

Covid-19 Consumer Tracker

Wave 4: August 2020

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 | August 2020

Food
Standards
Scotland

Ipsos MORI



COVID-19 Consumer Tracker

Methodology

The 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 **fourth wave** of a monthly tracker which started in April 2020.

During this wave, Ipsos MORI interviewed a representative sample of **511 adults, aged 16-75 living in Scotland**. Interviews were conducted online via i:Omnibus from: **14-17 August 2020**.

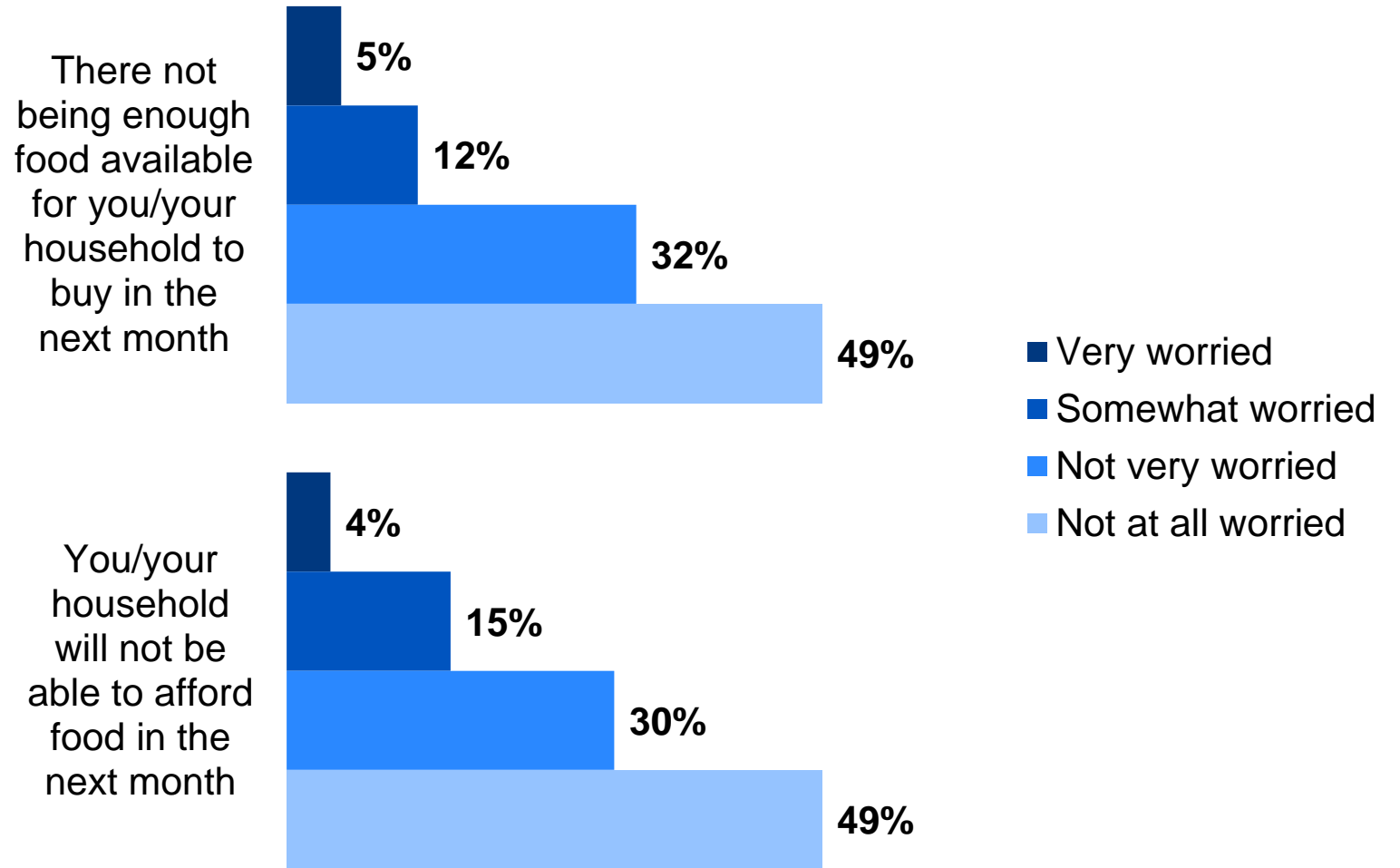
Findings for subgroups are included to highlight similarities and differences in responses for key questions. Where subgroups are reported on, the base size is provided in the footnote. The data is weighted to best reflect the demographic profile of the adult population sampled.

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...?

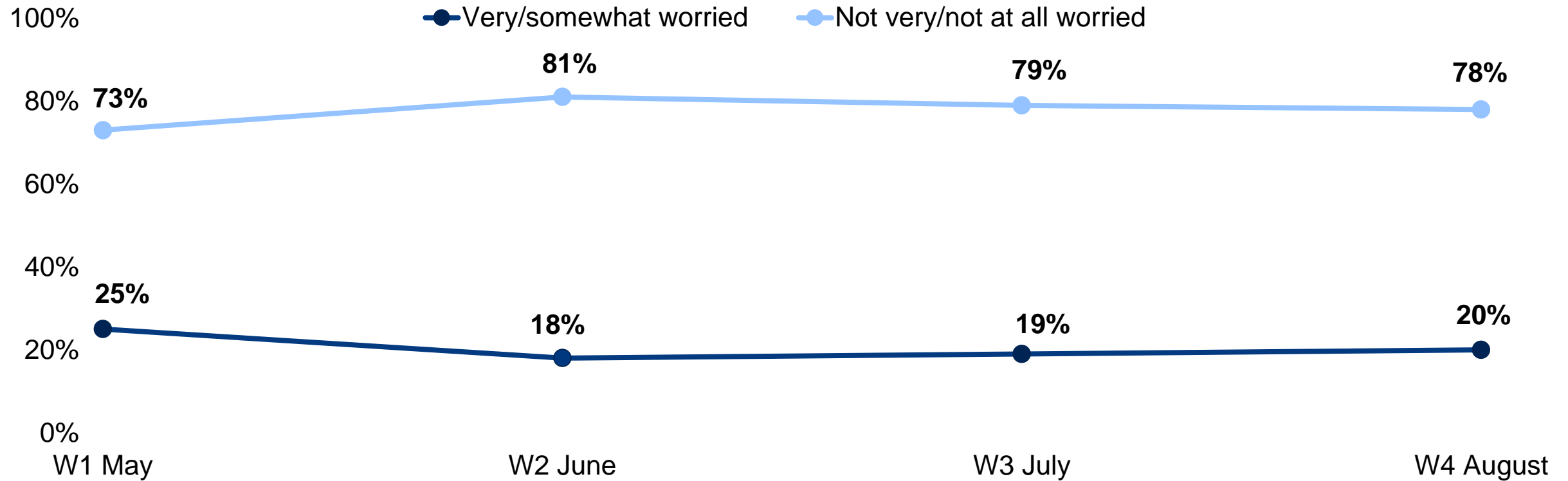


May not add to 100% as the "Don't know and Prefer not to answer" options are not charted

Base: 511 Online Scottish adults 16-75, 14-17 August 2020

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 (508); 12-15 June (503); 10-14 July (495); 14-17 August (511)

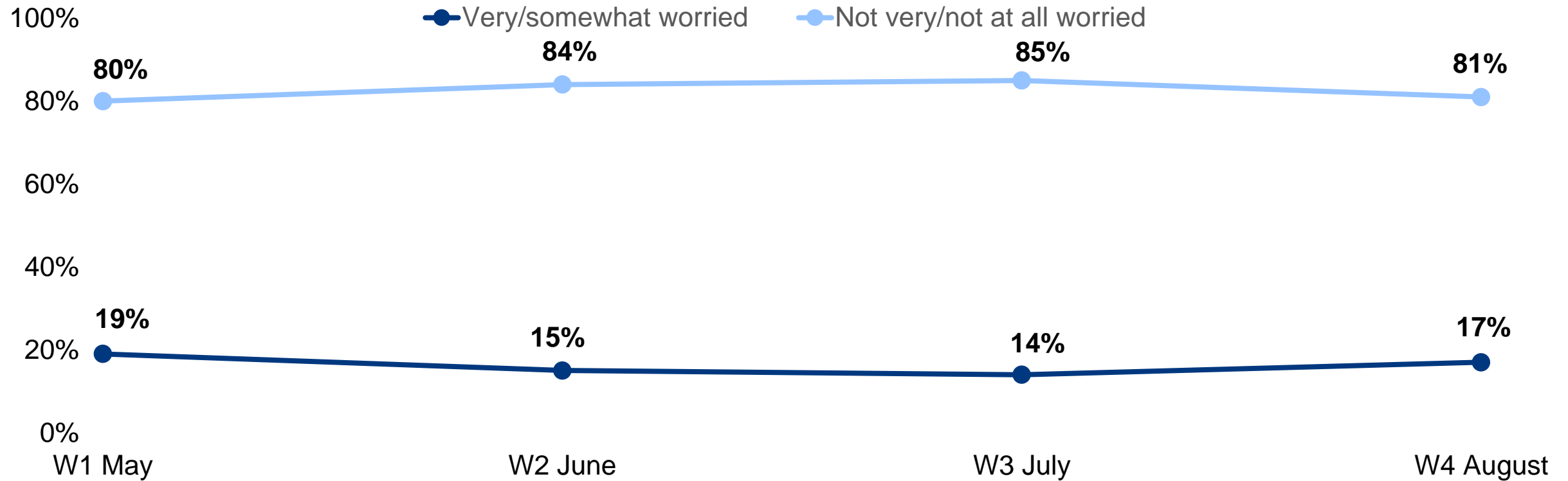


Ipsos MORI



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 (508); 12-15 June (503); 10-14 July (495); 14-17 August (511)

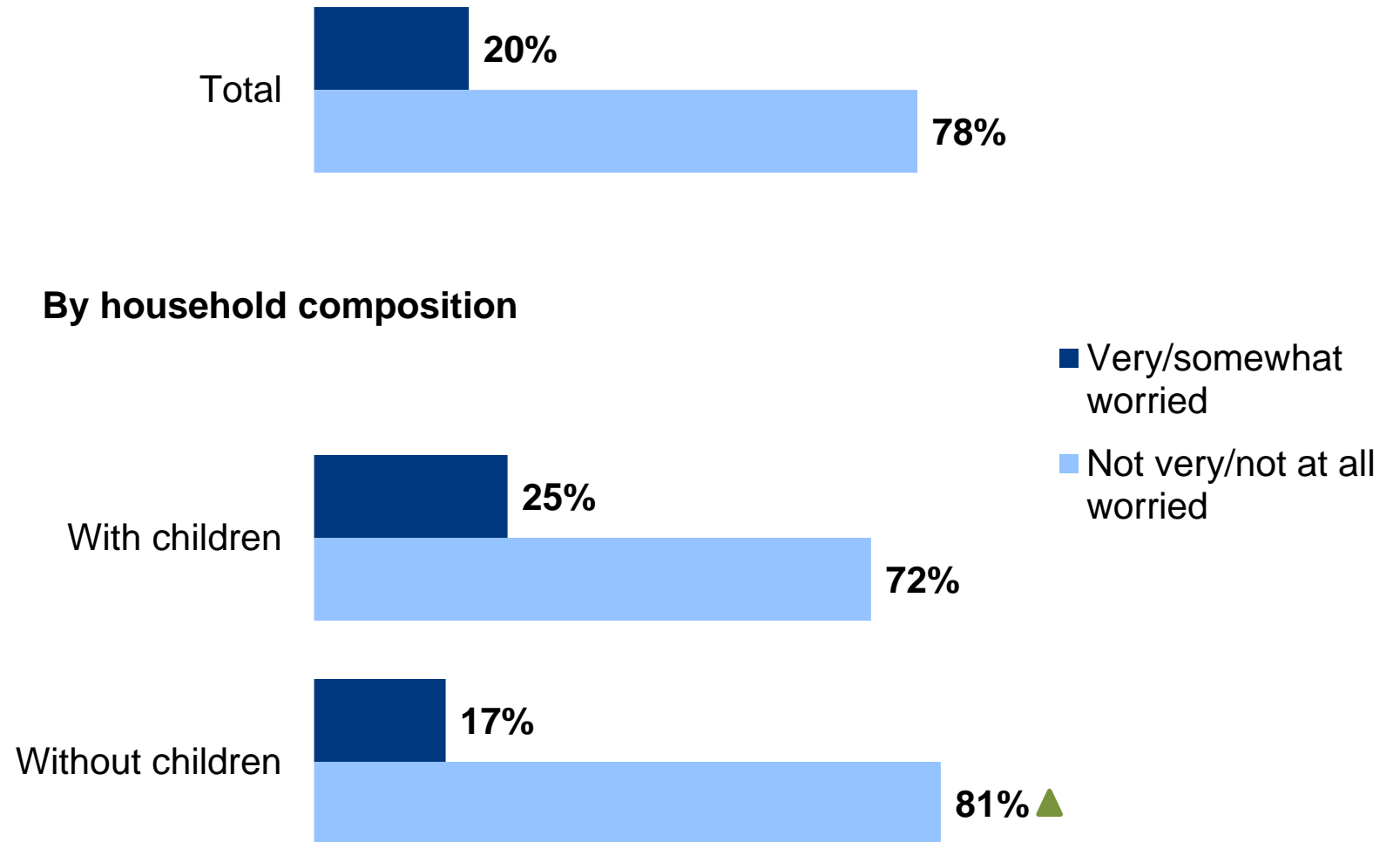


Ipsos MORI



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?

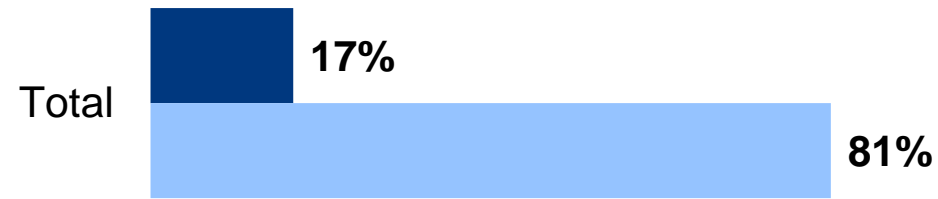


May not add to 100% as the "Don't know and Prefer not to answer" options are not charted

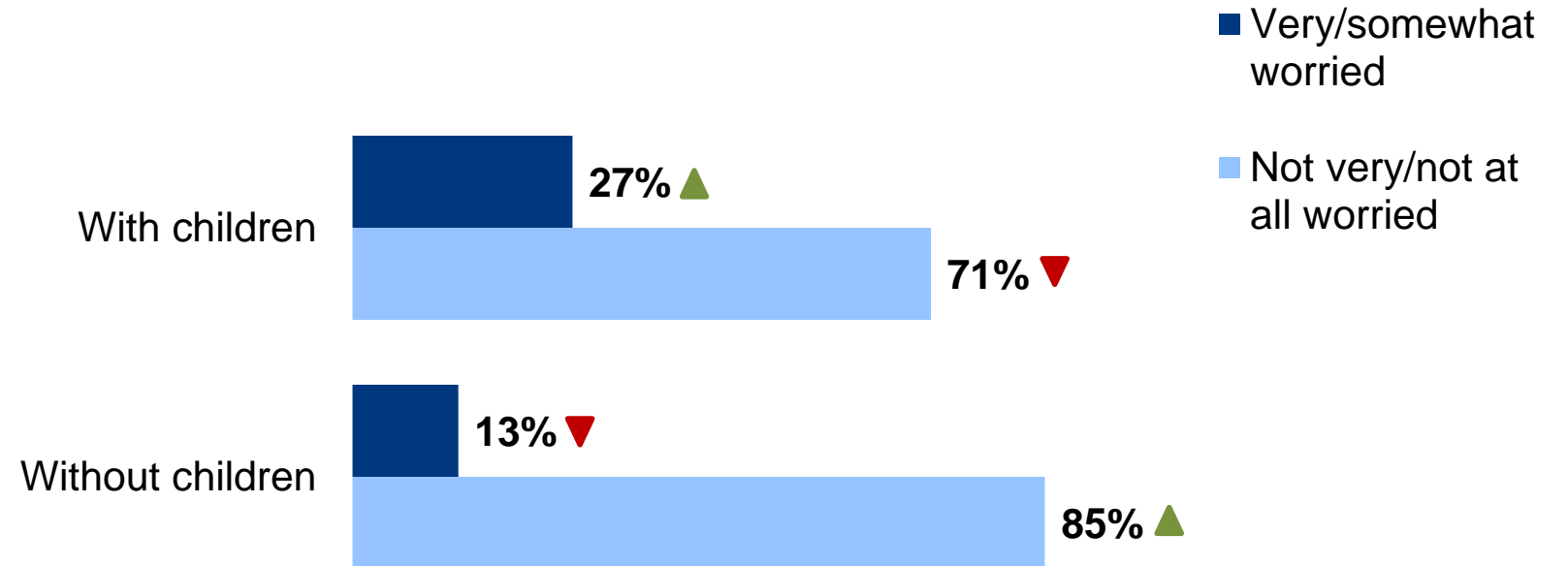
Base: 511 Online Scottish adults 16-75, With children (149), Without children (362), 14-17 August 2020

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?



By household composition



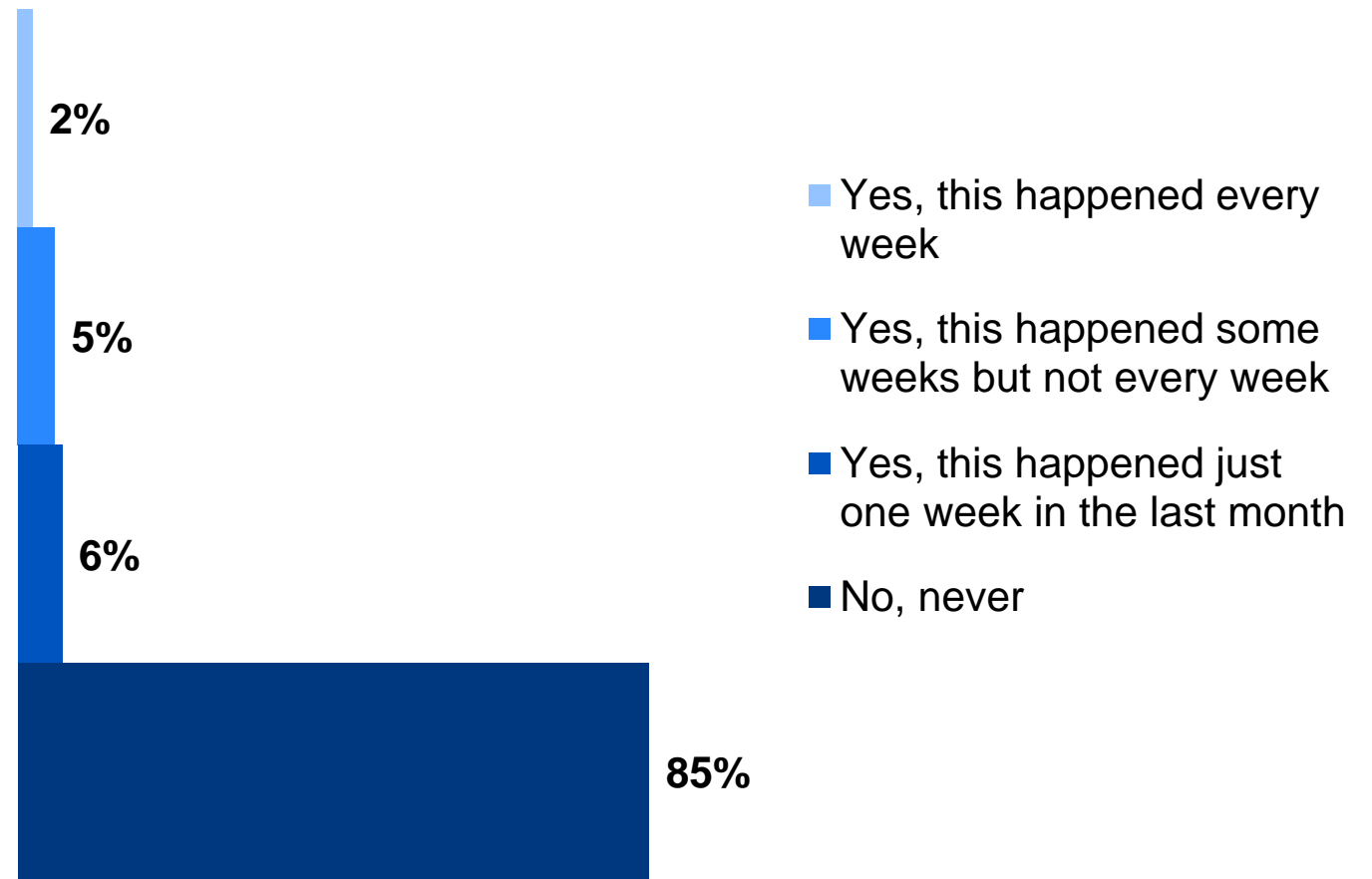
May not add to 100% as the "Don't know and Prefer not to answer" options are not charted

Base: 511 Online Scottish adults 16-75, With children (149), Without children (362), 14-17 August 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

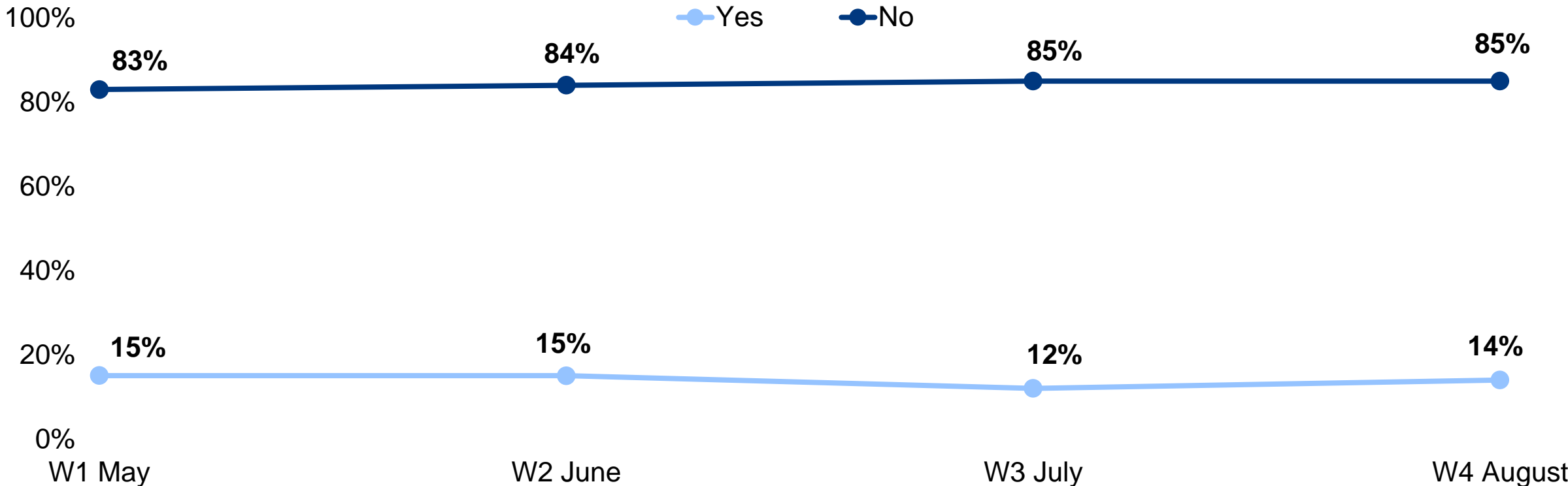


May not add to 100% as the "Don't know/can't remember and Prefer not to answer" options are not charted

Base: 511 Online Scottish adults 18-75, 14-17 August 2020

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

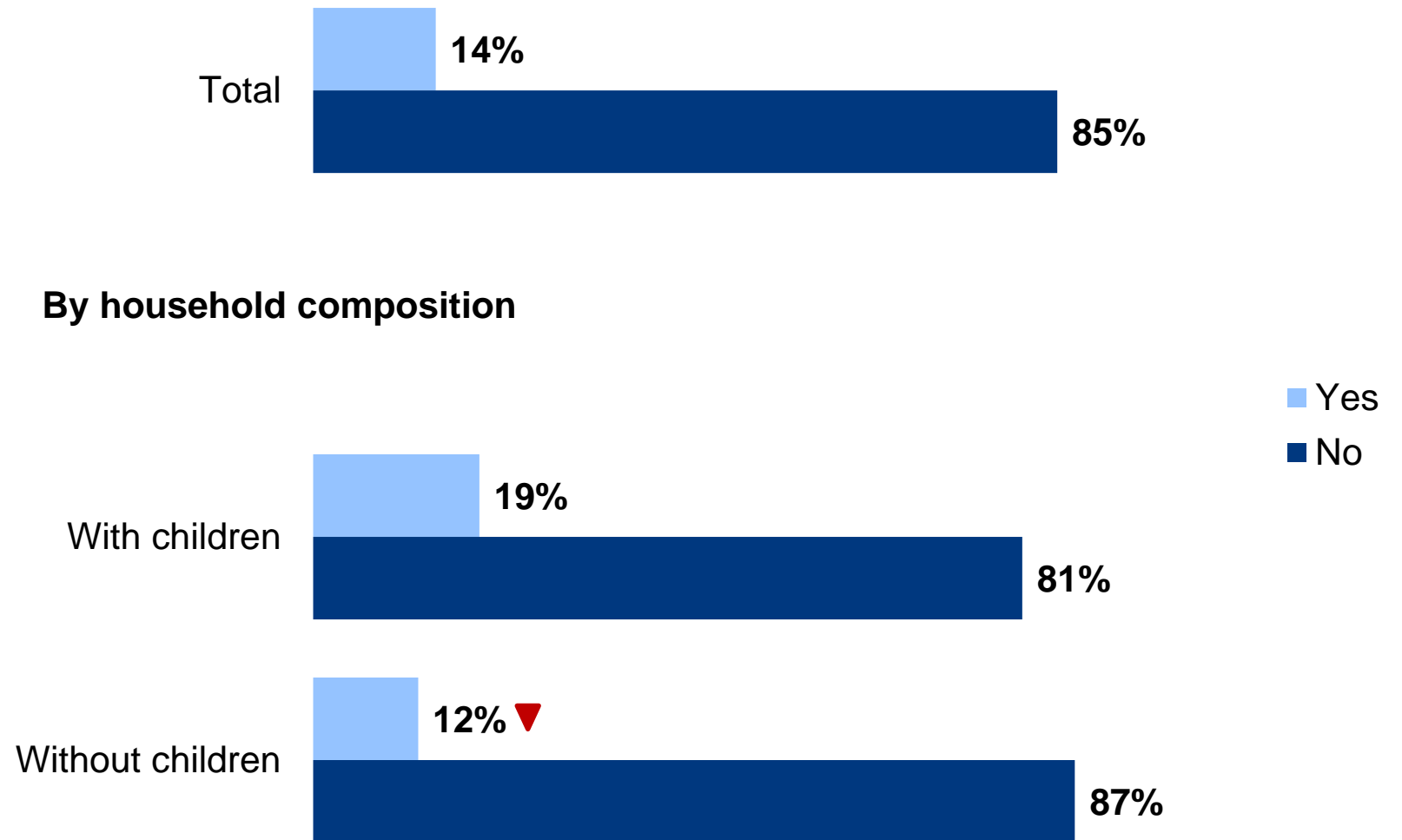


Base: Online Scottish adults 18-75, 8-12 May 2020 (508); 12-15 June (503); 10-14 July (495); 14-17 August (511)



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

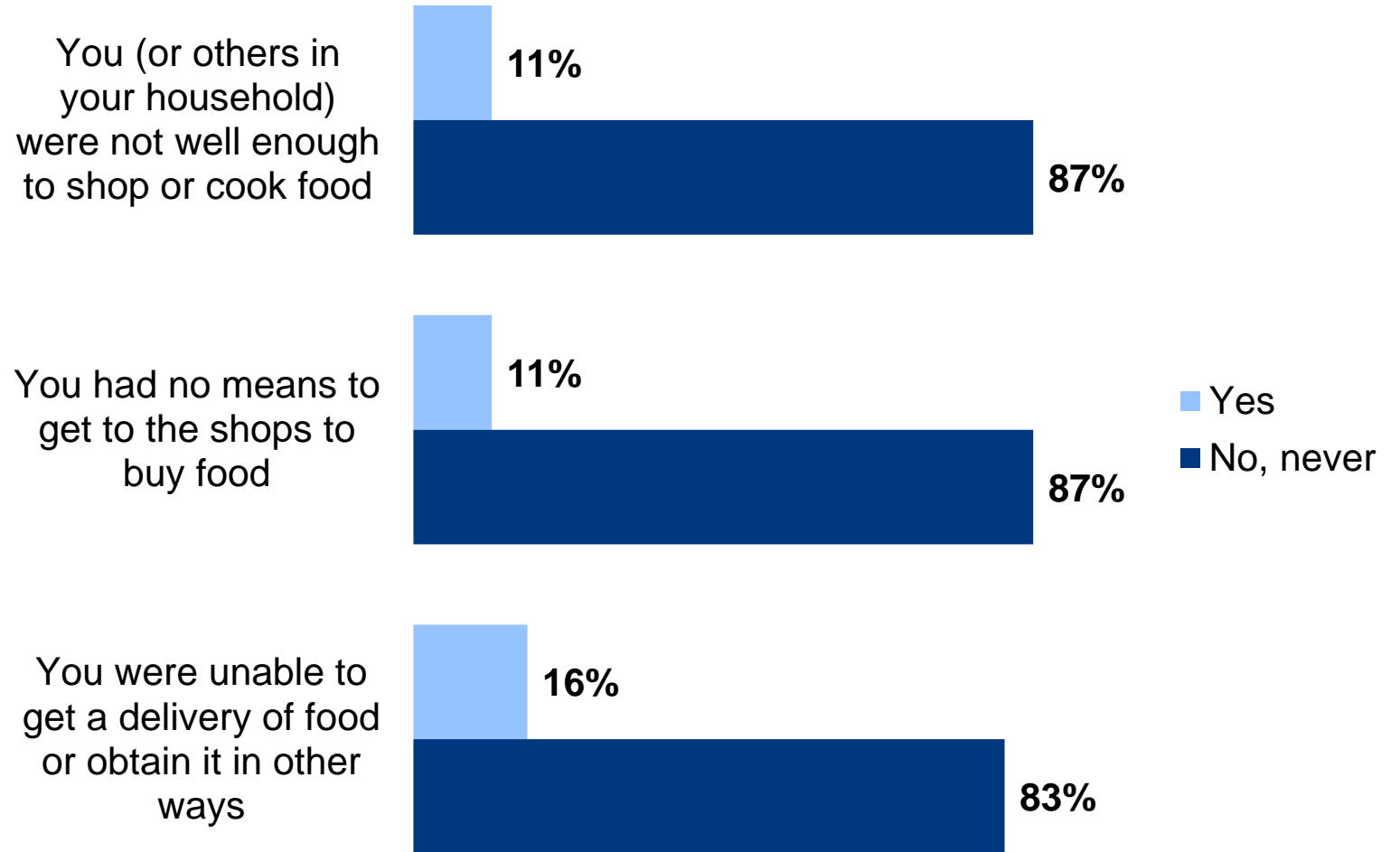


Base: 511 Online Scottish adults 16-75, With children (149), Without children (362), 10-14 July 2020

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?

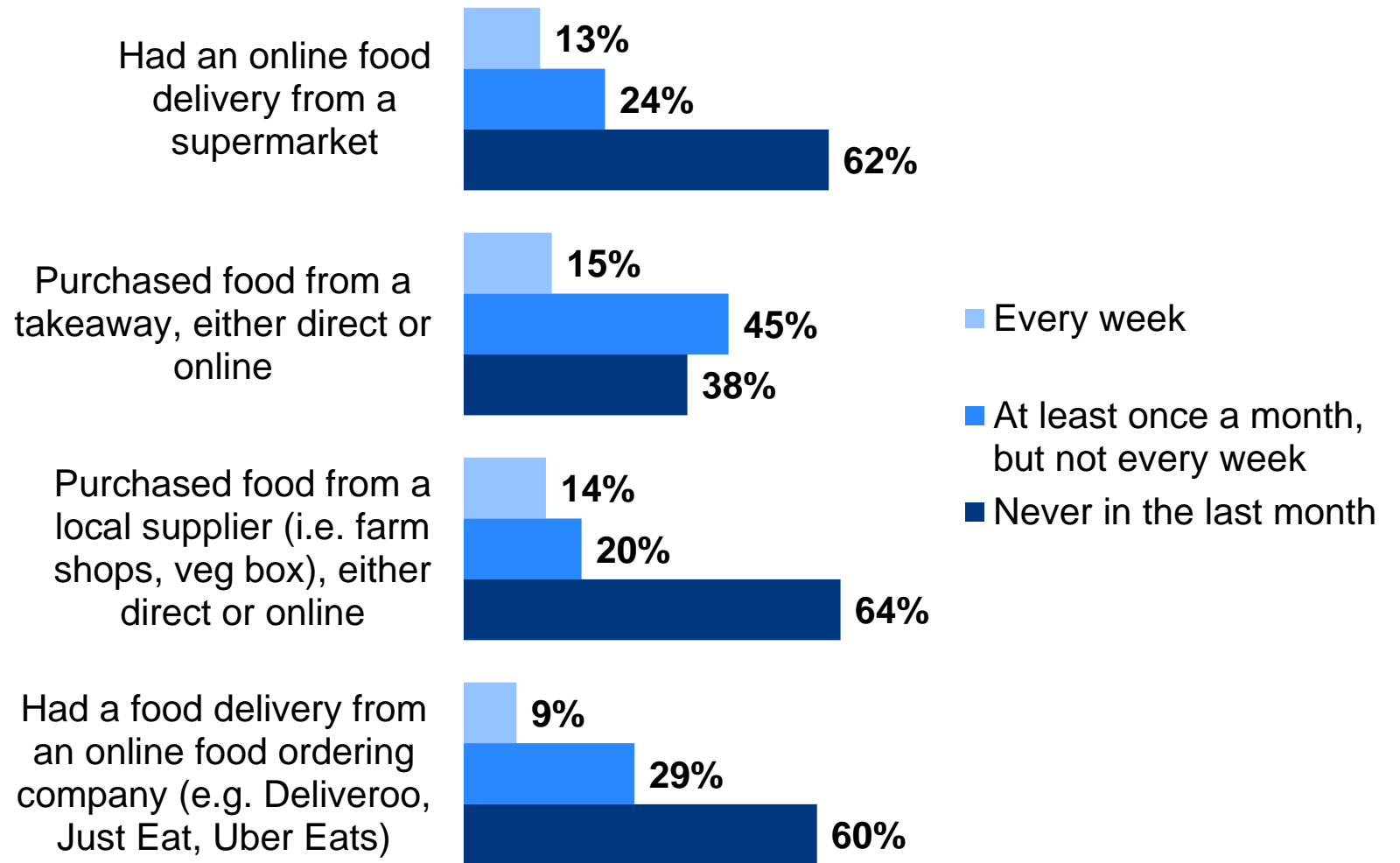


May not add to 100% as the "Don't know/can't remember and Prefer not to answer" options are not charted

Base: 511 Online Scottish adults 18-75, 14-17 August 2020

Food purchasing behaviour

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

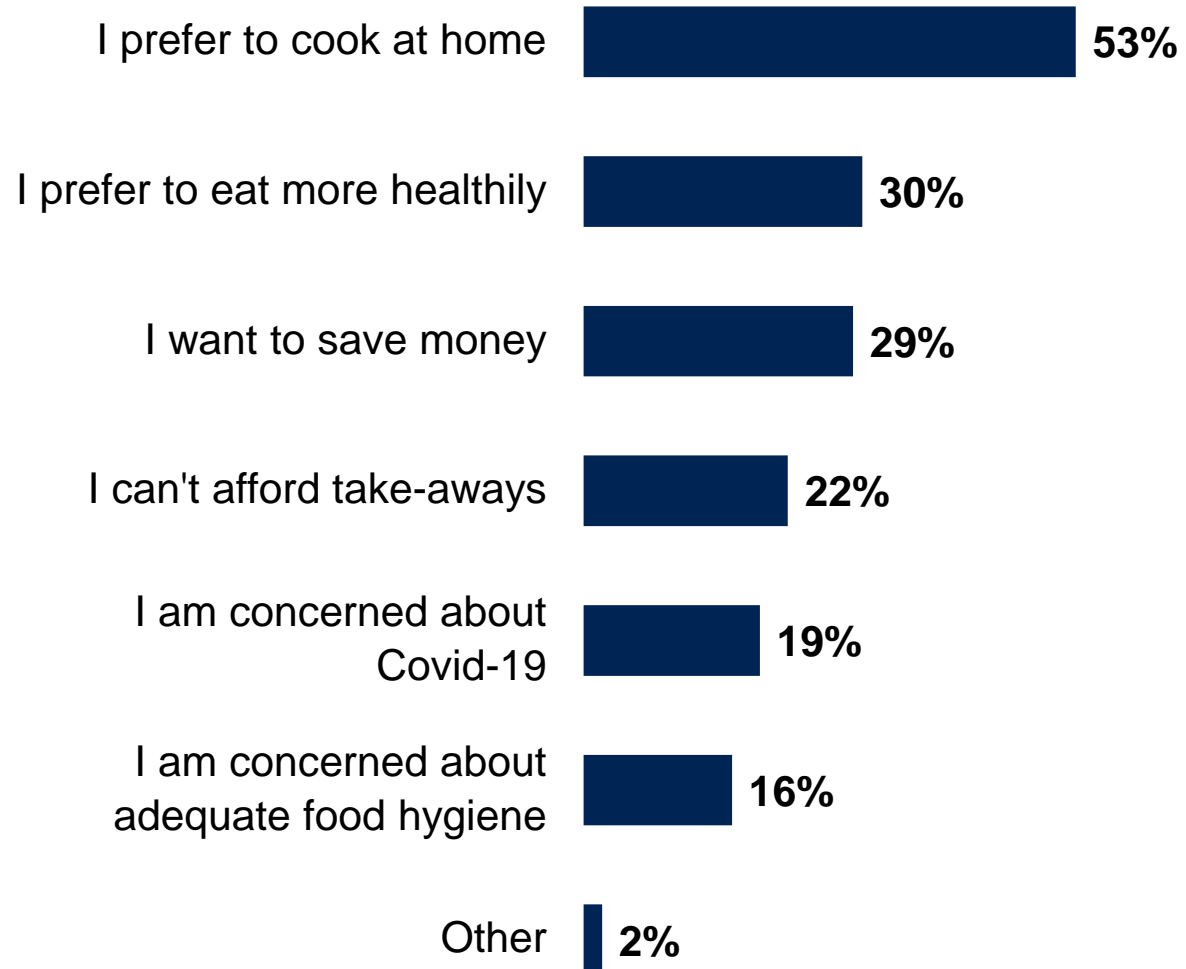


At least once a month but not every week combines – some weeks but not every week, and just one week in the last month

Base: 511 Online Scottish adults 18-75, 14-17 August 2020

Reasons for buying fewer take-aways

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

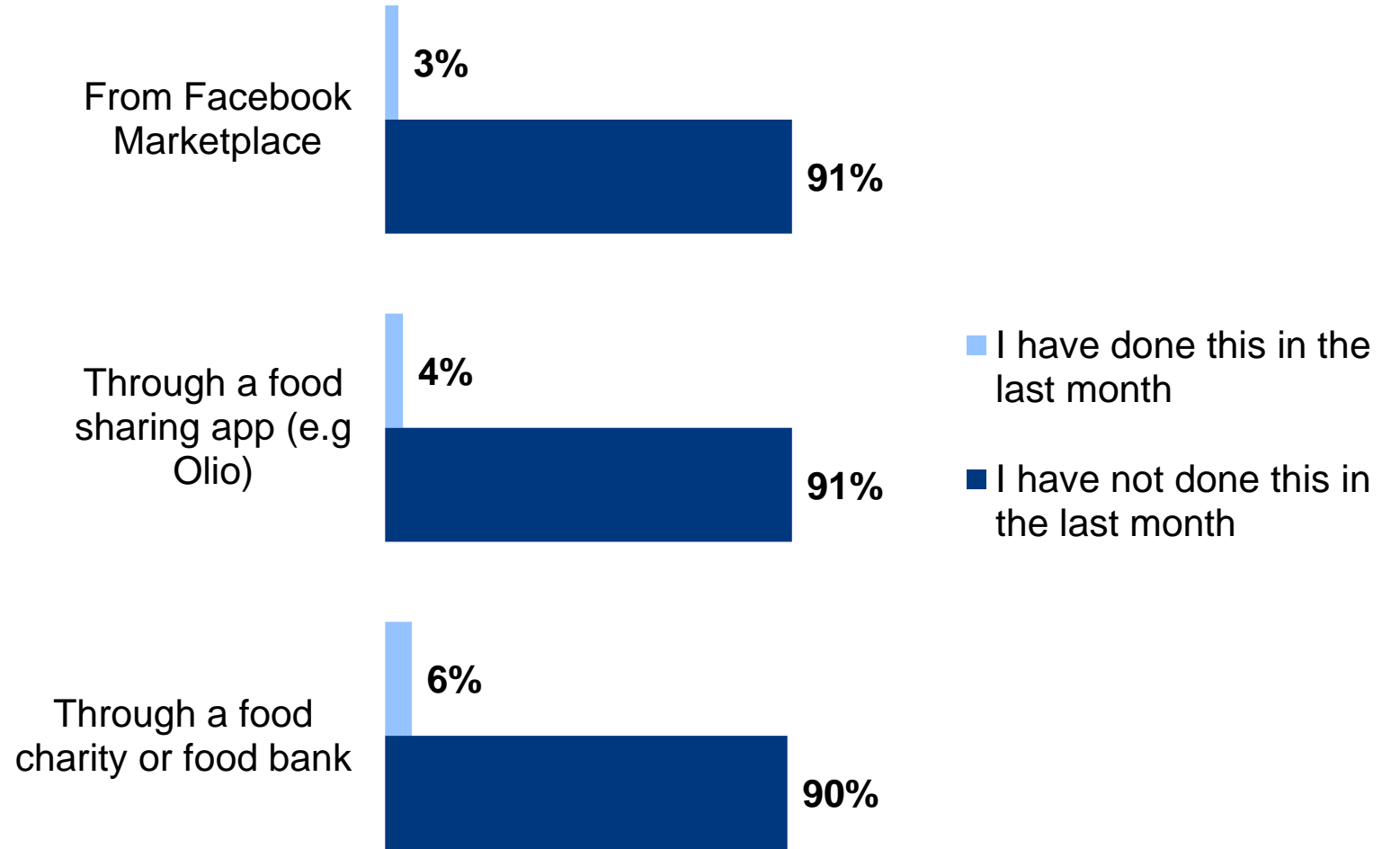


Multiple-response question, will not sum to 100%

Base: 163 Online Scottish adults 16-75 who are buying from takeaways less often, 14-17 August 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?

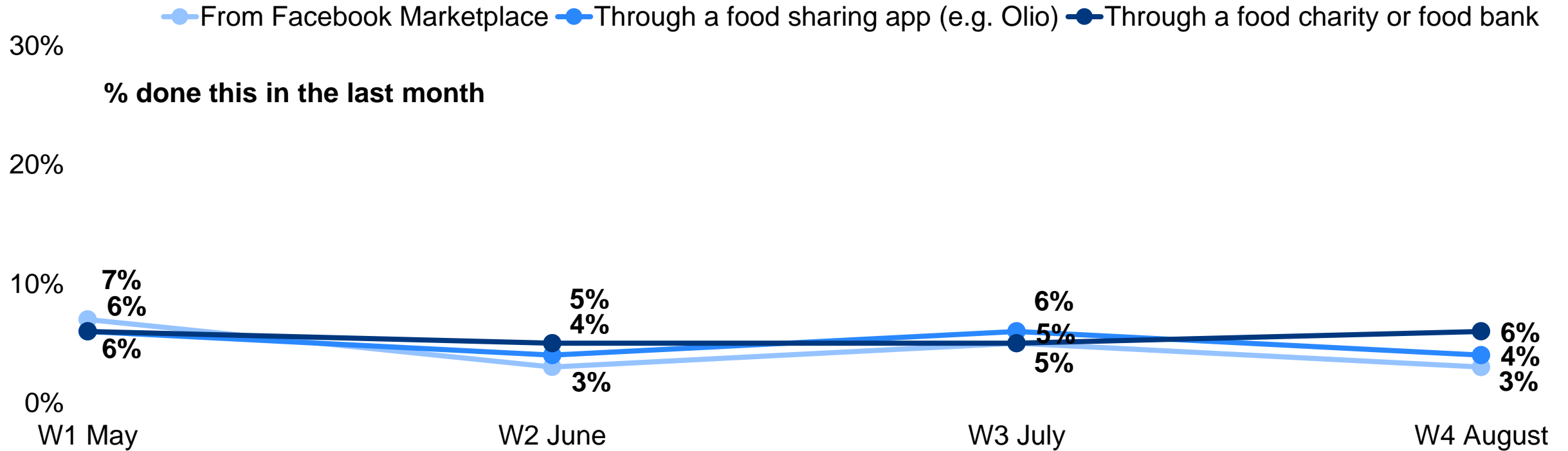


May not add to 100% as the "Don't know/can't remember and Prefer not to answer" options are not charted

Base: 511 Online Scottish adults 18-75, 14-17 August 2020

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?

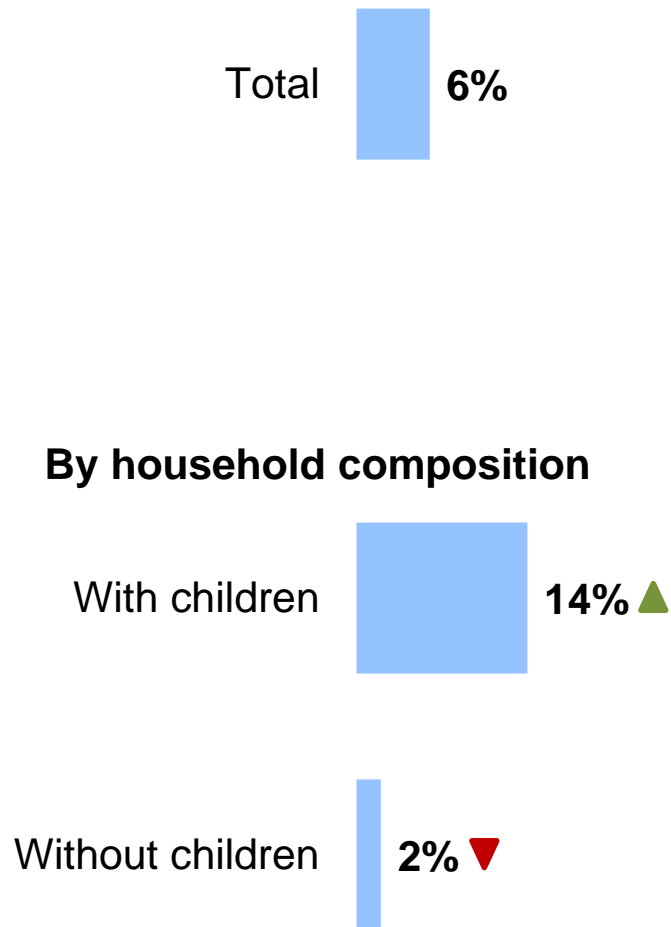


Base: 511 Online Scottish adults 18-75, 14-17 August 2020

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 through a food charity or food bank?

% done this in last month



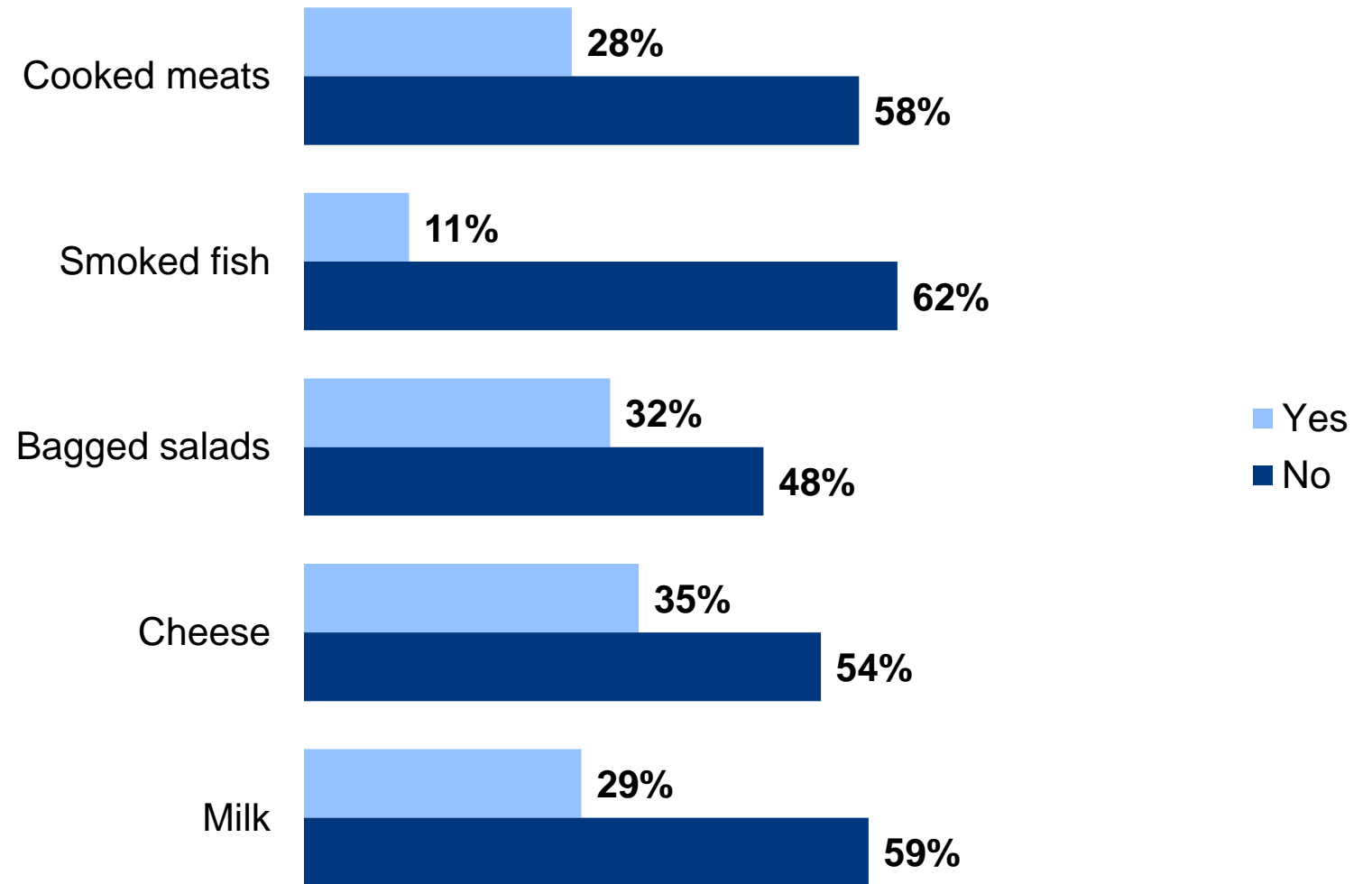
Base: 511 Online Scottish adults 16-75, With children (149), Without children (362), 14-17 August 2020

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?

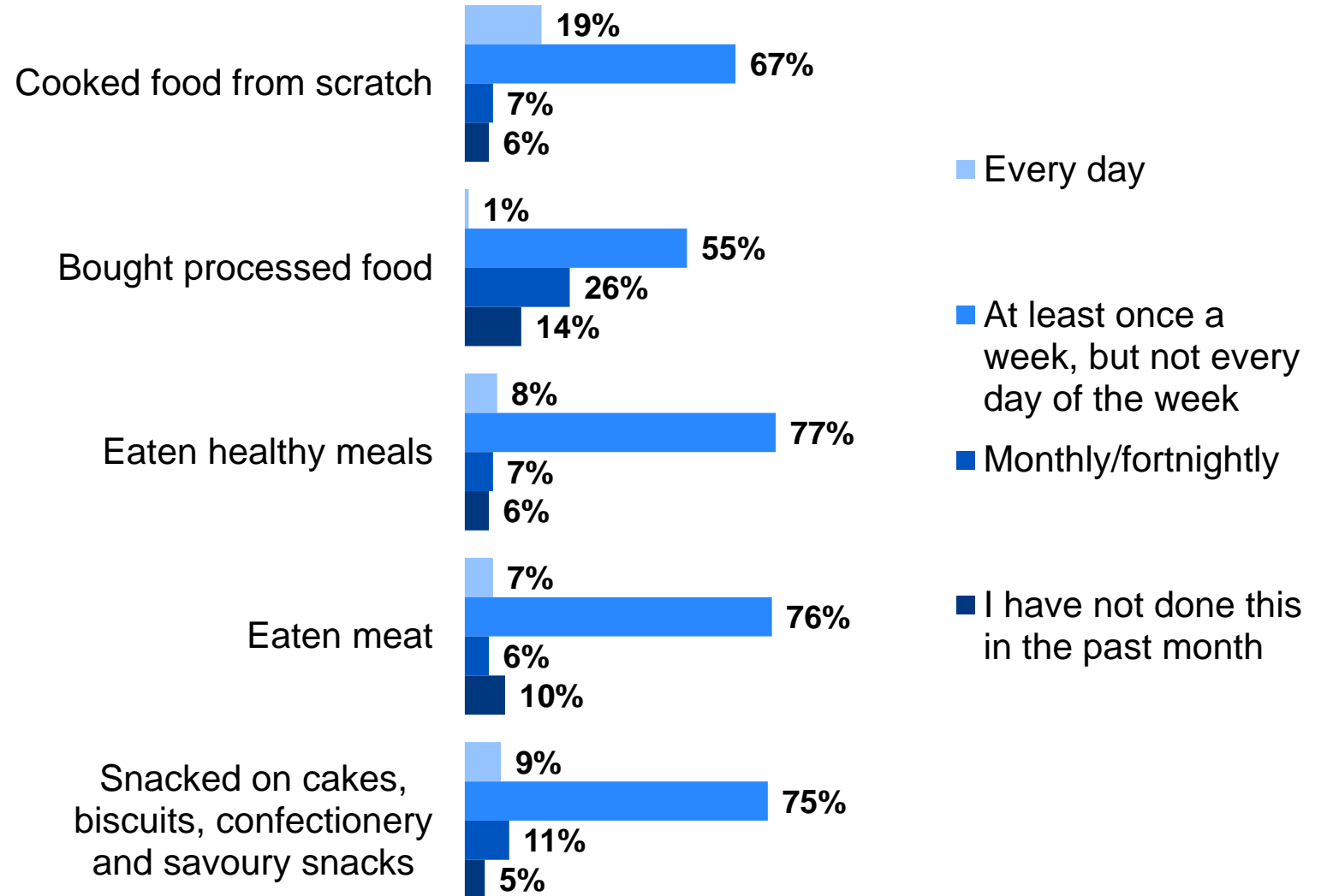


May not add to 100% as the "Prefer not to answer" and 'have not eaten this type of food in the past month' options are not charted

Base: 511 Online Scottish adults 16-75, 14-17 August 2020

Food behaviours – nutrition

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

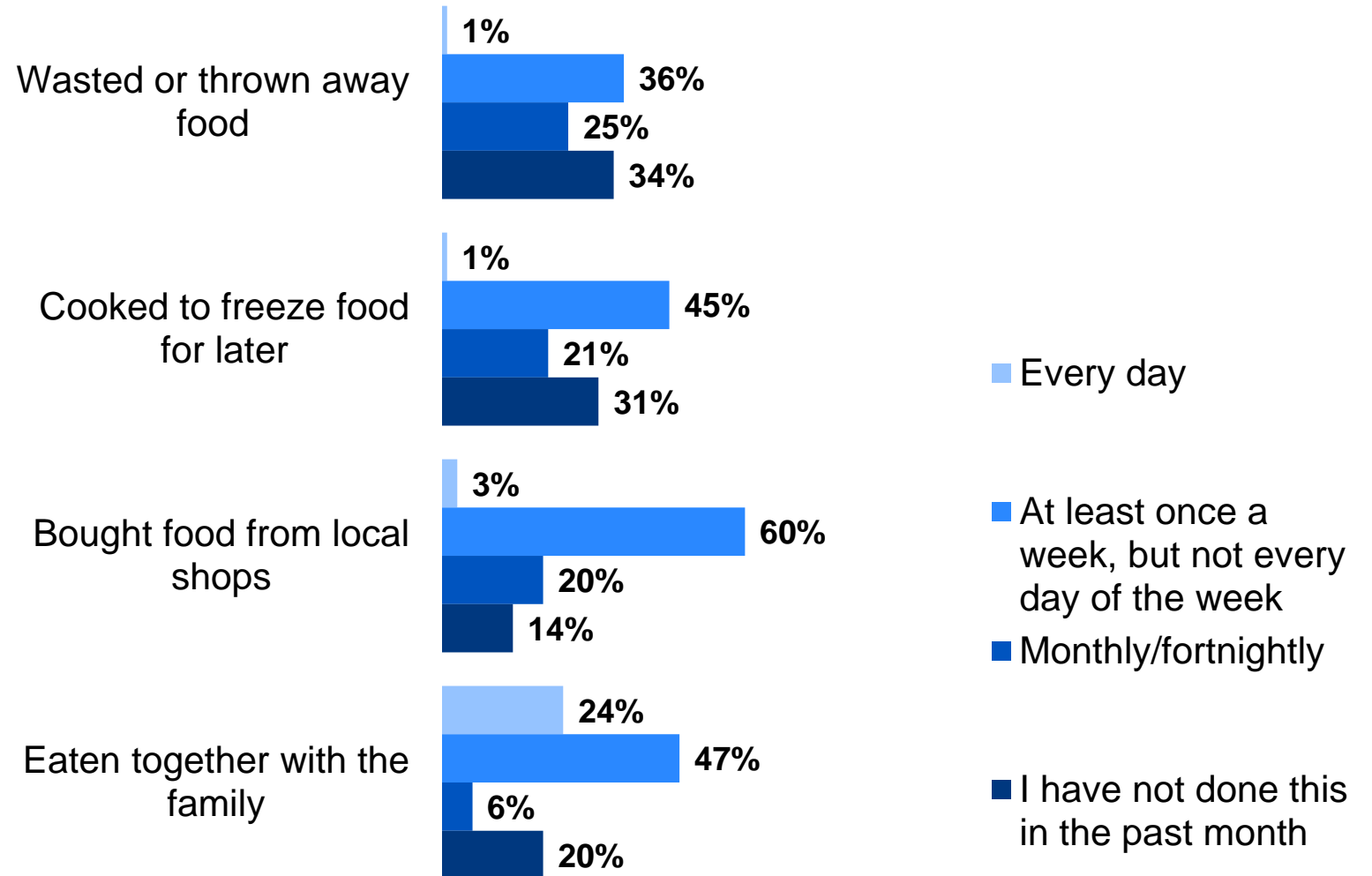


May not add to 100% as the "Prefer not to answer" and 'don't know' options are not charted. At least once a week combines – most days, 2-3 times a week, at least once a week

Base: 511 Online Scottish adults 18-75, 14-17 August 2020

Food behaviours – other

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

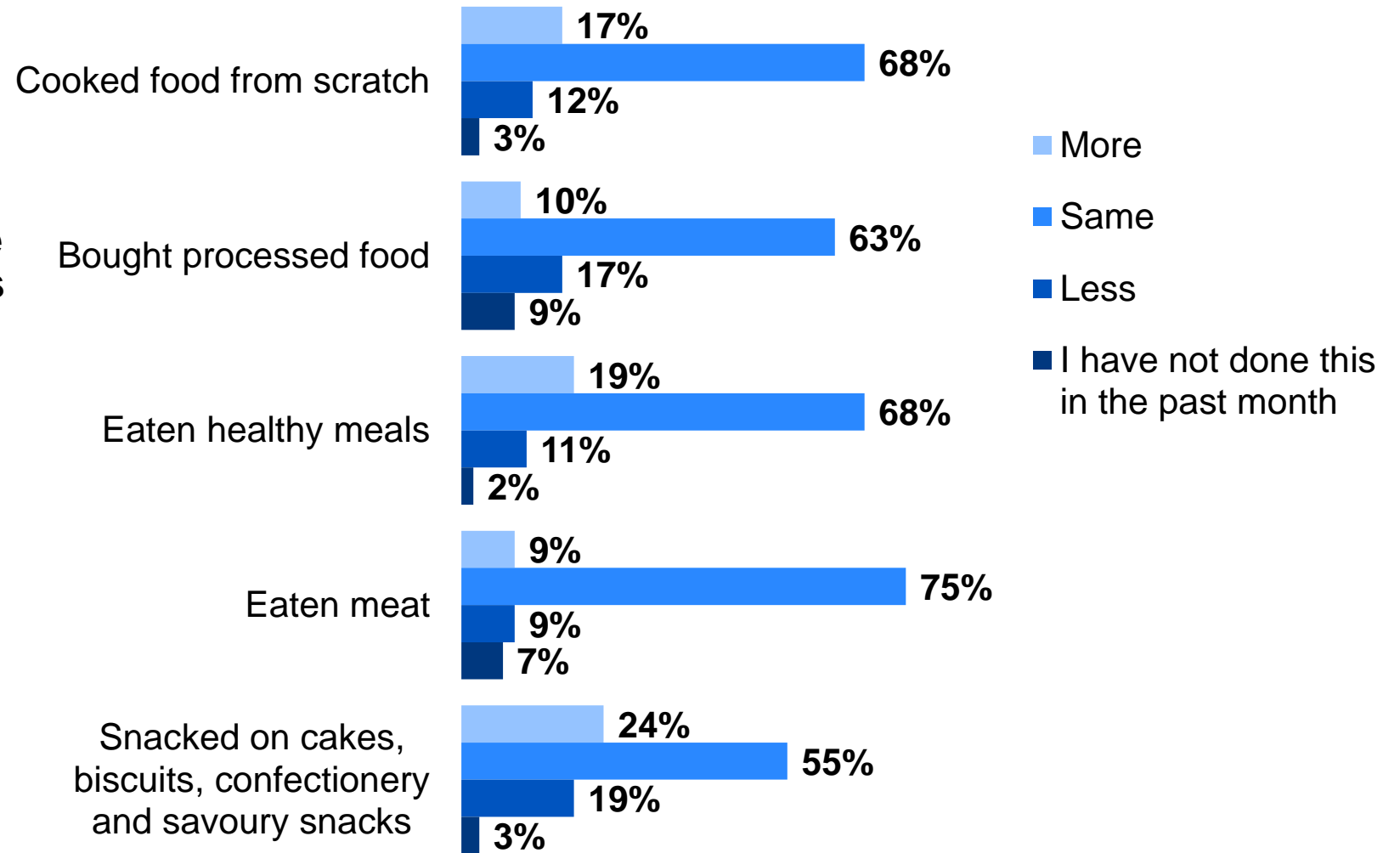


May not add to 100% as the "Prefer not to answer" and 'don't know' options are not charted. At least once a week combines – most days, 2-3 times a week, at least once a week

Base: 511 Online Scottish adults 18-75, 14-17 August 2020

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?

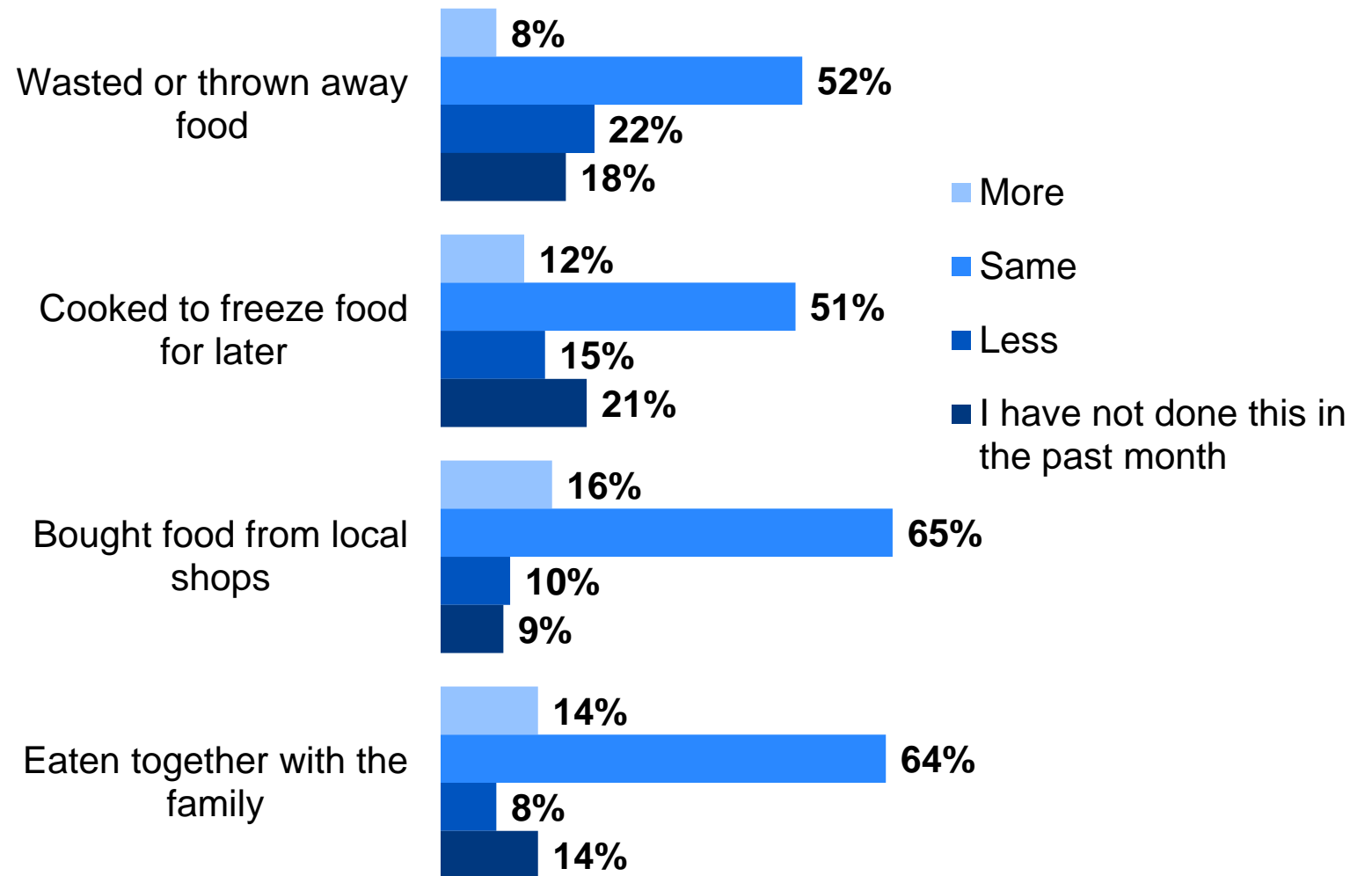


May not add to 100% as the "Prefer not to answer" and 'don't know' options are not charted. Questionnaire wording changed this wave, from 'In the last month have you done any of the following more or less often?'

Base: 511 Online Scottish adults 18-75, 14-17 August 2020

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?

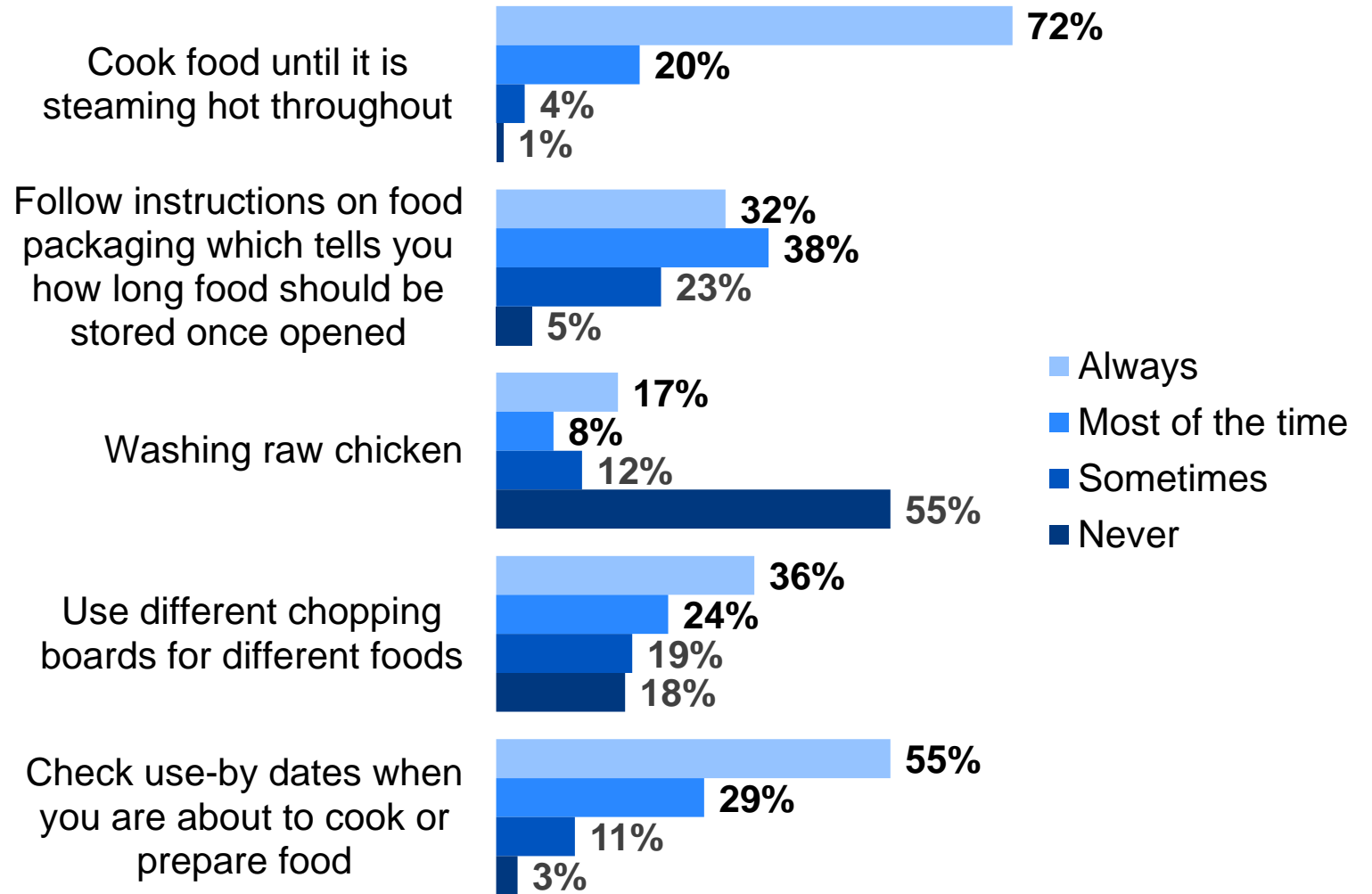


May not add to 100% as the "Prefer not to answer" and 'don't know' options are not charted. Questionnaire wording changed this wave, from 'In the last month have you done any of the following more or less often?'

Base: 511 Online Scottish adults 18-75, 14-17 August 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: 511 Online Scottish adults 18-75, 14-17 August 2020

Ipsos MORI

Covid-19 Consumer Tracker August 2020

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

