



Canned and frozen foods
Fieldwork Dates: 18th - 19th May 2020

Conducted by YouGov
YouGov RealTime

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email uspress@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1179 adults. Fieldwork was undertaken between 18th -19th May 2020. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov RealTime
Canned and Frozen Foods

US_nat Sample: 18th - 19th May 2020



Total	Gender		Age			Region				Race			
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

How often, if ever, do you typically prepare food using each of the following types of items? Please select one option on each row.

Q1_1. Canned foods

	Unweighted base	1179	523	656	308	371	500	233	232	430	284	798	137	173	71
Base: All US Adults	1179	577	602	334	354	491	210	248	444	278	788	134	186	72	
Daily	8%	8%	8%	8%	9%	8%	10%	8%	8%	8%	8%	12%	9%	5%	
A few times a week	31%	36%	27%	22%	34%	35%	24%	40%	31%	30%	35%	21%	22%	32%	
Once a week	15%	13%	17%	19%	15%	12%	18%	13%	16%	13%	14%	11%	21%	16%	
A few times a month	20%	20%	20%	21%	19%	19%	22%	14%	20%	23%	19%	23%	23%	18%	
Once a month	6%	5%	7%	8%	3%	7%	8%	5%	6%	5%	5%	12%	7%	2%	
Less often than once a month	11%	8%	14%	12%	11%	11%	14%	11%	10%	11%	11%	10%	11%	13%	
Never	5%	5%	5%	6%	5%	5%	3%	7%	5%	5%	5%	9%	3%	12%	
Don't know	3%	4%	2%	4%	4%	1%	1%	3%	3%	4%	3%	3%	5%	3%	
Net: Once a week or more	55%	57%	52%	49%	58%	56%	52%	61%	55%	51%	57%	44%	52%	53%	
Net: A few times a month - once a month	26%	25%	27%	29%	26%	26%	30%	19%	26%	29%	24%	34%	29%	21%	
Net: Once a month or more	81%	82%	79%	78%	81%	82%	82%	79%	81%	80%	82%	78%	81%	73%	

Q1_2. Frozen foods

	Unweighted base	1179	523	656	308	371	500	233	232	430	284	798	137	173	71
Base: All US Adults	1179	577	602	334	354	491	210	248	444	278	788	134	186	72	
Daily	12%	13%	11%	10%	15%	12%	16%	11%	11%	12%	12%	16%	11%	7%	
A few times a week	41%	41%	41%	34%	43%	44%	35%	52%	37%	42%	46%	38%	25%	27%	
Once a week	15%	15%	15%	23%	10%	12%	18%	13%	15%	13%	14%	9%	21%	20%	
A few times a month	16%	14%	19%	15%	17%	21%	21%	11%	18%	15%	15%	18%	20%	18%	
Once a month	5%	5%	4%	4%	4%	6%	5%	4%	5%	5%	4%	5%	7%	7%	
Less often than once a month	5%	4%	6%	7%	4%	5%	3%	4%	6%	7%	4%	7%	7%	9%	
Never	3%	4%	3%	4%	3%	3%	1%	2%	5%	3%	3%	4%	6%	1%	
Don't know	3%	4%	2%	5%	3%	1%	2%	3%	3%	4%	2%	3%	4%	11%	
Net: Once a week or more	67%	68%	67%	68%	68%	68%	67%	63%	63%	67%	72%	63%	57%	54%	
Net: A few times a month - once a month	21%	19%	23%	18%	22%	22%	27%	15%	23%	20%	19%	23%	27%	25%	
Net: Once a month or more	89%	88%	89%	85%	90%	90%	94%	91%	86%	87%	91%	86%	84%	79%	

Which, if any, of the following are reasons why you do not use each of the following types of food items more often? Please select all that apply.

Q2_1a. Canned foods

	Unweighted base	62	27	35	18	16	28	8	15	23	16	37	13	5	7
Base: US adults who do not use this type of food item	62	31	32	20	16	26	7	17	24	14	36	12	6	8	
I am concerned about my sodium and/or sugar intake	23%	16%	29%	23%	21%	24%	11%	22%	23%	28%	21%	33%	-	29%	
I don't think they meet daily nutritional values	9%	4%	13%	13%	-	10%	-	8%	7%	16%	11%	5%	-	10%	
I am concerned about the quality and/or freshness of the products	22%	17%	26%	36%	5%	22%	9%	10%	28%	33%	21%	38%	14%	10%	
I am concerned about added preservatives	27%	18%	34%	31%	21%	27%	11%	27%	26%	33%	24%	47%	-	29%	
I am concerned about how it is packaged	8%	5%	11%	4%	5%	13%	11%	5%	11%	6%	5%	20%	-	10%	
I prefer to use fresh products	46%	31%	59%	47%	49%	42%	39%	44%	41%	58%	45%	58%	14%	52%	
I generally don't like the way these items taste	33%	27%	38%	32%	27%	36%	47%	15%	38%	38%	37%	32%	15%	29%	
None of these	29%	47%	12%	34%	34%	23%	14%	40%	31%	20%	22%	22%	57%	48%	
Don't know	5%	3%	6%	5%	6%	4%	-	6%	4%	7%	8%	-	-	-	

Q2_2a. Frozen foods

	Unweighted base	35	18	17	11	9	15	2	6	19	8	21	5	8	1
Base: US adults who do not use this type of food item	39	23	16	13	10	15	2	6	24	8	22	5	10	1	
I am concerned about my sodium and/or sugar intake	15%	13%	17%	-	9%	32%	-	-	24%	-	9%	-	37%	-	
I don't think they meet daily nutritional values	2%	-	5%	-	8%	-	-	-	10%	-	-	-	7%	-	
I am concerned about the quality and/or freshness of the products	21%	29%	11%	40%	-	19%	50%	-	28%	11%	24%	-	29%	-	
I am concerned about added preservatives	7%	5%	11%	14%	-	6%	50%	-	8%	-	13%	-	-	-	
I am concerned about how it is packaged	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
I prefer to use fresh products	26%	22%	31%	25%	39%	18%	-	17%	31%	23%	27%	33%	22%	-	
I generally don't like the way these items taste	20%	26%	11%	15%	-	38%	-	-	24%	26%	14%	16%	37%	-	
None of these	37%	41%	31%	35%	36%	38%	-	68%	31%	39%	32%	67%	25%	100%	

YouGov RealTime
Canned and Frozen Foods

US_nat Sample: 18th - 19th May 2020



Total	Education				Marital Status								
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated

How often, if ever, do you typically prepare food using each of the following types of items? Please select one option on each row.

Q1_1. Canned foods

	Unweighted base	1179	425	387	234	133	572	14	87	43	716	273	107	56	12
Base: All US Adults	1179	471	368	216	124	559	15	83	40	697	288	105	55	55	12
Daily	8%	11%	6%	7%	8%	8%	-	7%	2%	8%	10%	11%	5%	5%	19%
A few times a week	31%	34%	31%	27%	30%	34%	23%	35%	26%	33%	27%	28%	46%	17%	
Once a week	15%	13%	16%	15%	16%	16%	11%	17%	16%	16%	16%	11%	8%	-	
A few times a month	20%	18%	20%	25%	17%	17%	38%	21%	15%	17%	23%	25%	21%	20%	
Once a month	6%	7%	7%	3%	5%	5%	6%	7%	9%	5%	7%	9%	5%	15%	
Less often than once a month	11%	9%	11%	14%	15%	13%	11%	8%	17%	13%	9%	8%	8%	21%	
Never	5%	5%	4%	7%	8%	5%	-	3%	7%	5%	4%	8%	6%	7%	
Don't know	3%	3%	4%	2%	1%	2%	11%	3%	9%	3%	3%	-	2%	-	
Net: Once a week or more	55%	58%	55%	48%	54%	59%	34%	58%	44%	57%	53%	50%	59%	36%	
Net: A few times a month - once a month	26%	25%	27%	28%	22%	22%	44%	28%	23%	23%	30%	34%	26%	36%	
Net: Once a month or more	81%	83%	81%	77%	75%	80%	78%	86%	67%	80%	83%	83%	84%	72%	

Q1_2. Frozen foods

	Unweighted base	1179	425	387	234	133	572	14	87	43	716	273	107	56	12
Base: All US Adults	1179	471	368	216	124	559	15	83	40	697	288	105	55	55	12
Daily	12%	14%	9%	11%	17%	12%	5%	11%	6%	11%	12%	15%	13%	27%	
A few times a week	41%	37%	43%	40%	48%	43%	32%	46%	36%	43%	37%	31%	53%	53%	
Once a week	15%	16%	15%	13%	12%	15%	12%	14%	23%	15%	18%	10%	3%	7%	
A few times a month	16%	17%	16%	20%	15%	15%	19%	15%	23%	16%	17%	22%	15%	5%	
Once a month	5%	6%	4%	3%	4%	5%	17%	2%	5%	5%	4%	7%	6%	-	
Less often than once a month	5%	4%	6%	8%	5%	5%	5%	6%	-	5%	5%	11%	3%	-	
Never	3%	4%	3%	3%	3%	3%	-	3%	4%	3%	3%	4%	5%	7%	
Don't know	3%	4%	3%	1%	2%	1%	11%	3%	4%	2%	4%	-	2%	-	
Net: Once a week or more	67%	66%	68%	64%	77%	71%	48%	71%	64%	70%	68%	56%	70%	88%	
Net: A few times a month - once a month	21%	23%	20%	24%	13%	20%	36%	17%	27%	20%	21%	29%	21%	5%	
Net: Once a month or more	89%	89%	88%	88%	90%	91%	84%	88%	91%	90%	89%	85%	90%	93%	

Which, if any, of the following are reasons why you do not use each of the following types of food items more often? Please select all that apply.

Q2_1a. Canned foods

	Unweighted base	62	19	15	17	11	27	-	3	3	33	13	10	3	1
Base: US adults who do not use this type of food item	62	23	14	16	10	27	-	2	3	32	13	9	3	3	1
I am concerned about my sodium and/or sugar intake	23%	12%	21%	18%	56%	20%	-	25%	64%	24%	14%	29%	40%	100%	
I don't think they meet daily nutritional values	9%	-	16%	6%	22%	6%	-	25%	31%	10%	-	10%	40%	-	
I am concerned about the quality and/or freshness of the products	22%	13%	22%	18%	49%	17%	-	61%	64%	24%	7%	49%	-	100%	
I am concerned about added preservatives	27%	8%	27%	29%	64%	29%	-	25%	64%	32%	14%	37%	40%	-	
I am concerned about how it is packaged	8%	4%	12%	5%	16%	3%	-	-	31%	5%	13%	16%	-	-	
I prefer to use fresh products	46%	24%	51%	59%	64%	43%	-	63%	100%	50%	48%	48%	40%	100%	
I generally don't like the way these items taste	33%	16%	38%	18%	87%	34%	-	64%	34%	29%	55%	-	100%	-	
None of these	29%	58%	22%	12%	-	32%	-	-	-	27%	25%	-	60%	-	
Don't know	5%	4%	-	12%	-	3%	-	-	-	3%	8%	11%	-	-	

Q2_2a. Frozen foods

	Unweighted base	35	15	10	6	4	13	-	1	2	16	8	5	3	1
Base: US adults who do not use this type of food item	39	19	9	6	4	16	-	3	2	20	8	5	3	1	
I am concerned about my sodium and/or sugar intake	15%	25%	-	-	25%	24%	-	-	-	19%	-	40%	-	-	
I don't think they meet daily nutritional values	2%	-	8%	-	-	-	-	-	-	-	-	-	-	-	
I am concerned about the quality and/or freshness of the products	21%	29%	9%	17%	22%	26%	-	100%	100%	41%	-	-	-	-	
I am concerned about added preservatives	7%	5%	9%	17%	-	7%	-	-	-	5%	10%	19%	-	-	
I am concerned about how it is packaged	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
I prefer to use fresh products	26%	19%	22%	38%	47%	21%	-	-	52%	21%	40%	21%	31%	100%	
I generally don't like the way these items taste	20%	24%	-	17%	50%	33%	-	-	52%	30%	-	18%	-	100%	
None of these	37%	38%	42%	46%	-	47%	-	-	-	37%	25%	21%	69%	-	

YouGov RealTime
Canned and Frozen Foods

US_nat Sample: 18th - 19th May 2020



Total	Parent or guardian of any children							Income				How often,	
	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Daily	A few times a week

How often, if ever, do you typically prepare food using each of the following types of items? Please select one option on each row.

Q1_1. Canned foods

Unweighted base	1179	1	14	306	398	655	481	43	400	326	298	155	100	366
Base: All US Adults	1179	1	20	294	391	639	491	49	408	330	286	156	98	367
Daily	8%	-	-	9%	9%	9%	8%	6%	10%	9%	6%	6%	100%	-
A few times a week	31%	-	4%	34%	35%	34%	27%	25%	30%	32%	32%	30%	-	100%
Once a week	15%	-	17%	15%	13%	14%	18%	4%	16%	15%	15%	11%	-	-
A few times a month	20%	100%	25%	19%	20%	19%	20%	20%	20%	20%	20%	17%	-	-
Once a month	6%	-	-	5%	7%	6%	6%	10%	9%	4%	6%	3%	-	-
Less often than once a month	11%	-	11%	11%	11%	11%	12%	9%	8%	12%	13%	13%	-	-
Never	5%	-	22%	5%	4%	5%	5%	12%	3%	6%	5%	11%	-	-
Don't know	3%	-	20%	3%	1%	2%	4%	14%	3%	2%	1%	8%	-	-
Net: Once a week or more	55%	-	22%	58%	58%	58%	53%	35%	56%	56%	54%	47%	100%	100%
Net: A few times a month - once a month	26%	100%	25%	23%	27%	25%	26%	30%	29%	24%	27%	20%	-	-
Net: Once a month or more	81%	100%	47%	81%	84%	83%	79%	65%	85%	80%	81%	68%	100%	100%

Q1_2. Frozen foods

Unweighted base	1179	1	14	306	398	655	481	43	400	326	298	155	100	366
Base: All US Adults	1179	1	20	294	391	639	491	49	408	330	286	156	98	367
Daily	12%	-	12%	13%	12%	13%	10%	17%	13%	10%	10%	10%	66%	9%
A few times a week	41%	-	15%	40%	43%	43%	41%	14%	35%	45%	46%	37%	18%	69%
Once a week	15%	-	-	17%	13%	14%	15%	16%	15%	13%	17%	13%	9%	12%
A few times a month	16%	100%	9%	13%	16%	17%	17%	18%	21%	13%	16%	15%	6%	7%
Once a month	5%	-	-	4%	5%	5%	5%	5%	6%	5%	4%	4%	-	2%
Less often than once a month	5%	-	5%	6%	5%	5%	5%	6%	4%	5%	5%	7%	1%	1%
Never	3%	-	12%	3%	3%	3%	4%	4%	3%	4%	1%	5%	-	1%
Don't know	3%	-	47%	2%	1%	1%	4%	18%	3%	1%	1%	9%	-	0%
Net: Once a week or more	67%	-	27%	69%	70%	66%	48%	63%	71%	73%	60%	60%	93%	90%
Net: A few times a month - once a month	21%	100%	9%	17%	23%	21%	22%	24%	26%	18%	19%	19%	6%	8%
Net: Once a month or more	89%	100%	36%	89%	91%	90%	88%	72%	89%	89%	92%	79%	99%	98%

Which, if any, of the following are reasons why you do not use each of the following types of food items more often? Please select all that apply.

Q2_1a. Canned foods

Unweighted base	62	-	2	15	16	30	28	4	15	18	14	15	-	-
Base: US adults who do not use this type of food item	62	-	4	15	16	30	27	6	14	19	13	17	-	-
I am concerned about my sodium and/or sugar intake	23%	-	-	22%	25%	25%	21%	19%	33%	5%	41%	19%	-	-
I don't think they meet daily nutritional values	9%	-	-	6%	14%	10%	9%	-	10%	5%	7%	13%	-	-
I am concerned about the quality and/or freshness of the products	22%	-	-	11%	18%	15%	30%	19%	35%	13%	34%	12%	-	-
I am concerned about added preservatives	27%	-	-	28%	31%	28%	27%	19%	33%	5%	55%	24%	-	-
I am concerned about how it is packaged	8%	-	-	5%	17%	12%	6%	-	12%	9%	7%	4%	-	-
I prefer to use fresh products	46%	-	-	34%	31%	33%	58%	52%	58%	23%	62%	47%	-	-
I generally don't like the way these items taste	33%	-	-	29%	36%	34%	35%	19%	35%	34%	34%	28%	-	-
None of these	29%	-	100%	31%	26%	29%	26%	48%	28%	30%	24%	34%	-	-
Don't know	5%	-	-	6%	-	3%	7%	-	-	10%	-	6%	-	-

Q2_2a. Frozen foods

Unweighted base	35	-	2	8	11	17	16	2	11	12	4	8	-	3
Base: US adults who do not use this type of food item	39	-	2	10	12	19	17	2	12	15	4	8	-	4
I am concerned about my sodium and/or sugar intake	15%	-	-	9%	42%	30%	-	-	15%	20%	-	12%	-	53%
I don't think they meet daily nutritional values	2%	-	31%	-	-	-	-	42%	-	-	-	10%	-	-
I am concerned about the quality and/or freshness of the products	21%	-	-	-	26%	15%	24%	59%	35%	14%	23%	14%	-	53%
I am concerned about added preservatives	7%	-	-	-	8%	5%	5%	59%	-	12%	-	14%	-	-
I am concerned about how it is packaged	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I prefer to use fresh products	26%	-	-	33%	16%	17%	33%	59%	7%	43%	23%	26%	-	25%
I generally don't like the way these items taste	20%	-	-	-	43%	25%	10%	59%	21%	14%	23%	28%	-	75%
None of these	37%	-	69%	58%	25%	44%	32%	-	37%	32%	77%	25%	-	-

YouGov RealTime
Canned and Frozen Foods

US_nat Sample: 18th - 19th May 2020



Total	if ever, do you typically prepare food using each of the following types of items? - Canned foods (e.g., fruits, vegetables, meats, etc.)										How often, if ever, do you typically prepare fo			
	Once a week	A few times a month	Once a month	Less often than once a month	Never	Don't know	Net: Weekly	Net: Monthly	Net: Does use	Daily	A few times a week	Once a week	A few times a month	

How often, if ever, do you typically prepare food using each of the following types of items? Please select one option on each row.

Q1_1. Canned foods

Unweighted base	1179	179	232	69	137	62	34	645	301	946	142	479	169	200
Base: All US Adults	1179	178	233	73	132	62	35	643	306	949	143	479	173	193
Daily	8%	-	-	-	-	-	-	15%	-	10%	45%	4%	5%	3%
A few times a week	31%	-	-	-	-	-	-	57%	-	39%	23%	53%	26%	12%
Once a week	15%	100%	-	-	-	-	-	28%	-	19%	7%	15%	30%	12%
A few times a month	20%	-	100%	-	-	-	-	-	76%	25%	10%	15%	17%	49%
Once a month	6%	-	-	100%	-	-	-	-	24%	8%	2%	2%	8%	7%
Less often than once a month	11%	-	-	-	100%	-	-	-	-	-	8%	8%	11%	12%
Never	5%	-	-	-	-	100%	-	-	-	-	3%	2%	3%	4%
Don't know	3%	-	-	-	-	-	100%	-	-	-	1%	1%	1%	1%
Net: Once a week or more	55%	100%	-	-	-	-	-	100%	-	68%	76%	71%	61%	27%
Net: A few times a month - once a month	26%	-	100%	100%	-	-	-	-	100%	32%	12%	17%	25%	57%
Net: Once a month or more	81%	100%	100%	100%	-	-	-	100%	100%	100%	88%	89%	86%	84%

Q1_2. Frozen foods

Unweighted base	1179	179	232	69	137	62	34	645	301	946	142	479	169	200
Base: All US Adults	1179	178	233	73	132	62	35	643	306	949	143	479	173	193
Daily	12%	6%	6%	4%	8%	7%	6%	17%	6%	13%	100%	-	-	-
A few times a week	41%	41%	31%	15%	30%	17%	10%	53%	27%	45%	-	100%	-	-
Once a week	15%	30%	12%	19%	14%	8%	3%	16%	14%	16%	-	-	100%	-
A few times a month	16%	13%	41%	19%	17%	12%	5%	8%	36%	17%	-	-	-	100%
Once a month	5%	2%	3%	29%	9%	7%	-	2%	10%	4%	-	-	-	-
Less often than once a month	5%	4%	4%	9%	18%	16%	-	2%	5%	3%	-	-	-	-
Never	3%	3%	1%	5%	4%	29%	-	1%	2%	2%	-	-	-	-
Don't know	3%	2%	0%	-	-	6%	76%	1%	0%	1%	-	-	-	-
Net: Once a week or more	67%	76%	50%	38%	52%	31%	19%	86%	47%	74%	100%	100%	100%	-
Net: A few times a month - once a month	21%	15%	44%	48%	25%	19%	5%	10%	45%	21%	-	-	-	100%
Net: Once a month or more	89%	91%	94%	86%	78%	50%	24%	96%	92%	95%	100%	100%	100%	100%

Which, if any, of the following are reasons why you do not use each of the following types of food items more often? Please select all that apply.

Q2_1a. Canned foods

Unweighted base	62	-	-	-	-	62	-	-	-	-	5	11	5	8
Base: US adults who do not use this type of food item	62	-	-	-	-	62	-	-	-	-	4	10	5	7
I am concerned about my sodium and/or sugar intake	23%	-	-	-	-	23%	-	-	-	-	14%	30%	18%	12%
I don't think they meet daily nutritional values	9%	-	-	-	-	9%	-	-	-	-	14%	21%	-	12%
I am concerned about the quality and/or freshness of the products	22%	-	-	-	-	22%	-	-	-	-	14%	22%	18%	24%
I am concerned about added preservatives	27%	-	-	-	-	27%	-	-	-	-	37%	37%	18%	34%
I am concerned about how it is packaged	8%	-	-	-	-	8%	-	-	-	-	18%	17%	-	10%
I prefer to use fresh products	46%	-	-	-	-	46%	-	-	-	-	14%	58%	60%	59%
I generally don't like the way these items taste	33%	-	-	-	-	33%	-	-	-	-	23%	41%	40%	46%
None of these	29%	-	-	-	-	29%	-	-	-	-	22%	9%	-	17%
Don't know	5%	-	-	-	-	5%	-	-	-	-	-	-	-	12%

Q2_2a. Frozen foods

Unweighted base	35	3	3	4	6	16	-	6	7	13	-	-	-	-
Base: US adults who do not use this type of food item	39	5	3	4	6	18	-	9	6	15	-	-	-	-
I am concerned about my sodium and/or sugar intake	15%	20%	-	27%	16%	5%	-	35%	16%	26%	-	-	-	-
I don't think they meet daily nutritional values	2%	-	29%	-	-	-	-	-	12%	5%	-	-	-	-
I am concerned about the quality and/or freshness of the products	21%	52%	-	27%	14%	11%	-	52%	16%	37%	-	-	-	-
I am concerned about added preservatives	7%	-	-	21%	16%	6%	-	-	12%	5%	-	-	-	-
I am concerned about how it is packaged	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I prefer to use fresh products	26%	28%	71%	26%	20%	21%	-	26%	45%	34%	-	-	-	-
I generally don't like the way these items taste	20%	-	-	27%	-	22%	-	33%	16%	25%	-	-	-	-
None of these	37%	-	-	26%	34%	62%	-	-	15%	7%	-	-	-	-

YouGov RealTime
Canned and Frozen Foods

US_nat Sample: 18th - 19th May 2020



Total	Food using each of the following types of items? - Frozen foods (e.g., fruits, vegetables, meats, etc.)						
	Once a month	Less often than once a month	Never	Don't know	Net: Once a week or more	Net: A few times a month to once a month	Net: Once a month more

How often, if ever, do you typically prepare food using each of the following types of items? Please select one option on each row.

Q1_1. Canned foods

	Unweighted base	1179	56	66	35	32	790	256	1046
Base: All US Adults		1179	56	61	39	35	795	249	1044
Daily		8%	-	2%	-	-	12%	2%	9%
A few times a week		31%	11%	5%	10%	2%	41%	12%	34%
Once a week		15%	8%	12%	13%	9%	17%	11%	16%
A few times a month		20%	14%	17%	7%	3%	15%	42%	21%
Once a month		6%	38%	10%	10%	-	3%	14%	6%
Less often than once a month		11%	20%	39%	15%	-	9%	14%	10%
Never		5%	8%	16%	47%	10%	2%	5%	3%
Don't know		3%	-	-	-	76%	1%	1%	1%
Net: Once a week or more		55%	19%	18%	22%	11%	70%	25%	59%
Net: A few times a month - once a month		26%	53%	27%	16%	3%	18%	56%	27%
Net: Once a month or more		81%	72%	45%	39%	14%	88%	81%	86%

Q1_2. Frozen foods

	Unweighted base	1179	56	66	35	32	790	256	1046
Base: All US Adults		1179	56	61	39	35	795	249	1044
Daily		12%	-	-	-	-	18%	-	14%
A few times a week		41%	-	-	-	-	60%	-	46%
Once a week		15%	-	-	-	-	22%	-	17%
A few times a month		16%	-	-	-	-	-	78%	19%
Once a month		5%	100%	-	-	-	-	22%	5%
Less often than once a month		5%	-	100%	-	-	-	-	-
Never		3%	-	-	100%	-	-	-	-
Don't know		3%	-	-	-	100%	-	-	-
Net: Once a week or more		67%	-	-	-	-	100%	-	76%
Net: A few times a month - once a month		21%	100%	-	-	-	-	100%	24%
Net: Once a month or more		89%	100%	-	-	-	100%	100%	100%

Which, if any, of the following are reasons why you do not use each of the following types of food items more often? Please select all that apply.

Q2_1a. Canned foods

	Unweighted base	62	5	10	16	2	21	13	34
Base: US adults who do not use this type of food item		62	4	10	18	4	19	12	31
I am concerned about my sodium and/or sugar intake		23%	36%	35%	15%	23%	23%	21%	23%
I don't think they meet daily nutritional values		9%	-	9%	-	23%	14%	8%	12%
I am concerned about the quality and/or freshness of the products		22%	24%	35%	15%	23%	20%	24%	21%
I am concerned about added preservatives		27%	36%	35%	11%	23%	32%	35%	33%
I am concerned about how it is packaged		8%	-	9%	-	23%	13%	6%	10%
I prefer to use fresh products		46%	54%	69%	26%	23%	49%	57%	52%
I generally don't like the way these items taste		33%	17%	35%	27%	23%	37%	35%	36%
None of these		29%	-	12%	62%	77%	10%	11%	10%
Don't know		5%	21%	-	6%	-	-	16%	6%

Q2_2a. Frozen foods

	Unweighted base	35	-	-	35	-	-	-	-
Base: US adults who do not use this type of food item		35	-	-	35	-	-	-	-
I am concerned about my sodium and/or sugar intake		15%	-	-	15%	-	-	-	-
I don't think they meet daily nutritional values		2%	-	-	2%	-	-	-	-
I am concerned about the quality and/or freshness of the products		21%	-	-	21%	-	-	-	-
I am concerned about added preservatives		7%	-	-	7%	-	-	-	-
I am concerned about how it is packaged		-	-	-	-	-	-	-	-
I prefer to use fresh products		26%	-	-	26%	-	-	-	-
I generally don't like the way these items taste		20%	-	-	20%	-	-	-	-
None of these		37%	-	-	37%	-	-	-	-

YouGov RealTime
Canned and Frozen Foods

US_nat Sample: 18th - 19th May 2020



Total	Gender		Age			Region				Race				
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Don't know	5%	4%	6%	8%	9%	-	-	16%	-	13%	9%	-	-	-

In general, how much more or less healthy are each of the following types of food item compared to fresh foods? Please select one option on each row.

Q3_1. Canned foods

Unweighted base	1179	523	656	308	371	500	233	232	430	284	798	137	173	71
Base: All US Adults	1179	577	602	334	354	491	210	248	444	278	788	134	186	72
Much more healthy than fresh foods	3%	3%	2%	5%	3%	1%	3%	3%	2%	4%	2%	4%	5%	2%
Somewhat more healthy than fresh foods	7%	8%	6%	11%	9%	3%	10%	5%	6%	9%	4%	10%	18%	9%
Equally as healthy as fresh foods	25%	28%	23%	26%	23%	27%	29%	28%	23%	23%	26%	19%	25%	23%
Somewhat less healthy than fresh foods	46%	43%	49%	40%	46%	51%	42%	47%	49%	44%	50%	36%	36%	46%
Much less healthy than fresh foods	19%	18%	19%	19%	20%	18%	16%	17%	20%	21%	18%	31%	15%	20%
Net: More healthy	10%	12%	8%	16%	11%	5%	13%	8%	8%	13%	6%	14%	23%	11%
Net: Less healthy	65%	61%	69%	59%	66%	68%	58%	64%	69%	65%	68%	66%	51%	66%

Q3_2. Frozen foods

Unweighted base	1179	523	656	308	371	500	233	232	430	284	798	137	173	71
Base: All US Adults	1179	577	602	334	354	491	210	248	444	278	788	134	186	72
Much more healthy than fresh foods	4%	5%	4%	6%	6%	3%	6%	4%	3%	6%	3%	6%	8%	6%
Somewhat more healthy than fresh foods	10%	11%	10%	14%	12%	7%	14%	10%	9%	11%	9%	12%	18%	6%
Equally as healthy as fresh foods	45%	42%	48%	36%	43%	52%	45%	49%	43%	44%	49%	38%	34%	38%
Somewhat less healthy than fresh foods	33%	33%	32%	36%	32%	31%	29%	30%	36%	33%	32%	33%	32%	38%
Much less healthy than fresh foods	7%	9%	6%	9%	7%	6%	6%	6%	10%	6%	6%	11%	8%	11%
Net: More healthy	15%	16%	14%	19%	18%	10%	20%	14%	11%	17%	12%	18%	26%	12%
Net: Less healthy	40%	42%	38%	45%	39%	38%	35%	37%	45%	39%	39%	44%	40%	50%

To what extent, have you bought each of the following types of food items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on each row.

Q4_1. Canned fruits or vegetables

Unweighted base	1083	475	608	277	342	464	222	210	393	258	742	119	160	62
Base: US adults that used canned foods	1081	522	559	300	324	457	200	223	406	252	732	118	170	62
Much more than usual	9%	10%	8%	14%	9%	6%	11%	11%	8%	7%	7%	7%	17%	17%
Somewhat more than usual	24%	25%	22%	27%	25%	21%	26%	24%	23%	24%	23%	33%	22%	20%
No difference	61%	60%	63%	52%	61%	68%	58%	59%	64%	62%	66%	54%	51%	55%
Somewhat less than usual	4%	3%	5%	5%	3%	4%	3%	4%	4%	3%	3%	4%	7%	2%
Much less than usual	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	1%	2%	3%	8%
Net: More than usual	33%	36%	30%	41%	35%	26%	37%	35%	31%	31%	30%	40%	39%	36%
Net: Less than usual	6%	4%	7%	7%	4%	6%	5%	6%	6%	7%	4%	6%	10%	9%

Q4_2. Canned meat or seafood

Unweighted base	1083	475	608	277	342	464	222	210	393	258	742	119	160	62
Base: US adults that used canned foods	1081	522	559	300	324	457	200	223	406	252	732	118	170	62
Much more than usual	5%	5%	5%	6%	5%	4%	5%	8%	4%	4%	5%	6%	5%	4%
Somewhat more than usual	17%	19%	15%	25%	14%	13%	16%	14%	17%	20%	15%	23%	22%	18%
No difference	67%	67%	67%	56%	71%	72%	67%	70%	68%	63%	72%	56%	57%	58%
Somewhat less than usual	6%	5%	7%	7%	5%	6%	4%	4%	7%	8%	4%	8%	11%	9%
Much less than usual	5%	3%	7%	5%	6%	5%	7%	4%	4%	5%	4%	7%	6%	11%
Net: More than usual	22%	25%	19%	32%	19%	17%	21%	22%	21%	24%	20%	29%	27%	22%
Net: Less than usual	11%	8%	13%	12%	10%	11%	11%	8%	11%	13%	8%	15%	16%	20%

Q4_3. Frozen fruits or vegetables

Unweighted base	1106	480	626	281	348	477	226	216	397	267	758	126	158	64
Base: US adults who used frozen foods	1099	524	575	301	330	468	204	230	405	260	746	123	168	62
Much more than usual	7%	7%	7%	10%	8%	5%	11%	7%	5%	7%	5%	11%	11%	8%
Somewhat more than usual	23%	24%	23%	31%	22%	19%	21%	21%	23%	27%	23%	28%	25%	20%
No difference	61%	62%	61%	46%	65%	68%	60%	65%	62%	57%	66%	53%	50%	57%
Somewhat less than usual	6%	6%	6%	10%	4%	6%	6%	5%	7%	6%	5%	4%	12%	8%
Much less than usual	2%	2%	2%	3%	1%	2%	2%	1%	3%	2%	1%	2%	3%	7%
Net: More than usual	30%	30%	30%	41%	30%	24%	32%	28%	28%	34%	28%	40%	36%	28%

YouGov RealTime
Canned and Frozen Foods

US_nat Sample: 18th - 19th May 2020



Total	Education				Marital Status									
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	
Don't know	5%	-	10%	16%	-	-	-	-	-	-	25%	-	-	-

In general, how much more or less healthy are each of the following types of food item compared to fresh foods? Please select one option on each row.

Q3_1. Canned foods

Unweighted base	1179	425	387	234	133	572	14	87	43	716	273	107	56	12
Base: All US Adults	1179	471	368	216	124	559	15	83	40	697	288	105	55	12
Much more healthy than fresh foods	3%	4%	3%	0%	4%	3%	-	2%	2%	3%	5%	2%	-	-
Somewhat more healthy than fresh foods	7%	8%	7%	4%	7%	7%	17%	7%	5%	7%	9%	1%	7%	9%
Equally as healthy as fresh foods	25%	30%	27%	19%	13%	23%	42%	28%	16%	24%	28%	25%	42%	15%
Somewhat less healthy than fresh foods	46%	40%	44%	58%	56%	49%	30%	47%	65%	49%	40%	47%	34%	53%
Much less healthy than fresh foods	19%	18%	19%	19%	21%	18%	11%	16%	12%	17%	18%	25%	17%	23%
Net: More healthy	10%	12%	10%	4%	11%	10%	17%	9%	7%	10%	13%	3%	7%	9%
Net: Less healthy	65%	58%	63%	77%	76%	67%	41%	63%	78%	67%	59%	73%	51%	76%

Q3_2. Frozen foods

Unweighted base	1179	425	387	234	133	572	14	87	43	716	273	107	56	12
Base: All US Adults	1179	471	368	216	124	559	15	83	40	697	288	105	55	12
Much more healthy than fresh foods	4%	6%	4%	2%	4%	5%	-	5%	2%	4%	6%	3%	-	-
Somewhat more healthy than fresh foods	10%	10%	12%	6%	13%	10%	18%	14%	9%	10%	11%	6%	12%	9%
Equally as healthy as fresh foods	45%	46%	44%	45%	43%	45%	35%	45%	42%	45%	44%	43%	63%	45%
Somewhat less healthy than fresh foods	33%	28%	33%	39%	37%	34%	43%	30%	38%	34%	31%	41%	20%	39%
Much less healthy than fresh foods	7%	9%	7%	8%	4%	7%	5%	6%	9%	7%	7%	8%	6%	7%
Net: More healthy	15%	17%	16%	8%	17%	14%	18%	18%	11%	15%	18%	8%	12%	9%
Net: Less healthy	40%	37%	40%	47%	40%	41%	48%	36%	47%	41%	38%	48%	26%	46%

To what extent, have you bought each of the following types of food items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on each row.

Q4_1. Canned fruits or vegetables

Unweighted base	1083	393	359	212	119	533	13	81	36	663	251	97	52	11
Base: US adults that used canned foods	1081	433	341	196	112	520	14	78	34	645	265	96	51	11
Much more than usual	9%	10%	7%	8%	13%	10%	-	7%	5%	9%	10%	5%	5%	-
Somewhat more than usual	24%	24%	24%	25%	21%	22%	34%	22%	16%	22%	28%	23%	31%	15%
No difference	61%	61%	61%	62%	63%	62%	66%	67%	77%	63%	55%	64%	57%	85%
Somewhat less than usual	4%	3%	5%	5%	3%	4%	-	3%	-	4%	4%	5%	4%	-
Much less than usual	2%	2%	4%	0%	-	2%	-	1%	2%	2%	2%	3%	3%	-
Net: More than usual	33%	34%	31%	33%	34%	32%	34%	29%	21%	31%	38%	28%	36%	15%
Net: Less than usual	6%	5%	9%	5%	3%	6%	-	5%	2%	5%	6%	8%	7%	-

Q4_2. Canned meat or seafood

Unweighted base	1083	393	359	212	119	533	13	81	36	663	251	97	52	11
Base: US adults that used canned foods	1081	433	341	196	112	520	14	78	34	645	265	96	51	11
Much more than usual	5%	4%	5%	5%	8%	4%	8%	1%	2%	4%	8%	7%	2%	-
Somewhat more than usual	17%	15%	19%	17%	17%	16%	6%	15%	17%	16%	20%	15%	20%	19%
No difference	67%	67%	65%	70%	68%	71%	73%	69%	60%	70%	63%	62%	65%	72%
Somewhat less than usual	6%	7%	6%	5%	3%	4%	7%	9%	10%	5%	5%	7%	8%	9%
Much less than usual	5%	6%	6%	3%	4%	4%	7%	6%	11%	5%	4%	8%	5%	-
Net: More than usual	22%	19%	24%	23%	26%	20%	14%	20%	20%	20%	27%	22%	21%	19%
Net: Less than usual	11%	13%	11%	8%	6%	9%	13%	15%	20%	10%	9%	16%	13%	9%

Q4_3. Frozen fruits or vegetables

Unweighted base	1106	398	361	222	125	548	13	82	38	681	254	101	52	11
Base: US adults who used frozen foods	1099	435	343	204	118	533	14	77	35	659	269	99	51	11
Much more than usual	7%	6%	6%	8%	11%	6%	-	6%	12%	6%	10%	7%	-	-
Somewhat more than usual	23%	23%	23%	25%	24%	23%	13%	17%	24%	22%	28%	19%	29%	6%
No difference	61%	61%	62%	62%	59%	65%	87%	65%	51%	65%	54%	58%	63%	86%
Somewhat less than usual	6%	7%	6%	5%	6%	4%	-	9%	10%	5%	7%	13%	6%	9%
Much less than usual	2%	2%	3%	1%	1%	2%	-	2%	3%	2%	2%	3%	2%	-
Net: More than usual	30%	29%	29%	33%	35%	29%	13%	23%	36%	29%	37%	25%	29%	6%

YouGov RealTime
Canned and Frozen Foods

US_nat Sample: 18th - 19th May 2020



Total	Parent or guardian of any children							Income				How often,	
	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Daily	A few times a week
Don't know	5%	-	-	-	-	11%	-	7%	-	-	13%	-	-

In general, how much more or less healthy are each of the following types of food item compared to fresh foods? Please select one option on each row.

Q3_1. Canned foods

Unweighted base	1179	1	14	306	398	655	481	43	400	326	298	155	100	366
Base: All US Adults	1179	1	20	294	391	639	491	49	408	330	286	156	98	367
Much more healthy than fresh foods	3%	-	-	4%	2%	3%	2%	11%	4%	3%	2%	2%	20%	1%
Somewhat more healthy than fresh foods	7%	-	5%	9%	5%	7%	7%	14%	7%	9%	5%	6%	9%	9%
Equally as healthy as fresh foods	25%	-	9%	27%	28%	27%	23%	17%	33%	22%	18%	27%	27%	33%
Somewhat less healthy than fresh foods	46%	-	36%	40%	49%	45%	49%	34%	41%	44%	55%	48%	32%	47%
Much less healthy than fresh foods	19%	100%	50%	19%	17%	18%	19%	24%	15%	23%	20%	18%	13%	11%
Net: More healthy	10%	-	5%	13%	7%	9%	9%	26%	11%	12%	7%	7%	29%	10%
Net: Less healthy	65%	100%	87%	60%	66%	63%	68%	58%	56%	66%	75%	66%	44%	57%

Q3_2. Frozen foods

Unweighted base	1179	1	14	306	398	655	481	43	400	326	298	155	100	366
Base: All US Adults	1179	1	20	294	391	639	491	49	408	330	286	156	98	367
Much more healthy than fresh foods	4%	-	-	6%	3%	4%	4%	10%	5%	6%	3%	3%	20%	4%
Somewhat more healthy than fresh foods	10%	-	26%	14%	9%	11%	9%	21%	12%	10%	10%	7%	14%	11%
Equally as healthy as fresh foods	45%	-	31%	41%	51%	47%	45%	15%	49%	42%	42%	47%	37%	47%
Somewhat less healthy than fresh foods	33%	100%	10%	32%	30%	31%	35%	33%	27%	35%	41%	28%	23%	31%
Much less healthy than fresh foods	7%	-	33%	8%	7%	7%	7%	21%	7%	7%	4%	14%	7%	7%
Net: More healthy	15%	-	26%	20%	12%	15%	13%	30%	17%	16%	13%	11%	34%	15%
Net: Less healthy	40%	100%	43%	40%	37%	38%	42%	54%	35%	42%	45%	43%	30%	38%

To what extent, have you bought each of the following types of food items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on each row.

Q4_1. Canned fruits or vegetables

Unweighted base	1083	1	8	284	378	615	436	32	372	302	280	129	100	366
Base: US adults that used canned foods	1081	1	12	271	371	598	447	36	381	306	269	126	98	367
Much more than usual	9%	-	43%	12%	6%	9%	8%	23%	10%	7%	9%	10%	28%	10%
Somewhat more than usual	24%	-	-	23%	23%	23%	26%	22%	23%	27%	24%	17%	18%	29%
No difference	61%	100%	43%	57%	65%	62%	61%	46%	60%	59%	63%	65%	51%	57%
Somewhat less than usual	4%	-	15%	6%	4%	5%	3%	4%	4%	3%	4%	5%	1%	2%
Much less than usual	2%	-	-	2%	1%	2%	2%	5%	2%	3%	-	4%	2%	2%
Net: More than usual	33%	-	43%	35%	29%	31%	34%	45%	33%	35%	33%	27%	46%	39%
Net: Less than usual	6%	-	15%	8%	5%	6%	5%	10%	6%	6%	4%	9%	3%	4%

Q4_2. Canned meat or seafood

Unweighted base	1083	1	8	284	378	615	436	32	372	302	280	129	100	366
Base: US adults that used canned foods	1081	1	12	271	371	598	447	36	381	306	269	126	98	367
Much more than usual	5%	-	-	7%	3%	5%	5%	11%	6%	6%	4%	3%	19%	5%
Somewhat more than usual	17%	-	31%	18%	14%	15%	19%	25%	15%	18%	19%	15%	22%	17%
No difference	67%	100%	33%	64%	71%	69%	67%	48%	63%	67%	71%	72%	47%	69%
Somewhat less than usual	6%	-	30%	5%	7%	6%	5%	16%	8%	5%	4%	6%	4%	5%
Much less than usual	5%	-	6%	7%	5%	5%	5%	-	8%	4%	2%	4%	9%	3%
Net: More than usual	22%	-	31%	25%	17%	20%	24%	36%	21%	24%	23%	18%	41%	23%
Net: Less than usual	11%	-	36%	12%	12%	12%	10%	16%	16%	9%	6%	10%	12%	8%

Q4_3. Frozen fruits or vegetables

Unweighted base	1106	1	6	290	384	628	445	33	375	308	288	135	100	362
Base: US adults who used frozen foods	1099	1	8	276	377	610	452	37	380	310	276	133	98	363
Much more than usual	7%	-	26%	9%	5%	7%	7%	8%	8%	5%	7%	7%	24%	6%
Somewhat more than usual	23%	-	9%	22%	20%	22%	26%	26%	21%	26%	25%	22%	18%	26%
No difference	61%	100%	11%	61%	67%	65%	59%	42%	60%	59%	66%	63%	49%	63%
Somewhat less than usual	6%	-	26%	5%	6%	5%	7%	13%	9%	6%	4%	5%	5%	4%
Much less than usual	2%	-	29%	3%	2%	2%	2%	11%	3%	2%	1%	4%	4%	1%
Net: More than usual	30%	-	34%	31%	25%	28%	33%	34%	28%	34%	30%	29%	42%	32%

YouGov RealTime
Canned and Frozen Foods

US_nat Sample: 18th - 19th May 2020



Total	if ever, do you typically prepare food using each of the following types of items? - Canned foods (e.g., fruits, vegetables, meats, etc.)										How often, if ever, do you typically prepare fo			
	Once a week	A few times a month	Once a month	Less often than once a month	Never	Don't know	Net: Weekly	Net: Monthly	Net: Does use	Daily	A few times a week	Once a week	A few times a month	
Don't know	5%	-	-	-	16%	6%	-	-	-	-	-	-	-	-

In general, how much more or less healthy are each of the following types of food item compared to fresh foods? Please select one option on each row.

Q3_1. Canned foods

	Unweighted base	1179	179	232	69	137	62	34	645	301	946	142	479	169	200
Base: All US Adults	1179	178	233	73	132	62	35	643	306	949	143	479	173	193	
Much more healthy than fresh foods	3%	4%	-	-	1%	1%	5%	5%	-	3%	11%	2%	4%	0%	
Somewhat more healthy than fresh foods	7%	12%	4%	8%	1%	-	5%	10%	5%	8%	12%	6%	11%	5%	
Equally as healthy as fresh foods	25%	23%	26%	19%	11%	13%	39%	29%	25%	28%	22%	24%	30%	29%	
Somewhat less healthy than fresh foods	46%	53%	48%	58%	48%	30%	25%	46%	50%	48%	36%	53%	45%	45%	
Much less healthy than fresh foods	19%	8%	21%	15%	39%	55%	26%	10%	20%	13%	20%	15%	10%	21%	
Net: More healthy	10%	16%	4%	8%	2%	1%	10%	15%	5%	12%	22%	7%	15%	5%	
Net: Less healthy	65%	62%	69%	73%	87%	86%	51%	57%	70%	61%	56%	68%	55%	66%	

Q3_2. Frozen foods

	Unweighted base	1179	179	232	69	137	62	34	645	301	946	142	479	169	200
Base: All US Adults	1179	178	233	73	132	62	35	643	306	949	143	479	173	193	
Much more healthy than fresh foods	4%	4%	2%	-	3%	5%	2%	6%	1%	5%	18%	2%	3%	3%	
Somewhat more healthy than fresh foods	10%	17%	9%	8%	7%	5%	3%	13%	9%	12%	17%	11%	14%	7%	
Equally as healthy as fresh foods	45%	47%	47%	53%	40%	30%	50%	46%	48%	46%	41%	50%	43%	49%	
Somewhat less healthy than fresh foods	33%	29%	38%	37%	39%	39%	22%	29%	38%	32%	19%	34%	36%	34%	
Much less healthy than fresh foods	7%	3%	5%	2%	11%	20%	23%	6%	4%	5%	5%	3%	4%	7%	
Net: More healthy	15%	21%	11%	8%	10%	10%	5%	19%	10%	16%	35%	13%	17%	10%	
Net: Less healthy	40%	32%	43%	39%	50%	59%	45%	35%	42%	37%	24%	37%	40%	41%	

To what extent, have you bought each of the following types of food items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on each row.

Q4_1. Canned fruits or vegetables

	Unweighted base	1083	179	232	69	137	-	-	645	301	946	136	464	163	190
Base: US adults that used canned foods	1081	178	233	73	132	-	-	643	306	949	137	465	167	184	
Much more than usual	9%	8%	6%	4%	2%	-	-	12%	6%	10%	21%	7%	8%	7%	
Somewhat more than usual	24%	25%	23%	29%	10%	-	-	26%	24%	26%	18%	29%	21%	23%	
No difference	61%	60%	64%	59%	78%	-	-	57%	63%	59%	54%	61%	63%	65%	
Somewhat less than usual	4%	6%	6%	7%	3%	-	-	3%	6%	4%	3%	2%	7%	2%	
Much less than usual	2%	0%	0%	1%	7%	-	-	2%	1%	1%	3%	1%	1%	2%	
Net: More than usual	33%	33%	29%	33%	12%	-	-	38%	30%	36%	40%	36%	29%	31%	
Net: Less than usual	6%	7%	7%	8%	10%	-	-	5%	7%	5%	6%	4%	8%	4%	

Q4_2. Canned meat or seafood

	Unweighted base	1083	179	232	69	137	-	-	645	301	946	136	464	163	190
Base: US adults that used canned foods	1081	178	233	73	132	-	-	643	306	949	137	465	167	184	
Much more than usual	5%	2%	3%	2%	2%	-	-	7%	3%	5%	16%	4%	3%	3%	
Somewhat more than usual	17%	22%	19%	13%	5%	-	-	19%	17%	19%	17%	19%	19%	14%	
No difference	67%	64%	70%	68%	76%	-	-	64%	69%	66%	56%	69%	68%	69%	
Somewhat less than usual	6%	8%	5%	12%	8%	-	-	5%	6%	6%	5%	5%	6%	6%	
Much less than usual	5%	4%	5%	5%	9%	-	-	4%	5%	4%	6%	3%	4%	8%	
Net: More than usual	22%	24%	21%	15%	7%	-	-	26%	20%	24%	34%	23%	22%	17%	
Net: Less than usual	11%	12%	9%	16%	17%	-	-	10%	11%	10%	10%	8%	10%	14%	

Q4_3. Frozen fruits or vegetables

	Unweighted base	1106	174	228	65	131	39	7	636	293	929	142	479	163	200
Base: US adults who used frozen foods	1099	170	230	69	127	36	8	631	299	929	143	479	167	193	
Much more than usual	7%	6%	4%	4%	6%	10%	-	9%	4%	7%	21%	8%	3%	2%	
Somewhat more than usual	23%	29%	23%	25%	16%	7%	22%	26%	24%	25%	19%	27%	24%	23%	
No difference	61%	58%	64%	57%	67%	72%	64%	59%	62%	60%	52%	61%	61%	64%	
Somewhat less than usual	6%	7%	8%	11%	7%	9%	-	5%	8%	6%	4%	3%	12%	8%	
Much less than usual	2%	0%	2%	2%	5%	2%	13%	2%	2%	2%	4%	1%	-	3%	
Net: More than usual	30%	34%	27%	29%	22%	17%	22%	34%	27%	32%	40%	35%	27%	25%	

YouGov RealTime
Canned and Frozen Foods

US_nat Sample: 18th - 19th May 2020



Total	Used using each of the following types of items? - Frozen foods (e.g., fruits, vegetables, meats, etc.)						
	Once a month	Less often than once a month	Never	Don't know	Net: Once a week or more	Net: A few times a month to once a month	Net: Once a month more
Don't know	5%	-	-	5%	-	-	-

In general, how much more or less healthy are each of the following types of food item compared to fresh foods? Please select one option on each row.

Q3_1. Canned foods

	Unweighted base	1179	56	66	35	32	790	256	1046
Base: All US Adults		1179	56	61	39	35	795	249	1044
Much more healthy than fresh foods		3%	-	3%	-	3%	4%	0%	3%
Somewhat more healthy than fresh foods		7%	5%	2%	13%	3%	8%	5%	7%
Equally as healthy as fresh foods		25%	31%	9%	14%	39%	25%	30%	26%
Somewhat less healthy than fresh foods		46%	43%	39%	36%	25%	49%	45%	48%
Much less healthy than fresh foods		19%	21%	48%	37%	31%	15%	21%	16%
Net: More healthy		10%	5%	4%	13%	5%	12%	5%	10%
Net: Less healthy		65%	64%	87%	73%	56%	63%	65%	64%

Q3_2. Frozen foods

	Unweighted base	1179	56	66	35	32	790	256	1046
Base: All US Adults		1179	56	61	39	35	795	249	1044
Much more healthy than fresh foods		4%	4%	1%	-	-	5%	3%	5%
Somewhat more healthy than fresh foods		10%	6%	-	11%	3%	13%	7%	11%
Equally as healthy as fresh foods		45%	32%	33%	18%	56%	47%	45%	46%
Somewhat less healthy than fresh foods		33%	49%	46%	30%	10%	31%	37%	33%
Much less healthy than fresh foods		7%	8%	19%	42%	31%	4%	7%	5%
Net: More healthy		15%	11%	1%	11%	3%	18%	10%	16%
Net: Less healthy		40%	57%	66%	71%	41%	35%	44%	37%

To what extent, have you bought each of the following types of food items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on each row.

Q4_1. Canned fruits or vegetables

	Unweighted base	1083	51	56	19	4	763	241	1004
Base: US adults that used canned foods		1081	51	51	21	5	769	236	1004
Much more than usual		9%	7%	4%	10%	52%	10%	7%	9%
Somewhat more than usual		24%	25%	10%	9%	-	25%	24%	25%
No difference		61%	63%	69%	64%	32%	60%	64%	61%
Somewhat less than usual		4%	2%	12%	8%	-	4%	2%	3%
Much less than usual		2%	3%	6%	9%	16%	1%	2%	2%
Net: More than usual		33%	32%	14%	19%	52%	35%	31%	34%
Net: Less than usual		6%	5%	18%	17%	16%	5%	5%	5%

Q4_2. Canned meat or seafood

	Unweighted base	1083	51	56	19	4	763	241	1004
Base: US adults that used canned foods		1081	51	51	21	5	769	236	1004
Much more than usual		5%	3%	2%	-	-	6%	3%	5%
Somewhat more than usual		17%	18%	6%	5%	-	19%	15%	18%
No difference		67%	67%	66%	77%	32%	67%	69%	67%
Somewhat less than usual		6%	7%	14%	-	52%	5%	6%	5%
Much less than usual		5%	5%	12%	18%	16%	4%	7%	4%
Net: More than usual		22%	21%	8%	5%	-	25%	18%	23%
Net: Less than usual		11%	12%	26%	18%	68%	9%	13%	10%

Q4_3. Frozen fruits or vegetables

	Unweighted base	1106	56	66	-	-	784	256	1040
Base: US adults who used frozen foods		1099	56	61	-	-	789	249	1038
Much more than usual		7%	1%	-	-	-	9%	2%	7%
Somewhat more than usual		23%	10%	13%	-	-	25%	20%	24%
No difference		61%	77%	68%	-	-	59%	67%	61%
Somewhat less than usual		6%	8%	11%	-	-	5%	8%	6%
Much less than usual		2%	4%	8%	-	-	1%	3%	2%
Net: More than usual		30%	11%	13%	-	-	34%	22%	31%

YouGov RealTime
Canned and Frozen Foods
 US_nat Sample: 18th - 19th May 2020



	Total	Gender		Age			Region				Race			
		Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
Net: Less than usual	8%	8%	8%	13%	5%	8%	8%	6%	9%	9%	7%	7%	14%	15%
Unweighted base	1106	480	626	281	348	477	226	216	397	267	758	126	158	64
Base: US adults who used frozen foods	1099	524	575	301	330	468	204	230	405	260	746	123	168	62
Much more than usual	7%	8%	6%	9%	8%	5%	9%	8%	5%	9%	7%	5%	8%	10%
Somewhat more than usual	23%	22%	23%	29%	24%	17%	20%	28%	21%	23%	21%	30%	25%	20%
No difference	61%	61%	61%	51%	62%	67%	63%	59%	63%	59%	65%	50%	53%	59%
Somewhat less than usual	6%	6%	6%	5%	5%	7%	4%	4%	8%	6%	5%	9%	9%	5%
Much less than usual	3%	3%	4%	6%	2%	3%	5%	2%	3%	4%	2%	6%	5%	6%
Net: More than usual	30%	30%	29%	38%	32%	23%	29%	35%	26%	31%	28%	34%	33%	30%
Net: Less than usual	9%	9%	10%	11%	6%	11%	9%	6%	11%	10%	7%	15%	14%	10%

Cell Contents (Column Percentages)

YouGov RealTime
Canned and Frozen Foods
 US_nat Sample: 18th - 19th May 2020



	Total	Education				Marital Status								
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated
Net: Less than usual	8%	10%	9%	5%	6%	5%	-	11%	13%	6%	9%	16%	7%	9%
Q4_4. Frozen meats or seafood														
Unweighted base	1106	398	361	222	125	548	13	82	38	681	254	101	52	11
Base: US adults who used frozen foods	1099	435	343	204	118	533	14	77	35	659	269	99	51	11
Much more than usual	7%	7%	5%	8%	12%	7%	-	5%	6%	7%	8%	5%	5%	-
Somewhat more than usual	23%	20%	25%	25%	21%	24%	7%	17%	25%	23%	25%	13%	25%	13%
No difference	61%	62%	61%	60%	61%	61%	93%	71%	53%	62%	55%	70%	60%	87%
Somewhat less than usual	6%	7%	5%	7%	4%	6%	-	5%	8%	6%	7%	7%	6%	-
Much less than usual	3%	5%	3%	1%	2%	2%	-	1%	7%	3%	5%	4%	5%	-
Net: More than usual	30%	27%	30%	32%	33%	32%	7%	23%	31%	30%	33%	18%	30%	13%
Net: Less than usual	9%	12%	8%	8%	6%	8%	-	6%	15%	8%	12%	12%	11%	-

Cell Contents (Col)

YouGov RealTime
Canned and Frozen Foods
 US_nat Sample: 18th - 19th May 2020



	Total	Parent or guardian of any children							Income				How often,	
		Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Daily	A few times a week
Net: Less than usual	8%	-	55%	8%	8%	7%	9%	24%	11%	7%	5%	9%	9%	5%
Unweighted base	1106	1	6	290	384	628	445	33	375	308	288	135	100	362
Base: US adults who used frozen foods	1099	1	8	276	377	610	452	37	380	310	276	133	98	363
Much more than usual	7%	-	26%	8%	5%	6%	9%	6%	7%	6%	7%	10%	20%	8%
Somewhat more than usual	23%	-	29%	25%	20%	22%	23%	27%	20%	27%	22%	23%	19%	26%
No difference	61%	100%	34%	59%	65%	63%	60%	46%	60%	60%	65%	59%	53%	60%
Somewhat less than usual	6%	-	11%	5%	7%	6%	5%	14%	8%	5%	4%	5%	2%	5%
Much less than usual	3%	-	-	4%	3%	3%	4%	7%	6%	2%	2%	4%	6%	2%
Net: More than usual	30%	-	55%	32%	25%	28%	32%	33%	26%	33%	29%	33%	38%	33%
Net: Less than usual	9%	-	11%	9%	11%	9%	9%	21%	14%	7%	6%	9%	8%	7%

Cell Contents (Col

YouGov RealTime
Canned and Frozen Foods
 US_nat Sample: 18th - 19th May 2020



	if ever, do you typically prepare food using each of the following types of items? - Canned foods (e.g., fruits, vegetables, meats, etc.)										How often, if ever, do you typically prepare fo			
	Total	Once a week	A few times a month	Once a month	Less often than once a month	Never	Don't know	Net: Weekly	Net: Monthly	Net: Does use	Daily	A few times a week	Once a week	A few times a month
Net: Less than usual	8%	7%	10%	13%	11%	11%	13%	6%	10%	8%	7%	4%	12%	11%
Q4_4. Frozen meats or seafood														
Unweighted base	1106	174	228	65	131	39	7	636	293	929	142	479	163	200
Base: US adults who used frozen foods	1099	170	230	69	127	36	8	631	299	929	143	479	167	193
Much more than usual	7%	6%	3%	6%	6%	-	-	9%	4%	7%	17%	8%	3%	4%
Somewhat more than usual	23%	30%	23%	12%	19%	5%	-	26%	20%	24%	18%	29%	24%	18%
No difference	61%	53%	68%	59%	66%	79%	51%	57%	66%	60%	56%	57%	65%	66%
Somewhat less than usual	6%	7%	5%	18%	4%	12%	12%	5%	8%	6%	7%	4%	5%	8%
Much less than usual	3%	4%	1%	6%	5%	4%	37%	3%	2%	3%	3%	2%	3%	5%
Net: More than usual	30%	36%	26%	17%	26%	5%	-	35%	24%	31%	35%	37%	26%	21%
Net: Less than usual	9%	11%	6%	23%	9%	16%	49%	8%	10%	9%	9%	7%	9%	13%

Cell Contents (Col

YouGov RealTime
Canned and Frozen Foods

US_nat Sample: 18th - 19th May 2020



Total	Used using each of the following types of items? - Frozen foods (e.g., fruits, vegetables, meats, etc.)							
	Once a month	Less often than once a month	Never	Don't know	Net: Once a week or more	Net: A few times a month to once a month	Net: Once a month more	
Net: Less than usual	8%	11%	18%	-	-	7%	11%	8%

Q4_4. Frozen meats or seafood

Unweighted base	1106	56	66	-	-	784	256	1040
Base: US adults who used frozen foods	1099	56	61	-	-	789	249	1038
Much more than usual	7%	3%	3%	-	-	8%	3%	7%
Somewhat more than usual	23%	10%	9%	-	-	26%	16%	23%
No difference	61%	76%	67%	-	-	58%	68%	61%
Somewhat less than usual	6%	8%	9%	-	-	5%	8%	6%
Much less than usual	3%	2%	12%	-	-	3%	4%	3%
Net: More than usual	30%	14%	12%	-	-	34%	20%	31%
Net: Less than usual	9%	10%	21%	-	-	8%	12%	9%

Cell Contents (Col