

# COVID-19: February 2021

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Select questions on COVID-19's impact on food purchasing, eating behaviors, and perceptions of food safety

# Methodology

One thousand and one online interviews were conducted among adults ages 18+ from February 5th to February 9th, 2021, 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  $\pm 3.1$  at the 95% confidence level.

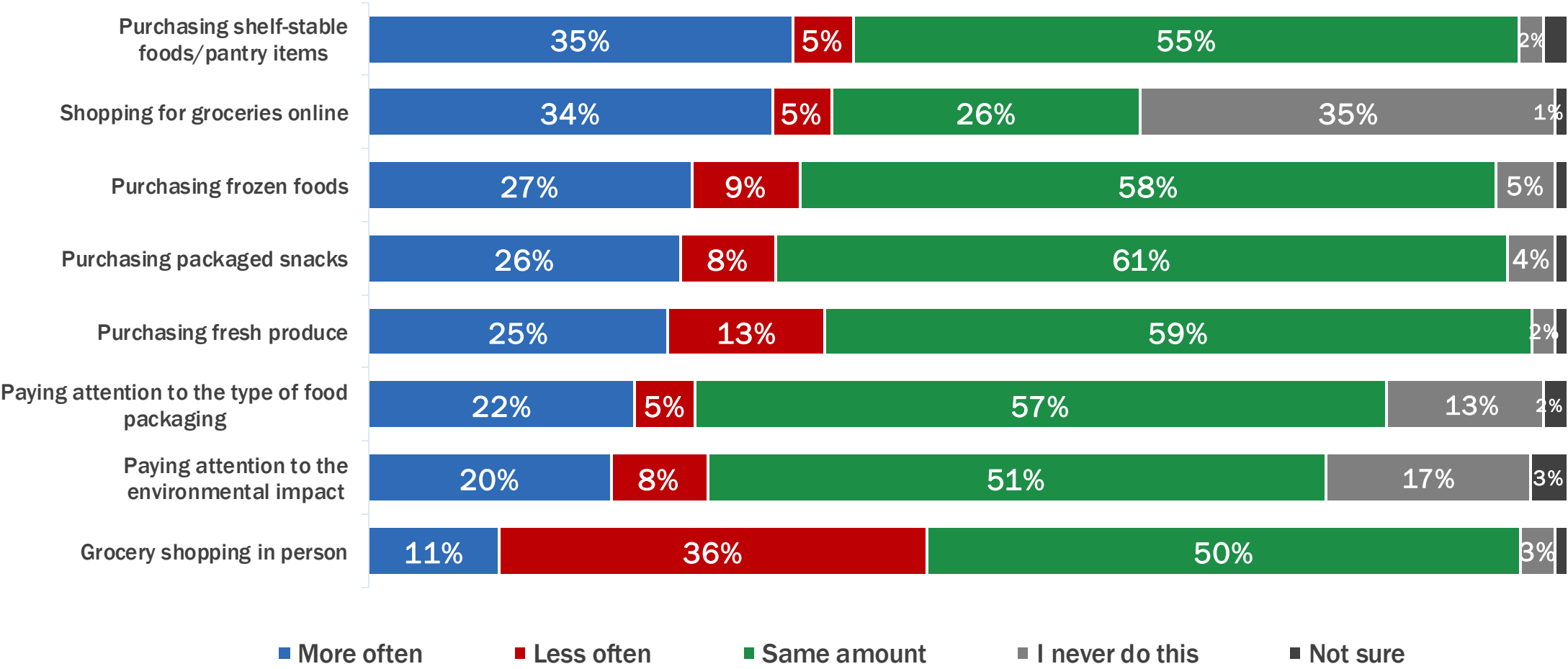
## Statistical Significance

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 is considered to be significant, it is in relation to male respondents and not necessarily other demographic groups.

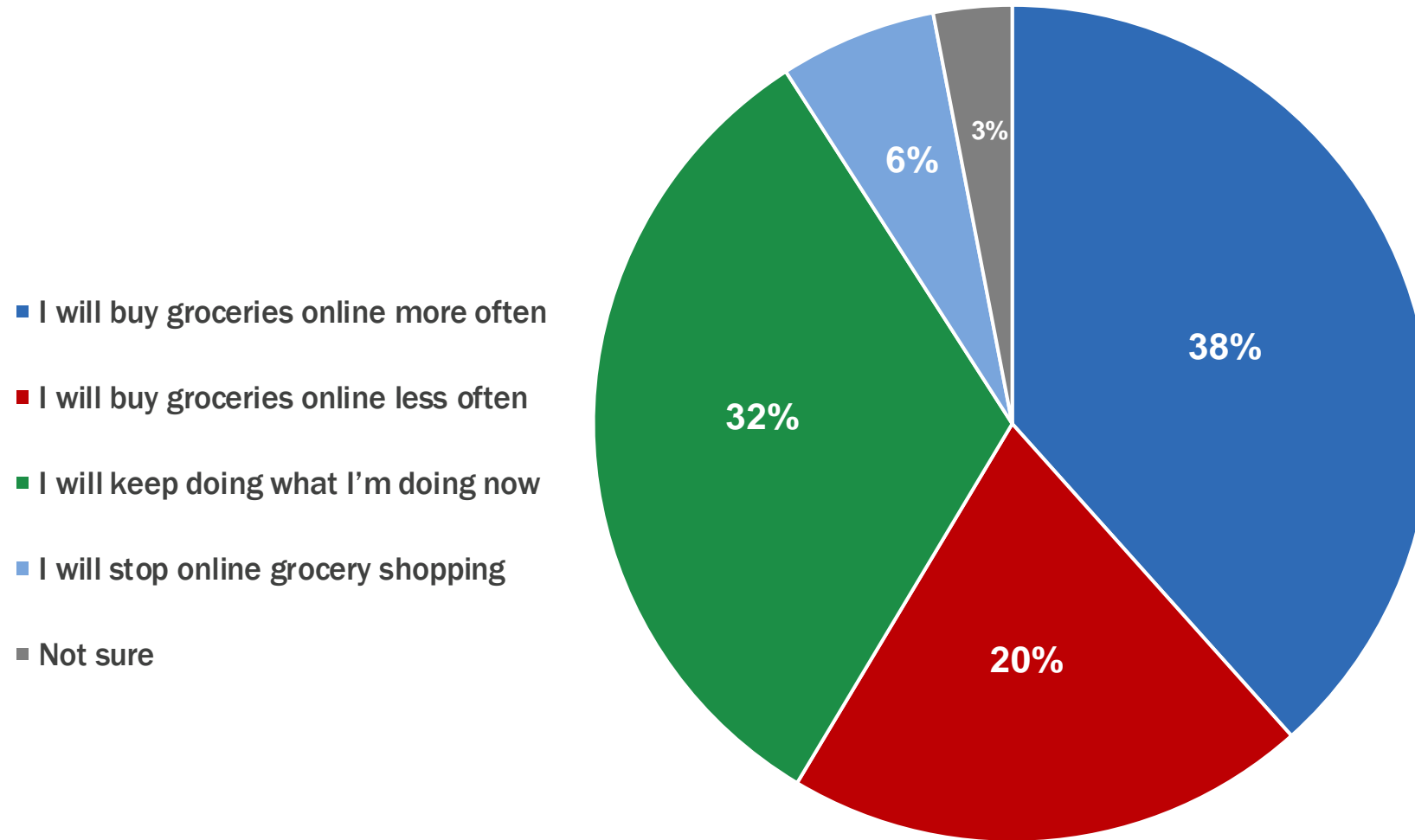


# Over one in 3 Americans are buying shelf-stable foods and shopping online more often since the COVID-19 pandemic began



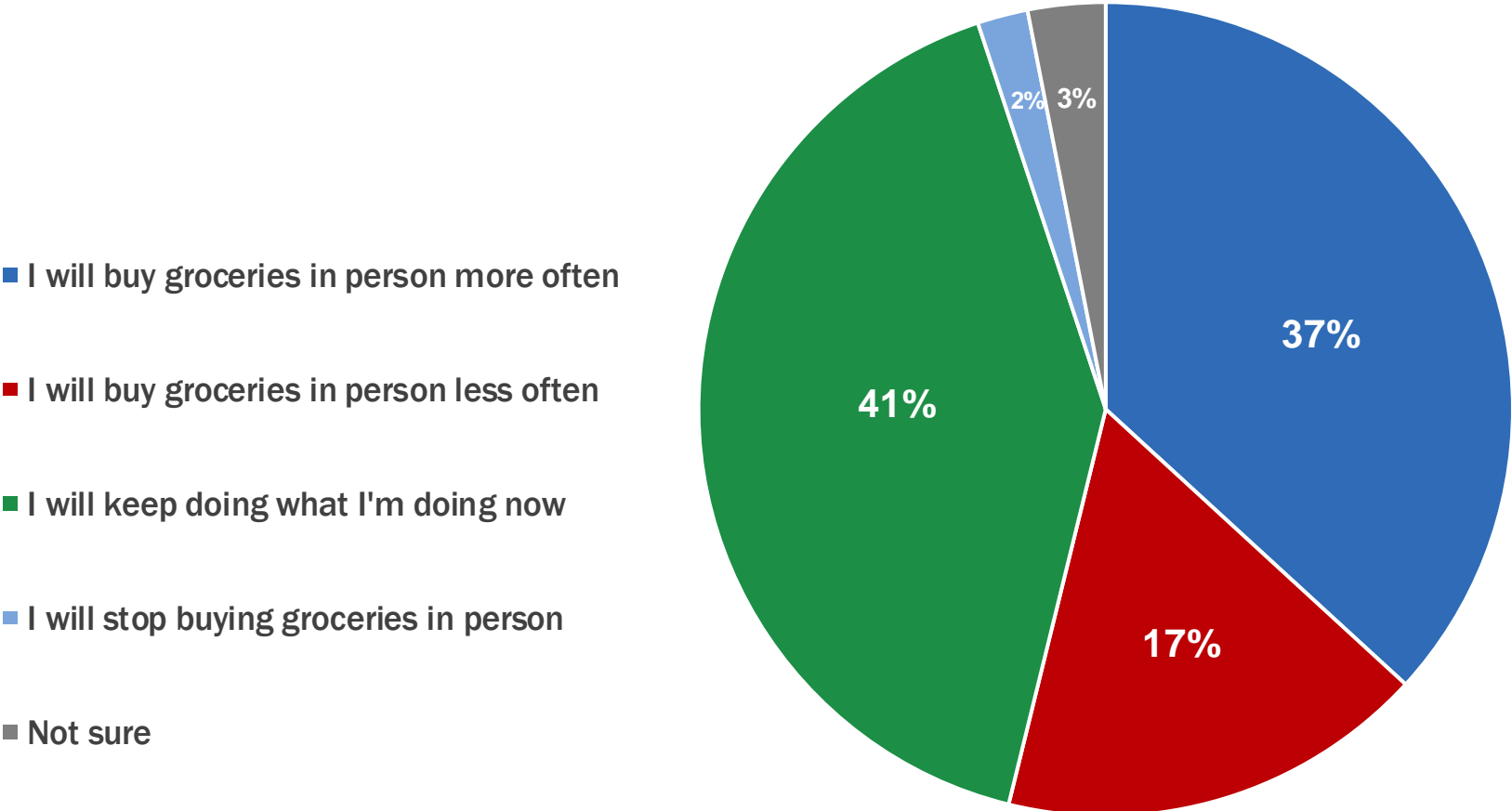
Thinking about your grocery shopping habits, describe how the frequency of each of the following has changed, if at all, since the COVID-19 pandemic began. n=1001

# Most who've been doing more online grocery shopping say they'll continue to do so post-pandemic



[If “More Often” to “shopping for groceries online” in Q1] You mentioned that you’ve been shopping for groceries online more often since the COVID-19 pandemic began. Compared to now, how do you think your online grocery shopping habits will change once the COVID-19 pandemic subsides? n=323

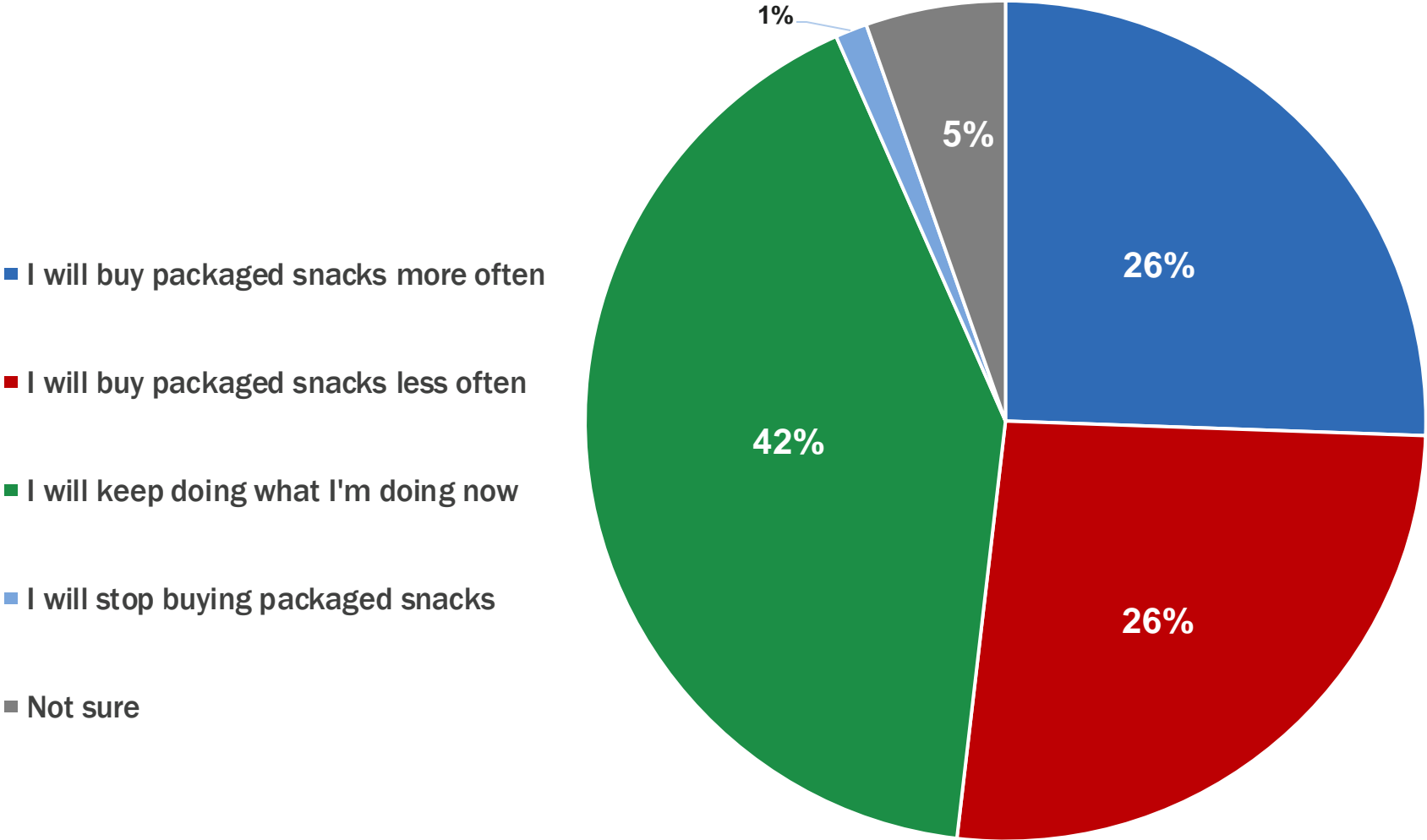
# Of those who've been in-person grocery shopping less frequently, nearly 2 in 5 say they'll return to stores more often post-pandemic



[If “Less Often” to “grocery shopping in person” in Q1] You mentioned that you’ve been shopping for groceries in person less often since the COVID-19 pandemic began. Compared to now, how do you think your in-person grocery shopping habits will change once the COVID-19 pandemic subsides? n=358



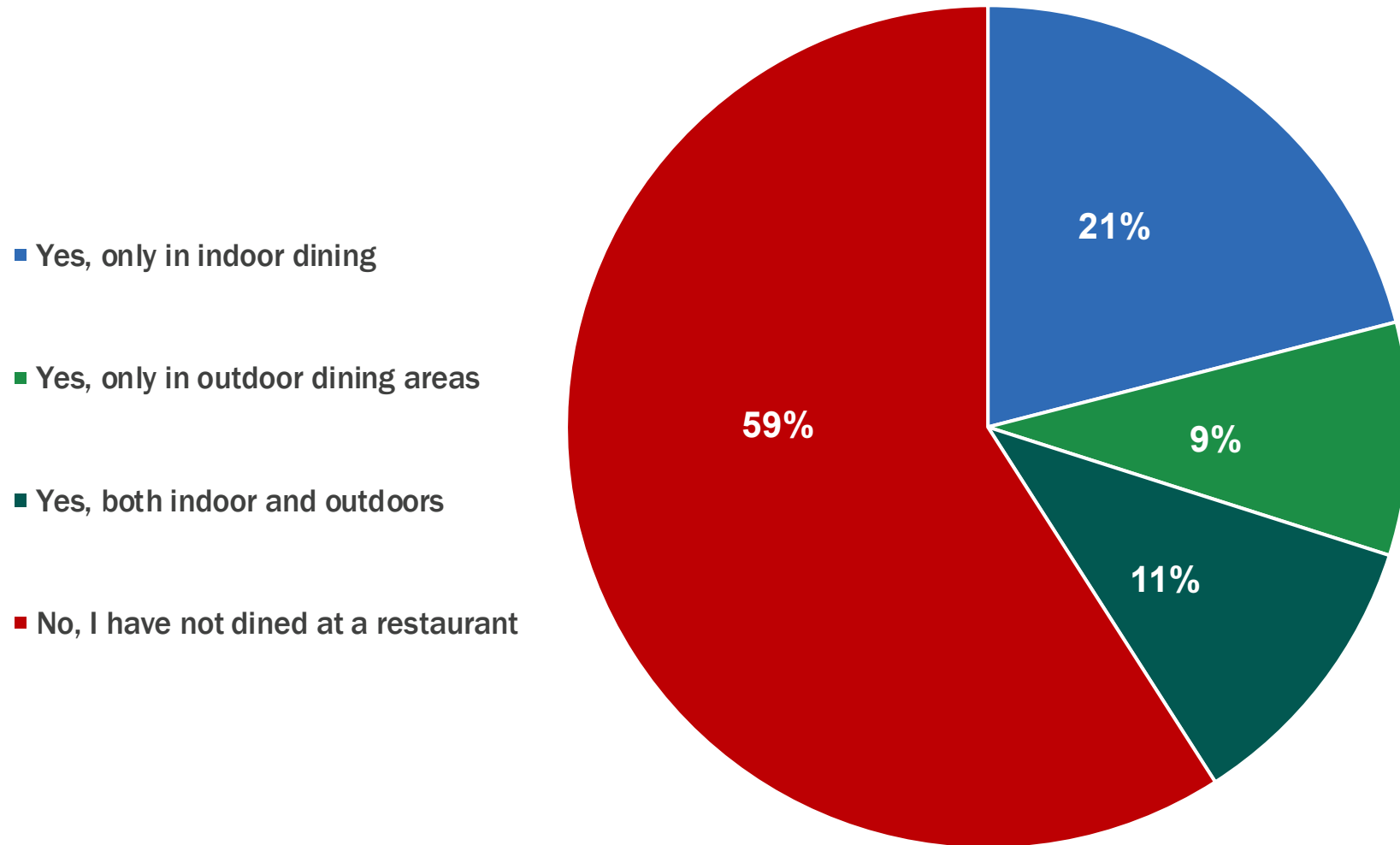
# Nearly seven in 10 who've been buying packaged snacks more often say they'll continue doing so post-pandemic



[If “More Often” to “purchasing packaged snacks” in Q1] You mentioned that you’ve been buying packaged snacks more often since the COVID-19 pandemic began. Compared to now, how do you think your purchasing of packaged snacks will change once the COVID-19 pandemic subsides? n=272

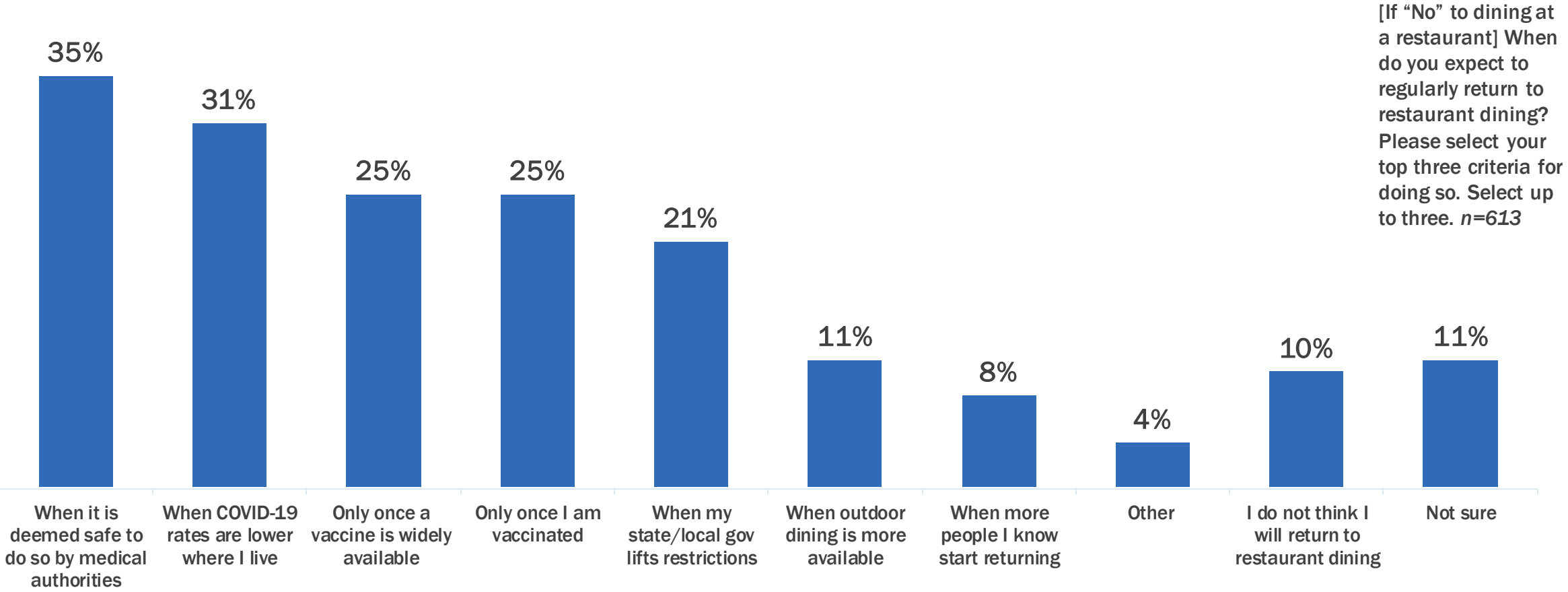
# Most people have not dined at a restaurant in the past month

In the past month, have you dined out at a restaurant? *n=1001*



- Yes, only in indoor dining
- Yes, only in outdoor dining areas
- Yes, both indoor and outdoors
- No, I have not dined at a restaurant

# Approval from medical authorities and lower COVID-19 rates are top criteria for returning to restaurant dining





Thinking about your grocery shopping habits, how has the frequency of each of the following changed, if at all, since the COVID-19 pandemic began? % More often

	Shelf-stable foods	Online groceries	Frozen foods	Fresh produce	Packaged snacks	Attention to food packaging	Attention to environment impact	Shopping in person
Total	35%	34%	27%	25%	26%	22%	20%	11%
Men	31%	31%	24%	24%	20% ↓	20%	18%	11%
Women	39%	36%	29%	26%	31% ↑	24%	22%	11%
Less than \$40K	34%	32%	29%	20% ↓	26%	20%	17%	12%
\$40K-\$79K	38%	28%	26%	28%	27%	20%	20%	12%
\$80K+	35%	43% ↑	25%	32%	27%	27%	25%	9%
White	33%	33%	24%	23%	22% ↓	18% ↓	17% ↓	10%
African American	41%	39%	28%	40% ↑	37% ↑	36% ↑	31% ↑	12%
Hispanic/Latinx	40%	40%	37%	21%	28%	29%	21%	20%
Under 45	40%	41% ↑	35% ↑	28%	34% ↑	27% ↑	28% ↑	13%
45-64	33%	28%	23%	24%	22%	20%	15% ↓	12%
65+	26%	26%	13% ↓	19%	10% ↓	13% ↓	12%	6%
Non-college	32%	26% ↓	26%	22%	26%	19%	17%	14%
College	39%	41% ↑	28%	29%	25%	25%	24%	9%

You mentioned that you've been shopping for groceries online more often since the COVID-19 pandemic began. Compared to now, how do you think your online grocery shopping habits will change once the COVID-19 pandemic subsides?

	I will buy groceries online more often	I will buy groceries online less often	I will keep doing what I'm doing now	I will stop online grocery shopping	Not sure
Total	38%	20%	32%	6%	3%
Men	45%	21%	28%	5%	0%
Women	32%	20%	36%	7%	4%
Less than \$40K	40%	15%	37%	6%	2%
\$40K-\$79K	37%	20%	31%	6%	5%
\$80K+	40%	27%	26%	5%	1%
White	37%	23%	31%	8%	1%
African American	29%	15%	45%	5%	6%
Hispanic/Latinx	56%	15%	20%	2%	5%
Under 45	46%	21%	28%	2% ↓	3%
45-64	30%	20%	40%	7%	3%
65+	23%	20%	35%	22% ↑	0%
Non-college	33%	17%	41%	6%	3%
College	41%	23%	27%	6%	3%

You mentioned that you've been shopping for groceries in person less often since the COVID-19 pandemic began. Compared to now, how do you think your in-person grocery shopping habits will change once the COVID-19 pandemic subsides?

	I will buy groceries in person more often	I will buy groceries in person less often	I will keep doing what I'm doing now	I will stop buying groceries in person	Not sure
Total	37%	17%	41%	2%	3%
Men	36%	19%	40%	3%	2%
Women	37%	15%	42%	2%	4%
Less than \$40K	34%	22%	38%	1%	4%
\$40K-\$79K	32%	16%	49%	2%	1%
\$80K+	42%	15%	38%	4%	1%
White	38%	16%	40%	2%	3%
African American	29%	21%	40%	4%	5%
Hispanic/Latinx	39%	10%	51%	0%	0%
Under 45	37%	22%	34%	3%	4%
45-64	37%	10%	50%	2%	1%
65+	36%	15%	46%	0%	4%
Non-college	35%	14%	44%	2%	5%
College	38%	19%	39%	2%	2%

You mentioned that you've been buying packaged snacks more often since the COVID-19 pandemic began. Compared to now, how do you think your purchasing of packaged snacks will change once the COVID-19 pandemic subsides?

	I will buy packaged snacks more often	I will buy packaged snacks less often	I will keep doing what I'm doing now	I will stop buying packaged snacks	Not sure
<b>Total</b>	<b>26%</b>	<b>26%</b>	<b>42%</b>	<b>1%</b>	<b>5%</b>
<b>Men</b>	<b>22%</b>	<b>25%</b>	<b>49%</b>	<b>0%</b>	<b>4%</b>
<b>Women</b>	<b>28%</b>	<b>27%</b>	<b>36%</b>	<b>2%</b>	<b>6%</b>
<b>Less than \$40K</b>	<b>23%</b>	<b>20%</b>	<b>48%</b>	<b>3%</b>	<b>7%</b>
<b>\$40K-\$79K</b>	<b>28%</b>	<b>31%</b>	<b>33%</b>	<b>0%</b>	<b>7%</b>
<b>\$80K+</b>	<b>29%</b>	<b>28%</b>	<b>42%</b>	<b>1%</b>	<b>1%</b>
<b>White</b>	<b>30%</b>	<b>25%</b>	<b>39%</b>	<b>2%</b>	<b>4%</b>
<b>African American</b>	<b>23%</b>	<b>29%</b>	<b>35%</b>	<b>0%</b>	<b>13%</b>
<b>Hispanic/Latinx</b>	<b>18%</b>	<b>15%</b>	<b>65%</b>	<b>0%</b>	<b>2%</b>
<b>Under 45</b>	<b>32%</b>	<b>22%</b>	<b>40%</b>	<b>1%</b>	<b>4%</b>
<b>45-64</b>	<b>13%</b>	<b>30%</b>	<b>48%</b>	<b>0%</b>	<b>8%</b>
<b>65+</b>	<b>21%</b>	<b>45%</b>	<b>29%</b>	<b>5%</b>	<b>0%</b>
<b>Non-college</b>	<b>26%</b>	<b>24%</b>	<b>43%</b>	<b>1%</b>	<b>6%</b>
<b>College</b>	<b>25%</b>	<b>29%</b>	<b>40%</b>	<b>1%</b>	<b>4%</b>

In the past month, have you dined out at a restaurant?

	Yes, only in indoor dining	Yes, only in outdoor dining areas	Yes, both indoor and outdoors	No, I have not dined at a restaurant
Total	21%	9%	11%	59%
Men	25%	8%	12%	55%
Women	18%	9%	10%	62%
Less than \$40K	16%	6%	9%	69% ↑
\$40K-\$79K	21%	9%	13%	57%
\$80K+	32% ↑	11%	14%	42% ↓
White	25% ↑	6% ↓	10%	58%
African American	9% ↓	12%	12%	67%
Hispanic/Latinx	16%	17%	16%	51%
Under 45	19%	13% ↑	15%	53%
45-64	23%	6%	9%	62%
65+	23%	3%	5%	69%
Non-college	21%	6%	10%	63%
College	21%	12%	12%	55%

When do you expect to regularly return to restaurant dining? Please select your top three criteria for doing so.

	When its deemed safe by medical authorities	When COVID-19 rates are lower where I live	Only once a vaccine is widely available	Only once I am vaccinated	When my state/ local gov lifts restrictions
Total	35%	31%	25%	25%	21%
Men	35%	29%	26%	27%	23%
Women	35%	33%	24%	24%	19%
Less than \$40K	33%	27%	24%	23%	22%
\$40K-\$79K	38%	34%	24%	25%	20%
\$80K+	42%	31%	29%	33%	29%
White	36%	30%	25%	26%	22%
African American	36%	42%	12%	17%	19%
Hispanic/Latinx	30%	30%	32%	24%	23%
Under 45	31%	35%	28%	20%	19%
45-64	39%	31%	21%	28%	26%
65+	38%	25%	25%	32%	17%
Non-college	35%	34%	23%	22%	20%
College	36%	29%	27%	30%	23%



When do you expect to regularly return to restaurant dining? Please select your top three criteria for doing so.

	Outdoor dining is more available	When more people I know start returning	Other	I do not think I will return to restaurant dining	Not sure
Total	11%	8%	4%	10%	11%
Men	10%	10%	3%	9%	10%
Women	12%	6%	5%	11%	11%
Less than \$40K	7%	8%	4%	12%	12%
\$40K-\$79K	14%	9%	4%	10%	9%
\$80K+	14%	5%	3%	7%	5%
White	9%	9%	3%	10%	11%
African American	15%	6%	5%	11%	17%
Hispanic/Latinx	15%	2%	8%	14%	0% ↓
Under 45	12%	9%	5%	8%	11%
45-64	13%	6%	2%	10%	10%
65+	6%	11%	5%	12%	11%
Non-college	8%	10%	5%	8%	13%
College	15%	5%	3%	12%	8%



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