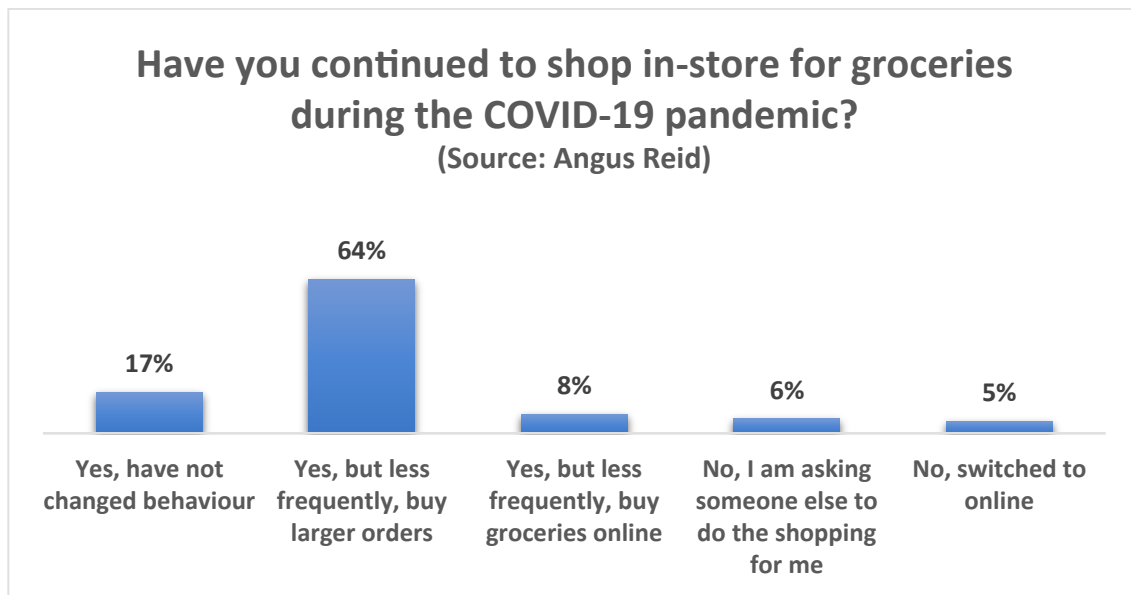


New survey on COVID-19 grocery shopping suggests 95% of Canadians are taking new precautions when grocery shopping now

HALIFAX, NS. (May 4, 2020) – Most Canadians will have noticed by now that a visit to the grocery store is no longer the same. Many are either going to the grocery store with a different mindset or are looking for alternative options to get food to their homes. **Dalhousie University**, in partnership with **Angus Reid**, conducted a survey on attitudes and new habits of Canadians during the COVID crisis, at the grocery store and beyond.

We first asked Canadians if they have in fact continued to shop in-store for groceries during the pandemic. A total of 64% still shop in stores but buy more so they do not return as often. Panic-buying or hoarding is no longer measurable in most stores in the country. Now, 5% of Canadians buy all foods online. The Atlantic region has a rate higher than the national average at 7%. It may not seem like a high number, but we believe the number of consumers buying food online regularly **has tripled since the start of the COVID-19 pandemic**. About 6% of consumers ask someone else to go to the grocery store for them.



The pandemic has created new habits for shoppers: 81% are now using extra hand sanitizer when grocery shopping while 42% take extra precautions and are wiping groceries down with disinfectant when they get home. As for personal protective equipment, 30% of respondents now wear a mask when grocery shopping, with 10% using an N95 mask. Our survey also indicated that 26% are wearing gloves regularly when grocery shopping.

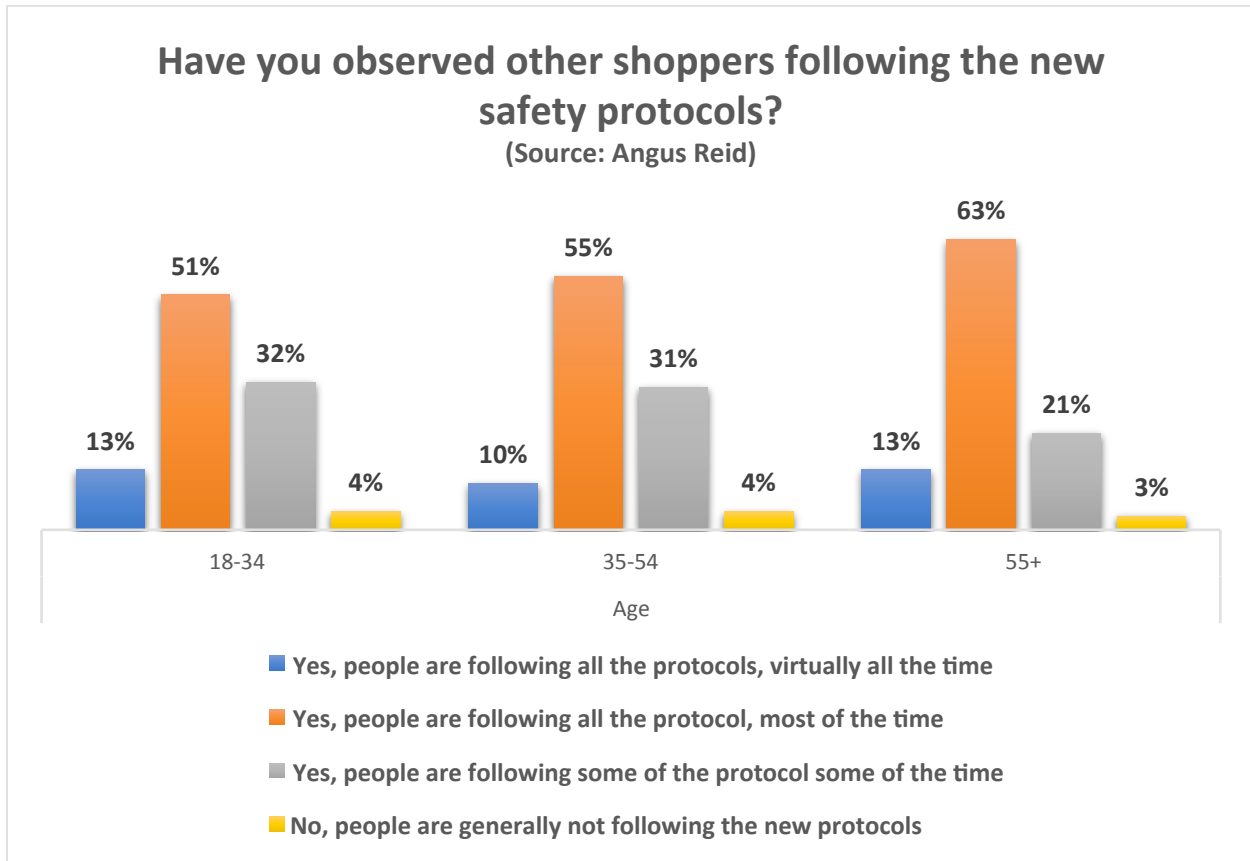


Many stores have implemented strict new measures since the start of COVID-19. Both **T&T** and **Longo's** in Toronto are taking customers' temperature as they walk into their stores. In **Quebec** and parts of **Ontario**, it was reported that **Costco** is asking all customers to wear a mask when visiting their stores. Given that masks and gloves are common and we have been experiencing the pandemic for over 2 months now, we do not believe that strict measures will affect foot traffic for stores looking at implementing new safety measures. Most of these measures are encouraged by **public health officials**.

In grocery stores, consumers see things they would never have seen before the pandemic. We asked Canadians if they noticed new safety procedures enacted in stores. A total of 95% noticed plexiglass being used in food retail stores, by far the most noticeable new feature for consumers. A total of 91% of consumers noticed arrows to show which direction consumers should be taking when roaming aisles. Third, 90% noticed security in stores to keep the number of shoppers to the legal limit. A total of 58% of Canadians noticed cashiers wearing masks. Oddly, it is in **Quebec** where that percentage is the lowest, at 29%. The highest percentage is in the **Atlantic Region**, at 64%.

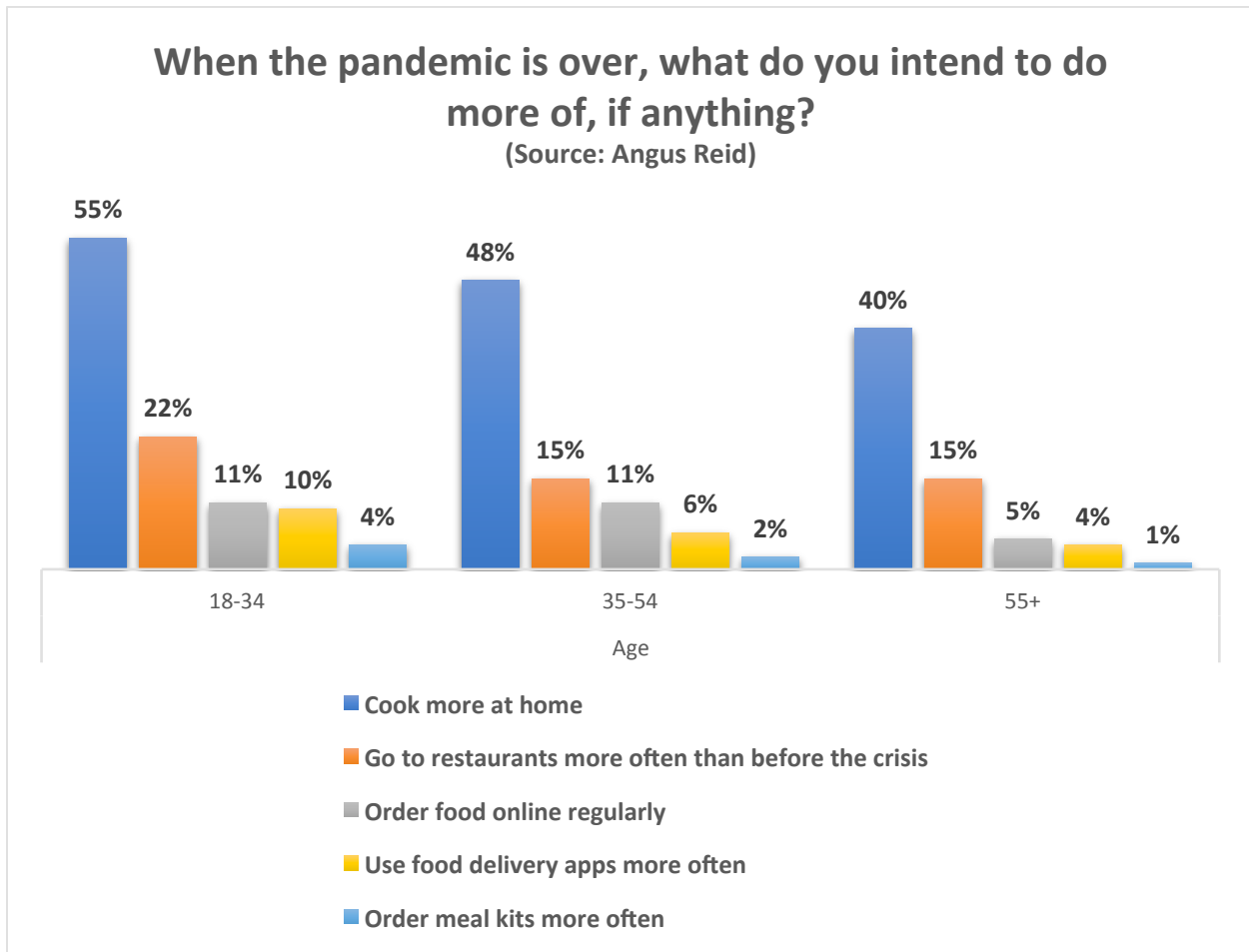
A total of 47% of Canadians were asked to pack their own bags during visits to the grocery store. The lowest percentage was in **Saskatchewan**, at 36%, and the highest in **Manitoba**, at 64%.

During this survey, we asked Canadians about compliance with new safety rules. Only 12% say that all shoppers they see are complying with new safety protocols. In **Quebec** we found the highest percentage of consumers who believe everyone is following new protocols all the time, at 21%, with the lowest in **Saskatchewan**, at 5%.



We also looked at age groups. Results suggest that younger shoppers feel that other shoppers are not complying with the new rules as much. Older shoppers appear to believe most people are following rules when grocery shopping.

Finally, we asked what Canadians intend to do when the pandemic is over. A total of 47% of Canadians intend to cook more when the pandemic is over, with younger people expressing the most intent. As for going to restaurants, 17% of Canadians intend to visit restaurants more often than before the crisis, with 22% of younger Canadians expressing this intent. A total of 9% of Canadians intend to order food online regularly, compared to less than 2% before the pandemic. Finally, 6% of Canadians intend to use food delivery apps more often, and 2% are planning to order meal kits more often after the pandemic.



On February 20 of this year, we released a report on food delivery apps. At the time, a total of 39% of all Canadians have tried a food delivery app at least once (AAL, 2020). The user rate will likely go up even more this year due to COVID-19. Food delivery apps like **UberEATS**, **Skip The Dishes**, **GrubHub** are becoming more popular due to COVID-19. Canadians ordered \$4.7 billion worth of meals in 2019, and close to \$1.5 billion of that was ordered by using a food delivery app. Because of COVID-19, we believe food delivery apps will generate well over **\$2.5 billion** by the end of 2020.

End of report.

Methodology: A total of 1,503 Canadians were surveyed in April 2020. National Omni, Angus Reid, April 30, 2020. The sample carries a margin of error of +/- 3.1 percentage points, 19 times out of 20. Discrepancies in or between totals are due to rounding. More data on meal kits and food delivery apps is available upon request.

Disclosure: Funding for this survey was provided by Angus Reid and Dalhousie University.