

# Disintegration of food habits: A look at the socioeconomics of food, the blurring lines between traditional meals and out-of-household food consumption

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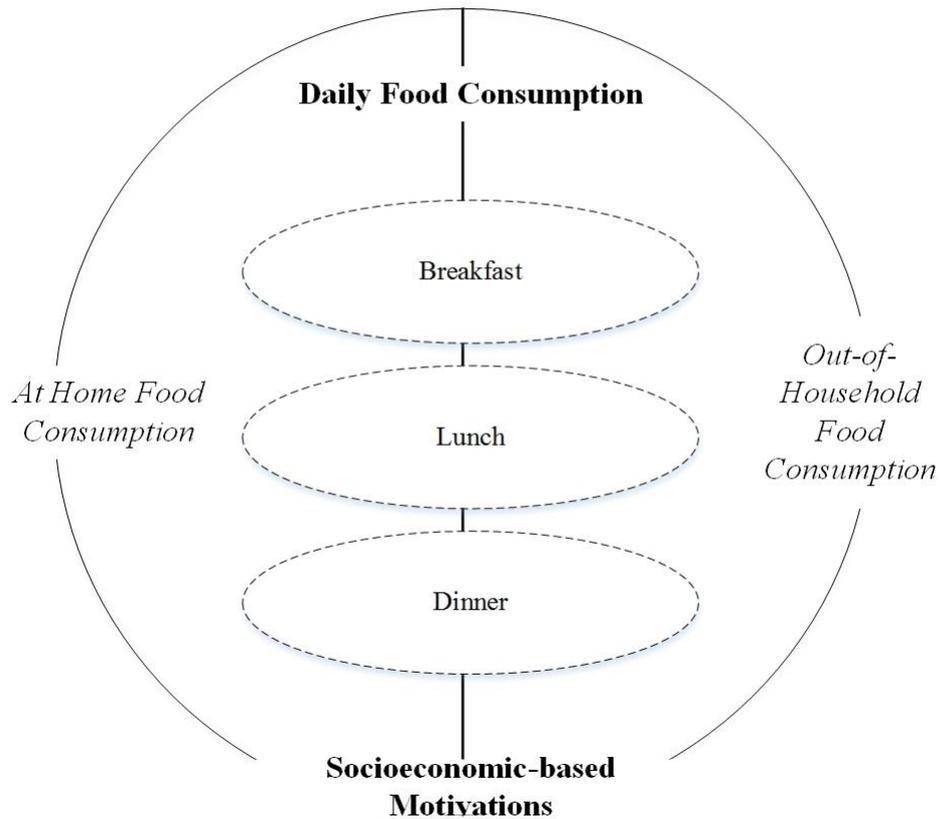
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# High-Level Findings

1. Women, people with less income, high school graduates are likely to **skip meals**;
2. **Generation X** are **weekend cooks**, more so than other generations;
3. Consumers in **British Columbia** are eating more outside the home, and feel more pressured to stay out of kitchen;
4. **Generation Z** want to cook more, but are eating at restaurants more often;
5. Majority of Canadians often **eat alone**;
6. **Singles**, and consumers in **British Columbia** **snack** more than anybody else.

# Conceptual Framework

**Figure 1**  
Socioeconomic factors  
in meal management

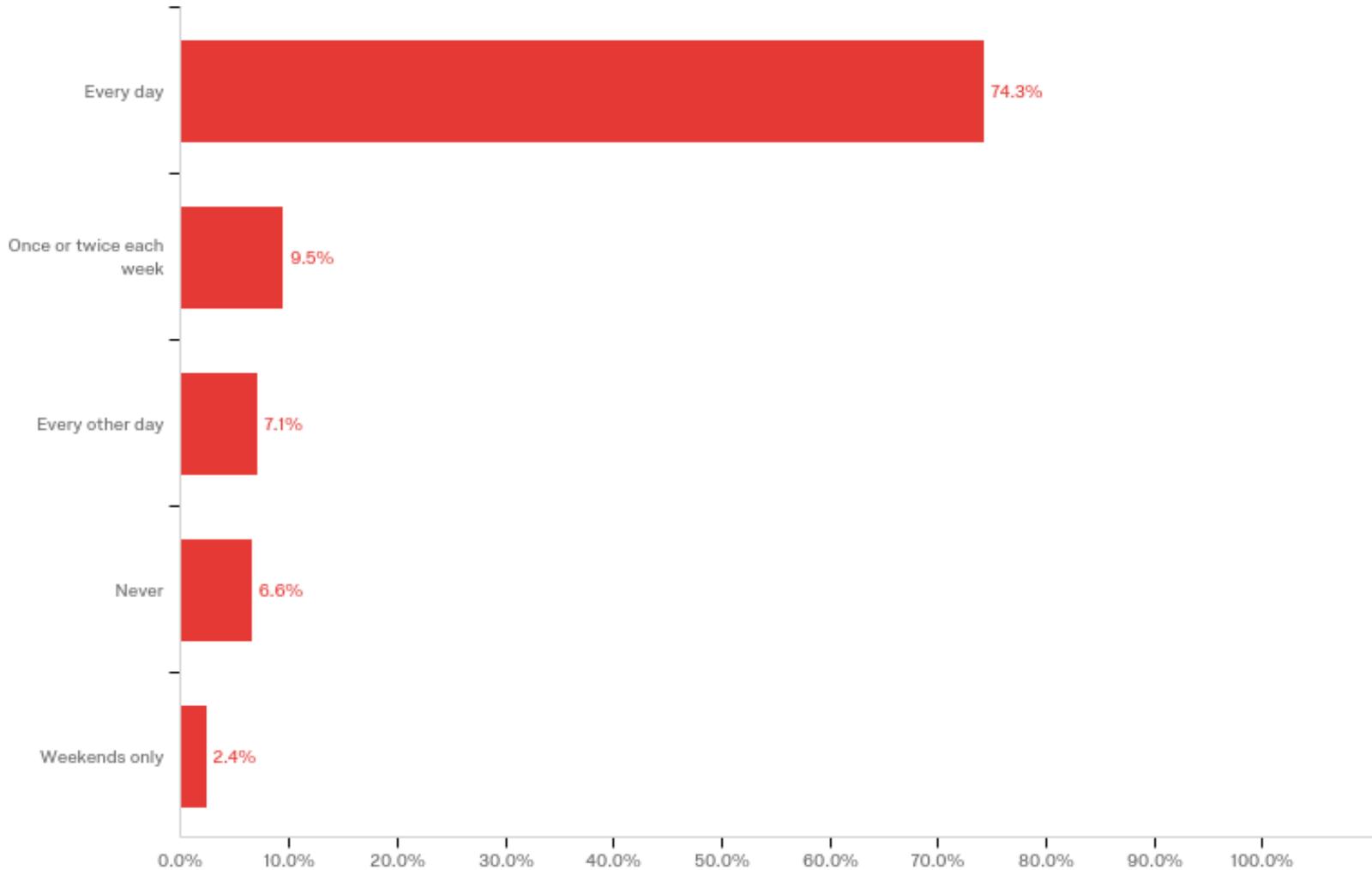


# Survey performance

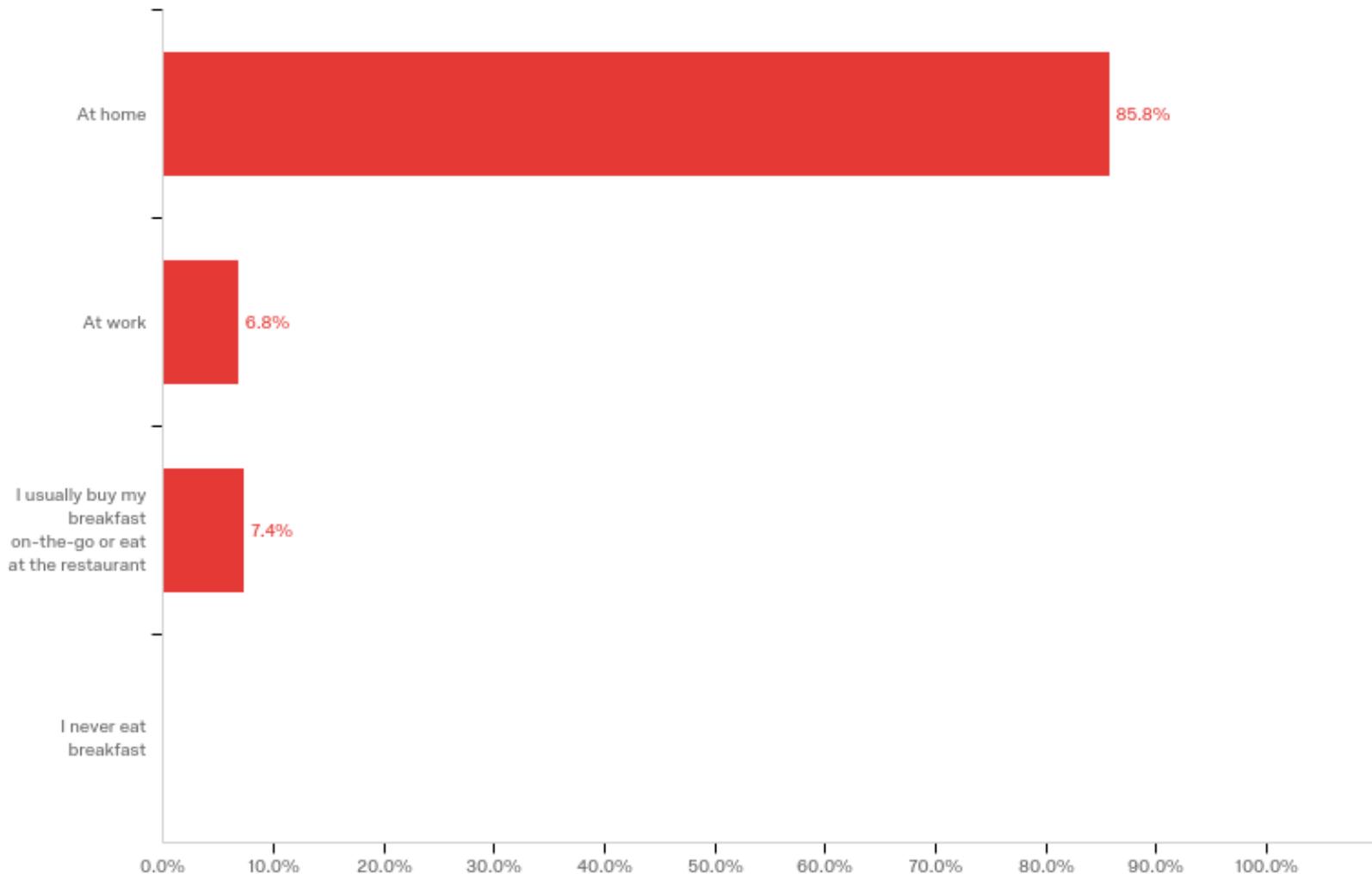
- Aim of survey: Study aims at looking at the disintegration of traditional meal times in favour of so-called de-structuring of eating habits.
- Survey duration: 5 weeks, March and April 2017;
- Sample size:  $n=1019$ ;
- Bilingual survey, Cross-Canada study (including Québec);
- Respondents were required to be 18 years old and must have been living in Canada for at least the last 12 months;
- Completion rate: 93%;
- Average duration of survey: 4.5 minutes.
- Representative sample for Canadian market
- Estimated margin of error: 3.1%, 19 times out of 20.

# Breakfast

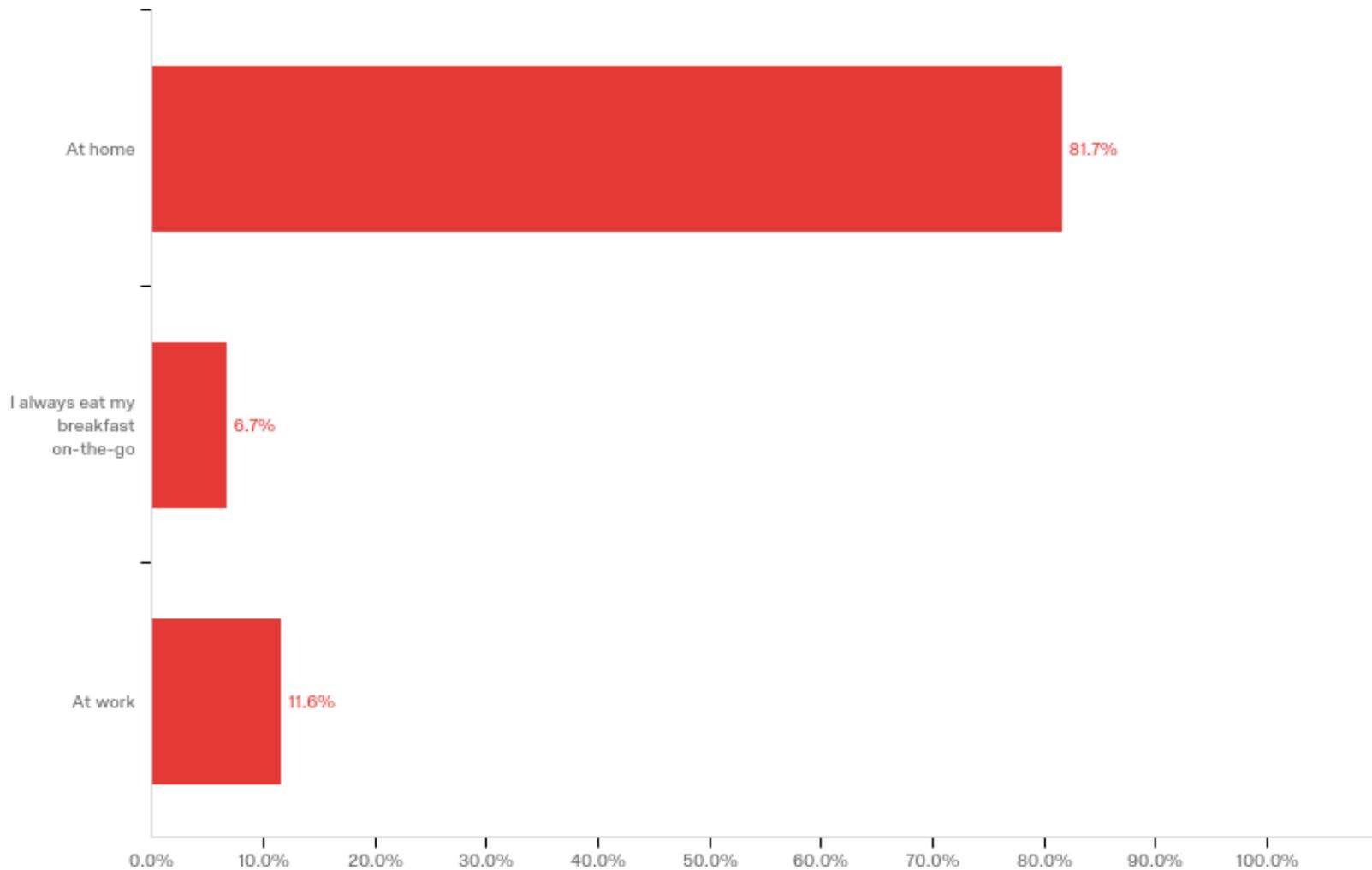
# How often do you eat breakfast?



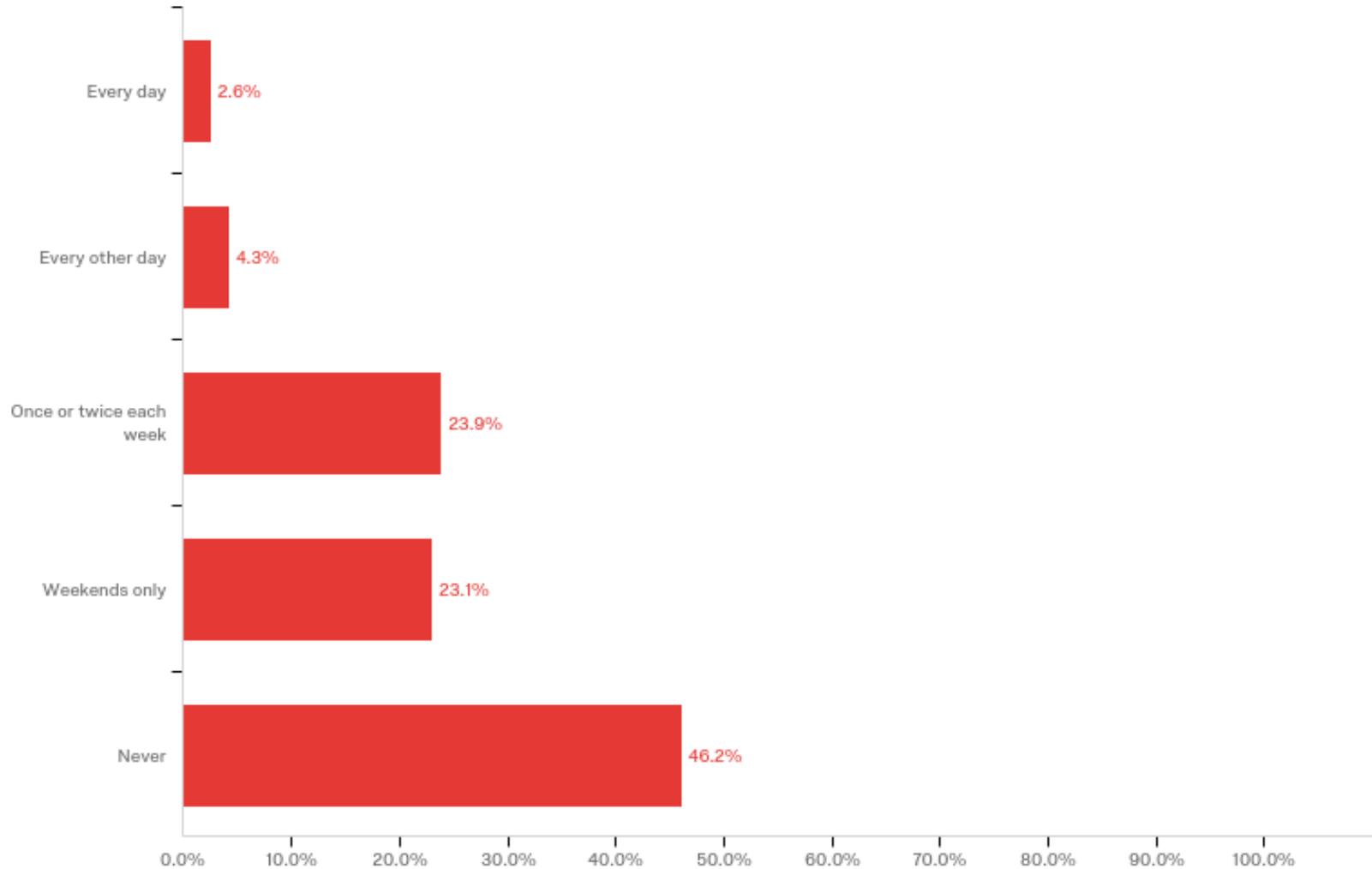
# Where do you prepare your breakfast?



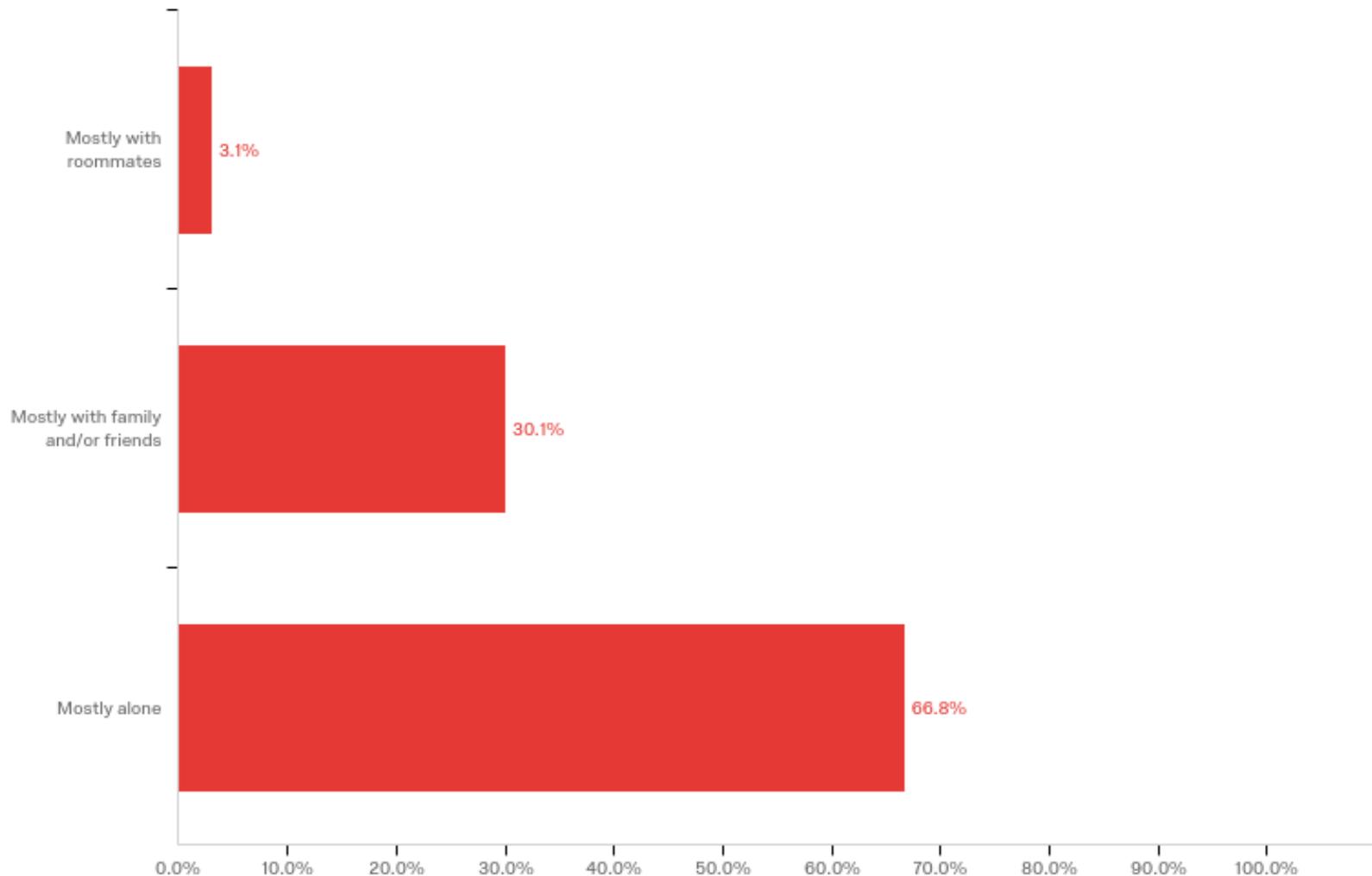
# Where do you eat your breakfast?



# How often do you buy your breakfast (ready-to-eat) or eat it at a restaurant?



# With whom do you eat your breakfast?



# State of Breakfast

- *Breakfast Skipping*
  - **Women** are three times more likely to skip **breakfast** than **men**;
  - **Singles** are two times more likely to skip **breakfast** than those who are **married** or **divorced**;
  - People in **BC** are three times more likely to skip **breakfast** than other **Canadians**;
  - People earning less than **\$40k** are three times more likely to skip **breakfast**;
  - The more a respondent is **educated** the less likely the respondent skips **breakfast**;
  - The more a respondent **earns** the less likely the respondent skips **breakfast**.

# State of Breakfast

- *Preparation and Consumption*
  - **Boomers** are twice as likely to prepare breakfast at **home** than **Millennials**;
  - **Millennials** are twice as likely to buy **breakfast on-the-go** than **Boomers**;
  - People in **Ontario** are more likely to eat **breakfast on-the-go** or at the **restaurant** than any other Canadians.
- *Eating Alone*
  - While almost 67% of Canadians **eat breakfast alone**, 86% of **Millennials** eat breakfast alone;
  - People in **Quebec** are the least likely to eat breakfast alone, **BC** the most likely.

# Breakfast On-The-Go

*I anticipate to eat breakfast outside my home more often this coming year  
(by Education Level):*

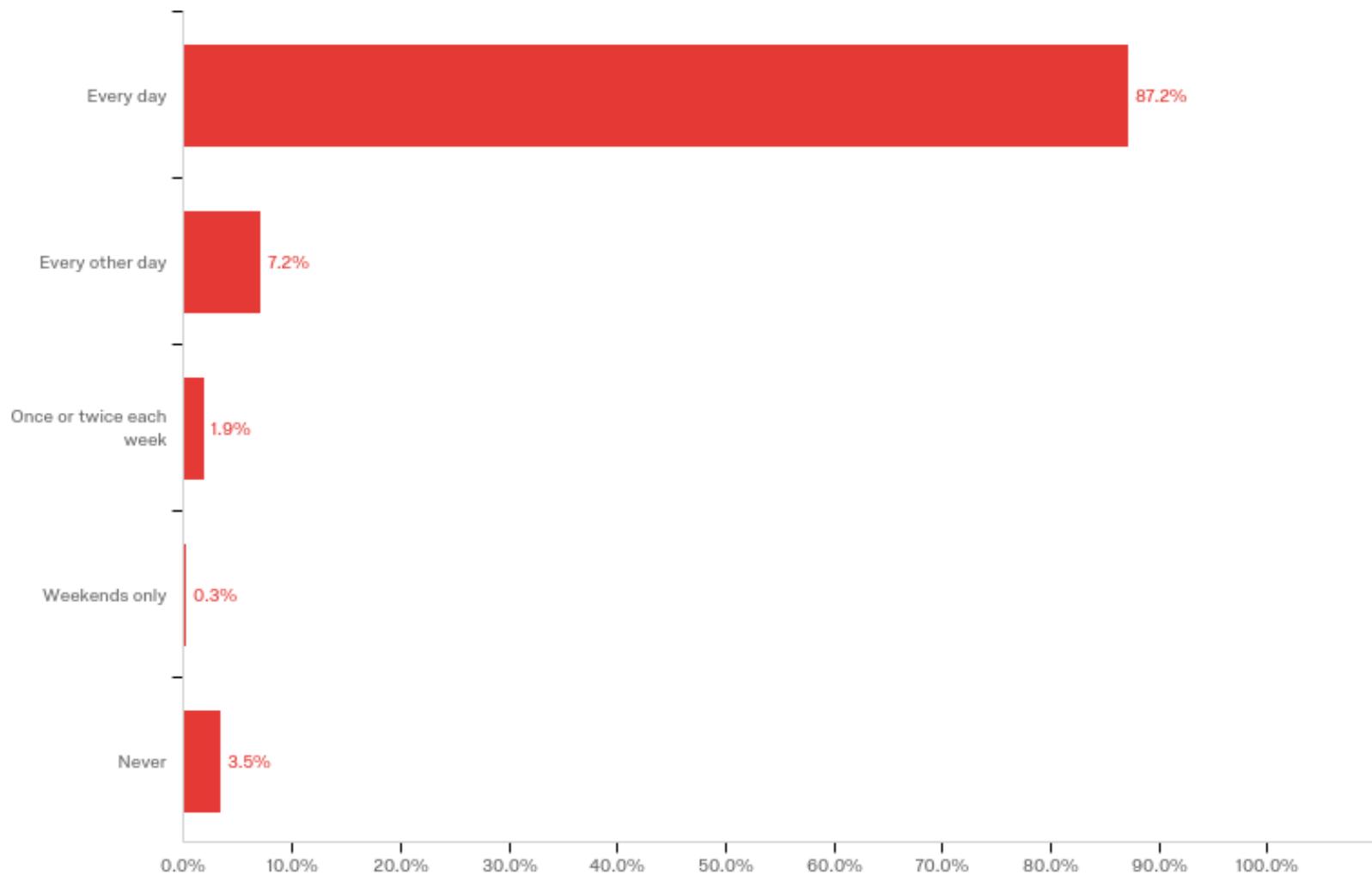
1.	High School Diploma	29%
2.	<b>Canada</b>	<b>11%</b>
3.	University Degree	10%
4.	Graduate Degree	7%

*I anticipate to eat breakfast outside my home more often this coming year  
(by Household Income):*

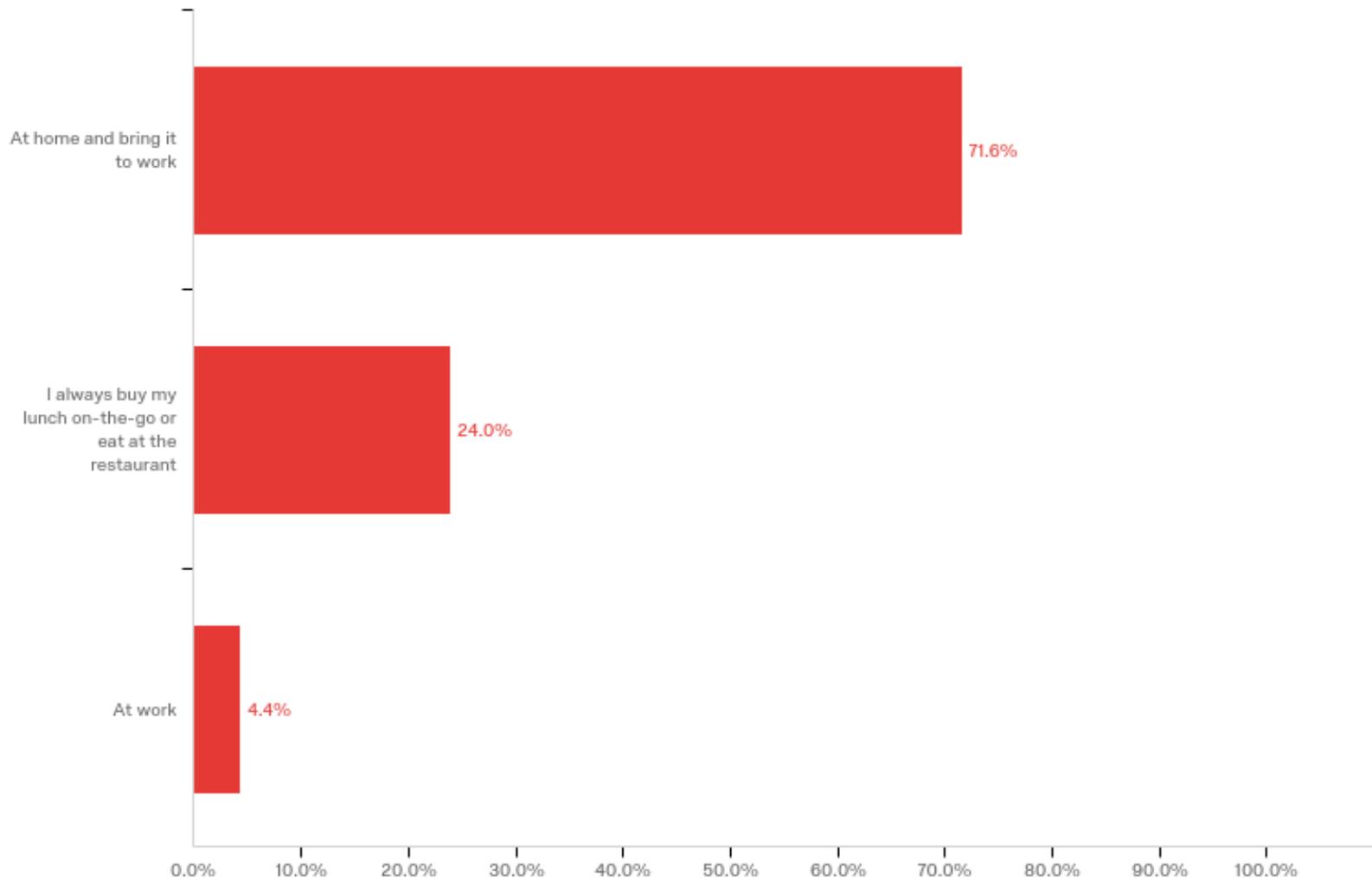
1.	Less than \$40k	22%
2.	Between \$40k and \$60k	9%
3.	Between \$80k and \$150k	9%
4.	More than \$150k	6%

# Lunch

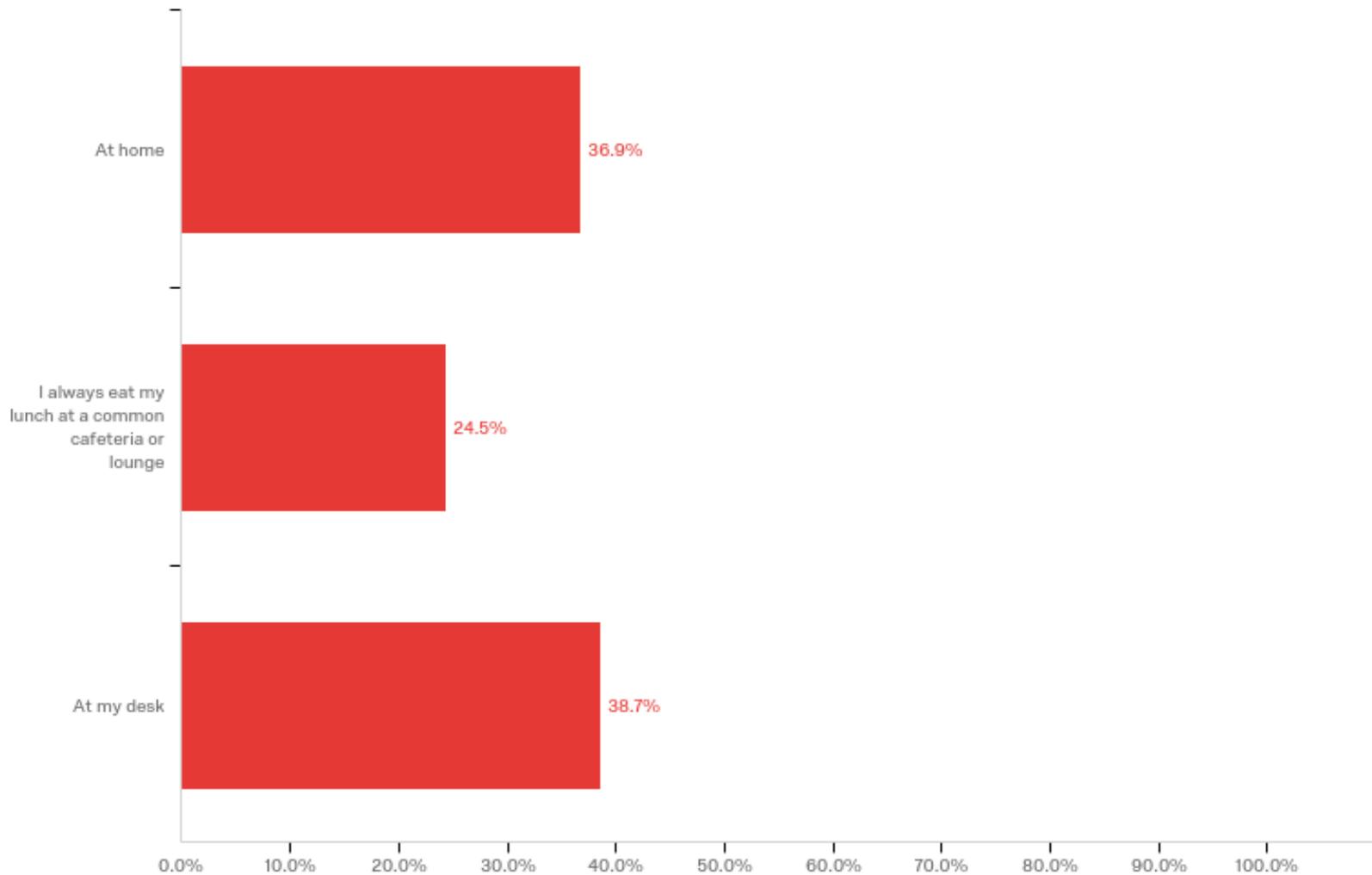
# How often do you eat lunch?



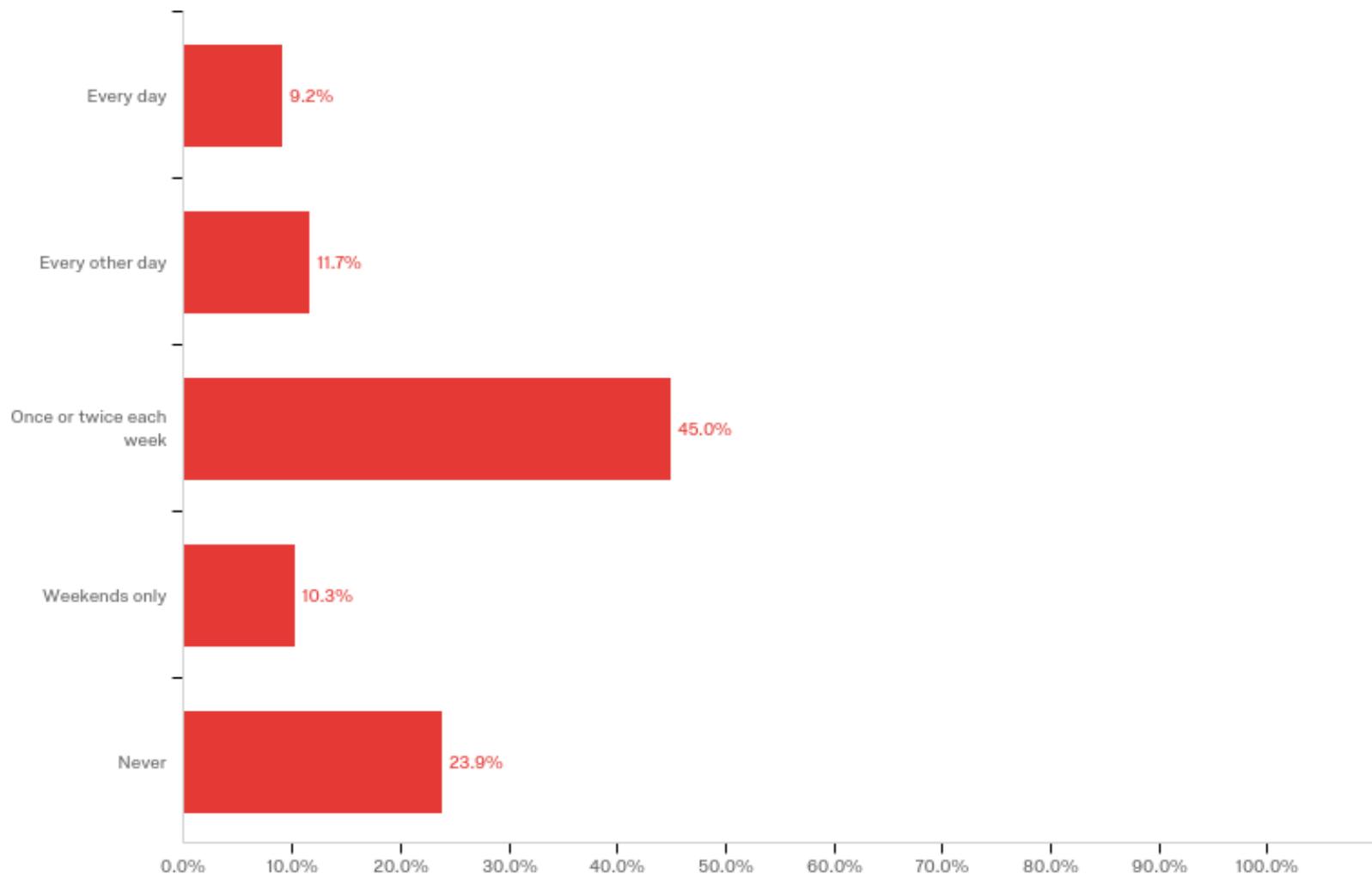
# Where do you prepare your lunch?



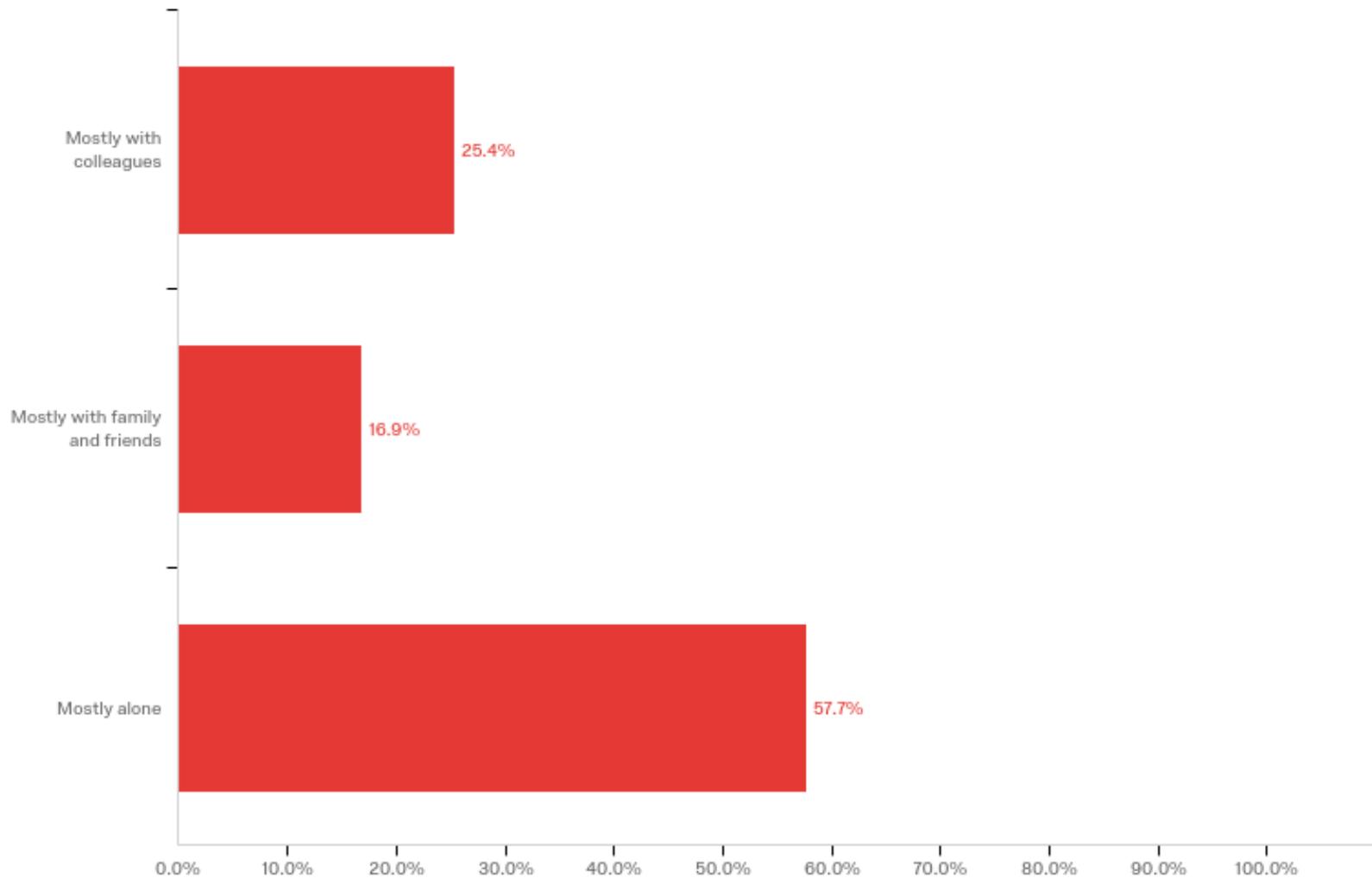
# Where do you eat your lunch?



# How often do you buy your lunch (ready-to-eat) or eat it at a restaurant?



# With whom do you eat your lunch with?



# State of Lunch

- *Lunch Skipping*
  - **Women** are more likely to skip lunch than men;
  - **Singles** are most likely to skip lunch than others;
  - Consumers **aged 21 or less** with a **high school diploma** are more likely to skip lunch;
- *Eating Alone*
  - Almost 50% of consumers in the **Atlantic Region** eat their lunch at their desk, more than any other regions in Canada;
  - Eating lunch alone:

1. Atlantic Region	68%
2. Prairies	62%
3. Ontario	61%
<b>4. Canada</b>	<b>58%</b>
5. British Columbia	41%
6. Québec	36%

# Lunch On-The-Go

***I anticipate to eat lunch outside my home more often this coming year***

***(by Gender):***

- |           |     |
|-----------|-----|
| 1. Women  | 29% |
| 2. Canada | 24% |
| 3. Men    | 18% |

***I anticipate to eat lunch outside my home more often this coming year***

***(by Marital Status):***

- |                          |     |
|--------------------------|-----|
| 1. Single                | 42% |
| 2. Married or Common Law | 10% |
| 3. Separated or Divorced | 5%  |

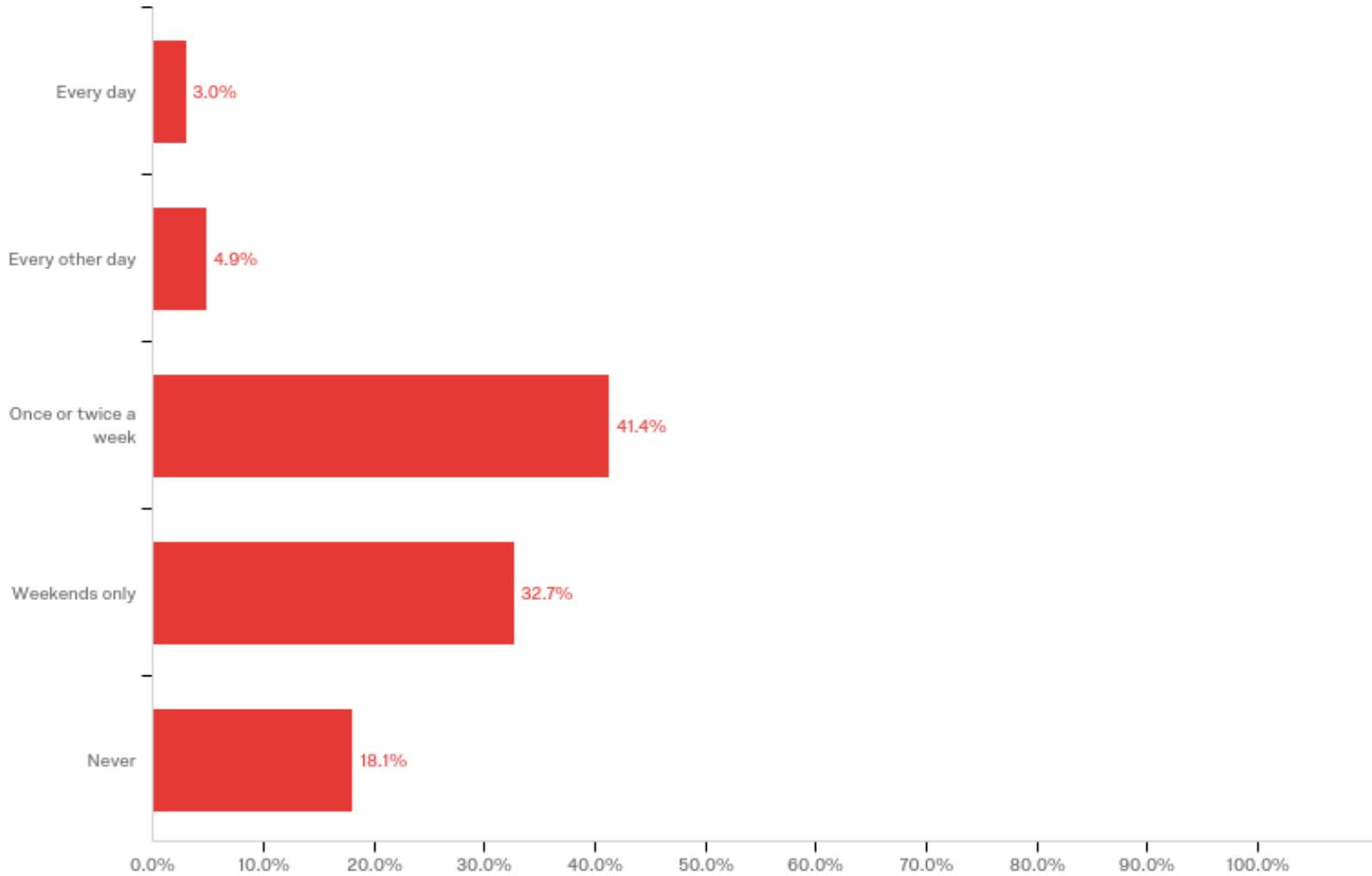
***I anticipate to eat lunch outside my home more often this coming year***

***(by Education Level):***

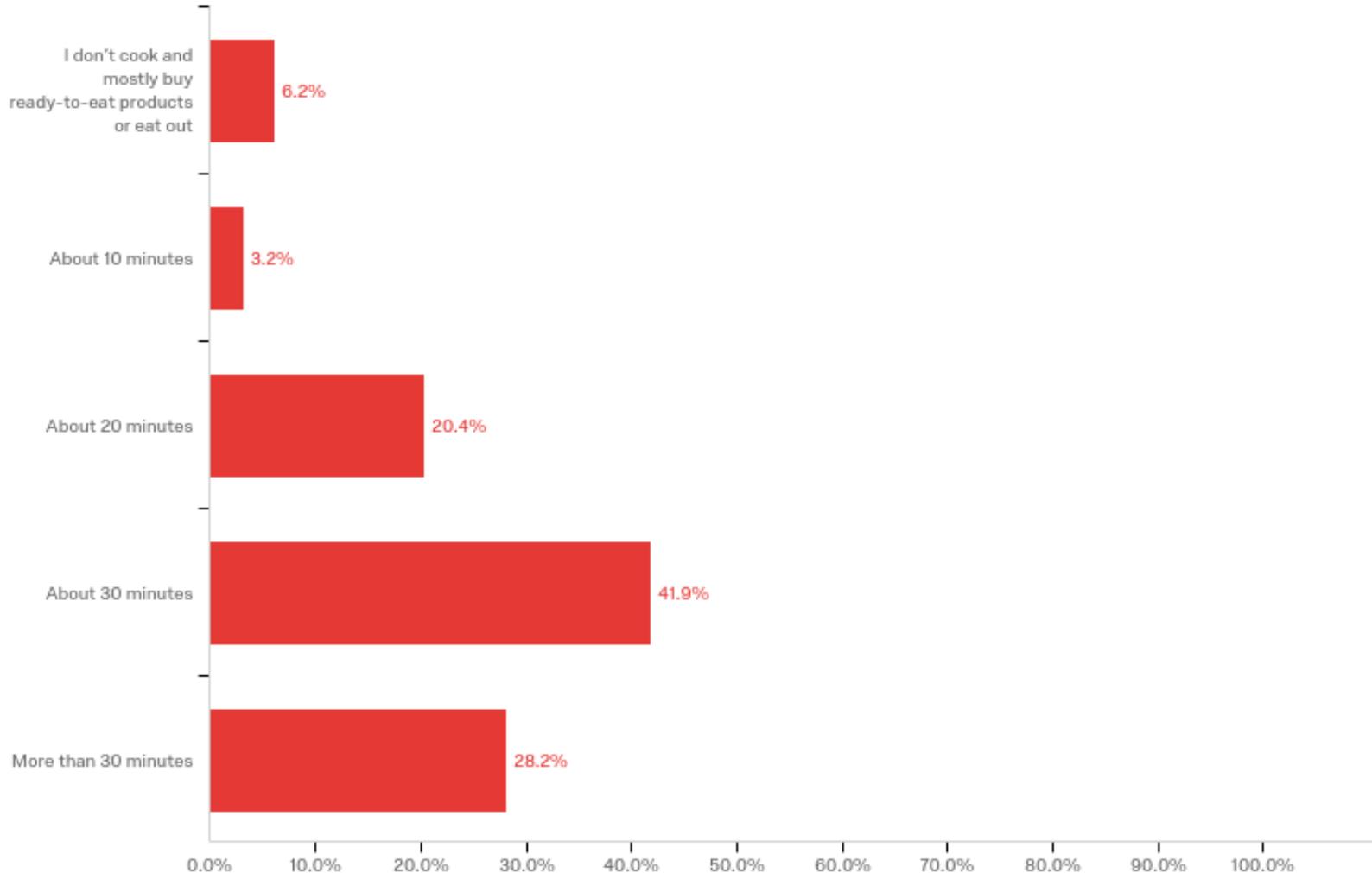
- |                        |     |
|------------------------|-----|
| 1. High School Diploma | 46% |
| 2. University Degree   | 23% |
| 3. Graduate Degree     | 14% |

# Dinner

# How often do you buy your dinner (ready-to-eat) or eat it at a restaurant?



When you eat your dinner at home, how much time on average does it take to prepare your meal?



# State of Dinner

- **Men** and **Singles** are more likely to eat dinner every day at a restaurant than **women, married, separated** or **divorced**;
- While 20% of **Boomers** never go eat dinner at a restaurant, 18% of **Millennials** do the same thing;
- People with **no children** are three times as likely to eat dinner at a restaurant than **people with children**;
- By Region (People who never eat out for dinner):

1. British Columbia	33%
2. Prairies	23%
<b>3. Canada</b>	<b>18%</b>
4. Ontario	17%
5. Atlantic Region	16%
6. Québec	12%

# Dinner On-The-Go

***I anticipate to eat dinner outside my home more often this coming year  
(by Children in Household):***

1. Three Children or More	16%
2. No Children	15%
<b>3. Canada</b>	<b>13%</b>
4. One Child	9%
5. Two Children	8%

***I anticipate to eat dinner outside my home more often this coming year  
(by Marital Status):***

1. Single	22%
2. Separated or Divorced	10%
3. Married or Common Law	8%

***I anticipate to eat dinner outside my home more often this coming year  
(by Education Level):***

1. High School Diploma	34%
2. University Degree	15%
3. Graduate Degree	6%

Note: Varying Degrees (Agree and Strongly Agree)

# **Cooking and Snacking**

# Weekend Cooks

*As I don't have time during the week, I make an effort to cook a good meal on the weekend (by Region):*

1.	British Columbia	57%
2.	Atlantic Region	52%
<b>3.</b>	<b>Canada</b>	<b>42%</b>
4.	Ontario	39%
5.	Québec	37%
6.	Prairies	31%

*As I don't have time during the week, I make an effort to cook a good meal on the weekend (by Age Group):*

1.	Gen X (Born 1965 to 1976)	54%
2.	Millennials (Born 1977 to 1995)	46%
3.	Boomers (Born 1946 to 1964)	38%
4.	Gen Z (Born 1996 and later)	35%

Note: Varying Degrees (Agree and Strongly Agree)

# Cooking Guilt

***I generally feel guilty that I don't spend more time cooking than I do now (by Age Group):***

- |                                    |            |
|------------------------------------|------------|
| 1. Gen Z (Born 1996 and later)     | 57%        |
| 2. Millennials (Born 1977 to 1995) | 35%        |
| <b>3. Canada</b>                   | <b>33%</b> |
| 4. Gen X (Born 1965 to 1976)       | 33%        |
| 5. Boomers (Born 1946 to 1964)     | 22%        |

***I generally feel guilty that I don't spend more time cooking than I do now (by Marital Status):***

- |                          |     |
|--------------------------|-----|
| 1. Single                | 47% |
| 2. Separated or Divorced | 31% |
| 3. Married or Common Law | 24% |

***I generally feel guilty that I don't spend more time cooking than I do now (by Children in Household):***

- |                           |     |
|---------------------------|-----|
| 1. No Children            | 42% |
| 2. Three Children or More | 29% |
| 3. Two Children           | 27% |
| 4. One Child              | 21% |

Note: Varying Degrees (Agree and Strongly Agree)

# Time Crunch

***My work/life balance does not permit me to prepare and/or eat my meals at home (By Region):***

1.	British Columbia	52%
2.	Ontario	29%
3.	Atlantic Region	28%
4.	<b>Canada</b>	<b>26%</b>
5.	Prairies	16%
6.	Québec	15%

***My work/life balance does not permit me to prepare and/or eat my meals at home (By Age Group):***

1.	Gen Z (Born 1996 and later)	51%
2.	Millennials (Born 1977 to 1995)	34%
3.	Gen X (Born 1965 to 1976)	20%
4.	Boomers (Born 1946 to 1964)	12%

Note: Varying Degrees (Agree and Strongly Agree)

# Eating Out More

*Compared to last year, I generally eat outside my home more often than I used to (by Region):*

1.	British Columbia	61%
2.	Ontario	26%
<b>3.</b>	<b>Canada</b>	<b>24%</b>
4.	Prairies	23%
5.	Atlantic Region	21%
6.	Québec	10%

*Compared to last year, I generally eat outside my home more often than I used to (by Age Group):*

1.	Gen Z (Born 1996 and later)	51%
2.	Millennials (Born 1977 to 1995)	30%
3.	Gen X (Born 1965 to 1976)	13%
4.	Boomers (Born 1946 to 1964)	11%

Note: Varying Degrees (Agree and Strongly Agree)

# Snacking

***I eat between meals, several times a day which prevents me from eating meals during regular hours (by Region):***

1.	British Columbia	42%
2.	Ontario	24%
<b>3.</b>	<b>Canada</b>	<b>20%</b>
4.	Prairies	18%
5.	Atlantic Region	15%
6.	Québec	13%

***I eat between meals, several times a day which prevents me from eating meals during regular hours (by Marital Status):***

1.	Single	36%
2.	Separated or Divorced	10%
3.	Married or Common Law	10%

***I eat between meals, several times a day which prevents me from eating meals during regular hours (by Education Level):***

1.	High School Diploma	51%
2.	University Degree	20%
3.	Graduate Degree	12%

Note: Varying Degrees (Agree and Strongly Agree)

