

COVID-19: November & December 2021

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

These questions are derived from online surveys completed November 4-9 (n=1000) and December 2-6, 2021 (n=1000). Surveys were conducted among adults ages 18+ and were weighted to ensure proportional results.

Target quotas were set on gender, age, region, and race/ethnicity at the beginning of the survey, based on the U.S. Census Bureau and the U.S. Bureau of Labor Statistics' 2020 Current Population Survey for American adults aged 18 and over.

Statistical Significance

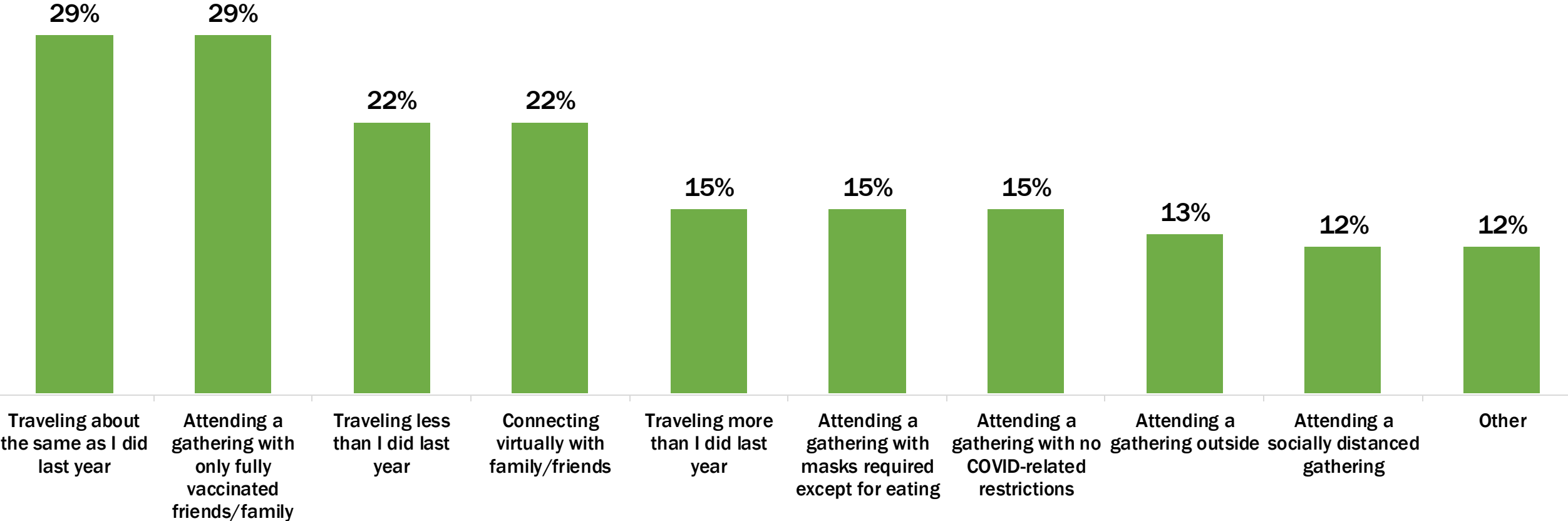
Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g., age, race, gender, etc.).

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.

Looking into the 2021 Holiday Season

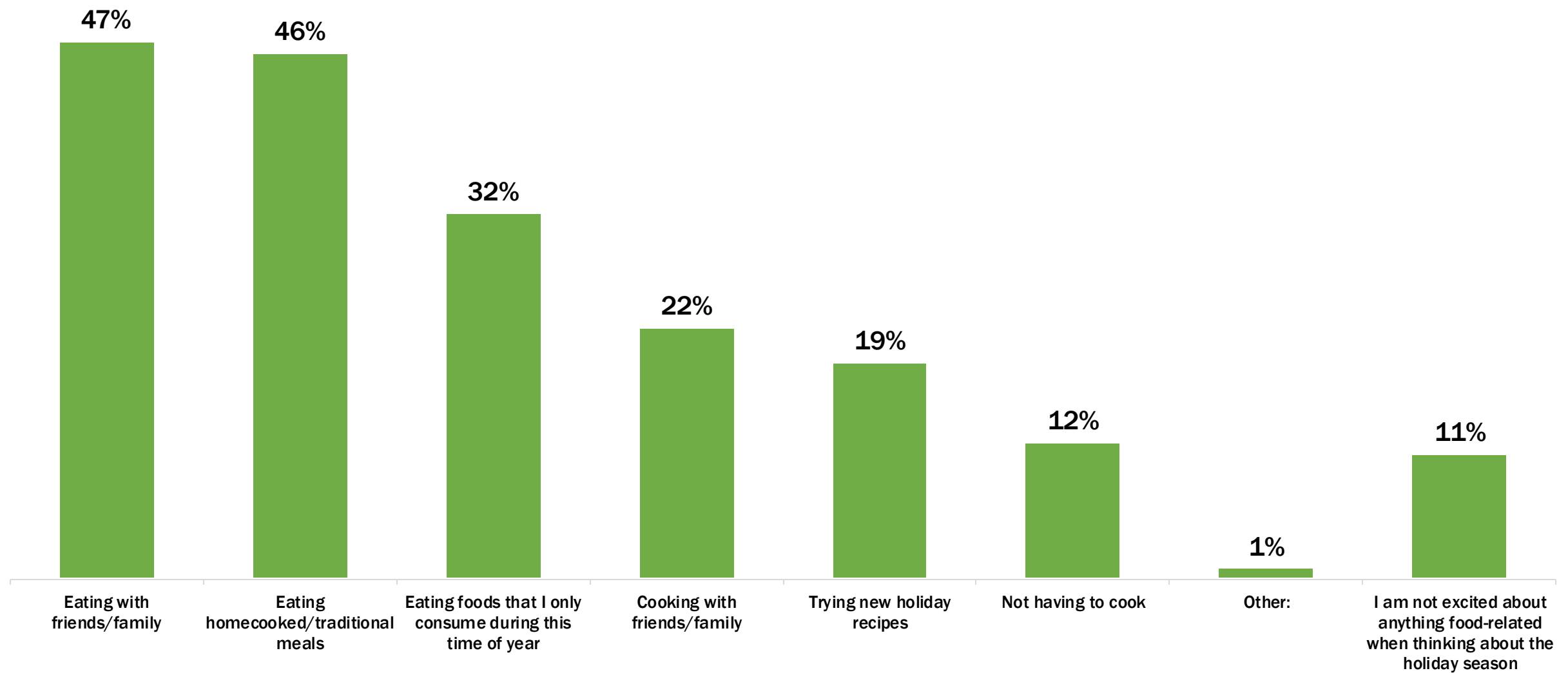


Three in 10 say they will be gathering with only fully vaccinated friends and family; half as many say they won't have any COVID-related restrictions



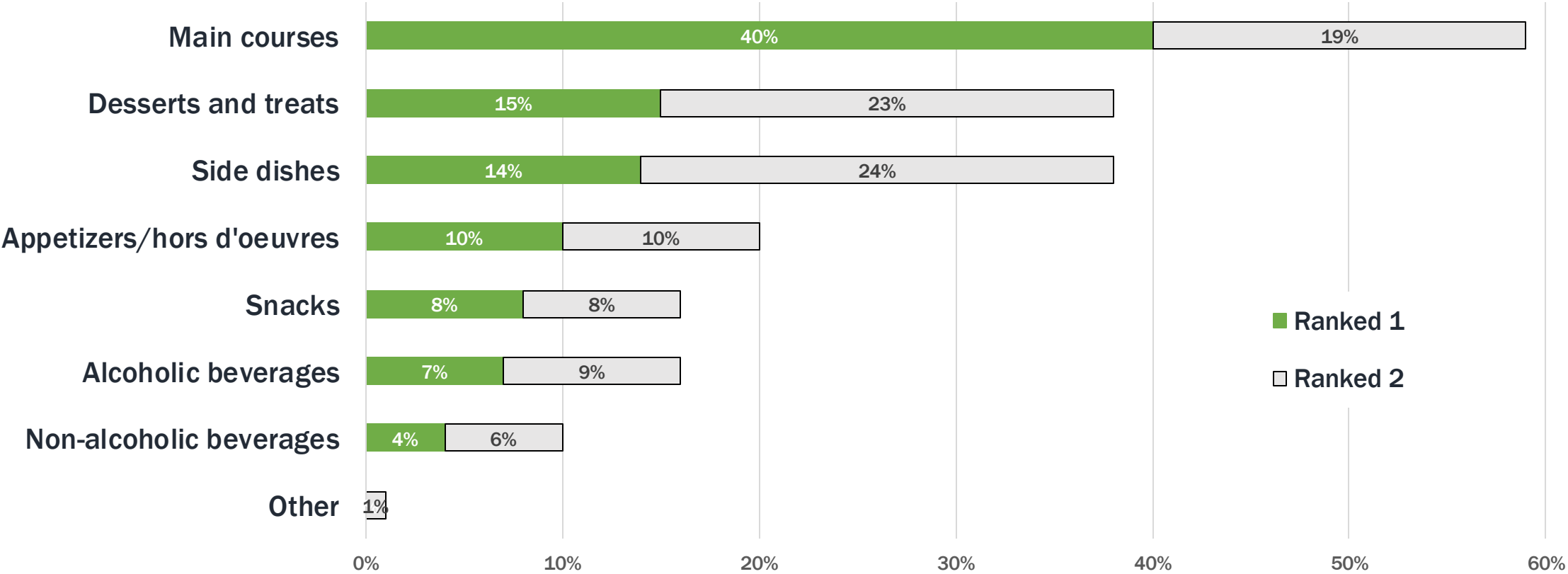
Which of the following descriptions best match your plans for the holiday season? Select all that apply. n=1,000

Eating with loved ones and homecooked/traditional meals are most looked forward to aspects of food in the holiday season



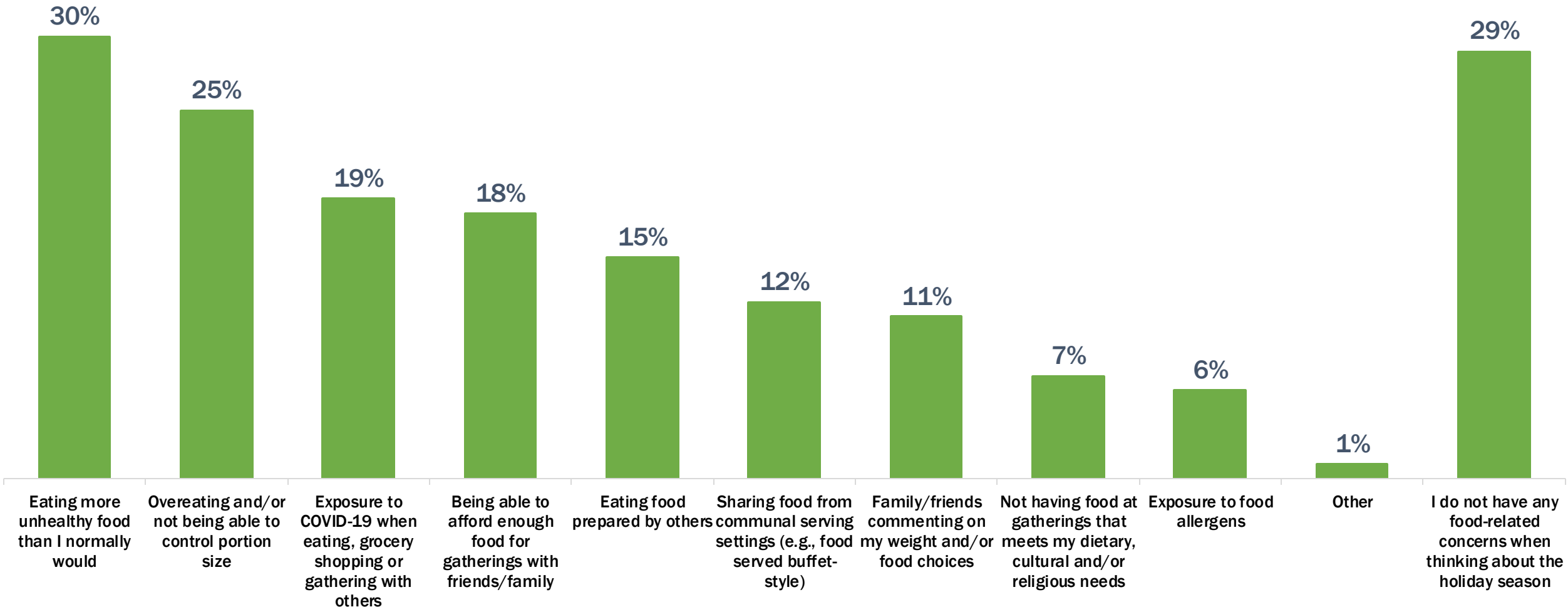
Thinking about the holiday season ahead, what excites you the most when it comes to food? Select your top two. n=1,000

Main courses are the primary draw for holiday meals; desserts/treats and side dishes round out top three



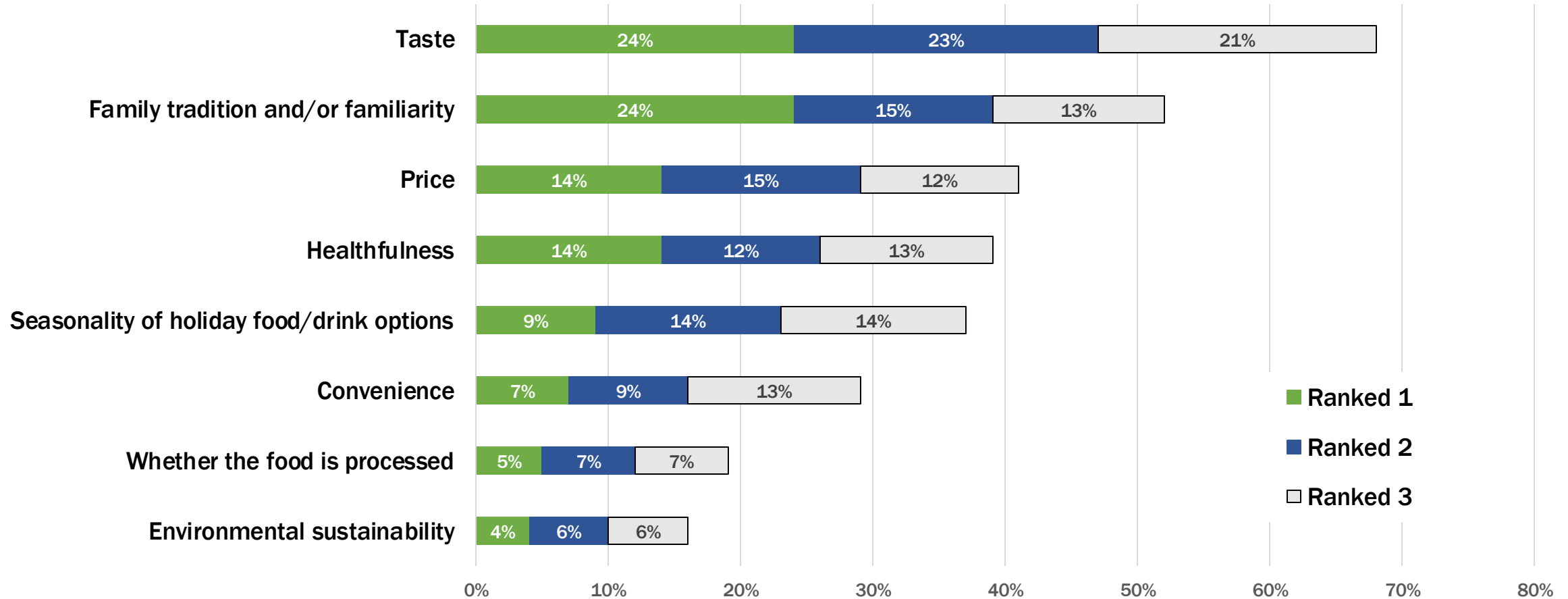
[If not "I am not excited" in Q12] Which category of holiday foods/beverages do you look forward to the most? Rank your top 2 choices. % Ranked 1, 2
n=902

Eating more unhealthy food than usual and overeating are top food-related holiday concerns; COVID-19 exposure ranks lower



Thinking about the holiday season ahead, what concerns you the most when it comes to food? Select your top two. n=1,000

When making food choices during the holidays, taste and family tradition/familiarity are prioritized over price and healthfulness

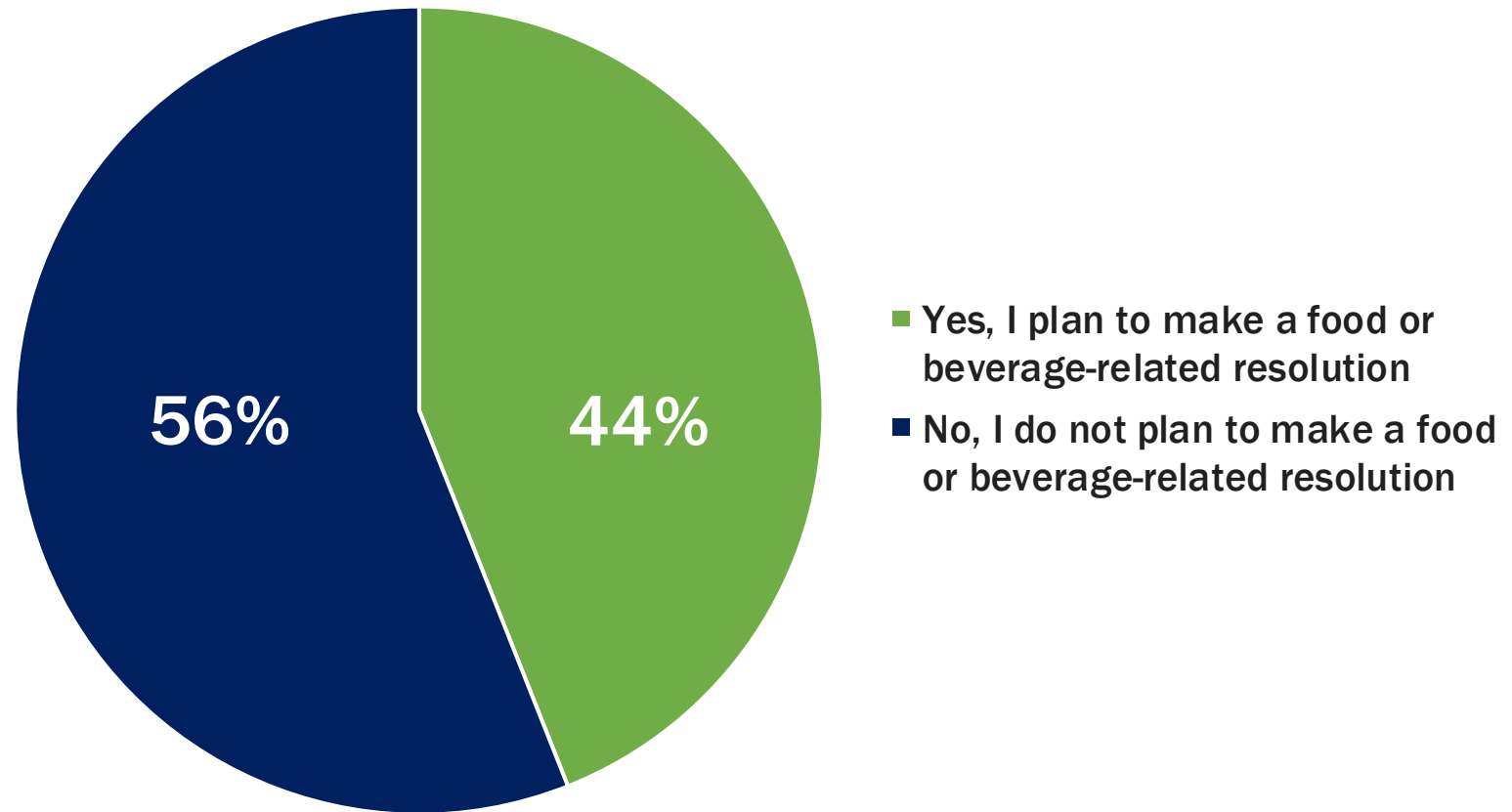


When making decisions about foods/beverages during the holiday season, how important are the following aspects? Rank these options from 1 to 8, with 1=Most important and 8=Least important. % Ranked 1, 2, 3. n=1,000

Looking Ahead to 2022

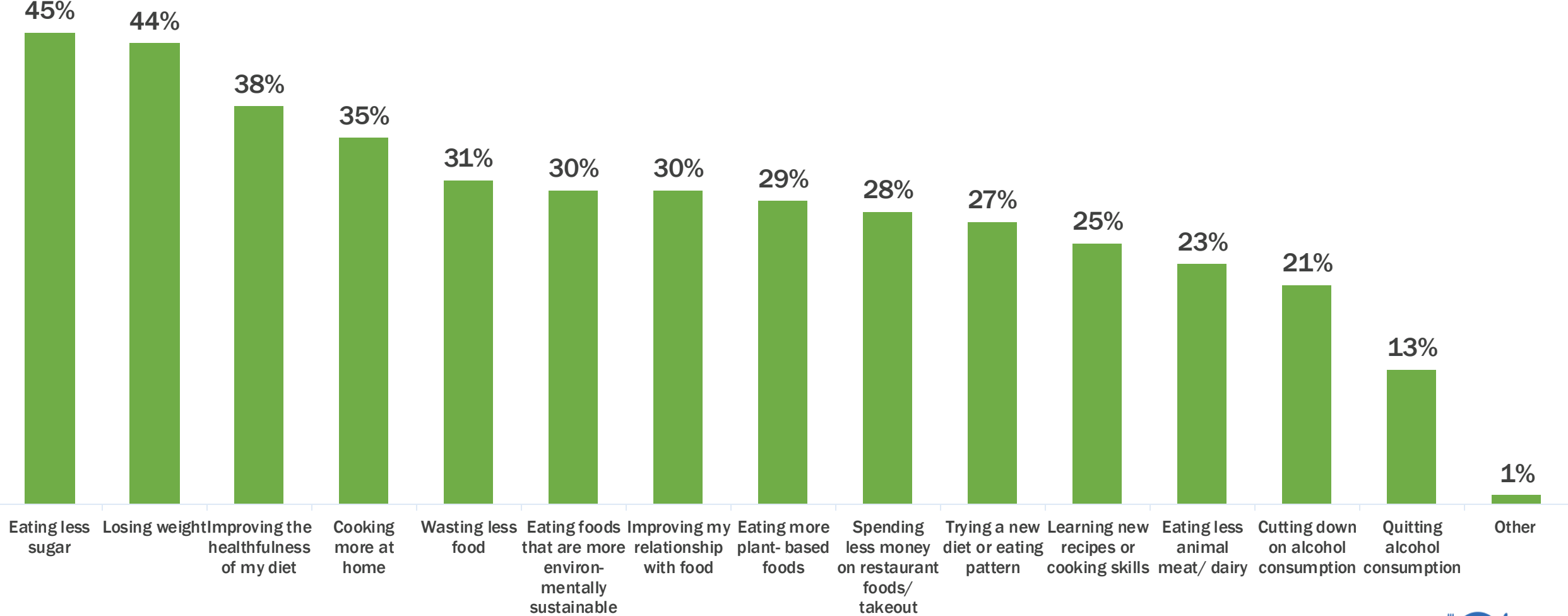


Over 2 in 5 plan to make a New Year's resolution related to food or beverages



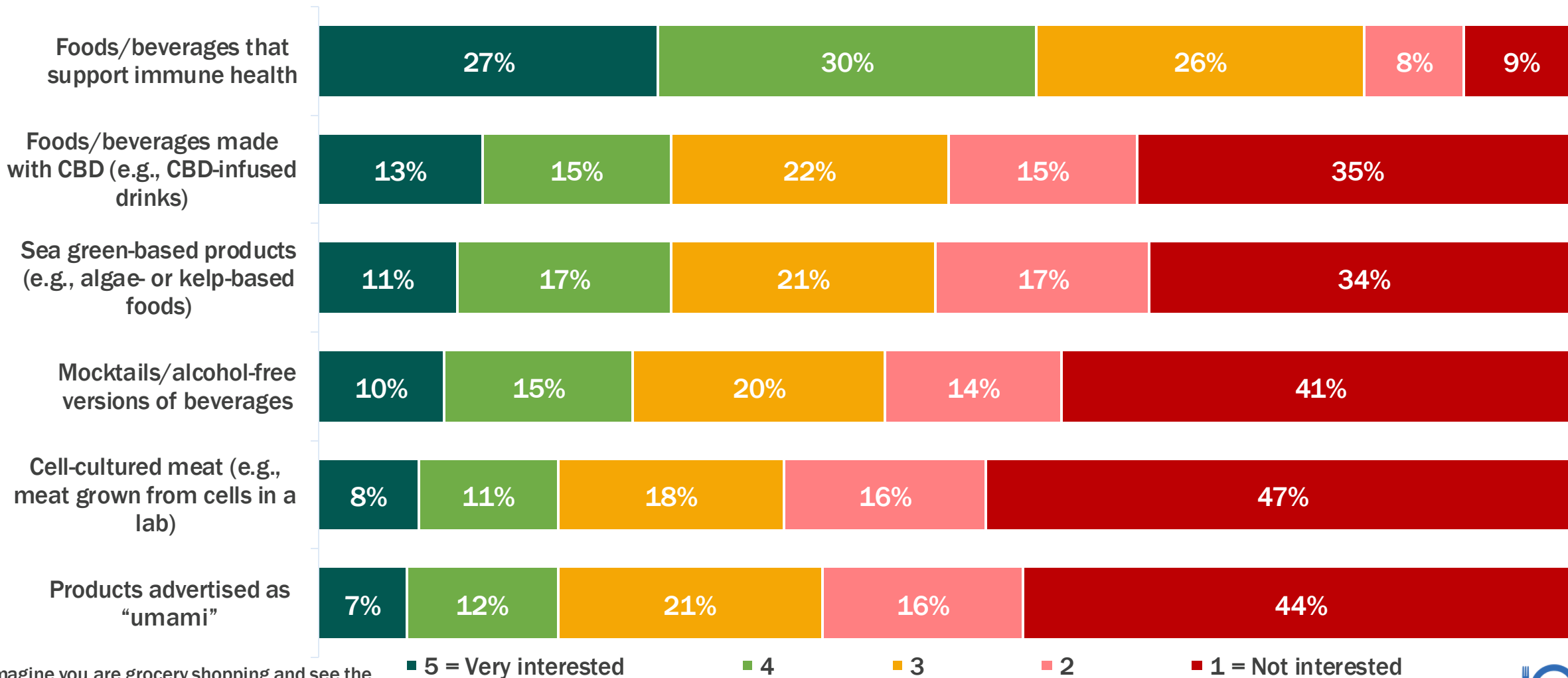
Thinking ahead to 2022, do you intend to make a New Year's resolution related to food or beverages? n=1,000

Eating less sugar and losing weight are the most popular food-focused New Year's resolutions



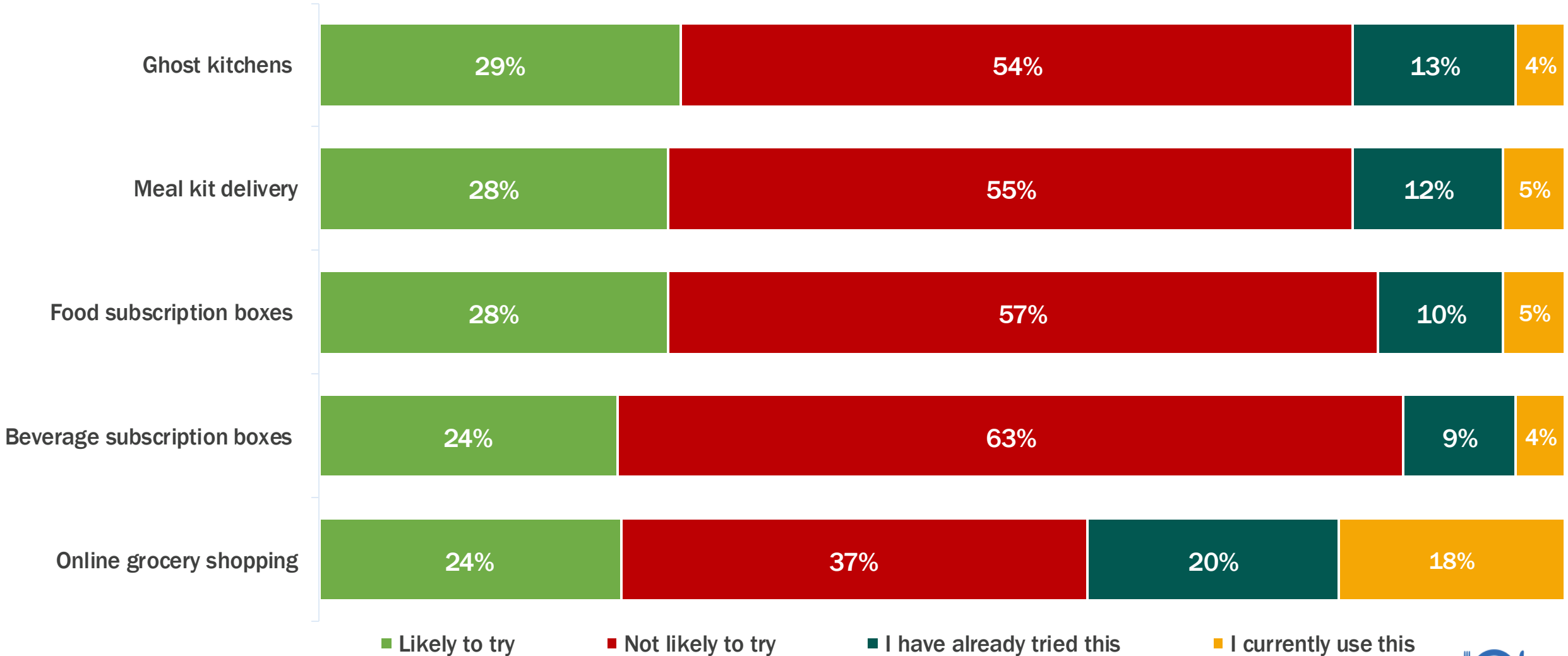
[If Yes in Q11] Which of the following best describe the food or beverage-related New Year's resolution that you intend to make? Please select all that apply. n=451

Nearly 6 in 10 are interested in foods/beverages that support immune health; there is less interest in cell-cultured meat and “umami” products



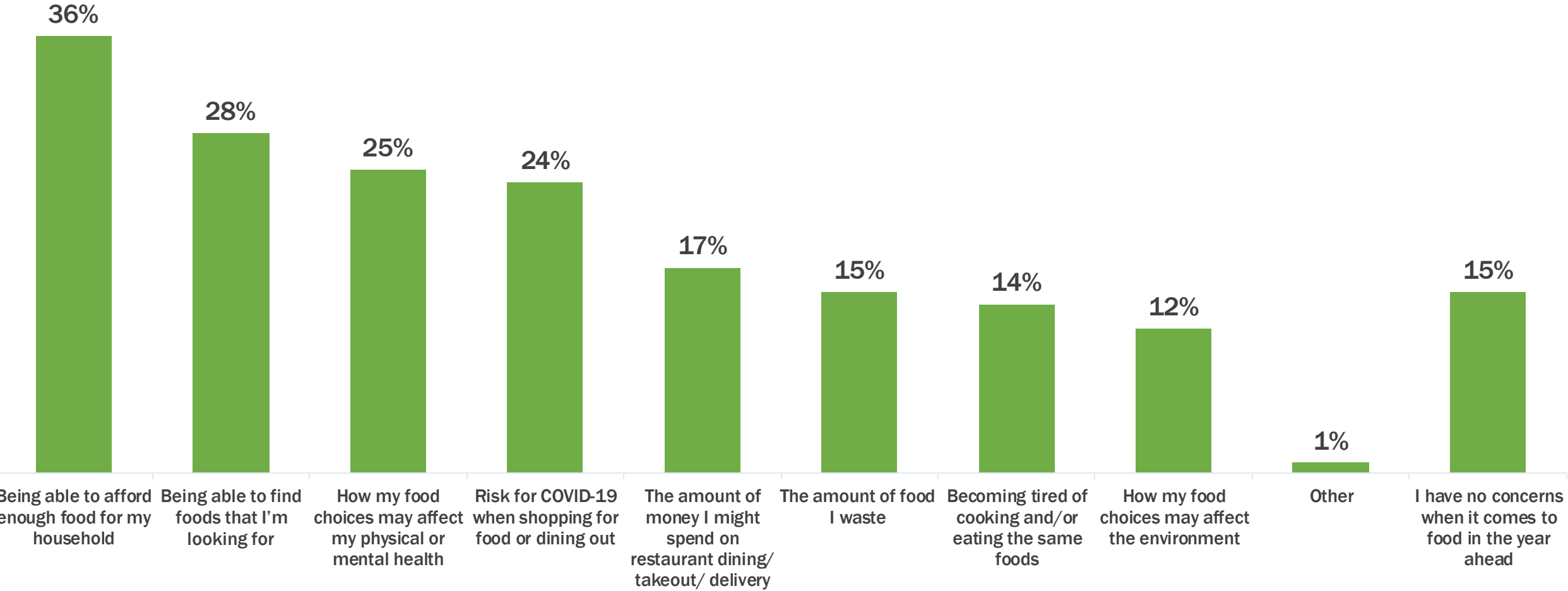
Imagine you are grocery shopping and see the following food products. How interested would you be in trying these? Rate your level of interest on a scale of 1 to 5, with 1 = Not interested at all and 5 = Very interested. n=1,000

Nearly 3 in 10 say they're likely to try ghost kitchens, meal kit delivery and food subscription boxes in 2022



How likely are you to try the following food purchasing options in 2022? n=1,000

Being able to afford enough food is the top food-related concern for 2022; COVID-19 exposure is a primary worry for 1 in 4



Thinking about the year ahead (2022), what worries you the most when it comes to food? Please select your top two. n=1,000



Appendix

Which of the following descriptions best match your plans for the holiday season? Select all that apply.

	Traveling about the same as I did last year	Attending a gathering with only fully vaccinated friends/family	Traveling less than I did last year	Connecting virtually with family/friends	Traveling more than I did last year	Attending a gathering with masks required except for eating	Attending a gathering with no COVID-related restrictions	Attending a gathering outside	Attending a socially distanced gathering	Other
Total	29%	29%	22%	22%	15%	15%	15%	13%	12%	12%
Men	35% ↑	32%	24%	26% ↑	20% ↑	19% ↑	15%	15%	14%	9% ↓
Women	24% ↓	27%	19%	17% ↓	10% ↓	12% ↓	16%	11%	10%	16% ↑
Less than \$40K	24%	22% ↓	19%	19%	6% ↓	11% ↓	13%	11%	9%	19% ↑
\$40K-\$79K	30%	26%	21%	17%	11%	12%	17%	12%	9%	12%
\$80K+	33%	40% ↑	26%	29% ↑	27% ↑	23% ↑	16%	15%	19% ↑	5% ↓
White	33%	28%	21%	21%	15%	14%	18%	11%	12%	13%
African American	22%	29%	29%	25%	19%	21%	9%	18%	12%	11%
Hispanic/Latinx	22%	33%	21%	20%	13%	15%	12%	17%	16%	13%
Under 45	31%	32%	26% ↑	30% ↑	24% ↑	20% ↑	14%	17% ↑	19% ↑	8% ↓
45-64	28%	25%	18%	13% ↓	7% ↓	12%	19%	9%	7% ↓	16%
65+	29%	30%	16%	19%	7% ↓	10%	10%	9%	6% ↓	18%
Non-college	24% ↓	23% ↓	20%	19%	11% ↓	13%	15%	10%	11%	16% ↑
College	35% ↑	35% ↑	23%	24%	19% ↑	18%	15%	15%	14%	9% ↓

Thinking about the holiday season ahead, what excites you the most when it comes to food? Select your top two.

	Eating with friends/family	Eating homecooked/traditional meals	Eating foods that I only consume during this time of year	Cooking with friends/family	Trying new holiday recipes	Not having to cook	Other	I am not excited about anything food-related when thinking about the holiday season
Total	47%	46%	32%	22%	19%	12%	1%	11%
Men	48%	44%	32%	23%	20%	12%	1%	10%
Women	47%	47%	32%	20%	18%	12%	0%	12%
Less than \$40K	42%	47%	30%	19%	16%	14%	2%	15% ↑
\$40K-\$79K	46%	47%	39%	20%	17%	12%	0%	9%
\$80K+	53% ↑	44%	32%	27%	25% ↑	10%	0%	4% ↓
White	49%	45%	34%	21%	19%	11%	1%	11%
African American	45%	45%	32%	23%	27%	11%	1%	8%
Hispanic/ Latinx	46%	53%	25%	19%	20%	14%	0%	11%
Under 45	45%	45%	29%	29% ↑	28% ↑	12%	1%	6% ↓
45-64	46%	48%	38% ↑	17%	12% ↓	11%	1%	13%
65+	57% ↑	44%	30%	11% ↓	10% ↓	12%	1%	18% ↑
Non-college	43%	49%	31%	21%	19%	13%	0%	12%
College	51%	43%	34%	22%	20%	11%	1%	9%

[If not “I am not excited” in Q12] Which category of holiday foods/beverages do you look forward to the most? Rank your top 2 choices. % Ranked 1

	Main courses	Desserts and treats	Side dishes	Appetizers/hors d'oeuvres	Snacks	Alcoholic beverages	Non-alcoholic beverages
Total	40%	15%	14%	10%	8%	7%	4%
Men	39%	16%	10% ↓	10%	9%	10% ↑	6%
Women	42%	15%	18% ↑	10%	7%	4% ↓	3%
Less than \$40K	50% ↑	14%	15%	7%	5% ↓	5%	5%
\$40K-\$79K	44%	18%	17%	8%	6%	4%	3%
\$80K+	30% ↓	14%	12%	16% ↑	13% ↑	10% ↑	5%
White	38%	17%	15%	12%	9%	7%	3%
African American	40%	10%	19%	5%	6%	11%	9%
Hispanic/ Latinx	48%	14%	10%	7%	8%	3%	7%
Under 45	28% ↓	15%	15%	11%	14% ↑	11% ↑	5%
45-64	50% ↑	16%	15%	9%	2% ↓	4%	3%
65+	57% ↑	14%	10%	11%	2% ↓	1% ↓	4%
Non-college	45%	13%	16%	8%	7%	6%	5%
College	36%	17%	13%	13%	9%	8%	4%

Thinking about the holiday season ahead, what concerns you the most when it comes to food? Select your top two.

	Eating more unhealthy food than I normally would	Overeating and/or not being able to control portion size	Exposure to COVID-19	Being able to afford enough food for gatherings with friends/family	Eating food prepared by others	Sharing food from communal serving settings	Family/friends commenting on my weight /food choices	Not having food at gatherings that meets my needs	Exposure to food allergens	I do not have any food-related concerns
Total	30%	25%	19%	18%	15%	12%	11%	7%	6%	29%
Men	30%	24%	20%	20%	16%	15% ↑	12%	8%	8%	23% ↓
Women	31%	25%	18%	17%	13%	8% ↓	9%	6%	4%	34% ↑
Less than \$40K	28%	23%	15%	24%	17%	8% ↓	7% ↓	4%	3%	35% ↑
\$40K-\$79K	31%	26%	16%	18%	13%	11%	9%	8%	4%	31%
\$80K+	34%	25%	25% ↑	15%	15%	18% ↑	17% ↑	9%	10% ↑	16% ↓
White	32%	25%	18%	17%	15%	11%	10%	5%	5%	31%
African American	25%	20%	22%	21%	17%	14%	13%	15%	10%	22%
Hispanic/ Latinx	25%	23%	22%	20%	13%	14%	11%	12%	4%	28%
Under 45	28%	23%	24% ↑	19%	17%	16% ↑	18% ↑	12% ↑	10% ↑	17% ↓
45-64	29%	25%	14%	21%	13%	8% ↓	5% ↓	3% ↓	2% ↓	40% ↑
65+	40% ↑	28%	14%	11% ↓	13%	8%	4% ↓	4%	1% ↓	38% ↑
Non-college	31%	26%	17%	21%	14%	9% ↓	7% ↓	7%	4%	32%
College	30%	23%	21%	16%	15%	15% ↑	14% ↑	7%	8%	26%

When making decisions about foods/beverages during the holiday season, how important are the following aspects? Rank these options from 1 to 8, with 1=Most important and 8=Least important. % Ranked 1

	Taste	Family tradition and/or familiarity	Price	Healthfulness	Seasonality of holiday food/drink options	Convenience	Whether or not the food is processed	Environmental Sustainability
Total	24%	24%	14%	14%	9%	7%	5%	4%
Men	25%	21%	13%	17% ↑	6%	9%	4%	6%
Women	23%	27%	15%	11% ↓	11%	5%	5%	3%
Less than \$40K	24%	22%	20% ↑	11%	10%	6%	3%	3%
\$40K-\$79K	27%	30% ↑	13%	11%	8%	5%	2%	3%
\$80K+	24%	21%	6% ↓	18% ↑	9%	9%	7% ↑	6%
White	25%	24%	14%	14%	9%	6%	5%	4%
African American	19%	19%	14%	18%	10%	9%	4%	8%
Hispanic/ Latinx	29%	27%	11%	10%	9%	6%	3%	5%
Under 45	23%	18% ↓	12%	17% ↑	9%	10% ↑	6%	7% ↑
45-64	28%	27%	16%	9% ↓	9%	4%	4%	3%
65+	19%	35% ↑	15%	14%	9%	4%	3%	1% ↓
Non-college	25%	24%	18% ↑	11%	9%	6%	3%	4%
College	24%	24%	10% ↓	16%	9%	7%	6%	5%

Thinking ahead to 2022, do you intend to make a New Year's resolution related to food or beverages?

	Yes	No
Total	44%	56%
Men	42%	58%
Women	46%	54%
Less than \$40K	36% ↓	64% ↑
\$40K-\$79K	39%	61%
\$80K+	66% ↑	34% ↓
White	39% ↓	61% ↑
African American	55% ↑	45% ↓
Hispanic/ Latinx	52%	48%
Under 45	66% ↑	34% ↓
45-64	27% ↓	73% ↑
65+	18% ↓	82% ↑
Non-college	37% ↓	63% ↑
College	52% ↑	48% ↓

[If Yes in Q11] Which of the following best describe the food or beverage-related New Year's resolution that you intend to make? Please select all that apply.

	Eating less sugar	Losing weight	Improving the healthfulness of my diet	Cooking more at home	Wasting less food	Eating foods that are more environmentally sustainable	Improving my relationship with food
Total	45%	44%	38%	35%	31%	30%	30%
Men	41%	38%	39%	32%	29%	34%	33%
Women	49%	50%	37%	38%	33%	28%	28%
Less than \$40K	48%	50%	35%	36%	31%	21% ↓	29%
\$40K-\$79K	43%	53%	41%	38%	37%	36%	25%
\$80K+	44%	34% ↓	38%	33%	28%	35%	35%
White	44%	45%	41%	33%	32%	31%	34%
African American	49%	33%	33%	38%	28%	34%	21%
Hispanic/ Latinx	55%	55%	29%	45%	37%	28%	24%
Under 45	39% ↓	36% ↓	31% ↓	36%	26% ↓	30%	27% ↓
45-64	59% ↑	59% ↑	51% ↑	36%	43% ↑	32%	37%
65+	66% ↑	75% ↑	60% ↑	26%	45%	35%	45%
Non-college	48%	46%	33%	40%	33%	25%	30%
College	43%	43%	42%	31%	30%	35%	30%

[If Yes in Q11] Which of the following best describe the food or beverage-related New Year's resolution that you intend to make? Please select all that apply.

	Eating more plant-based foods	Spending less money on restaurant foods/ takeout	Trying a new diet or eating pattern	Learning new recipes or cooking skills	Eating less animal meat/ dairy	Cutting down on alcohol consumption	Quitting alcohol consumption	Other
Total	29%	28%	27%	25%	23%	21%	13%	1%
Men	31%	25%	30%	25%	20%	28% ↑	17%	1%
Women	28%	30%	24%	25%	25%	15% ↓	9%	1%
Less than \$40K	25%	29%	27%	22%	21%	18%	11%	1%
\$40K-\$79K	29%	30%	22%	29%	28%	13%	13%	2%
\$80K+	32%	25%	28%	25%	20%	27% ↑	14%	1%
White	29%	28%	24%	22%	20%	23%	14%	2%
African American	36%	27%	37%	32%	33%	18%	13%	1%
Hispanic/ Latinx	28%	30%	27%	28%	20%	18%	11%	0%
Under 45	28%	29%	27%	26%	23%	20%	12%	1%
45-64	30%	24%	26%	22%	21%	24%	17%	1%
65+	45%	29%	27%	19%	23%	15%	5%	5%
Non-college	25%	32%	26%	23%	22%	15% ↓	11%	1%
College	34%	23%	28%	27%	23%	26% ↑	14%	1%

Imagine you are grocery shopping and see the following food products. How interested would you be in trying these? Rate your level of interest on a scale of 1 to 5, with 1 = Not interested at all and 5 = Very interested. % Interested (4-5)

	Foods/beverages that support immune health	Foods/beverages made with CBD	Sea green-based products	Mocktails/alcohol-free versions of beverages	Cell-cultured meat	Products advertised as “umami”
Total	58%	28%	28%	25%	19%	19%
Men	58%	30%	32%	27%	24% ↑	23% ↑
Women	57%	26%	24%	22%	15% ↓	14% ↓
Less than \$40K	53% ↓	26%	22% ↓	20% ↓	12% ↓	15% ↓
\$40K-\$79K	62%	22% ↓	24%	20%	16%	12% ↓
\$80K+	65%	41% ↑	44% ↑	39% ↑	37% ↑	36% ↑
White	54% ↓	26%	24% ↓	23%	20%	17%
African American	62%	32%	33%	26%	20%	18%
Hispanic/ Latinx	68%	26%	28%	24%	12%	17%
Under 45	61%	39% ↑	37% ↑	35% ↑	30% ↑	27% ↑
45-64	57%	23% ↓	22% ↓	18% ↓	13% ↓	14% ↓
65+	50% ↓	9% ↓	14% ↓	11% ↓	4% ↓	6% ↓
Non-college	52% ↓	26%	22% ↓	18% ↓	13% ↓	14% ↓
College	65% ↑	31%	35% ↑	33% ↑	27% ↑	25% ↑

How likely are you to try the following food purchasing options in 2022? % Likely to try

	Ghost kitchens	Meal kit delivery	Food subscription boxes	Beverage subscription boxes	Online grocery shopping
Total	29%	28%	28%	24%	24%
Men	32%	30%	29%	27%	26%
Women	26%	27%	27%	22%	23%
Less than \$40K	25% ↓	26%	27%	20% ↓	22%
\$40K-\$79K	28%	27%	24%	20%	23%
\$80K+	38% ↑	36% ↑	34%	37% ↑	31% ↑
White	27%	24% ↓	25% ↓	22%	22%
African American	33%	40% ↑	37%	32%	31%
Hispanic/ Latinx	32%	41% ↑	37%	32%	31%
Under 45	32% ↑	38% ↑	38% ↑	36% ↑	32% ↑
45-64	29%	22% ↓	21% ↓	16% ↓	19% ↓
65+	17% ↓	13% ↓	13% ↓	10% ↓	14% ↓
Non-college	25% ↓	25%	27%	20% ↓	21% ↓
College	33% ↑	32%	29%	29% ↑	28% ↑

Thinking about the year ahead (2022), what worries you the most when it comes to food? Please select your top two.

	Being able to afford enough food for my household	Being able to find foods that I'm looking for	How my food choices may affect my health	Risk COVID-19 when shopping for food / dining out	Amount spend on restaurant	The amount of food I waste	Becoming tired of cooking /eating the same foods	How my food choices may affect the environment	Other	I have no concerns
Total	36%	28%	25%	24%	17%	15%	14%	12%	1%	15%
Men	34%	29%	26%	23%	19%	14%	13%	13%	1%	14%
Women	37%	27%	24%	24%	15%	16%	15%	11%	1%	15%
Less than \$40K	40%	28%	22%	23%	18%	13%	16%	6% ↓	2%	16%
\$40K-\$79K	43% ↑	27%	24%	20%	15%	16%	12%	13%	0%	14%
\$80K+	23% ↓	27%	29%	29%	18%	16%	13%	23% ↑	1%	11%
White	38%	29%	23%	23%	16%	15%	13%	13%	1%	15%
African American	33%	22%	32%	23%	19%	13%	19%	10%	0%	14%
Hispanic/ Latinx	29%	28%	22%	29%	17%	20%	15%	11%	0%	14%
Under 45	29% ↓	21% ↓	28%	25%	19%	17%	16%	17% ↑	0% ↓	14%
45-64	43% ↑	34% ↑	20% ↓	22%	16%	13%	14%	10%	2%	14%
65+	38%	35% ↑	26%	22%	14%	13%	9%	5% ↓	2%	18%
Non-college	40% ↑	28%	22% ↓	20% ↓	17%	15%	16%	7% ↓	1%	17% ↑
College	31% ↓	28%	29% ↑	28% ↑	16%	14%	12%	19% ↑	1%	11% ↓



International
**Food
Information**
Council



info@ific.org

ific.org | foodinsight.org



[@FoodInsight](https://www.facebook.com/FoodInsight)



[@FoodInsight](https://twitter.com/FoodInsight)



[@foodinsight](https://www.instagram.com/foodinsight)



[@foodinsight](https://www.pinterest.com/foodinsight)



[@FoodInsightTV](https://www.youtube.com/@FoodInsightTV)



International Food
Information Council