



COVID-19: June 2020

Select trended questions on 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 June 5 to June 8, 2020 and were weighted to ensure proportional results.

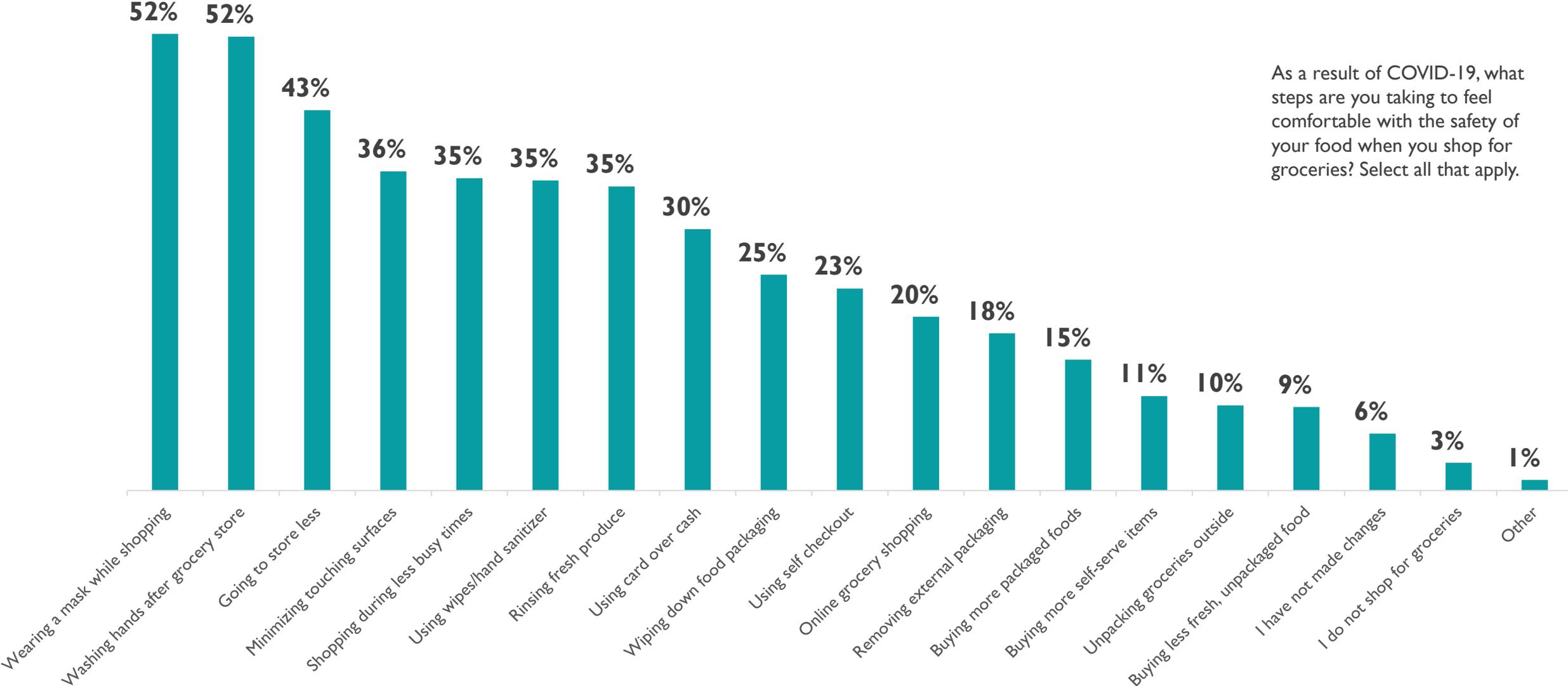
The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error ± 3.1 at the 95% confidence level.

Statistical Significance

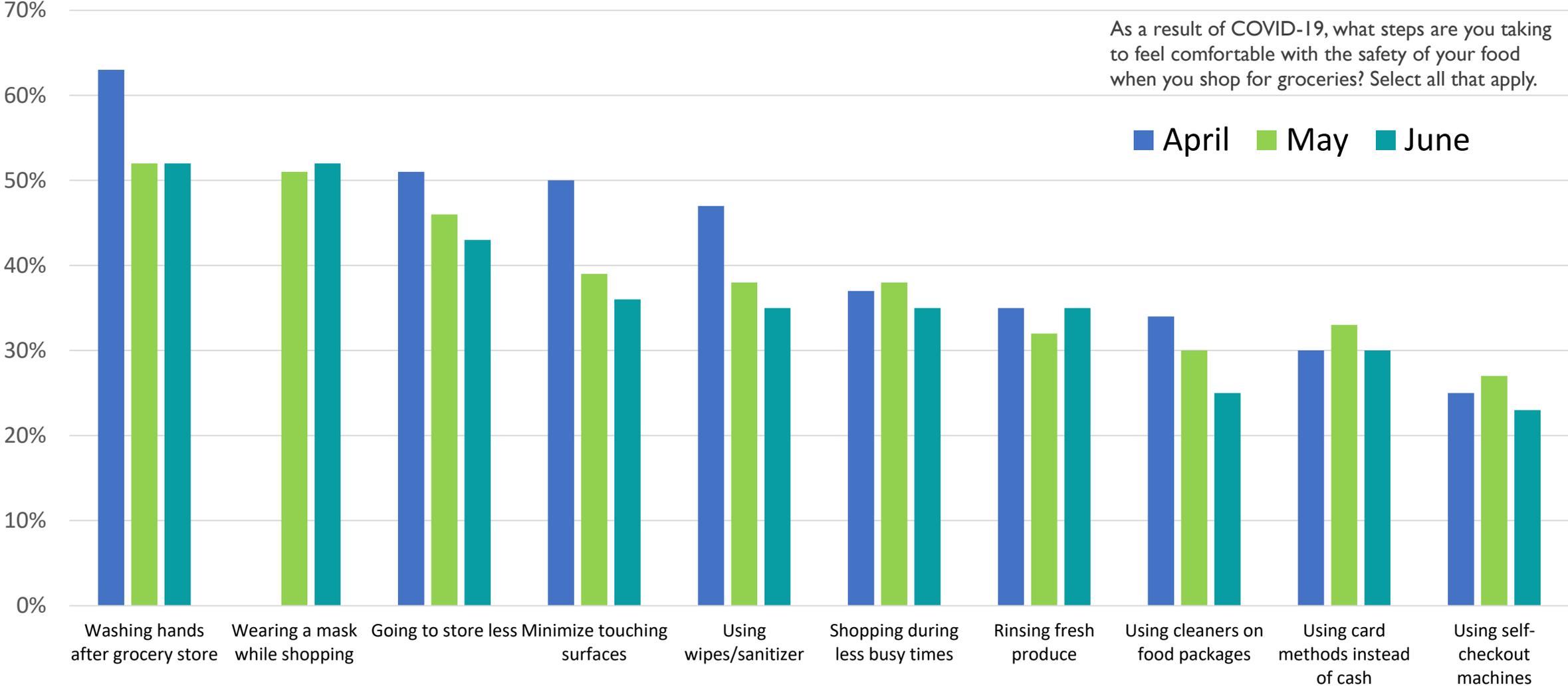
Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g. age, race, gender, etc.).

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.

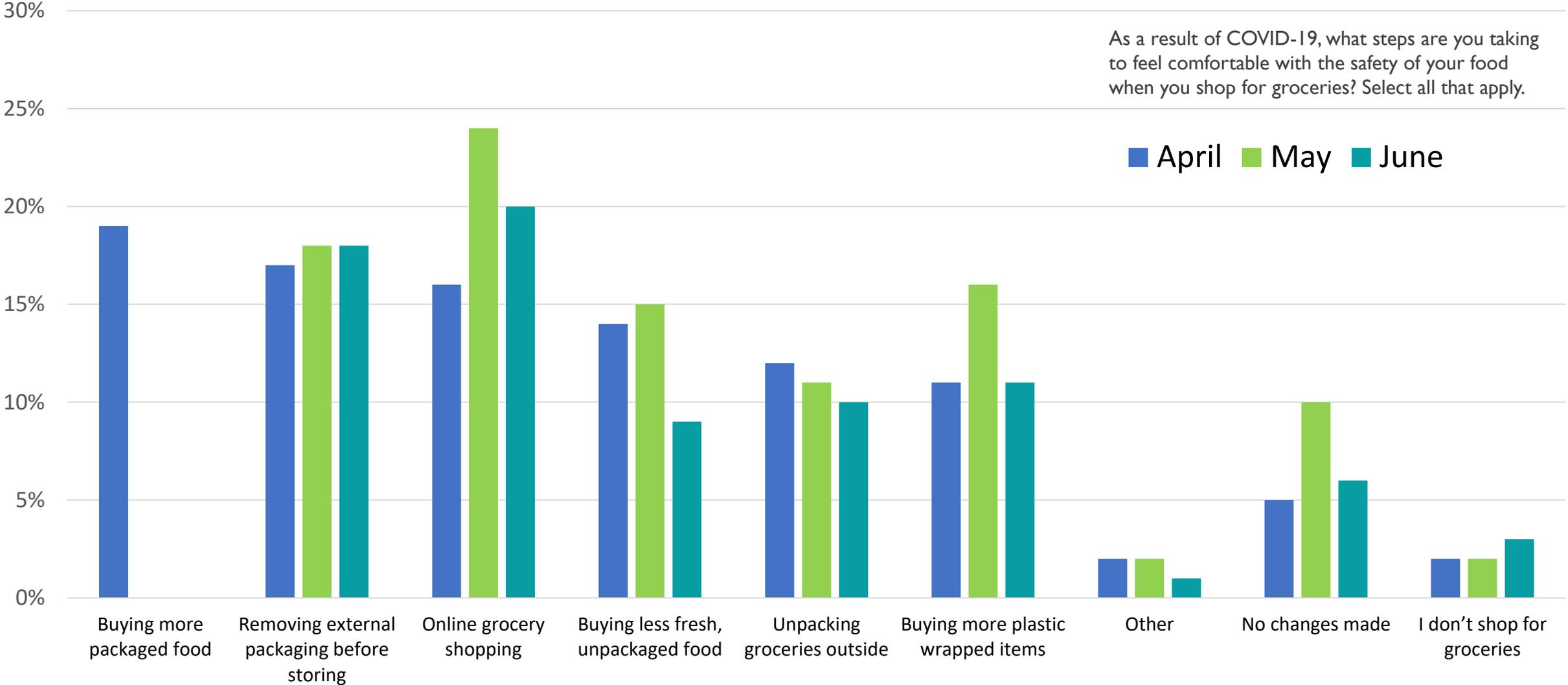
June 2020: Wearing a mask while shopping and washing hands after going to the store are top precautions, but are only followed by half



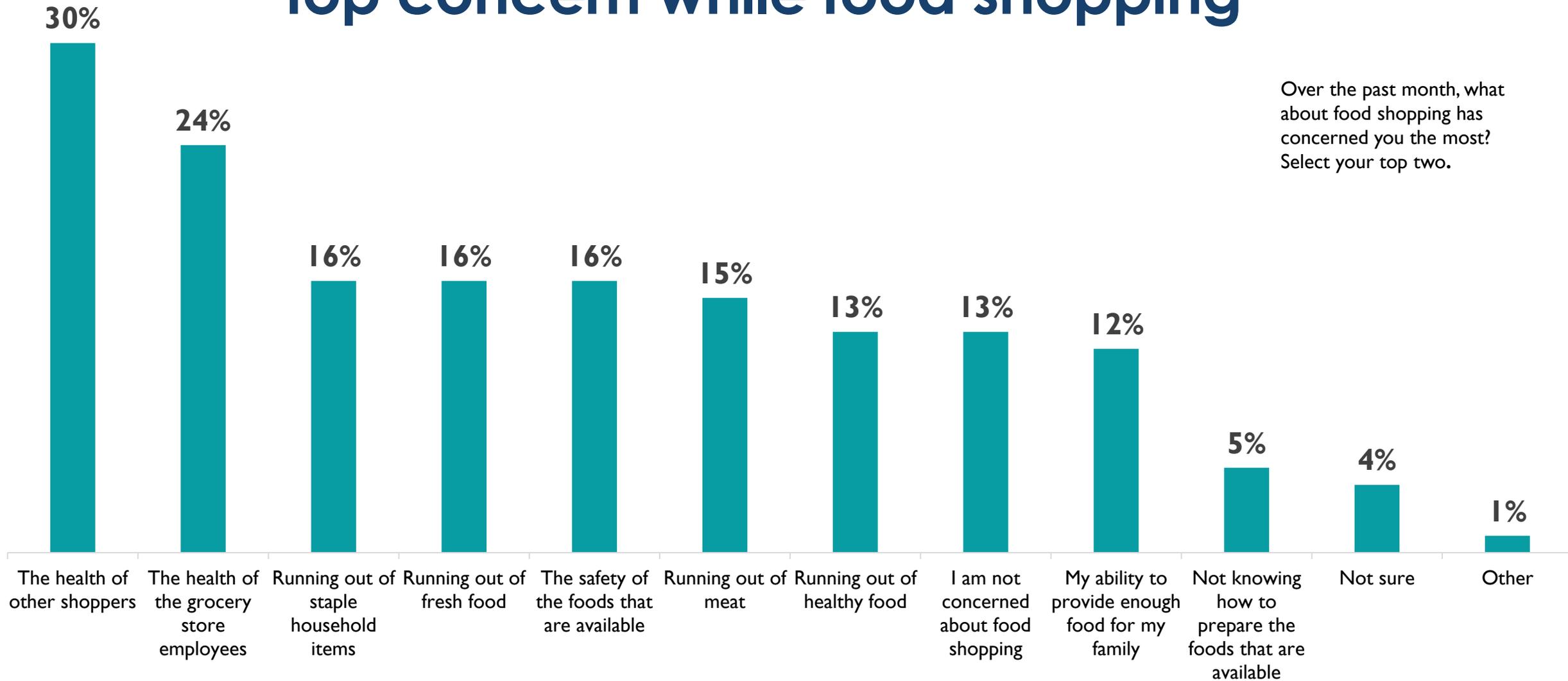
Compared to previous months, the percentage of people following safety precautions while shopping is leveling off or declining



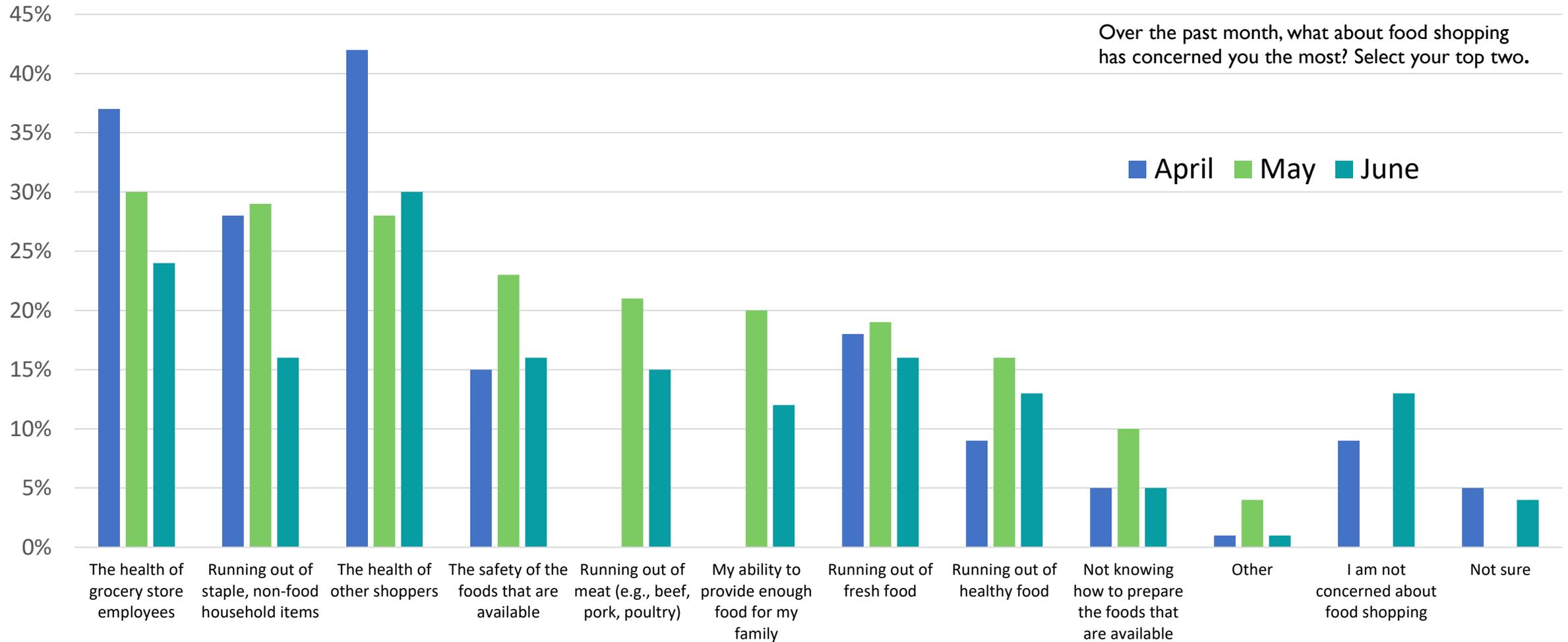
Compared to previous months, the percentage of people following safety precautions while shopping is leveling off or declining



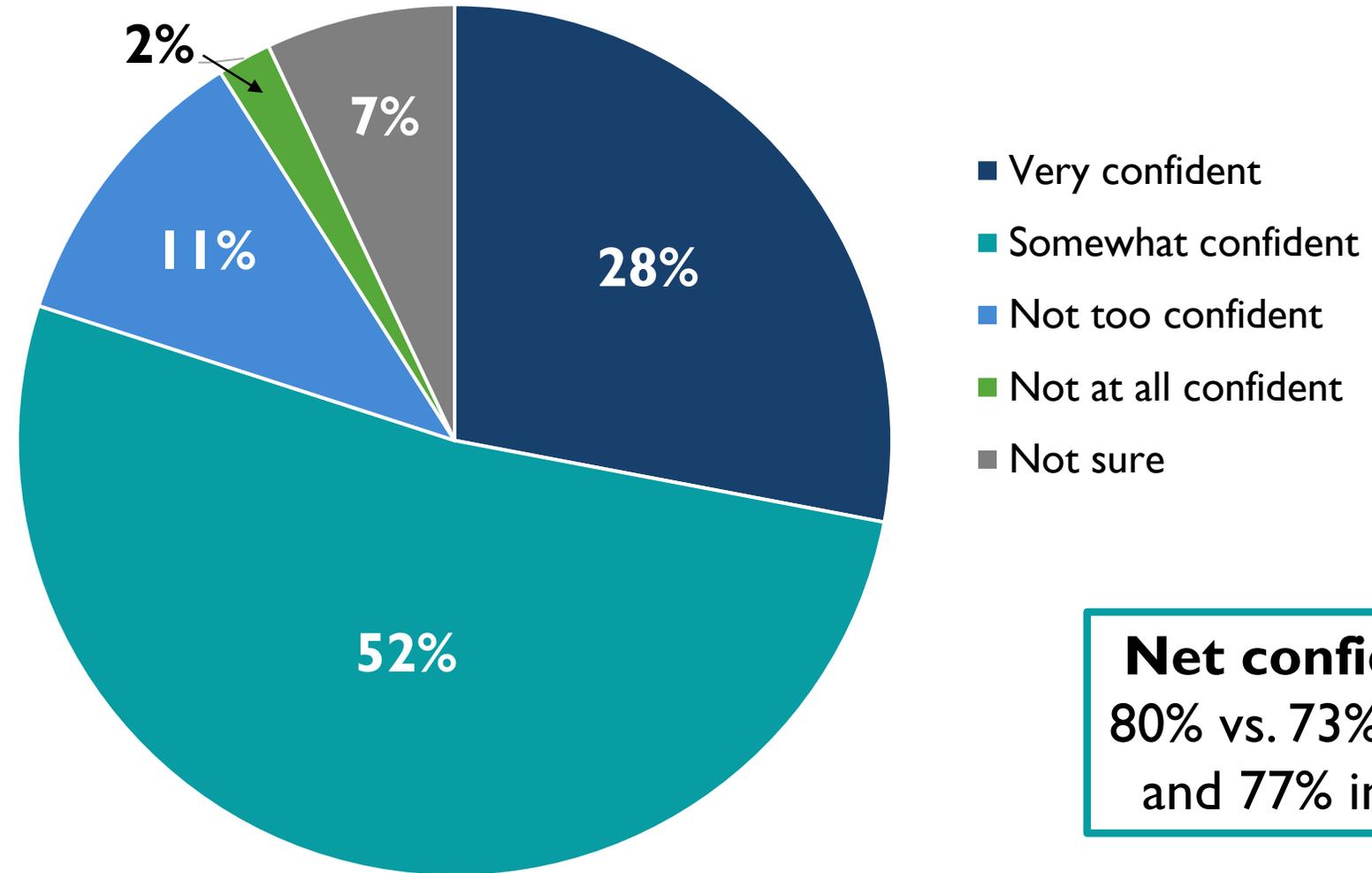
June 2020: The health of other shoppers is top concern while food shopping



Aside from the health of other shoppers, worries about food shopping have decreased since May



8 in 10 are at least somewhat confident that the food supply can meet consumer needs



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?

Net confidence:
80% vs. 73% in May
and 77% in April

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.

	Wearing a mask while shopping	Washing hands after trip to grocery store	Going to the store less frequently	Minimizing touching surfaces at grocery store	Shopping during less busy times of day	Using wipes/hand sanitizer front of store	Rinsing fresh produce	Using card pay methods over cash	Using cleaners to wipe down food package
Total	52%	52%	43%	36%	35%	35%	35%	30%	25%
Men	47%	42% ↓	38% ↓	31% ↓	33%	31%	29% ↓	25%	20%
Women	56%	61% ↑	48% ↑	41% ↑	38%	39%	40% ↑	34%	28%
White	55%	54%	47% ↑	39%	37%	38%	35%	31%	22%
African American	44%	43%	30% ↓	27%	29%	24%	31%	22%	26%
Hispanic/ Latinx	53%	57%	41%	35%	42%	40%	43%	31%	34%
Under 45	41% ↓	41% ↓	34% ↓	29% ↓	29% ↓	28% ↓	29% ↓	25% ↓	25%
45-64	57%	57%	50% ↑	39%	39%	40%	38%	32%	23%
65+	71% ↑	68% ↑	56% ↑	50% ↑	47% ↑	46% ↑	42%	37%	28%
Northeast	57%	57%	42%	35%	37%	37%	35%	35%	30%
Midwest	49%	53%	47%	36%	36%	32%	35%	28%	19%
South	47%	48%	40%	34%	32%	36%	31%	26%	24%
West	54%	49%	43%	38%	36%	36%	36%	30%	26%
Non-college	49%	53%	42%	36%	35%	36%	34%	25% ↓	24%
College	55%	51%	45%	37%	37%	36%	35%	34% ↑	25%

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 shop	Remove external packaging	Buying more packaged foods	Buying more self-serve items in plastic wrap	Unpacking groceries outside	Buying less fresh, unpackage d food	I have not made changes	I do not shop for groceries	Other
Total	23%	20%	18%	15%	11%	10%	9%	6%	3%	1%
Men	20%	21%	16%	16%	11%	10%	9%	8%	2%	2%
Women	26%	19%	20%	14%	10%	10%	10%	5%	4%	1%
White	22%	19%	17%	13%	9% ↓	10%	9%	7%	3%	1%
African American	21%	16%	23%	16%	14%	11%	9%	3%	4%	2%
Hispanic/ Latinx	32%	19%	14%	25% ↑	19% ↑	10%	11%	5%	3%	3%
Under 45	22%	20%	19%	18%	14% ↑	11%	11%	4%	4%	2%
45-64	23%	20%	14%	12%	8%	8%	8%	9%	2%	1%
65+	25%	19%	23%	12%	8%	9%	10%	6%	3%	1%
Northeast	22%	24%	18%	19%	13%	13%	12%	5%	3%	1%
Midwest	26%	17%	17%	12%	8%	9%	7%	7%	4%	2%
South	25%	18%	17%	12%	11%	8%	7%	7%	4%	1%
West	19%	21%	19%	16%	11%	9%	11%	7%	2%	1%
Non-college	21%	16%	18%	15%	10%	7%	9%	8%	3%	1%
College	25%	23%	18%	15%	12%	12%	10%	6%	2%	1%

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

	The health of other shoppers	The health of the grocery store employees	The safety of the foods that are available	Running out of staple, non-food household items	Running out of fresh food	Running out of meat
Total	30%	24%	16%	16%	16%	15%
Men	29%	24%	16%	16%	12%	14%
Women	31%	24%	17%	16%	19%	16%
White	32%	25%	15%	16%	15%	15%
African American	27%	20%	12%	17%	22%	15%
Hispanic/ Latinx	25%	25%	23%	16%	12%	17%
Under 45	21% ↓	20%	20% ↑	18%	17%	17%
45-64	35%	26%	14%	15%	16%	12%
65+	43% ↑	32%	10%	13%	12%	16%
Northeast	31%	24%	18%	17%	15%	13%
Midwest	28%	22%	16%	15%	17%	16%
South	26%	23%	15%	16%	14%	17%
West	35%	27%	17%	17%	15%	15%
Non-college	28%	22%	14%	15%	16%	16%
College	32%	26%	19%	17%	15%	15%

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

	I am not concerned about food shopping	Running out of healthy food	My ability to provide enough food for my family	Not knowing how to prepare the foods available	Not sure	Other
Total	13%	13%	12%	5%	4%	1%
Men	14%	15%	12%	5%	4%	2%
Women	12%	11%	13%	5%	3%	1%
White	15%	11%	11%	4%	4%	1%
African American	10%	9%	19%	9%	4%	1%
Hispanic/ Latinx	6%	24% ↑	14%	6%	3%	2%
Under 45	7% ↓	16%	17% ↑	9% ↑	5%	1%
45-64	17%	12%	10%	2% ↓	3%	2%
65+	20% ↑	6%	5% ↓	1%	3%	2%
Northeast	8%	16%	13%	5%	6%	1%
Midwest	15%	14%	14%	5%	4%	1%
South	14%	9%	13%	6%	4%	2%
West	14%	12%	9%	5%	2%	2%
Non-college	14%	10%	15%	5%	4%	2%
College	12%	15%	11%	5%	3%	1%

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?

	Very confident	Somewhat confident	Not too confident	Not at all confident	Not sure
Total	28%	52%	11%	2%	7%
Men	36% ↑	50%	8% ↓	2%	5%
Women	21% ↓	53%	15% ↑	2%	9%
White	31% ↑	52%	9% ↓	2%	6%
African American	23%	46%	17%	2%	11%
Hispanic/ Latinx	23%	54%	11%	4%	7%
Under 45	31%	46% ↓	13%	2%	9%
45-64	26%	56%	11%	2%	6%
65+	27%	58%	10%	1%	5%
Northeast	29%	51%	12%	1%	7%
Midwest	27%	53%	9%	2%	8%
South	27%	50%	14%	1%	8%
West	29%	53%	11%	3%	5%
Non-college	23% ↓	50%	15% ↑	3%	10% ↑
College	33% ↑	54%	9% ↓	1%	3% ↓