



CORONA COOKING SURVEY

PRELIMINARY RESULTS
MEXICO



INTRODUCTION

The #CoronaCookingSurvey is a research project by FOOMS (Food Media & Society) UAntwerp, in collaboration with UGent and KU Leuven. A large-scale survey was launched in Belgium to explore the impact of COVID-19 on how people deal with food and food-related media. In this way, shifts can be identified in terms of buying, cooking and eating habits since the introduction of the corona measures.

Furthermore, we sent out a call to help map these trends internationally. This call was received with great enthusiasm by colleagues abroad, and we have 39 countries across different continents joining us in data collection.

In this report the preliminary results of several topics are covered. First of all, general food behavior during the lockdown is shown. Secondly, different aspects of grocery shopping are discussed such as attitudes and stocking up. Furthermore, cooking and baking behavior of participants is addressed. Finally, how participants eat and in whose company is explored.

DESCRIPTIVE STATISTICS

CHARACTERIZATION OF THE STUDY POPULATION

- n = 607
- % **Men and women 74.1 % females, 25.5% males, 0.3 X**
- **Age** range M = 35.4, SD = 13.7
- **Education level:** 73.3 % that obtained bachelor or higher (i.e. higher educated)
- **Work situation**
 - BEFORE lockdown: 60.1% at work; 28.5% student 11.4% unemployed
 - SINCE lockdown: 51.4% at work; 29% student 19.6% unemployed
- Of those **who are working**
 - 72.1% Full-time and 27.9%Part-time BEFORE and 60.9% Full-time and 39.1%Part-time AFTER lockdown
- **Financial situation:**
 - 43.7% that LOST income since corona crisis
 - 32.9% of those who SOMETIMES TO ALWAYS (4 categories together) struggle to make money last until the end of the month
 - 14.8% of those who SOMETIMES TO ALWAYS (4 categories together) struggle to have enough money to go shopping for food
- **Feeling since lockdown:**
 - 54.2% that feels NERVOUS (FEEL_COVID_5)
 - 62.1% that feels they have MORE TIME (FEEL_COVID_7)

GENERAL FOOD BEHAVIOR OF PARTICIPANTS IN MEXICO

Table 1. Most items of general food behavior

| ITEM | Mean | SD | F(df, Error df) = VALUE, p< VALUE or NS) |
|--|------|------|--|
| Before the lockdown, how often did you usually do the following actions? - Make a list before you go shopping | 4.99 | 1.8 | F(6,600) = 20.64, p<0,001 |
| At the moment (during the lockdown), how often do you usually do the following actions? - Make a list before you go shopping | 5.79 | 1.51 | |
| Before the lockdown, how often did you usually do the following actions? - Cook meals at home using healthy ingredients | 5.2 | 1.45 | F(6,600) = 36.15, p<0,001 |
| At the moment (during the lockdown), how often do you usually do the following actions? - Cook meals at home using healthy ingredients | 5.4 | 1.38 | |
| Before the lockdown, how often did you usually do the following actions? - Try a new recipe | 4.09 | 1.52 | F(6,600) = 18.78, p<0,001 |
| At the moment (during the lockdown), how often do you usually do the following actions? - Try a new recipe | 4.79 | 1.52 | |
| Before the lockdown, how often did you usually do the following actions? - Cook with leftover food | 4.20 | 1.54 | F(6,600) = 68.24, p<0,001 |
| At the moment (during the lockdown), how often do you usually do the following actions? - Cook with leftover food | 4.62 | 1.63 | |
| Before the lockdown, how often did you usually do the following actions? - Throw away (leftover) food | 2.92 | 1.42 | F(6,600) = 73.35, p<0,001 |
| At the moment (during the lockdown), how often do you usually do the following actions? - Throw away (leftover) food | 2.45 | 1.33 | |

SHOPPING FOR FOOD – GROCERY SHOPPING

ATTITUDES TOWARDS SHOPPING FOR FOOD

Table 2. Participants perceive shopping for food as:

| | BEFORE | DURING COVID-19 | Repeated Measures |
|--------------------|-----------------|------------------------|--|
| | Mean (St. Dev.) | Mean (St. Dev.) | F(df, Error df) = VALUE, p< VALUE or NS |
| Too time consuming | 2.56 (1.74) | 2.69 (1.79) | 21.55(6,298), p<0.001 |
| Enjoyable | 5.52 (1.27) | 4.10 (1.86) | 5.09(6,298), p<0.001 |
| Stressful | 2.48 (1.47) | 4.28 (1.94) | 5.14(6,298), p<0.001 |

Table 3. How participants organize grocery shopping

| | BEFORE | DURING COVID-19 | Repeated Measures |
|---|-----------------|------------------------|---|
| | Mean (St. Dev.) | Mean (St. Dev.) | F(df, Error df) = VALUE, p< VALUE or NS |
| I physically went to the supermarket, shop, market, farmer, vendor to select and buy food | 6.37 (1.01) | 4.91 (2.09) | 5.98 (6,298), p<0.001 |
| I ordered my food online and picked it up at a seller's point | 1.51 (1.05) | 2.28 (1.70) | 6.00 (6,298), p<0.001 |
| I ordered my food online and had it delivered at home. | 2.30 (1.56) | 3.45 (2.16) | 12.94 (6,298), p<0.001 |

Preliminary results Mexico

Table 4. How much did people in your country stock up on any of the foods/items below because of the Covid-19 pandemic

| | Mean | (St. Dev.) |
|------------------------------------|-------------|-------------------|
| Fruit (fresh & frozen) | 4.39 | 1.26 |
| Vegetables (fresh & frozen) | 4.50 | 1.21 |
| Fish | 4.24 | 1.47 |
| Meat | 4.55 | 1.41 |
| Vegetarian alternatives | 3.91 | 1.49 |
| Potatoes | 4.07 | 1.43 |
| Nuts (including spreads) | 3.98 | 1.35 |
| Pulses | 4.57 | 1.28 |
| Sweet snacks | 4.13 | 1.54 |
| Salty snacks | 3.96 | 1.58 |
| Ready-meals | 3.17 | 1.55 |
| Bread | 3.95 | 1.46 |
| Flour | 3.96 | 1.46 |
| Yeast | 3.50 | 1.46 |
| Pasta, rice and other grains | 4.55 | 1.32 |
| Eggs | 4.78 | 1.14 |
| Milk | 4.67 | 1.38 |
| Other dairy (e.g. cheese, yoghurt) | 4.45 | 1.28 |
| Plant-based drinks | 3.79 | 1.36 |
| Water | 4.84 | 1.37 |
| Other non-alcoholic drinks | 3.86 | 1.46 |
| Alcoholic drinks | 3.64 | 1.69 |

COOKING & BAKING

Table 5. Do people cook and bake more often since Covid-19?

| | BEFORE | DURING COVID-19 | Repeated Measures |
|---------------------------------------|-----------------|------------------------|--|
| | Mean (St. Dev.) | Mean (St. Dev.) | F(df, Error df) = VALUE, p< VALUE or NS |
| Warm meal | 5.63 (1.41) | 6.14 (1.07) | 17.76, p<0.001 |
| Baked goods (e.g. cake, cookies, pie) | 2.86 (1.65) | 3.49 (1.84) | 35.08, p<0.001 |
| Bread | 2.37 (1.65) | 2.60 (1.86) | 74.67, p<0.001 |

Table 6. Do people feel different about cooking and baking since covid-19?

| | BEFORE | DURING COVID-19 | Repeated Measures |
|--|-----------------|------------------------|--|
| | Mean (St. Dev.) | Mean (St. Dev.) | F(df, Error df) = VALUE, p< VALUE or NS |
| Too time consuming | 2.84 (1.87) | 2.34 (1.61) | 35.11, p<0.001 |
| An important type of relaxation for me | 4.69 (1.61) | 5.03 (1.66) | 46.69, p<0.001 |
| Stressful | 2.82 (1.59) | 1.61 (1.62) | 34.67, p<0.001 |

Preliminary results Mexico

Table 7. Why do we select the recipes we use?

| | BEFORE | DURING COVID-19 | Repeated Measures |
|----------------------------|-----------------|------------------------|--|
| | Mean (St. Dev.) | Mean (St. Dev.) | F(df, Error df) = VALUE, p< VALUE or NS |
| Guaranteed to taste good | 3.98 (1.13) | 6.08 (0.87) | 26.12, p<0.001 |
| Comforting (comfort foods) | 5.27 (1.17) | 5.62 (1.16) | 31.59, p<0.001 |
| Healthy | 5.65 (1.13) | 5.80 (1.11) | 24.44, p<0.001 |

TOP FOOD-RELATED INFLUENTIAL FIGURES, ORGANIZATION OR BRAND WHOSE RECIPES PEOPLE USE(D) THE MOST BEFORE AND DURING COVID-19

BEFORE COVID-19



EATING: WHAT WHERE AND WITH WHOM

Table 8. How important were and are mealtimes?

| | BEFORE | DURING COVID-19 | Repeated Measures |
|---|-----------------|------------------------|---|
| | Mean (St. Dev.) | Mean (St. Dev.) | F(df, Error df) = VALUE, p< VALUE or NS |
| Meals were an important part of the day for me/my household | 5.46 (1.45) | 5.97 (1.23) | 32.08, p<0.001) |

E-DRINKS AND TELE-DINING?

11.9 % participates in e-drinks on a weekly to daily basis

65.2% enjoys these e-drinks

20.8% finds e-drinks awkward

9.9% participates in tele-dining on a weekly to daily basis

65% enjoys tele-dinners

25.1% finds tele-dinners awkward