

Detection of Eating Habits During the Covid-19 Pandemic

QUANTITATIVE RESEARCH REPORT | September 2020



Descriptions

Descriptions

TPV

The total of «Definitely Like/Definitely Agree» and «Like/Agree» values.

TNV

The total of «Definitely Dislike/Definitely Disagree» and «Dislike/Disagree» values.

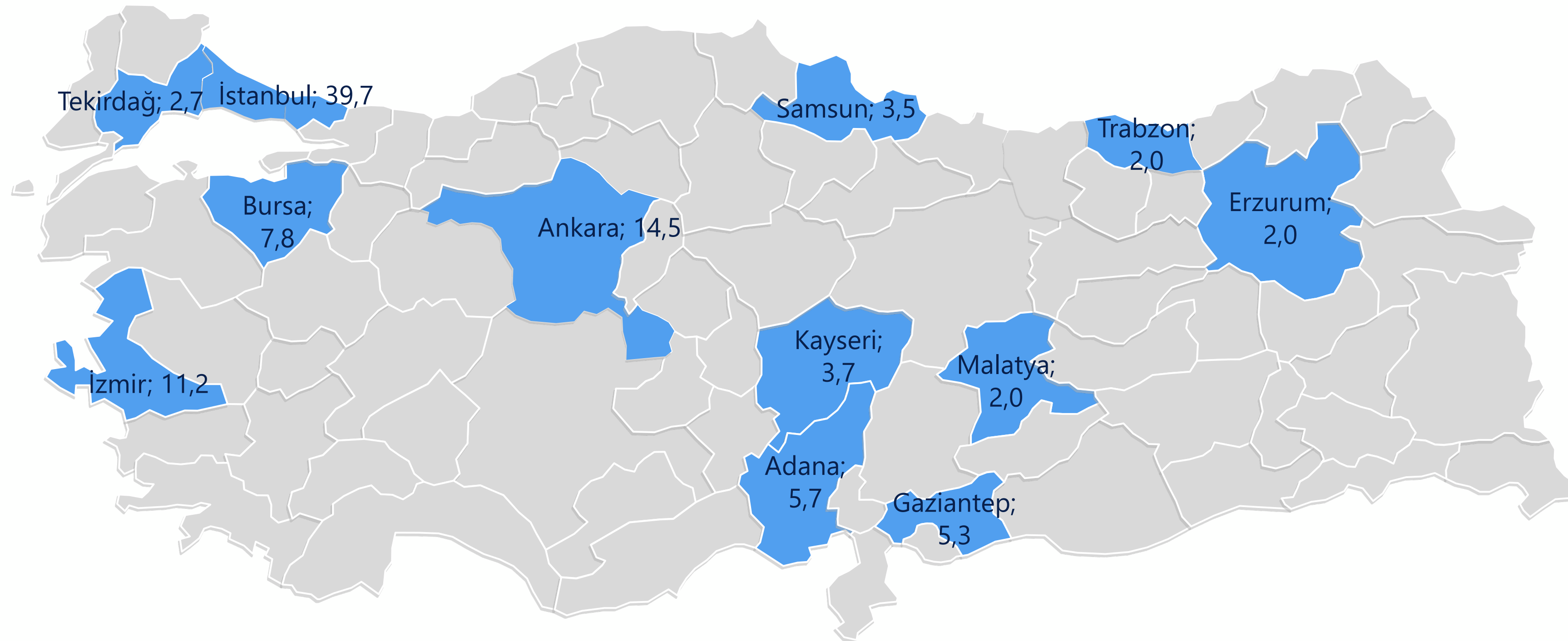
P Value

The smaller the p value, the greater the evidence of a statistically significant difference.
When the p value is less than 0.05; there is a statistically significant difference.
When the p value is less than 0.10; it means borderline significance.

Research Environment

In the scope of the research;

- 600 people, who live in one of the 12 provinces in IBBS Level-1 (Adana, Ankara, Samsun, Tekirdağ, Trabzon, Bursa, İzmir, Gaziantep, Istanbul, Erzurum, Kayseri and Malatya) and have experienced the Covid-19 process, were interviewed through online survey method.

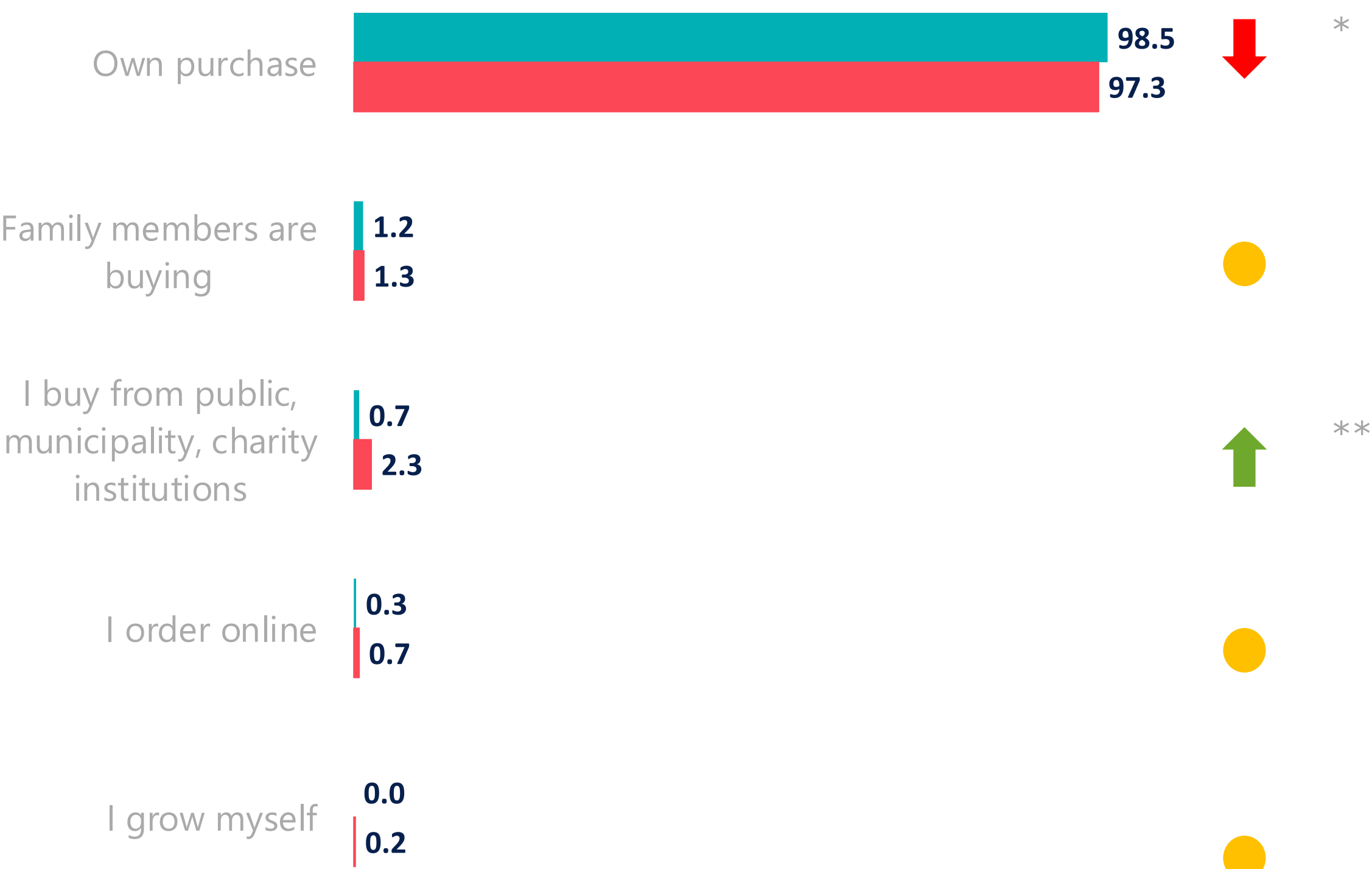


Food Buying Behaviors During Versus Before the Covid-19 Pandemic

People, who usually buy their main food items by themselves before Covid-19 and during Covid-19 period, form the proportional accumulation. In addition, there is an increase in the number of people, who supply their main food items from «public, municipality, charity institutions» compared to before Covid-19 process.

Ways to Supply Main Food Items Before Covid-19 and During Covid-19

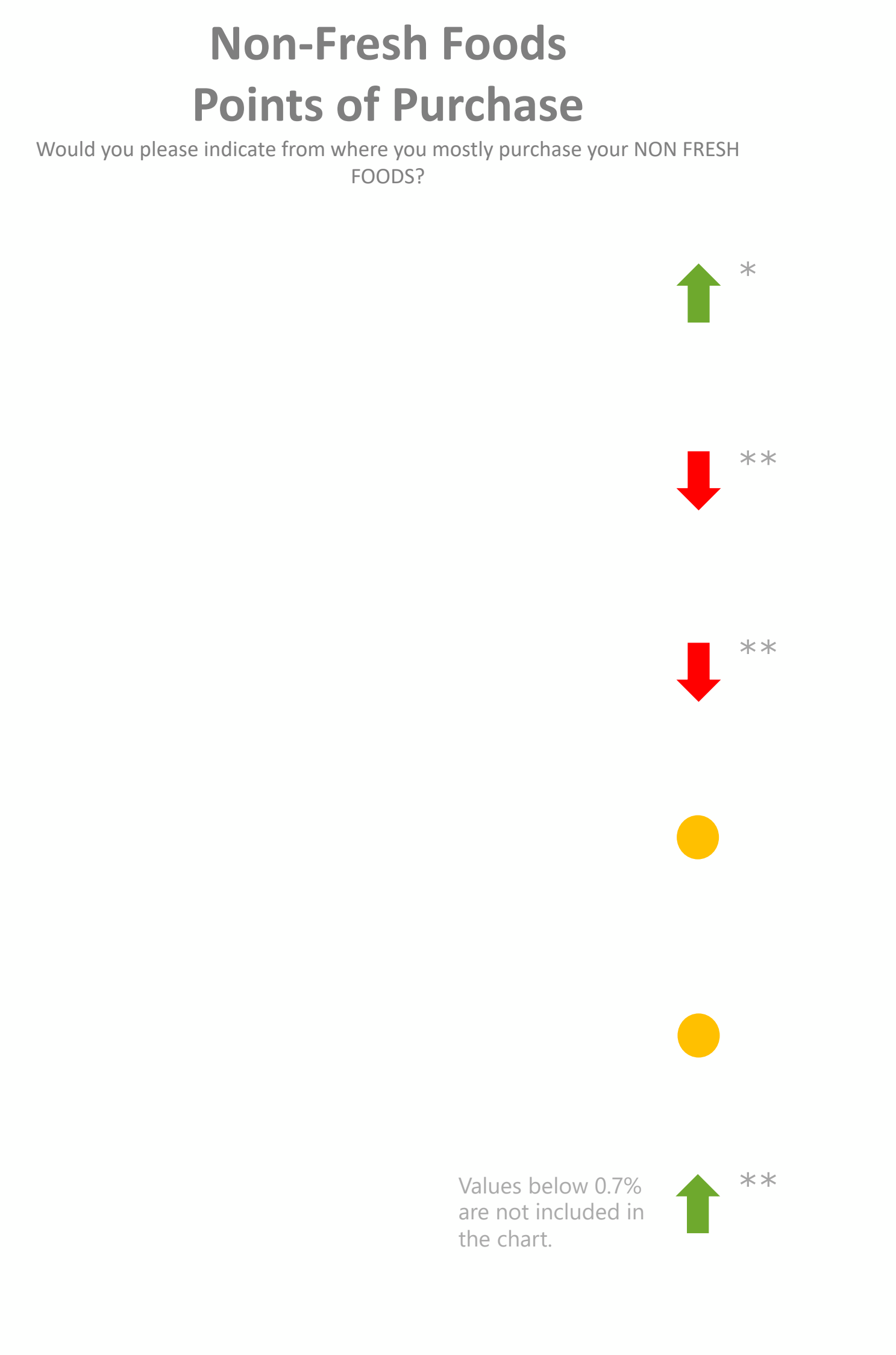
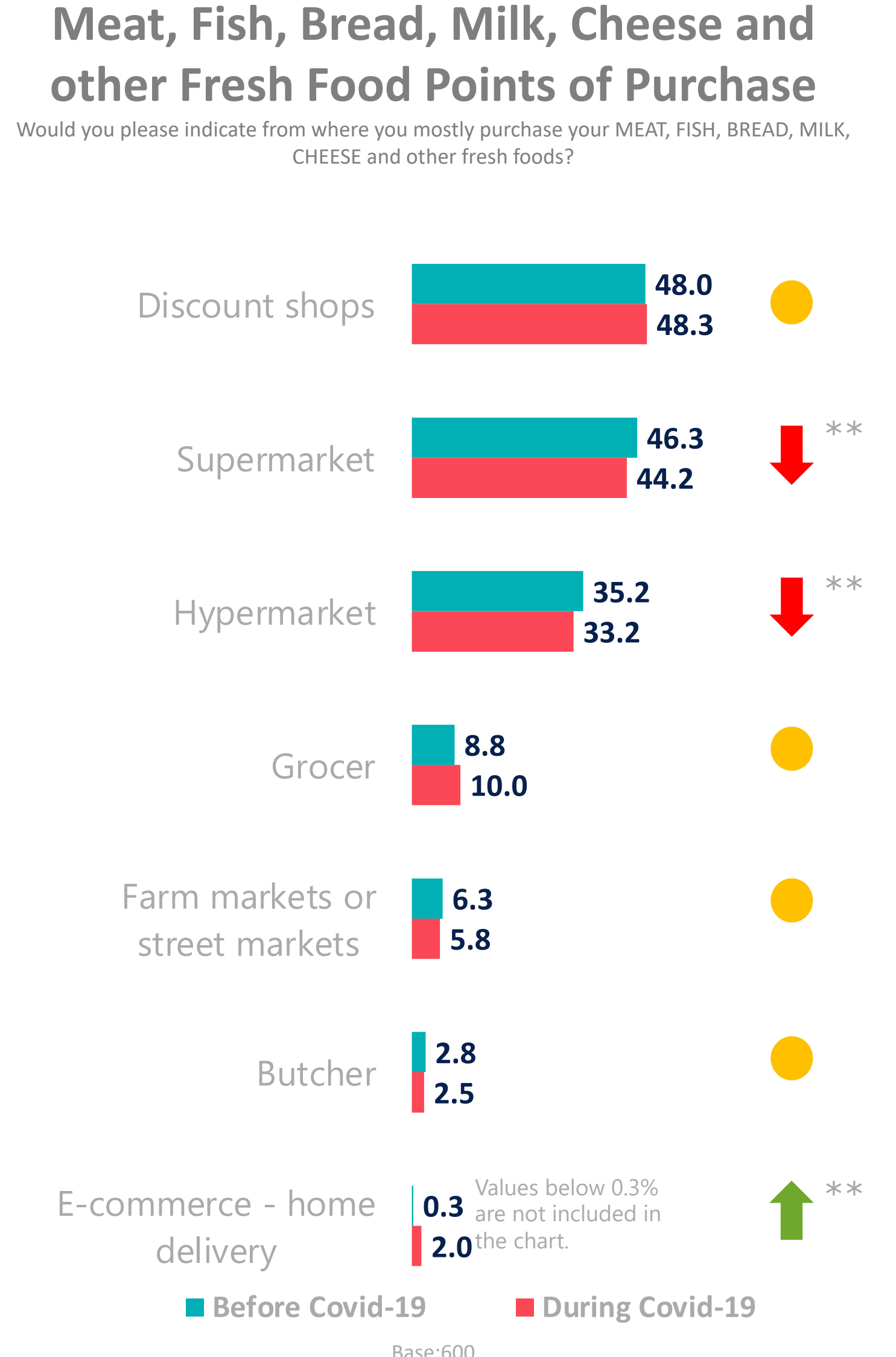
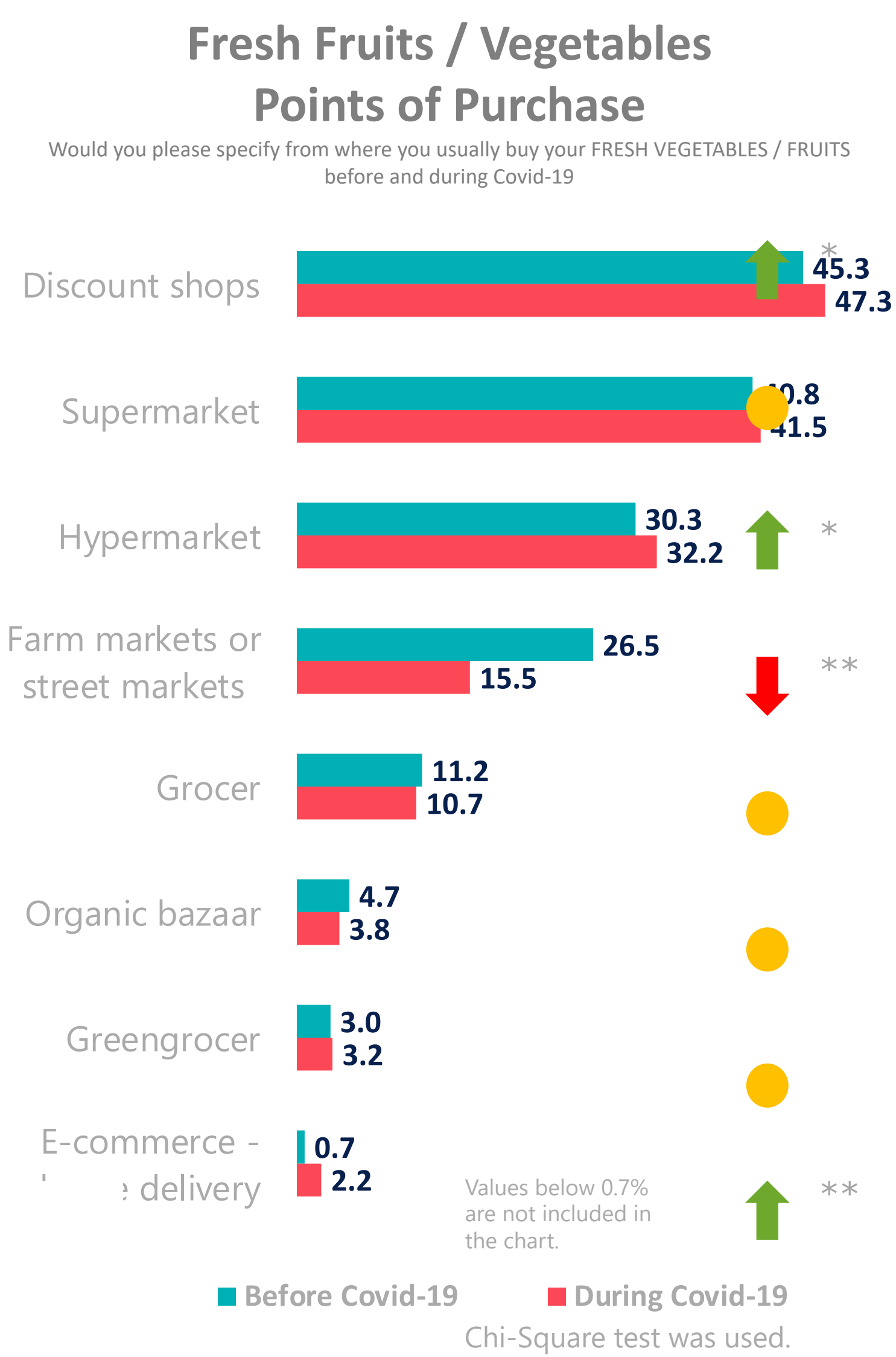
What are the main ways your household's food is obtained before and during Covid-19?



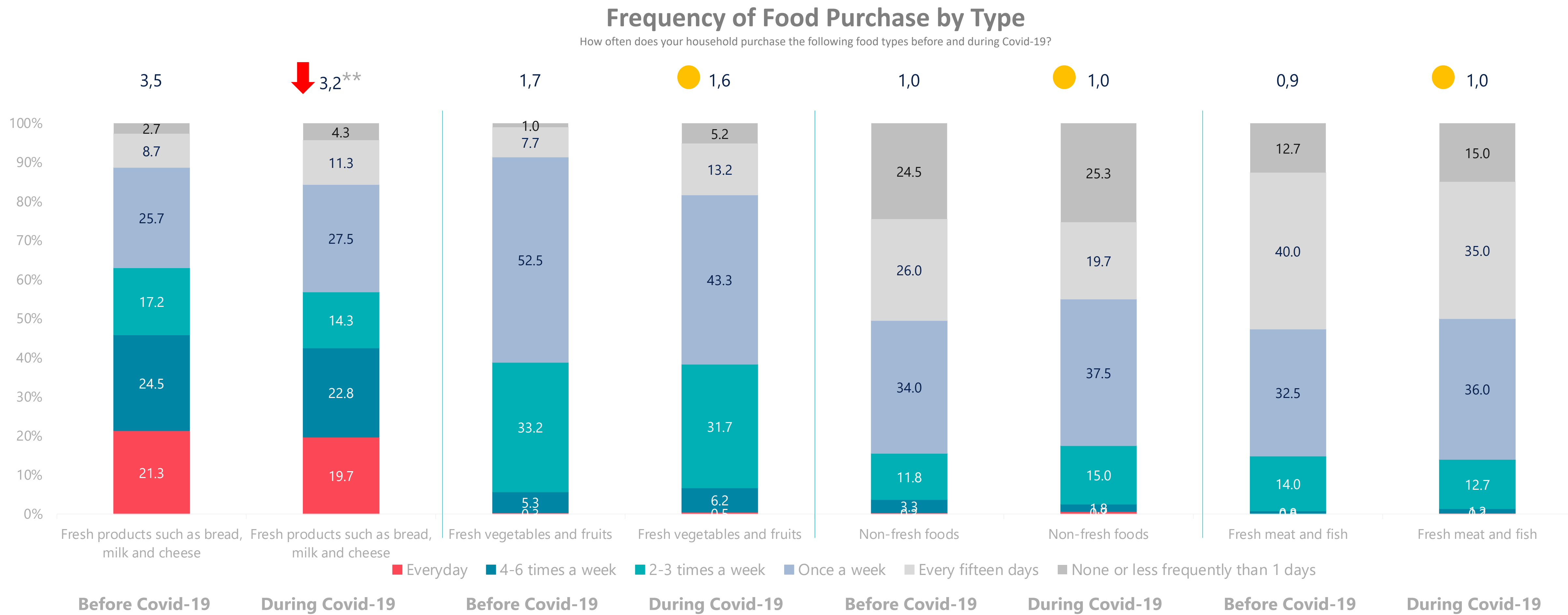
■ Before Covid-19 ■ During Covid-19

Chi-Square test was used.
* Significant at p <0.10.
** Significant at p <0.05

While «fresh fruits and vegetables», «meat, fish, bread, milk, cheese and other fresh foods», and «non-fresh foods» were mostly purchased from discount markets before Covid-19 and during Covid-19, it is observed that the rate of purchase from discount stores has increased compared to before Covid-19 period. Throughout Covid-19, the proportion of «meat, fish, bread, milk, cheese, and other fresh foods» and «non-fresh foods» purchased from supermarkets have decreased compared to before Covid-19 period.



Throughout the Covid-19 period, the frequency of purchasing «fresh products such as bread, milk, and cheese» has decreased compared to before Covid-19 period.



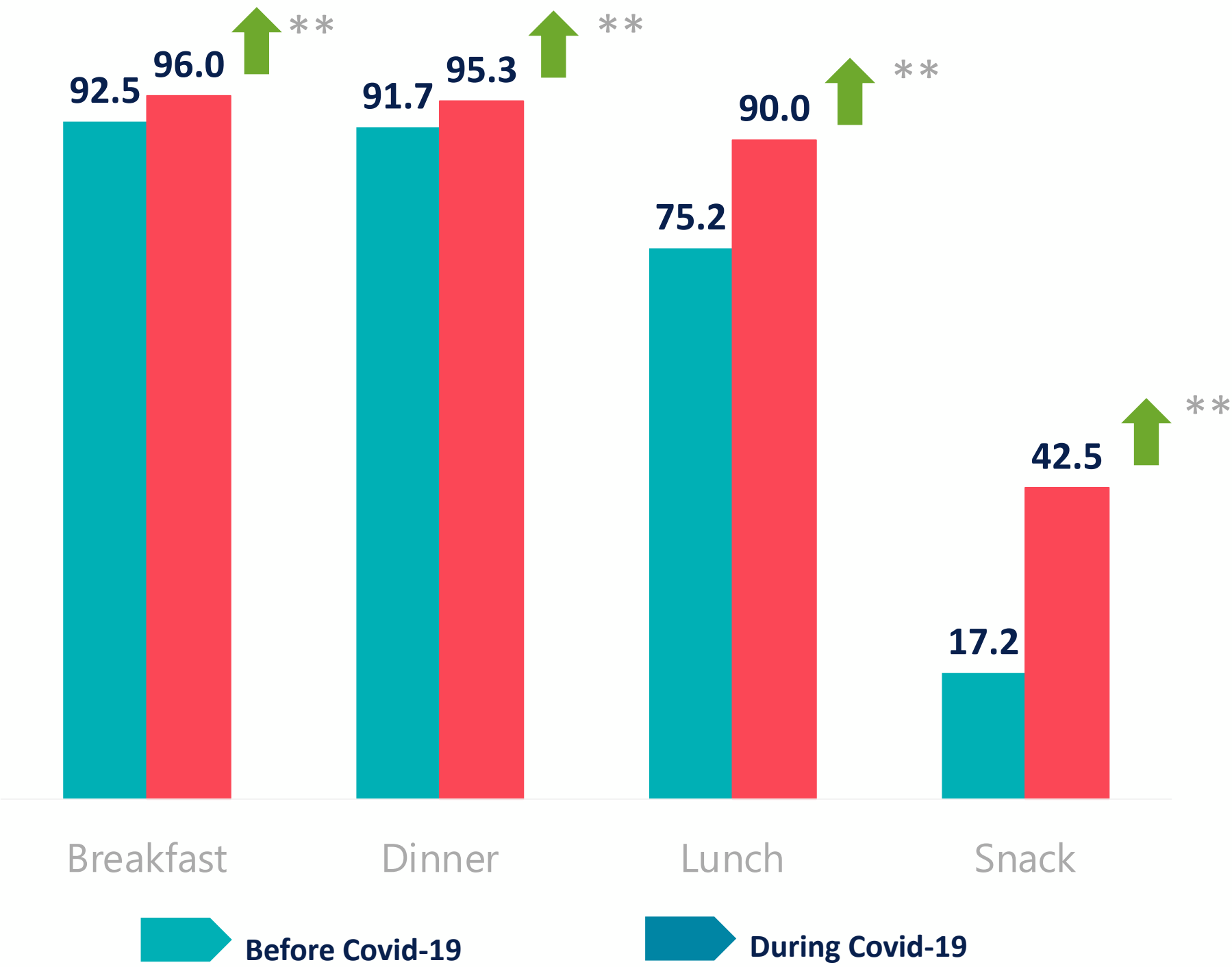
Paired t test was used.
** Significant at p<0.05

Consumption Behaviors During Versus Before the Covid-19 Pandemic

When the meals prepared and consumed by at least one person in the household are examined, the change in the rate of consuming «snacks» is the highest. The percentage of people, «who prepare meals at home by using unprocessed products» has also increased compared to before Covid-19 period. Besides, while 5 out of every 10 people preferred take-away places for food consumption before Covid-19, nearly 3 out of every 10 people preferred take-away places during the Covid-19 period.

Meals Prepared and Consumed by Household at Least Once

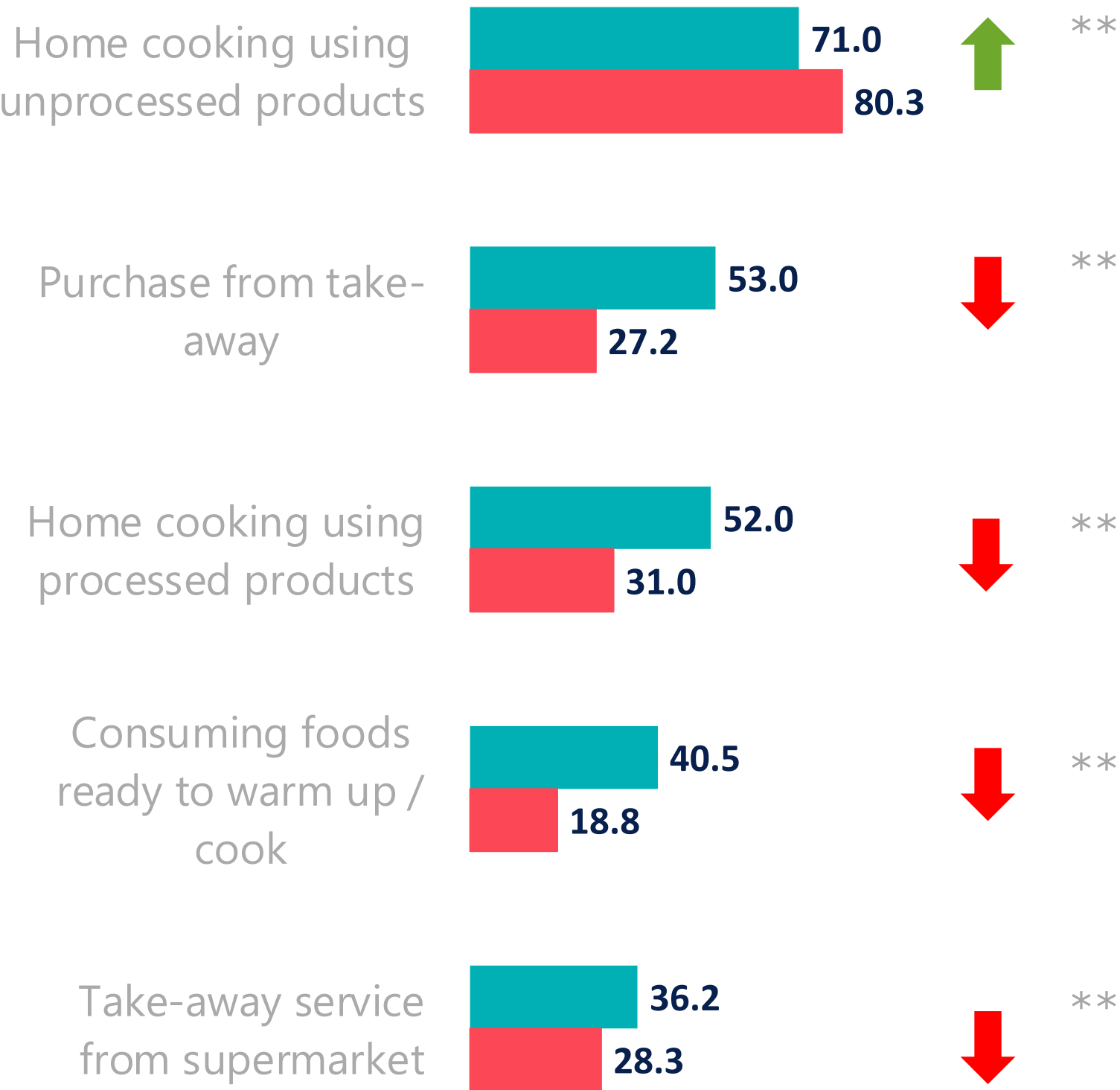
Before and during Covid-19, which of the following meals are prepared and consumed by at least one person at your household each day?



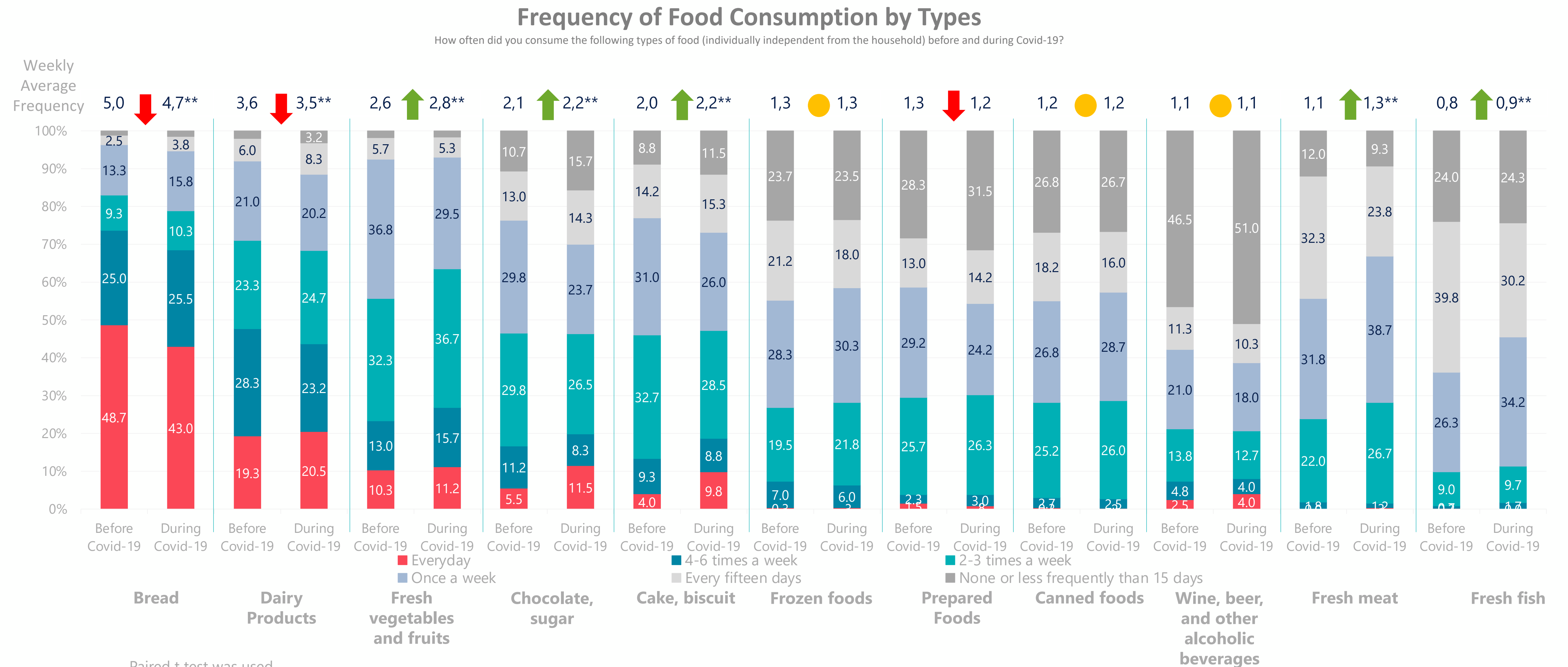
Chi-Square test was used.
* *Significant at p <0.10.
** *Significant at p<0.05

Practices for Home Food Consumption at Least Once

Which of the following practices for the meal consumption at home did you use at least once before and during Covid-19?



Throughout the Covid-19, the consumption frequency of «bread» has the highest decrease compared to before Covid-19 period. On the other hand, the consumption frequency of «fresh meat and fish» products has increased compared to before Covid-19 period. The «Life at Home, Fish at the Table» campaign carried out by the Ministry of Agriculture and Forestry during Covid-19 was effective in increasing the consumption of fresh fish.

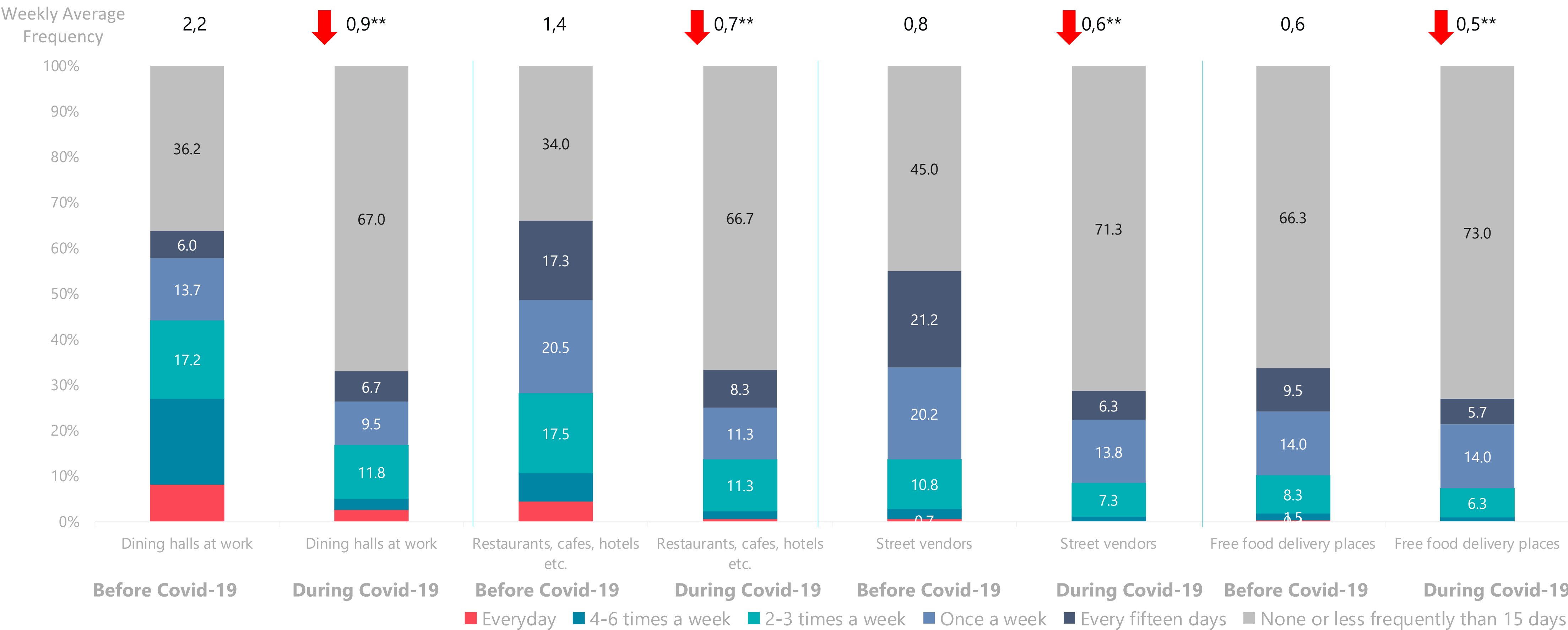


Paired t test was used.
* *Significant at p <0.10
** *Significant at p<0.05

The frequency of preferring to go to «dining halls at work» shows the highest decrease during Covid-19. Afterwards, the restaurants, cafes and hotels come to the forefront with the second highest decrease.

Frequency of Preferring Outdoor Eating Places

Considering eating out, how often did you visit following places before and during Covid-19?

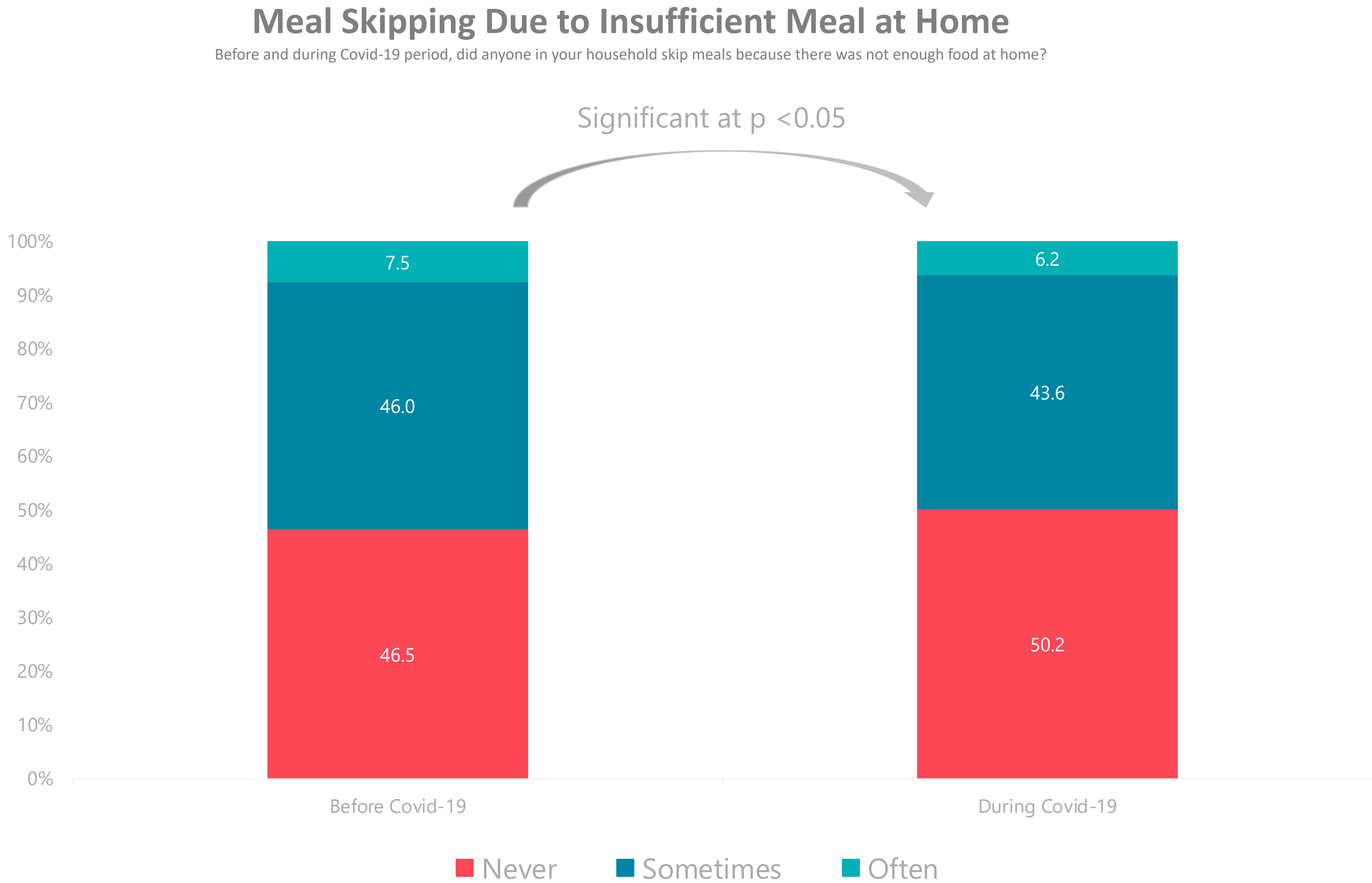


Paired t test was used.

* *Significant at p <0.10

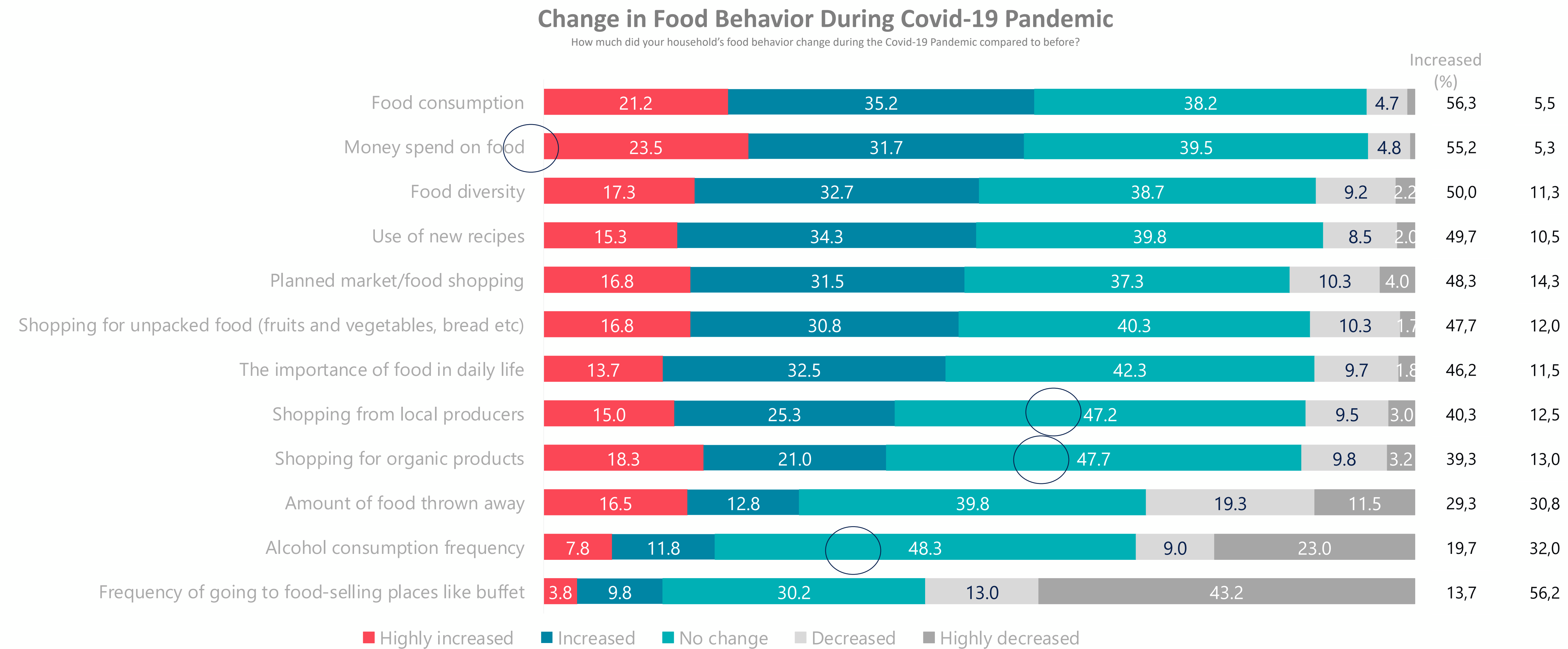
** *Significant at p<0.05

During the Covid-19 period, the percentage of meal skippers has significantly decreased compared to before Covid-19 period. The percentage of people, who indicated that they do not skip meals is 46.5% before Covid-19, whilst it increases to 50.2% during Covid-19 period. It is observed that people pay more attention to their meals during Covid-19 period. The percentage of people, who said that they sometimes skip meals has decreased from 46.0% to 43.6%, and the percentage of people, who said that they frequently skip meals has decreased from 7.5% to 6.2%.



Change in Attitudes and Behaviors During Versus Before Covid-19 Pandemic

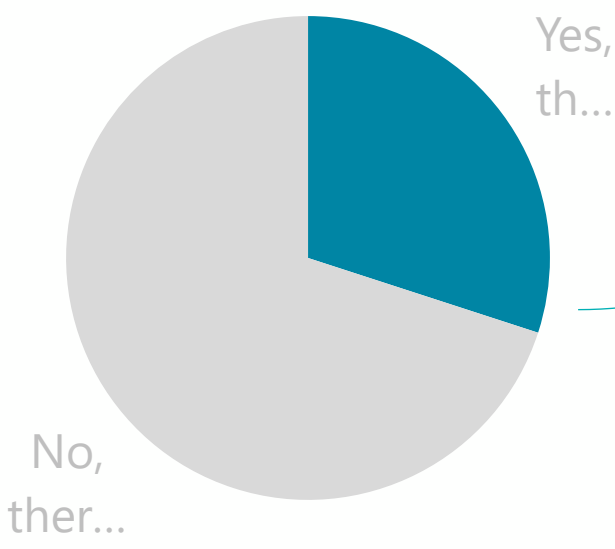
«Food consumption» and «money spend on food» are among the most significant factors during the Covid-19 pandemic. «The frequency of going to food-selling places like buffet» comes to the forefront as the most diminishing factor. Nearly 5 out of every 10 people indicated that there is no change in the factors such as «shopping from local producers», «shopping for organic products» and «the frequency of alcohol consumption».



30% reported that there is a change in household income due to Covid-19. One out of every 10 people specified this reason as «dismissals». «Pasta» ranks first among the most stocked foods during Covid-19 period.

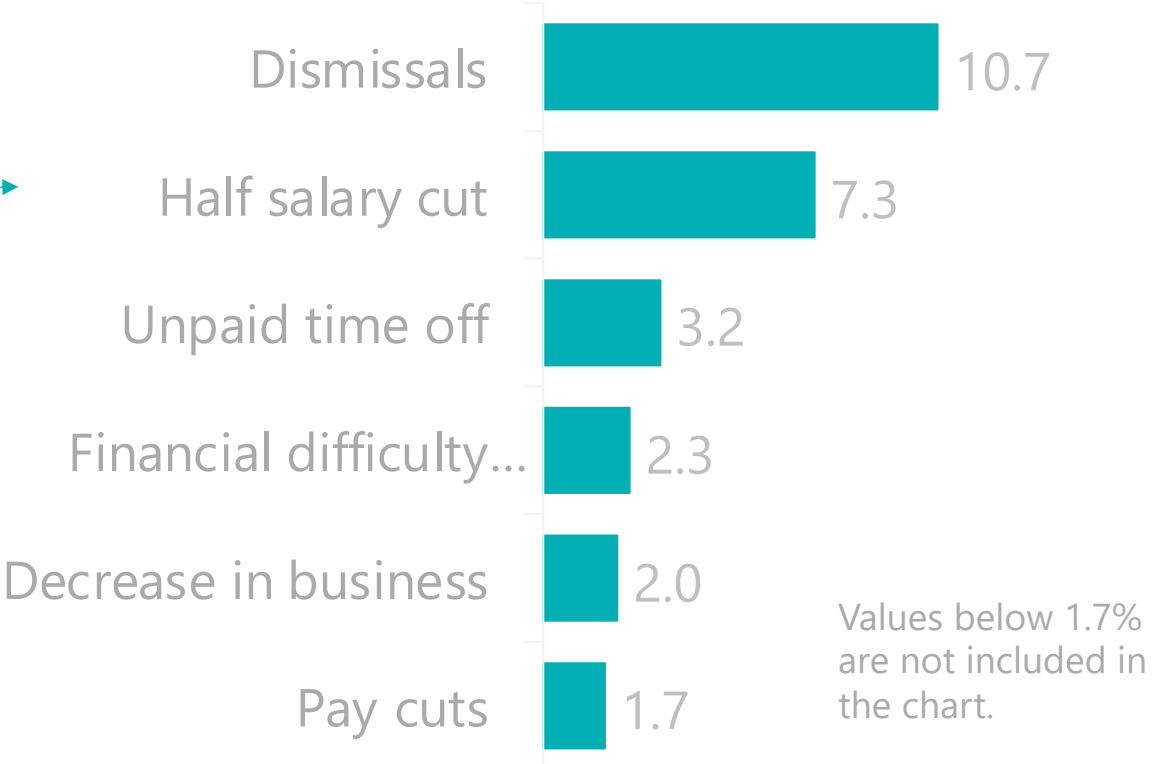
Change in Household Income Due to Covid-19

Has your household income changed due to Covid-19?



Change in Household Income (30.0%)

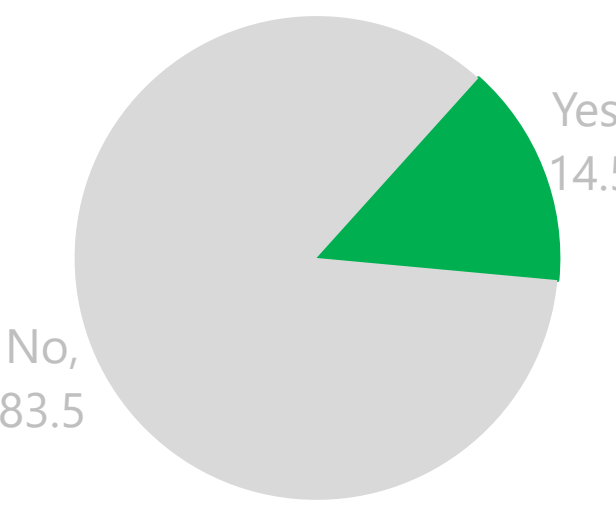
Please explain the change in your monthly income.



Values below 1.7% are not included in the chart.

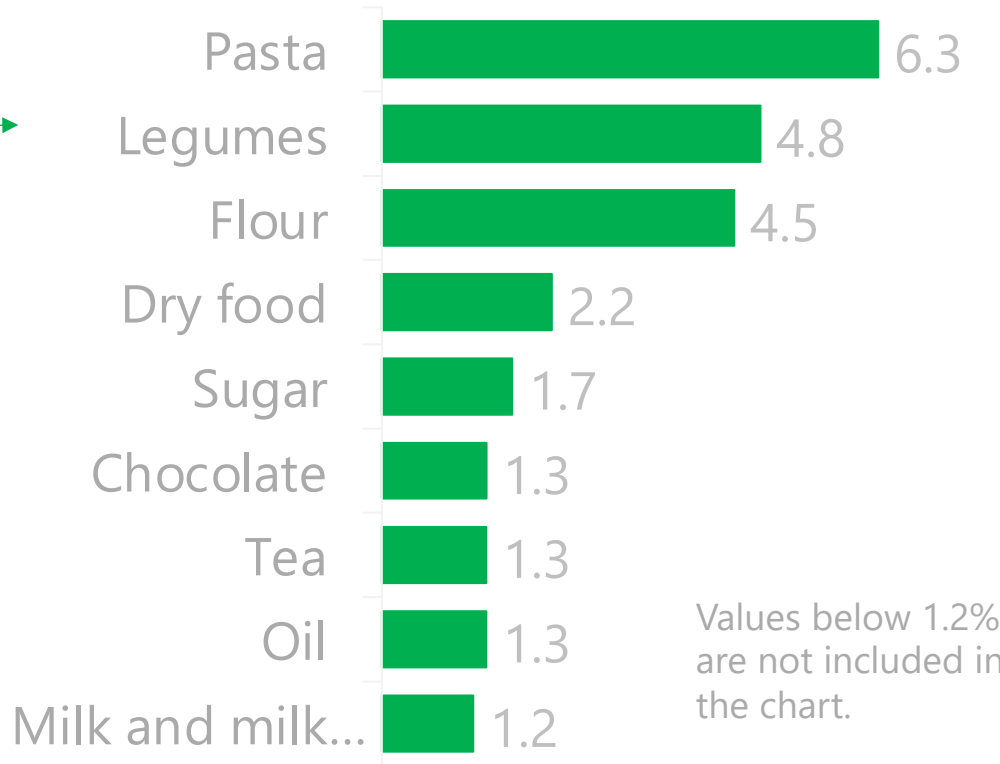
Food Stock Compared to Before Covid-19

Does your household stock-up on food more than in the period before Covid-19?



More Stocked Foods(14.5%)

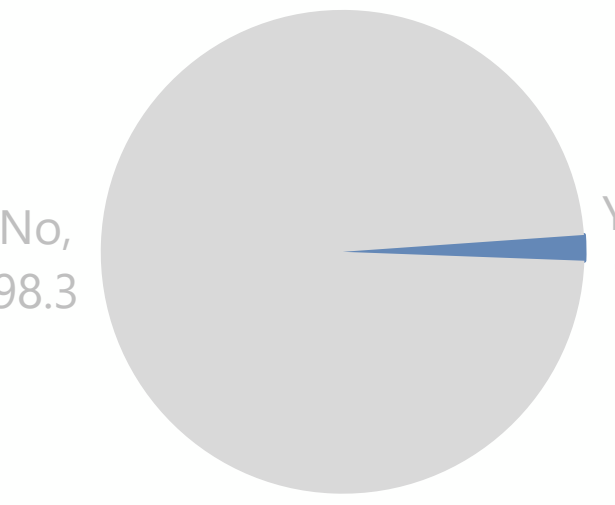
Please specify the food you stock more.



Values below 1.2% are not included in the chart.

Private Diet Practice by One Person at Household

Does anyone in your household have any special dietary needs?



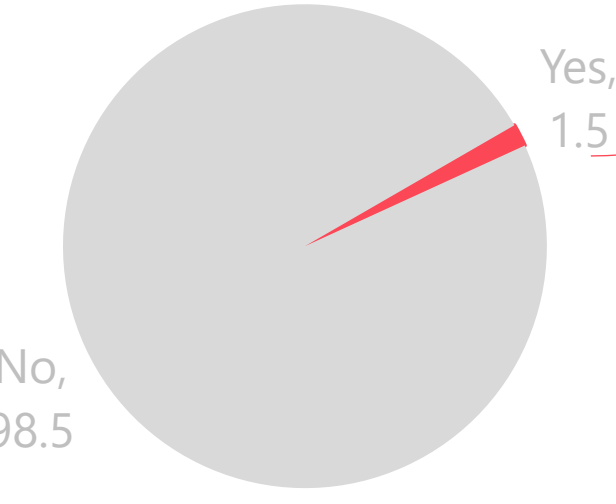
Applied Special Diet

Please describe the special diet.

Diet	n
Protein-based nutrition program	2
Weight gain diet	1
Weight loss diet	1
Diet performed for gastric surgery	1
Diet due to reflux	1
Diet due to blood pressure and diabetes	1

Change in Person Responsible for Food Shopping and Preparation During Covid-19

Has the person responsible for food shopping and preparation changed in your household during Covid-19?



Change in Person Responsible for Food Shopping and Preparation

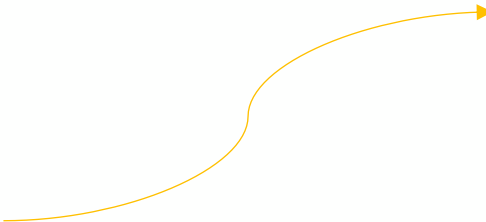
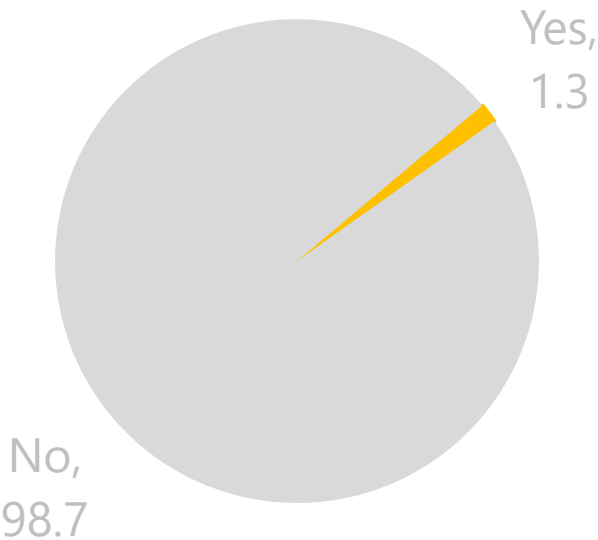
Would you please indicate the change in person responsible for food shopping and preparation?

Diet	n
Shopping by spouse	2
Shopping by mother	2
Shopping by children	2
Municipal assistance	2
Change of shoppers	1

While 9 out of every 10 people indicated that there was no change in the household’s food behavior during the Covid-19 pandemic, «disinfecting food» comes to the forefront in terms of changes in food behavior.

Family Members Helping Others During Covid-19

Is any member of your household active in, or in any way closely related to the production, processing, distribution or delivery of food to other people apart from your own household members?



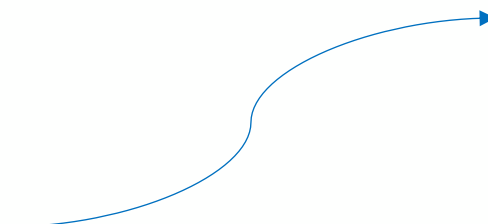
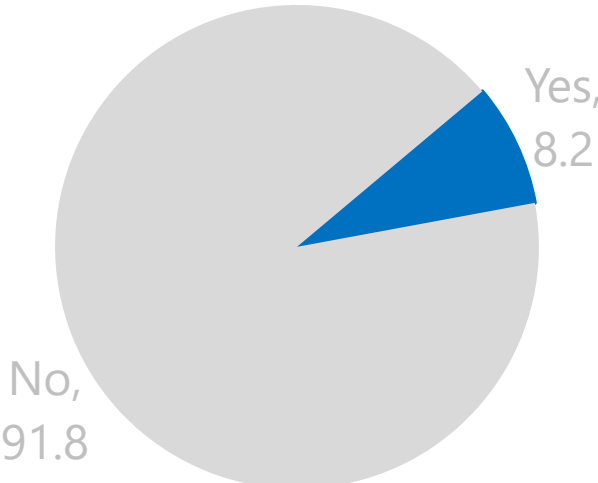
Ways for Helping

Please explain in which way member(s) of your household are related to production, processing, distribution or delivery of food

	n
Helping neighbors for shopping	4
Assisting the elderly for market shopping	1
Assisting the Vefa Support Group	1
Assisting in municipal distribution	1

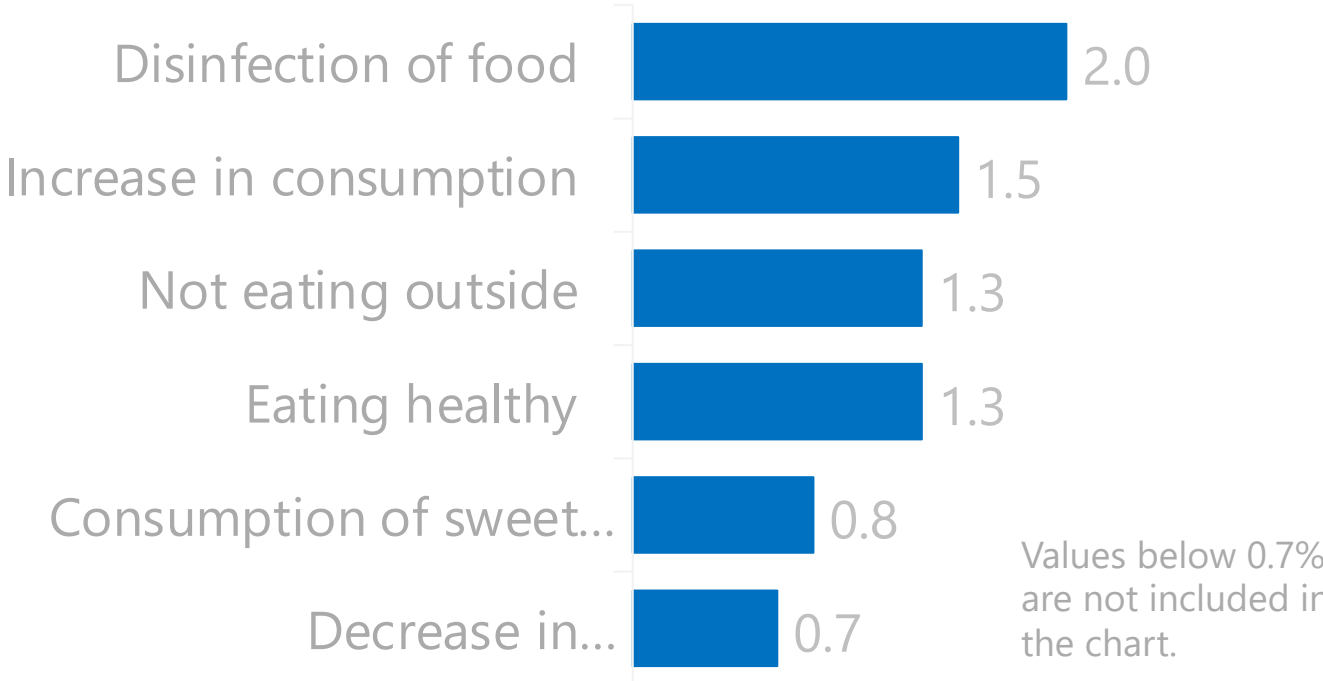
Change in Household’s Behavior During Covid-19 Compared to Before Covid-19 Period

Have there been any other changes in your household’s behavior related to food before vs. during the Covid-19 pandemic?



Changes in Food Behavior(8.2%)

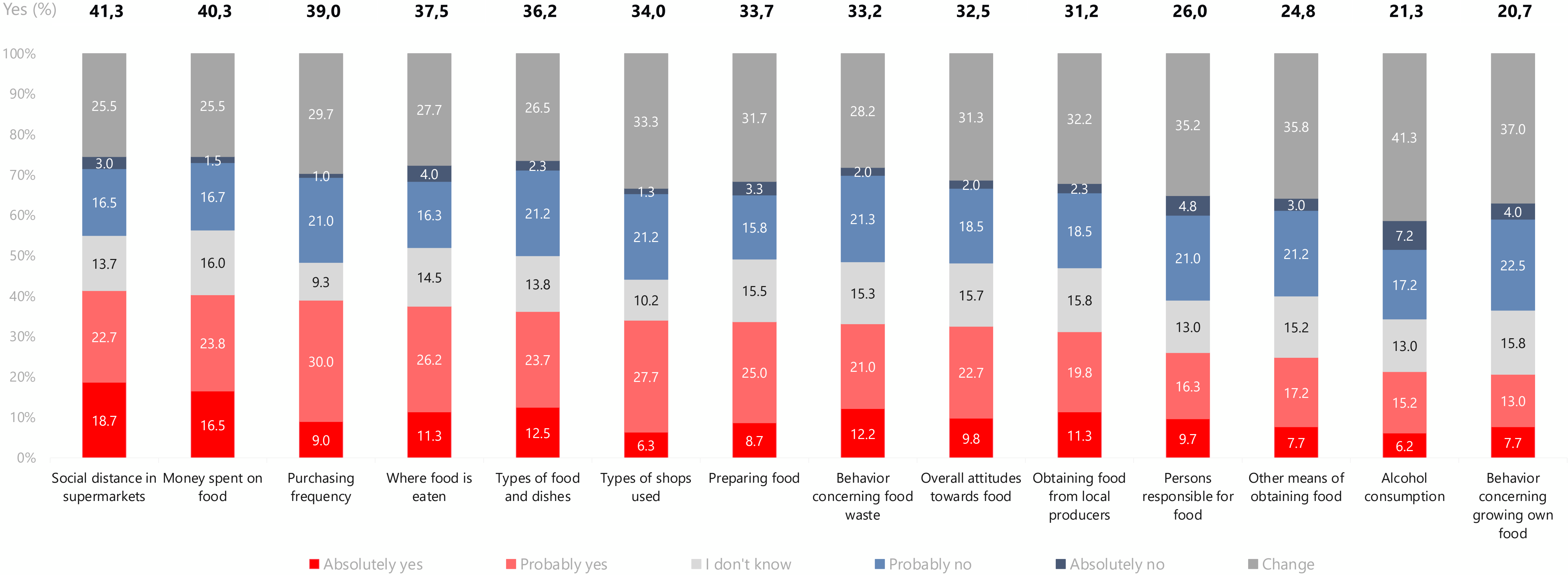
Please explain the attitude changes due to Covid-19



4 out of every 10 people stated that their attitude and behavior towards nutrients besides «the social distance in the markets» and «the money spent on food» during Covid-19 will continue, when the daily life returns to its normal course.

Continuation of Attitudes and Behaviors of Households Against Nutrients When the Daily Life Returns to its Normal Course

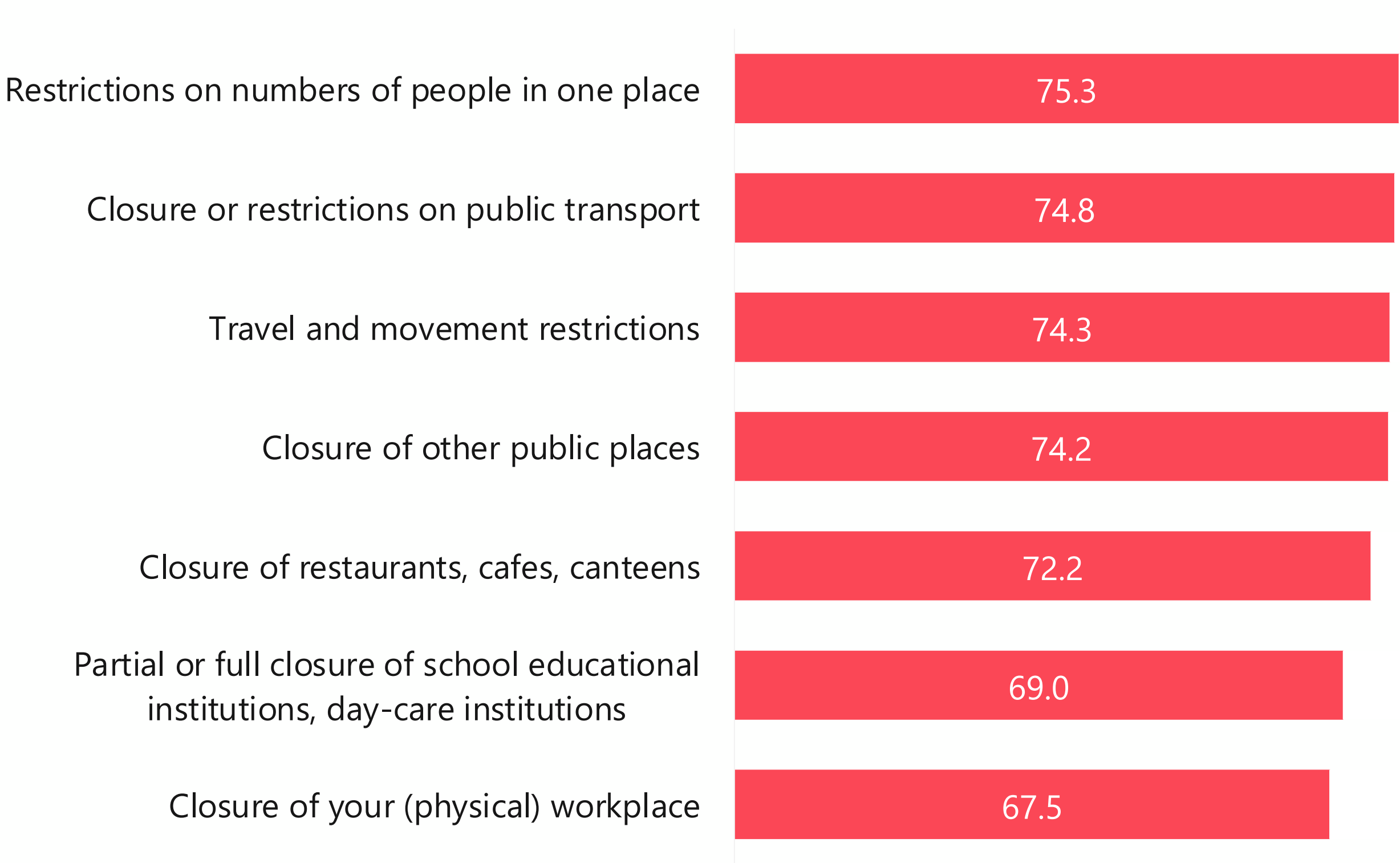
Do you expect that any of the changes in your household’s behavior and attitudes to food during Covid-19 will continue after other aspects of your household’s daily life have returned to what they were before Covid-19?



«The closure of restaurants, cafes and buffets» has the most effective change on the behavior and attitude of households. It is followed by «Restrictions on numbers of people in one place» with second highest score.

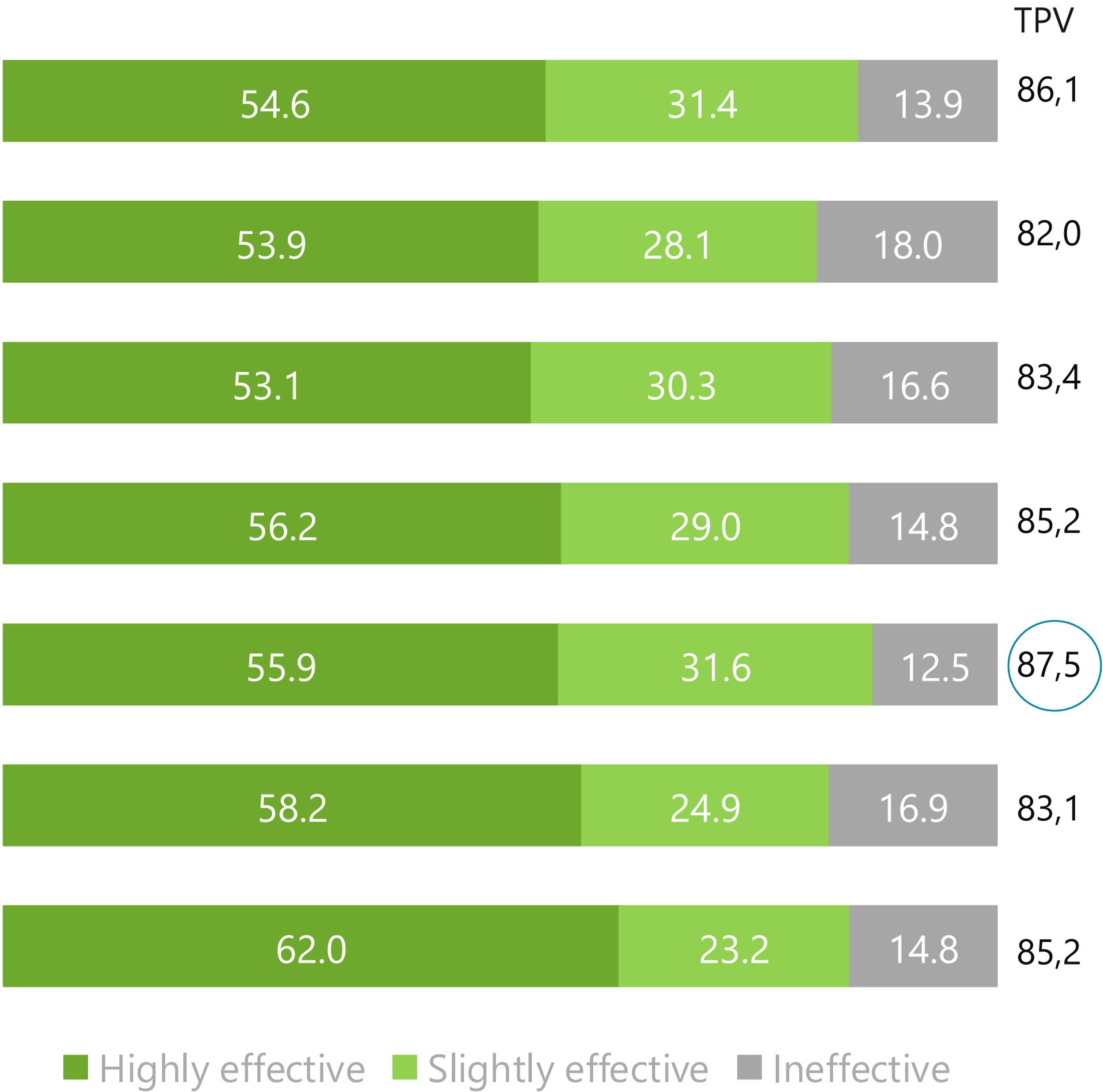
Changes Beyond Control through Local and National Regulations

Which changes have there been in local and national regulations, commercial or other changes resulting from the Covid-19 pandemic beyond your control?



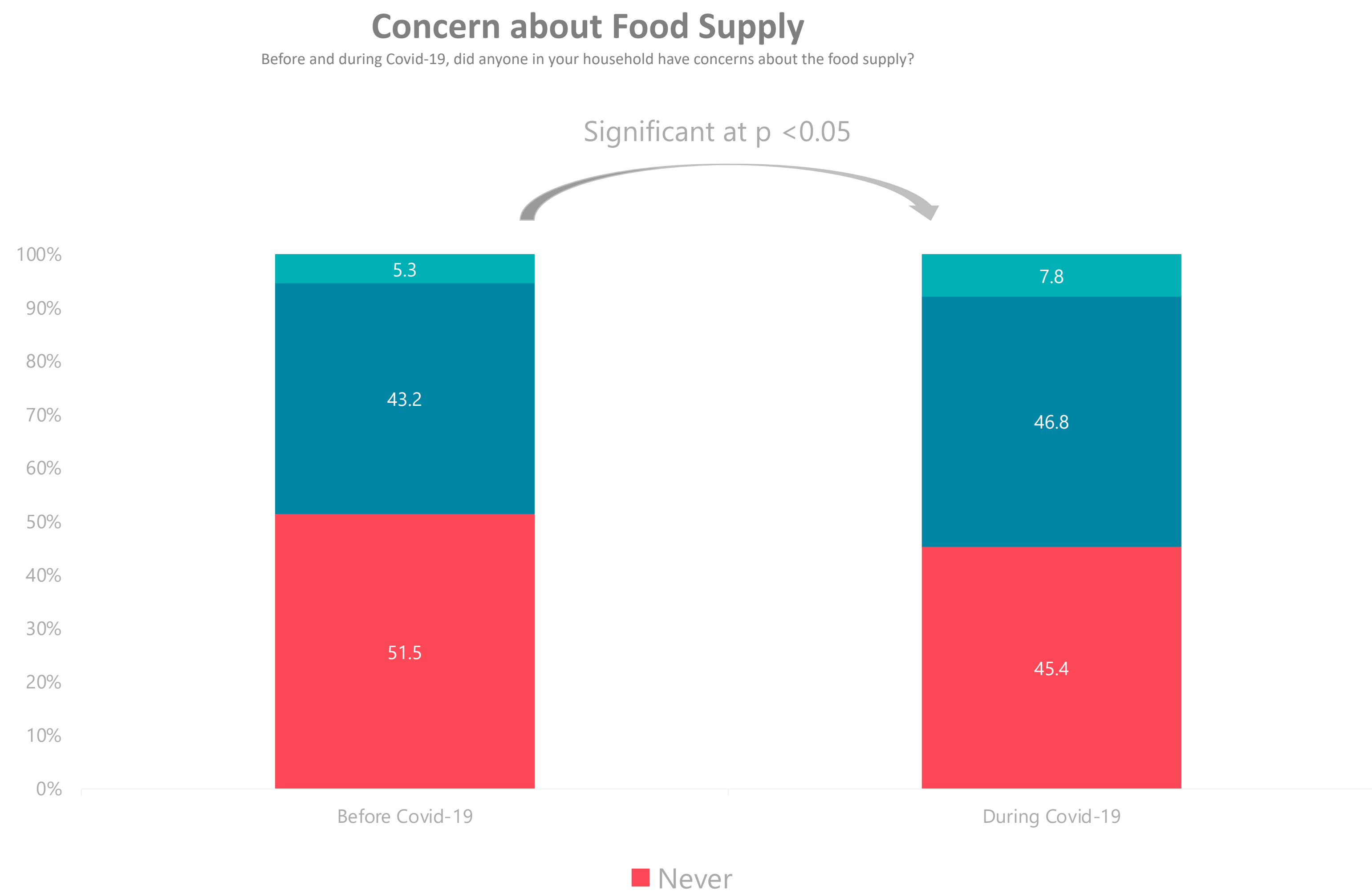
Food Behavior Attitudes in Household Due to Applied Changes

If yes, please indicate the impact of these changes on your household's behavior and attitudes to food.



Impact Size During Versus Before the Covid-19 Pandemic

During the Covid-19 period, there is a significant increase in the rate of people, who expressed their concern about food supply.





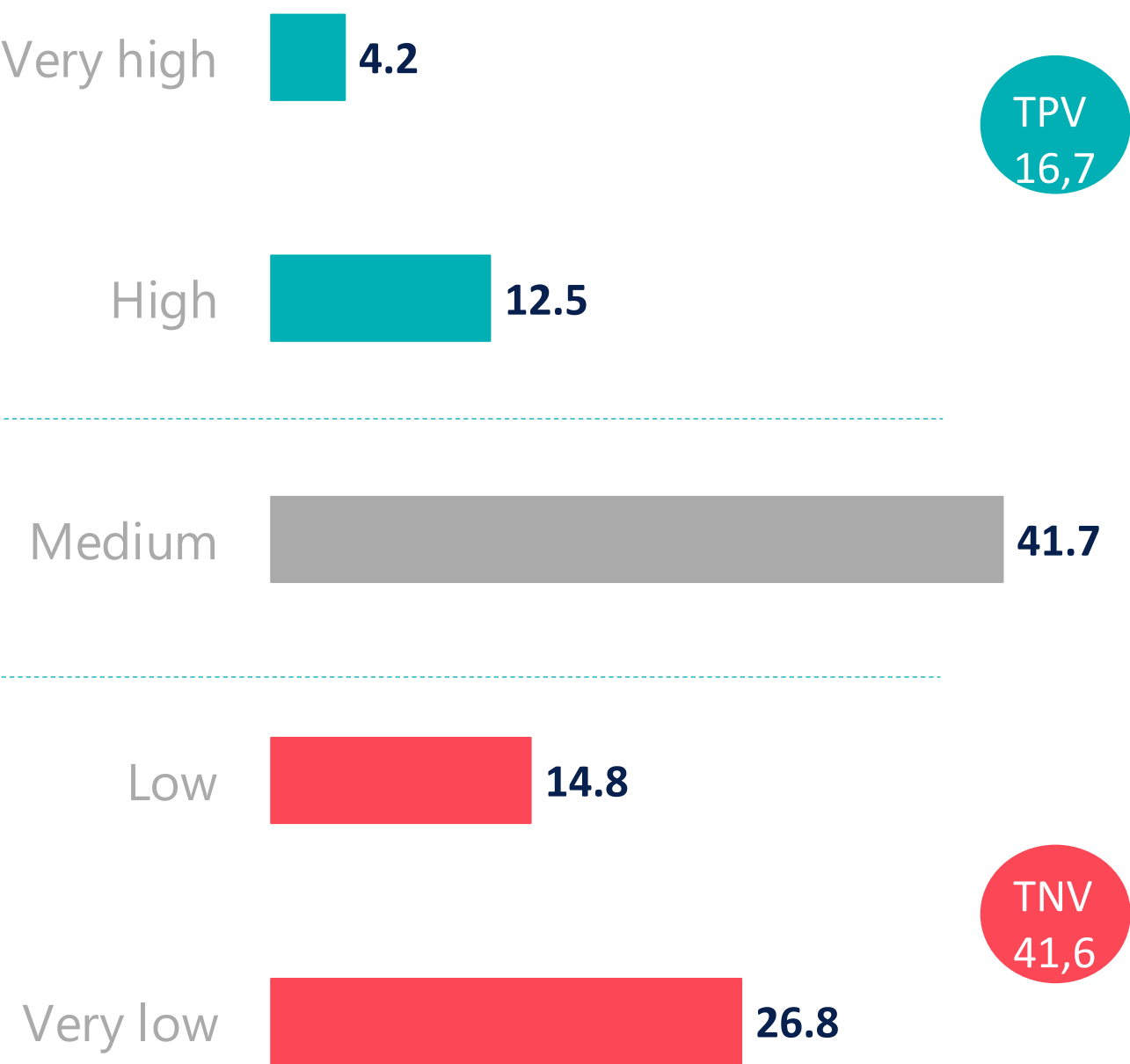
It is stated that none of the household members has symptoms of Covid-19, none of them is isolated or quarantined nor is in the hospital.



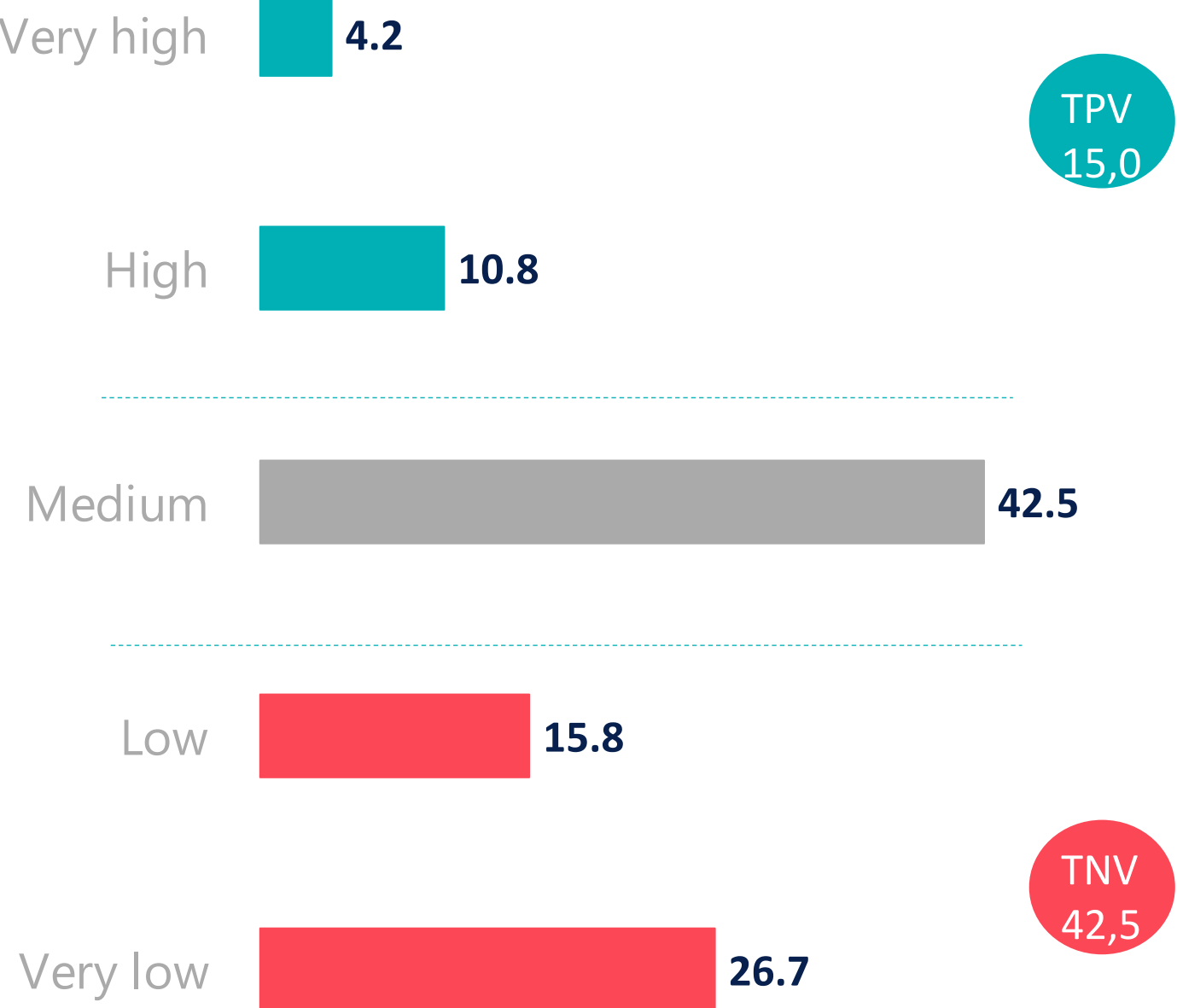
16.7% of the target audience is highly concerned about the potential impact of the virus on the household.

Personal Opinions About Covid-19 Risks

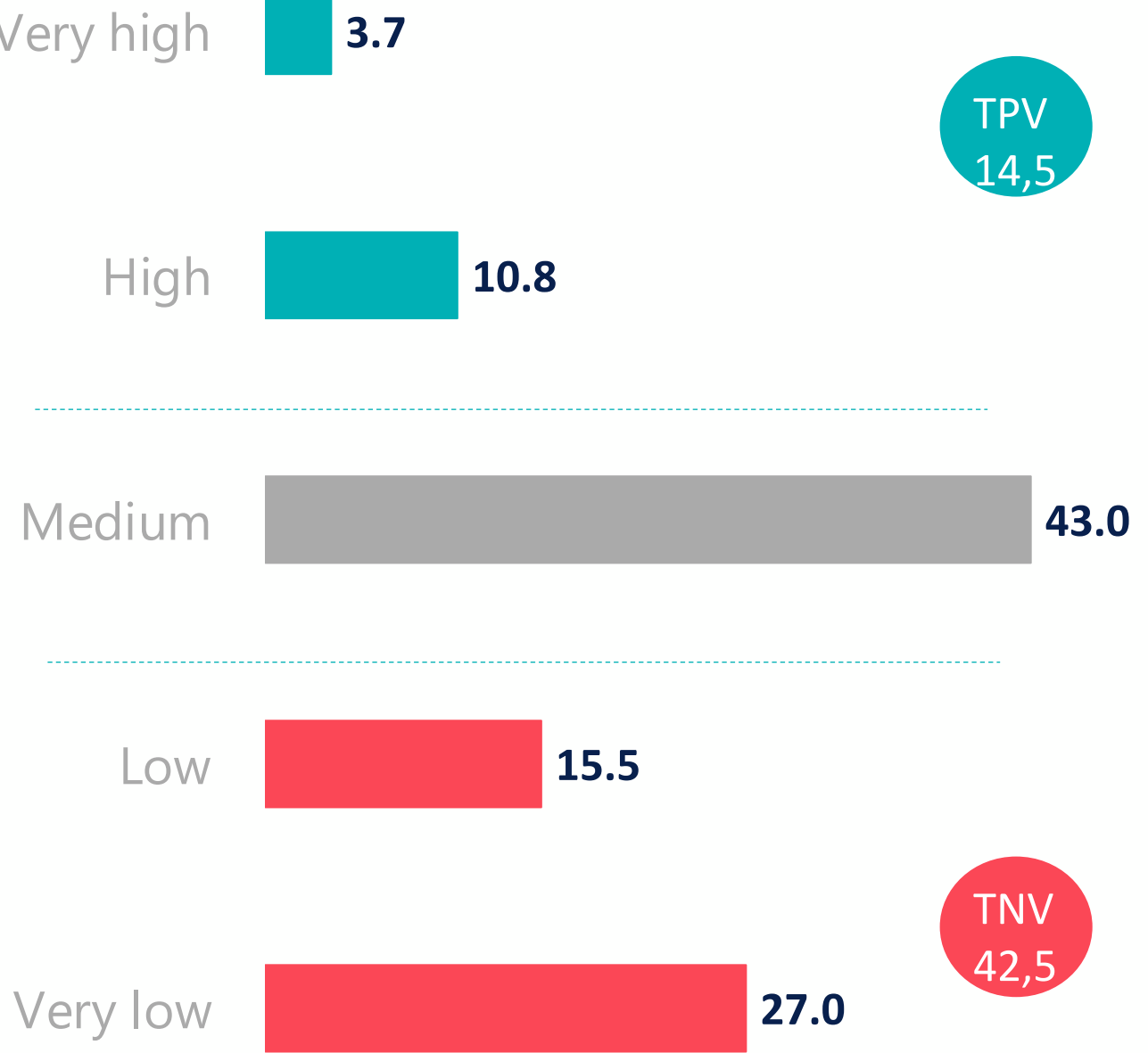
Would you please indicate your personal opinions about Covid-19 risks?



Possible Impact of the Virus on Any Family Member



Potential Virus Infection by Any Family Member



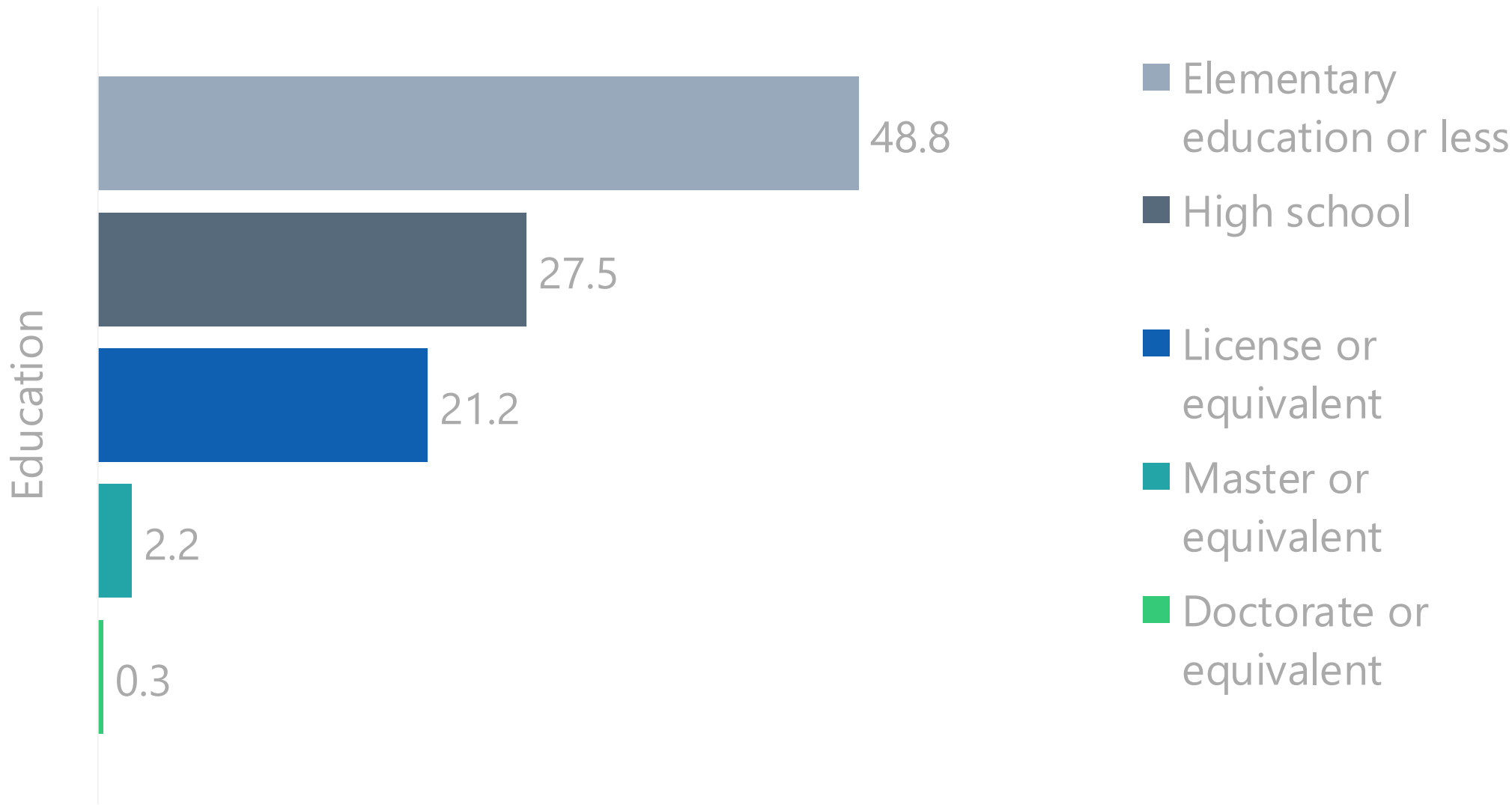
Demographics

Demographics

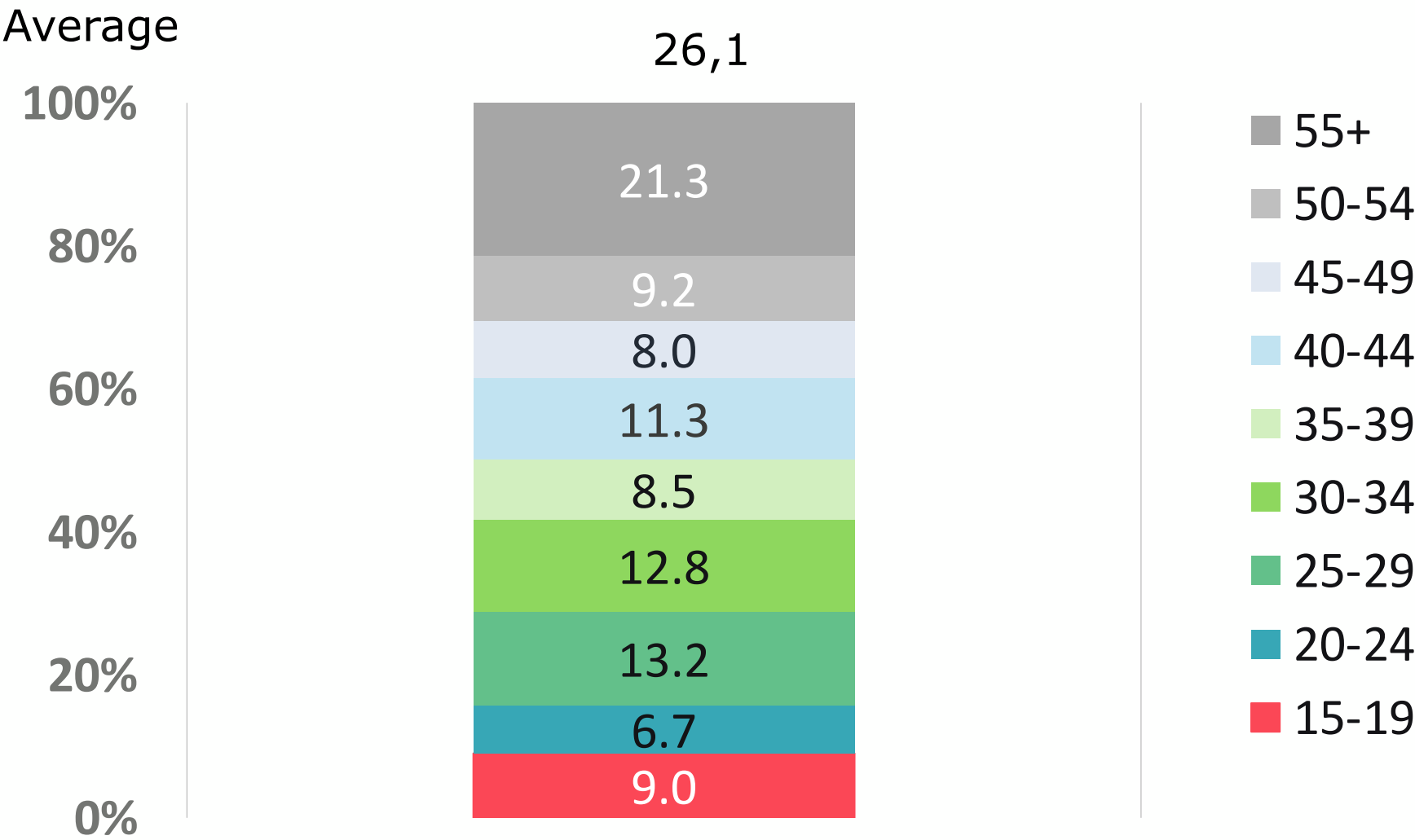
Gender



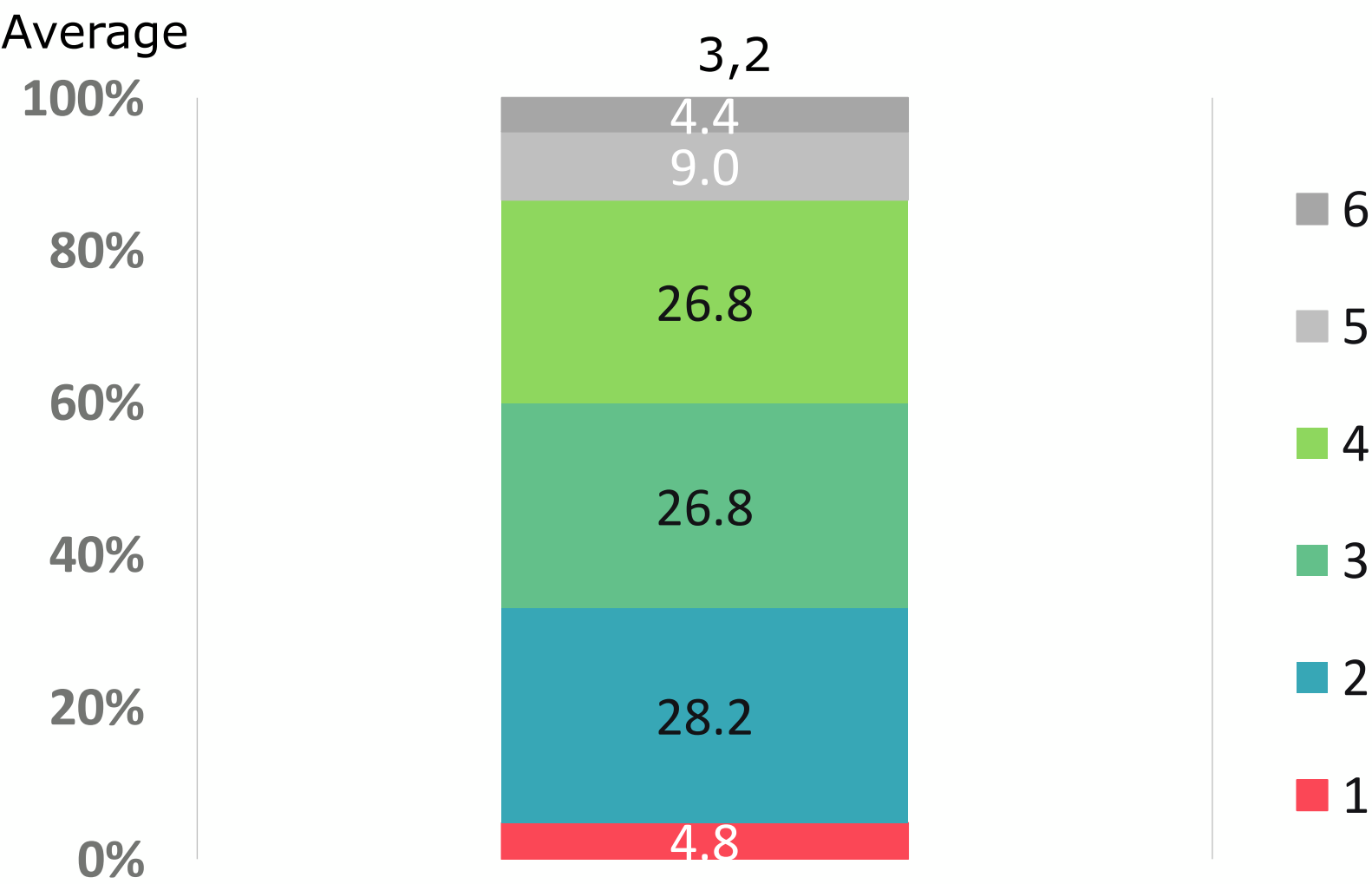
Educational Background



Age



Household Size



Executive Summary

- During Covid-19 period, a 1.2 % decrease was observed in the proportion of those, who purchase their main food items by themselves compared to before Covid-19 period. On the other hand, the rate of people, who obtain it from public or municipal institutions has increased by 1.6 %. No significant changes were identified in other procurement methods.
- There is no significant change in the rate of preference for the sales points like grocery and neighborhood market, from where fresh food such as bread, milk and cheese, and non-fresh food are purchased. On the other hand, during Covid-19 period, there has been a significant decrease in the proportion of those, who purchased fresh fruit and vegetables from the neighborhood market.
- Besides, considering the places from where both fresh and non-fresh foods are purchased, there is a significant decrease in the rate of hypermarket and supermarket preference during Covid-19 period, whilst discount markets are more preferred than before Covid-19.

- The use of e-commerce sites for purchasing fresh and non-fresh foods has increased compared to before Covid-19 period.
- Thus, considering main nutrient groups and channels where these foods are sold, it is observed that Covid-19 has changed the consumer behavior.
- During Covid-19 period, there is a significant decrease in the frequency of buying fresh products such as bread, milk and cheese. However, there is no change in the purchasing frequency of fresh fruits, vegetables, meat, fish and non-fresh foods.
- During Covid-19 period, the proportion of meals prepared and consumed at home has significantly increased in accordance with the increase in time spent at home. The highest increase is observed for snacks, which is followed by lunch. 17.2 % of people stated that they were preparing and consuming snacks at home before Covid-19, while this rate increases to 42.5 % during the Covid-19 period. On the other hand, the percentage of people, who prepare and consume their lunch at home has increased from 75.2 % to 90 %.

- The frequency of bread and milk consumption has decreased significantly during Covid-19 period, while the consumption frequency of fresh fruits, vegetables, chocolate, sugar and cakes and biscuits, fresh meat, and fresh fish has increased.
- There is no significant change in the consumption frequency of frozen foods, ready-to-consume meals, canned and alcoholic beverages during the Covid-19 period.
- The frequency of eating in dining halls at work has decreased significantly due to home office system. In addition, there is a significant decrease in the frequency of eating in places such as restaurants and cafes, which are often closed. Street dealers are also among the less preferred eating spots during Covid-19 period.
- During Covid-19 period, the percentage of meal skippers has significantly decreased compared to before Covid-19 period. The percentage of people, who indicated that they do not skip meals is 46.5% before Covid-19, whilst it increases to 50.2% during Covid-19 period. It is observed that people pay more attention to their meals during Covid-19 period. The percentage of people, who said that they sometimes skip meals has decreased from 46.0% to 43.6%, and the percentage of people, who said that they frequently skip meals has decreased from 7.5% to 6.2%.

- More than 55% of the participants stated that food consumption and the money spent on food has increased during Covid-19 period.
- The ratio of those, who indicated that their organic product purchase has increased during Covid-19 period is approximately 40 percent.
- The percentage of people, who said that the amount of food waste is reduced (30.8 %) is higher than the number of people, who said that it has increased (29.3 percent).
- Nearly half of the participants indicated that the frequency of going to food-selling points such as buffet has decreased during the Covid-19 period.
- 3 out of every 10 people stated that there is a change in the household income during Covid-19 period. One out of every 10 people specified this reason as «dismissals».
- 15 %of the participants stated that their food stocks have increased during Covid-19 period. The most stocked products are pasta, legumes, and flour.

- 1.7 % of the participants stated that they had a special diet during the Covid-19 period, while 1.5 % stated that the person responsible for the food shopping and preparation has changed during this period.
- Nearly 1 out of every 10 people indicated a change in their food behavior during Covid-19 period.
- 4 out of every 10 people said that the rules for social distance in the supermarkets will continue, even if the daily life returns to normal.
- «The closure of restaurants, cafes and buffets» has the most effective change on the behavior and attitude of households. It is followed by «Restrictions on numbers of people in one place» with second highest score.
- During the Covid-19 period, there is a significant increase in the rate of people, who expressed their concern about food supply.
- It is determined that approximately 15% of the participants is highly concerned about the potential impact of the virus on the household.