



# A SURVEY ABOUT SHOPPING, COOKING & EATING

In May Eat Well Tasmania surveyed Tasmanians to find out what has changed if anything about their eating, cooking and shopping since the start of COVID-19. This is what they told us.



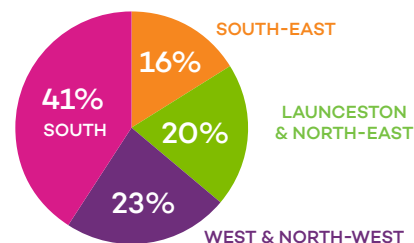
## SURVEY OVERVIEW

The survey was promoted online via:

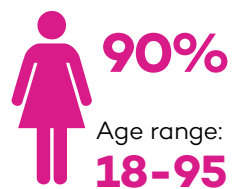


**1572 participants**

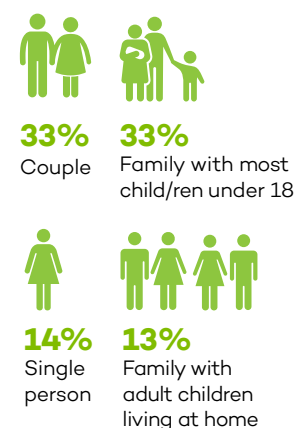
We heard from Tasmanians from across the state.



Who completed the survey?



Household types:



## SHOPPING



What changed about our shopping? We are:



To reduce time in the shops we are shopping:



Post COVID-19 we intend to continue to keep shopping this way. **1 in 3 people intend to keep shopping online.**

We are now more likely to be **making shopping lists and menu planning** so we can shop less often and faster.

**On the flip side we know some of us are struggling because we are feeling unsafe shopping and/or we have less household income.**

"I am spending more time perusing my cookbooks than usual and it's been quite enjoyable. I'm planning the weeks meals more and that has been fun."

"I have been going through by large cookbook collection to revisit tasty meals I have not cooked for some time. I am avoiding supermarkets as many people there don't social distance - I don't want to catch anything from them."

## WHAT IS NEXT?

Eat Well Tasmania will continue to analyse the survey data so we understand more deeply what is going on with shopping, cooking and eating preferences at the moment. This will help us and the Tasmanian government find ways to support Tasmanians to eat well as part of the COVID-19 recovery.

## COOKING



**53%** Cook more since social distancing was introduced

We have **more time at home** (65%) and we are making the best of food we have at home (50%)

**15%** of people are **preparing food for others** - friends, neighbours and family

**In 1 in 4 households cooking is shared evenly;** this hasn't changed during COVID-19.

Cooking during COVID-19 we are:



"More time at home has allowed me to focus on food and cooking on a more regular basis. E.g. not getting home from work tired with no energy to prepare and cook food. Working from home has been such a positive life-changing experience."

"We are definitely more conscious of food wastage and buying local products as much as possible."

"I eat more healthily, use more local and home grown produce and enjoy cooking new things, experimenting more."

On our social media - we will share

- Where you can buy Tasmanian-produced food (where, how and what) through our **We Eat Local** app and by profiling producers and retailers
- Plenty of food inspiration - affordable seasonal recipes, food ideas/tips and encourage kitchen creativity
- Profile great takeaway options from café and restaurants that source Tasmanian produce
- Support organisations that are helping Tasmanians who are struggling.

## EATING



Are we eating more fruit and veg?

**29%** say they are **eating more** - for health reasons and because there is more time to cook.

Some people are **buying more frozen veg** and we are also **trying new vegetables through veggie box subscriptions** with producers.

For those eating less (11%) - the reasons are due to reduced income, prices have increased in the local shops, and because their mood/mental health has deteriorated.

Takeaway habits

**55%** are **buying less takeaway** from cafes and restaurants (because they have more time for home cooking and for budgetary reasons).

**13.3%** of households are **buying more** to support local businesses

**50%** buying less take away such as fish and chips and burgers.

"We were trying to break the constant takeaway cycle for years and return to cooking together but just couldn't find the impetus. This has done it. We're eating healthier but also more indulgently with quality ingredients, takeaway is a once a week treat now to support local business."

"It's been amazing how much money we have saved, we realised how often we use to go food shopping pre covid19 and how much less food waste we have. Even though our fresh fruit and veg has decreased we have found frozen to be an okay alternative."

"Spending more time around the dinner table with family, the children have expanded their eating preferences as we all eat together."

What can retailers and producers do?

- Make sure your social and online platforms are up to date, Tasmanians are online looking to support you and buy Tasmanian sourced food
- Clearly labelling Tasmanian produce online and in store is a big help for shoppers
- Tasmanian seasonal food is popular with people eating more fruit and veg during COVID-19. These good value seasonal options are also in demand from people managing tight household budgets.
- Keep the inspiration coming with your own recipes and tips.