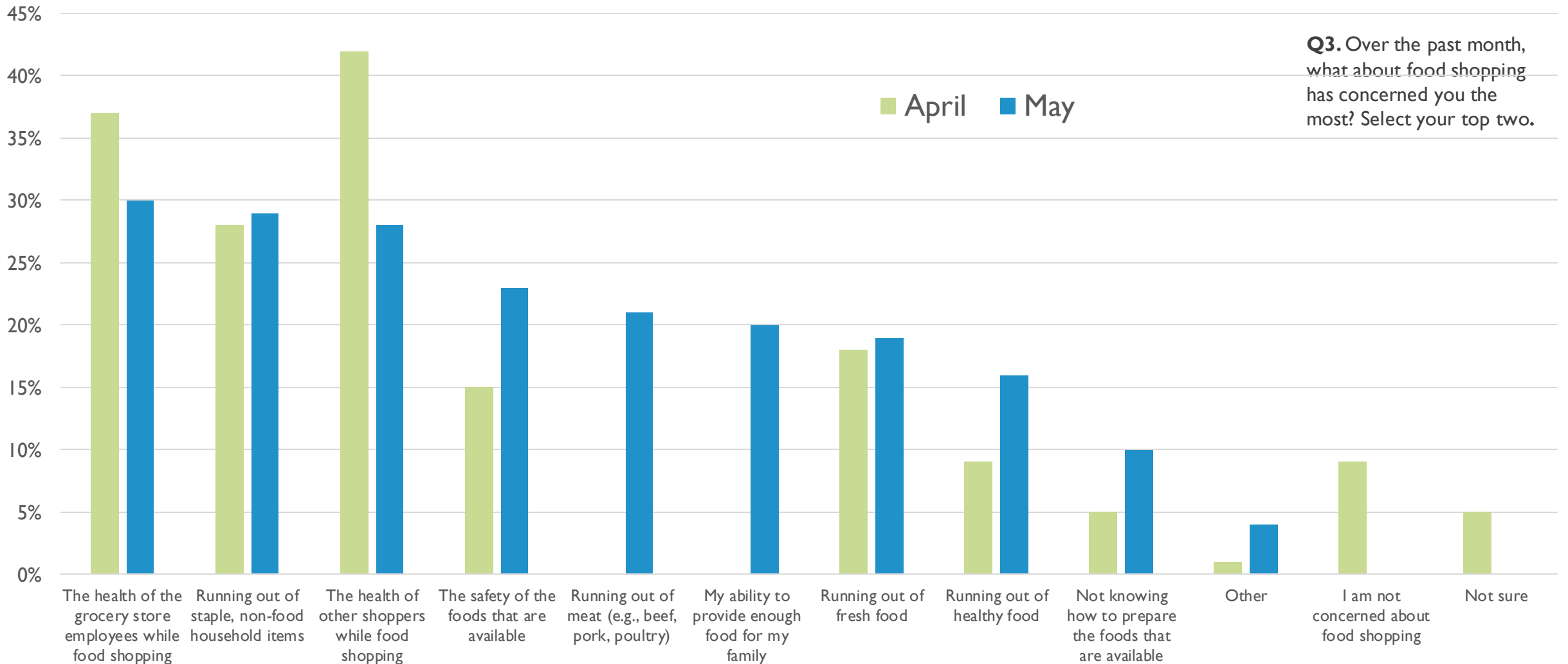
Just over half washing hands after food shopping; similar percentage wearing a mask while shopping



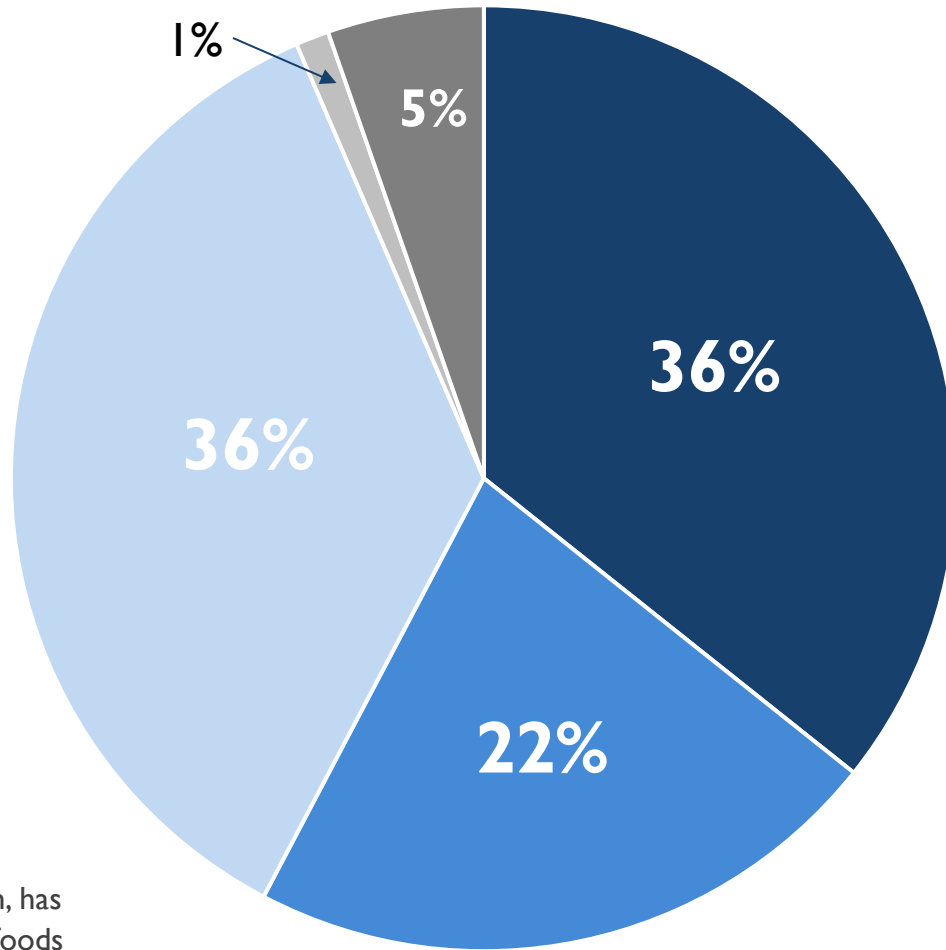
Over one-third say they would most like to have employees wear masks to ensure food safety



Top food shopping concerns: health of store employees, running out of staple, non-food items and health of other shoppers



Over one-third have purchased more packaged foods in past month; same percentage have not changed the amount purchased

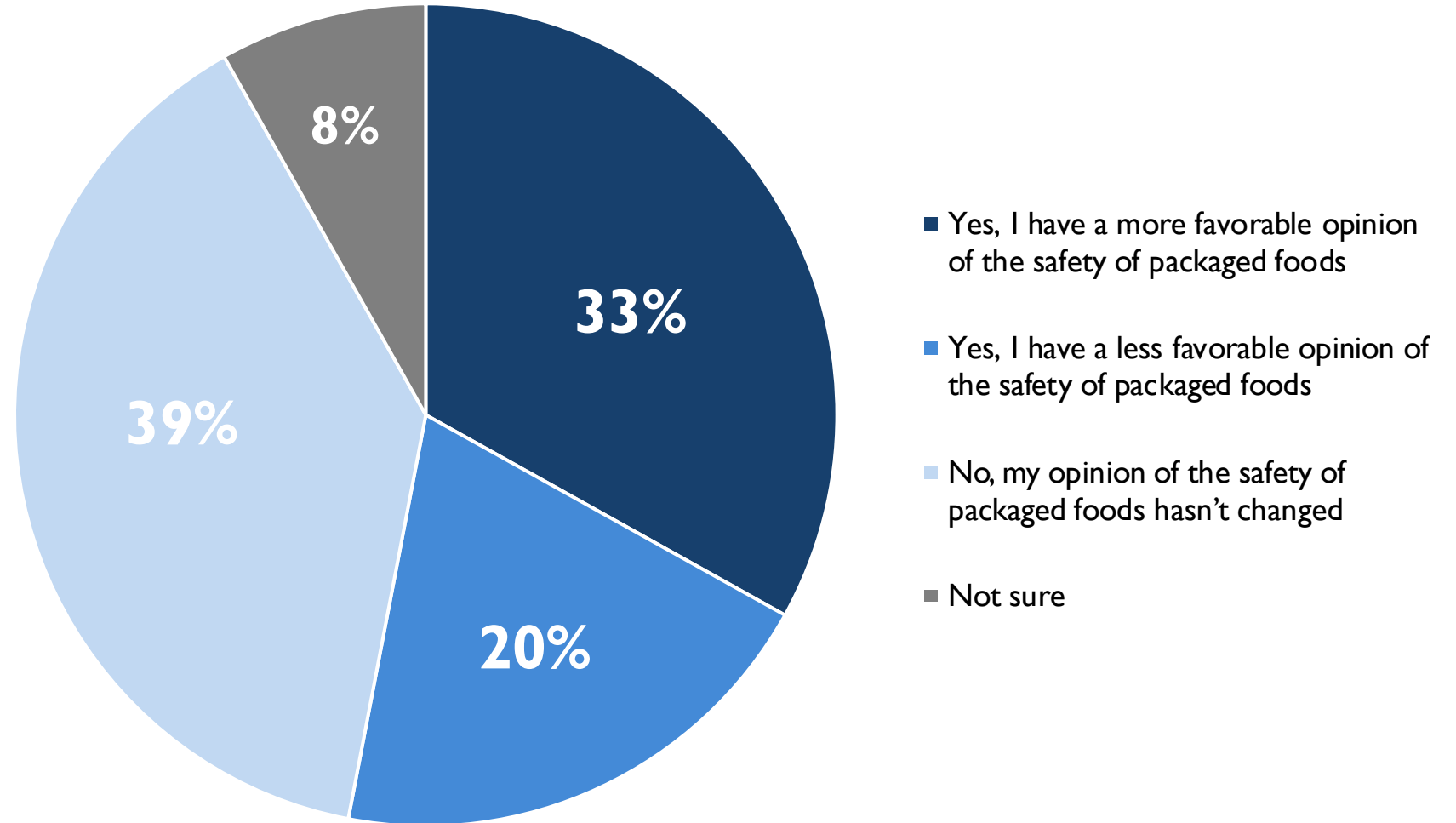


- Yes, I have purchased more packaged foods than I usually do
- Yes, I have purchased less packaged foods than I usually do
- No, the amount of packaged foods I purchase has not changed
- I do not shop for groceries
- Not sure

36% purchasing more packaged foods vs. 42% in April 2020

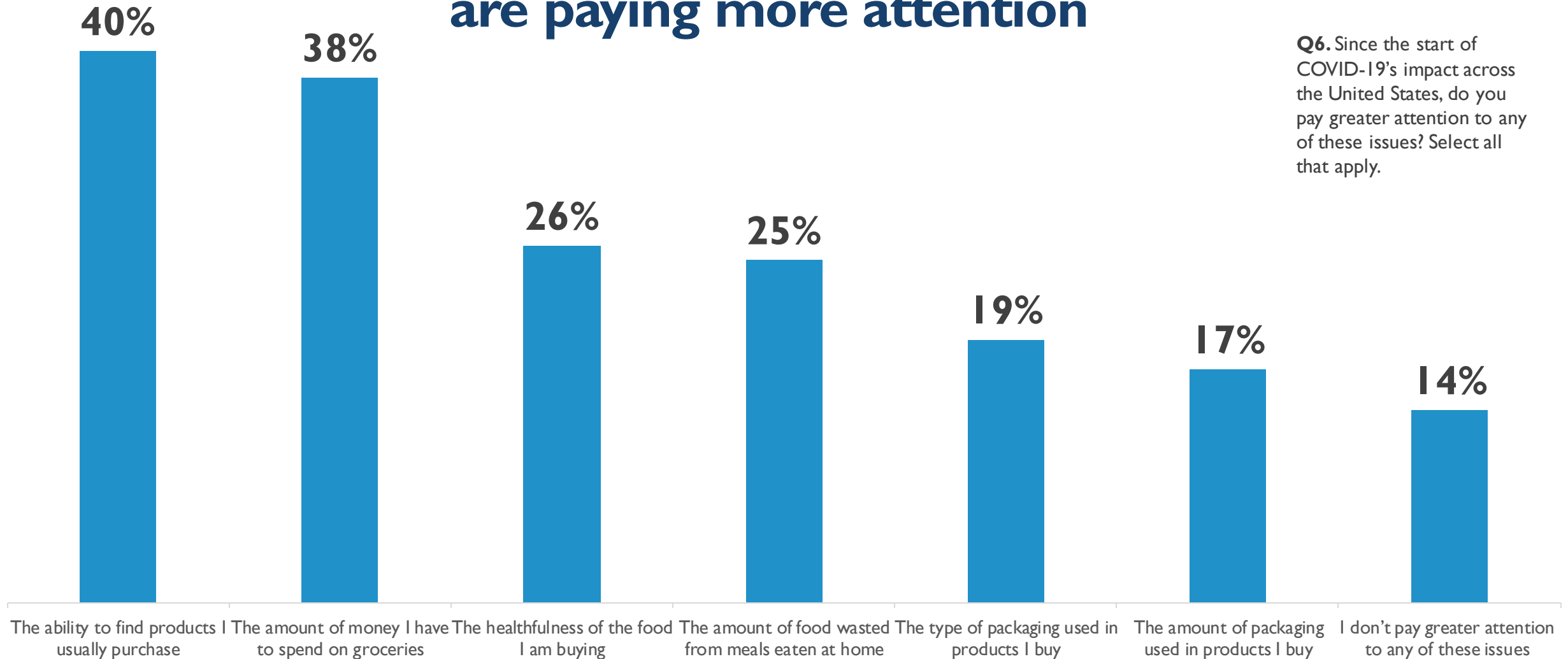
Q4. Over the past month, has the amount of packaged foods you are buying changed?

One-third have a more favorable opinion about the safety of packaged foods since COVID-19's impact; 4 in 10 haven't changed their opinion

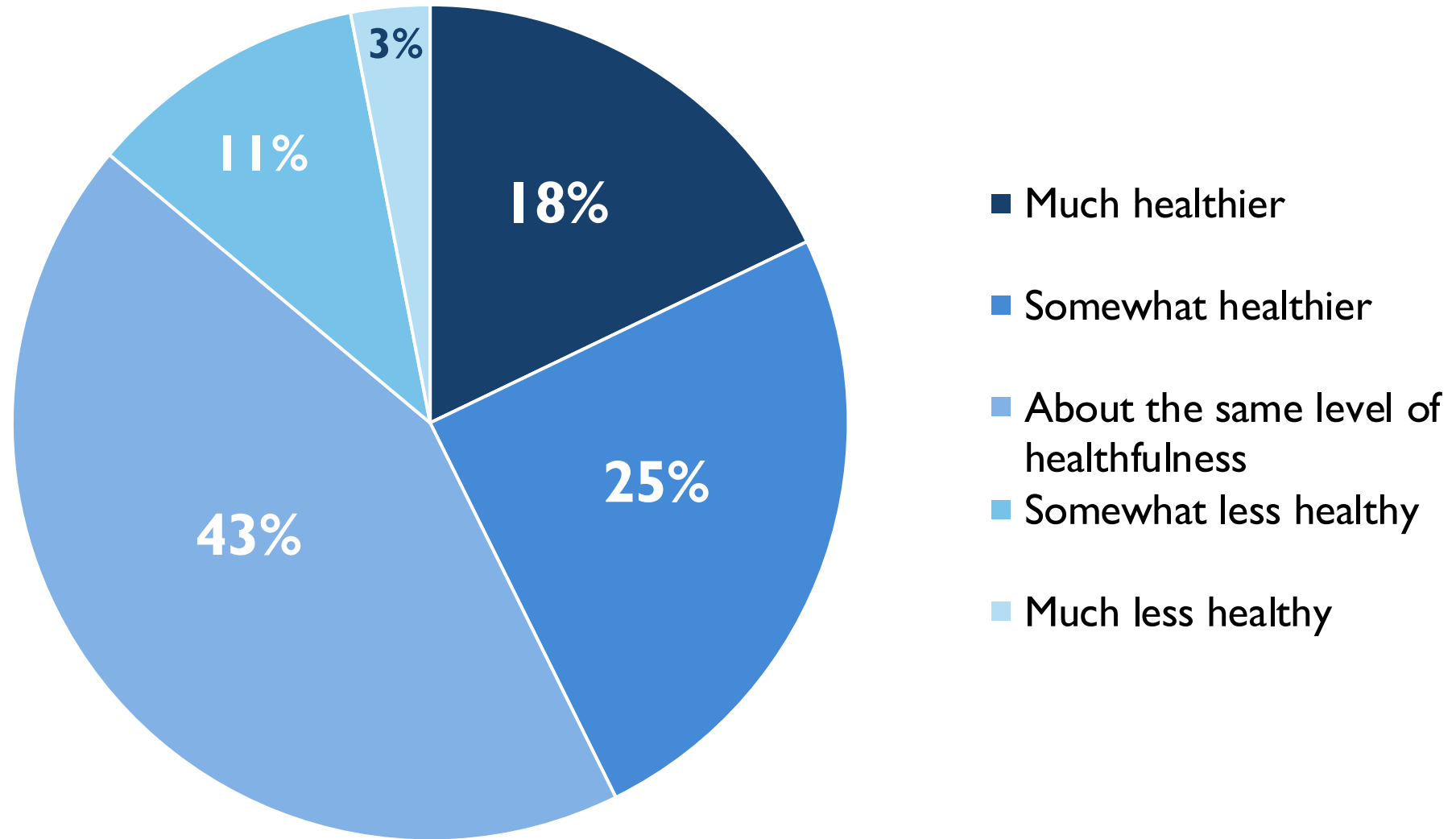


Q5. Since the start of COVID-19's impact across the United States, has your opinion about the safety of packaged foods changed?

Ability to find commonly purchased products and amount of money to spend on groceries are top two areas where consumers are paying more attention

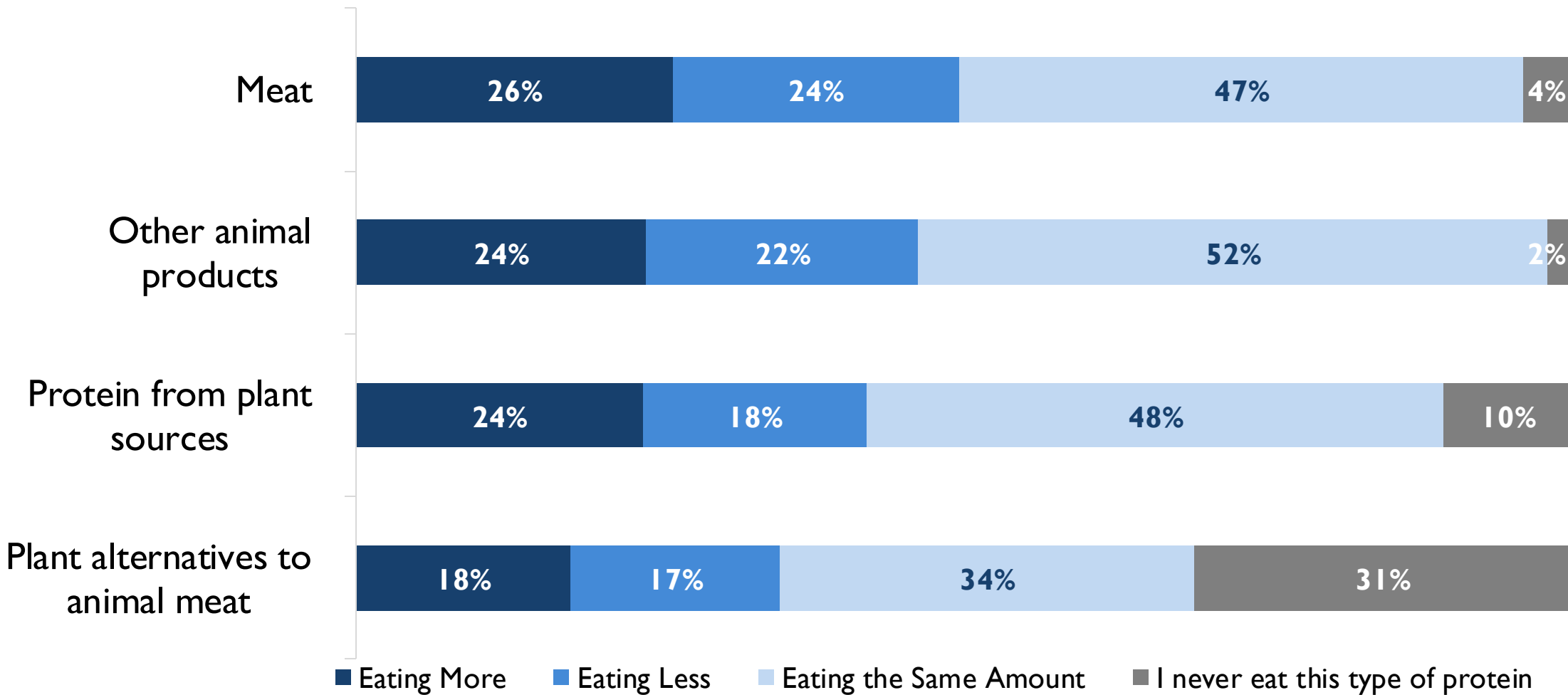


Over 4 in 10 report healthier eating habits



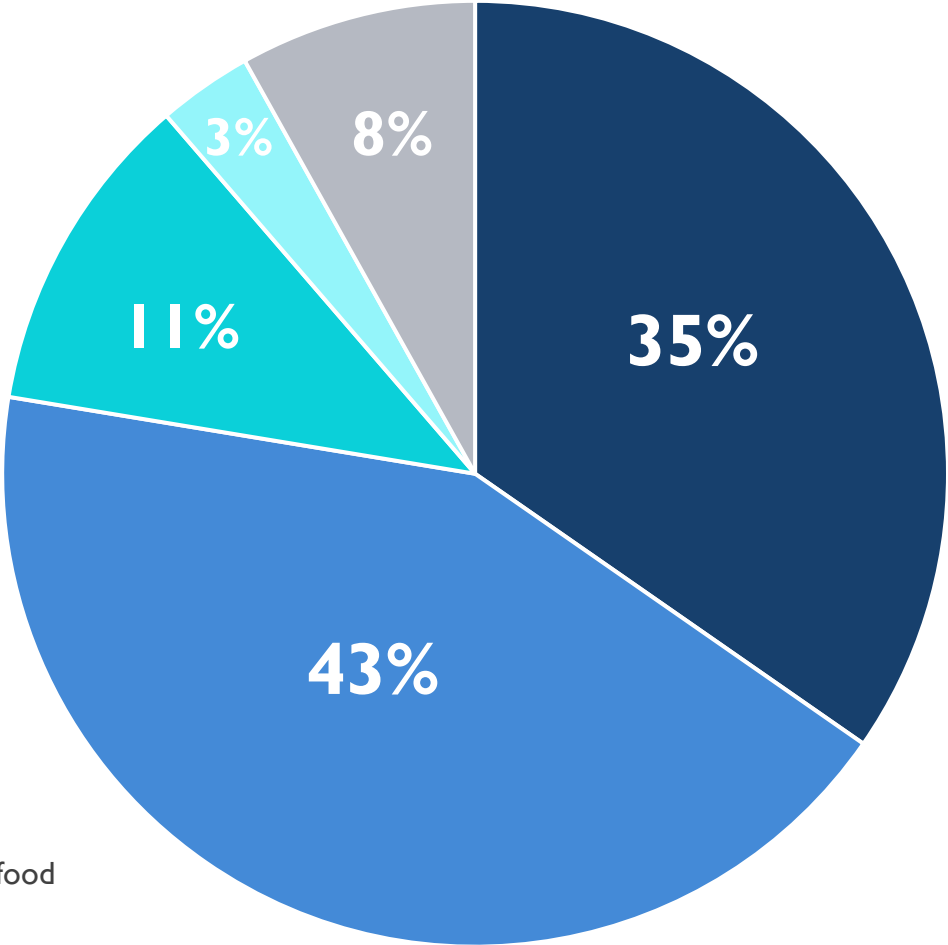
Q7. Compared to before COVID-19 began impacting the United States, do you consider your current eating habits to be:

Roughly half of consumers are eating the same amount of most protein



Q8. For each type of protein noted below, how has your consumption changed since the start of COVID-19's impact across the United States? Please select the answer for each row that applies to you.

Over 3 in 4 are at least somewhat confident that the food they are buying is safe

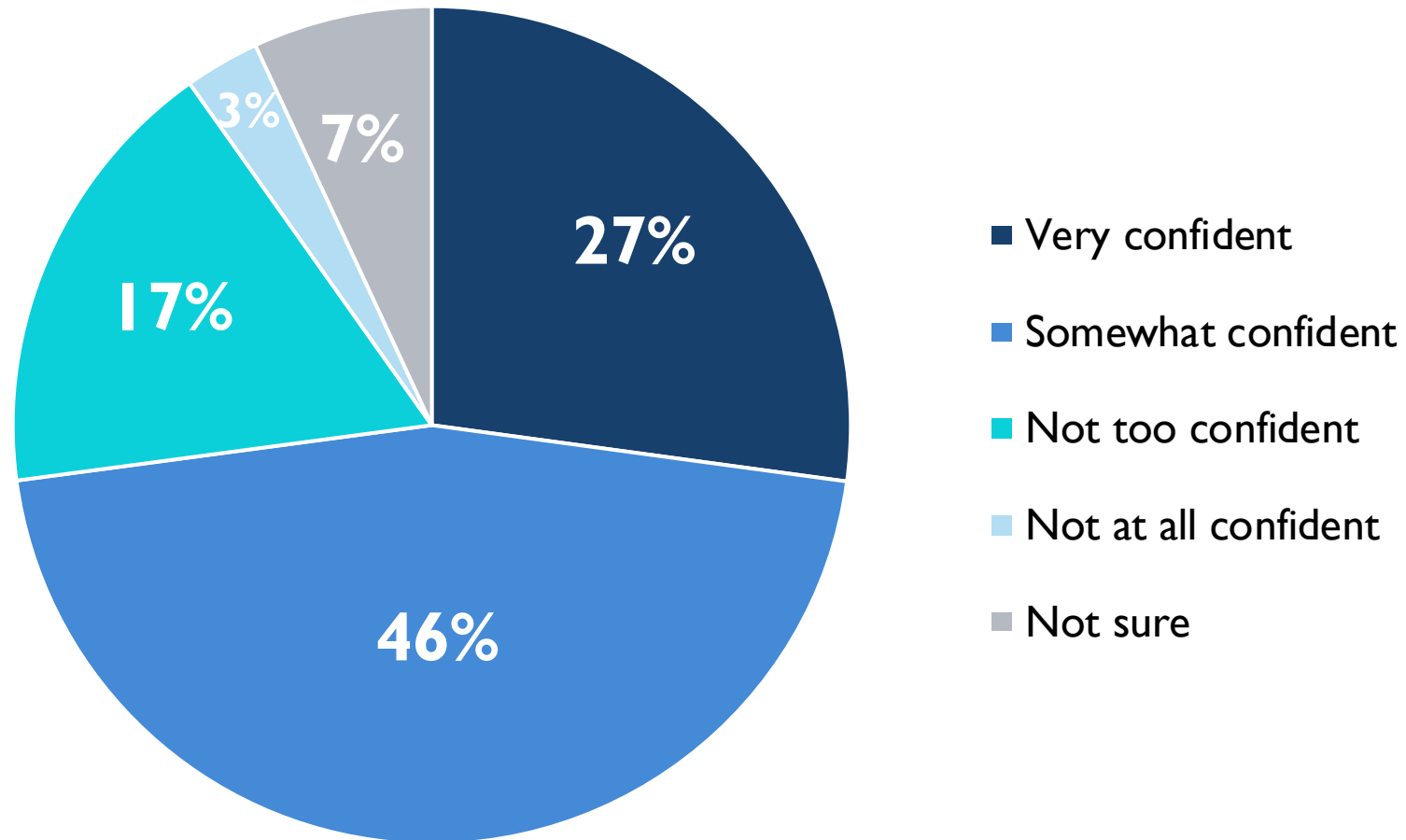


- Yes, I am very confident that the food I am buying is safe to consume
- Yes, I am somewhat confident that the food I am buying is safe to consume
- No, I am not that confident that the food I am buying is safe to consume
- No, I am not at all confident that the food I am buying is safe to consume
-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

Net confidence: 78% vs. 82% in April 2020

Q9. Do you believe the food you are buying is safe to consume?

Over 3 in 4 are at least somewhat confident that the food supply can meet consumer needs

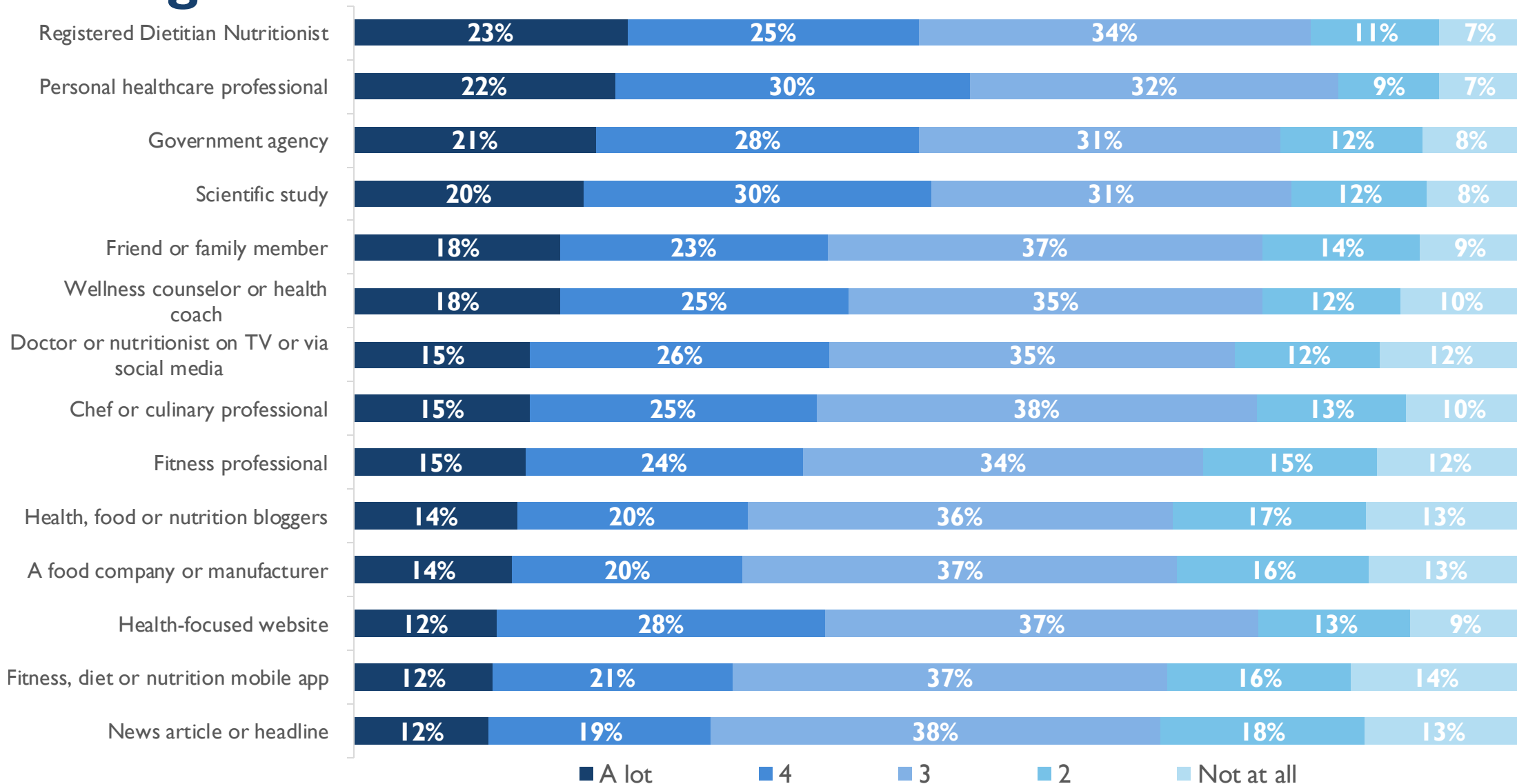


Net confidence: 73% vs. 77% in April 2020

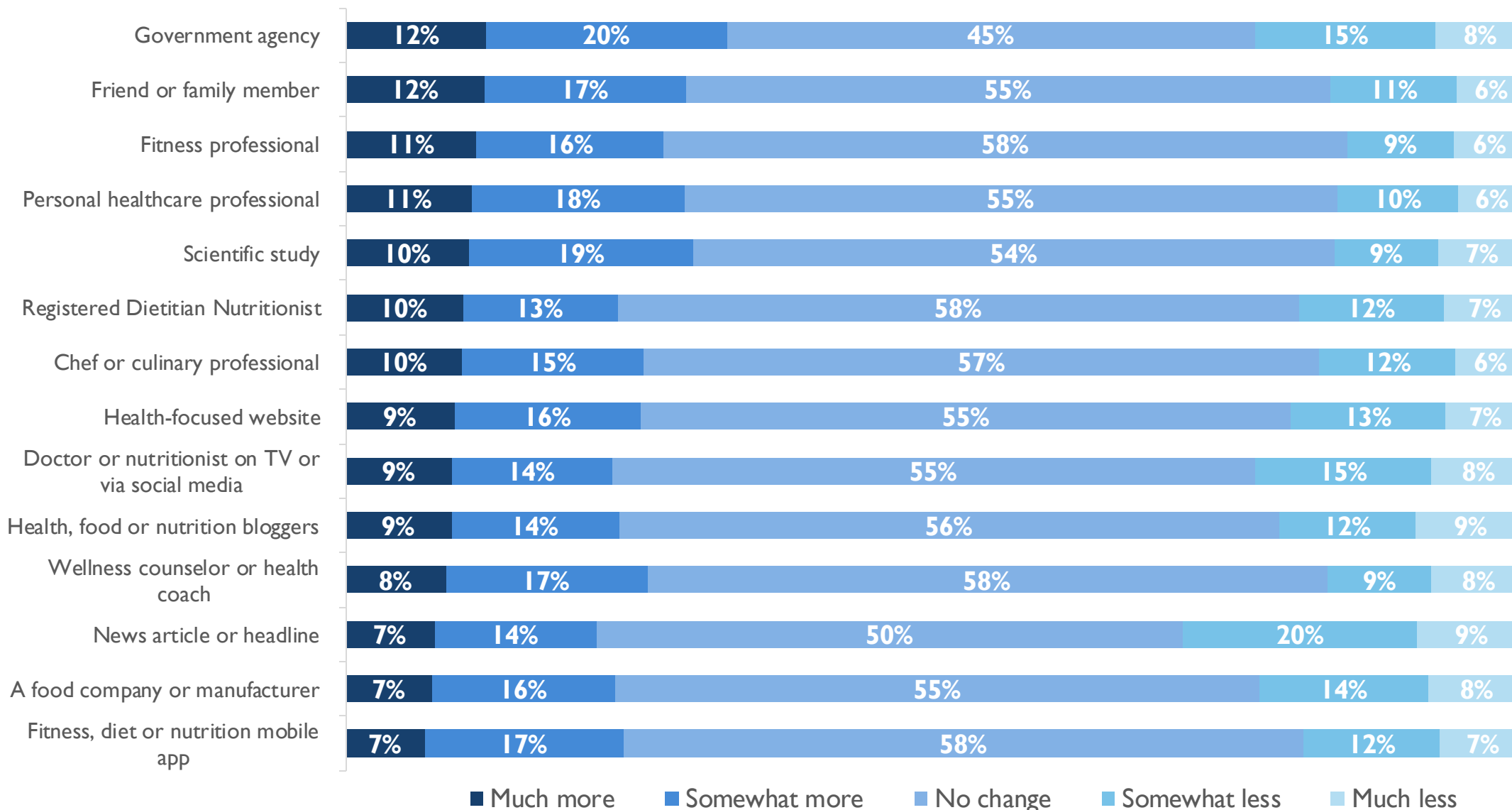
Q10. In thinking about the month ahead, how confident are you in the ability of food manufacturers to supply enough food to meet the needs of consumers?

Dietitians, healthcare professionals and government agencies most trusted sources of information about food

Q11. How much would you trust information from the following on what foods to eat and avoid?

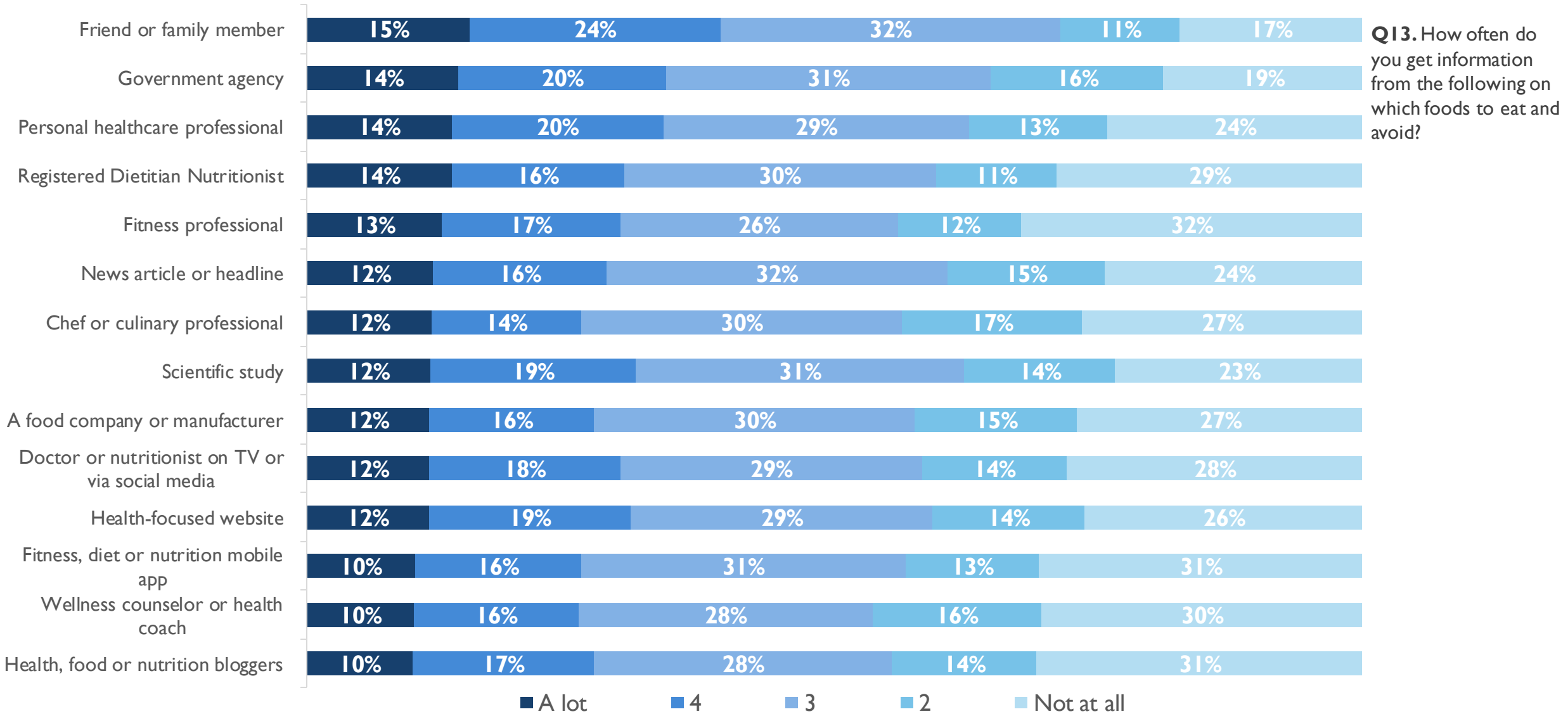


Consumers report highest change in level of trust among government agencies



Q12. How has your trust in each of the following changed since COVID-19 began impacting the United States?

Family and friends are the most relied on for information about what foods to eat and avoid



APPENDICES

Food Shopping Safety Habits

Q1. 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.

	Washing hands after shopping	Wearing a mask at the store	Going to the store less	Minimize touching surfaces at store	Using wipes/sanitizer in store	Shopping at less busy times	Using cash less	Rinsing fresh produce	Wiping down food packaging
Total	52%	51%	46%	39%	38%	38%	33%	32%	30%
Men	47%	46%	38% ↓	33% ↓	33%	32% ↓	29%	28%	27%
Women	56%	54%	53% ↑	45% ↑	43%	44% ↑	37%	36%	33%
White	52%	50%	49%	42%	39%	40%	34%	31%	31%
African American	49%	48%	31% ↓	38%	40%	29%	30%	31%	28%
Hispanic/ Latinx	51%	53%	43%	32%	32%	34%	24%	32%	21%
Under 45	43% ↓	43% ↓	38% ↓	30% ↓	35%	32%	29%	29%	28%
45-64	55%	51%	49%	44%	39%	39%	34%	32%	31%
65+	70% ↑	71% ↑	62% ↑	53% ↑	48% ↑	51% ↑	44% ↑	42% ↑	32%
Northeast	56%	58%	52%	44%	43%	41%	38%	34%	31%
Midwest	44%	47%	45%	35%	33%	37%	29%	29%	27%
South	56%	49%	46%	42%	42%	38%	32%	36%	36%
West	52%	49%	42%	37%	37%	37%	34%	31%	26%
Non-college	52%	48%	44%	39%	39%	36%	32%	28%	27%
College	52%	54%	48%	39%	38%	41%	35%	37%	32%

Food Shopping Safety Habits

Q1. 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.

	Using self-checkout	Online grocery shopping	Removing external packaging	Buying more self-serve items	Buying less unpackaged food	Unpackaging groceries outside	No changes	Other	Do not shop
Total	27%	24%	18%	16%	15%	11%	10%	2%	2%
Men	26%	21%	16%	18%	15%	9%	12%	2%	2%
Women	28%	27%	20%	15%	14%	13%	8%	2%	2%
White	30%	26%	16%	15%	16%	11%	9%	2%	1%
African American	19%	19%	18%	17%	6%	12%	11%	3%	3%
Hispanic/ Latinx	23%	22%	21%	23%	12%	14%	15%	3%	4%
Under 45	26%	19% ↓	15%	17%	15%	9%	11%	2%	2%
45-64	30%	31% ↑	21%	17%	15%	15%	10%	1%	1%
65+	26%	26%	19%	13%	14%	10%	7%	3%	2%
Northeast	33%	23%	21%	12%	15%	12%	11%	1%	2%
Midwest	23%	20%	16%	18%	12%	12%	10%	2%	3%
South	27%	28%	18%	16%	15%	10%	8%	2%	2%
West	27%	27%	18%	19%	17%	11%	10%	4%	1%
Non-college	27%	21%	14%	14%	14%	9%	10%	3%	3% ↑
College	29%	28%	22%	20%	16%	14%	9%	1%	0% ↓

Grocery Store Safety Actions

Q2. 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.

	Employees wear masks	Frequently wiping down surfaces	Employees wear gloves	Providing wipes/sanitizer	Limit number of customers	Allow vulnerable people to shop at different times
Total	36%	28%	21%	20%	19%	18%
Men	36%	23%	24%	22%	17%	15%
Women	35%	33%	18%	18%	21%	21%
White	34%	28%	20%	20%	23%	19%
African American	38%	31%	24%	23%	14%	12%
Hispanic/ Latinx	31%	31%	19%	16%	13%	19%
Under 45	34%	27%	20%	18%	20%	18%
45-64	31%	30%	23%	22%	19%	16%
65+	48%↑	29%	21%	20%	19%	22%
Northeast	42%	25%	23%	15%	21%	17%
Midwest	41%	29%	18%	19%	16%	22%
South	32%	31%	23%	20%	20%	17%
West	29%	27%	21%	25%	21%	16%
Non-college	34%	28%	22%	18%	22%	20%
College	38%	29%	19%	23%	17%	16%

Grocery Store Safety Actions

Q2. 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.

	Employees wipe down food package	Installing barriers between cashiers and customers	Employees physical distancing while working	Cashiers not touching reusable bags	Other
Total	17%	15%	13%	10%	2%
Men	19%	16%	13%	12%	3%
Women	16%	15%	12%	9%	2%
White	18%	14%	12%	10%	2%
African American	15%	21%	8%	12%	3%
Hispanic/ Latinx	16%	13%	26% ↑	12%	4%
Under 45	21%	13%	14%	11%	4%
45-64	17%	16%	14%	11%	1%
65+	7% ↓	20%	7%	5%	1%
Northeast	17%	15%	10%	13%	3%
Midwest	16%	17%	10%	10%	3%
South	19%	16%	13%	8%	1%
West	18%	13%	18%	9%	3%
Non-college	17%	16%	11%	9%	3%
College	17%	14%	15%	11%	1%

Food Shopping Concerns

Q3. Over the past month, what about food shopping has concerned you the most? Select your top two.

	The health of the grocery store employees	Running out of staple, non-food household items	The health of other shoppers	The safety of the foods that are available	Running out of meat
Total	30%	29%	28%	23%	21%
Men	28%	26%	28%	25%	21%
Women	31%	31%	28%	21%	21%
White	27%	31%	30%	23%	21%
African American	36%	26%	16% ↓	26%	24%
Hispanic/ Latinx	35%	17%	32%	20%	14%
Under 45	30%	28%	26%	25%	18%
45-64	26%	28%	26%	23%	24%
65+	39% ↑	32%	39% ↑	18%	22%
Northeast	24%	33%	24%	24%	19%
Midwest	38%	31%	33%	16%	19%
South	25%	30%	27%	25%	27%
West	30%	22%	29%	27%	21%
Non-college	30%	29%	29%	21%	21%
College	29%	29%	28%	25%	22%

Food Shopping Concerns

Q3. Over the past month, what about food shopping has concerned you the most? Select your top two.

	My ability to provide enough food for my family	Running out of fresh food	Running out of healthy food	Not knowing how to prepare the foods available	Other
Total	20%	19%	16%	10%	4%
Men	21%	20%	16%	11%	3%
Women	19%	18%	16%	9%	4%
White	19%	20%	16%	8%	3%
African American	24%	16%	16%	11%	5%
Hispanic/ Latinx	25%	14%	16%	21% ↑	6%
Under 45	20%	20%	16%	13%	5%
45-64	22%	20%	19%	9%	2%
65+	14%	17%	11%	4% ↓	4%
Northeast	21%	25%	18%	8%	4%
Midwest	20%	18%	11%	10%	5%
South	19%	17%	16%	12%	3%
West	19%	18%	19%	10%	4%
Non-college	21%	19%	16%	11%	5%
College	19%	21%	17%	8%	3%

Amount of Packaged Foods

Q4. Over the past month, has the amount of packaged foods you are buying changed?

	Yes, I have purchased more packaged foods	Yes, I have purchased less packaged foods	No, the amount of has not changed	I do not shop for groceries	Not sure
Total	36%	22%	36%	1%	5%
Men	35%	25%	35%	1%	3%
Women	36%	19%	36%	1%	7%
White	33%	21%	39%	1%	5%
African American	36%	26%	28%	1%	9%
Hispanic/ Latinx	42%	22%	31%	0%	5%
Under 45	34%	29% ↑	28% ↓	2%	7%
45-64	43% ↑	19%	35%	0%	3%
65+	25% ↓	11% ↓	59% ↑	1%	4%
Northeast	41%	17%	36%	1%	5%
Midwest	32%	22%	37%	2%	8%
South	36%	25%	31%	1%	6%
West	35%	24%	39%	0%	3%
Non-college	31% ↓	22%	40%	2%	6%
College	43% ↑	23%	31%	0%	3%

Opinion on Safety of Packaged Food

Q5. Since the start of COVID-19's impact across the United States, has your opinion about the safety of packaged foods changed?

	Yes, I have a more favorable opinion	Yes, I have a less favorable opinion	No, my opinion hasn't changed	Not sure
Total	33%	20%	39%	8%
Men	37%	23%	36%	4% ↓
Women	30%	17%	41%	12% ↑
White	33%	18%	41%	8%
African American	31%	30%	29%	10%
Hispanic/ Latinx	44%	22%	27%	7%
Under 45	36%	23%	31% ↓	10%
45-64	37%	18%	39%	6%
65+	15% ↓	16%	60% ↑	9%
Northeast	31%	19%	42%	9%
Midwest	28%	21%	42%	9%
South	35%	20%	36%	9%
West	38%	20%	36%	5%
Non-college	31%	18%	42%	9%
College	36%	23%	36%	6%

Attention Paid to Issues

Q6. Since the start of COVID-19's impact across the United States, do you pay greater attention to any of these issues? Select all that apply.

	Ability to find products I usually purchase	Money I have to spend on groceries	The healthfulness of the food I am buying	Food wasted from meals eaten at home	Type of packaging used in products I buy	Packaging used in products I buy	I don't pay greater attention to any
Total	40%	38%	26%	25%	19%	17%	14%
Men	37%	38%	26%	25%	23%	18%	14%
Women	44%	38%	27%	25%	16%	16%	14%
White	43%	36%	25%	27%	18%	16%	15%
African American	28%	42%	29%	24%	23%	20%	13%
Hispanic/ Latinx	38%	41%	33%	20%	19%	24%	10%
Under 45	32% ↓	34%	25%	26%	18%	18%	13%
45-64	45%	44%	27%	28%	22%	17%	12%
65+	54% ↑	38%	29%	17% ↓	17%	13%	22% ↑
Northeast	40%	40%	20%	25%	21%	15%	14%
Midwest	40%	35%	26%	28%	16%	18%	17%
South	34%	36%	27%	26%	21%	17%	18%
West	46%	42%	30%	21%	19%	19%	9%
Non-college	37%	37%	24%	24%	17%	14%	17%
College	45%	41%	29%	26%	23%	21%	10%

Change in Eating Habits

Q7. Compared to before COVID-19 began impacting the United States, do you consider your current eating habits to be:

	Total healthier	About the same level of healthfulness	Total less healthy
Total	43%	43%	14%
Men	49% ↑	41%	10% ↓
Women	36% ↓	46%	17% ↑
White	39% ↓	47% ↑	14%
African American	52%	37%	11%
Hispanic/ Latinx	53%	30% ↓	17%
Under 45	44%	39%	17%
45-64	49% ↑	40%	12%
65+	26% ↓	63% ↑	11%
Northeast	42%	43%	15%
Midwest	33% ↓	48%	19%
South	40%	48%	12%
West	55% ↑	35% ↓	10%
Non-college	37% ↓	48% ↑	15%
College	51% ↑	36% ↓	12%

Protein Consumption Habits

Q8. For each type of protein noted below, how has your consumption changed since the start of COVID-19's impact across the United States? Please select the answer for each row that applies to you.

% Eat more

	Meat	Other animal products	Protein from plant sources	Plant alternatives to animal meat
Total	26%	24%	24%	18%
Men	30%	24%	23%	22% ↑
Women	22%	24%	24%	13% ↓
White	24%	24%	21%	16%
African American	33%	25%	25%	20%
Hispanic/ Latinx	33%	24%	35%	27%
Under 45	30%	27%	25%	18%
45-64	29%	25%	26%	21%
65+	7% ↓	13% ↓	14% ↓	8% ↓
Northeast	25%	22%	18%	13%
Midwest	23%	22%	19%	12%
South	30%	27%	25%	17%
West	26%	24%	32% ↑	28% ↑
Non-college	23%	22%	21%	15%
College	30%	26%	28%	21%

Confidence in Safety of Food

Q9. Do you believe the food you are buying is safe to consume?

	Yes, I am confident	Yes, I am somewhat confident	No, I am not that confident	No, I am not at all confident	Not sure
Total	35%	43%	11%	3%	8%
Men	36%	42%	13%	2%	6%
Women	33%	44%	9%	4%	10%
White	35%	44%	11%	3%	7%
African American	38%	29%	15%	6%	12%
Hispanic/ Latinx	38%	43%	12%	1%	6%
Under 45	27% ↓	45%	13%	4%	10%
45-64	42% ↑	38%	11%	2%	6%
65+	39%	47%	7%	2%	5%
Northeast	34%	41%	10%	1%	14%
Midwest	31%	47%	10%	3%	8%
South	36%	42%	10%	5%	8%
West	37%	42%	14%	4%	4%
Non-college	32%	45%	11%	3%	9%
College	39%	41%	11%	3%	6%

Confidence in Food Manufacturers to Supply Enough Food

	Very confident	Somewhat confident	Not too confident	Not at all confident	Not sure
Total	27%	46%	17%	3%	7%
Men	30%	48%	16%	1%	5%
Women	25%	44%	18%	4%	9%
White	27%	45%	19%	3%	6%
African American	30%	41%	16%	2%	11%
Hispanic/ Latinx	36%	46%	11%	1%	6%
Under 45	28%	44%	18%	3%	7%
45-64	32%	43%	15%	3%	7%
65+	14% ↓	57% ↑	19%	3%	6%
Northeast	28%	40%	20%	4%	7%
Midwest	22%	47%	22%	2%	8%
South	26%	48%	15%	3%	7%
West	32%	48%	13%	2%	6%
Non-college	25%	44%	19%	3%	9%
College	31%	49%	15%	2%	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?

Trust in information sources

Q11. How much would you trust information from the following on what foods to eat and avoid?

% A lot / 4

	Personal healthcare professional	Scientific study	Government agency	Registered Dietitian Nutritionist	Wellness counselor or health coach	Doctor or nutritionist TV / social media	Friend or family member
Total	53%	49%	48%	48%	42%	41%	41%
Men	55%	53%	51%	49%	46%	46%	49% ↑
Women	51%	46%	46%	48%	40%	36%	33% ↓
White	50%	48%	49%	48%	40%	40%	39%
African American	50%	49%	40%	44%	44%	47%	50%
Hispanic/ Latinx	71%	58%	48%	52%	50%	38%	44%
Under 45	48%	47%	45%	42% ↓	40%	39%	41%
45-64	59%	57% ↑	52%	57% ↑	50% ↑	45%	45%
65+	52%	40% ↓	50%	50%	34% ↓	37%	30% ↓
Northeast	56%	55%	53%	51%	44%	41%	36%
Midwest	45%	43%	43%	39%	35%	35%	43%
South	53%	50%	48%	51%	48%	44%	39%
West	58%	50%	50%	53%	44%	43%	42%
Non-college	49%	43% ↓	43% ↓	43%	37% ↓	37%	38%
College	59%	60% ↑	57% ↑	56%	49% ↑	47%	44%

Trust in information sources

Q11. How much would you trust information from the following on what foods to eat and avoid?

% A lot / 4

	Health-focused website	Chef or culinary professional	Fitness professional	Health, food, or nutrition bloggers	A food company or manufacturer	Fitness, diet, or nutrition mobile app	News article
Total	40%	40%	39%	34%	33%	33%	31%
Men	46%	45%	44% ↑	40% ↑	38%	38% ↑	35%
Women	35%	35%	33% ↓	28% ↓	29%	28% ↓	27%
White	40%	38%	34% ↓	31%	32%	31%	30%
African American	37%	46%	51% ↑	46%	37%	42%	36%
Hispanic/ Latinx	47%	42%	49%	38%	40%	38%	35%
Under 45	39%	37%	38%	33%	31%	34%	27%
45-64	45%	49% ↑	47% ↑	41% ↑	41% ↑	36%	39% ↑
65+	35%	28% ↓	22% ↓	19% ↓	22% ↓	21% ↓	23% ↓
Northeast	41%	49%	43%	33%	31%	30%	32%
Midwest	34%	29% ↓	32%	27%	22% ↓	27%	29%
South	42%	38%	36%	38%	39%	36%	28%
West	45%	44%	43%	36%	42%	37%	33%
Non-college	35% ↓	39%	34% ↓	29% ↓	29%	29% ↓	24% ↓
College	48% ↑	41%	45% ↑	41% ↑	39%	38% ↑	40% ↑

Change in trust since COVID-19 impact

Q12. How has your trust in each of the following changed since COVID-19 began impacting the United States?

% Total more

	Government agency	Scientific study	Friend or family member	Personal healthcare professional	Fitness professional	Wellness counselor or health coach	Chef or culinary professional
Total	32%	29%	29%	29%	27%	26%	25%
Men	41% ↑	36% ↑	35% ↑	33%	34% ↑	33% ↑	33% ↑
Women	25% ↓	23% ↓	23% ↓	25%	21% ↓	19% ↓	18% ↓
White	31%	29%	27%	28%	27%	25%	27%
African American	41%	27%	33%	33%	30%	32%	24%
Hispanic/ Latinx	36%	40%	36%	35%	37%	30%	29%
Under 45	35%	30%	31%	27%	31%	26%	26%
45-64	34%	33%	32%	36% ↑	29%	31% ↑	31% ↑
65+	21% ↓	20% ↓	17% ↓	17% ↓	10% ↓	12% ↓	11% ↓
Northeast	30%	28%	28%	31%	22%	24%	30%
Midwest	28%	27%	27%	24%	23%	21%	18% ↓
South	35%	27%	26%	27%	26%	27%	27%
West	36%	35%	33%	32%	36% ↑	30%	27%
Non-college	27% ↓	25% ↓	27%	23% ↓	20% ↓	21% ↓	21% ↓
College	40% ↑	37% ↑	31%	36% ↑	37% ↑	31% ↑	31% ↑

Change in trust since COVID-19 impact

Q12. How has your trust in each of the following changed since COVID-19 began impacting the United States?

% Total more

	Health-focused website	Fitness, diet, or nutrition mobile app	Health, food, or nutrition bloggers	Registered Dietitian Nutritionist	A food company or manufacturer	Doctor or nutritionist TV / social media	News article
Total	25%	24%	23%	23%	23%	23%	21%
Men	33% ↑	32% ↑	31% ↑	28% ↑	30% ↑	28% ↑	28% ↑
Women	18% ↓	16% ↓	16% ↓	18% ↓	17% ↓	17% ↓	15% ↓
White	26%	24%	22%	23%	23%	22%	23%
African American	27%	27%	27%	24%	29%	23%	16%
Hispanic/ Latinx	28%	33%	28%	31%	22%	26%	25%
Under 45	23%	24%	24%	22%	21%	23%	20%
45-64	32% ↑	30% ↑	29% ↑	29% ↑	30% ↑	28%	28% ↑
65+	15% ↓	9% ↓	9% ↓	14% ↓	11% ↓	11% ↓	11% ↓
Northeast	21%	27%	18%	22%	26%	20%	21%
Midwest	23%	20%	18%	17%	17%	19%	16%
South	26%	21%	26%	23%	23%	22%	24%
West	30%	26%	30%	30% ↑	25%	29%	24%
Non-college	19% ↓	18% ↓	18% ↓	20%	17% ↓	17% ↓	17% ↓
College	34% ↑	32% ↑	30% ↑	28%	32% ↑	30% ↑	28% ↑

Reliance on information sources

Q13. How often do you get information from the following on which foods to eat and avoid?

% A lot/4

	Friend or family member	Government agency	Personal healthcare professional	Scientific study	Health-focused website	Registered Dietitian Nutritionist	Doctor or nutritionist TV / social media
Total	39%	34%	34%	31%	31%	30%	30%
Men	45% ↑	40% ↑	42% ↑	39% ↑	38% ↑	39% ↑	35% ↑
Women	34% ↓	28% ↓	27% ↓	24% ↓	24% ↓	22% ↓	25% ↓
White	38%	33%	33%	30%	29%	28%	29%
African American	37%	34%	34%	30%	36%	36%	38%
Hispanic/ Latinx	46%	38%	46%	42%	40%	35%	36%
Under 45	39%	34%	31%	29%	30%	31%	30%
45-64	45%	39%	42% ↑	40% ↑	37% ↑	36%	36% ↑
65+	27% ↓	25% ↓	24% ↓	19% ↓	18% ↓	16% ↓	16% ↓
Northeast	43%	34%	32%	32%	25%	27%	29%
Midwest	36%	26%	24% ↓	21% ↓	30%	24%	26%
South	34%	34%	34%	33%	31%	31%	28%
West	43%	41%	44% ↑	39% ↑	36%	38% ↑	35%
Non-college	34% ↓	30% ↓	30% ↓	24% ↓	26% ↓	23% ↓	26% ↓
College	46% ↑	40% ↑	40% ↑	41% ↑	37% ↑	39% ↑	35% ↑

Reliance on information sources

Q13. How often do you get information from the following on which foods to eat and avoid?

% A lot/4

	Fitness professional	News article	A food company or manufacturer	Health, food, or nutrition bloggers	Fitness, diet, or nutrition mobile app	Chef or culinary professional	Wellness counselor or health coach
Total	30%	28%	27%	27%	26%	26%	26%
Men	38% ↑	38% ↑	37% ↑	35% ↑	33% ↑	33% ↑	33% ↑
Women	22% ↓	20% ↓	19% ↓	20% ↓	19% ↓	20% ↓	20% ↓
White	29%	26%	26%	26%	25%	24%	22% ↓
African American	40%	32%	36%	33%	34%	33%	40% ↑
Hispanic/ Latinx	33%	41%	38%	34%	30%	31%	31%
Under 45	31%	26%	29%	27%	25%	21%	24%
45-64	37% ↑	36% ↑	33% ↑	33% ↑	34% ↑	38% ↑	34% ↑
65+	12% ↓	19% ↓	12% ↓	14% ↓	10% ↓	14% ↓	13% ↓
Northeast	31%	25%	26%	23%	23%	29%	25%
Midwest	26%	27%	24%	22%	25%	21%	18% ↓
South	28%	28%	27%	27%	28%	26%	26%
West	35%	33%	31%	35% ↑	28%	29%	34% ↑
Non-college	23% ↓	23% ↓	22% ↓	22% ↓	22% ↓	21% ↓	20% ↓
College	40% ↑	36% ↑	34% ↑	35% ↑	31% ↑	32% ↑	33% ↑

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