

Covid-19 Consumer Tracker

Wave 5: September 2020

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Food
Standards
Scotland

Ipsos MORI



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 **fifth wave** of a monthly tracker which started in May 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: **18-21 September 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.

NB. All Scottish results have been cross-referenced against the Rest of the UK and are in line with UK results.



Key findings from Wave 5



Worries about affordability have stabilised

- Worries about **being able to afford food** have stabilised at 18% after a slight rise last month, and are still below the peak of concern during first wave of the pandemic (25%)
- Use of **foodbanks/food charities** has remained fairly static since the start of lockdown at 5-6%. The % of households with children using foodbanks has fallen from 14% in Aug to 10% in Sept but is still significantly higher than the total.
- 14% of households have **skipped meals** because of affordability, this figure has remained stable since May.



Slightly more concerns about food availability

- Concerns about **food availability** are rising slightly (but not significantly) to levels similar to the early stages of lockdown at 18% in Sept, compared to 19% in May.

Key findings from Wave 5



Nutrition behaviours

- In May, there was a clear spike in people **cooking from scratch** more (40%), but this has now become more of the norm with only 16% saying they do this more often, and the majority (71%) saying they've done this at the same level as the previous month.
 - In terms of how often they're cooking from scratch, 17% of people are doing this every day with 67% of people doing this at least once/week (but not every day of the week)
- It's a similar trend with **eating healthy meals** with an initial spike in May of people doing that more often (29%), which is now at 14%, with 73% of people saying they've done this at the same level as the previous month.
 - In terms of how often they're eating healthy meals, 10% of people are doing this every day, with 73% doing this at least once/week (down slightly from 77% in August)

Key findings from Wave 5



Nutrition behaviours (contd.)

- In May, there was a clear spike in people **snacking on cakes/biscuits/confectionery/savoury snacks** more often than pre-lockdown (44%), but this has now levelled out with only 20% saying they do this more than the previous month, and 59% saying they've done this at the same level as the previous month.
 - In terms of how often they're snacking, 8% of people are snacking every day of the week, and 72% of people doing this at least once/week (but not every day).
 - There is a slight trend starting to show in terms of moving this behaviour to monthly/fortnightly or cutting out altogether.
 - Figures are very similar across all social grades.

Key findings from Wave 5



Food safety behaviours remain stable

- Similar pattern across Waves 1-5 on key **food safety** behaviours, with no consistent changes. Key risks are:
 - 15% of people still only sometimes check use-by dates when they're about to cook or prepare food
 - Washing raw chicken – 18% of people always do this, with 10% doing this most of the time.



Purchasing behaviour

- 34% of people have had an **online delivery** from a supermarket in the last month
- 14% of people are buying food from a **takeaway** every week. The main reasons for not buying a takeaway in the last month are: preferring to cook at home (50%), prefer to eat more healthily (39%) and not being able to afford/trying to save money (24%/25%)

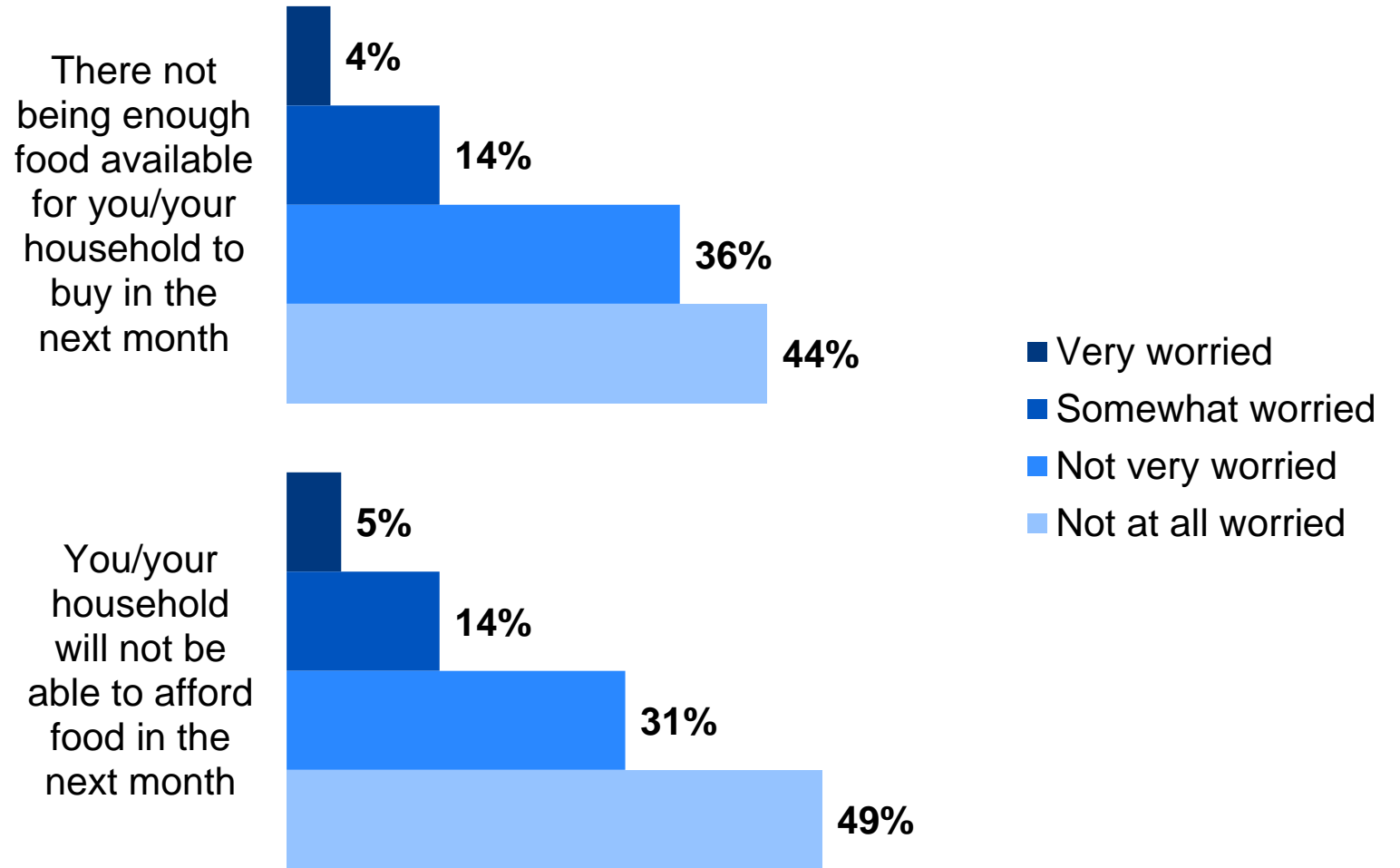


Eating behaviours

- 24% of people **eat together with the family** every day, with 47% doing this at least once/week, unchanged since August. 64% of people said this was the same as the previous month.

Levels of concern about food availability and affordability

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

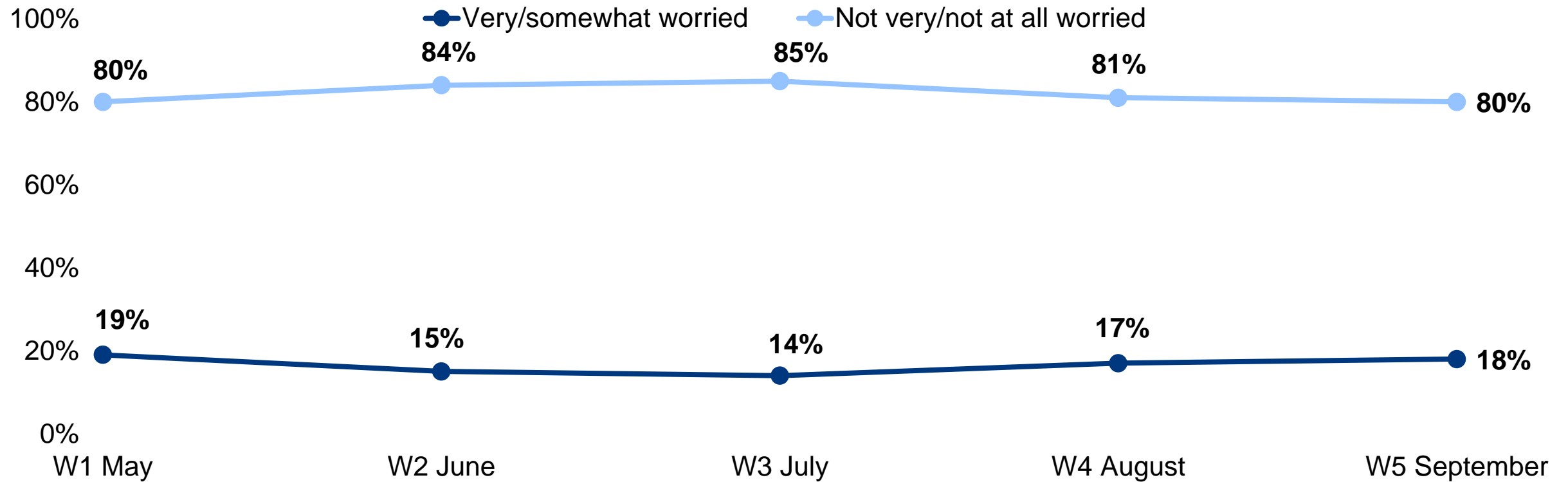


May not add to 100% as the "Don't know and Prefer not to answer" options are not charted

Base: 511 Online Scottish adults 16-75, 18-21 September 2020

Levels of concern about food availability over time

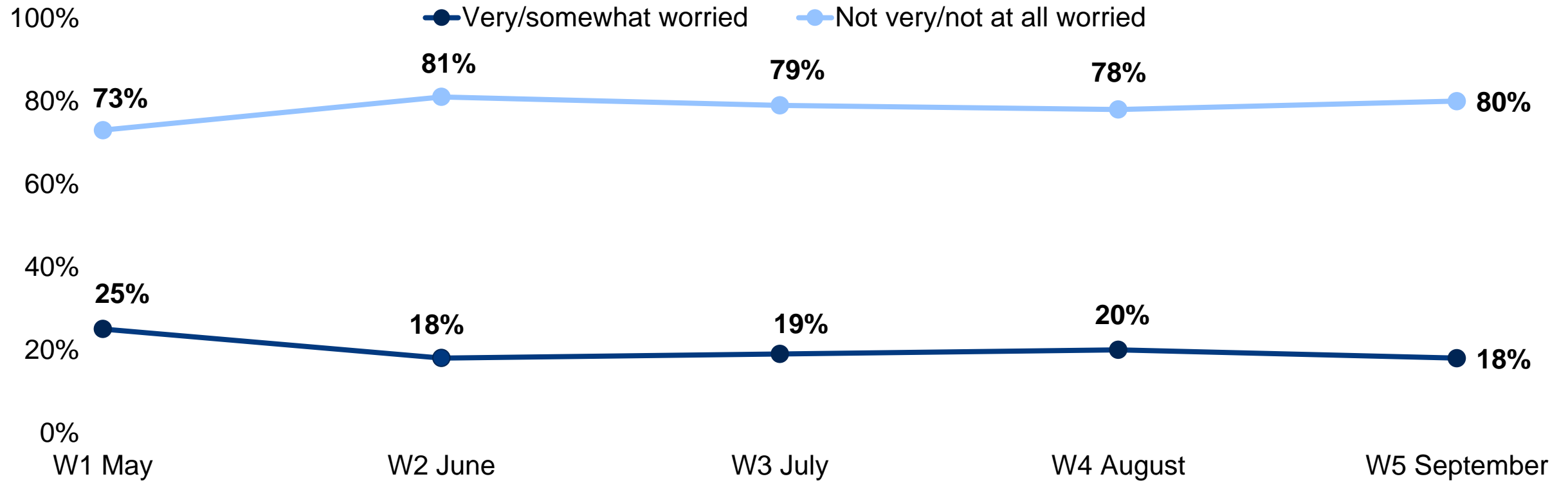
To what extent, if at all, are you worried about there not being enough food available for you/your household to buy in the next month?



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

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); 18-21 September (511)

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

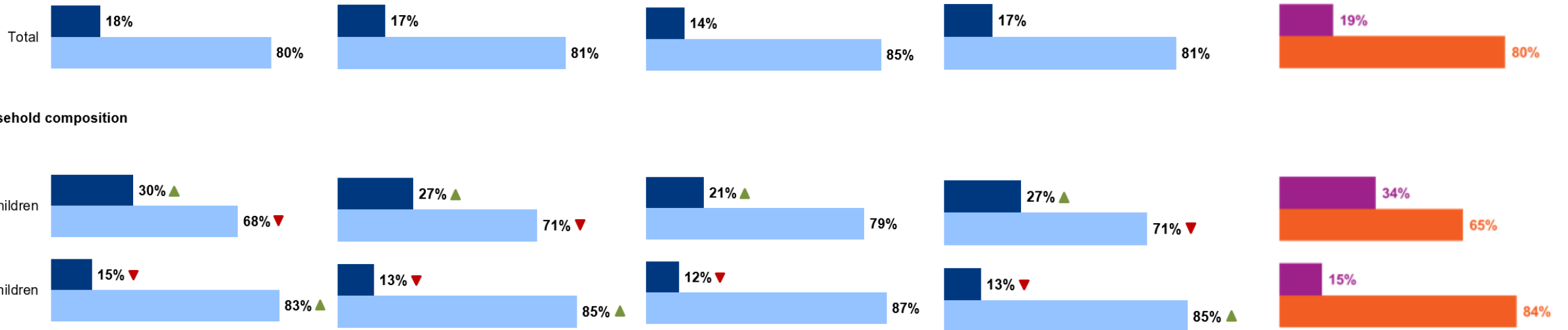
Wave 5 (Sept)

Wave 4 (Aug)

Wave 3 (Jul)

Wave 2 (Jun)

Wave 1 (May)



■ Very/somewhat worried
 ■ Not very/not at all worried

Very/somewhat worried

Not very/not at all worried

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 (120), Without children (391), 18-21 September 2020

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



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Concern about food affordability by h/hold composition

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

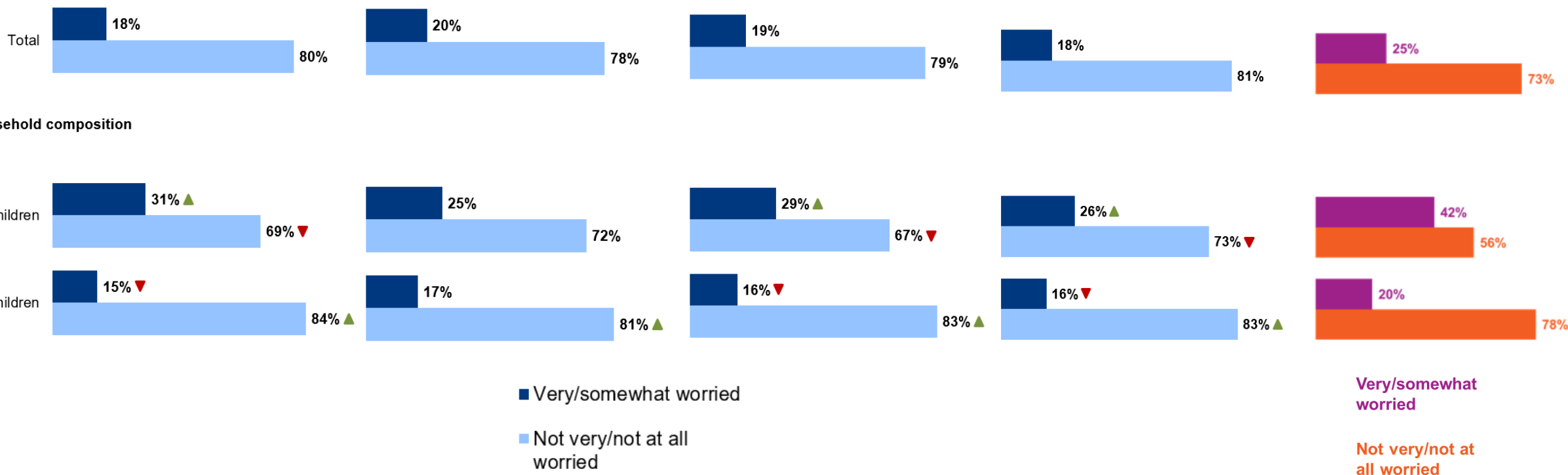
Wave 5 (Sept)

Wave 4 (Aug)

Wave 3 (Jul)

Wave 2 (Jun)

Wave 1 (May)



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 (120), Without children (391), 18-21 September 2020

= significantly lower than the total



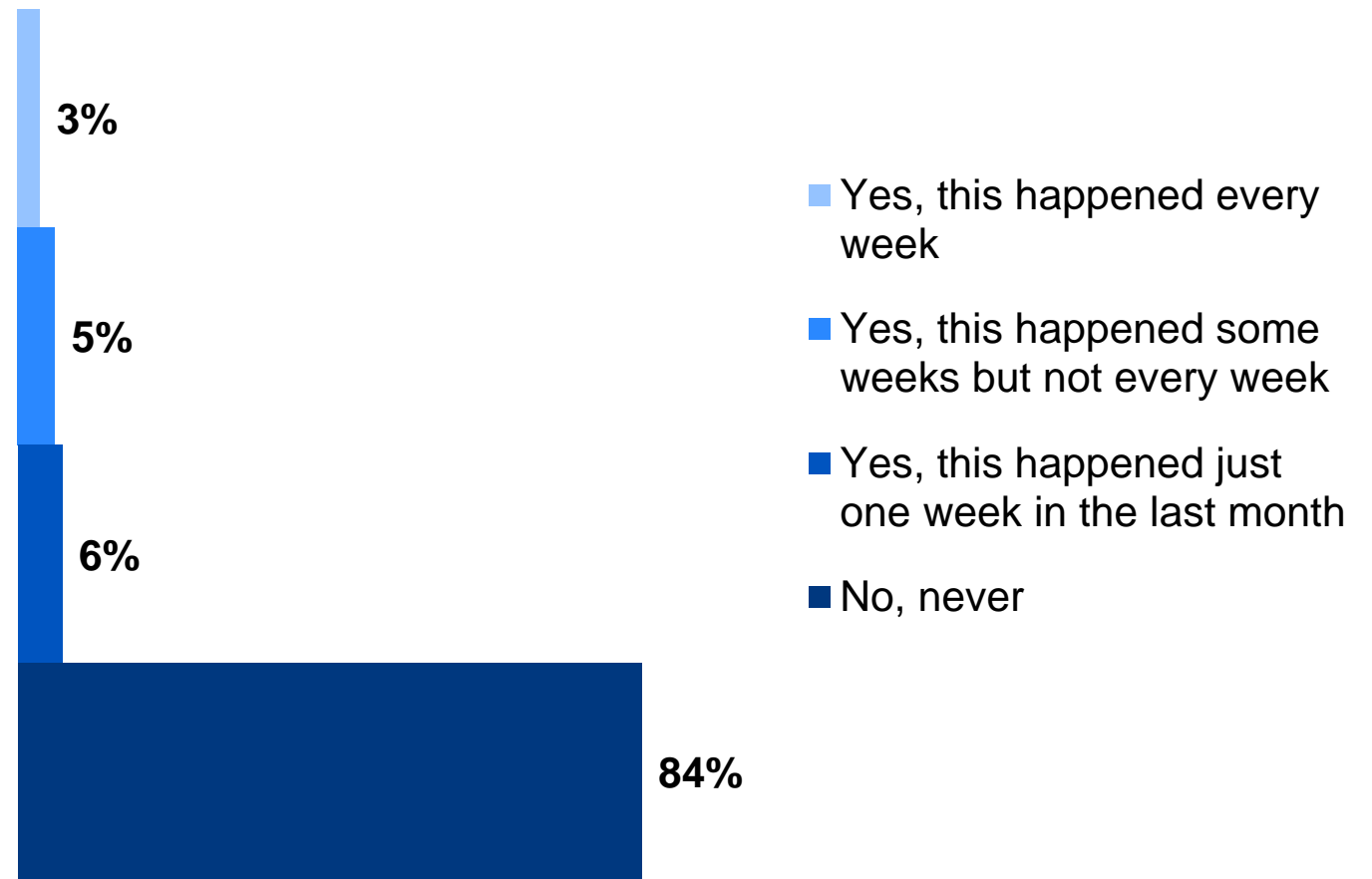
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Impacts on food consumption

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

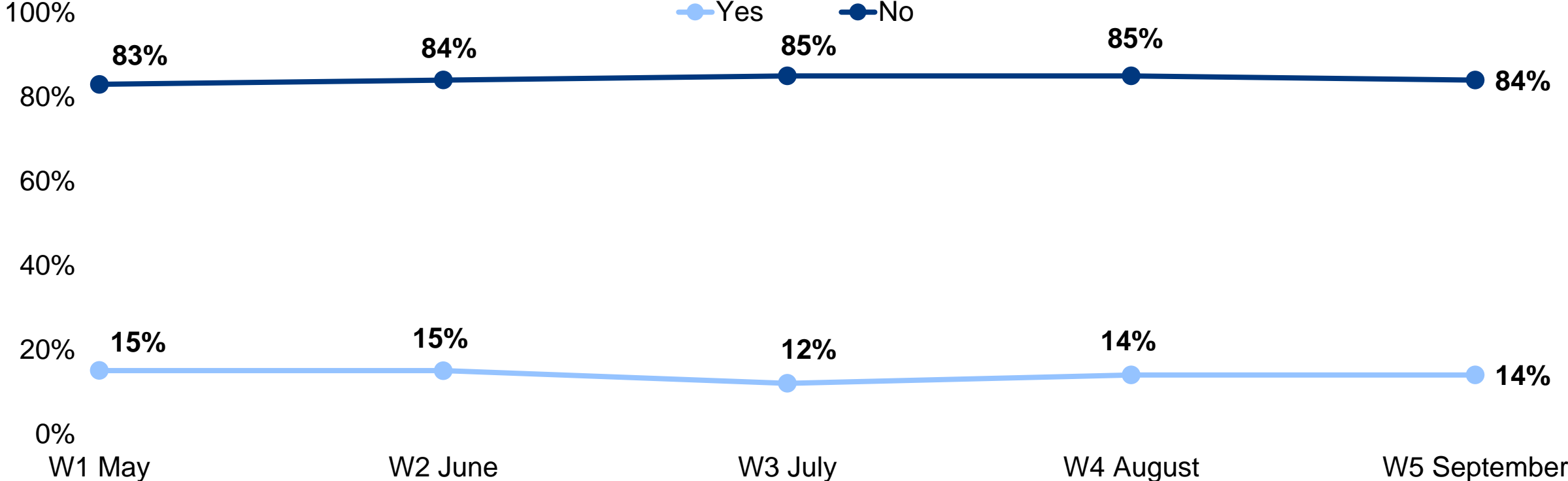


May not add to 100% as the "Don't know/can't remember and Prefer not to answer" options are not charted

Base: 511 Online Scottish adults 16-75, 18-21 September 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

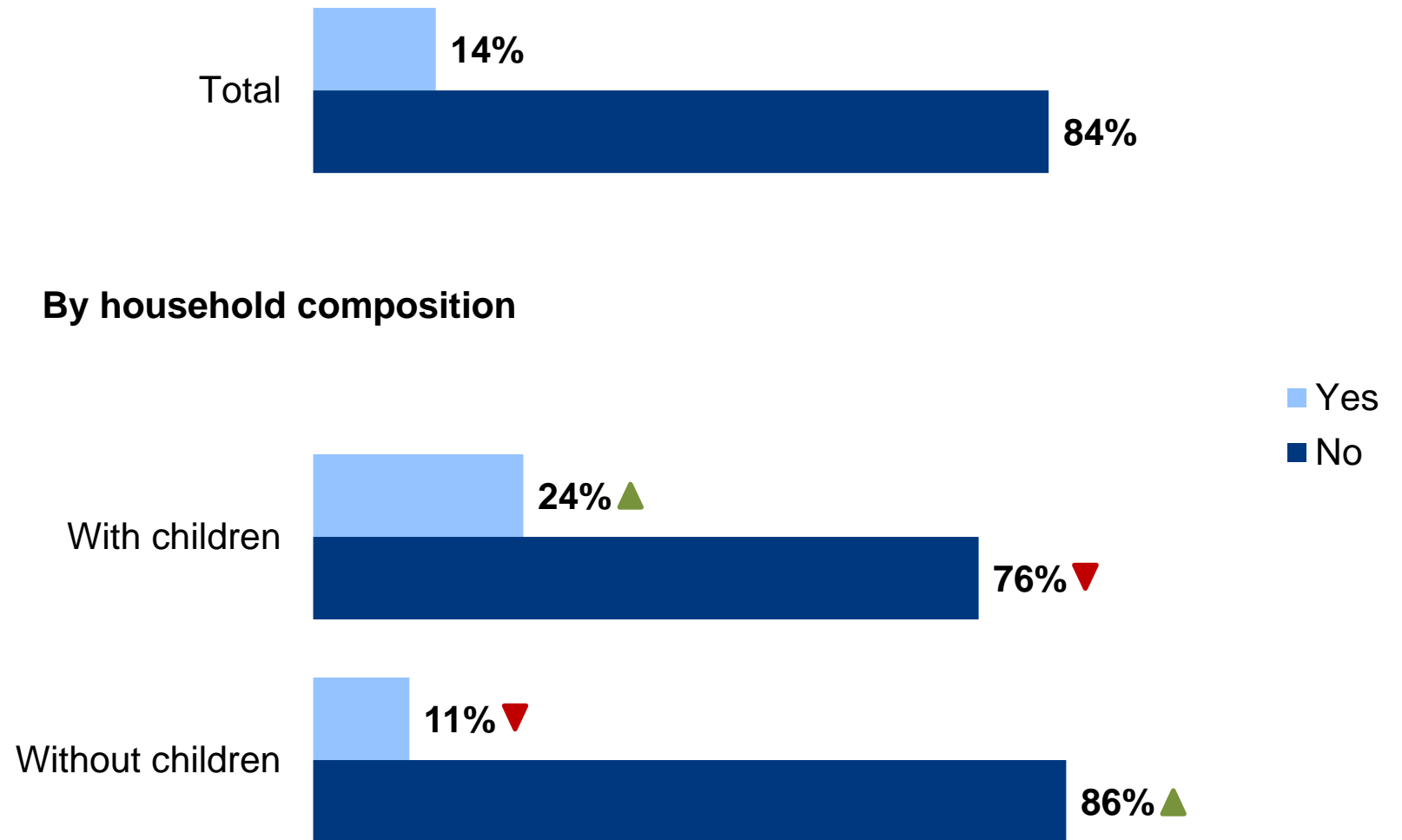


Base: Online Scottish adults 16-75, 8-12 May 2020 (508); 12-15 June (503); 10-14 July (495); 14-17 August (511); 18-21 September (511)



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



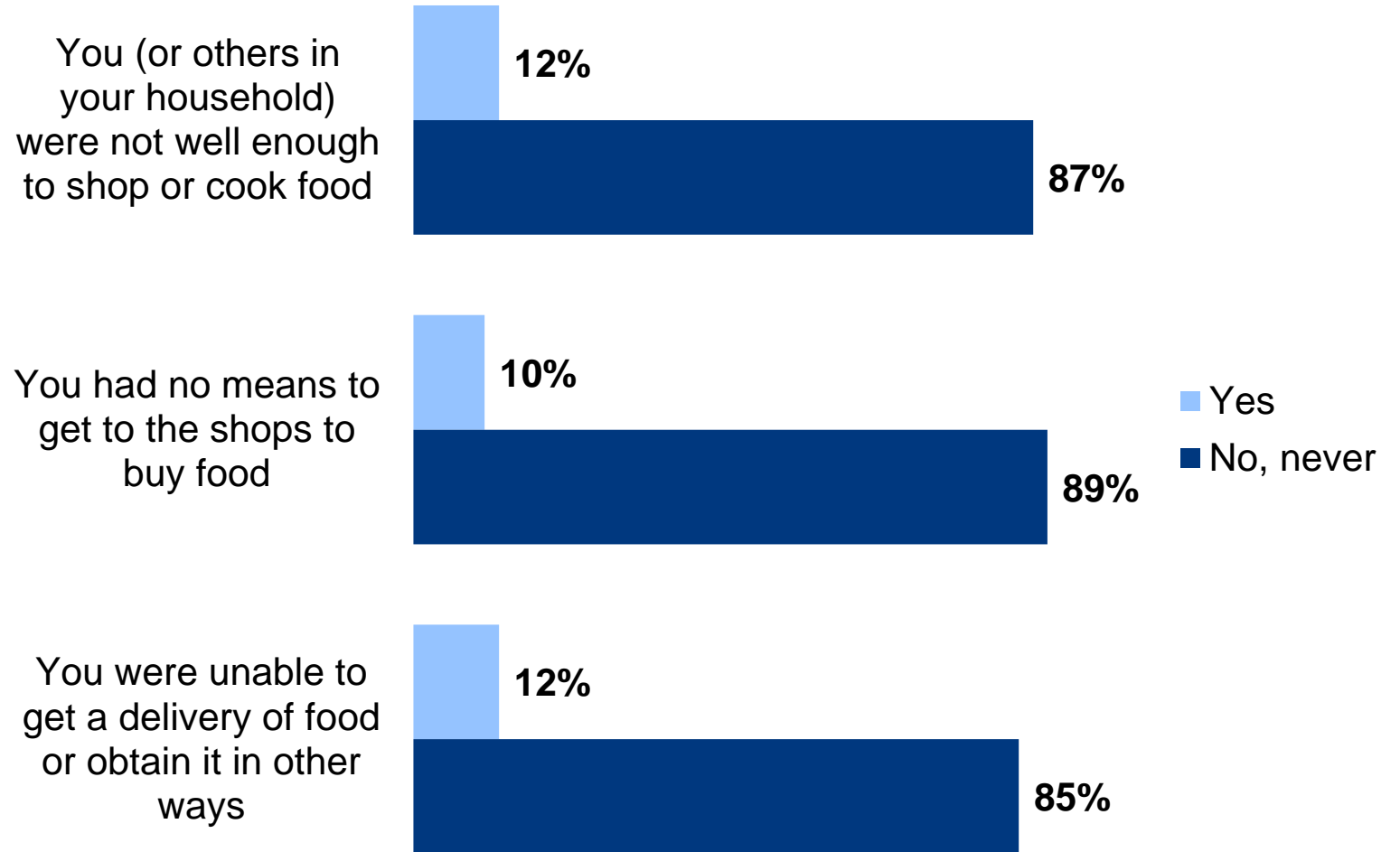
Base: 511 Online Scottish adults 16-75, With children (120), Without children (391), 18-21 September 2020

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

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

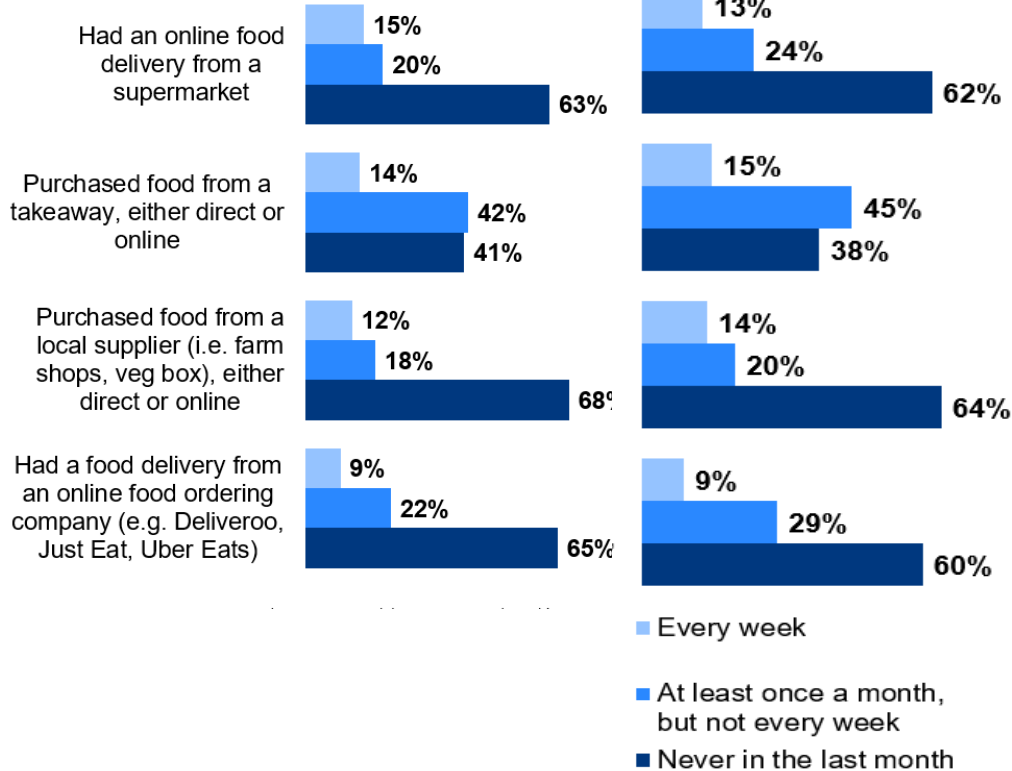
Base: 511 Online Scottish adults 16-75, 18-21 September 2020

Food purchasing behaviour

Measure changed from "more/less" to quantified

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

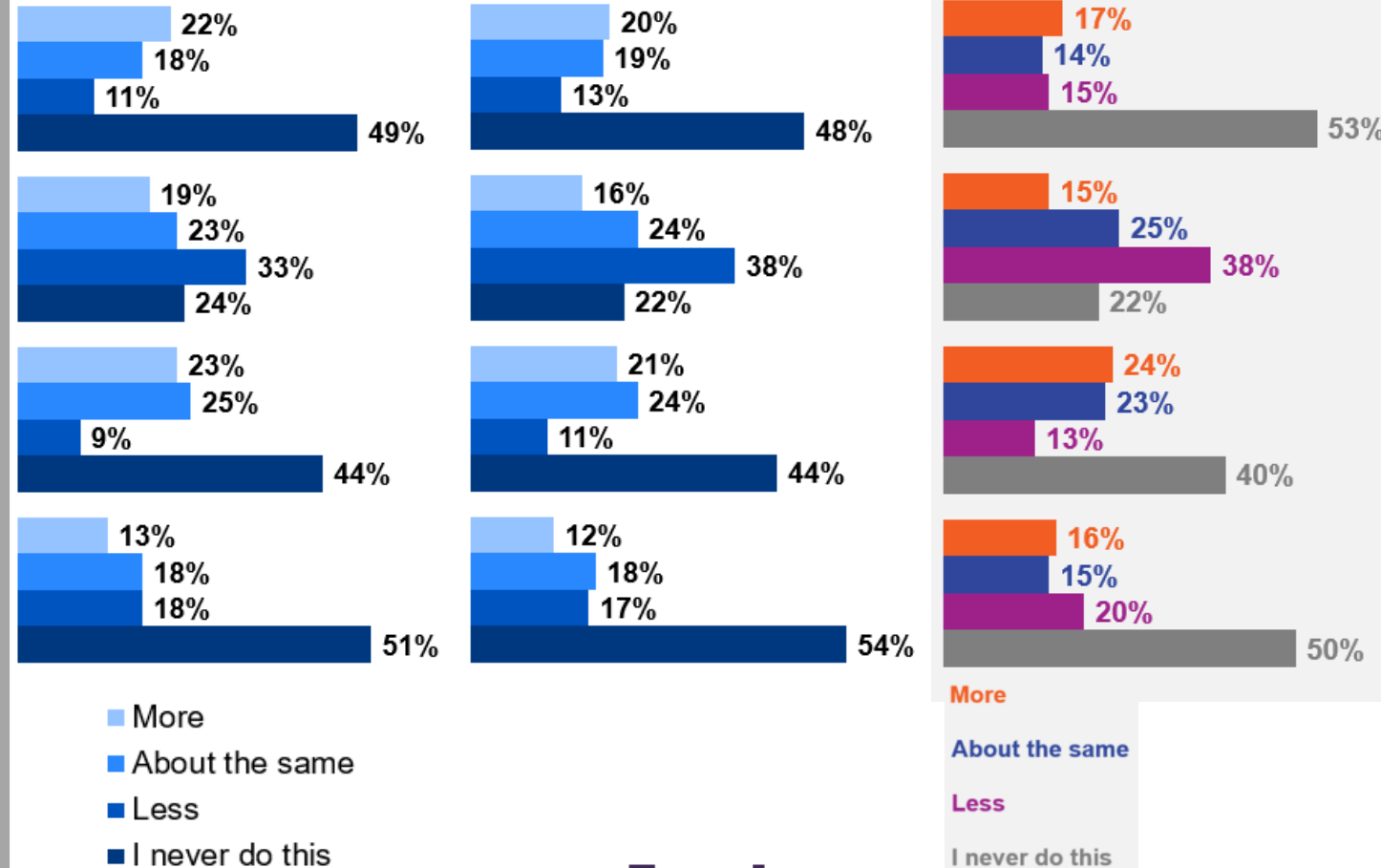
Wave 5 (Sept) Wave 4 (Aug)



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

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

Wave 3 (July) Wave 2 (June) Wave 1 (May)



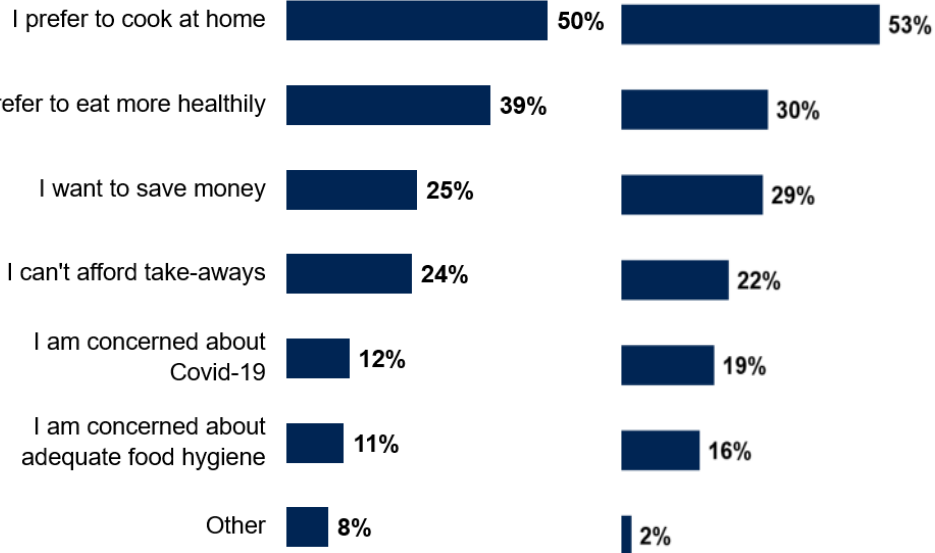
Base: 511 Online Scottish adults 16-75, 18-21 September 2020

Reasons for buying fewer take-aways

Measure changed from "more/less" to quantified

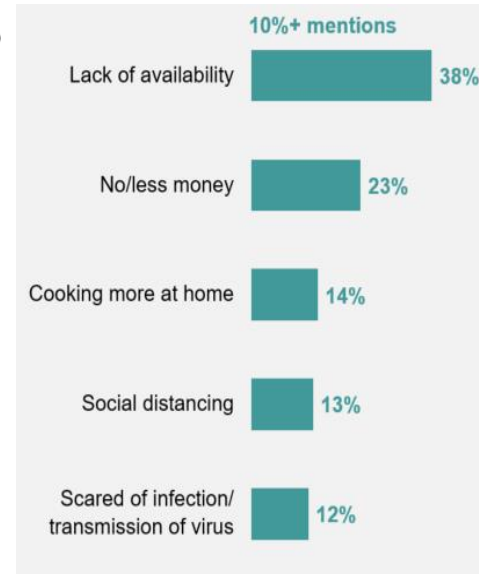
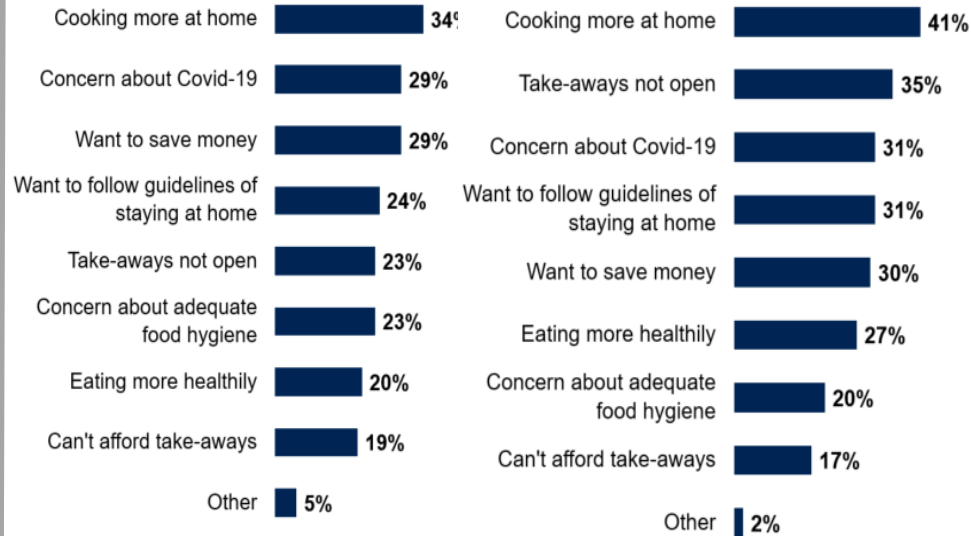
Which, if any, of the following are reasons why you did not buy a take-away in the past month?

Wave 5 (Sept) Wave 4 (Aug)



Which, if any of the following, are reasons why you are buying food from a take-away less often compared to the period before lockdown?

Wave 3 (July) Wave 2 (June) Wave 1 (May)

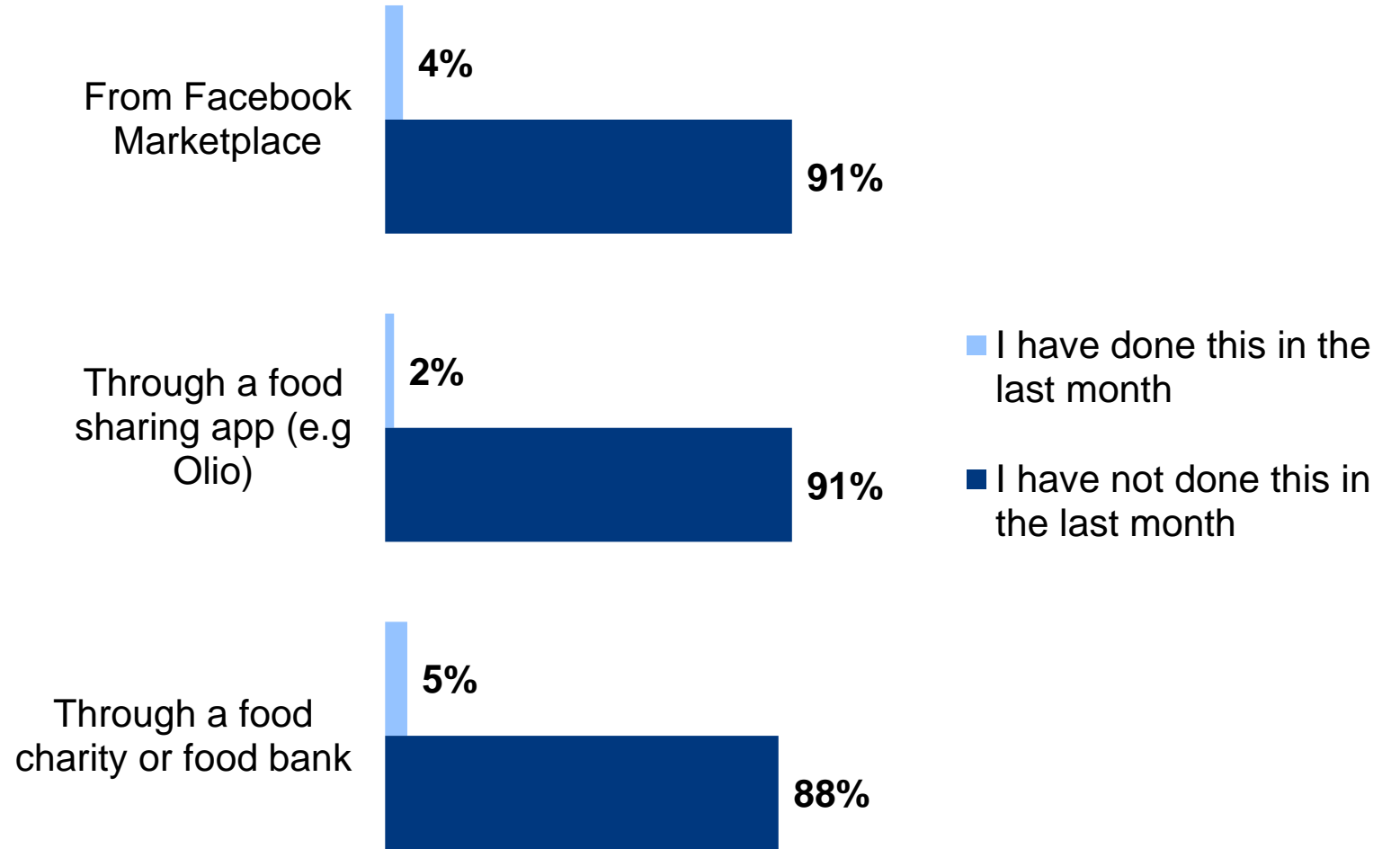


Multiple-response question, will not sum to 100%

Base: 196 Online Scottish adults 16-75 not buying takeaways in the last month, 18-21 September 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?

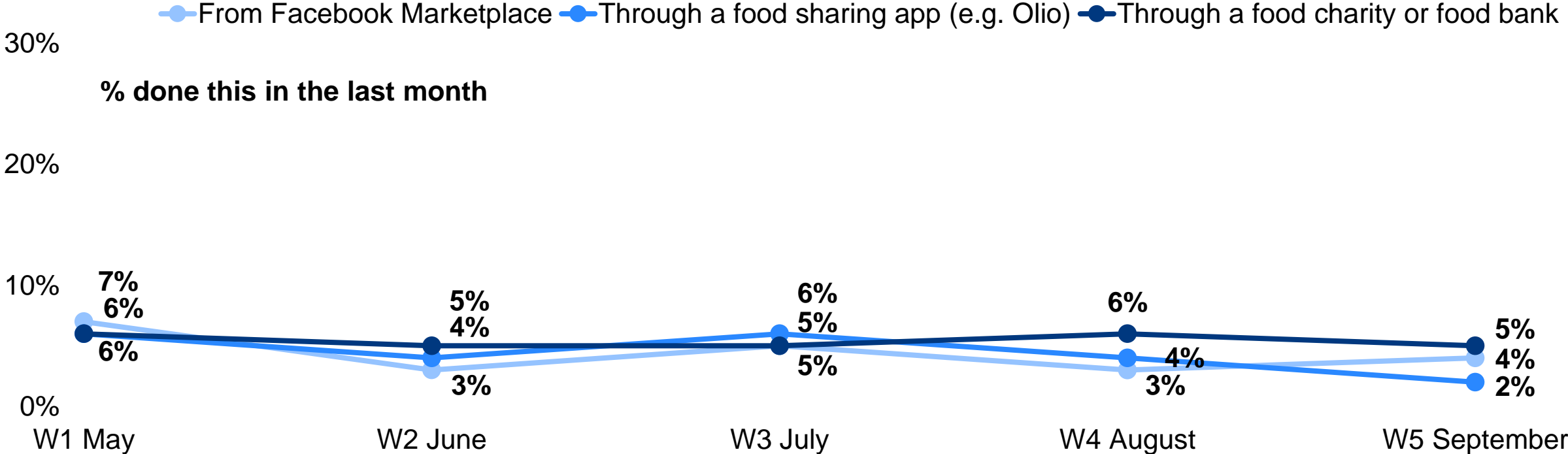


May not add to 100% as the "Don't know/can't remember and Prefer not to answer" options are not charted

Base: 511 Online Scottish adults 16-75, 18-21 September 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?

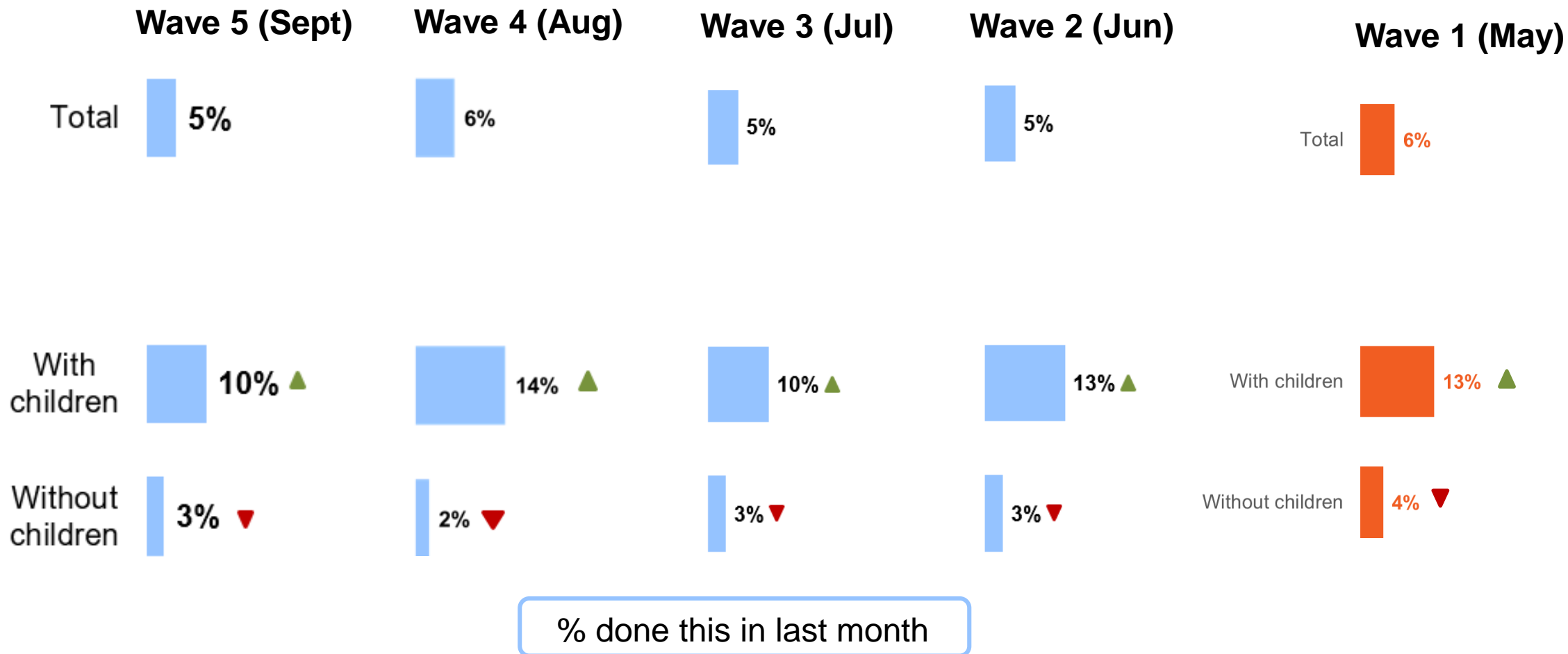


Base: Online Scottish adults 16-75, 8-12 May 2020 (508); 12-15 June (503); 10-14 July (495); 14-17 August (511); 18-21 September (511)



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?



Base: 511 Online Scottish adults 16-75, With children (120), Without children (391), 18-21 September 2020

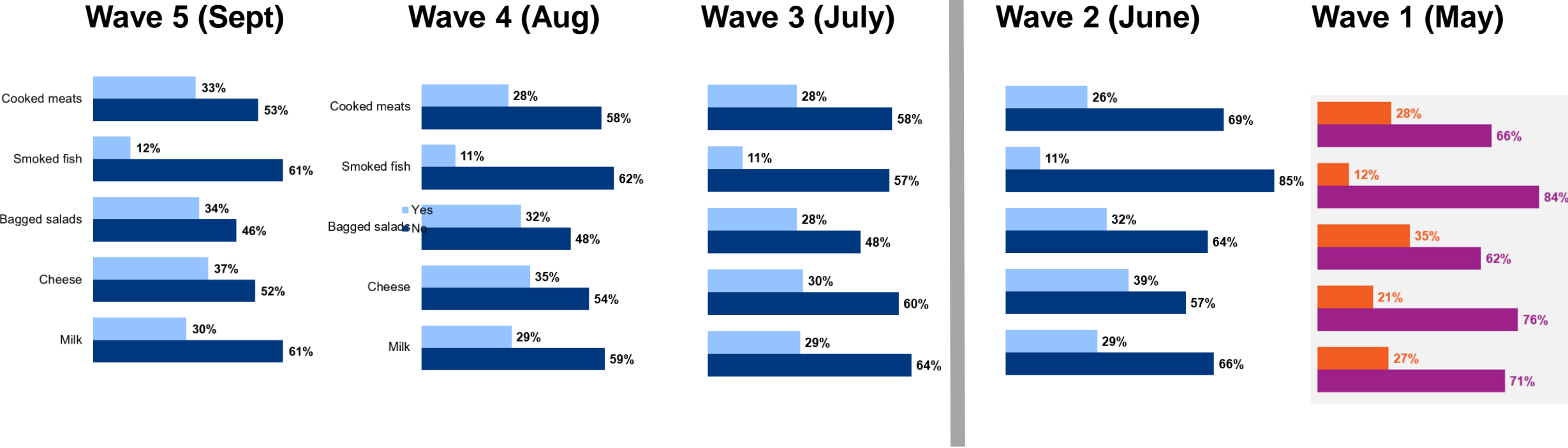
▲ = significantly higher than the total
▼ = significantly lower than the total

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

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?

Naming of foods changed slightly



Base: 511 Online Scottish adults 16-75, 18-21 September 2020

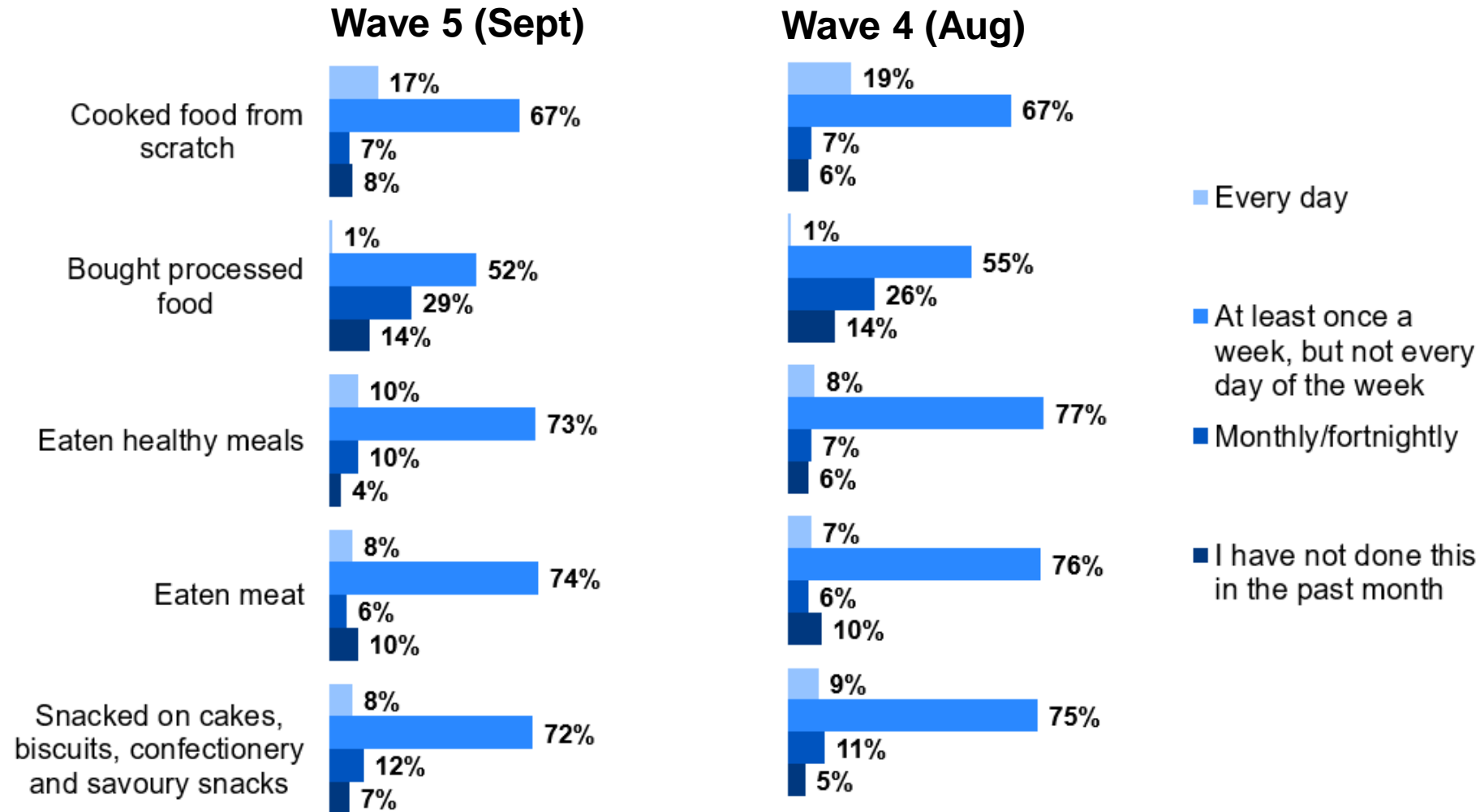
May not add to 100% as the "Prefer not to answer" and 'have not eaten this type of food in the past month' options are not charted

■ Yes
■ No
■ Yes
■ No



Food behaviours – nutrition

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



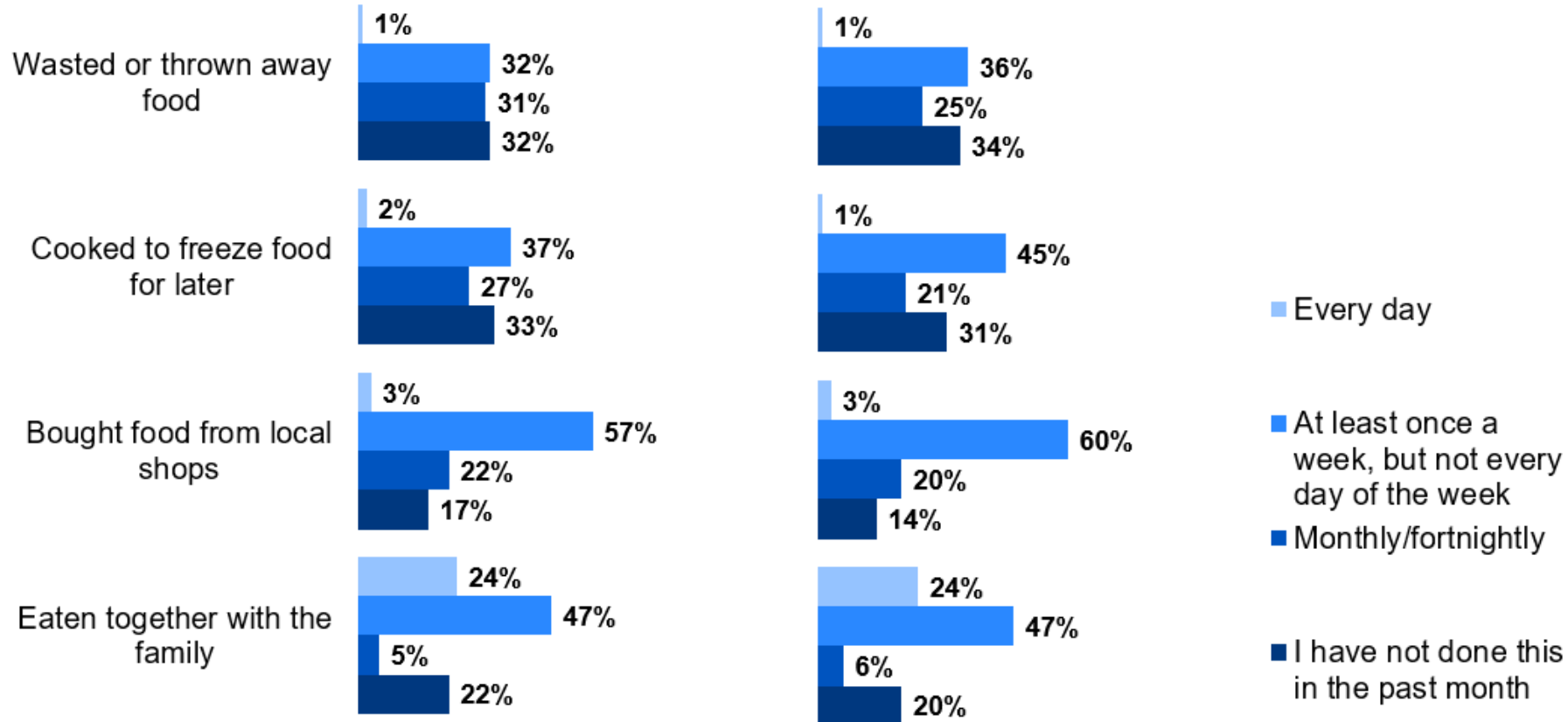
May not add to 100% as the "Prefer not to answer" and 'don't know' options are not charted. At least once a week combines – most days, 2-3 times a week, at least once a week

Food behaviours – other

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

Wave 5 (Sept)

Wave 4 (Aug)

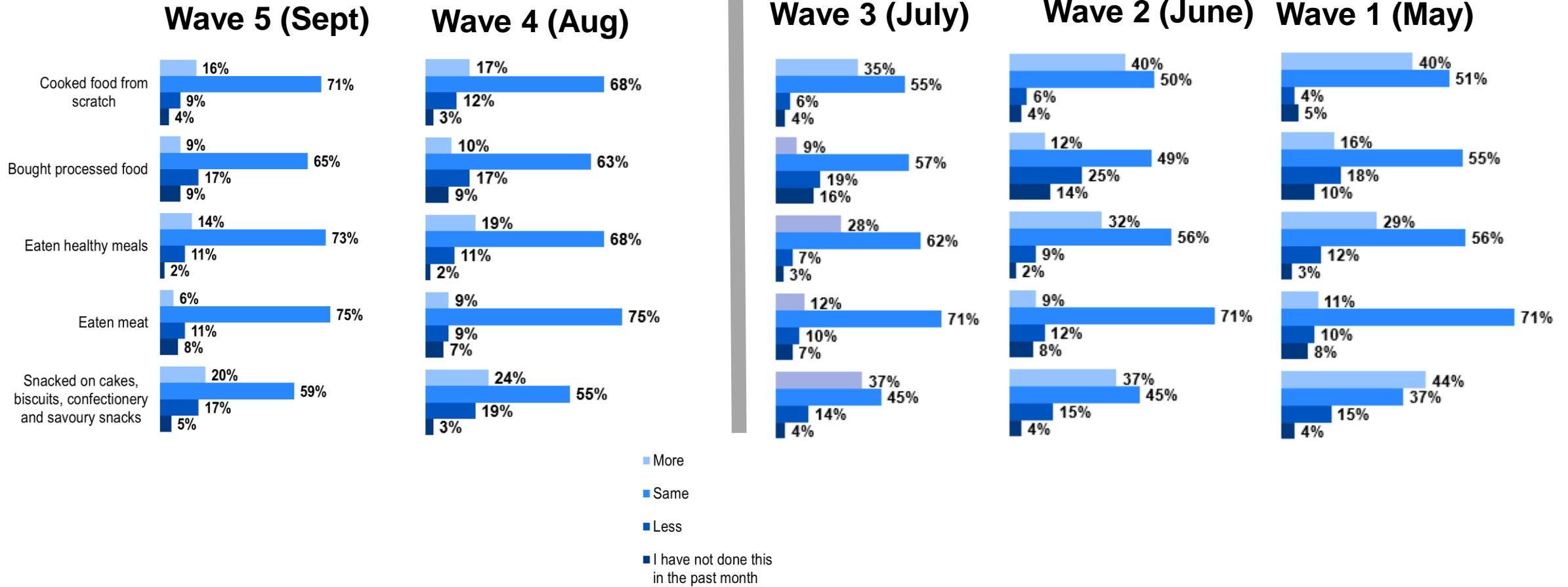


Base: Online Scottish adults 16-75, 14-17 August (511); 18-21 September (511)

Changes in food behaviours – nutrition

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

Question changed to “compared to the month before”



Base: 511 Online Scottish adults 16-75, 18-21 September 2020

May not add to 100% as the “Prefer not to answer” and ‘don’t know’ options are not charted.

Questionnaire wording changed in wave 5, from ‘In the last month have you done any of the following more or less often?’



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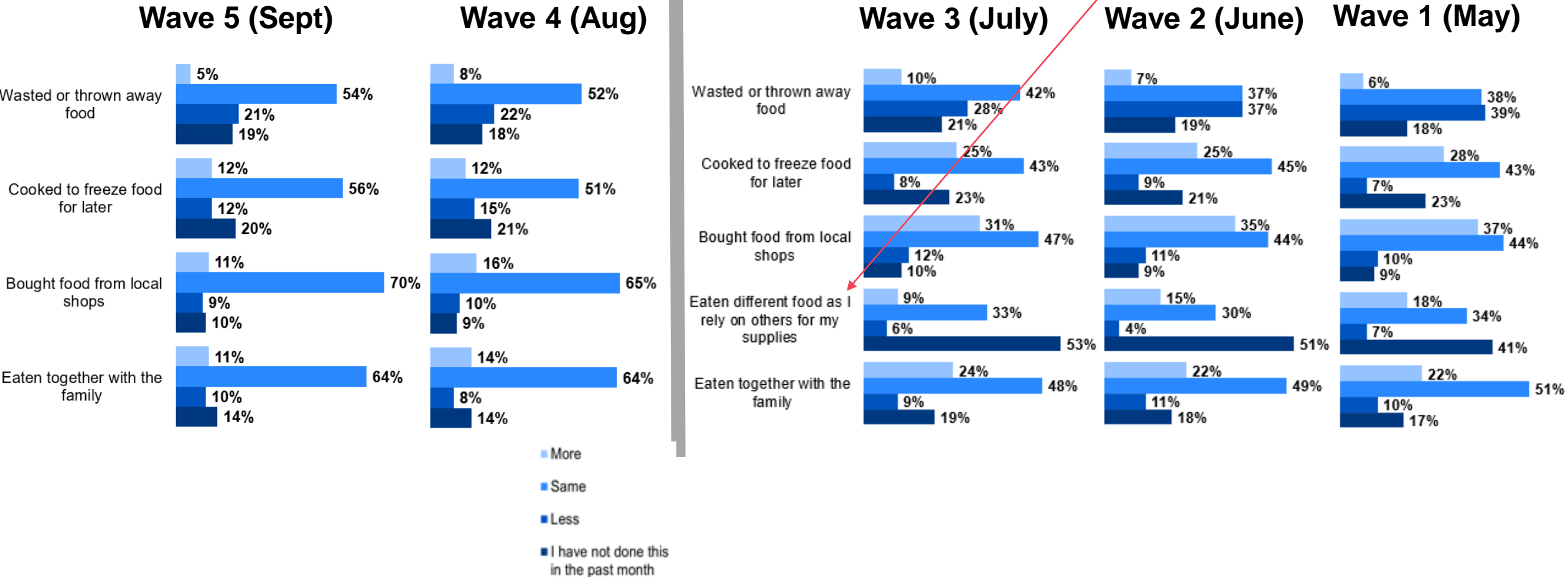


Changes in food behaviours – other

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

Question changed to “compared to the month before”

This question was removed after Wave 3



Base: 511 Online Scottish adults 16-75, 18-21 September 2020

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?’

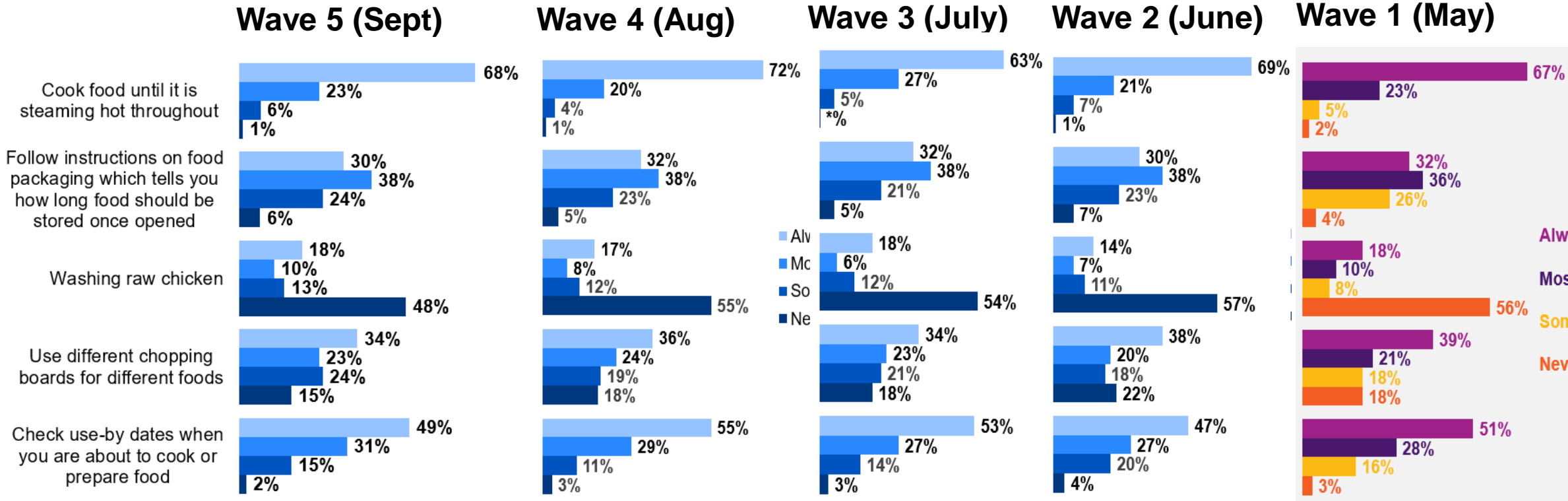


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Food safety and hygiene in the home

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



- Always
- Most of the time
- Sometimes
- Never

Base: 511 Online Scottish adults 16-75, 18-21 September 2020

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



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