

Changes in Habits

During the COVID-19 Pandemic

This week's insights were collected Friday, January 22 – Sunday, January 24 among a general population of n=301 U.S. consumers age 21+.

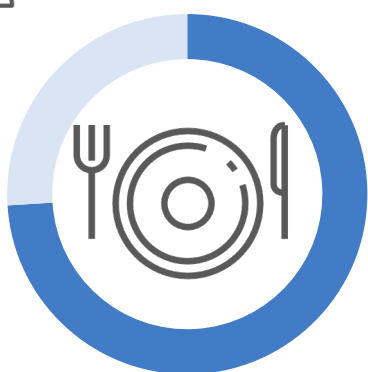
Home cooked meals, from scratch top COVID-19 pandemic behaviors. When making up for the lack of out of home dining, homemade meals from scratch are filling the gap, followed by desserts and fresh produce (over canned/frozen). Spending on groceries is up during the COVID-19 pandemic, while spending, in general, is not. Most consider themselves more careful in their behavior and concerns about the virus than people they know.

Making Up For Out of Home Food/Bev

% of Respondents Who Have Cut Back on Restaurants/Bars



PREPARING AT HOME



Meals from Scratch
74%



Fancy Cocktails
16%



PURCHASING



Alignment with Habits during Pandemic

% Total Respondents



Personal Concerns about COVID-19

% Total Respondents



Base: Total (n=301)
 Q1 With restaurant shut downs/limited capacity due to the COVID-19 pandemic, many people report fewer food and beverage purchases from restaurants and bars (dine in and/or take out). Which of the following are ways you've tried to "make up" for the lack of out-of-home food and beverage purchases? These would be changes you made during this time, things that you rarely or never did prior to COVID-19, or things you are doing a lot more than you did before.
 Q2 For each pair of statements below, please select the point closest to the statement that best describes your habits since the beginning of the COVID-19 pandemic.
 Q3 How would you rate your personal concerns about the COVID-19 pandemic compared to people you know?