



Eating and Shopping During a Global Pandemic

HOW WE'RE SNACKING, WHERE WE'RE EATING, AND WHAT OUR FOOD PRIORITIES ARE IN LATE SUMMER 2020

EATING AND SHOPPING DURING A GLOBAL PANDEMIC

IFIC Consumer Research

BACKGROUND

Survey Methodology

One thousand interviews were conducted among adults ages 18+ from August 7 to August 9, 2020 and were weighted to ensure proportional results.

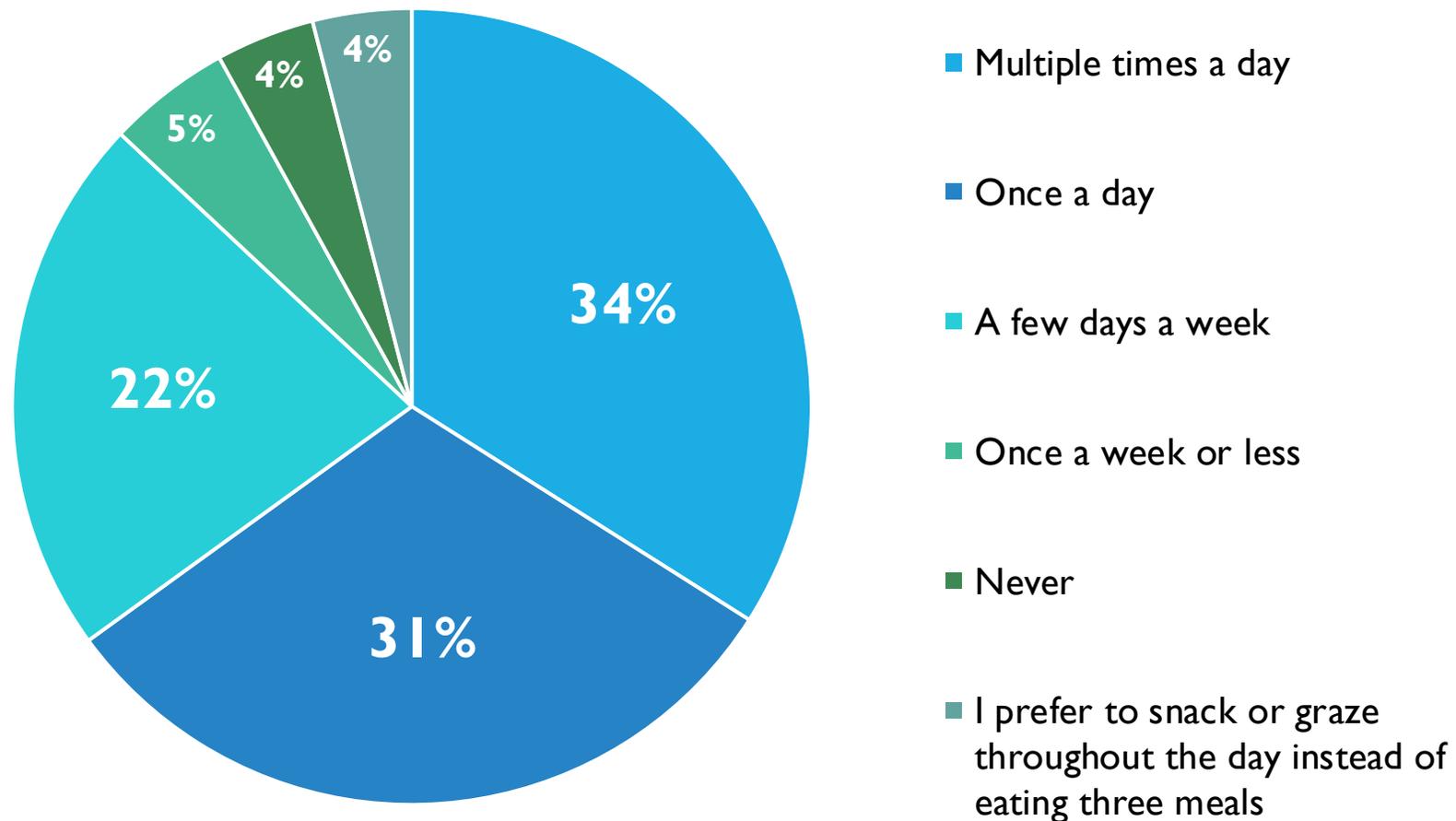
The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error ± 3.1 at the 95% confidence level.

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.).

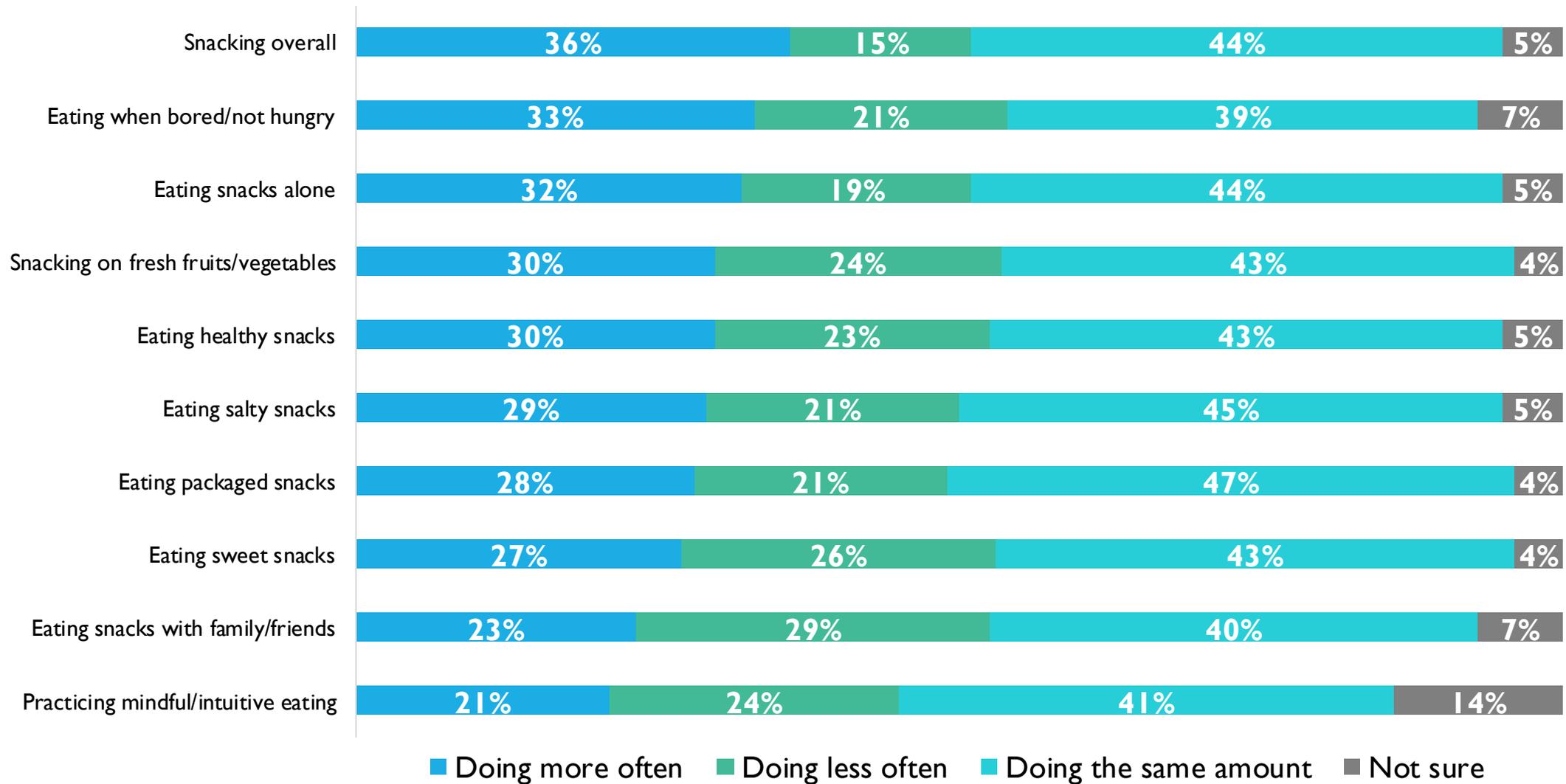
For example, if the responses from female respondents is considered to be significant, it is in relation to male respondents and not necessarily other demographic groups.

1 in 3 consumers snack multiple times each day



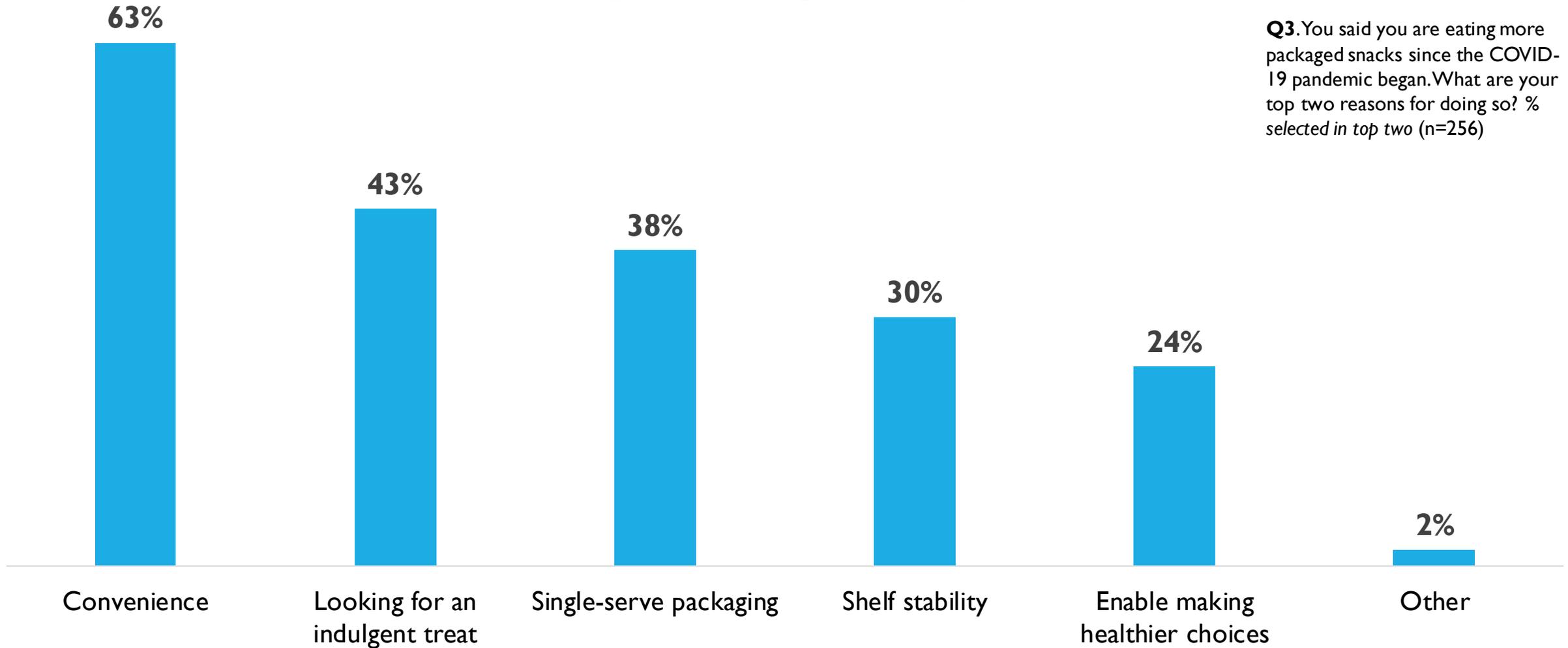
Q1. In a typical week, how often do you snack in addition to your main meals?

1 in 3 report snacking more often since COVID-19 pandemic began



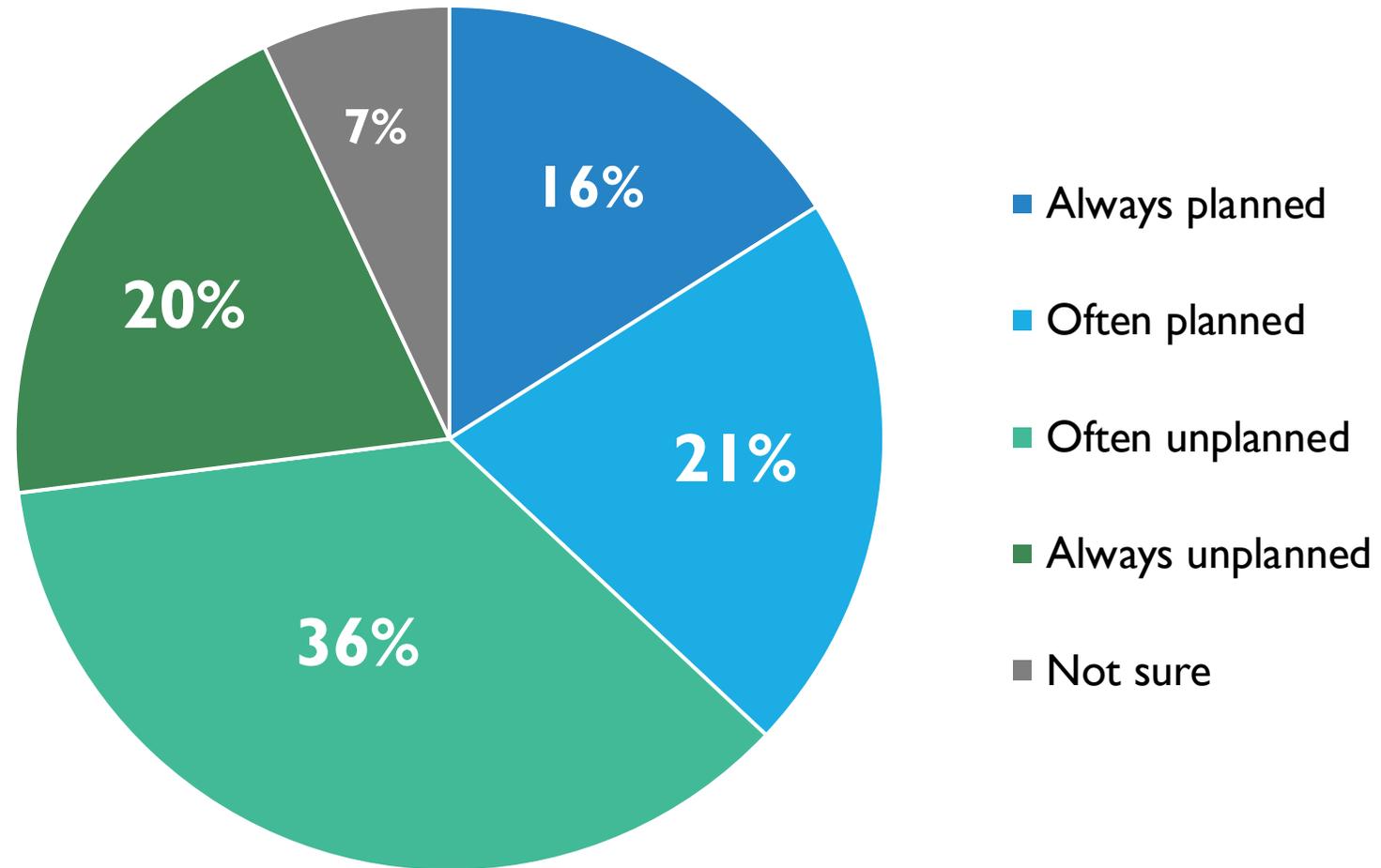
Q2. What changes, if any, have you made to your snacking habits since the COVID-19 pandemic began? Select the response you most agree with for each item below.

Majority report convenience as the reason they are consuming more packaged snacks



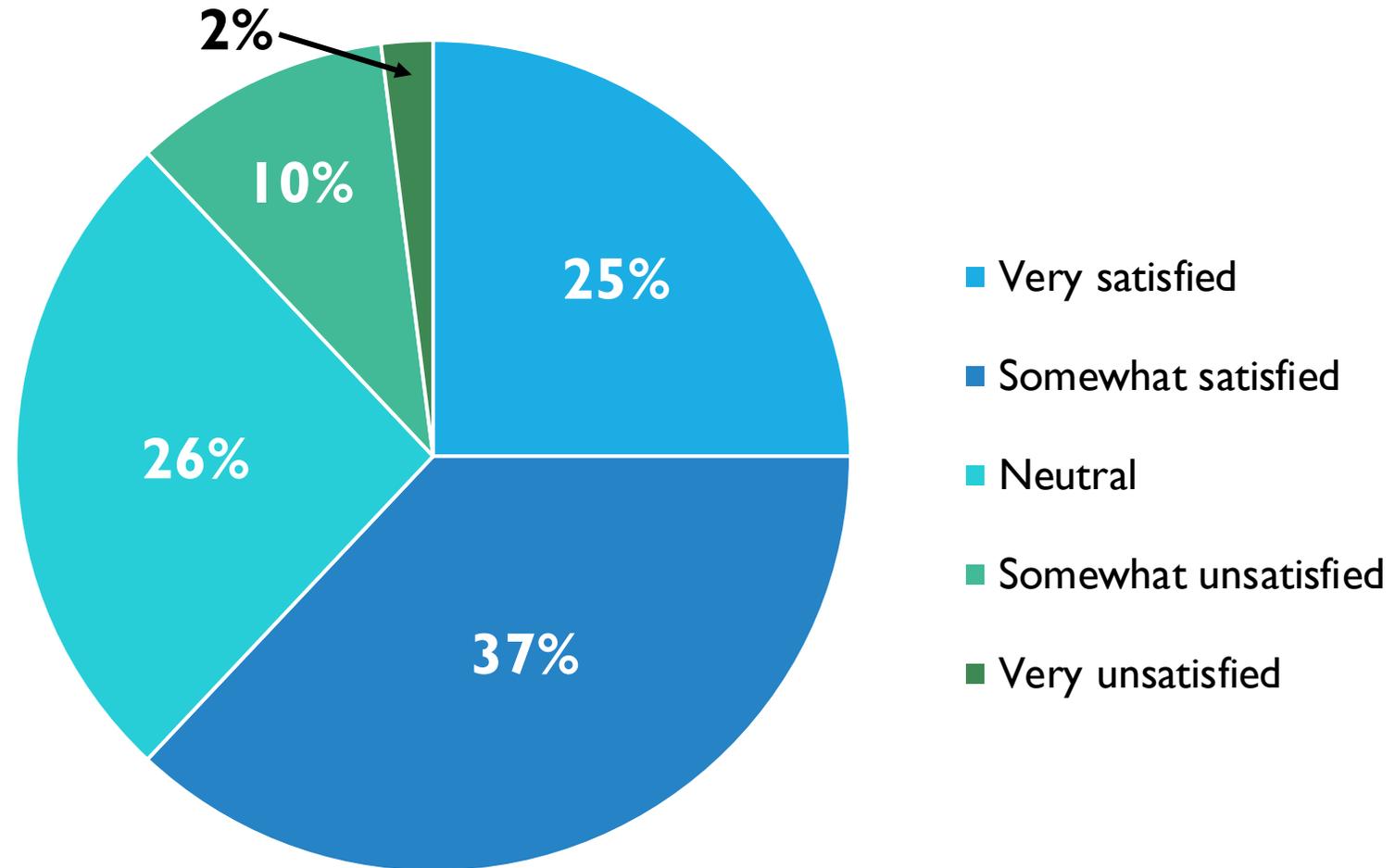
Q3. You said you are eating more packaged snacks since the COVID-19 pandemic began. What are your top two reasons for doing so? % selected in top two (n=256)

More than half say their snacks are often or always unplanned



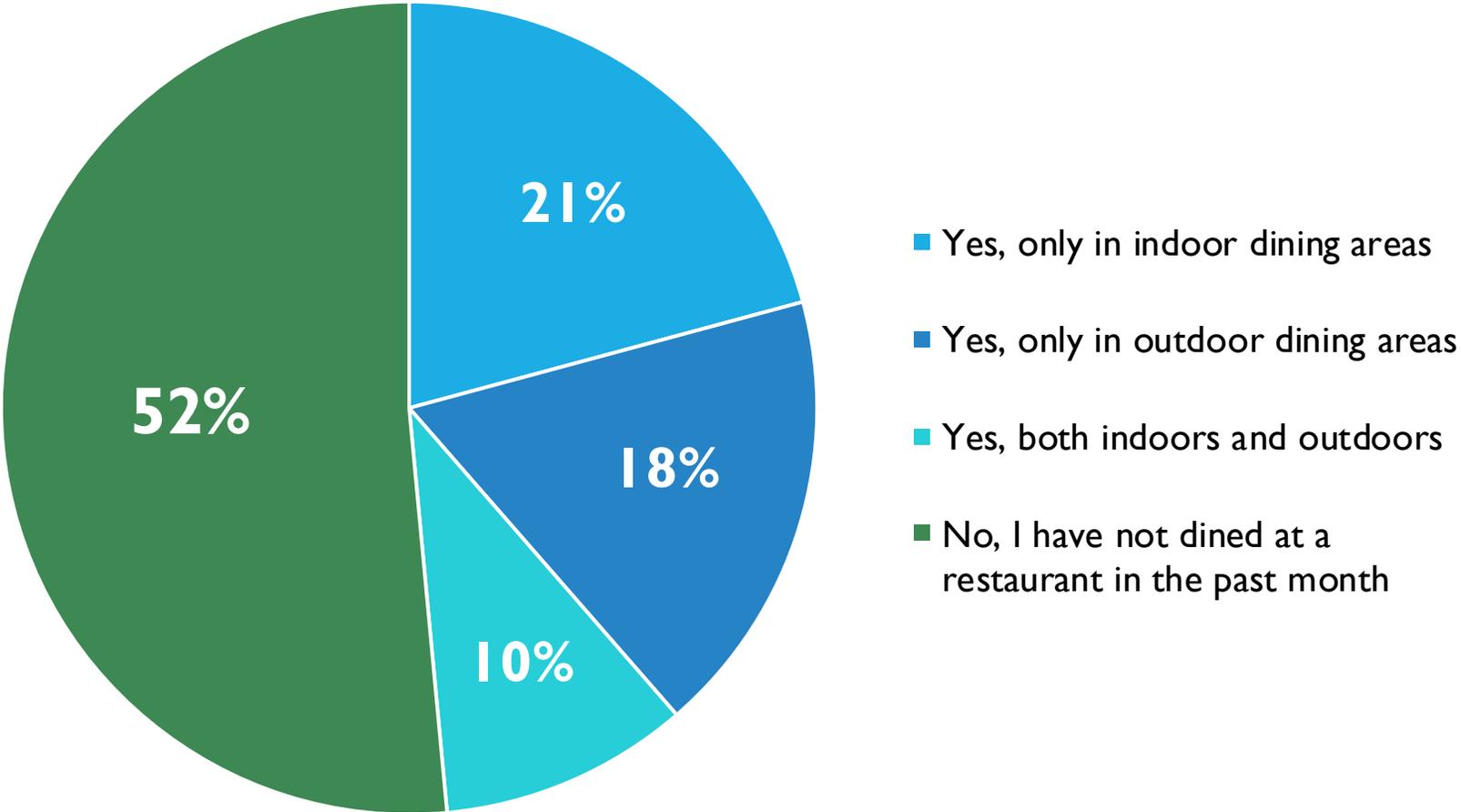
Q4. When thinking about your snacking habits, are your snacks:

Most people are satisfied with their snacking habits



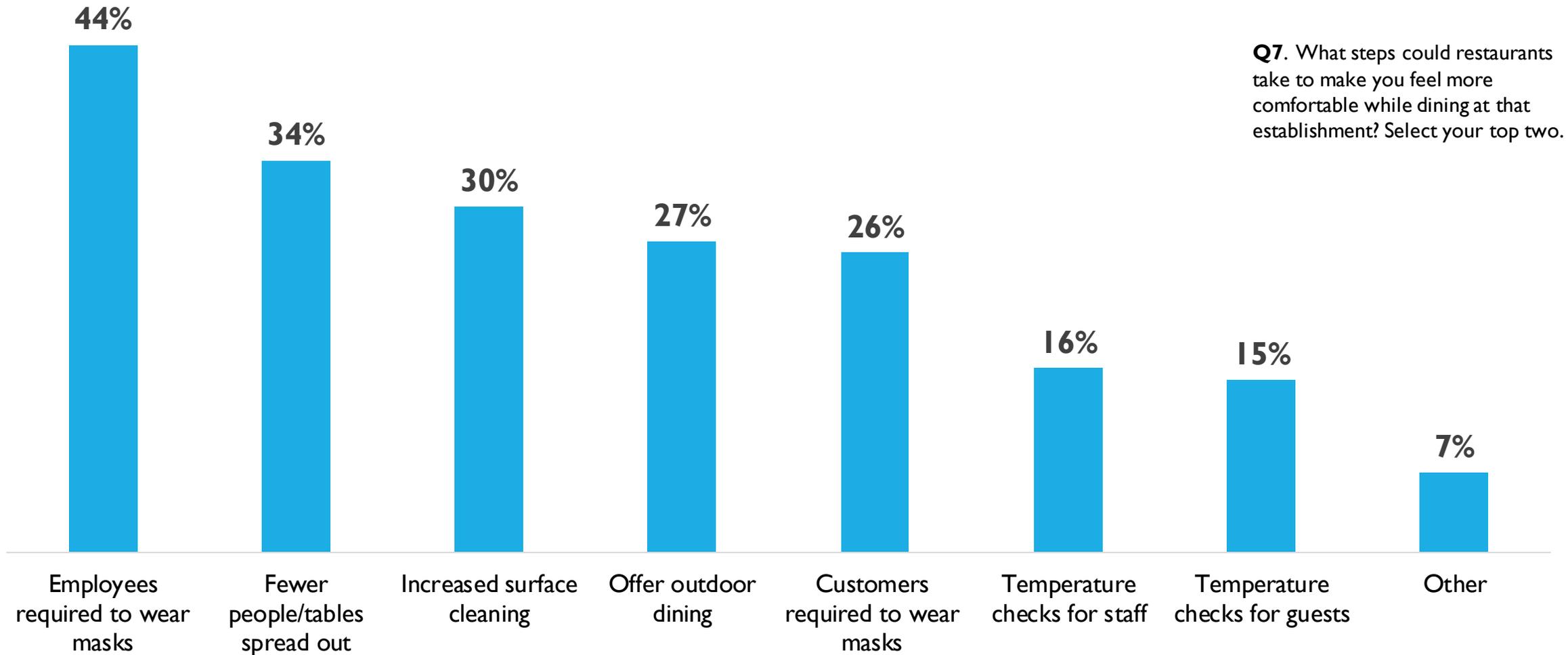
Q5. When thinking about your snacking habits overall, are you:

Over half have not dined at a restaurant in the past month

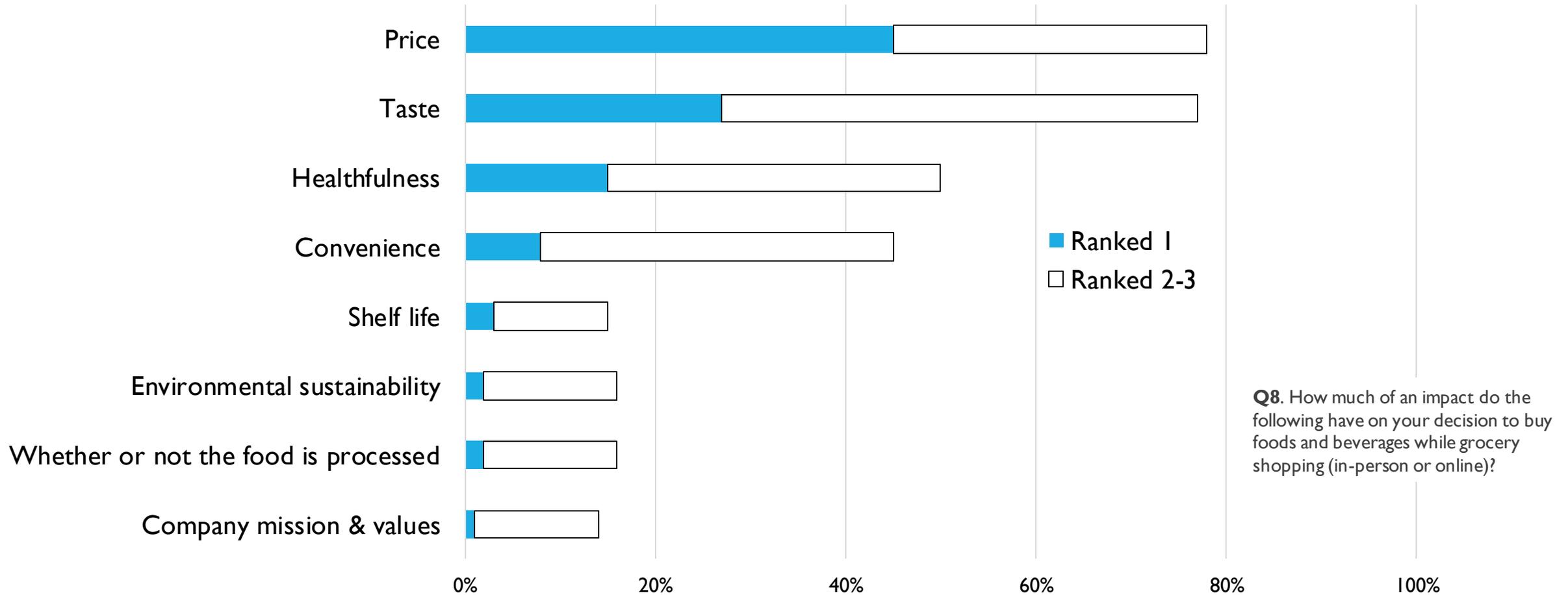


Q6. In the past month, have you dined out at a restaurant?

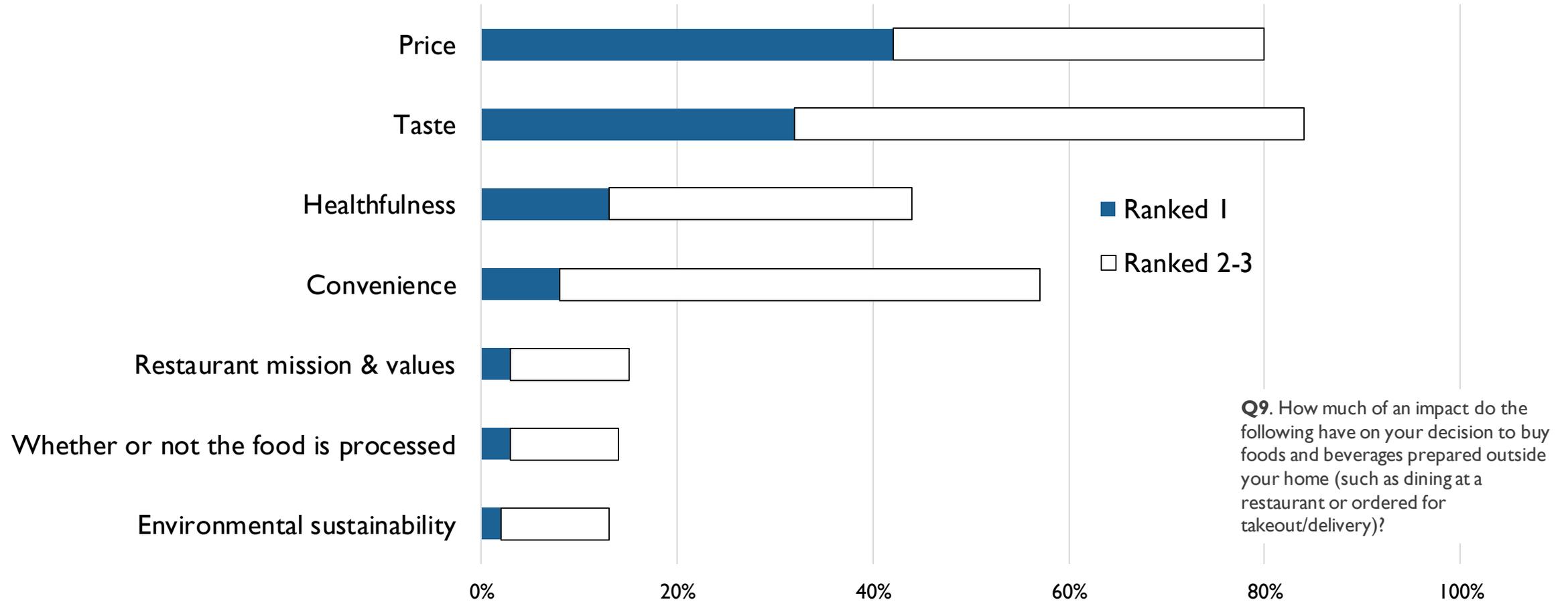
Employee mask wearing and physical distancing are top actions to increase comfort with restaurant dining



Environmental sustainability, degree of processing, a food company's mission/values lag far behind price and taste as grocery purchase drivers

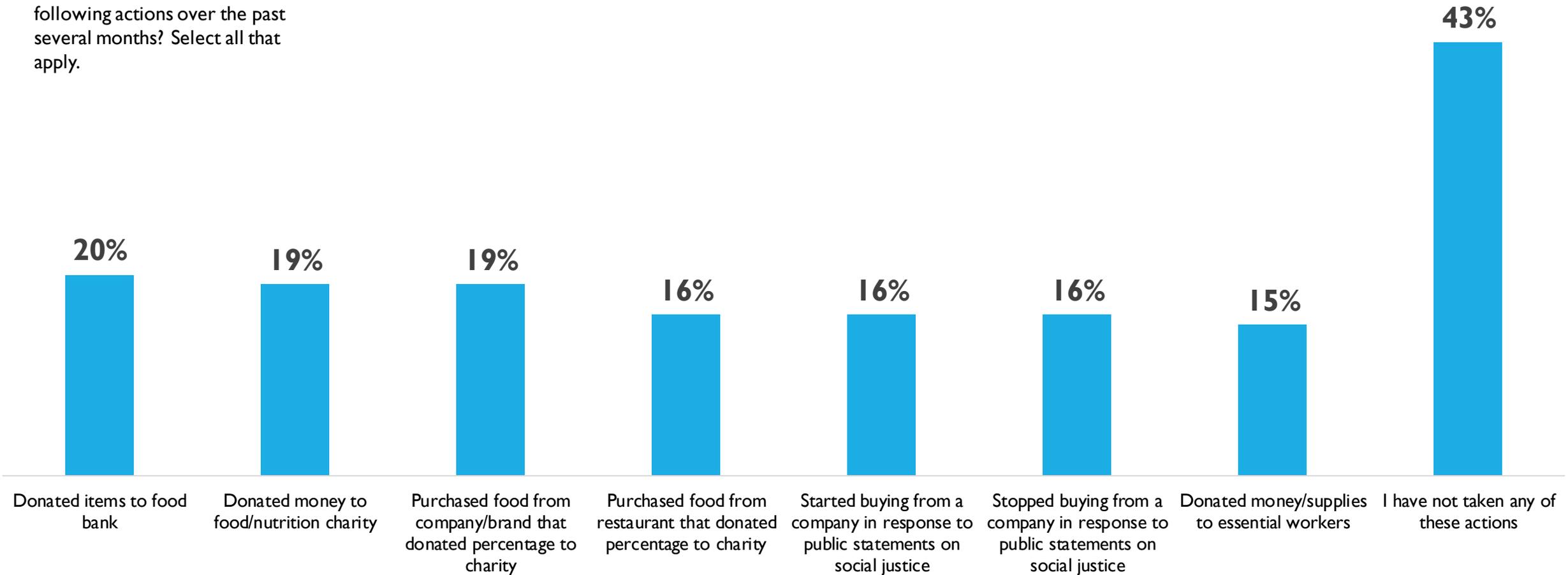


Purchasing drivers for foods purchased outside the home are similar to grocery shopping



Over half have engaged in charitable giving and/or responded to company social justice statements in past few months

Q10. Have you taken any of the following actions over the past several months? Select all that apply.



APPENDICES

Q1. In a typical week, how often do you snack in addition to your main meals?

	Multiple times a day	Once a day	A few times a week	Once a week or less	Never	Snack throughout day
Total	34%	31%	22%	5%	4%	4%
Men	37%	29%	22%	5%	4%	3%
Women	32%	33%	23%	5%	3%	5%
Less than \$40K	28%	30%	26%	5%	5%	6%
\$40K-\$79K	35%	34%	20%	5%	2%	3%
\$80K+	40%	29%	21%	4%	4%	2%
White	32%	33%	21%	5%	4%	4%
African American	48%↑	22%	19%	3%	2%	6%
Hispanic/ Latinx	30%	31%	30%	4%	3%	2%
Under 45	39%	28%	23%	3%	4%	4%
45-64	34%	32%	23%	6%	2%	4%
65+	23%↓	39%	20%	7%	7%	5%
Non-college	32%	31%	23%	5%	3%	5%
College	37%	31%	22%	4%	3%	2%

Q2. What changes, if any, have you made to your snacking habits since the COVID-19 pandemic began? Select the response you most agree with for each item below. *Ranked by % doing more*

	Snacking overall	Eating when bored/not hungry	Eating snacks alone	Snacking on fruit/vegetables	Eating healthy snacks
Total	36%	33%	32%	30%	30%
Men	35%	28%	30%	30%	29%
Women	37%	37%	33%	29%	30%
Less than \$40K	29%↓	30%	30%	25%	24%
\$40K-\$79K	37%	32%	30%	30%	31%
\$80K+	43%↑	37%	35%	34%	34%
White	34%	30%	29%	27%	27%
African American	44%	39%	39%	37%	40%
Hispanic/ Latinx	39%	41%	43%	34%	30%
Under 45	41%↑	39%↑	37%↑	33%	33%
45-64	33%	27%	28%	27%	28%
65+	27%	28%	23%	25%	23%
Non-college	31%↓	29%	27%	23%↓	23%↓
College	42%↑	36%	35%	35%↑	36%↑

Q2. What changes, if any, have you made to your snacking habits since the COVID-19 pandemic began? Select the response you most agree with for each item below. *Ranked by % doing more*

	Eating salty snacks	Eating packaged snacks	Eating sweet snacks	Eating snacks with family and friends	Practicing mindful/intuitive eating
Total	29%	28%	27%	23%	21%
Men	29%	28%	24%	23%	21%
Women	29%	28%	29%	22%	20%
Less than \$40K	23%	26%	25%	16% ↓	17%
\$40K-\$79K	28%	30%	24%	22%	20%
\$80K+	36% ↑	30%	32%	29%	25%
White	28%	26%	26%	20%	17% ↓
African American	30%	37%	33%	29%	26%
Hispanic/ Latinx	34%	30%	32%	32%	30%
Under 45	35% ↑	34% ↑	34% ↑	32% ↑	26% ↑
45-64	23%	25%	22%	18%	17%
65+	25%	16% ↓	18%	6% ↓	12%
Non-college	25%	26%	23%	18% ↓	17%
College	32%	30%	31%	27%	24%

Q3. You said you are eating more packaged snacks since the COVID-19 pandemic began. What are your top two reasons for doing so? % ranked #1 or #2

	Convenient	Shelf-stable	Single-serve packaging	Able to make healthier choices	Want an indulgent treat	Other
Total	63%	30%	38%	24%	43%	2%
Men	61%	26%	41%	28%	44%	1%
Women	64%	33%	36%	20%	43%	4%
Less than \$40K	71%	18%	37%	21%	47%	5%
\$40K-\$79K	61%	34%	38%	16%	50%	2%
\$80K+	55%	35%	42%	32%	34%	1%
White	62%	29%	37%	25%	45%	3%
African American	64%	23%	41%	28%	44%	0%
Hispanic/ Latinx	61%	41%	40%	13%	42%	3%
Under 45	59%	34%	40%	25%	39%	2%
45-64	63%	26%	39%	21%	48%	2%
65+	81%	15%	25%	21%	52%	5%
Non-college	69%	21%	37%	23%	48%	2%
College	57%	37%	39%	24%	40%	3%

Q4. When thinking about your snacking habits, are your snacks:

	Always planned	Often planned	Often unplanned	Always unplanned	Not sure
Total	16%	21%	36%	20%	7%
Men	22%↑	23%	34%	16%↓	6%
Women	10%↓	19%	38%	25%↑	8%
Less than \$40K	10%↓	17%	34%	26%↑	12%↑
\$40K-\$79K	13%	24%	37%	21%	5%
\$80K+	25%↑	22%	37%	13%↓	3%↓
White	16%	21%	36%	21%	6%
African American	18%	15%	35%	23%	9%
Hispanic/ Latinx	18%	21%	35%	17%	9%
Under 45	20%↑	23%	32%	16%↓	10%↑
45-64	14%	20%	39%	23%	4%↓
65+	8%↓	17%	42%	27%	6%
Non-college	12%↓	18%	35%	27%↑	9%
College	20%↑	23%	38%	15%↓	4%↓

Q5. When thinking about your snacking habits overall, are you:

	Very satisfied	Somewhat satisfied	Neutral	Somewhat unsatisfied	Very unsatisfied
Total	25%	37%	26%	10%	2%
Men	33%↑	37%	22%	6%↓	2%
Women	17%↓	36%	30%	14%↑	3%
Less than \$40K	19%↓	36%	33%↑	10%	2%
\$40K-\$79K	22%	36%	26%	14%	1%
\$80K+	33%↑	39%	18%↓	8%	2%
White	26%	37%	26%	9%	2%
African American	26%	36%	24%	11%	3%
Hispanic/ Latinx	23%	37%	23%	15%	1%
Under 45	25%	37%	25%	11%	2%
45-64	27%	35%	25%	8%	4%
65+	19%	38%	30%	12%	1%
Non-college	21%	38%	30%↑	9%	2%
College	28%	36%	21%↓	11%	3%

Q6. In the past month, have you dined out at a restaurant?

	Yes, only in indoor dining areas	Yes, only in outdoor dining areas	Yes, both indoors and outdoors	No, I have not dined at a restaurant
Total	21%	18%	10%	52%
Men	27%↑	15%	10%	48%
Women	15%↓	20%	9%	55%
Less than \$40K	14%↓	15%	7%	63%↑
\$40K-\$79K	19%	17%	11%	53%
\$80K+	31%↑	21%	10%	38%↓
White	23%	14%↓	9%	54%
African American	24%	22%	10%	44%
Hispanic/ Latinx	14%	24%	11%	51%
Under 45	23%	27%↑	10%	40%↓
45-64	20%	10%↓	11%	60%↑
65+	17%	9%↓	6%	68%↑
Non-college	17%↓	18%	8%	57%↑
College	25%↑	17%	11%	47%↓

Q7. What steps could restaurants take to make you feel more comfortable while dining at that establishment? Select your top two.

	Employees wear masks	Tables spread out	Wiping down surfaces	Offer outdoor dining
Total	44%	34%	30%	27%
Men	43%	33%	32%	23%
Women	46%	35%	29%	30%
Less than \$40K	40%	33%	32%	26%
\$40K-\$79K	41%	38%	31%	29%
\$80K+	53%	32%	25%	27%
White	46%	34%	25%	32%↑
African American	40%	36%	35%	17%
Hispanic/ Latinx	27%	37%	49%	12%
Under 45	40%	40%	31%	21%
45-64	44%	35%	33%	26%
65+	53%	24%	23%	38%
Non-college	44%	35%	31%	28%
College	46%	32%	30%	27%

Q7. What steps could restaurants take to make you feel more comfortable while dining at that establishment? Select your top two.

	Customers wear masks	Temperature checks for staff	Temperature checks for guests	Other
Total	26%	16%	15%	7%
Men	27%	15%	17%	9%
Women	26%	16%	14%	5%
Less than \$40K	26%	18%	19%	6%
\$40K-\$79K	28%	14%	12%	8%
\$80K+	27%	15%	13%	8%
White	26%	16%	12%	8%
African American	32%	17%	18%	4%
Hispanic/ Latinx	26%	9%	35%	5%
Under 45	28%	16%	21%	4%
45-64	27%	15%	12%	8%
65+	22%	17%	13%	9%
Non-college	25%	17%	15%	5%
College	27%	15%	14%	9%

Q8. How much of an impact do the following have on your decision to buy foods and beverages while grocery shopping (in-person or online)? *Ranked by % Ranked #1*

	Price	Taste	Health-fulness	Con-venience	Shelf-life	Environ. sustainable	Processed	Mission & values
Total	45%	27%	15%	8%	3%	2%	2%	1%
Men	41%	29%	15%	8%	3%	3%	2%	2%
Women	49%	25%	14%	8%	2%	1%	2%	1%
Less than \$40K	56%↑	22%	11%	7%	5%	2%	2%	1%
\$40K-\$79K	49%	26%	13%	8%	2%	2%	3%	0%
\$80K+	32%↓	34%	19%	8%	1%	2%	2%	3%
White	47%	28%	13%	6%	3%	2%	2%	2%
African American	44%	25%	15%	11%	4%	3%	3%	1%
Hispanic/ Latinx	40%	27%	20%	16%	1%	1%	2%	0%
Under 45	45%	26%	16%	9%	2%	2%	2%	2%
45-64	44%	30%	12%	7%	3%	2%	3%	1%
65+	45%	27%	16%	8%	3%	0%	1%	0%
Non-college	52%↑	22%	12%	10%	3%	2%	1%	1%
College	38%↓	31%	17%	6%	2%	1%	3%	2%

Q9. How much of an impact do the following have on your decision to buy foods and beverages prepared outside your home (such as dining at a restaurant or ordered for takeout/delivery)? *Ranked by % Ranked #1.*

	Price	Taste	Health-fulness	Convenience	Mission & values	Processed	Environ. sustainable
Total	42%	32%	13%	8%	3%	3%	2%
Men	39%	34%	12%	9%	2%	3%	3%
Women	44%	29%	14%	6%	3%	3%	2%
Less than \$40K	53%↑	21%↓	13%	7%	3%	2%	3%
\$40K-\$79K	43%	33%	10%	9%	3%	3%	1%
\$80K+	30%↓	41%↑	16%	6%	3%	4%	3%
White	42%	34%	11%	6%	3%	3%	3%
African American	45%	26%	12%	9%	5%	4%	4%
Hispanic/ Latinx	35%	28%	22%	12%	3%	2%	0%
Under 45	45%	28%	13%	8%	4%	2%	3%
45-64	39%	32%	13%	9%	2%	4%	3%
65+	42%	40%	12%	5%	1%	1%	0%
Non-college	49%↑	26%	11%	10%	3%	2%	2%
College	35%↓	37%↑	15%	6%	3%	4%	2%

Q10. Have you taken any of the following actions over the past several months? Select all that apply.

	Donated items to food bank	Purchased from company that donates part of proceeds to charity	Donated money to food/nutrition charity	Stopped buying from a company in response to public statements on social justice
Total	20%	19%	19%	16%
Men	20%	21%	21%	16%
Women	20%	17%	18%	17%
Less than \$40K	9% ↓	15%	13% ↓	14%
\$40K-\$79K	21%	15%	13% ↓	17%
\$80K+	28% ↑	26% ↑	30% ↑	19%
White	19%	18%	19%	15%
African American	21%	22%	19%	18%
Hispanic/ Latinx	25%	21%	18%	18%
Under 45	21%	26% ↑	24% ↑	22% ↑
45-64	20%	16%	16%	12%
65+	16%	7% ↓	14%	8% ↓
Non-college	12% ↓	15% ↓	14% ↓	13%
College	27% ↑	23% ↑	24% ↑	19%

Q10. Have you taken any of the following actions over the past several months? Select all that apply.

	Started buying from a company in response to public statements on social justice	Purchased from restaurant that donates part of proceeds to charity	Donated money/supplies to essential workers	I have not taken any of these actions
Total	16%	16%	15%	43%
Men	18%	20%↑	17%	42%
Women	15%	13%↓	13%	44%
Less than \$40K	13%	10%↓	9%↓	57%↑
\$40K-\$79K	16%	16%	13%	43%
\$80K+	20%	24%↑	23%↑	29%↓
White	15%	15%	15%	46%
African American	20%	17%	13%	37%
Hispanic/ Latinx	18%	21%	22%	36%
Under 45	24%↑	21%↑	20%↑	31%↓
45-64	11%↓	14%	13%	51%↑
65+	7%↓	9%↓	6%↓	62%↑
Non-college	13%	15%	11%↓	52%↑
College	19%	17%	19%↑	35%↓

Connect with us!

@FoodInsight



Foodinsight.org