

Covid-19 Consumer Tracker

May 2020

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 first of a monthly tracker which will run for three months from May to July 2020.

During this wave, Ipsos MORI interviewed a representative sample of **508 adults, aged 18-75 living in Scotland**. Interviews were conducted online via i:Omnibus from: **8-12 May 2020**.

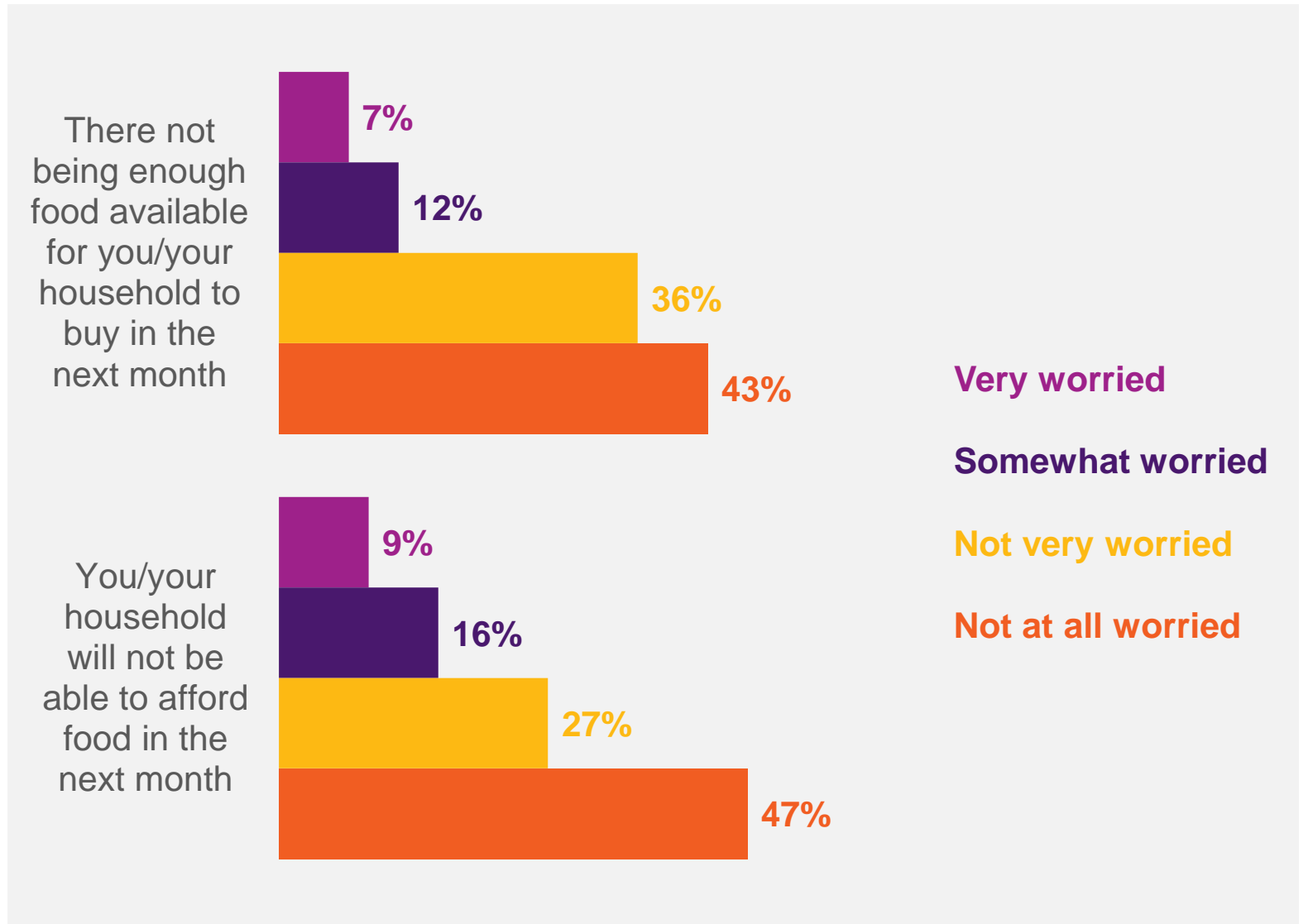
Findings for subgroups are included to highlight similarities and differences in responses for key questions. Where subgroups are reported on, the base size is provided in the footnote. The data is weighted to best reflect the demographic profile of the adult population sampled.

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, 8-12 May 2020

Levels of concern about food availability and affordability over time

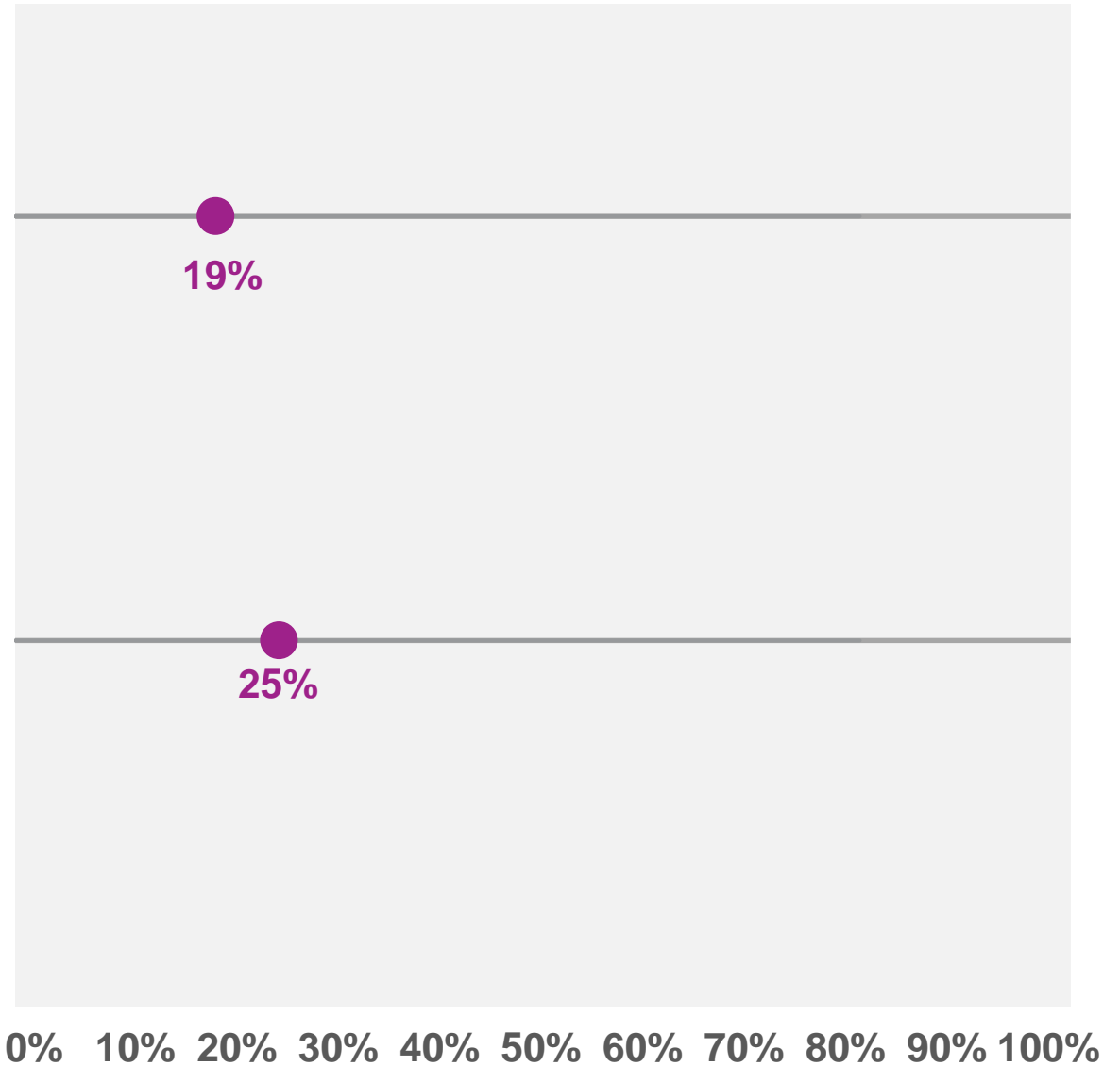
To what extent, if at all, are you worried about...?

% Very/somewhat worried

There not being enough food available for you/your household to buy in the next month

You/your household will not be able to afford food in the next month

● 8-12 May



Base: 508 Online Scottish adults 18-75, 8-12 May 2020

Levels of concern about food availability and affordability over time

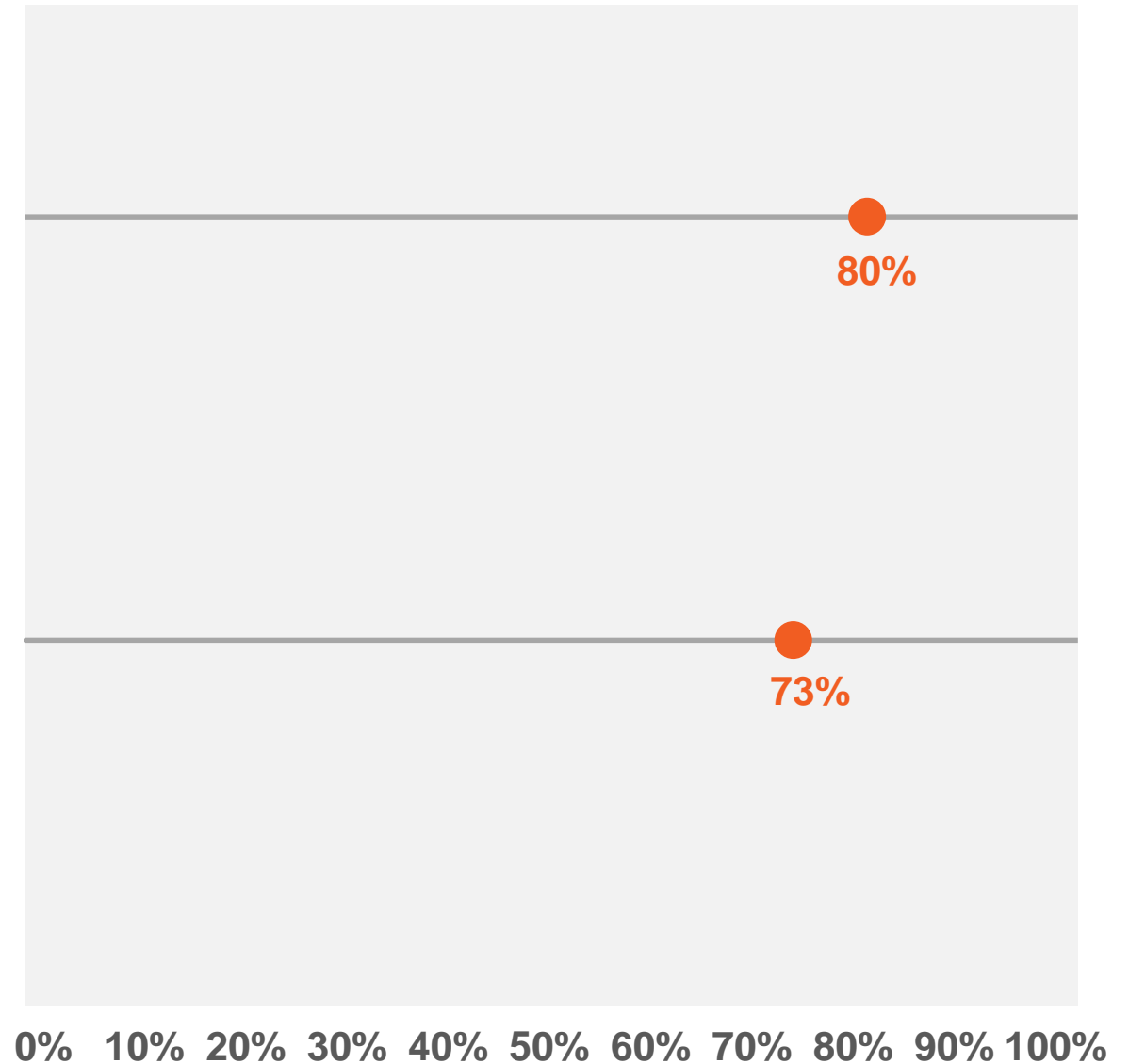
To what extent, if at all, are you worried about...?

% Not very/not at all worried

There not being enough food available for you/your household to buy in the next month

You/your household will not be able to afford food in the next month

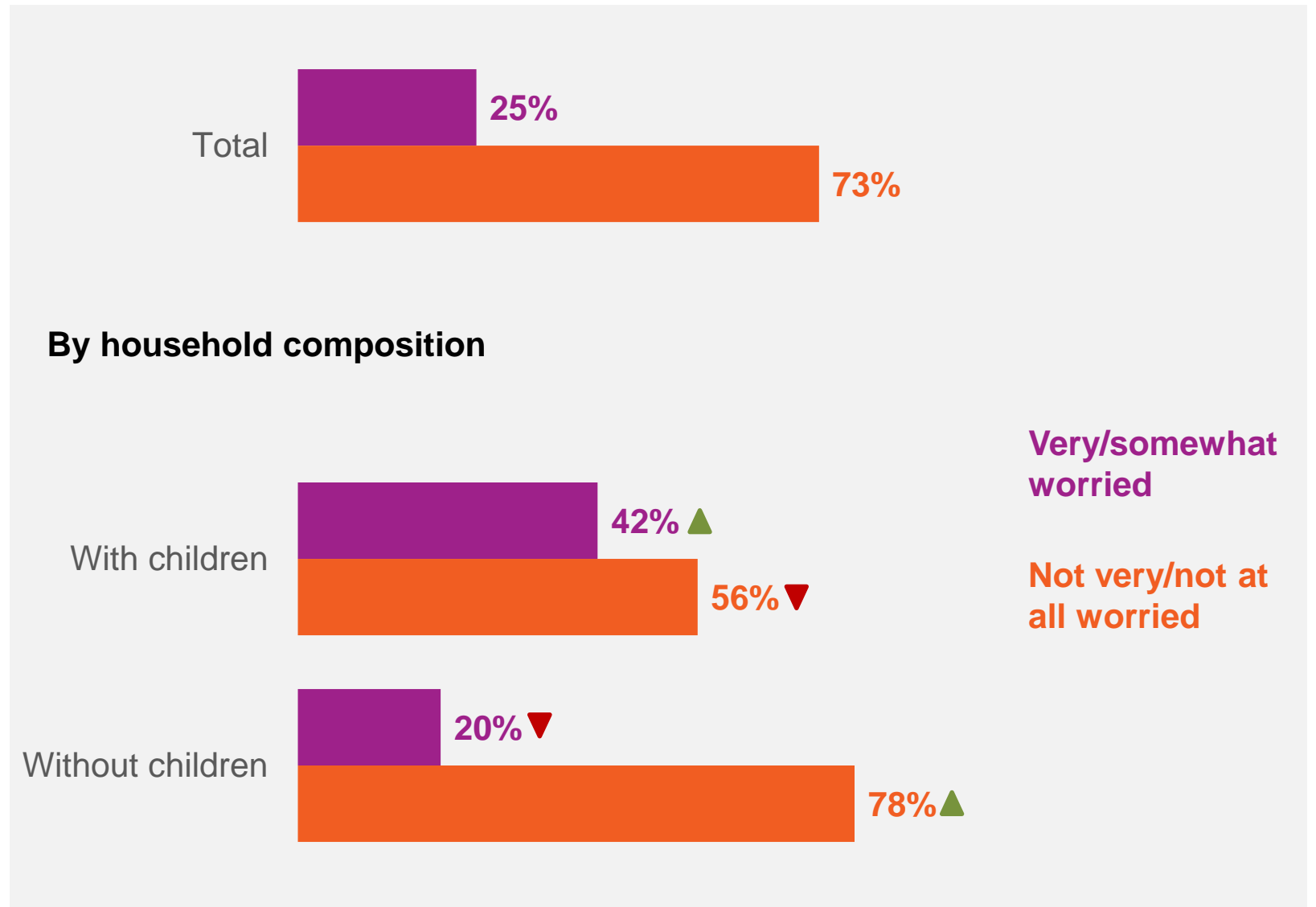
8-12 May



Base: 508 Online Scottish adults 18-75, 8-12 May 2020

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

Base: 508 Online Scottish adults 16-75, With children (120), Without children (388), 8-12 May 2020



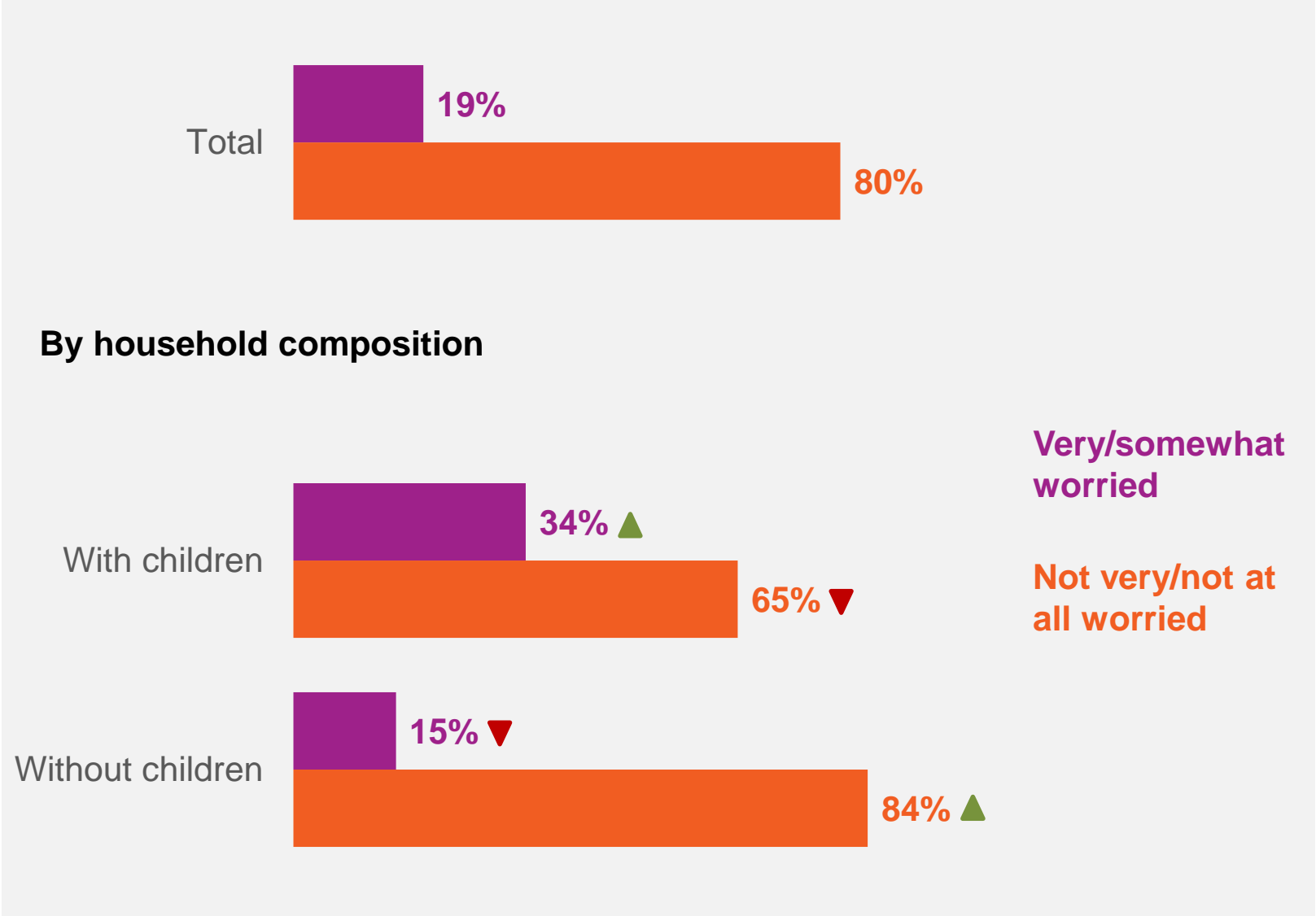
= significantly higher than the total



= significantly lower than the total

Concern about food availability by household composition

To what extent, if at all, are you worried about there being enough food available for you/your household to buy in the next month?



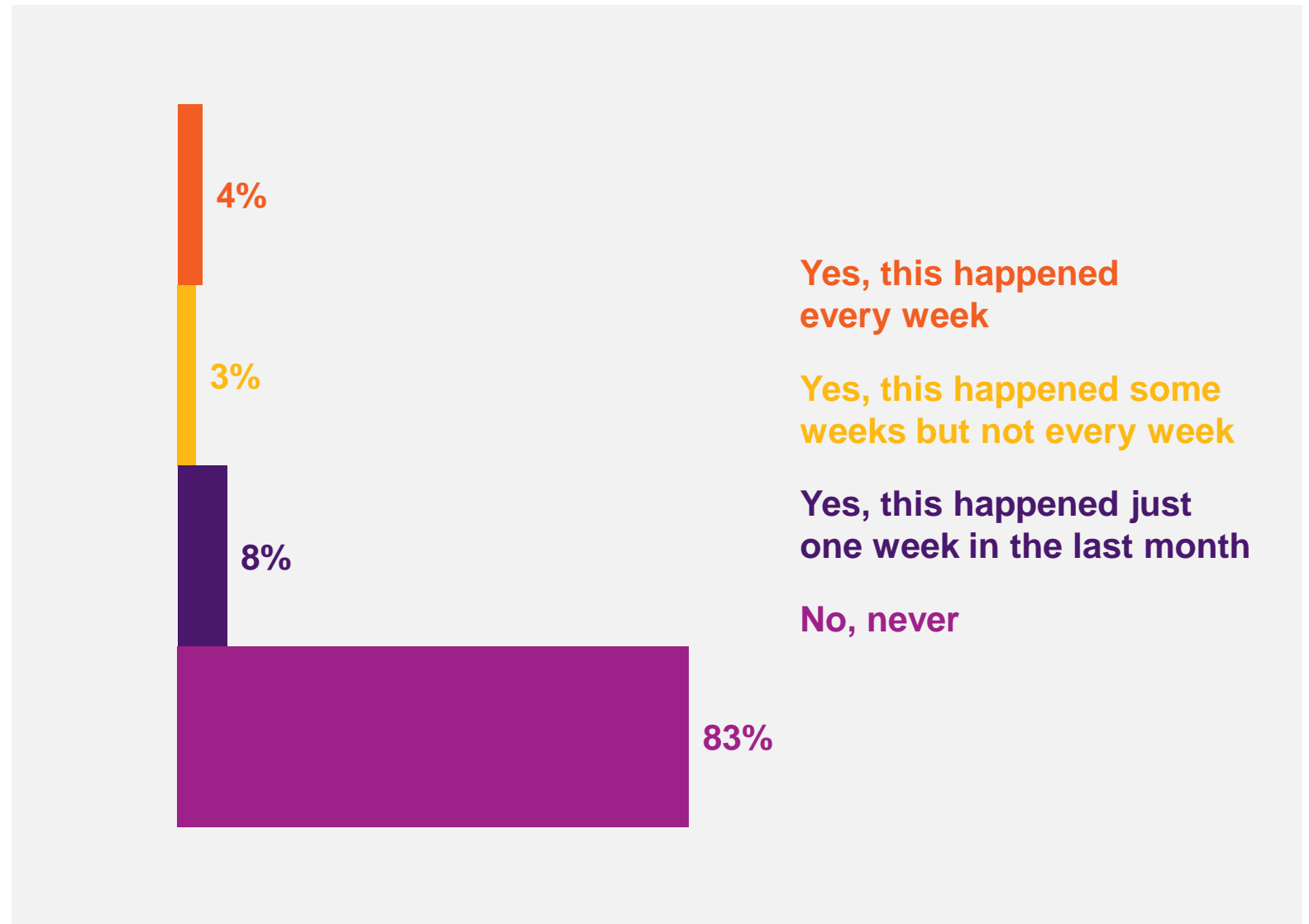
May not add to 100% as the "Don't know and Prefer not to answer" options are not charted

Base: 508 Online Scottish adults 16-75, With children (120), Without children (388), 8-12 May 2020

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

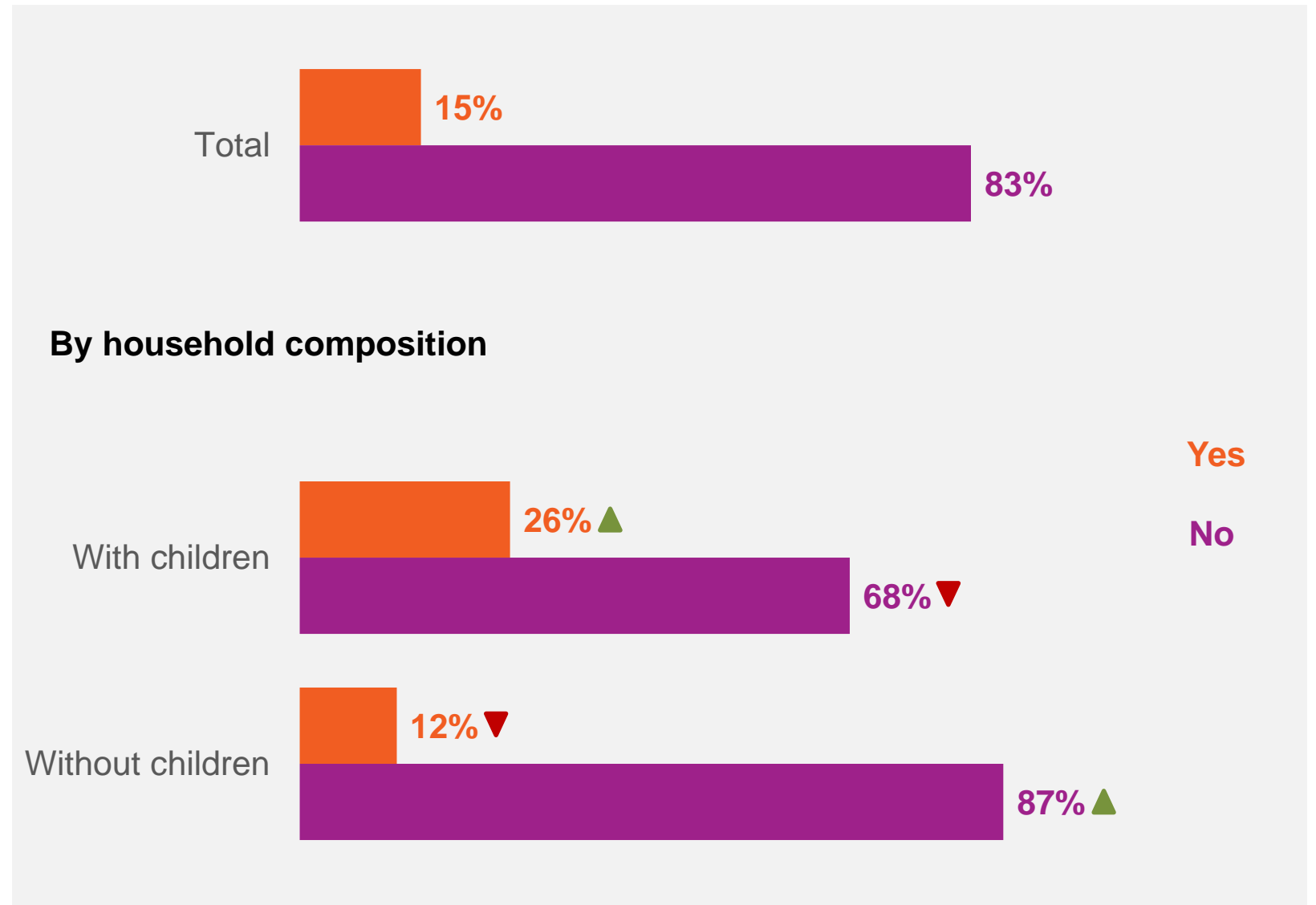


May not add to 100% as the "Don't know/can't remember and Prefer not to answer" options are not charted

Base: 508 Online Scottish adults 18-75, 8-12 May 2020

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

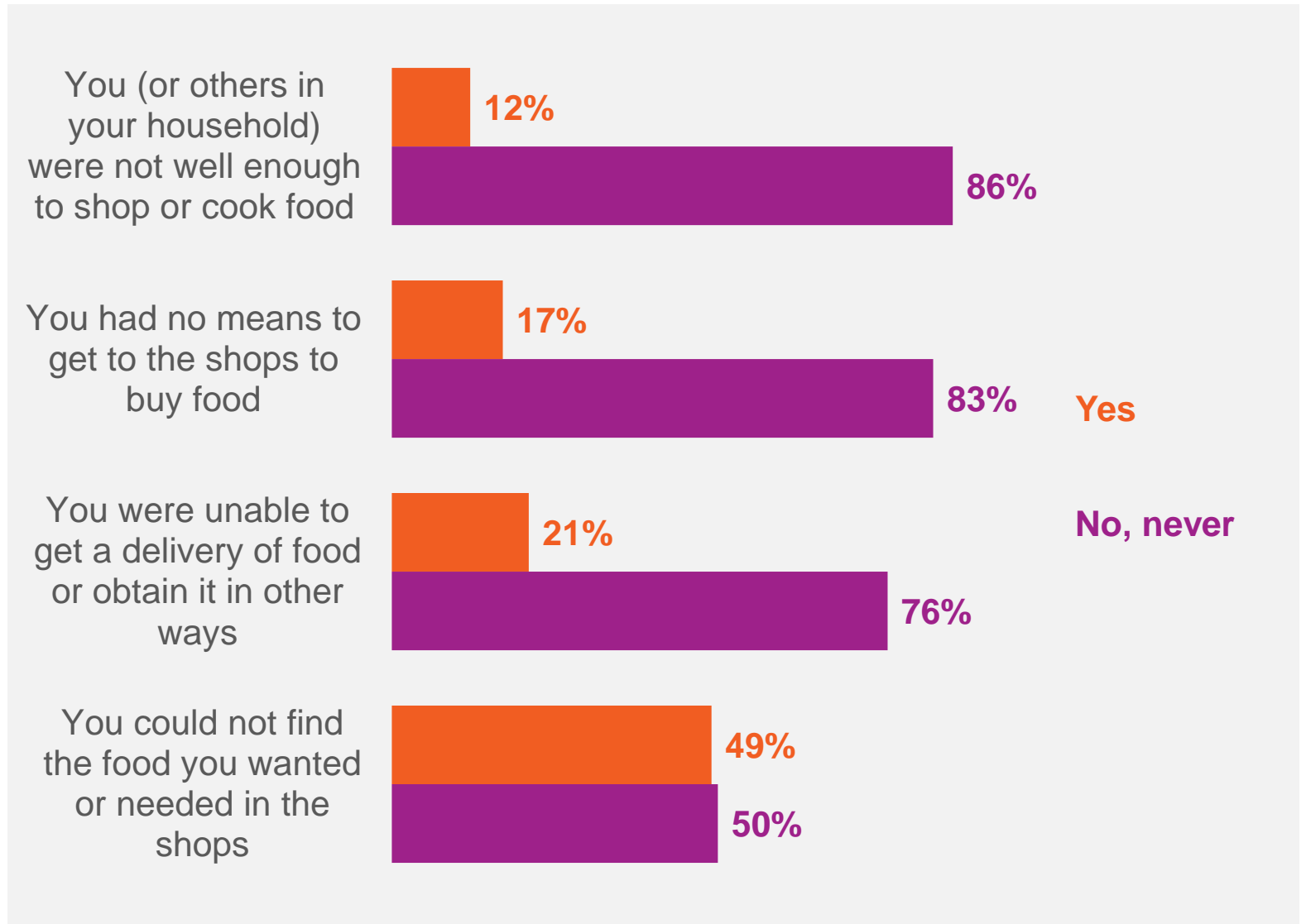


Base: 508 Online Scottish adults 16-75, With children (120), Without children (388), 8-12 May 2020

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

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?

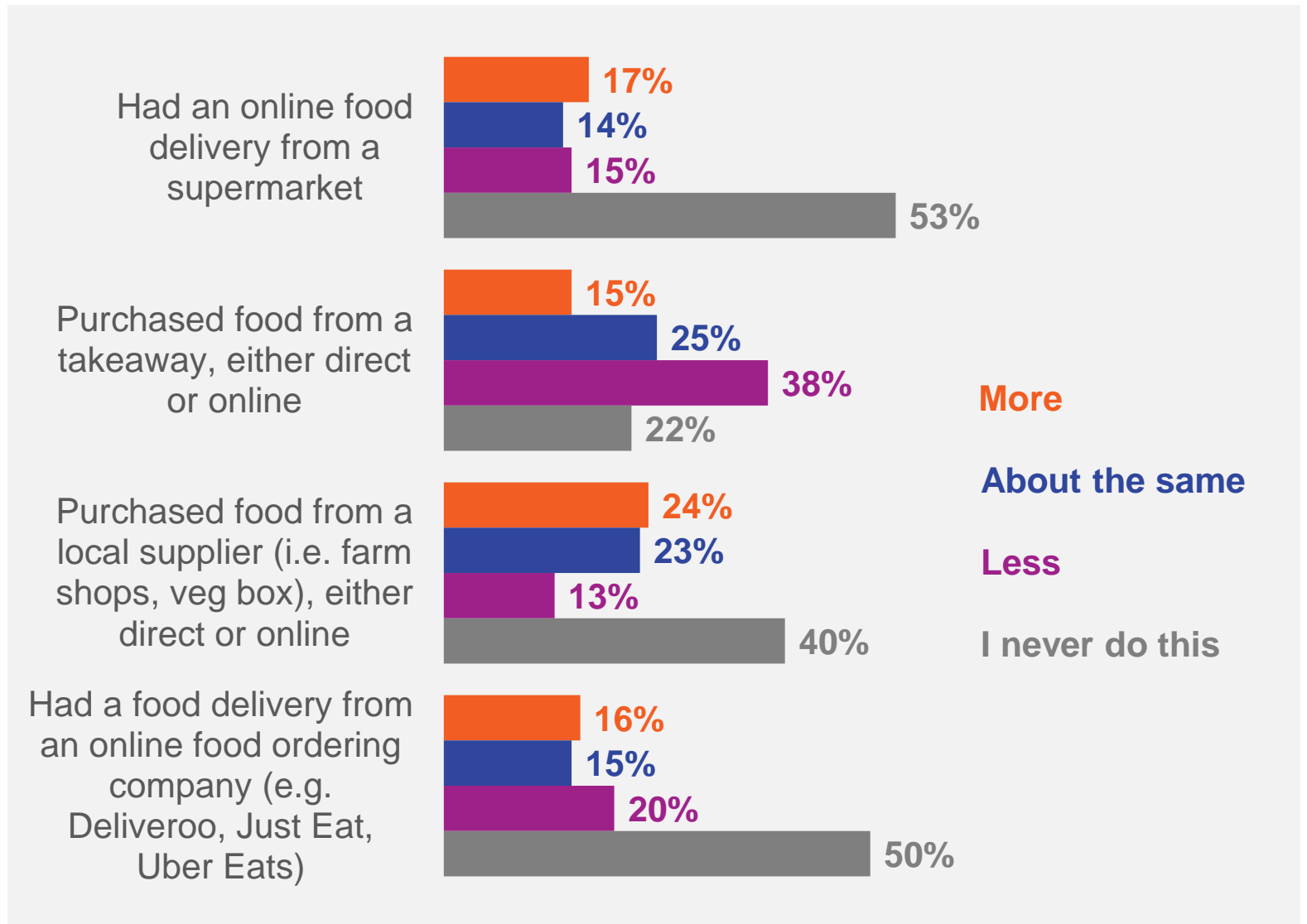


May not add to 100% as the "Don't know/can't remember and Prefer not to answer" options are not charted

Base: 508 Online Scottish adults 18-75, 8-12 May 2020

Changes in food purchasing behaviour

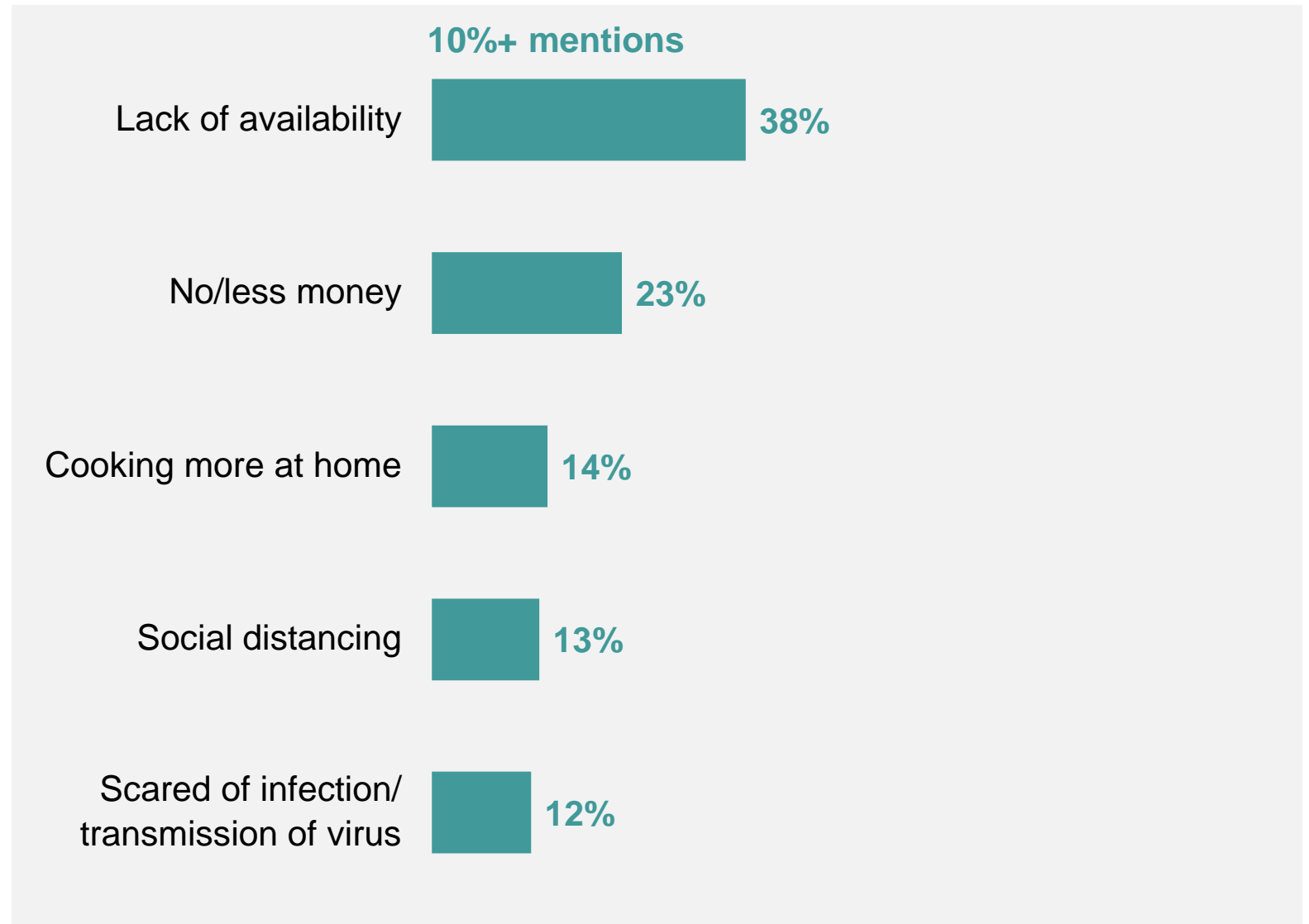
Compared to the period before lockdown, have you done any of the following more or less often?



Base: 508 Online Scottish adults 18-75, 8-12 May 2020

Reasons for buying fewer take-aways

What are the reasons you are buying food from a take-away less often?

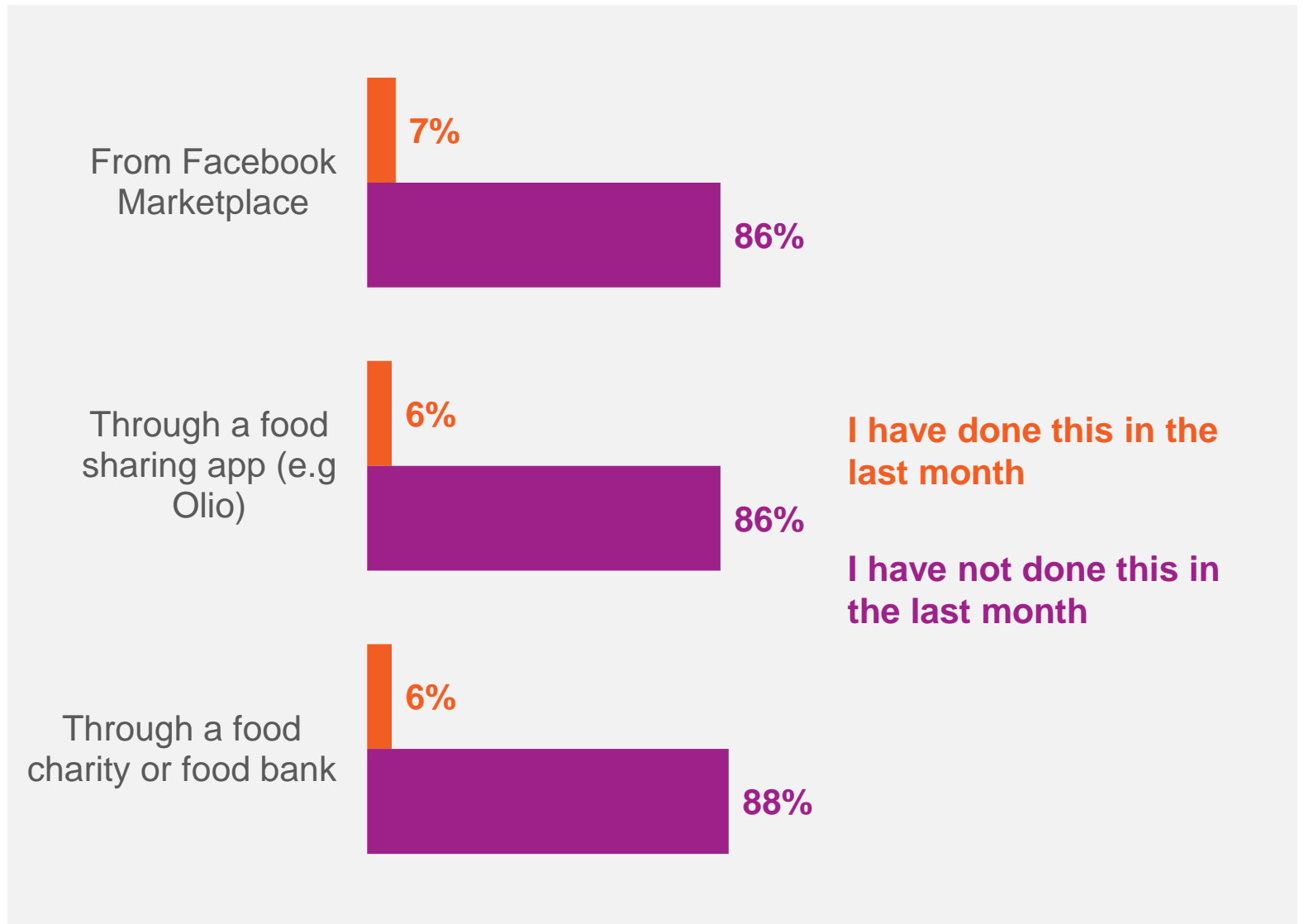


May not add to 100% as the "Don't know/can't remember and Prefer not to answer" options are not charted

Base: 211 Online Scottish adults 16-75 who have had less takeaway, 8-12 May 2020

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?



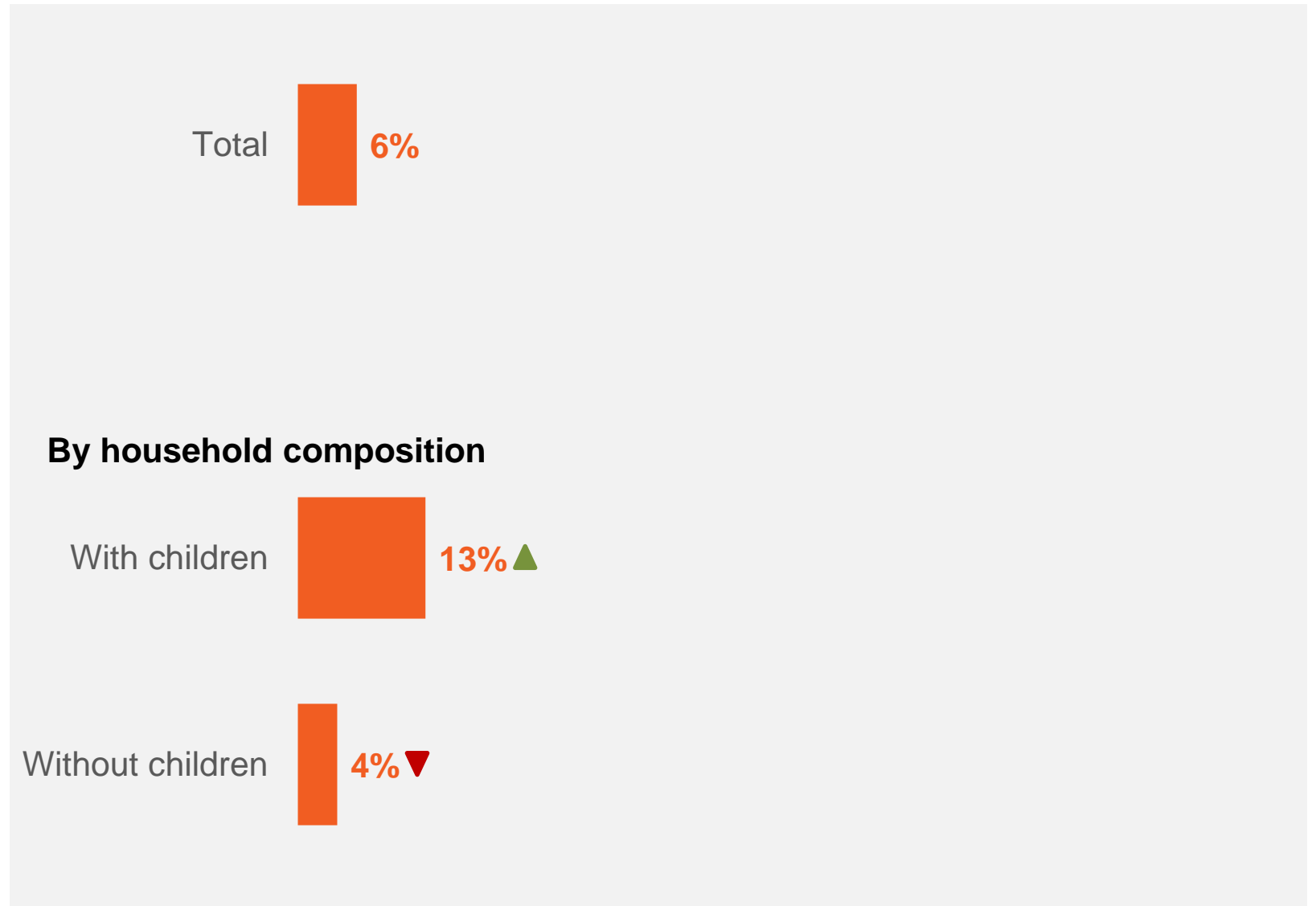
May not add to 100% as the "Don't know/can't remember and Prefer not to answer" options are not charted

Base: 508 Online Scottish adults 18-75, 8-12 May 2020

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 in the following ways?

% done this in last month



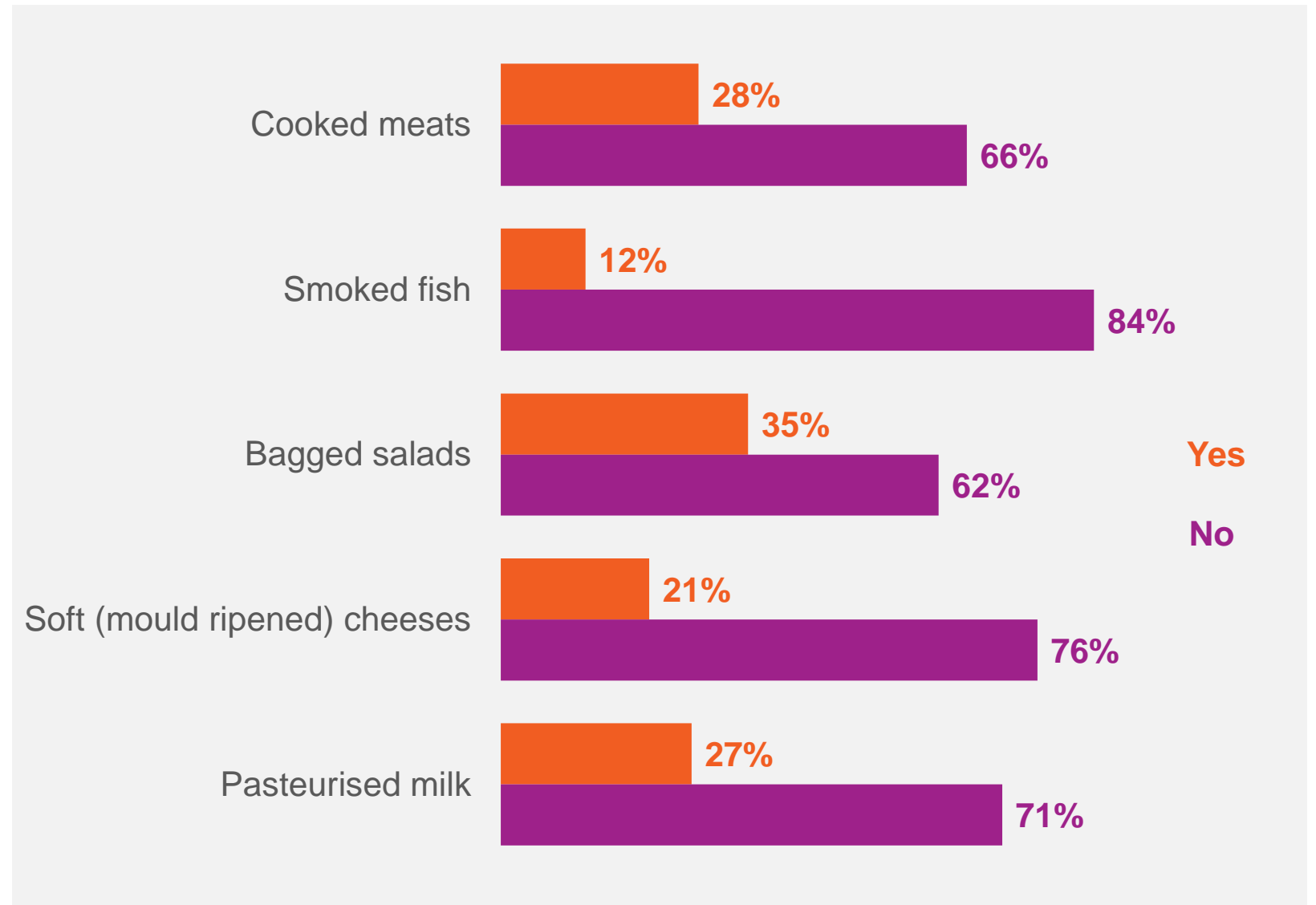
May not add to 100% as the "Prefer not to answer" options are not charted

Base: 508 Online Scottish adults 16-75, With children (120), Without children (388), 8-12 May 2020

▲ = 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 food that has gone past its 'use by' date?

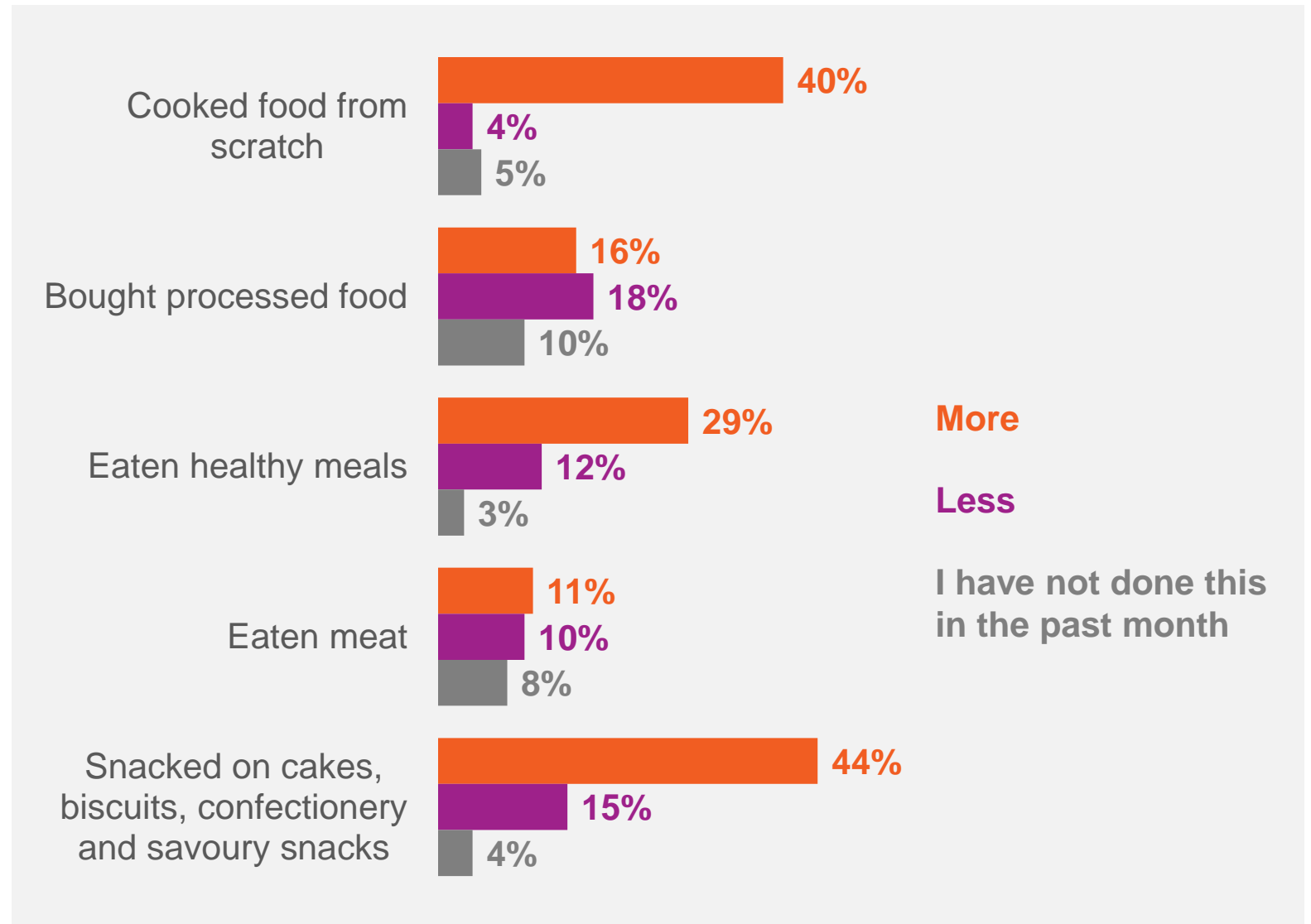


May not add to 100% as the "Prefer not to answer" options are not charted

Base: 508 Online Scottish adults 16-75, 8-12 May 2020

Changes in food behaviours – nutrition

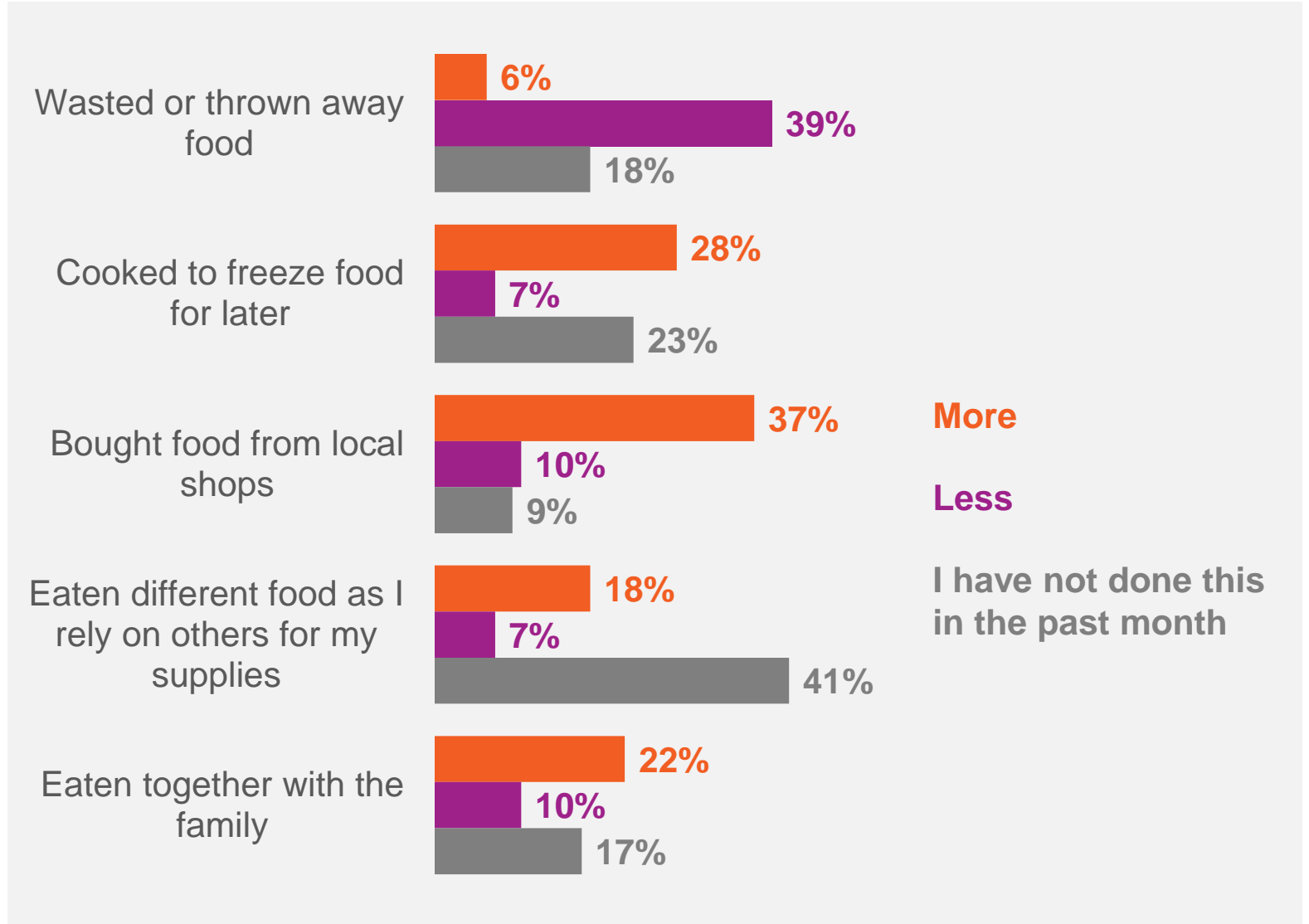
In the last month, have you done any of the following more or less often?



Base: 508 Online Scottish adults 18-75, 8-12 May 2020

Changes in food behaviours – other

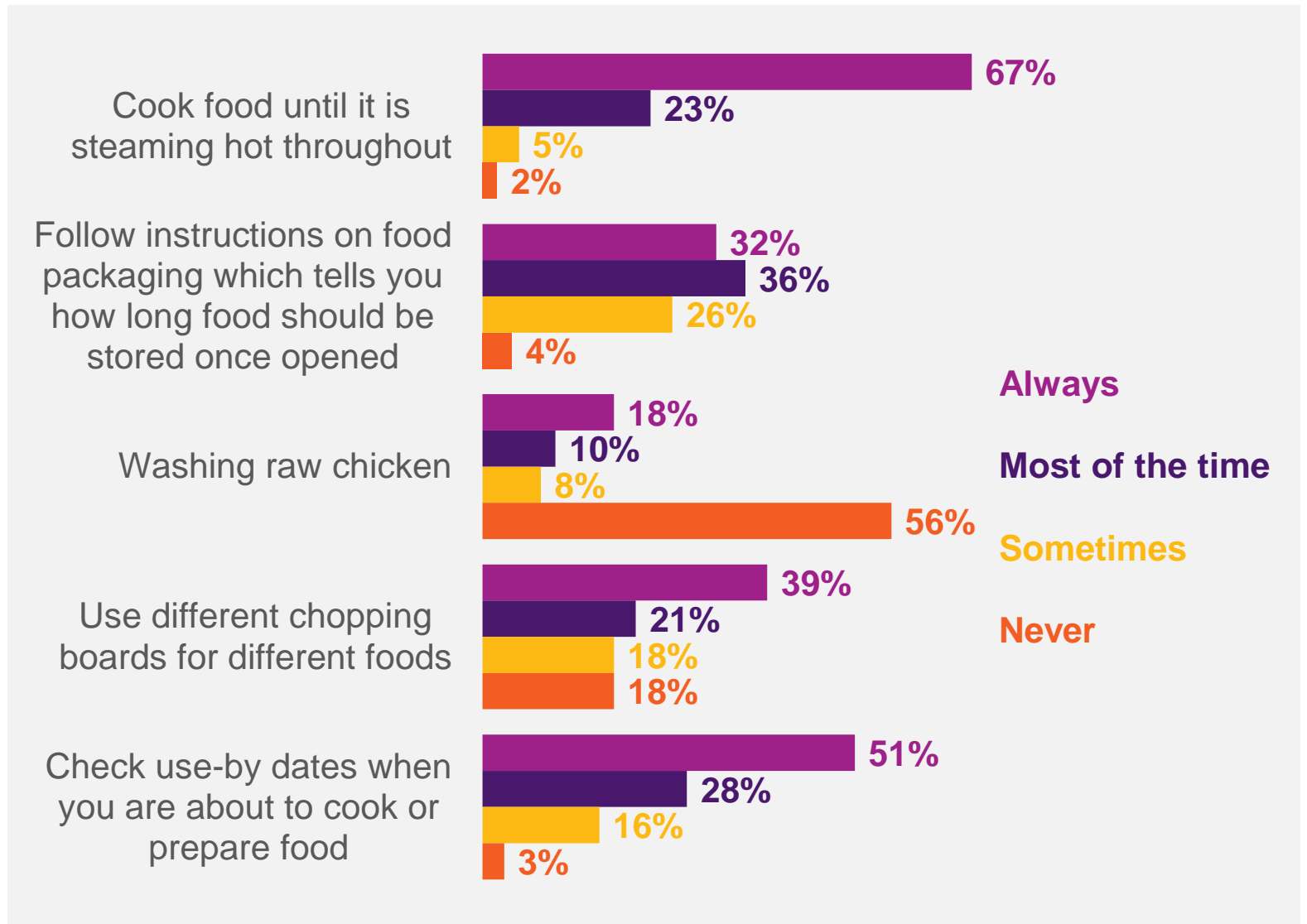
In the last month, have you done any of the following more or less often?



Base: 508 Online Scottish adults 18-75, 8-12 May 2020

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 18-75, 8-12 May 2020

Ipsos MORI

Covid-19 Consumer Tracker May 2020

For more information

Daniel Cameron
Research Director
daniel.cameron@ipsos.com

David Candy
Research Manager
David.candy@ipsos.com



Ipsos MORI

