

HOUSEHOLD ROLES AND TIME SPENT SHOPPING, PREPPING, AND EATING FOOD DURING COVID-19

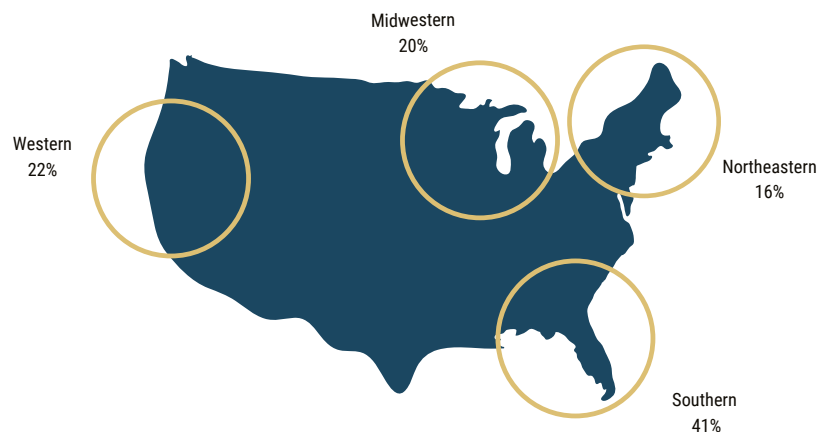
This Agriculture and Food Research Initiative is a multi-region, multi-institution research and outreach project that assesses the impact of COVID-19 on food and agricultural systems to develop strategies for coping with future crises. Lessons from COVID-19: Positioning Regional Food Supply Chains for Future Pandemics, Natural Disasters and Human-made Crises is one of 17 projects nationwide to receive funding through a new program area that targets rapid response solutions to the pandemic through applied research, education, and extension activities. This data was collected as a part of this project and is supported by the Agriculture and Food Research Initiative, grant no. 2020-68006-33037, from the USDA National Institute of Food and Agriculture.

HOW DID CONSUMER INTERACTIONS WITH THE FOOD SUPPLY CHAIN CHANGE?

During COVID-19 many Americans interacted with the food supply chain. To assess the extent to which consumer behavior changed related to interactions with the supply chain, a survey was conducted in four project regions: Western, Southern, Midwestern, and Northeastern. Data were collected from July 2021 to August 2021.

For the purpose of this research, a non-probability sampling method was used to sample for US Citizens, 18 years of age or older, and to match the US Census related to income, race, and region. The survey had a total of 1,004 respondents. Twenty percent of respondents were from the Midwestern region. Sixteen percent of respondents were from the Northeastern region. Forty-one percent of respondents were from the Southern region. Twenty-two percent of respondents were from the Western region.

RESPONDENTS FROM EACH REGION



To better understand how respondents behaviors changed over time, respondents were asked to indicate their actions in three different time periods. Time period one was early pandemic, March to April 2020. Time period two was mid pandemic, August to September 2020. Time period three was current, June 2021. The graphics below were used to help respondents remember what happened in each time period.



WESTERN REGION

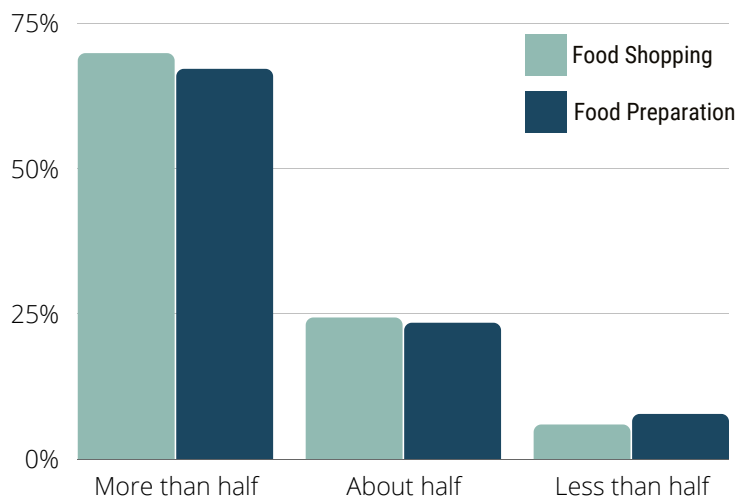


HOW DID CONSUMER INTERACTIONS WITH THE FOOD SUPPLY CHAIN CHANGE IN THE WESTERN REGION?

The Western region had a total of 222 responses, which made up 22% of the total responses. For the purpose of this research, a non-probability sampling method was used to sample for US Citizens, 18 years of age or older, and to match the US Census related to income, race, and region.

To better understand how consumers interact with the food supply changed during COVID-19, respondents were asked to identify how much of the food shopping they were responsible for in their household at the time of the survey. For the purpose of this study, households were defined as "people who live together and share food." Seventy percent of respondents indicated that they were responsible for more than half of the food shopping, while 24% indicated they were responsible for about half of the food shopping, and 6% indicated they were responsible for less than half of the food shopping for their household.

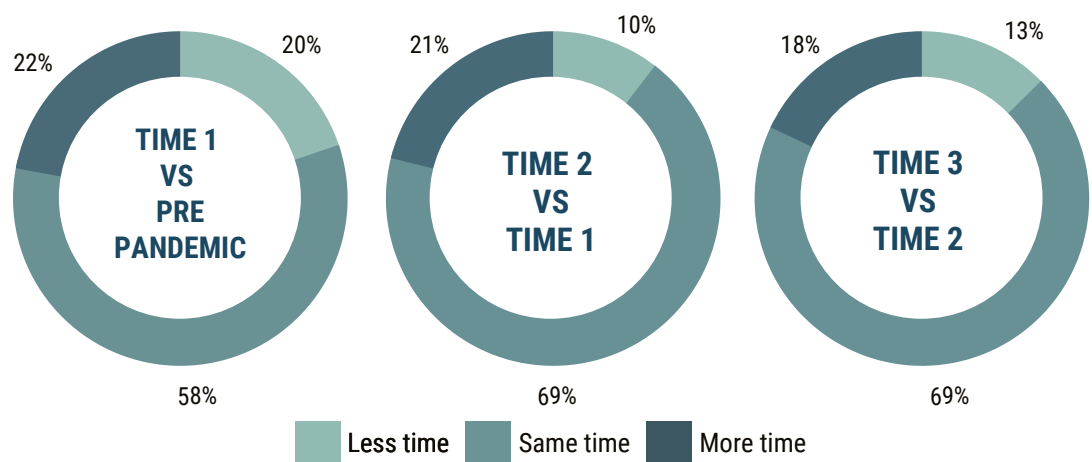
FOOD SHOPPING/PREPARATION RESPONSIBILITY



Respondents were additionally asked what percentage of food preparation they were responsible for. Sixty-seven percent of respondents indicated they were responsible for more than half of the food preparation, while 23% indicated they were responsible for about half of the food preparation, and 8% indicated they were responsible for less than half of the food preparation for their household.

When asked about the amount of time respondents spent shopping, prepping, and eating food, the majority of respondents indicated their time remained the same during all three time periods.

AMOUNT OF TIME SPENT SHOPPING, PREPPING, AND EATING FOOD



SOUTHERN REGION

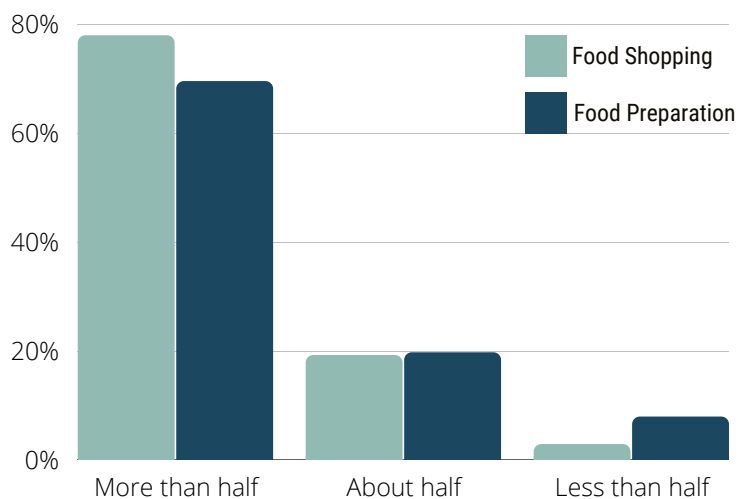


HOW DID CONSUMER INTERACTIONS WITH THE FOOD SUPPLY CHAIN CHANGE IN THE SOUTHERN REGION?

The Southern region had a total of 416 responses, which made up 41% of the total responses. For the purpose of this research, a non-probability sampling method was used to sample for US Citizens, 18 years of age or older, and to match the US Census related to income, race, and region.

To better understand how consumers' interaction with the food supply chain changed during COVID-19, respondents were asked to identify how much of the food shopping they were responsible for in their household at the time of the survey. For the purpose of this study, households were defined as "people who live together and share food." Eighty percent of respondents indicated they were responsible for more than half of the food shopping, while 19% indicated they were responsible for about half of the food shopping, and 3% indicated they were responsible for less than half of the food shopping for their household.

FOOD SHOPPING/PREPARATION RESPONSIBILITY



Respondents were additionally asked what percentage of food preparation they were responsible for. Seventy percent of respondents indicated they were responsible for more than half of the food preparation, while 20% indicated they were responsible for about half of the food preparation, and 8% indicated they were responsible for less than half of the food preparation for their household.

When asked about the amount of time respondents spent shopping, prepping, and eating food, the majority of respondents indicated their time remained the same during time 1 vs pre pandemic and time 3 vs time 2.

AMOUNT OF TIME SPENT SHOPPING, PREPPING, AND EATING FOOD



MIDWESTERN REGION

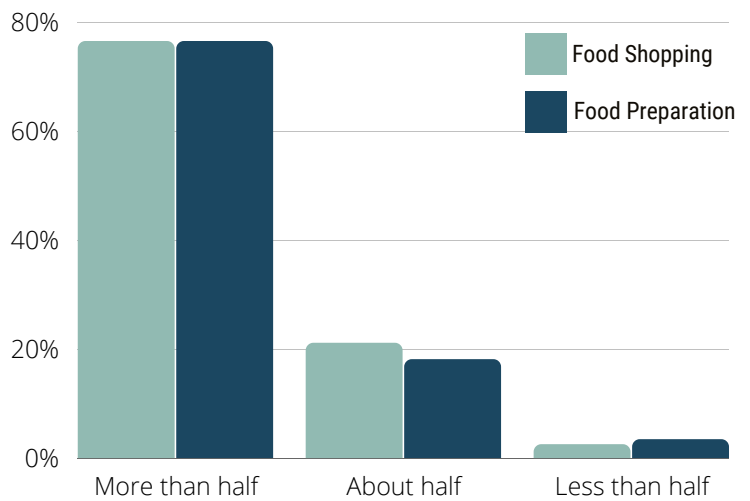


HOW DID CONSUMER INTERACTIONS WITH THE FOOD SUPPLY CHAIN CHANGE IN THE MIDWESTERN REGION?

The Midwestern region had a total of 204 responses, which made up 20% of the total responses. For the purpose of this research, a non-probability sampling method was used to sample for US Citizens, 18 years of age or older, and to match the US Census related to income, race, and region.

To better understand how consumers' interactions with the food supply changed during COVID-19, respondents were asked to identify how much of the food shopping they were responsible for in their household at the time of the survey. For the purpose of this study, households were defined as "people who live together and share food." Seventy-seven percent of respondents indicated they were responsible for more than half of the food shopping, while 21% indicated they were responsible for about half of the food shopping, and 3% indicated they were responsible for less than half of the food shopping for their household.

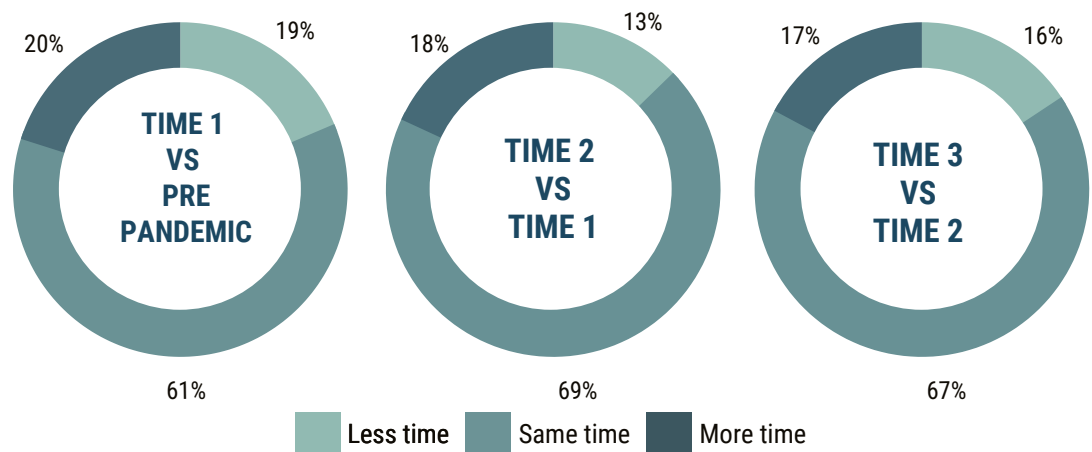
FOOD SHOPPING/PREPARATION RESPONSIBILITY



Respondents were additionally asked what percentage of food preparation they were responsible for. Seventy-seven percent of respondents indicated they were responsible for more than half of the food preparation, while 18% indicated they were responsible for about half of the food preparation, and 3% indicated they were responsible for less than half of the food preparation for their household.

When asked about the amount of time respondents spent shopping, prepping, and eating food, the majority of respondents indicated their time remained the same during all three time periods.

AMOUNT OF TIME SPENT SHOPPING, PREPPING, AND EATING FOOD



NORTHEASTERN REGION

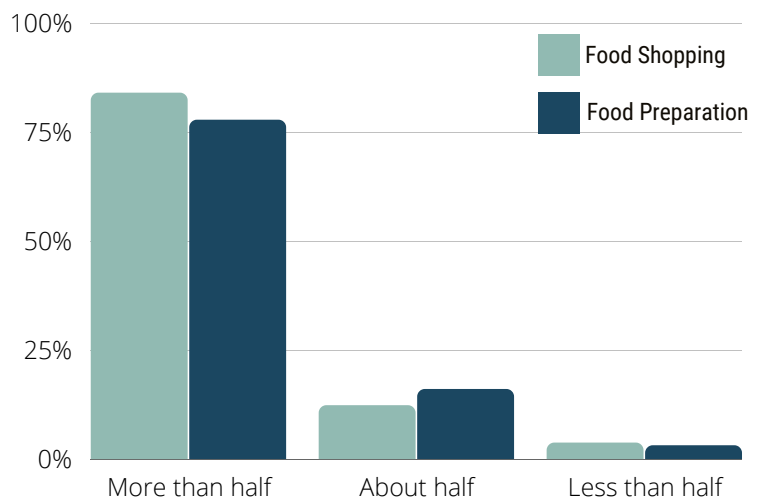


HOW DID CONSUMER INTERACTIONS WITH THE FOOD SUPPLY CHAIN CHANGE IN THE NORTHEASTERN REGION?

The Northeastern region had a total of 162 responses, which made up 16% of the total responses. For the purpose of this research, a non-probability sampling method was used to sample for US Citizens, 18 years of age or older, and to match the US Census related to income, race, and region.

To better understand how consumers' interactions with the food supply changed during COVID-19, respondents were asked to identify how much of the food shopping they were responsible for in their household at the time of the survey. For the purpose of this study, households were defined as "people who live together and share food." Eighty-four percent of respondents indicated they were responsible for more than half of the food shopping, while 12% indicated they were responsible for about half of the food shopping, and 4% indicated they were responsible for less than half of the food shopping for their household.

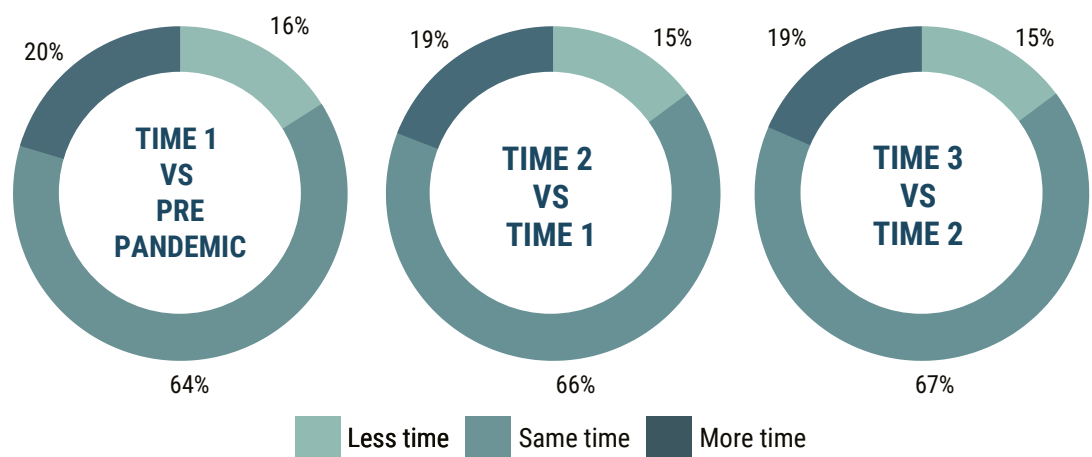
FOOD SHOPPING/PREPARATION RESPONSIBILITY



Respondents were additionally asked what percentage of food preparation they were responsible for. Seventy-eight percent of respondents indicated they were responsible for more than half of the food preparation, while 16% indicated they were responsible for about half of the food preparation, and 3% indicated they were responsible for less than half of the food preparation for their household.

When asked about the amount of time respondents spent shopping, prepping, and eating food, majority of respondents indicated that their time remained the same during all three time periods.

AMOUNT OF TIME SPENT SHOPPING, PREPPING, AND EATING FOOD



HOW CAN THIS INFORMATION BE USED?

COVID-19 disrupted the way Americans interacted with the food supply chain. Understanding what changed, when it changed, and how it changed can help us to prepare for future disruptions in the food supply chain. The research presented in this factsheet and other resources related to this project aim to answer these questions and help us to prepare for the future.

While initially we heard that people were spending more time shopping for and preparing food, these data show that for the western, midwestern, and northeast regions the time spent shopping, prepping, and cooking remained consistent pre pandemic and through the first 18 months of the pandemic.

Data on this factsheet series compliments the data presented in webinar 3 titled Consumers' Interaction with the Food Supply Chain of the Lessons from COVID-19 webinar series. A recording of this webinar can be found at <https://ruralengagement.org/lessons-from-covid-19-toolkit/>.

For more information about this project, please visit <https://ruralengagement.org/lessons-from-covid-19-toolkit/>

THIS PROJECT IS A COLLABORATION FROM THE FOLLOWING UNIVERSITIES AND ORGANIZATIONS:

