Covid-19 Consumer Tracker Waves 1 and 2

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1. Executive Summary

- Covid-19 has changed how consumers access food. Restaurants, cafés and sandwich shops were closed from 23 March 2020 and restrictions have changed how and where people buy, cook and eat.

- Since lockdown, there has been a continued trend towards more localised food purchasing behaviours, particularly when it comes to people purchasing veg boxes and food from farm shops.

- People are buying fewer takeaways overall when compared to before lockdown. The stated reasons for this include concerns around availability of open takeaways, food safety, food hygiene, financial reasons and increased cooking from home. However, younger people say they are buying more takeaways.

- Purchasing from sources such as vendors on Facebook Marketplace and food-sharing apps remains constant, with buyers more highly represented in younger groups and among those with no formal qualifications.

- The number of people reporting eating food that had gone past its 'use-by' date varied between 17% and 36% depending on the type of food consumed; worries about affordability appear to influence this.

- Whilst the proportion of people concerned about food availability dropped from 31% in April to 21% in May, and concern around affordability dropped from 28% to 23% over the same time, these remain worries for a significant minority of the population.

- Food insecurity remains more of an issue for younger age groups, those in households with a child and those who have a physical or mental health condition.

- People also say they are wasting less food and eating together more often as a family, eating healthy meals more often, whilst also eating snacks such as cakes, confectionary and savoury snacks more often.

- The use of online food purchasing remains at a high level, whether in relation to supermarkets or food ordering apps.

2. Background and methodology

Background and objectives

In April 2020 the Food Standards Agency commissioned Ipsos MORI to develop its evidence base on issues affecting consumers and businesses in order to inform its Covid-19 response in the short to medium term.

This monthly tracker survey is intended to understand the experience and behaviour of consumers as England, Wales and Northern Ireland went into lockdown.

The project objectives were:

- to understand the impact of concerns or experience of food unavailability, heath restrictions or household food insecurity on consumer food safety behaviours;
- to understand potential new food safety risks, for instance changes in reported adherence to FSA food hygiene guidelines;
- to understand shifts in food consumption or purchasing behaviours, for instance, increased online shopping or use of takeaways.

Subsequent waves of research will run during June and July 2020 and results will be published in due course.

Methodology

Interviews for Wave 1 were conducted online via Ipsos Mori's i:Omnibus from 10-13 April 2020 and Wave 2 fieldwork took place online from 8-12 May 2020. Ipsos MORI surveyed a representative sample of 2,039 adults in Wave 1 (2,040 adults in Wave 2) aged 16-75 living in England, Wales and Northern Ireland. Please note that i:Omnibus does not allow for detailed analysis by ethnicity.

The data was weighted to best reflect the demographic profile of the adult population sampled.

The questionnaire was expanded in Wave 2 to incorporate new areas of interest. Accordingly, time trends are not available for all measures.

The questionnaires and sample profiles can be found in Appendix A.

Data tables and dataset

The data tables and SPSS dataset for each Wave are published alongside this publication. This enables the reader to see the data broken down by gender, age, social grade, region, urban/rural, marital status, household size, education, employment status, income, the presence of a child (17 or under) in the household, main shopper and main earner. In Wave 2, we also asked questions around respondents' shielding status, whether or not they have Covid-19 symptoms and are self-isolating or not, whether they have a physical or mental health condition that has lasted or is expected to last for longer than 12 months or more, and finally whether respondents were fasting during this period. Breakdowns by these factors are not included in the data tables but will be available upon analysis of the dataset.

Data relates to findings in the first two waves of this survey (April and May 2020).

Unless stated otherwise, where comparisons are made in the text between different population groups or variables, only those differences found to be statistically significant at the 5% level are reported. In other words, differences as large as those reported have no more than a five per cent probability of occurring by chance.

The relationship between survey findings and different types of respondents were investigated using chi-square tests of association. In terms of weighting, we applied these based on the overall profile of England, Wales and NI with weights for region/nation, gender, age, social grade and working status. The profile was generated from the latest PAMCo data.

Tables of weighted results were treated as if they were the product of simple random sampling. This does not completely account for the effect of the survey design but provides a straightforward way of highlighting the strongest relationships.

3. Main findings

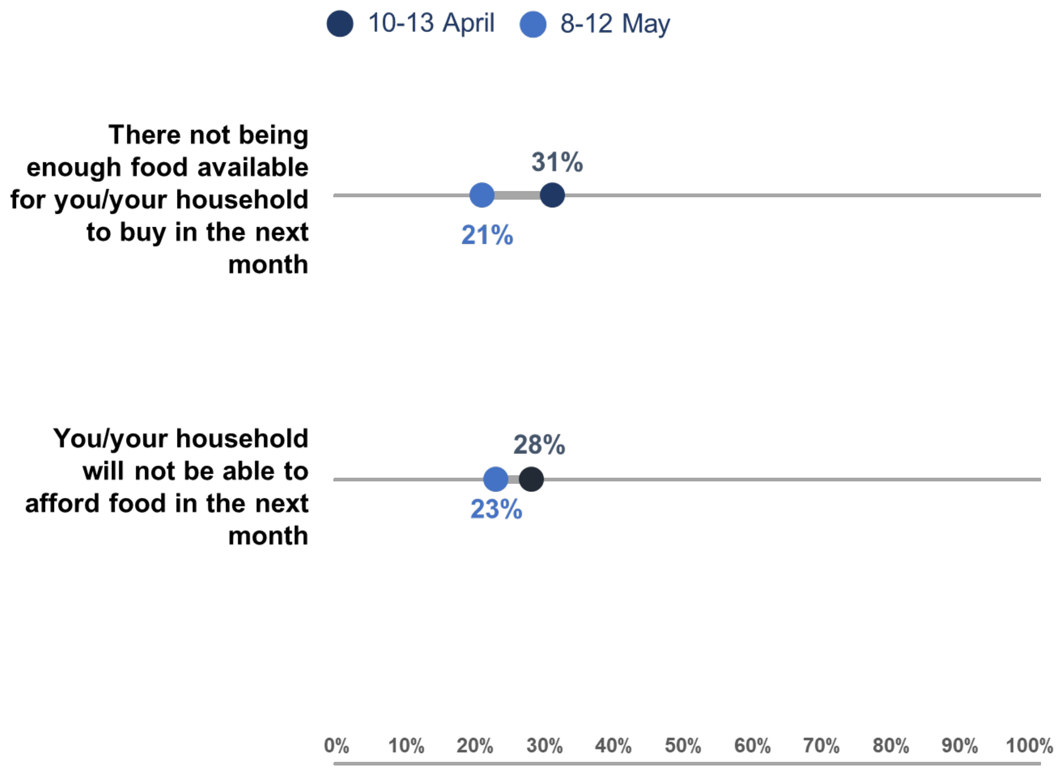
Levels of concern about food availability and affordability over time

The level of concern around food availability[1] dropped significantly between April and May from 31% to 21% (see Chart 1). This may reflect a decrease in concern about availability of certain essential products.

The level of concern around food affordability[2] also dropped significantly over the same period from 28% to 23%.

Nevertheless, concern around both food availability and affordability remains much higher for younger age groups and for those households with children. Concern around food affordability for 16-24-year-olds is 40% compared to 9% for those aged 55-75. Households with children are significantly more worried (33%) than those without children (20%).

Chart 1: Levels of concern about food availability and affordability over time[3]



[1] 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?
[2] To what extent, if at all, are you worried that you or your household will not be able to afford food in the next month?
[3] To what extent, if at all, are you worried about...? % Very/somewhat worried shown. Base: Online, England, Wales and NI, adults 16-75, 10-13 April (2,039) 8-12 May (2,040).

Household food insecurity

Respondents were asked whether they had cut down meal sizes or indeed skipped meals during the last month.[4]

Table A Food insecurity[5]

Food insecurity	May 2020	April 2020
All respondents	16%	18%
16-24-year olds	33%	35%
25-34-year olds	25%	30%
35-44-year olds	15%	16%
45-54-year olds	10%	12%
55-75-year olds	4%	6%
households with a child present	24%	28%
households with no child present	14%	14%
household size 4+	19%	21%
physical / health condition lasting 12 months+	19%	n/a

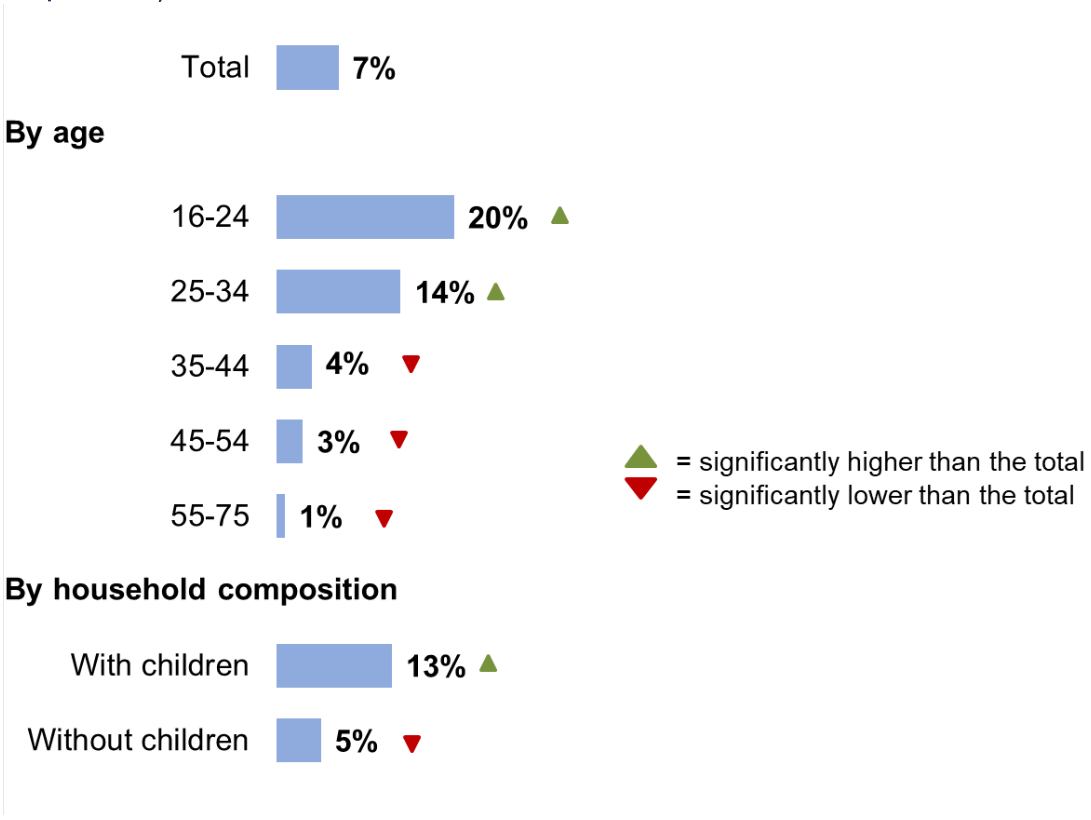
The number of people (or people in their households) who had done so due to not having enough money remained stable during April (18%) and May (16%). Age was an important factor with 33% of 16-24-year-olds reporting they had cut down meal sizes or skipped meals for at least one week in May (April 35%), with 6% reporting that they had done so every week in the last month in May (April 7%).

Households with a child were also significantly more likely to report cutting meal sizes or skipping meals (24% in May, 28% in April) against those without a child (13% in May, 14% in April). Larger households were more likely than smaller households to report this.

[4] In the last month, have you cut down the size of your meals or skipped meals for any of these reasons …

[5] as measured by those who have cut down the size of their meals or skipped meals for financial reasons. Food Standards Agency collects detailed data in this area as part of its Food and You series

Chart 2: Accessing food through a food charity or food bank (by age and household composition)[6]



As part of assessing food insecurity, respondents were also asked about their usage of emergency food providers to access food.[7] The numbers using food banks or food charities remained relatively stable between April (8%) and May (7%). Again, younger groups and those with a child in their household were significantly more likely to have used food banks or food charities, as is illustrated in Chart 2.

Other factors impacting on whether people had cut down on meal sizes or skipped meals:

- 15% of respondents reported this in May due to not being well enough to shop or cook food (17% in April)
- 18% reported this in May due to having no means to get to the shops (19% in April)
- 26% reported this in May due to being unable to get a delivery (down from 32% in April)

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[6] 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 shown. May not add to 100% as the "Prefer not to answer" options are not charted. Base: 2,040 Online, England, Wales and NI, adults 16-75, 16-24 (326), 25-34 (377), 35-44 (360), 45-54 (367), 55-75 (610), With children (538), Without children (1,502), 8-12 May 2020.

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

In each case, this suggests some mild easing of people skipping meals or cutting down the size of their meals as the pandemic has progressed, although again younger people and households are more likely to have faced food insecurity for all the above reasons.

Food purchasing behaviours

In May 2020, the question around food purchasing behaviour was changed from how often[8] people had done something to whether respondents had done it more or less often when compared to the period before lockdown[9].

Online ordering from supermarkets shows little net change but 20% report shopping online at a supermarket more often, whilst 18% report doing this less often and 17% about the same. The data highlights that those who are in the shielded[10] category are more likely to be ordering online from supermarkets more often (35% more often, 19% less often) than those not in a shielded category (18% more often, 18% less often). In relation to food delivery from an online food ordering company such as Deliveroo, 14% report doing this more often, 19% less often and 18% about the same.

Findings do however show a distinct move towards more 'local' food purchasing behaviour[11] with 35% reporting they had bought food from local suppliers more often in the last month (11% say they do this less often). Whilst this pattern can be observed across all demographic categories, women, younger age groups and shielded groups are more likely to have adopted localised food purchasing.

Another different question on this theme focussed on the use of farm shops or veg boxes compared to the period before lockdown[12], 24% reported doing this more often, 10% less often and 25% about the same – a net shift of 14%. As might be expected, this shift towards this type of local food purchasing behaviour is more common for groups in more affluent, higher-educated and higher social grades. There is also a higher prevalence of local food purchasing amongst younger age groups and larger households, including those with a child present.

The data also suggests there are some significant geographic differences in this latter example of local purchasing behaviour with people living in the South of England (net more often 19%) and Northern Ireland (net more often 27%)

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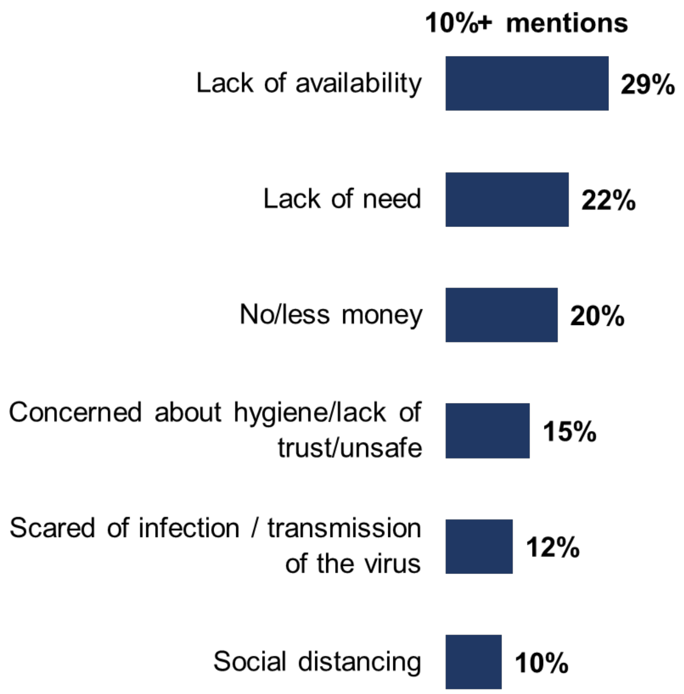
[8] In the last month, how often, if at all, have you arranged for food to be delivered to your house in the following ways?
[9] Compared to the period before lockdown, have you done any of the following more or less often?
[10] When referring to 'shielded patient' category, a respondent has reported that they or a member of their household are in this category; more information about shielded patients can be found on the NHS website.
[11] In the last month, have you bought food from local shops more of less often?
[12] Compared to the period before lockdown, have you purchased food from a local supplier (i.e. farm shops, veg box) either direct or online?

significantly higher than the Midlands (net more often 10%) – it will be useful to see whether similar regional differences are identified in future waves.

A question was also asked around the frequency of purchasing food from a takeaway when compared to pre-lockdown[13]. There was a marked move away from buying food from takeaways in May, with 34% reporting doing this less often, 16% more often and 25% about the same. This broad pattern is common across demographic categories although there is a clear age pattern whereby younger people have not changed their takeaway purchasing behaviour as much as older people. For example, demonstrated by 45-54-year-olds (net less often 29%) compared to 16-24-year-olds (net less often 1%). There is further analysis of which groups are buying takeaways more or less often on page 18.

Those who said they were buying takeaways less often were asked to give the reasons for doing this in their own words.[14] When analysed thematically, the main reasons can be found in Chart 3.

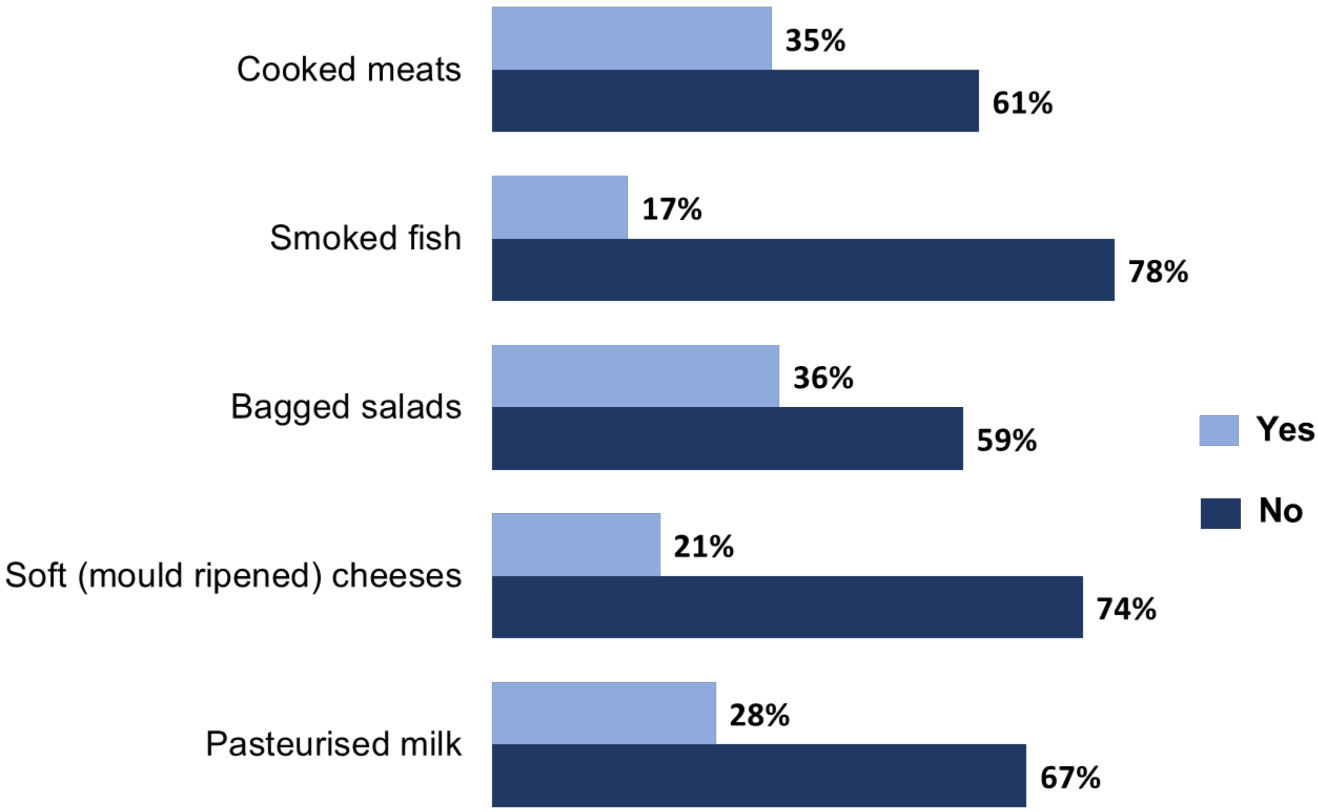
Chart 3: reasons for buying fewer take-aways[15]



[13] Compared to the period before lockdown, have you purchased food from a take-away, whether direct or online, more or less often?
[14] What are the reasons you are buying food from a takeaway less often compared to the period before lockdown?
[15] What are the reasons you are buying food from a take-away less often compared to the period before the lockdown? Base: 779 Online, England, Wales and NI, adults 16-75 who have had takeaways less often, 8-12 May 2020. May not add to 100% as the “Don’t know/can’t remember and Prefer not to answer” options are not charted.

Some respondents also reported that they had accessed food from both Facebook Marketplace (8%) and through food sharing apps such as Olio (9%). The numbers doing so remained relatively stable since April (7% and 8% respectively). In both cases, those more likely to access food in these ways were male, from younger age groups, from London and with no formal qualifications.

Chart 4: Eating food past its use by date[16]



Use by dates

In both waves of the research, questions were asked around consumption of food after 'use by dates'.[17] Whilst in April respondents were asked if you or anyone in your family had eaten [any] food that has gone past its use by date, in May respondents were asked the same question but around five specific types of food

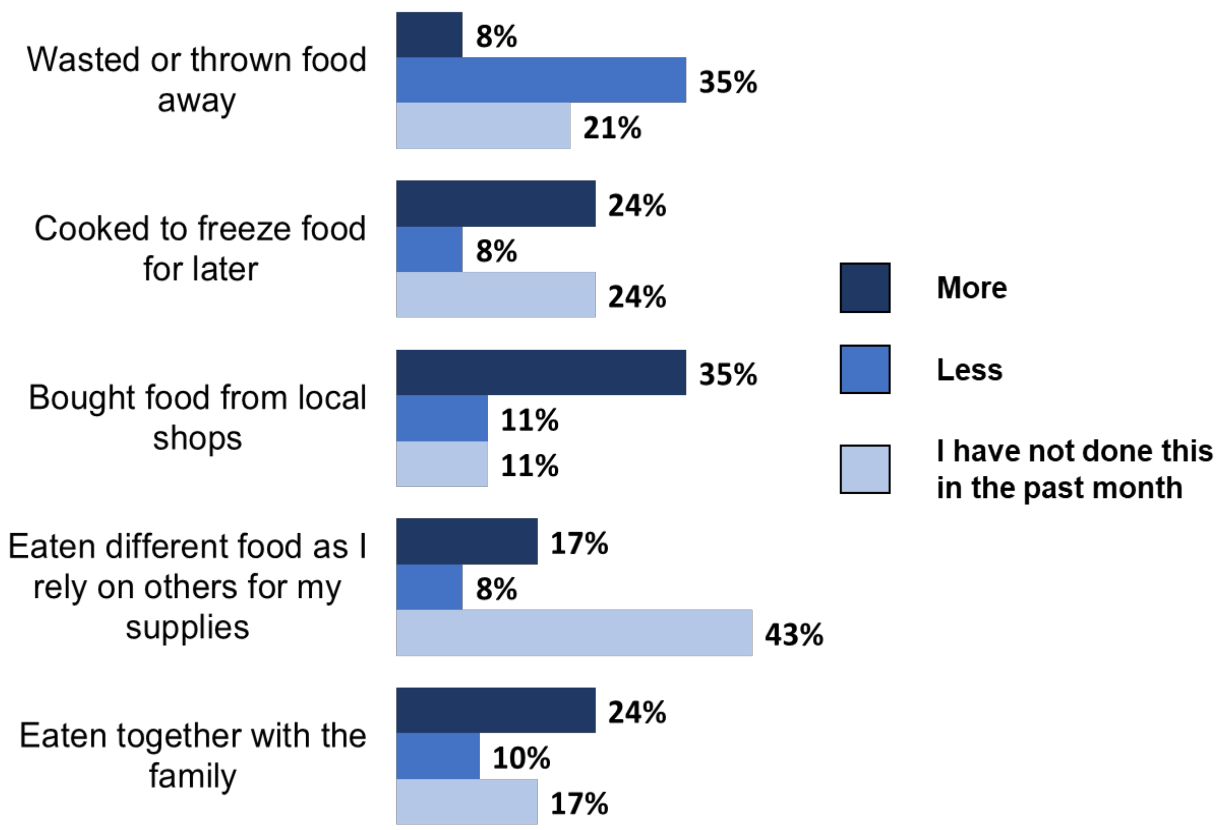
[16] In the last month, have you or anyone in your family eaten food that has gone past its 'use by' date? Base: 2,040 Online, England, Wales and NI, adults 16-75, 8-12 May 2020. May not add to 100% as the "Prefer not to answer" options are not charted

[17] Use by dates are about food safety whilst best before dates are about food quality. For more information, see Best before and use by dates page on the FSA website.

selected by FSA microbiologists as posing a risk to food safety if eaten past their use by dates: cooked meats, smoked fish, bagged salads, soft (mould ripened) cheeses, and pasteurised milk[18].

In April 58% of respondents reported eating [any] food gone past its use by date, with numbers understandably lower when asked about specific types of food as is illustrated in Chart 4. Further analysis of those groups who ate these types of food past its use by date can be found on page 19-20.

Chart 5: changes in food behaviours over the last month[19]



[18] In the last month, have you or anyone in your family eaten food that has gone past its 'use by' date? Cooked meats; smoked fish; bagged salads; soft (mould ripened) cheeses; pasteurised milk.

[19] In the last month, have you done any of the following more or less often? Base: 2,040 Online, England, Wales and NI, adults 16-75, 8-12 May 2020

Changes in consumption behaviours

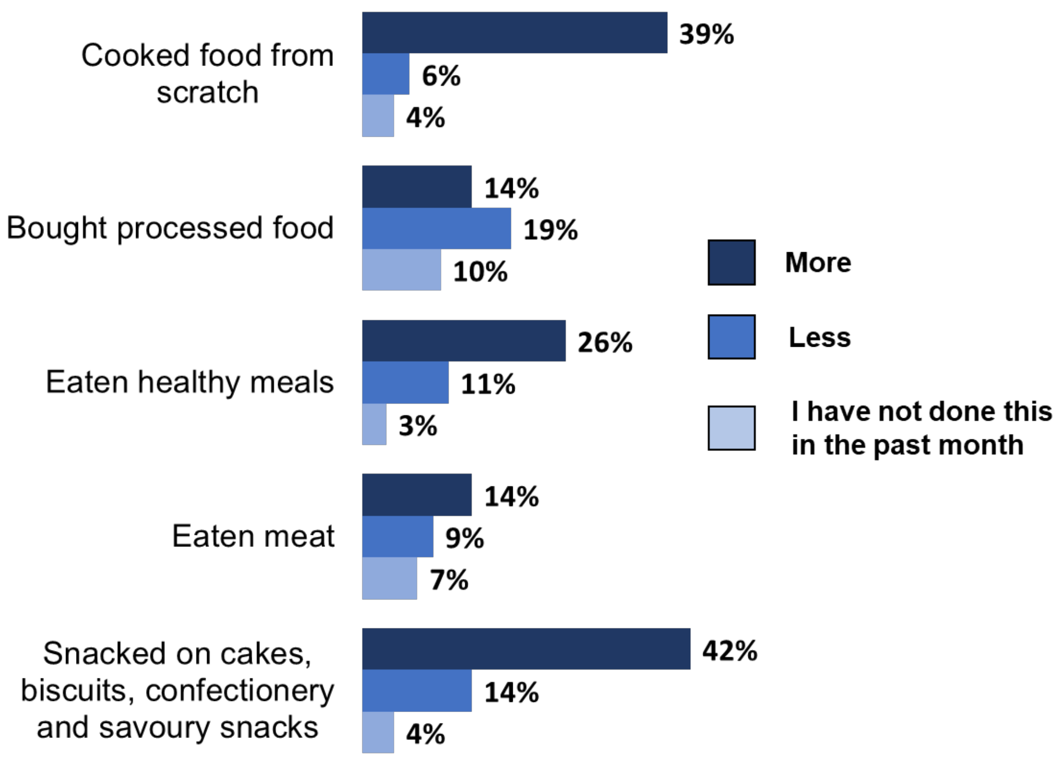
Respondents were also asked about changes in the type of food they are eating.[20] As Chart 5 illustrates, people report wasting or throwing away food less often, varying their diets due to having less control over their own purchasing and to some degree, are eating together as a family more often.

Throwing away food less often is significantly higher for those earning £20,000 or more (38%) when compared to those earning less than £20,000 (28%).

Families with children report that they are eating together as a family more often (44%), with larger households similarly more likely to say they are eating as a family more often.

Chart 6 illustrates a mixed picture of respondents cooking food from scratch more often, eating healthy foods more often whilst also snacking on cakes, biscuits, confectionary and savoury snacks.

Chart 6: changes in nutrition behaviour over the last month[21]



[20] In the last month, have you done any of the following more or less often?
[21] In the last month have you done any of the following more or less often? Base: 2,040 Online, England, Wales and NI, adults 16-75, 8-12 May 2020

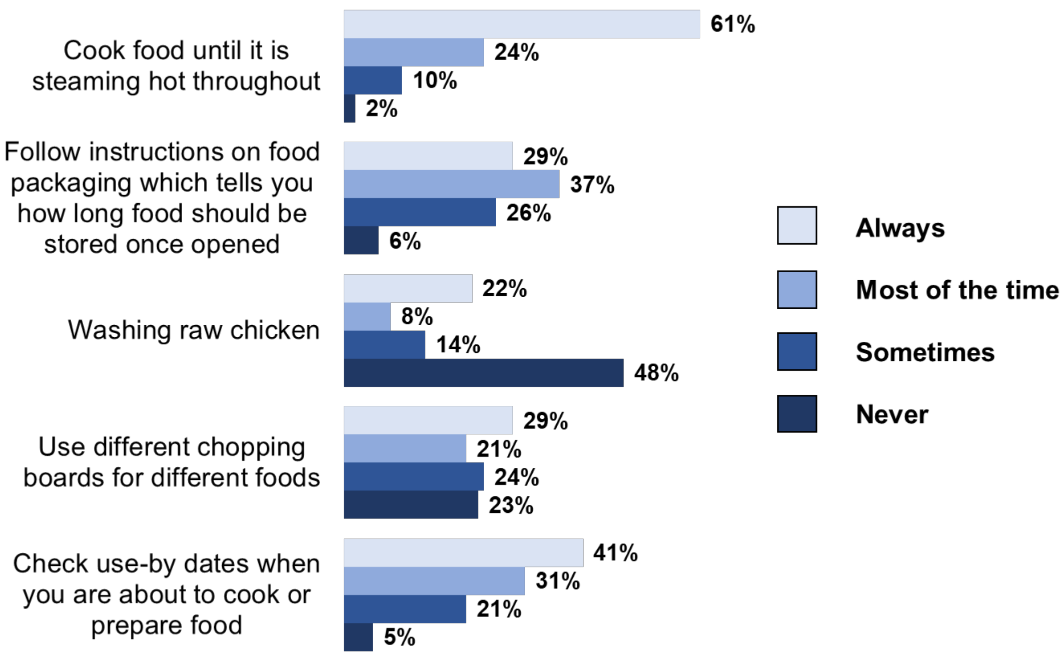
Whilst respondents reported cooking from scratch more often across the board, the numbers reporting doing this more often were higher in younger age groups and in higher income groups. Overall, respondents reported buying processed food less often; nevertheless, this was reversed for younger age groups where respondents reported buying processed food more often. When it comes to the trend of buying processed food less often, the reported change in behaviour is less pronounced for lower income groups.

Whilst respondents reported eating healthy meals more often, they also reported eating snacks (such as cakes, biscuits, confectionary and savoury snacks) more often. Younger respondents, those in more affluent income groups and those that have a child in the household are more likely to report both behaviours more often.

Food safety and hygiene in the home

The Food Standards Agency recommends certain food safety and hygiene practices. A question around these practices was introduced in May. Reported food hygiene practices (see Chart 7) differ by demographic group.

Chart 7: food safety and hygiene in the home[22]



[22] 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 shown. Base: 2,040 Online, England, Wales and NI, adults 16-75, 8-12 May 2020. May not add to 100% as the "I don't cook" option is not charted

For instance, females are more likely to follow FSA recommendations such as always cooking food until it is steaming hot throughout (68%, compared to 53% of males); always checking use by dates before cooking or preparing food (44%, compared to 38% of males); and never washing raw chicken (53%, compared to 44% of males).

Age is also a factor. For instance, those aged 16-24, are less likely to always cook food until it is steaming hot (39%, compared to 50-69% for those aged 25-75) and are more likely to always wash raw chicken compared to older age groups (29%, compared to 14-22% of 25-54 year olds).

Respondents with a physical or mental health condition or illness were more likely to always cook food thoroughly (66% compared to 61%) and less likely to always wash raw chicken (20%, compared to 25%).

Finally, there are some differences in food hygiene behaviour based on where people live. For instance, respondents living in urban areas (23%) were more likely than those in rural areas (16%) to always wash raw chicken.

4. Discussion

The findings highlight a number of areas in which further research may be useful to understand changes in attitudes and behaviours around food during the Covid-19 pandemic[23]. We asked three research questions to understand the data in more depth. Food Standards Agency will conduct further research into these areas to provide additional insight.

How do people with health considerations compare to the general population in terms of food availability concerns and access?

Individuals with health considerations includes those in the shielded patient category or who have a member of their household in this category, as well as people who have long term[24] physical or mental health conditions or illnesses.

Twelve per cent (12%) of respondents reported having at least one member of their household in the shielded patient category. Just over 1 in 5 people (22%) reported having a long-term physical or mental health condition or illness.

As may be expected, those with long-term health conditions are more likely to have a lower income; there is however no observable relationship between shielded status and income. As one may expect, these groups overlap to some extent.

Food availability

Whilst those in the shielded patient category are not more or less likely to report being worried around food availability, those with long term health conditions, are more likely to report being worried about food availability (25%) compared to people without health conditions (19%).

Food insecurity

Those who reported a physical or mental health condition were more likely to report cutting down on sizes of meals or skipping meals due to not having enough money (19%) than those without a physical or mental health condition (15%). This risk was also higher for those who reported they were in the shielded category (24%) than those who did not (15%).

Whilst those reporting a physical or mental health condition were more likely to report cutting down on meal sizes or skipping meals due to not having enough money, they were not significantly more likely to have used a foodbank or food charity.

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[23] Due to changes in the questionnaire between April and May (see Appendix A and B), data is not always available for April and unless otherwise mentioned, refers to the data collected in May 2020.

[24] Long term is defined here as having lasted or being expected to last 12 months or more.

However, those in the shielded patient category were more likely to have had food delivered by a food charity or foodbank (12%) than those who were not shielding (7%).

Access to food

Despite no differences observed regarding concerns about availability of food to buy, the shielded group are more likely to report having cut down the size of a meal or having skipped a meal at least once in the last month due to having no means to get to the shops to buy food (30% reported this compared to 16% who are not in this category).

People in the shielded group, or who have household members in this group, are also more likely to say that they have cut down or skipped a meal because they have been unable to get a delivery of food or obtain it in other ways. A third of people in this group (34%) report having done so at least once in the last month compared to a quarter (25%) of people who do not have household members shielding.

No relationship was observed between having long term health conditions and access to food due to having no means to get to the shops or being unable to get a delivery of food.

Are people who worry about being able to afford food more vulnerable to food related risks than the general population?

Almost a quarter (23%) of people are concerned[25] about not being able to afford food in the next month. Reported worry about affordability is correlated with age and income. Respondents aged 16-24 are more likely to be concerned about food affordability (40%) than any other age group. This generally decreases with age, with the lowest levels of concern among those aged 55-75 (9%).

Availability and affordability

There is a strong correlation between concern about availability and concern about affordability of food. Of the 23% of people worried about availability, 68% report being worried about the affordability of food; this is compared to only 12% of those who are not worried about availability.

People concerned about affordability are also more likely to have cut down or skipped a meal in the last month for certain reasons. Perhaps unsurprisingly, of those worried about affording food, 44% cut down or skipped a meal in the last month due to not having enough money to buy food.

Of the 23% of people who reported that they were worried about affordability, 44% have cut down or skipped a meal in the last month due to having no means to get to the shops to buy food, compared to only 10% of those not worried about affordability.

Sources of food

Earlier this year, Food Standards Agency expressed its concerns around the safety and hygiene of food being sold by some food vendors, particularly on Facebook

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[25] Those who are 'very worried' or 'somewhat worried'

Marketplace. There are potential safety concerns around other sources of food, including food sharing apps (such as Olio) that aim to prevent food waste.

Usage of these sources is higher among people who are concerned about affording food in the next month. Of those worried about the affordability of food:

- 20% reported arranging for food to be delivered to their home from Facebook Marketplace, compared to only 4% of those not worried about affordability.
- 21% reported arranging for food to be delivered to their home through a food sharing app, compared to only 5% not worried about affordability.

Usage of emergency (and other) food providers

During the Coronavirus pandemic, government and local authorities have been responsible for providing food for certain categories of people, whilst food banks and other charities have also provided emergency food for people with no money. Of those worried about the affordability of food, our research found:

- 23% reported arranging for food to be delivered to their home through a government or local authority scheme, compared to only 5% not worried about affordability.
- 21% reported arranging for food to be delivered to their home through a food charity or food bank, compared to 3% of those not worried about affordability.

Consumption of food past its ‘use by’ date

The consumption of food past its ‘use by’ date is higher among people who are concerned about food affordability. In the last month, of all adults who are worried about affordability of food:

- 50% reported eating cooked meats that have gone past their ‘use by’ dates at least once, compared to 30% not worried about affordability. Men and younger age groups are more likely to have eaten cooked meats that has gone past its ‘use-by’ date at least once.
- 32% reported eating smoked fish that has gone past its ‘use by’ date at least once, compared to 12% not worried about affordability. Men and younger age groups are more likely to have eaten smoked fish that has gone past its ‘use-by’ date at least once.
- 51% reported eating bagged salad that has gone past its ‘use by’ date at least once, compared to 32% not worried about affordability. Women, those in higher income groups and those who are in younger age groups are more likely to have eaten bagged salad that has gone past its ‘use-by’ date at least once.
- 35% reported eating soft (mould ripened) cheeses that have gone past their ‘use by’ date at least once, compared to 17% not worried about

affordability. Younger age groups are more likely to have eaten soft (mould ripened) cheese that has gone past its use-by date at least once.

- 41% reported consuming pasteurised milk that has gone past its ‘use by’ date at least once, compared to 24% not worried about affordability. Younger age groups are more likely to have drunk pasteurised milk that has gone past its ‘use-by’ date at least once.

It should however be noted that income is not significantly correlated to the consumption of food that has gone past its use-by date, other than for bagged salads. It will be useful to monitor any trends in future waves.

Why are people buying takeaways less often now compared to before the lockdown period?

A quarter of respondents say they never purchase food from a takeaway (25%) and just under half (49%) never have received a food delivery from an online food ordering company such as Deliveroo or JustEat.

Of those who do purchase takeaways, most are doing it less often compared to the period before lockdown (45%). However, one in five (21%) report purchasing takeaways more often.

Of those who purchase food from an online food ordering company, many people report doing so less often now than before the lockdown (38%), some report doing so about the same (35%) and over a quarter more often (27%).

Who is purchasing take-aways more or less often?

Of those ordering takeaways more often since lockdown, it is younger age groups who are more likely to be doing so (16-24-year-olds 30%, 25-34 25%, 55-75 7%). Those with higher incomes and larger household sizes are also more likely to be ordering takeaways more often since lockdown.

Of those who report ever consuming takeaways, older age groups are more likely to be ordering takeaways less often than before the lockdown, whereas younger age groups are less likely to have reduced their purchasing. Over half of those aged 45-54 and 55-75 report purchasing takeaways less often (51% and 54%), compared to just over a third of people aged 16-24 (36%).

People earning up to £20,000 are more likely to have reduced their purchasing of take-aways (50%) than the wider population (45%).

People reporting fewer takeaway purchases compared to before the lockdown were more likely to also report having reduced food deliveries from an online food ordering company. Of those purchasing fewer take-aways, and who had previously used an online food ordering company, 78% were also having these deliveries less often.

What reasons do people give for purchasing take-aways less often?

The most common reasons (in descending order) given for purchasing takeaways less frequently are:

- lack of availability, mostly due to food businesses who usually offer takeaways being closed;
- concerns around the safety of takeaway food, including worry about hygiene, germs, cleanliness, food preparation and concern around infection and contamination;
- purchasing takeaways not being viewed as necessary, mostly due to people having more time to cook at home and choosing to do so;
- having less money to spend on takeaways, whether enforced due to not having money at all or choosing how to spend or save money more carefully;
- concerns around maintaining social distancing, including the instruction to ‘stay at home’, minimizing contact and not wanting to go out unnecessarily.

Are any concerns more prevalent among particular demographic groups?

Concerns about the safety of takeaway food was a more common theme among women, people aged 16-24, people living in larger households (3+), and households where at least one child was present.

Of those who stated that they were concerned about the safety of takeaway food, the most common response involved a fear of contamination, infection and transmission of Covid-19. This theme was also particularly prevalent among individuals aged 16-24 and households of 4 or more people.

Women were more likely than men to raise concerns around poor hygiene, particularly not washing hands, as a reason for purchasing takeaways less often now than before the lockdown.

Appendix A: Wave 2 (May 2020) questionnaire

ASK ALL

Q0. Which, if any, of the following applies to you?

MULTICODE -1-5, RANDOMISE 1-5

1. I, or a member of my household, is in the shielded patient category and is advised to self-isolate for 12 weeks
2. I, or a member of my household, has Covid-19 symptoms and I am self-isolating for 7 to 14 days
3. I have suspected Covid-19 symptoms but am not self isolating
4. I have physical or mental health condition(s) or illness(es) that has lasted or is expected to last 12 months or more
5. I am currently fasting during the day
6. None of these [SINGLE CODE, FIX]
7. Prefer not to say [SINGLE CODE, FIX]

ASK ALL

Q1. 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?

Please select one answer only

SINGLE CODE, FORWARD/REVERSE CODES 2-5

1. Very worried
2. Somewhat worried
3. Not very worried
4. Not at all worried
5. Don't know
6. Prefer not to answer

ASK ALL SINGLE CODE

Q3. To what extent, if at all, are you worried you/your household will not be able to afford food in the next month?

Please select one answer only

FORWARD/REVERSE 1-4

1. Very worried
2. Somewhat worried
3. Not very worried
4. Not at all worried
5. Don't know
6. Prefer not to answer

ASK ALL

Q2. In the last month have you cut down the size of your meals or skipped meals for any of the following reasons?

Please select one answer for each statement.

RANDOMISE ROWS 1-5. PROGRESSIVE GRID, SINGLE CODE PER ROW
ROWS

1. You did not have enough money to buy food
2. You (or others in your household) were not well enough to shop or cook food
3. You had no means to get to the shops to buy food
4. You were unable to get a delivery of food or obtain it in other ways
5. You could not find the food you needed or wanted in the shops

COLUMNS

1. Yes, this happened every week
2. Yes, this happened some weeks but not every week
3. Yes, this happened just one week ~~a few days~~ in the last month
4. No, never
5. Don’t know/can’t remember
6. Prefer not to answer

ASK ALL SINGLE CODE

Q3 Compared to the period before lockdown, have you done any of the following more or less often?

Please select one answer for each statement.

SINGLE CODE PER ROW. RANDOMISE ROWS. PROGRESSIVE GRID. FORWARD/REVERSE COLUMNS 1-5

ROWS

1. Had an online food delivery from a supermarket
2. Purchased food from a take-away, either direct or online
3. Purchased food from a local supplier (i.e. farm shops, veg box), either direct or online
4. Had a food delivery from an online food ordering company (e.g. Deliveroo, Just Eat, Uber Eats)

COLUMNS

1. A lot more
2. A little more
3. About the same
4. A little less
5. A lot less
6. I never do this

ASK ALL HAVING TAKE-AWAY/DELIVERY LESS (Q3_2 OR 4=4-5)

Q4B What are the reasons you are buying food from a take-away less often?

OPEN END

ASK ALL

Q4. In the last month, how often, if at all, have you arranged for food to be delivered to your house in the following ways?

Please select one answer for each statement.

SINGLE CODE PER ROW. PROGRESSIVE GRID. RANDOMISE ROWS 1-8

1. From Facebook Marketplace
2. Through a food sharing app (e.g. Olio)
3. Through a government or local authority scheme
4. Through a food charity or food bank

COLUMNS

1. Every week
2. Some weeks but not every week
3. Just one week in the last month
4. I have not done this in the last month
5. Don’t know/can’t remember
6. Prefer not to answer

ASK ALL

Q5. 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?

Please select one answer for each food.

SINGLE CODE PER ROW. RANDOMISE ROWS. PROGRESSIVE GRID.

ROWS

1. Cooked meats
2. Smoked fish
3. Bagged salads
4. Soft (mould ripened) cheeses
5. Pasteurised milk

COLUMNS

1. Yes, this happened every week
2. Yes, this happened some weeks but not every week
3. Yes, this happened just one week in the last month
4. No, never
5. Don’t know/can’t remember
6. Prefer not to say

ASK ALL

Q7 In the last month, have you done any of the following more or less often?

RANDOMISE ROWS 1-10. PROGRESSIVE GRID. SINGLE CODE PER ROW. FORWARD/REVERSE COLUMNS 1-5

ROWS

1. Cooked food from scratch
2. Cooked to freeze food for later
3. Wasted or thrown away food
4. Bought processed food
5. Eaten different food as I rely on others for my supplies
6. Eaten together with the family
7. Snacked on cakes, biscuits, confectionery and savoury snacks
8. Bought food from local shops
9. Eaten healthy meals
10. Eaten meat

COLUMNS

1. A lot more
2. A little more
3. About the same
4. A little less
5. A lot less
6. I have not done this in the past month

ASK ALL

Q8 How often, if at all, do you do each of the following?

SINGLE CODE PER ROW. RANDOMISE ROWS. PROGRESSIVE GRID.

ROWS

1. Cook food until it is steaming hot throughout
2. Follow instructions on food packaging which tells you how long food should be stored once opened
3. Washing raw chicken
4. Use different chopping boards for different foods
5. Check use-by dates when you are about to cook or prepare food

COLUMNS

Always
Most of the time
Sometimes
Never
I don’t cook

Appendix B: Wave 1 (April 2020) questionnaire

ASK ALL SINGLE CODE

Q1. 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?

Please select one answer only

REVERSE 1-4

7. Very worried
8. Somewhat worried
9. Not very worried
10. Not at all worried
11. Don't know
12. Prefer not to answer

ASK ALL SINGLE CODE

Q2. To what extent, if at all, are you worried you/your household will not be able to afford food in the next month?

Please select one answer only

REVERSE 1-4

1. Very worried
2. Somewhat worried
3. Not very worried
4. Not at all worried
5. Don't know
6. Prefer not to answer

ASK ALL SINGLE CODE

Q3. In the last month have you cut down the size of your meals or skipped meals for any of the following reasons?

Please select one answer for each statement.

RANDOMISE a-e

a) You did not have enough money to buy food
b) You (or others in your household) were not well enough to shop or cook food
c) You had no means to get to the shops to buy food
d) You were unable to get a delivery of food or obtain it in other ways
e) You could not find the food you needed wanted in the shops

REVERSE 1-4

7. Yes, this happened every week

8. Yes, this happened some weeks but not every week
9. Yes, this happened just one week   in the last month
10. No, never
11. Don’t know/can’t remember
12. Prefer not to answer

ASK ALL SINGLE CODE

Q4. In the last month, how often, if at all, have you arranged for food to be delivered to your house in the following ways?

RANDOMISE a-f

a) Online from a supermarket
b) Online from a food ordering company (e.g. Deliveroo, Just Eats, Uber Eats)
c) Direct or online from a local restaurant
d) Direct or online from a local take-away
e) From Facebook Marketplace
f) Through a food sharing app (e.g Olio)
g) Through a government or local authority scheme
h) Through a food charity or food bank

REVERSE 1-4

7. Every week
8. Some weeks but not every week
9. Just one week in the last month
10. I have not done this in the last month
11. Don’t know/can’t remember
12. Prefer not to answer

ASK ALL SINGLE CODE

Q5. In the last month, have you or anyone in your family eaten food that has gone past its ‘use by’ date? Please select only one option

REVERSE 1-4

1. Yes, this happened every week
2. Yes, this happened some weeks but not every week
3. Yes, this happened just one week in the last month
4. No, never
5. Don’t know/can’t remember
6. Prefer not to answer

Sample profile

Demographic category	**Number**	**%**
All respondents	2040	100%
male	995	49%
female	1008	49%
16-24-year olds	313	15%
25-34-year olds	369	18%
35-44-year olds	353	17%
45-54-year olds	374	18%
55-75-year olds	630	31%
social grade AB	549	27%
social grade C1	762	37%
social grade C2	270	13%
social grade DE	459	22%
households with a child present	527	26%
households with no child present	1513	74%
household size 1	405	20%
household size 2	747	37%
household size 3	396	19%
household size 4+	493	24%
Urban	1699	83%
rural	341	17%
married / living as married	1159	57%
single	629	31%
Widowed / divorced / separated	252	12%

Further data on sample profile (i.e. region, income, employment status, education) can be found within the data tables.