

A photograph of a woman with brown hair tied back, wearing a green surgical face mask and a brown leather jacket over a green top. She is in a grocery store aisle, looking down at a red and white cylindrical product she is holding in her hands. A shopping cart is visible behind her, and the background shows other store aisles with blurred lights.

COVID-19: March 2021

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

Methodology

One thousand and twenty-three online interviews were conducted among adults ages 18+ from March 4 to March 8, 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 ± 3.1 at the 95% confidence level.

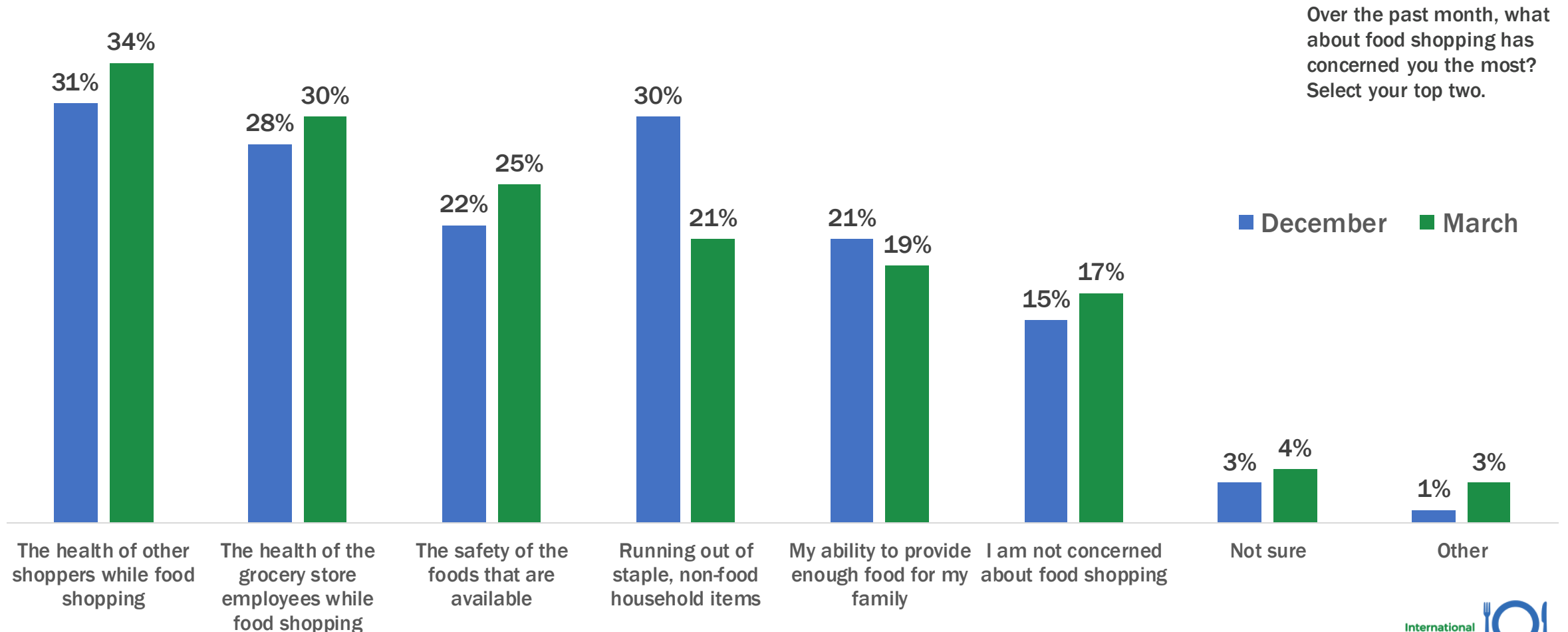
Statistical Significance

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.

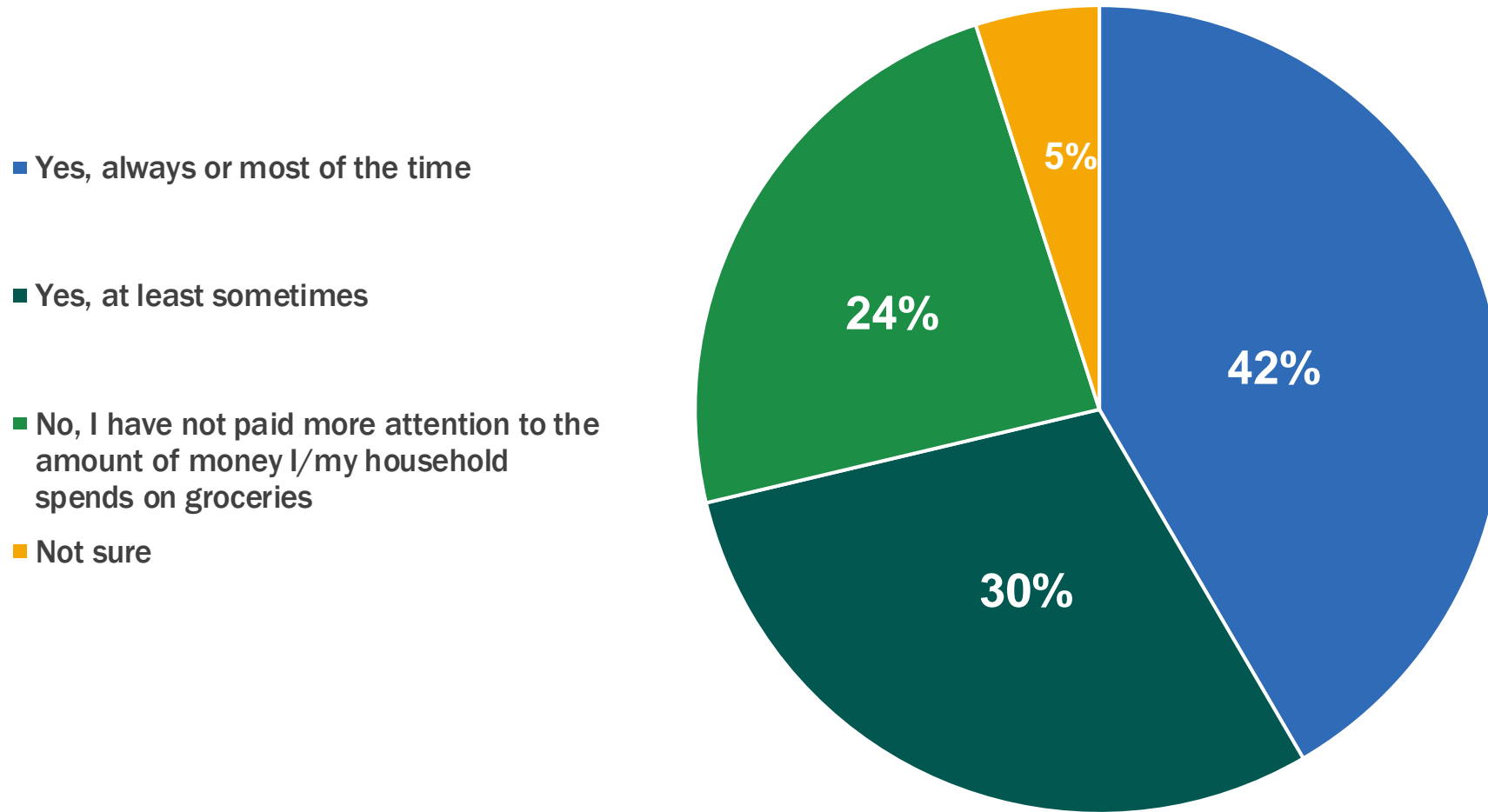


The health of other shoppers and grocery store employees remain top concerns while food shopping; worries about running out of staple items drop off



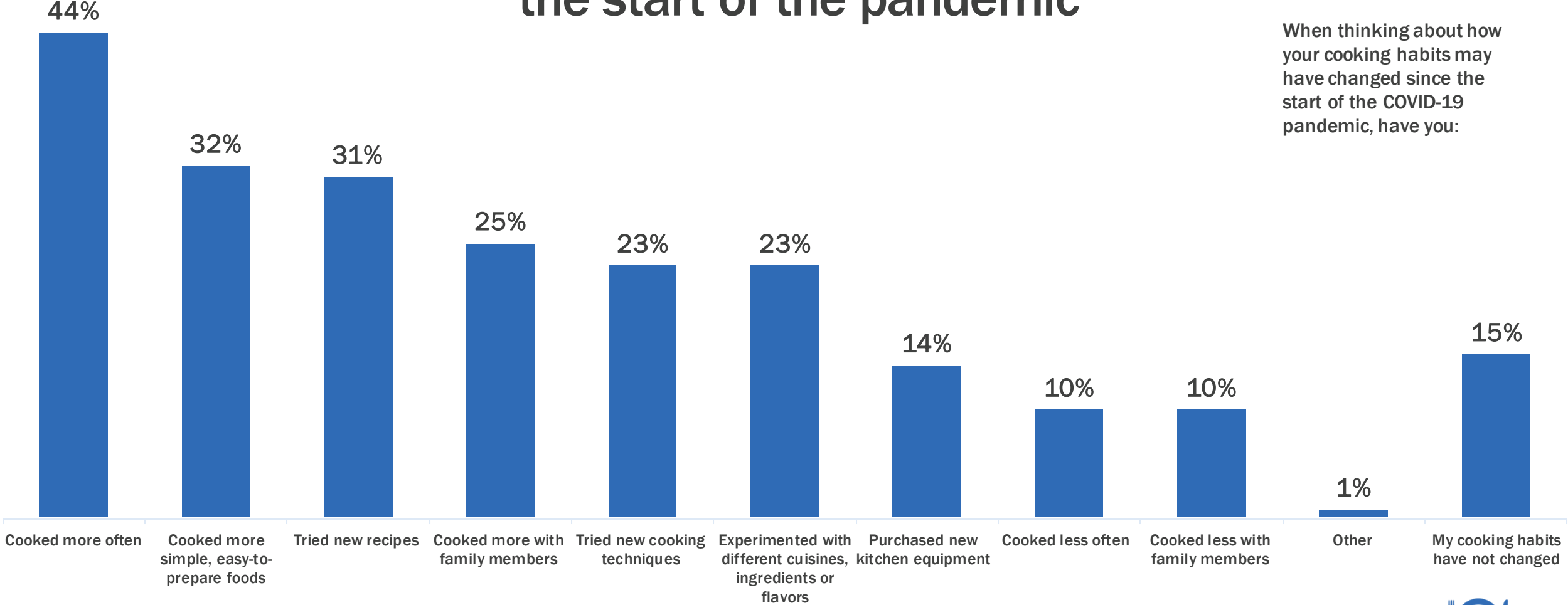
Two in five say they've consistently paid more attention to their grocery budget since the start of the pandemic

Since the start of the COVID-19 pandemic, have you paid greater attention to the amount of money you or your household spends on groceries?



Cooking more often, making more easy-to-prepare foods and trying new recipes are biggest changes to cooking habits since the start of the pandemic

When thinking about how your cooking habits may have changed since the start of the COVID-19 pandemic, have you:



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

	The health of other shoppers while food shopping	The health of grocery store employees while food shopping	The safety of the foods that are available	Running out of staple, non-food household items	My ability to provide enough food for my family	Other	I am not concerned about food shopping	Not sure
Total	34%	30%	25%	21%	19%	3%	17%	4%
Men	34%	28%	25%	23%	20%	3%	15%	3%
Women	35%	30%	26%	20%	18%	2%	19%	5%
Less than \$40K	29%	28%	25%	22%	24%	4%	16%	5%
\$40K-\$79K	41%	27%	26%	15%	17%	1%	22%	3%
\$80K+	36%	35%	27%	29%	18%	1%	12%	1%
White	35%	32%	23%	19%	19%	3%	19%	4%
African American	30%	29%	30%	19%	25%	1%	17%	4%
Hispanic/ Latinx	32%	26%	28%	26%	27%	4%	7%	5%
Under 45	31%	27%	29%	21%	26% ↑	3%	12% ↓	6%
45-64	35%	27%	24%	25%	16%	3%	18%	3%
65+	44%	42%	18%	14%	9%	2%	28% ↑	1%
Non-college	31%	26%	24%	19%	21%	3%	21% ↑	5%
College	39%	33%	28%	25%	17%	2%	12% ↓	2% ↓

Since the start of the COVID-19 pandemic, have you paid greater attention to the amount of money you or your household spends on groceries?

	Yes, always or most of the time	Yes, at least sometimes	No, I have not paid more attention to the amount of money I/my household spends on groceries	Not sure
Total	42%	30%	24%	5%
Men	41%	29%	25%	4%
Women	43%	29%	22%	5%
Less than \$40K	44%	32%	19%	5%
\$40K-\$79K	41%	30%	26%	3%
\$80K+	44%	28%	28%	1%
White	38%	31%	26%	5%
African American	56%	23%	15%	5%
Hispanic/ Latinx	46%	34%	15%	5%
Under 45	40%	35%	18%	7%
45-64	46%	24%	27%	3%
65+	38%	27%	33%	2%
Non-college	40%	32%	22%	6%
College	45%	27%	26%	2% ↓

When thinking about how your cooking habits may have changed since the start of the COVID-19 pandemic, have you:

	Cooked more often	Cooked more simple, easy-to-prepare foods	Tried new recipes	Cooked more with family members	Tried new cooking techniques	Experimented with different cuisines, ingredients or flavors	Purchased new kitchen equipment	Cooked less often	Cooked less with family members	Other	My cooking habits have not changed
Total	44%	32%	31%	25%	23%	23%	14%	10%	10%	1%	15%
Men	42%	30%	25%	28%	26%	28%	14%	10%	10%	1%	13%
Women	47%	35%	36%	23%	21%	19%	14%	9%	11%	1%	16%
Less than \$40K	37%	33%	26%	16% ↓	19%	17%	11%	11%	9%	1%	17%
\$40K-\$79K	51%	30%	33%	30%	20%	21%	15%	9%	13%	0%	13%
\$80K+	48%	35%	35%	35%	31%	35%	20%	9%	11%	1%	8%
White	44%	30%	32%	22%	17%	21%	14%	7%	8%	1%	18% ↑
African American	35%	27%	30%	28%	23%	27%	19%	9%	14%	2%	12%
Hispanic/ Latinx	39%	30%	34%	31%	26%	20%	18%	14%	18%	0%	5%
Under 45	36% ↓	29%	28%	27%	23%	22%	18%	15% ↑	15% ↑	0%	10% ↓
45-64	51%	34%	35%	27%	29%	30%	14%	7%	7%	0%	17%
65+	53%	37%	33%	17%	11%	13%	7%	2% ↓	6%	3% ↑	24%
Non-college	39%	30%	25% ↓	19% ↓	18%	19%	11%	10%	10%	0%	19% ↑
College	51%	36%	38% ↑	32% ↑	30%	29%	18%	9%	11%	1%	9% ↓



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