

Public Perceptions of Food Purchasing Habits and Food Safety Behaviors as They Relate to the COVID-19 Pandemic

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PURPOSE:

The purpose of this study was to describe Americans' food purchasing habits and food safety behaviors as they relate to the COVID-19 pandemic.

METHODS:

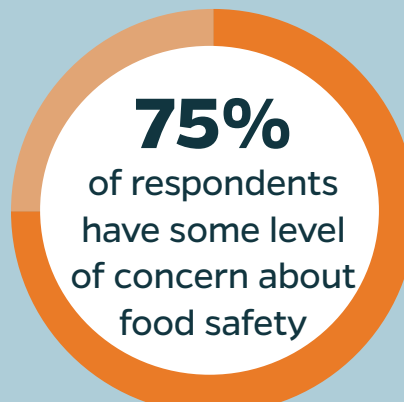
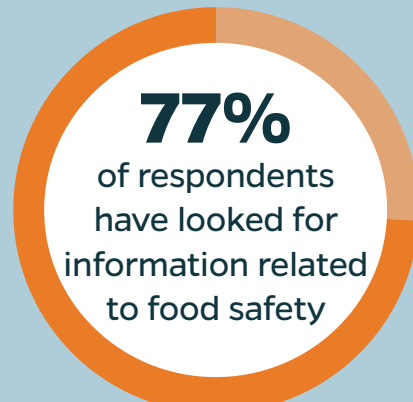
- Quantitative descriptive survey design
- Sample was recruited to be representative of the U.S. population based on income, ethnicity, gender, and socioeconomic status, ~1500 respondents
- Data were collected from July 24, 2020-August 8, 2020

CONCLUSIONS:

This preliminary research suggests that respondents food purchasing habits and food safety behaviors were impacted by COVID-19.

RESULTS:

Due to the impacts of COVID-19:



Due to the impact of COVID-19, in the past month, I have:	
washed my hands before preparing food	93.7%
washed my hands before consuming food	93.2%
made sure my fresh fruits and vegetables are rinsed before I eat them	90.3%
washed my fruits and vegetables with soap, bleach, sanitizer, alcohol, or disinfectants *	47.1%

*Note: Washing fruits and vegetables with soap, bleach, sanitizer, alcohol, or disinfectants is **NOT** recommended by the CDC.

When given the following characteristics of local food, respondents ranked them in this order of importance during COVID-19:
Price – 33.8%
Safer for my family – 27.1%
Freshness – 13.4%
Availability – 9.0%
Supporting the local economy – 5.9%
Taste – 5.7%
Convenience – 5.1%

*Note: Percentages represent respondents who ranked each option first in order of importance.

