

Covid-19 Consumer Tracker

Wave 7: March 2021

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

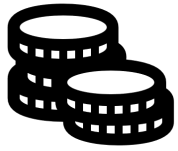
© Ipsos | FSS Consumer Tracker | March 2021



Ipsos MORI



Key findings from Wave 7



Worries about affordability remain stable

- Lowest level of concern about food affordability recorded so far (13% in March), well below the peak in May (25% worried).
- Skipping meals because of affordability is stable at 12% (13% in February).
- 5% used foodbanks this month (7% in February).



Concerns about food availability stable

- Concerns about food availability remain stable, with 14% worried this month (18% in February).



Food safety behaviours unchanged

- No consistent changes across Waves 1-7 on key food safety behaviours.

COVID-19 Consumer Tracker

Methodology

Food Standards Scotland (FSS) commissioned Ipsos MORI to track behaviour and attitudes toward food purchasing and consumption during the COVID-19 pandemic.

This is the **seventh wave** of a monthly tracker which started in April 2020. FSS commissioned questions in this tracker between May and September 2020, and in February 2021.

During this wave, Ipsos MORI interviewed a representative sample of **508 adults, aged 16-75 living in Scotland**. Interviews were conducted online via i:Omnibus from: **12-15 March 2021**.

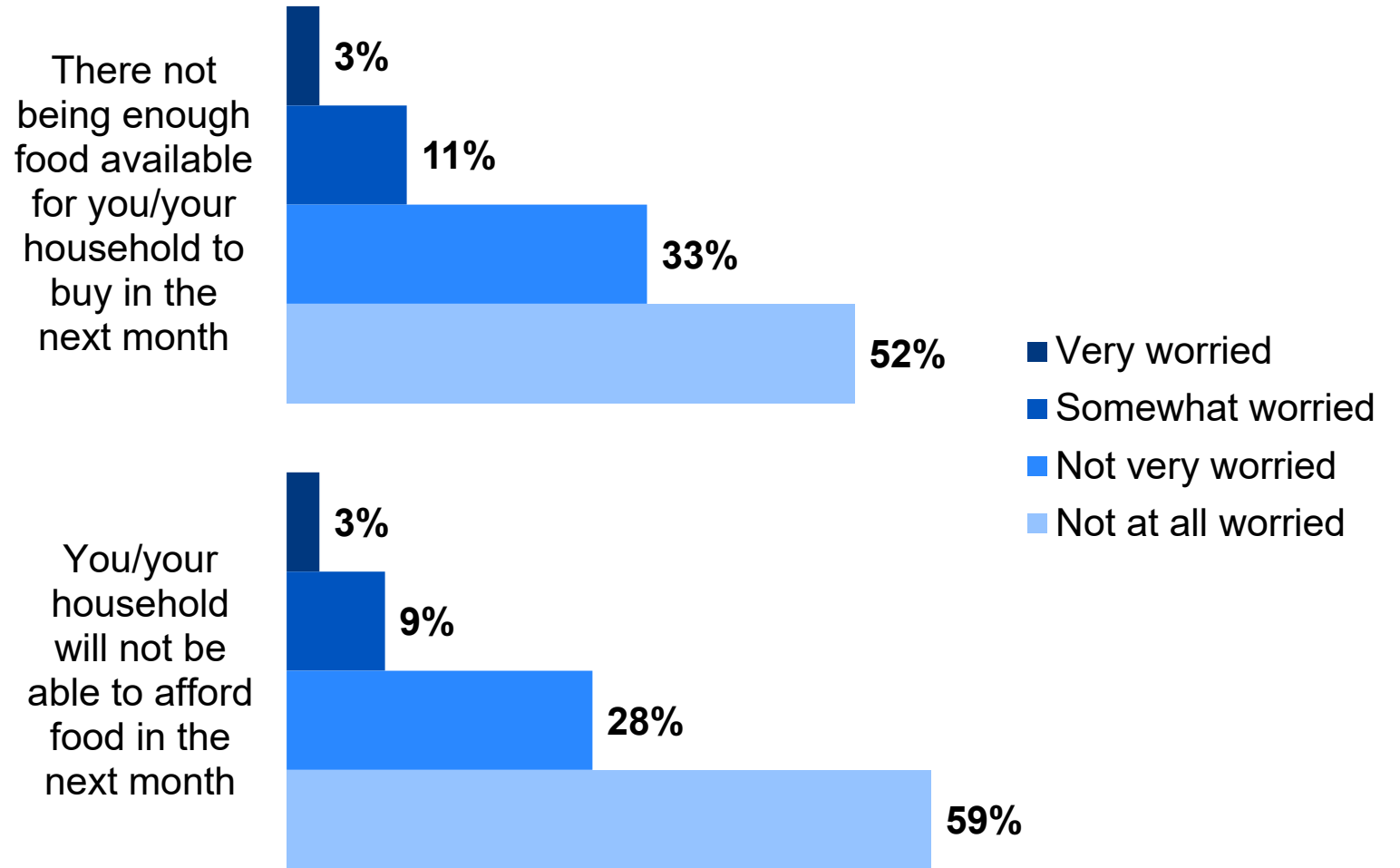
Findings for subgroups are included to highlight similarities and differences in responses for key questions. Where subgroups are reported on, the base size is provided in the footnote. The data is weighted to best reflect the demographic profile of the adult population sampled.

Where results do not sum to 100, this may be due to computer rounding. Where appropriate the 'not applicable' and 'don't know' responses are not shown.



Levels of concern about food availability and affordability

To what extent, if at all, are you worried about...?

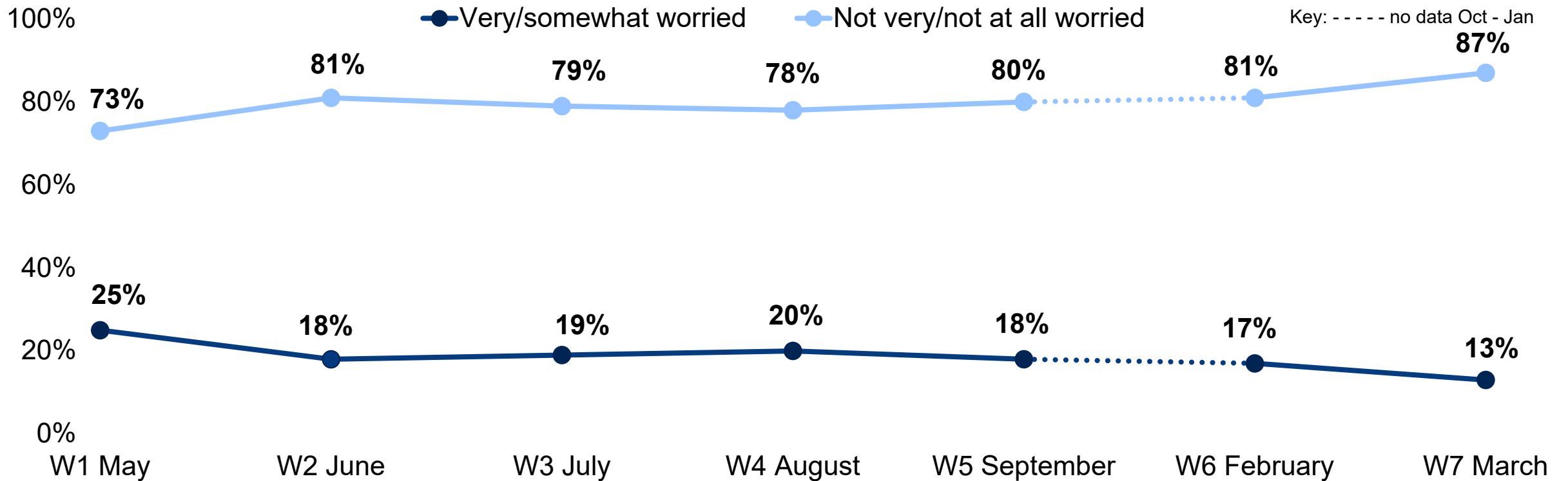


May not add to 100% as the "Don't know and Prefer not to answer" options are not charted

Base: 508 Online Scottish adults 16-75, 12-15 March 2021

Levels of concern about food affordability over time

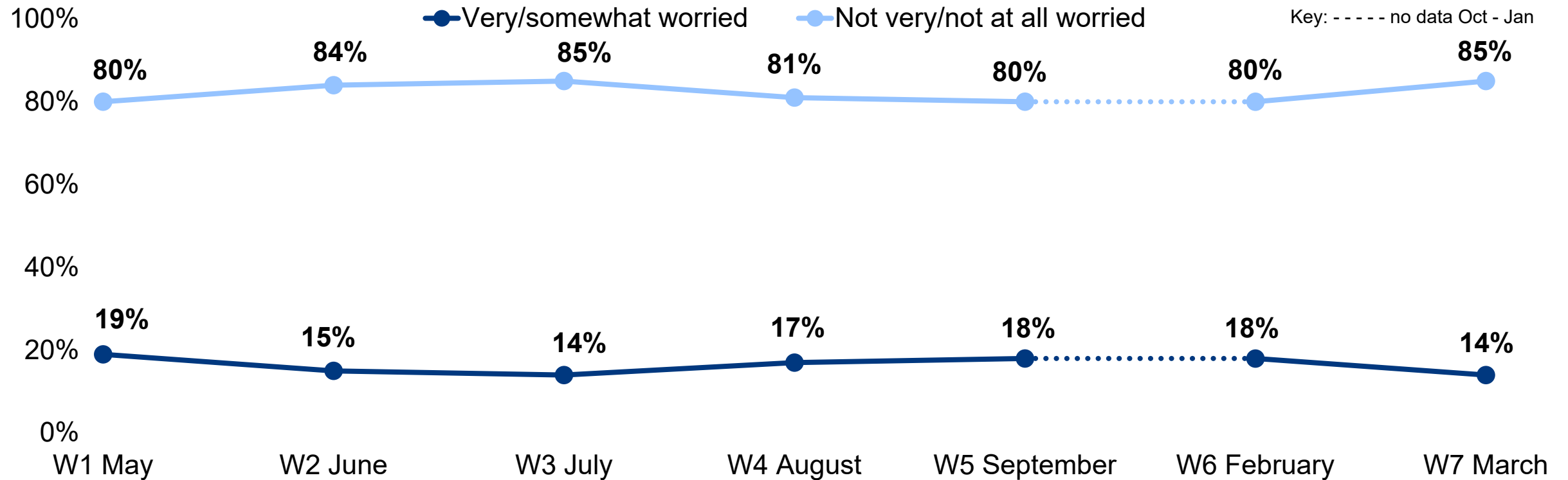
To what extent, if at all, are you worried that you/your household will not be able to afford food in the next month?



Base: Online Scottish adults 16-75, 8-12 May 2020 (508); 12-15 June 2020 (503); 10-14 July 2020 (495); 14-17 August 2020 (511); 18-21 September 2020 (511); 12-15 February 2021 (504); 12-15 March 2021 (508)

Levels of concern about food availability over time

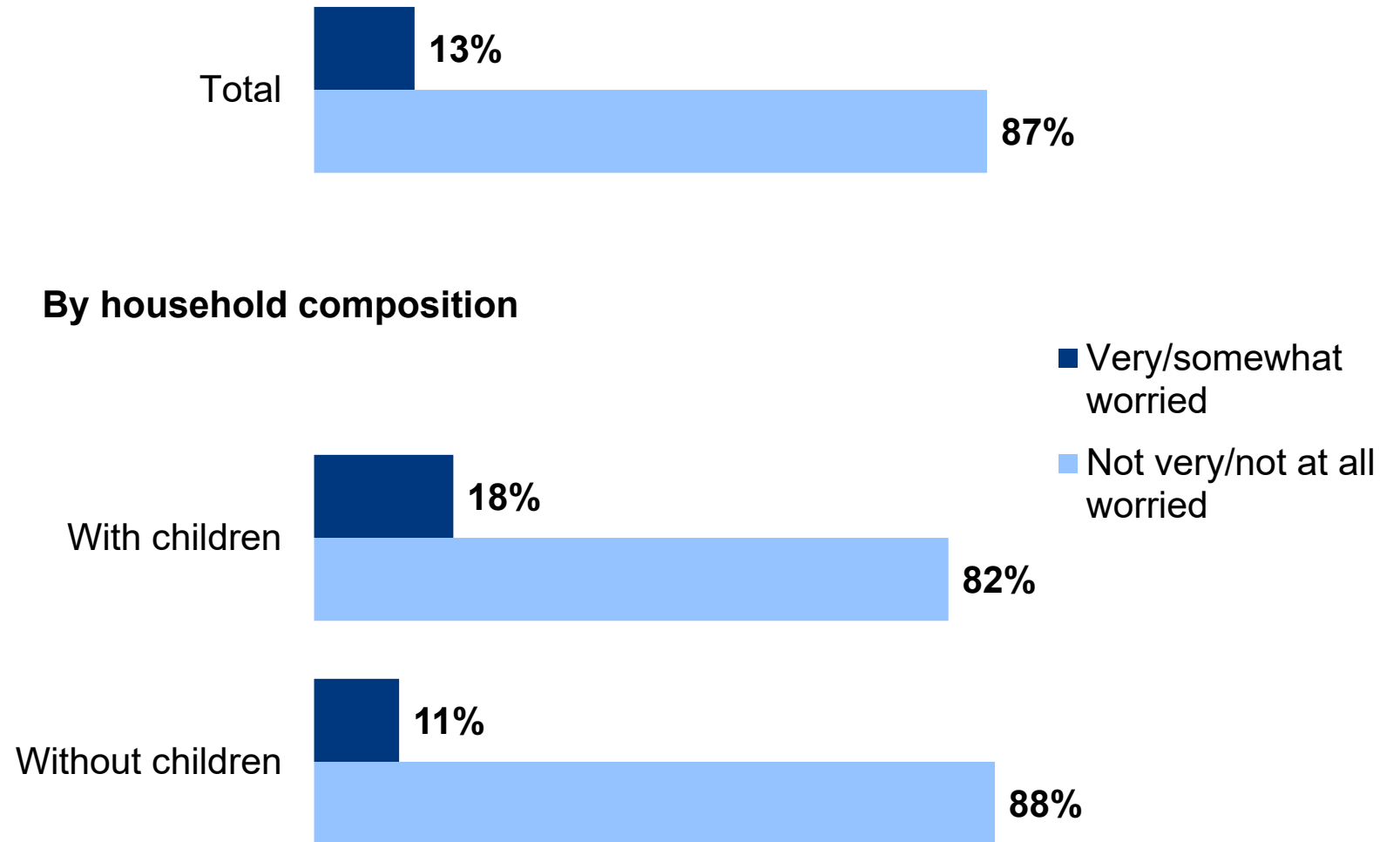
To what extent, if at all, are you worried about there not being enough food available for you/your household to buy in the next month?



Base: Online Scottish adults 16-75, 8-12 May 2020 (508); 12-15 June 2020 (503); 10-14 July 2020 (495); 14-17 August 2020 (511); 18-21 September 2020 (511); 12-15 February 2021 (504); 12-15 March 2021 (508)

Concern about food affordability by household composition

To what extent, if at all, are you worried you/your household will not be able to afford food in the next month?

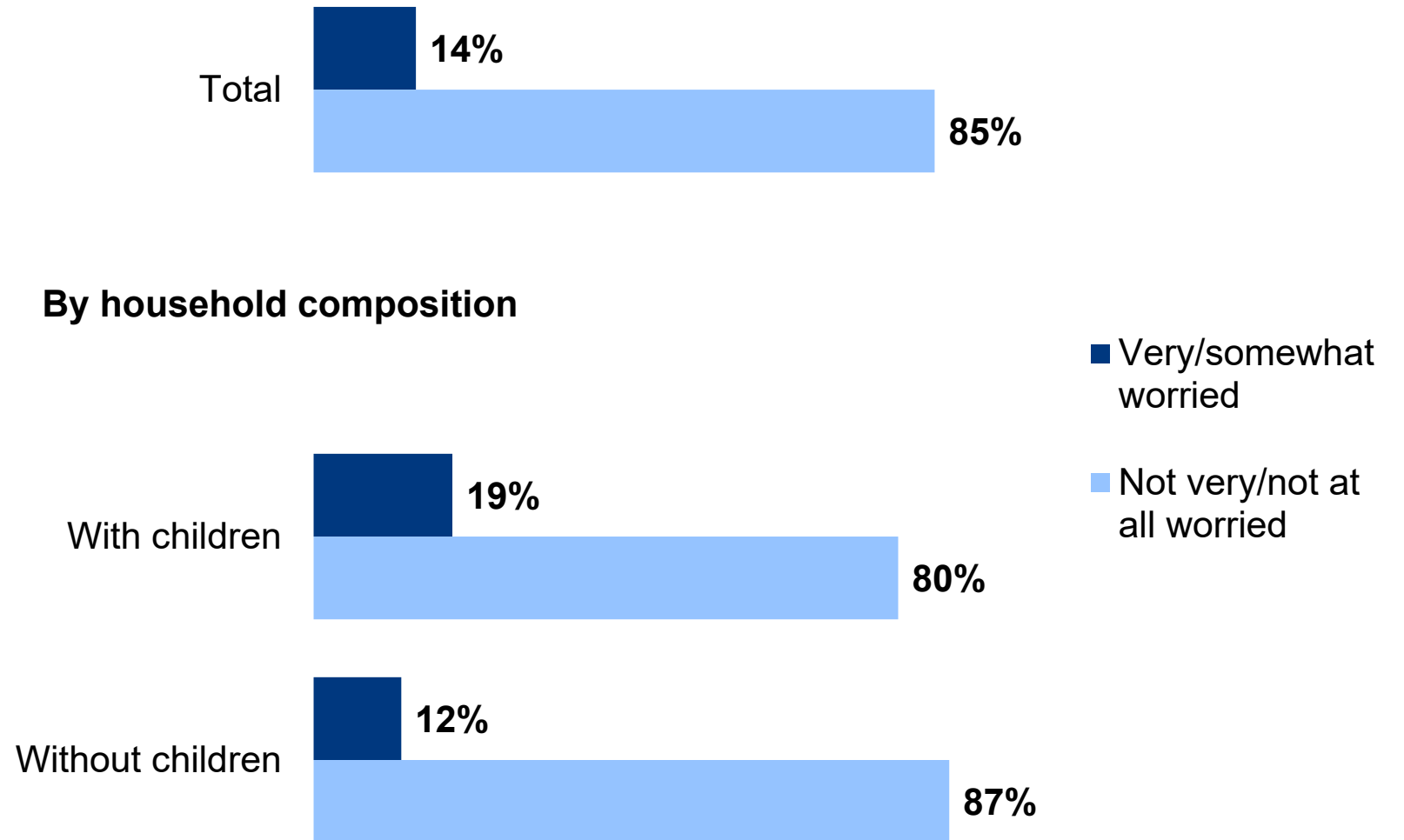


May not add to 100% as the "Don't know and Prefer not to answer" options are not charted
No statistically significant differences in this Wave

Base: 508 Online Scottish adults 16-75, With children (125), Without children (383), 12-15 March 2021

Concern about food availability by household composition

To what extent, if at all, are you worried about there not being enough food available for you/your household to buy in the next month?



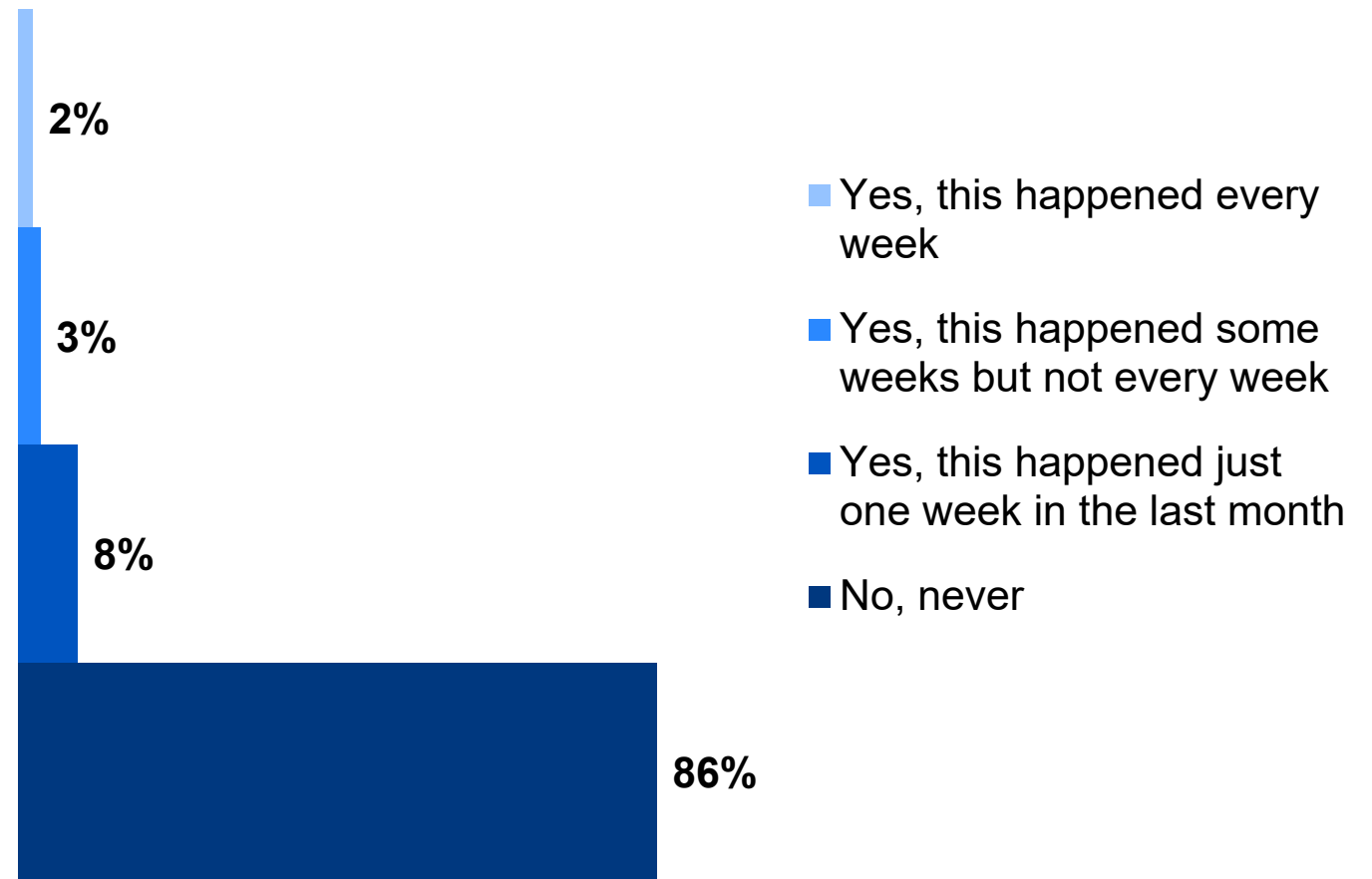
May not add to 100% as the "Don't know and Prefer not to answer" options are not charted
No statistically significant differences in this Wave

Base: 508 Online Scottish adults 16-75, With children (125), Without children (383), 12-15 March 2021

Impacts on food consumption

In the last month have you cut down the size of your meals or skipped meals for any of these reasons?

You did not have enough money to buy food

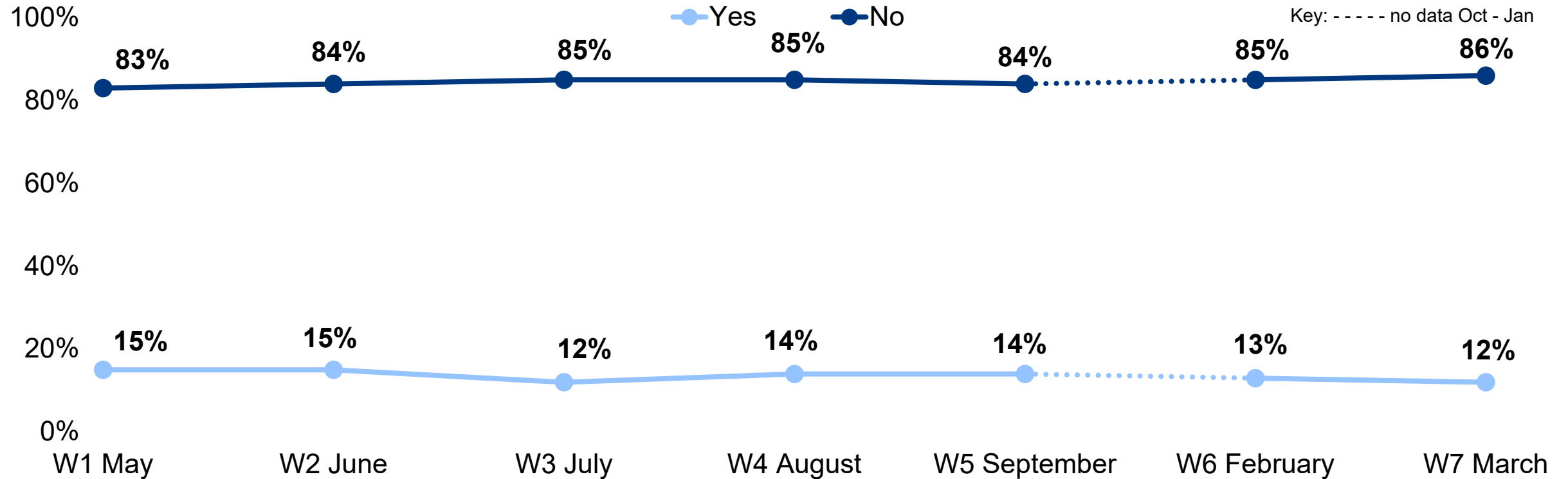


May not add to 100% as the "Don't know/can't remember and Prefer not to answer" options are not charted

Base: 508 Online Scottish adults 16-75, 12-15 March 2021

Impacts on food consumption over time

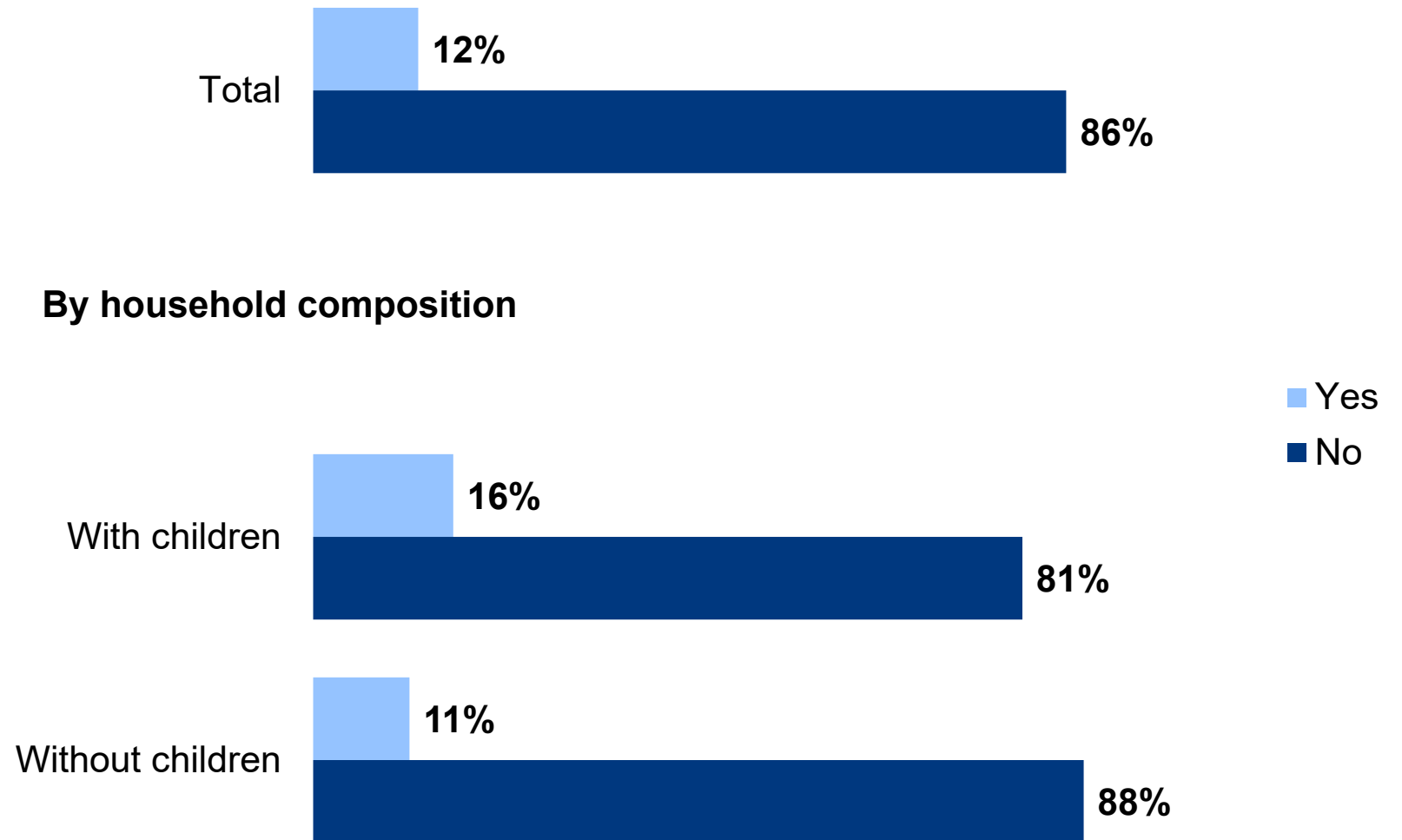
In the last month have you cut down the size of your meals or skipped meals for any of these reasons?
You did not have enough money to buy food



Base: Online Scottish adults 16-75, 8-12 May 2020 (508); 12-15 June 2020 (503); 10-14 July 2020 (495); 14-17 August 2020 (511); 18-21 September 2020 (511), 12-15 February 2021 (504); 12-15 March 2021 (508)

Impact on food consumption: 'You did not have enough money to buy food' by household composition

In the last month have you cut down the size of your meals or skipped meals for any of these reasons? You did not have enough money to buy food

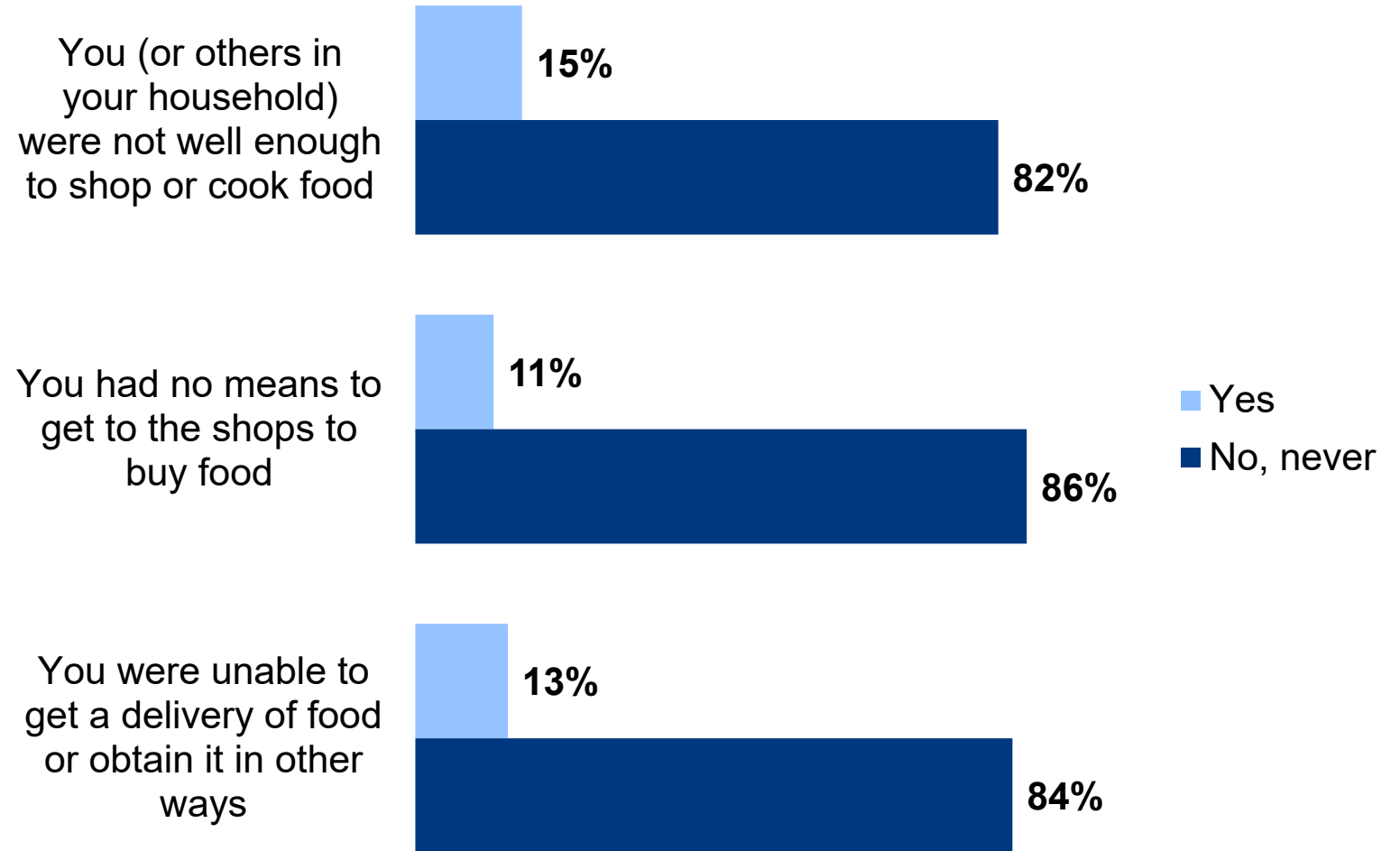


May not add to 100% as the "Don't know and Prefer not to answer" options are not charted
No statistically significant differences in this Wave

Base: 508 Online Scottish adults 16-75, With children (125), Without children (383),
12-15 March 2021

Impacts on food consumption

In the last month have you cut down the size of your meals or skipped meals for any of these reasons?

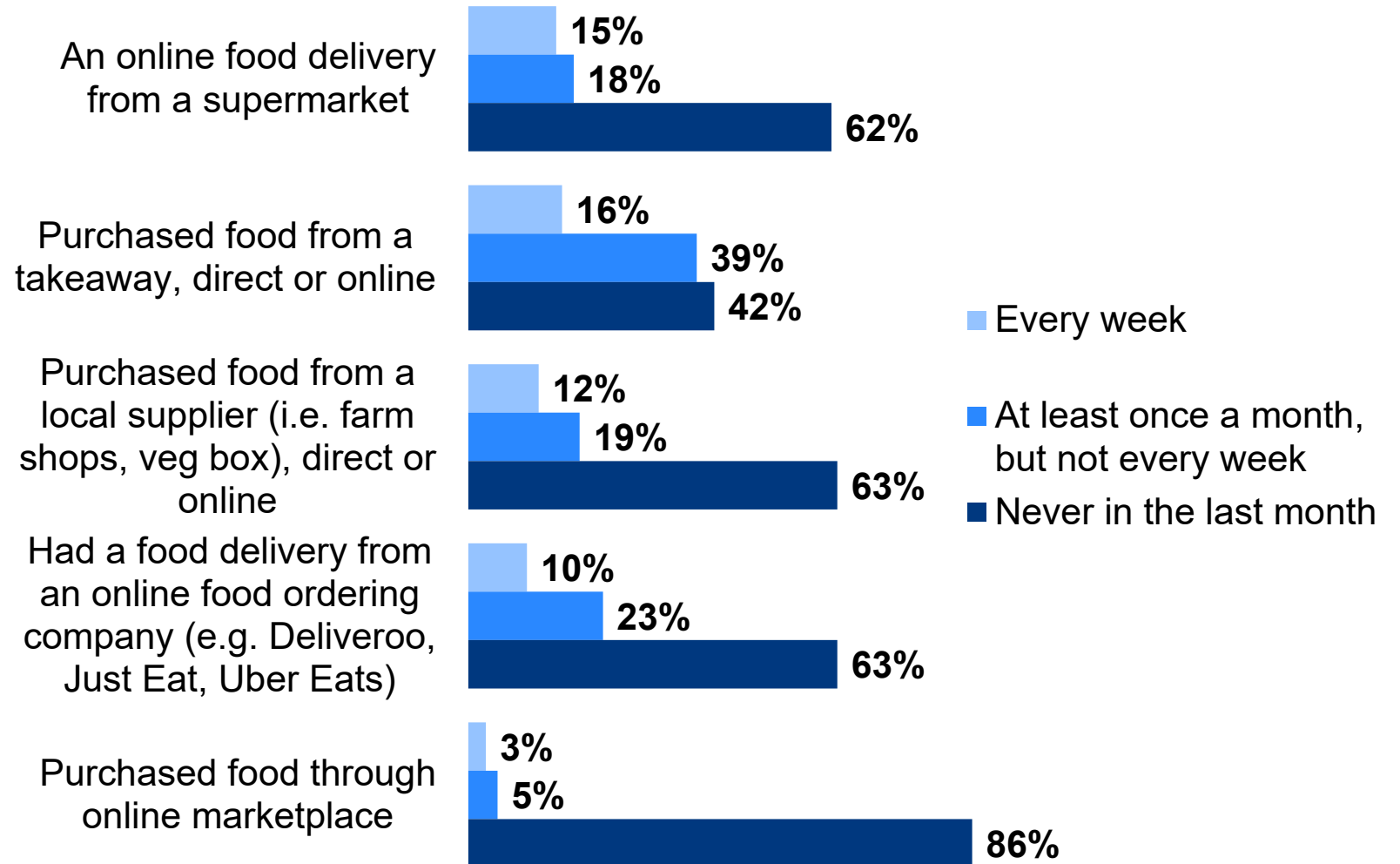


May not add to 100% as the "Don't know/can't remember and Prefer not to answer" options are not charted

Base: 508 Online Scottish adults 16-75, 12-15 March 2021

Food purchasing behaviour

In the last month, how often, if at all, have you done any of the following?

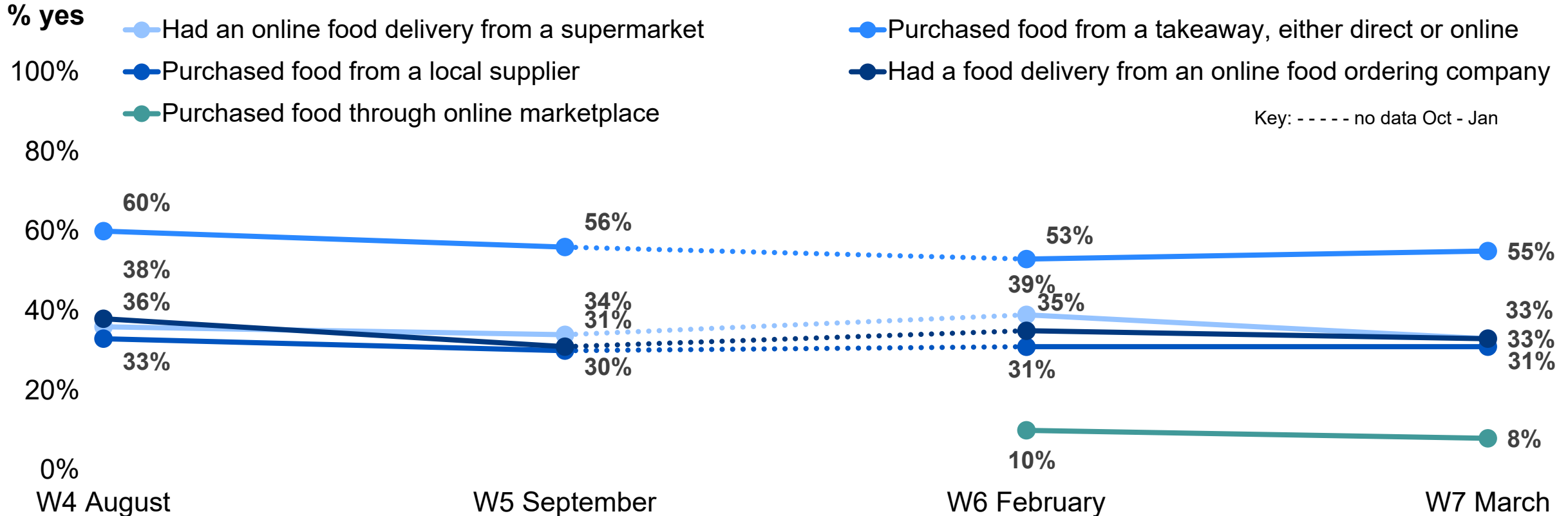


At least once a month but not every week combines – some weeks but not every week, and just one week in the last month

Base: 508 Online Scottish adults 16-75, 12-15 March 2021

Food purchasing behaviour

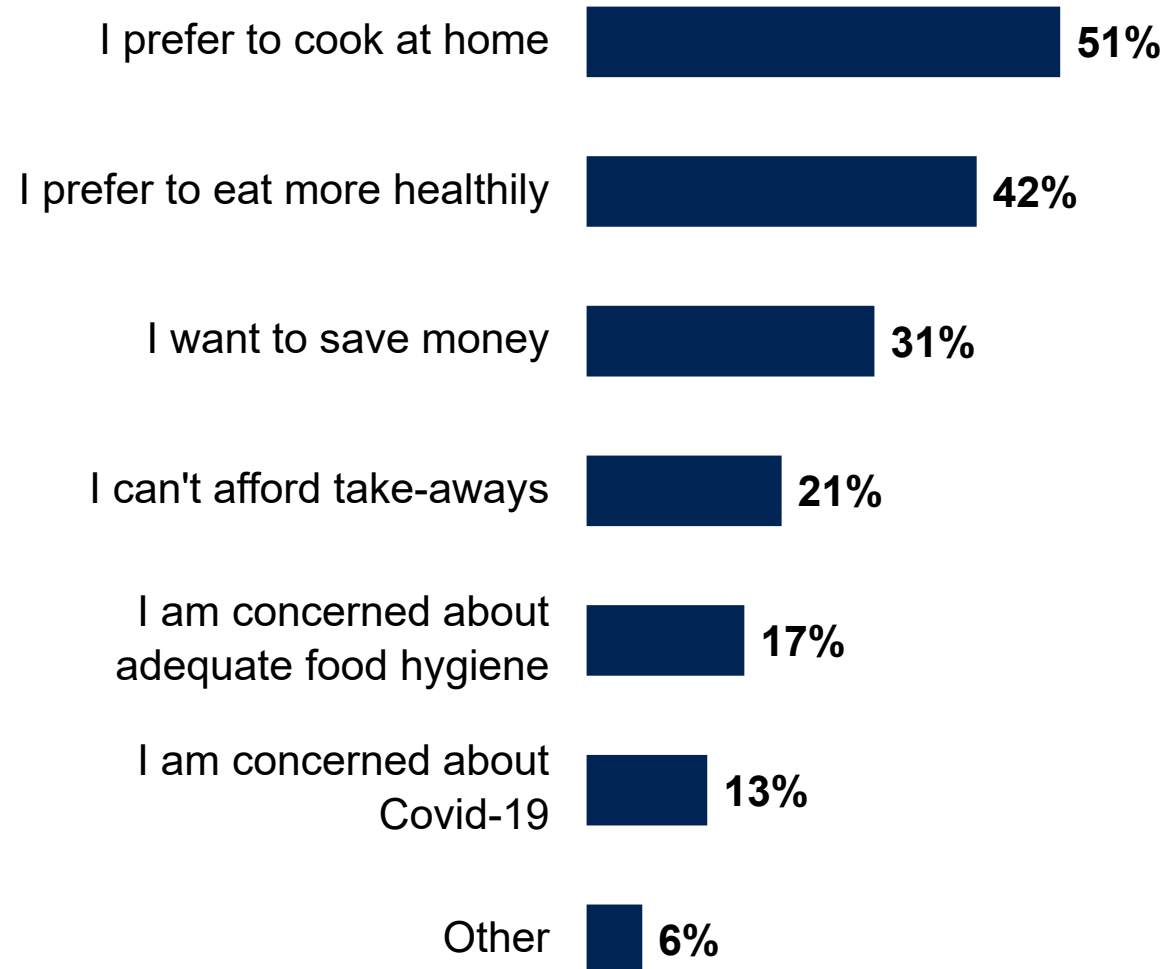
In the last month, how often, if at all, have you done any of the following?



Base: Online Scottish adults 16-75, 14-17 August 2020 (511); 18-21 September 2020 (511), 12-15 February 2021 (504); 12-15 March 2021 (508)

Reasons for not buying take-aways

Which, if any, of the following are reasons why you did not buy a take-away in the past month?

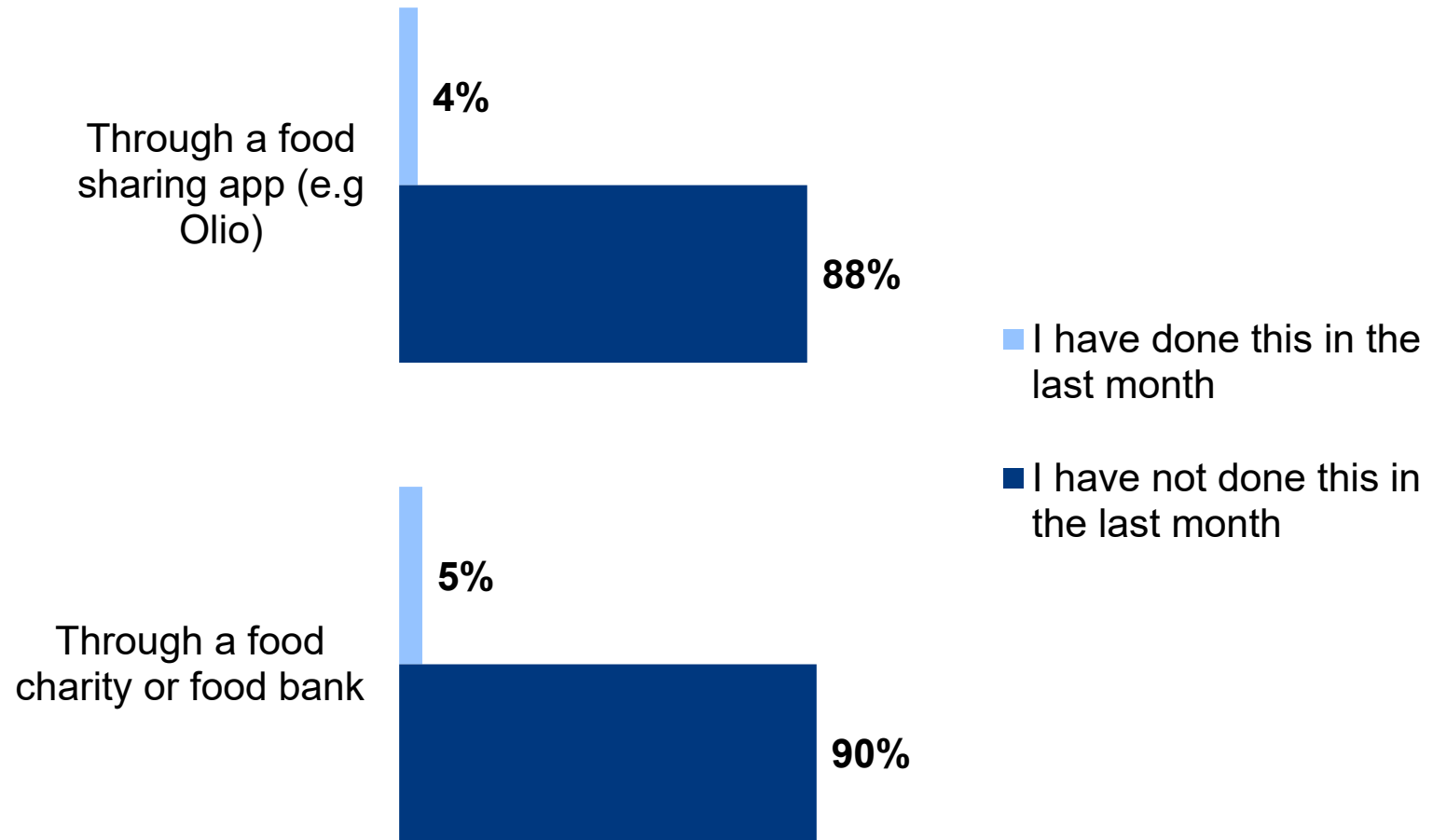


Multiple-response question, will not sum to 100%

Base: 185 Online Scottish adults 16-75 not buying takeaways in the last month, 12-15 March 2021

Methods of accessing food

In the last month, how often, if at all, have you arranged for food to be delivered to your house in the following ways?



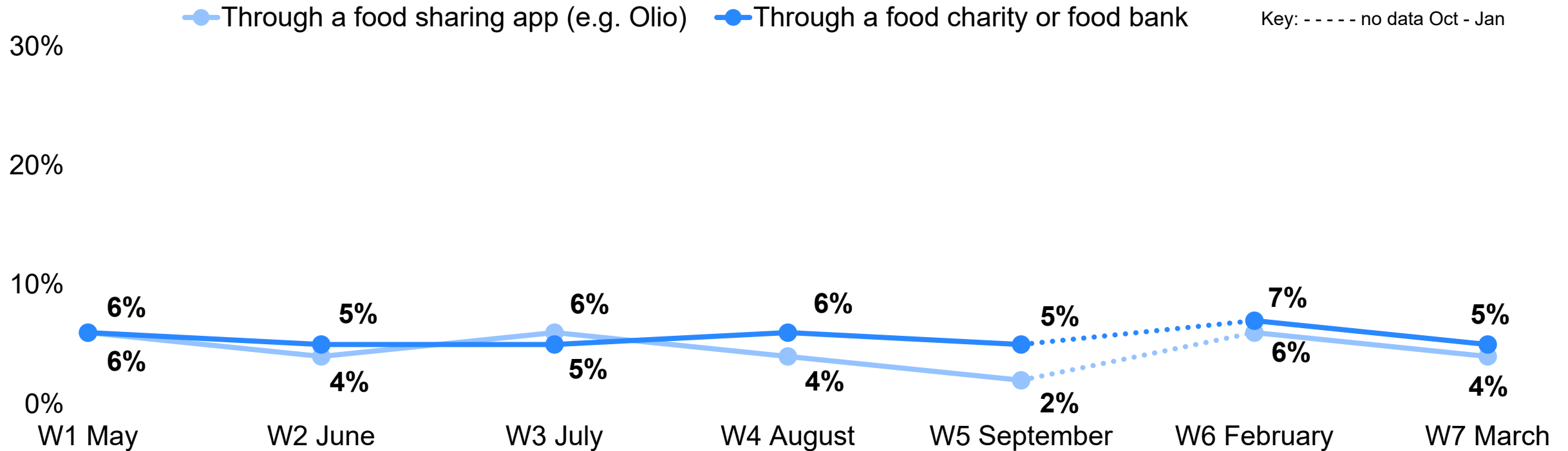
May not add to 100% as the "Don't know/can't remember and Prefer not to answer" options are not charted

Base: 508 Online Scottish adults 16-75, 12-15 March 2021

Methods of accessing food over time

In the last month, how often, if at all, have you arranged for food to be delivered to your house in the following ways?

% done this in the last month



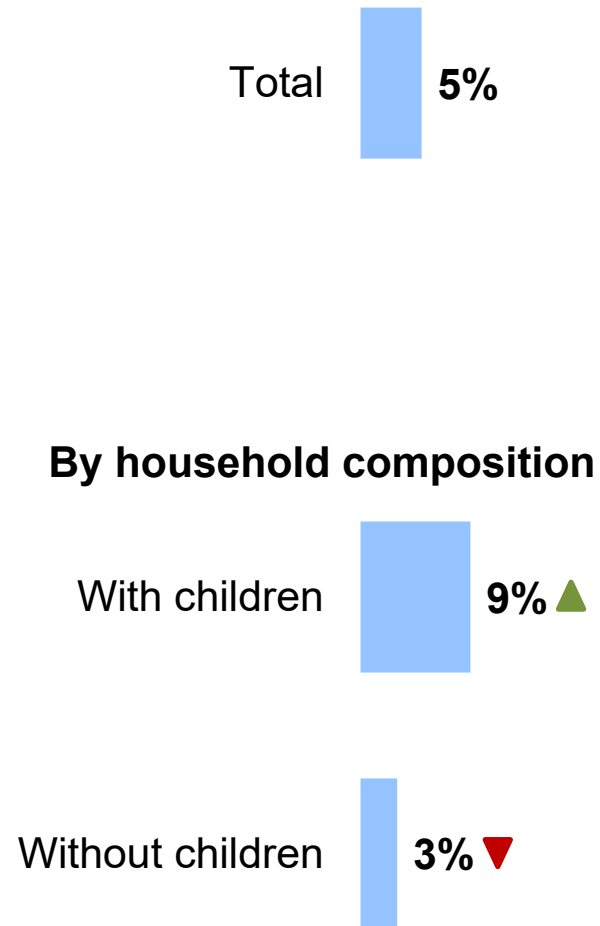
Base: Online Scottish adults 16-75, 8-12 May 2020 (508); 12-15 June 2020 (503); 10-14 July 2020 (495); 14-17 August 2020 (511); 18-21 September 2020 (511); 12-15 February 2021 (504); 12-15 March 2021 (508)

Methods of accessing food: 'Through a food charity or food bank' by household composition

In the last month, how often, if at all, have you arranged for food to be delivered to your house through a food charity or food bank?

% done this in last month

Base: 508 Online Scottish adults 16-75, With children (125), Without children (383), 12-15 March 2021

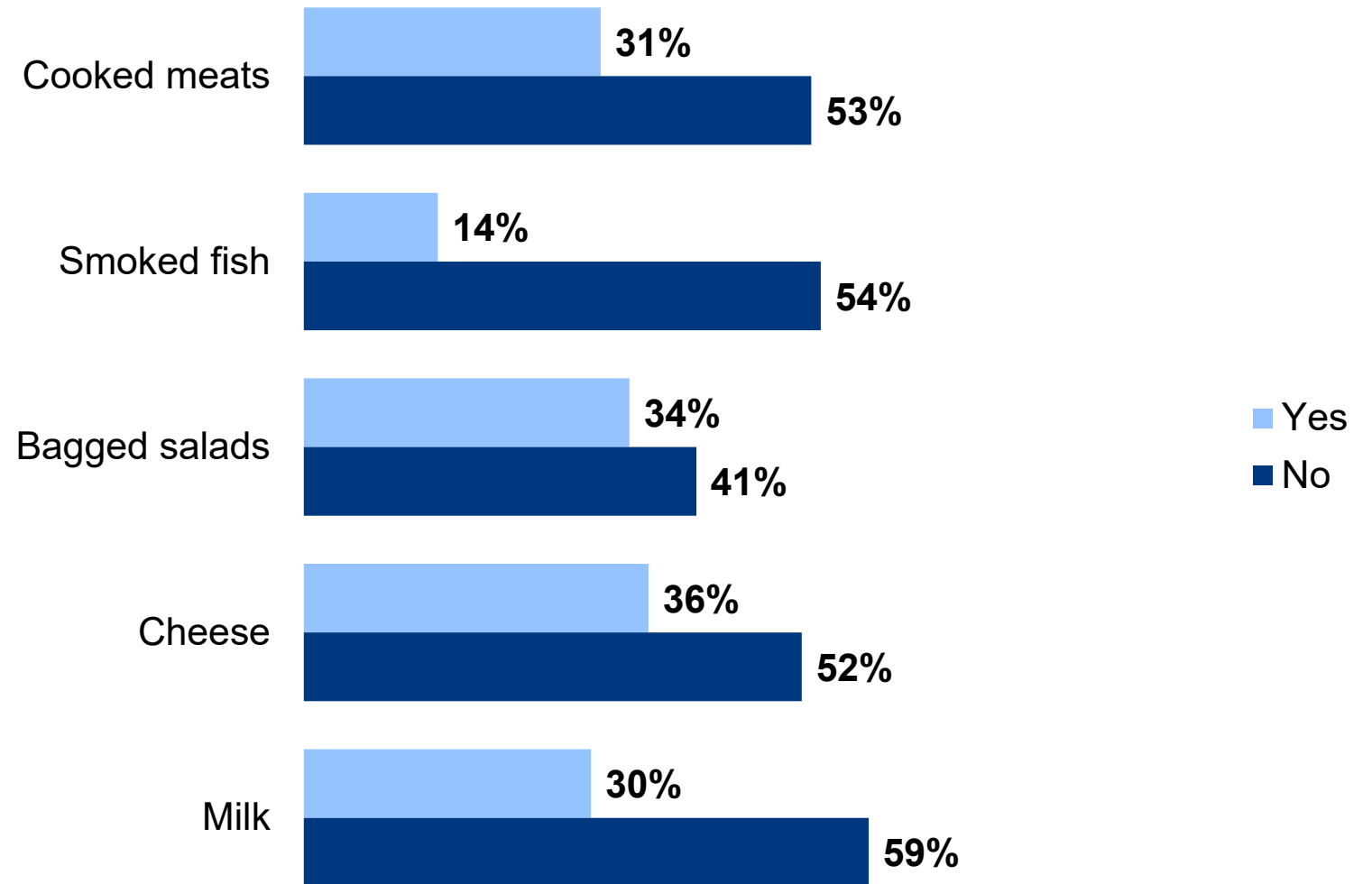


May not add to 100% as the "Prefer not to answer" options are not charted

▲ = significantly higher than the total
▼ = significantly lower than the total

Food consumption: following 'use by' dates

In the last month have you or anyone in your family eaten any of the following foods that has gone past its 'use by' date?

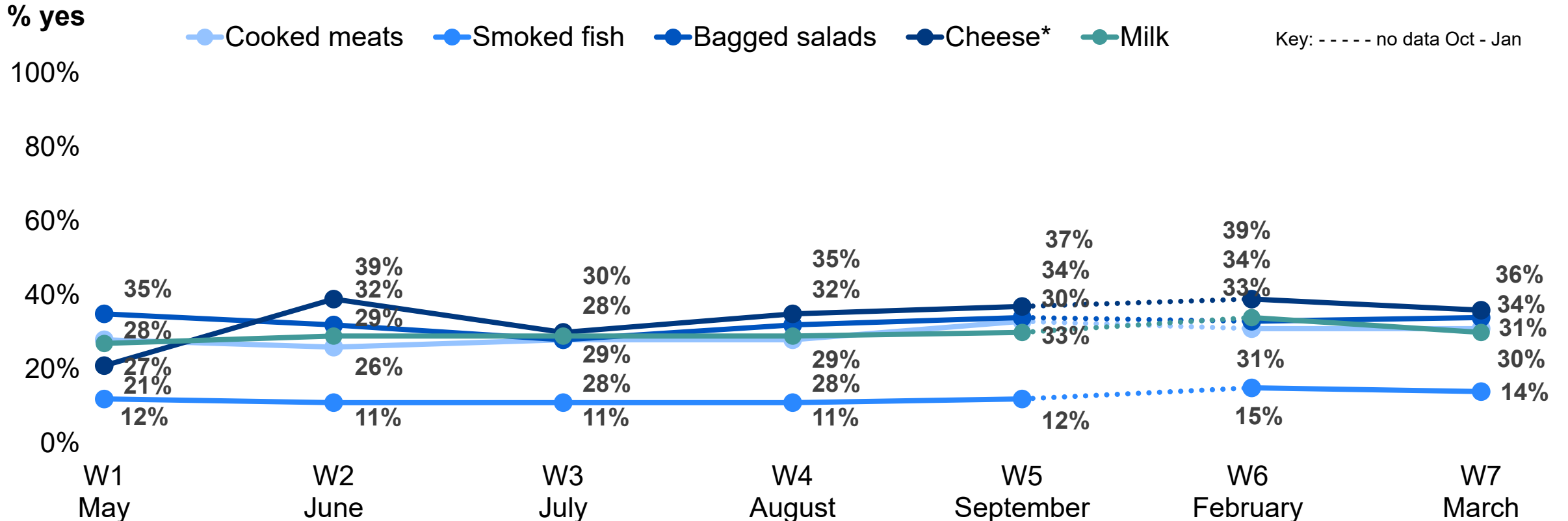


May not add to 100% as the "Prefer not to answer" and 'have not eaten this type of food in the past month' options are not charted

Base: 508 Online Scottish adults 16-75, 12-15 March 2021

Food consumption: following 'use by' dates

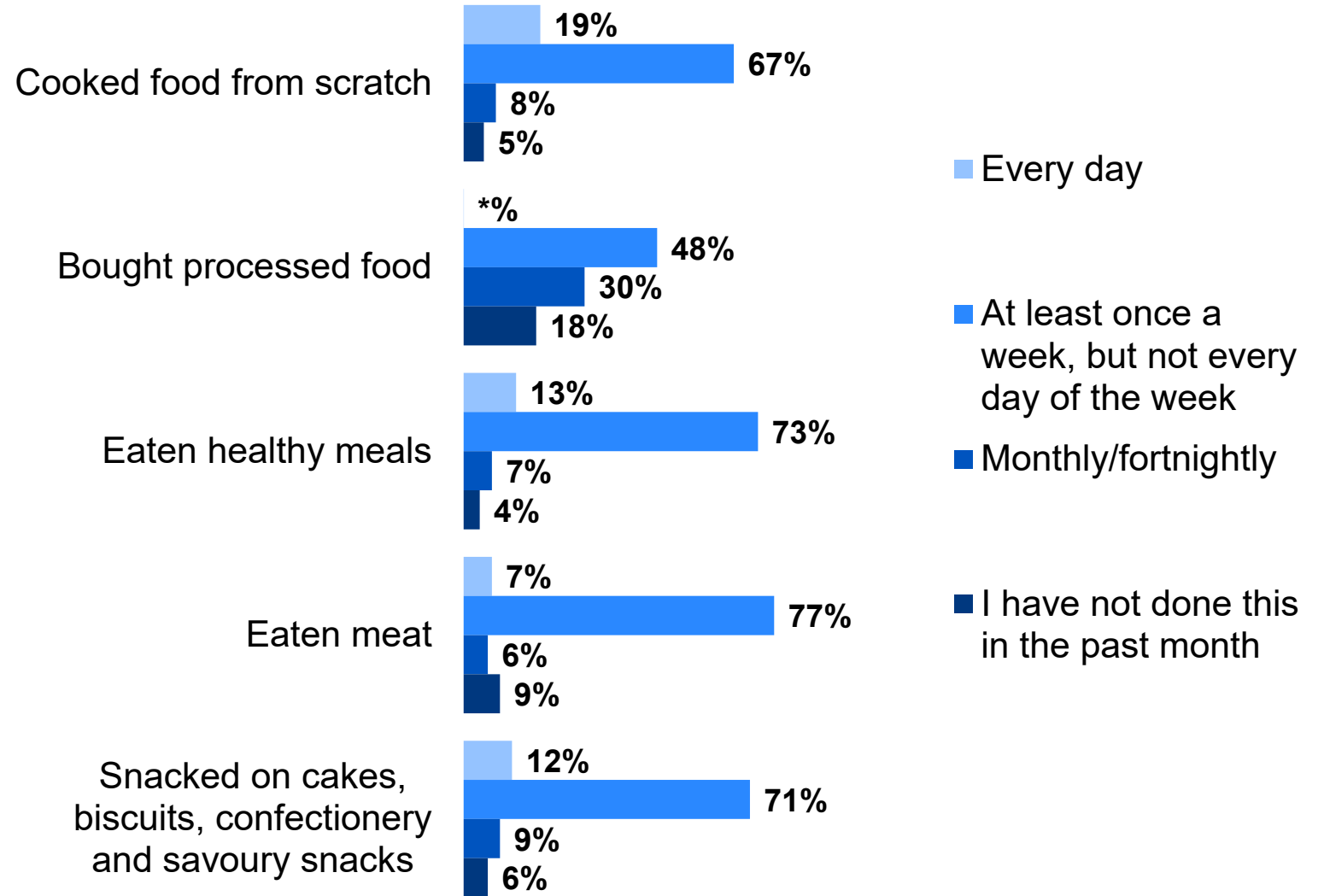
In the last month have you or anyone in your family eaten any of the following foods that has gone past its 'use by' date?



Base: Online Scottish adults 16-75, 8-12 May 2020 (508); 12-15 June 2020 (503); 10-14 July 2020 (495); 14-17 August 2020 (511); 18-21 September 2020 (511); 12-15 February 2021 (504); 12-15 March 2021 (508)

Food behaviours – nutrition

In the last month, how often, if at all, have you done any of the following?

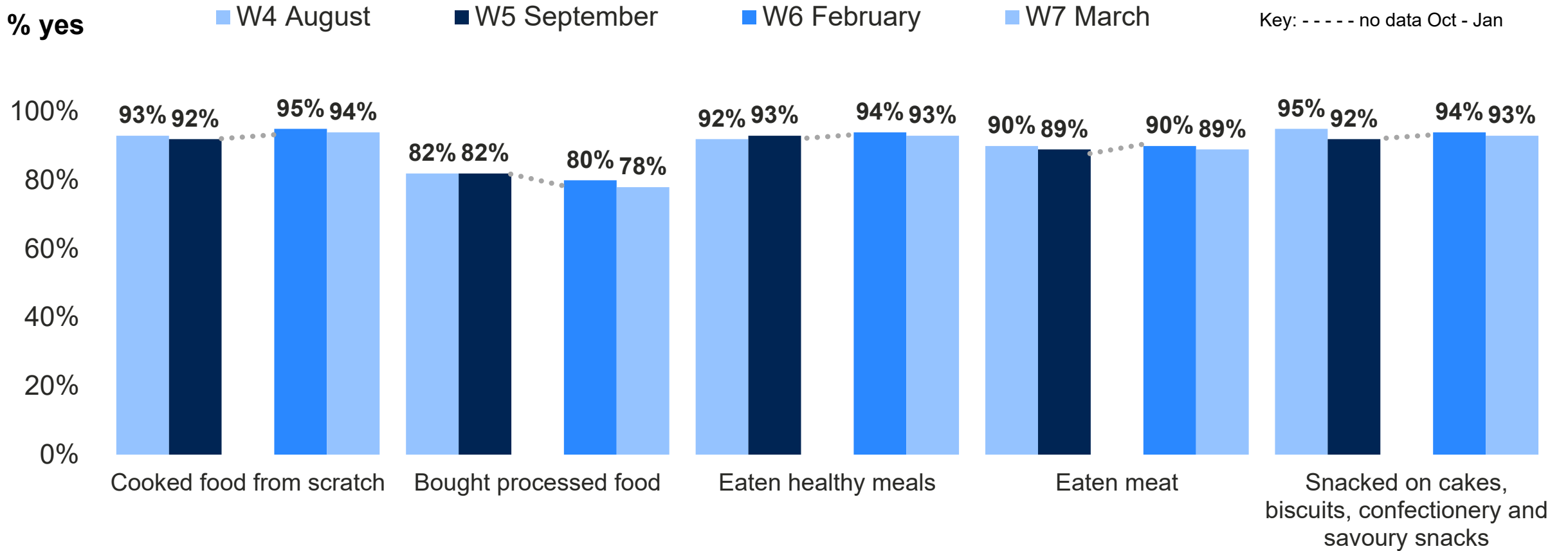


May not add to 100% as the "Prefer not to answer" and 'don't know' options are not charted. At least once a week combines – most days, 2-3 times a week, at least once a week

Base: 508 Online Scottish adults 16-75, 12-15 March 2021

Food behaviours – nutrition over time

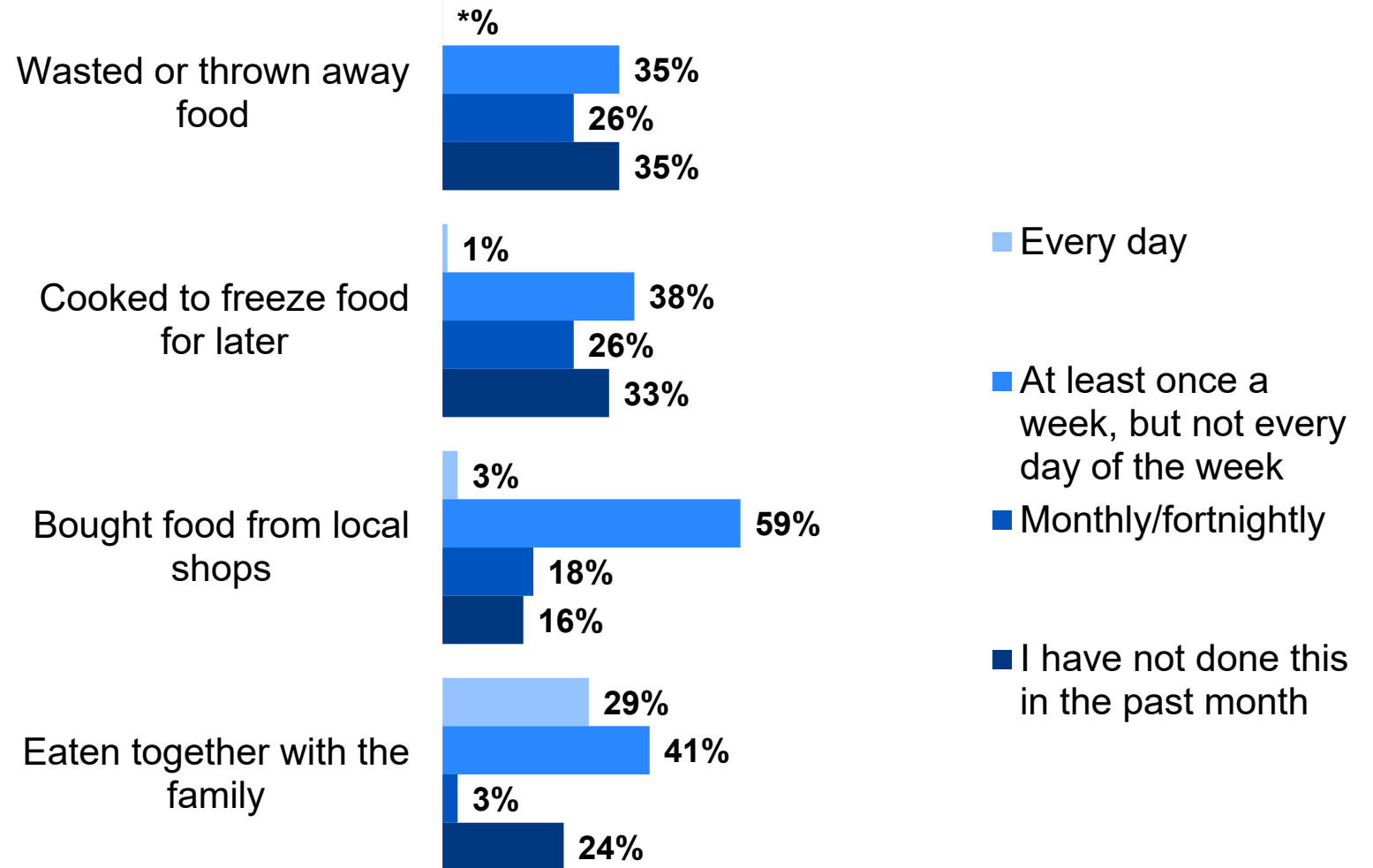
In the last month, how often, if at all, have you done any of the following?



Base: Online Scottish adults 16-75, 14-17 August 2020 (511); 18-21 September 2020 (511); 12-15 February 2021 (504); 12-15 March 2021 (508)

Food behaviours – other

In the last month, how often, if at all, have you done any of the following?

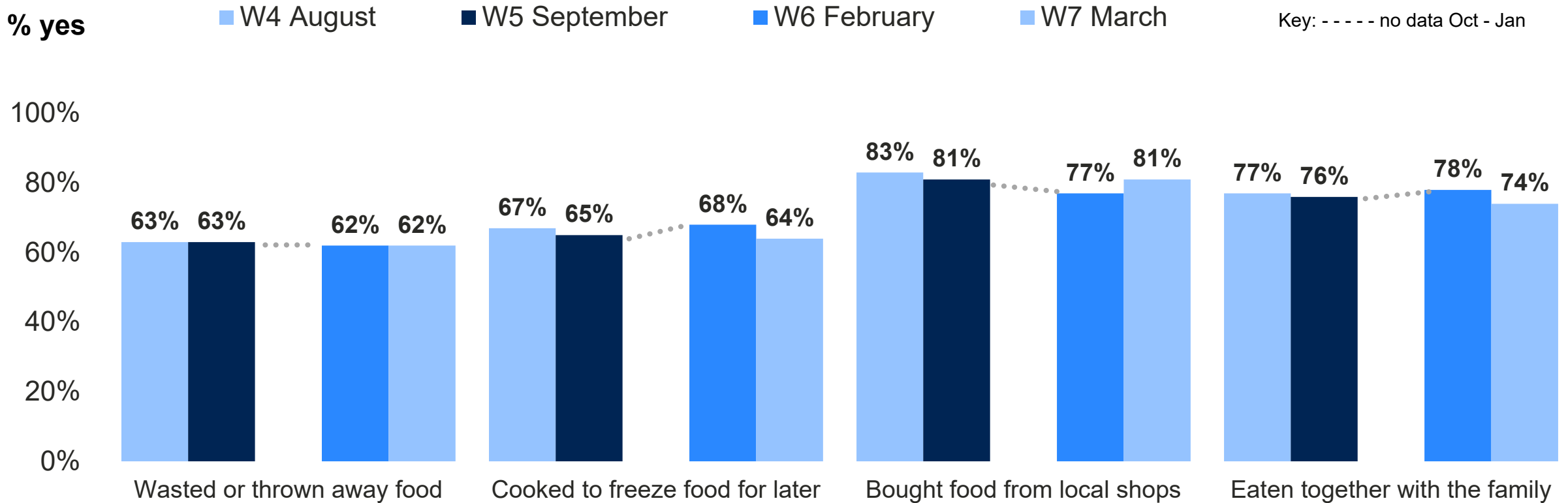


May not add to 100% as the "Prefer not to answer" and 'don't know' options are not charted. At least once a week combines – most days, 2-3 times a week, at least once a week

Base: 508 Online Scottish adults 16-75, 12-15 March 2021

Food behaviours – nutrition over time

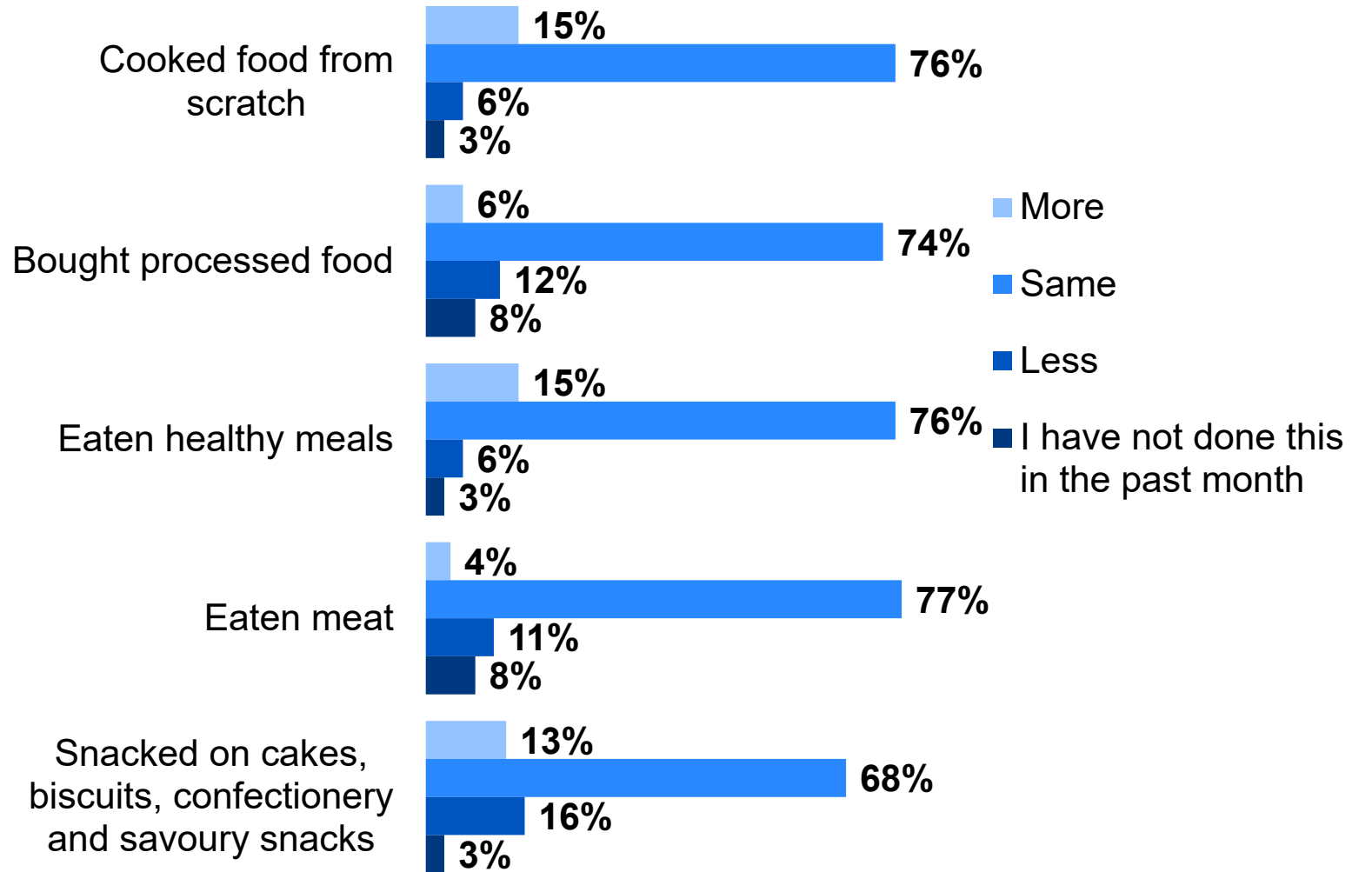
In the last month, how often, if at all, have you done any of the following?



Base: Online Scottish adults 16-75, 14-17 August 2020 (511); 18-21 September 2020 (511); 12-15 February 2021 (504); 12-15 March 2021 (508)

Changes in food behaviours – nutrition

In the last month, have you done any of the following more or less often when compared to the month before?

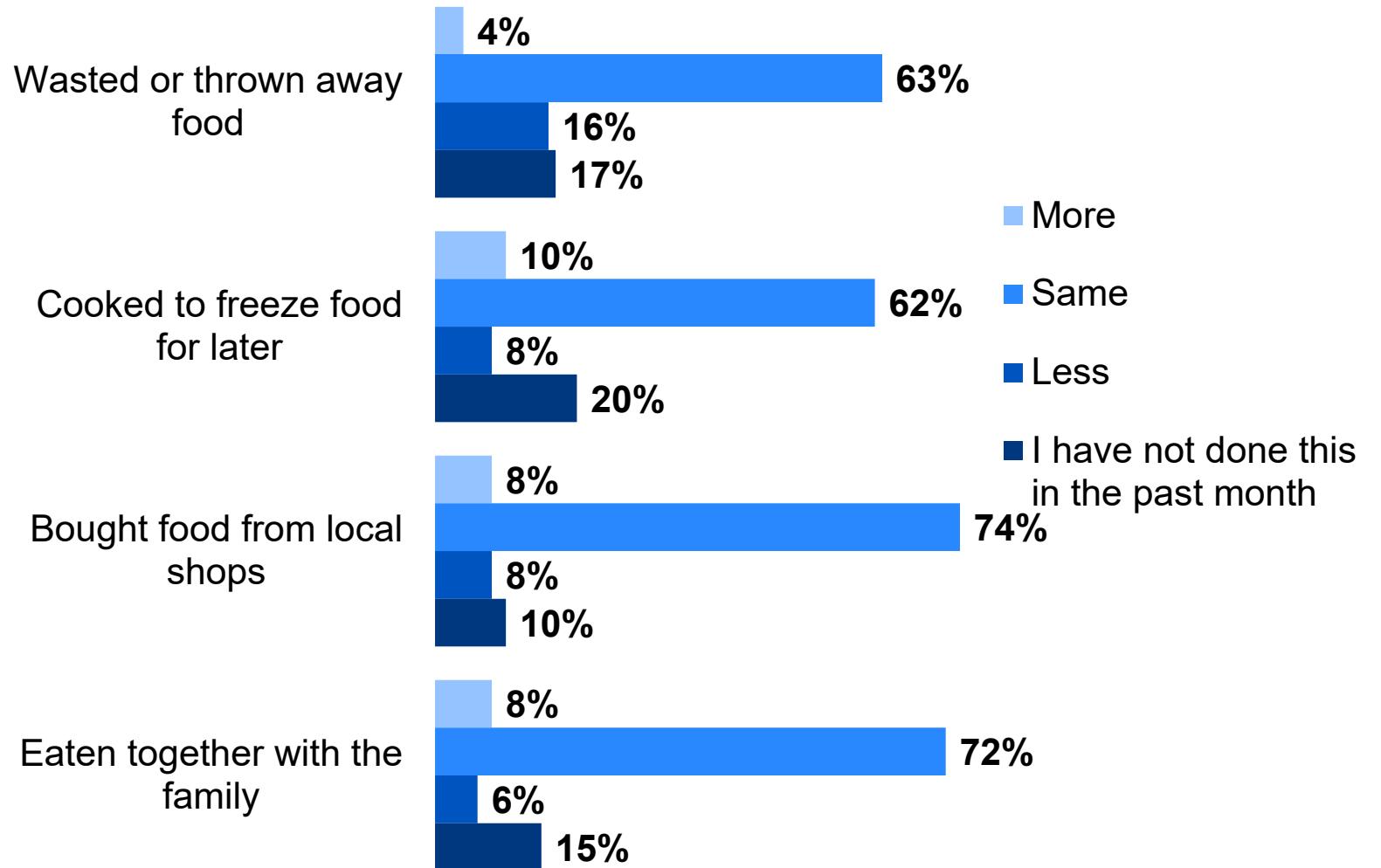


May not add to 100% as the "Prefer not to answer" and 'don't know' options are not charted. Questionnaire wording changed this wave, from 'In the last month have you done any of the following more or less often?'

Base: 508 Online Scottish adults 16-75, 12-15 March 2021

Changes in food behaviours – other

In the last month, have you done any of the following more or less often when compared to the month before?

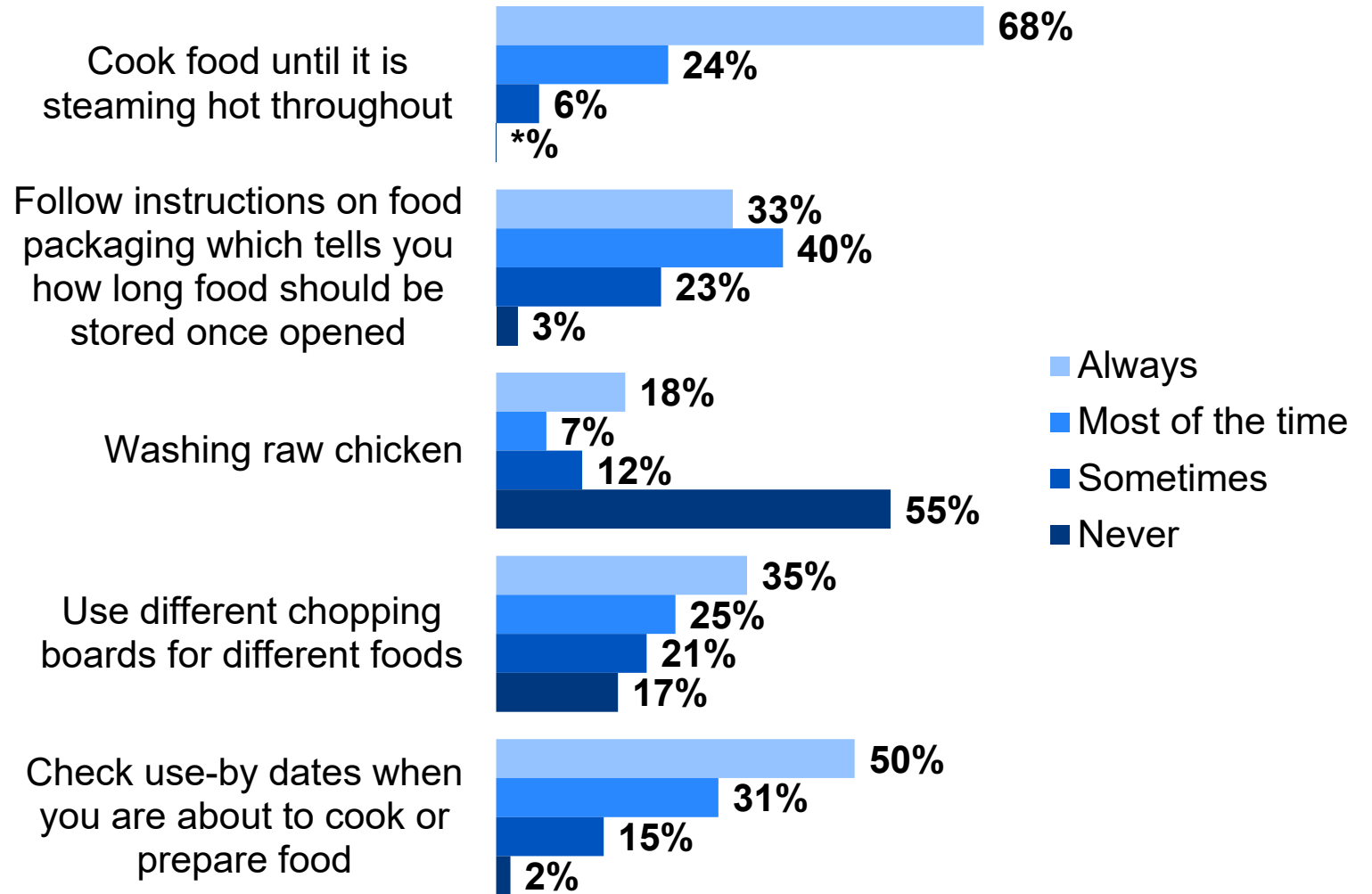


May not add to 100% as the "Prefer not to answer" and 'don't know' options are not charted. Questionnaire wording changed this wave, from 'In the last month have you done any of the following more or less often?'

Base: 508 Online Scottish adults 16-75, 12-15 March 2021

Food safety and hygiene in the home

How often, if at all, do you do each of the following?



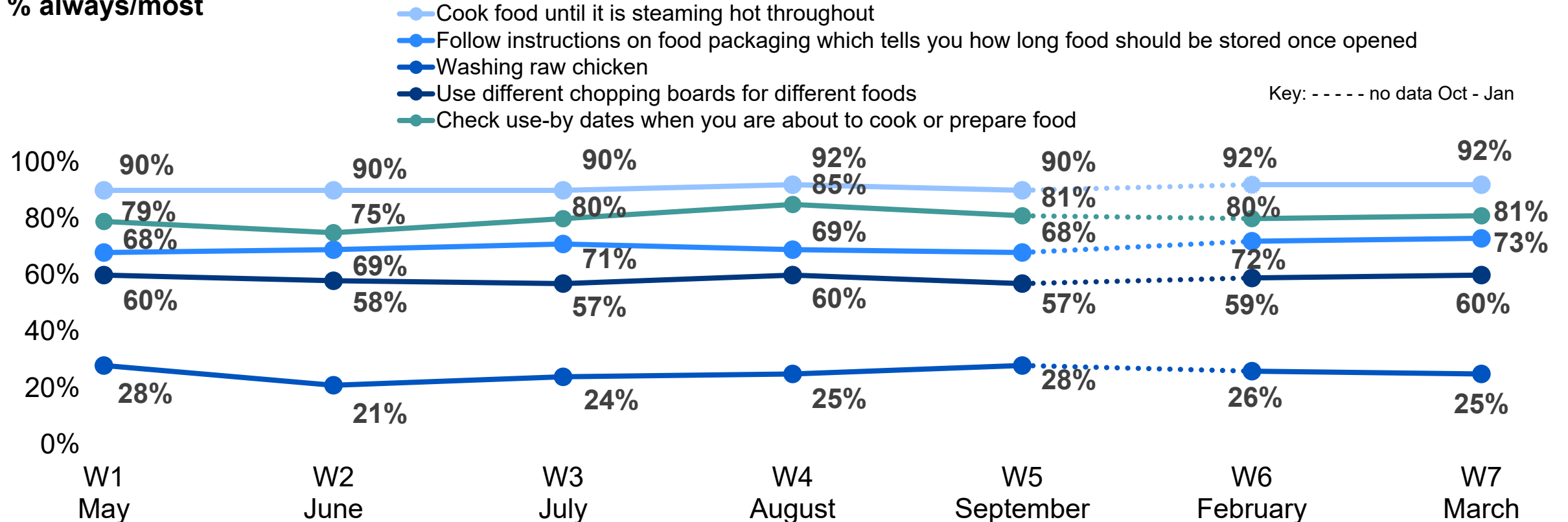
May not add to 100% as the "I don't cook" option is not charted

Base: 508 Online Scottish adults 16-75, 12-15 March 2021

Food safety and hygiene in the home over time

How often, if at all, do you do each of the following?

% always/most



Base: Online Scottish adults 16-75, 8-12 May 2020 (508); 12-15 June 2020 (503); 10-14 July 2020 (495); 14-17 August 2020 (511); 18-21 September 2020 (511); 12-15 February 2021 (504); 12-15 March 2021 (508)

Ipsos MORI

Covid-19 Consumer Tracker March 2021

For more information

Daniel Cameron
Research Director
daniel.cameron@ipsos.com

Vicky Mullis
Senior Research Executive
vicky.mullis@ipsos.com

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Ipsos MORI

