

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

Conducted by YouGov YouGov RealTime

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# YouGov

#### 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 PIc. 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

YouGov		Ge	ender		Age			Reç	gion			F	lace	
	Total	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
low often, if ever, do you typically prepare food using each of														
he following types of items? Please select one option on each														
۲_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% 81%	25% 82%	27% 79%	29% 78%	22% 81%	26% 82%	30% 82%	19% 79%	26% 81%	29% 80%	24% 82%	34% 78%	29% 81%	21% 73%
Net: Once a month or more	81%	82%	79%	18%	81%	82%	82%	79%	81%	80%	82%	18%	81%	13%
21_2. Frozen foods			1						100				1	
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 A few times a week	12% 41%	13% 41%	11% 41%	10% 34%	15% 43%	12% 44%	16% 35%	11% 52%	11% 37%	12% 42%	12% 46%	16% 38%	11% 25%	7% 27%
A lew times a week Once a week	41%	41%	41%	23%	43%	12%	18%	13%	15%	42%	46%	9%	25%	20%
A few times a month	15%	13%	19%	15%	18%	12%	21%	11%	18%	15%	14 %	18%	21%	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%	66%	68%	68%	68%	76%	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 ach of the following types of food items more often? Please elect all that apply.														
Q2_1a. Canned foods					1									
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% 8%	18% 5%	34% 11%	31% 4%	21% 5%	27% 13%	11% 11%	27% 5%	26% 11%	33% 6%	24% 5%	47% 20%	-	29% 10%
I am concerned about how it is packaged I prefer to use fresh products	8% 46%	5% 31%	11% 59%	4%	5% 49%	13%	39%	5%	41%	58%	5% 45%	20%	- 14%	10%
I generally don't like the way these items taste	46% 33%	27%	38%	32%	27%	42%	47%	44%	38%	38%	45%	32%	14%	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%	-	-	-
2_2a. Frozen foods	0,0	070	0,0	0,0	0,0			0,0	170	.,,,	0,0	1		
-	25	40	47	11	9	45	2	6	40	8	04	5	8	1
Unweighted base Base: US adults who do not use this type of food item	35 39	18 23	17 16	11	10	15 15	2	6	19 24	8	21 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 the quarky and/or in estimess of the products	7%	5%	11%	40%		6%	50%	-	8%	-	13%	-	-	
		570	11/0	14/0	-	070	5070	-	-		1370	-		-
	-													
I am concerned about how it is packaged		- 22%	- 31%	- 25%		18%		17%	31%	23%	27%		22%	-
	- 26% 20%	- 22% 26%	- 31% 11%	- 25% 15%	- 39%	18%	-	17%	31% 24%	23% 26%	27% 14%	33% 15%	22% 37%	-

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YouGov			Educa	ition							Marital Status			
	Total	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	12
Daily	8%	11%	6%	7%	8%	8%	-	7%	2%	8%	10%	11%	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%	18%	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% 15%	5%	6%	7%	9%	5%	7%	9%	5%	15%
Less often than once a month Never	11% 5%	9% 5%	11% 4%	14% 7%	8%	13% 5%	11%	8% 3%	17% 7%	13% 5%	9% 4%	8% 8%	8% 6%	21% 7%
Don't know	3%	3%	4%	2%	1%	2%	- 11%	3%	9%	3%	4%	076	2%	170
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	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%	10%	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 Net: Once a week or more	3% 67%	4% 66%	3% 68%	1% 64%	2% 77%	1% 71%	11% 48%	3% 71%	4% 64%	2% 70%	4% 68%	- 56%	2% 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 I am concerned about my sodium and/or sugar intake	62 23%	23 12%	14 21%	16 18%	10 56%	27 20%	-	2 25%	3 64%	32 24%	13 14%	9 29%	3 40%	1 100%
I don't think they meet daily nutritional values	23%	1270	16%	6%	22%	6%		25%	31%	10%	-	10%	40%	100%
I am concerned about the quality and/or freshness of the products	22%	13%	22%	18%	49%	17%		61%	64%	24%	7%	49%	4070	100%
I am concerned about the quality and/or incernees of the products	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%	18%	-	-
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%
		24%		17%	E00/	33%			52%	30%	-	18%		100%
I generally don't like the way these items taste None of these	20% 37%	38%	42%	46%	50%	47%	-	-	J270	37%	25%	21%	- 69%	-

YouGov					Parent	or guardian of any	children			Inco	me			How ofte
	Total	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% 5%	9%	8%	12%	13%	13%	-	-
Never Don't know	5% 3%	-	22% 20%	5% 3%	4% 1%	5% 2%	5% 4%	12% 14%	3% 3%	6% 2%	5% 1%	11% 8%	-	-
Net: Once a week or more	3% 55%		20%	3% 58%	58%	2% 58%	4% 53%	35%	3% 56%	2% 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	0170	10070		0170	0170	0070	1070	0070	0070	0070	0170	0070	10070	10070
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	40	408	330	286	156	98	367
Daily	12%	-	12%	15%	12%	13%	10%	17%	13%	13%	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%	17%	16%	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%	72%	69%	70%	66%	48%	63%	71%	73%	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. 22_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	20	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%
	37%		69%	58%	25%	44%	32%		37%	32%	77%	25%		

YouGov		if ever, do you ty	pically prepare fo	od using each of	the following types	sofitems? - Ca	nned foods (e.g., 1	fruits, vegetables,	meats, etc.)			How often	, if ever, do you t	ypically 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
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 Don't know	5% 3%		-	-	-	100%	- 100%	-	-	-	3% 1%	2% 1%	3% 1%	4%
Net: Once a week or more	3% 55%	100%		-		-	100%	- 100%		68%	76%	71%	61%	27%
Net: A few times a month - once a month	26%	100%	100%	100%		-	-	100%	100%	32%	12%	17%	25%	57%
Net: A lew times a month - once a month Net: Once a month or more	26% 81%	100%	100%	100%		-		100%	100%	100%	12% 88%	89%	25%	57% 84%
	0170	10078	10078	10078		-	-	10078	10078	100 %	00 /0	0378	0078	0470
Q1_2. Frozen foods	1179	170	232	60	137	62	34	645	301	946	142	479	169	200
Unweighted base Base: All US Adults	1179	179 178	232	69 73	137	62	34	643	301	940	142	479	173	193
Daily	12%	6%	6%	4%	8%	7%	6%	17%	6%	13%	143	4/9	173	-
A few times a week	41%	41%	31%	4%	30%	17%	10%	53%	27%	45%	100%	100%		-
Once a week	15%	30%	12%	19%	14%	8%	3%	16%	14%	16%		100 %	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	00		1								-	11	5	0
Unweighted base Base: US adults who do not use this type of food item	62 62	-	-	-	-	62 62	-	-	-	-	5 4	10	5	8
I am concerned about my sodium and/or sugar intake	23%	-	-	-	-	23%	-	-	-	-	4 14%	30%	18%	12%
I don't think they meet daily nutritional values	23%		-	-	-	23%	-	-	-	-	14%	21%	18%	12%
I am concerned about the quality and/or freshness of the products	22%		-		-	22%		-	-	-	14%	21%	18%	24%
I am concerned about the quality and/or restriess of the products	22%		-	-	-	22%	-	-	-	-	37%	37%	18%	34%
I am concerned about added preservatives	8%		-			8%		-	-	-	18%	17%	1070	10%
I prefer to use fresh products	46%		-	-	-	46%		-	-	-	16%	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			1	1			1	1	1			1	1	/*
Unweighted base	35	3	3	4	6	16		6	7	13			1	1
Base: US adults who do not use this type of food item	30	5	3	4	6	18	-	9	6	13	-	-	-	-
I am concerned about my sodium and/or sugar intake	15%	20%	-	27%	16%	5%	-	35%	16%	26%	-	-	-	-
	2%	-	29%	-	-	-	-	-	12%	5%		-	-	-
I don't think they meet daily nutritional values		52%		27%	14%	11%		52%	16%	37%	-			-
I don't think they meet daily nutritional values	21%							0270		0.70				
I am concerned about the quality and/or freshness of the products	21% 7%	52%			16%	6%			12%	5%	-	-		-
I am concerned about the quality and/or freshness of the products I am concerned about added preservatives	7%	-	•	21%	16%	6%	-	•	12%	5%	-		-	-
I am concerned about the quality and/or freshness of the products I am concerned about added preservatives I am concerned about how it is packaged	7% -	•	-	21% -	-	-	-	-	12% - 45%	-	-	-	-	-
I am concerned about the quality and/or freshness of the products I am concerned about added preservatives	7%		- - 71% -		16% - 20%	6% - 21% 22%	-	- - 26% 33%	-	5% - 34% 25%	-	-	-	

# YouGov

	od using each of	the following type	s of items? - Froz	zen foods (e.g., fr	uits, vegetables,	meats, etc.)	
Total	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 moonth	

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								
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%
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%
						_	1000/	24%
Net: A few times a month - once a month	21%	100%	-	-	-	-	100%	
Net: A few times a month - once a month Net: Once a month or more /hich, if any, of the following are reasons why you do not use ach of the following types of food items more often? Please act all the tample	21% 89%	100% 100%	-	-	-	- 100%	100% 100%	100%
Net: Once a month or more which, if any, of the following are reasons why you do not use ach of the following types of food items more often? Please elect all that apply.			-	-	-			
Net: Once a month or more which, if any, of the following are reasons why you do not use ach of the following types of food items more often? Please slect all that apply.					2			
Net: Once a month or more hich, if any, of the following are reasons why you do not use ich of the following types of food items more often? Please lect all that apply. 2_1a. Canned foods	89%	100%	- - 10 10	-	- - 2 4	100%	100%	100%
Net: Once a month or more hich, if any, of the following are reasons why you do not use ich of the following types of food items more often? Please letet all that apply. 2_1a. Canned foods Unweighted base	<b>89%</b> 62	<b>100%</b>		-		21	100%	<b>100%</b> <i>34</i>
Net: Once a month or more hich, if any, of the following are reasons why you do not use ch of the following types of food items more often? Please lect all that apply. 2_1a. Canned foods Unweighted base Base: US adults who do not use this type of food item	89% 62 62	100% 5 4	10	- 16 18	4	100% 21 19	100% 13 12	100% 34 31
Net: Once a month or more which, if any, of the following are reasons why you do not use sch of the following types of food items more often? Please elect all that apply. 2_1a. Canned foods Unweighted base Base: US adults who do not use this type of food item I am concerned about my sodium and/or sugar intake	89% 62 62 23%	100% 5 4 36%	10 35%	16 18 15%	4 23%	100% 21 19 23%	100% 13 12 21%	100% 34 31 23%
Net: Once a month or more hich, if any, of the following are reasons why you do not use ich of the following types of food items more often? Please lect all that apply. 2_1a. Canned foods Unweighted base Base: US adults who do not use this type of food item I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values	89% 62 62 23% 9%	100% 5 4 36% -	10 35% 9%	16 18 15%	4 23% 23%	100% 21 19 23% 14%	100% 13 12 21% 8%	100% 34 31 23% 12%
Net: Once a month or more hich, if any, of the following are reasons why you do not use ich of the following types of food items more often? Please idect all that apply. 2_1a. Canned foods Unweighted base Base: US adults who do not use this type of food item I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about the quality and/or freshness of the products	89% 62 62 23% 9% 22%	100% 5 4 36% - 24%	10 35% 9% 35%	- 16 18 15% - 15%	4 23% 23% 23%	100% 21 19 23% 14% 20%	100% 13 12 21% 8% 24%	100% 34 31 23% 12% 21%
Net: Once a month or more hich, if any, of the following are reasons why you do not use ch of the following types of food items more often? Please lect all that apply. 2_1a. Canned foods Unweighted base Base: US adults who do not use this type of food item I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about the quaily and/or freshness of the products I am concerned about added preservatives I am concerned about about added preservatives I am concerned about how it is packaged	62 62 23% 9% 22% 27%	100% 5 4 36% - 24%	10 35% 9% 35% 35%	- 16 18 15% - 15%	4 23% 23% 23% 23%	100% 21 19 23% 14% 20% 32%	100% 13 12 21% 8% 24% 35%	100% 34 31 23% 12% 21% 33%
Net: Once a month or more which, if any, of the following are reasons why you do not use shoch of the following types of food items more often? Please sleet all that apply. 2_1a. Canned foods Unweighted base Base: US adults who do not use this type of food item I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about the quality and/or freshness of the products I am concerned about the quality and/or freshness of the products I am concerned about the quality and/or freshness of the products I am concerned about how it is packaged I prefer to use fresh products	62 62 23% 9% 22% 27% 8%	5 4 36% - 24% 36% -	10 35% 9% 35% 35% 9%	16 18 15% 	4 23% 23% 23% 23% 23%	21 19 23% 14% 20% 32% 13%	100% 13 12 21% 8% 24% 33% 6%	100% 34 31 23% 12% 21% 33% 10%
Net: Once a month or more Net: Once a month or more Net: Once a month or more with of the following types of food items more often? Please elect all that apply. 2_1a. Canned foods Unweighted base Base: US adults who do not use this type of food item I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about the quality and/or freshness of the products I am concerned about added preservatives I am concerned about how it is packaged	89% 62 23% 9% 22% 27% 8% 46%	100% 5 4 36% - 24% 36% - 54%	10 35% 9% 35% 35% 9% 69%	- 18 15% - 15% 11% 28%	4 23% 23% 23% 23% 23% 23%	100% 21 19 23% 14% 20% 32% 13% 49%	100% 13 12 21% 8% 24% 35% 6% 57%	100% 34 31 23% 12% 21% 33% 10% 52%
Net: Once a month or more thich, if any, of the following are reasons why you do not use the following types of food items more often? Please stect all that apply. 2_1a. Canned foods Unweighted base Base: US adults who do not use this type of food item I am concerned about my sodium and/or sugar intake I am concerned about my my sodium and/or sugar intake I am concerned about my sodium and/or sugar intake I am concerned about my it is packaged I am concerned about wit is packaged I prefer to use fresh products I generally don't like the way these items taste	89% 62 23% 9% 22% 27% 8% 46% 33%	5 4 36% - 24% 36% - 54% 17%	10 35% 9% 35% 35% 9% 69% 35%	- 16 18 15% - 15% 11% - 26% 27%	4 23% 23% 23% 23% 23% 23% 23%	100% 21 19 23% 14% 20% 32% 13% 49% 37%	100% 13 12 21% 8% 24% 35% 6% 57% 35%	100% 34 31 23% 12% 21% 33% 10% 52% 36%
Net: Once a month or more cho, if any, of the following are reasons why you do not use ch of the following types of food items more often? Please lect all that apply. 2_1a. Canned foods Unweighted base Base: US adults who do not use this type of food item I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about the quaily and/or freshness of the products I am concerned about the daily nutritional values I am concerned about the daily nutritional values I am concerned about the valives I am concerned about thow it is packaged I generally don't like the way these items taste None of these Don't know	89% 62 62 23% 9% 22% 27% 8% 46% 33% 29%	100% 5 4 36% - 24% 24% 54% 17% -	10 35% 9% 35% 35% 9% 69% 35% 12%	- 16 18 15% - 11% - 26% 27% 62%	4 23% 23% 23% 23% 23% 23% 23% 23% 77%	21 19 23% 14% 20% 32% 13% 49% 37% 10%	100% 13 12 21% 8% 24% 35% 6% 57% 35% 11%	100% 34 31 23% 21% 33% 10% 52% 36% 10%
Net: Once a month or more cho, if any, of the following are reasons why you do not use ch of the following types of food items more often? Please lect all that apply. 2_1a. Canned foods Unweighted base Base: US adults who do not use this type of food item I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about the quaily and/or freshness of the products I am concerned about the daily nutritional values I am concerned about the daily nutritional values I am concerned about the valives I am concerned about thow it is packaged I generally don't like the way these items taste None of these Don't know	89% 62 62 23% 9% 22% 27% 8% 46% 33% 29%	100% 5 4 36% - 24% 24% 54% 17% -	10 35% 9% 35% 35% 9% 69% 35% 12%	- 16 18 15% - 11% - 26% 27% 62%	4 23% 23% 23% 23% 23% 23% 23% 23% 77%	21 19 23% 14% 20% 32% 13% 49% 37% 10%	100% 13 12 21% 8% 24% 35% 6% 57% 35% 11%	100% 34 31 23% 21% 33% 10% 52% 36% 10%
Net: Once a month or more thich, if any, of the following are reasons why you do not use that a the following types of food items more often? Please text all that apply. <b>1 a.</b> Canned foods <b>1 a.</b> Canned foods <b>1 a.</b> Cancerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I don't think they meet daily nutritional values I am concerned about the quality and/or freshness of the products I am concerned about the quality and/or freshness of the products I am concerned about the quality and/or freshness of the products I am concerned about the quality and/or freshness of the products I am concerned about the quality and/or freshness of the products I generally don't like the way these items taste None of these Don't know	89% 62 23% 9% 22% 27% 8% 46% 33% 29% 5%	100% 5 4 36% - 24% 36% - 54% 17% - 21%	10 35% 9% 35% 35% 9% 69% 35% 12% -	- 18 15% - 15% 26% 27% 62% 6%	4 23% 23% 23% 23% 23% 23% 23% 77% -	100% 21 19 23% 14% 20% 32% 13% 49% 37% 10%	100% 13 12 21% 8% 24% 35% 6% 57% 35% 11% 11%	100% 34 31 23% 12% 21% 33% 10% 52% 36% 10% 6%
Net: Once a month or more hich, if any, of the following are reasons why you do not use ch of the following types of food items more often? Please let all that apply. 2_1a. Canned foods Unweighted base Base: US adults who do not use this type of food item I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about the quality and/or freshness of the products I am concerned about the quality and/or freshness of the products I am concerned about the quality and/or freshness of the products I am concerned about the quality and/or fisehness of the products I am concerned about the quality and/or fisehness of the products I am concerned about how it is packaged I prefer to use fresh products I generally don't like the way these items taste None of these Don't know	62 62 23% 9% 22% 27% 8% 46% 33% 29% 5%	100% 5 4 36% - - 24% 38% - 24% 17% - 21%	10 35% 9% 35% 35% 9% 69% 35% 12% -	- 16 18 15% - 15% 11% - 25% 27% 62% 6%	4 23% 23% 23% 23% 23% 23% 23% 77%	100% 21 19 23% 14% 20% 32% 13% 49% 37% 10% -	100% 13 12 21% 8% 24% 35% 6% 57% 35% 11% 16%	34 31 23% 12% 33% 10% 52% 36% 10% 6%
Net: Once a month or more hich, if any, of the following are reasons why you do not use ch of the following types of food items more often? Please lect all that apply. 2_1a. Canned foods Unweighted base Base: US adults who do not use this type of food item I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about the quality and/or freshness of the products I am concerned about the vality and/or freshness of the products I am concerned about the vality and/or freshness of the products I am concerned about the vality and/or fise heres of the products I am concerned about how it is packaged I generally don't like the way these items taste None of these Don't know 2_2a. Frozen foods Unweighted base I am concerned about my sodium and/or sugar intake	62 62 23% 9% 22% 27% 8% 46% 33% 29% 5% 5%	100% 5 4 36% - 24% 33% - 54% 17% - 21%	10 35% 9% 35% 35% 9% 69% 35% 12% -	- 16 18 15% - 15% 15% 28% 27% 62% 6% 35 39	4 23% 23% 23% 23% 23% 23% 23% 77%	100% 21 19 23% 14% 20% 32% 13% 49% 37% 10% -	100% 13 12 21% 8% 24% 33% 6% 57% 35% 11% 16% -	100% 34 31 23% 12% 21% 33% 10% 52% 36% 10% 6%
Net: Once a month or more hich, if any, of the following are reasons why you do not use ch of the following types of food items more often? Please let all that apply. 2_1a. Canned foods Unweighted base Base: US adults who do not use this type of food item I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about the quality and/or freshness of the products I am concerned about the quality and/or freshness of the products I am concerned about the quality and/or freshness of the products I am concerned about the quality and/or fisheness of the products I am concerned about the quality and/or fisheness of the products I am concerned about how it is packaged I prefer to use fresh products I generally don't like the way these items taste Don't know 2_2a. Frozen foods Unweighted base I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values	89% 62 23% 9% 22% 27% 8% 46% 33% 29% 5% 5% 39 35 39 15% 2%	100% 5 4 38% - 24% 36% - 54% 17% - 21%	10 35% 9% 35% 35% 69% 69% 35% 12% -	- 16 18 15% - 15% 26% 62% 62% 62% 62% 33 39 15% 2%	4 23% 23% 23% 23% 23% 23% 77% -	100% 21 19 23% 14% 20% 32% 13% 49% 37% 10% -	100% 13 12 21% 8% 24% 35% 6% 57% 35% 11% 16% -	100% 34 31 23% 12% 21% 33% 10% 52% 36% 10% 6%
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Net: Once a month or more hich, if any, of the following are reasons why you do not use chot of the following types of food items more often? Please leter all that apply. 2,1a. Canned foods Unweighted base I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about the quaity and/or freshness of the products I am concerned about daded preservatives I am concerned about daded preservatives I am concerned about daded preservatives I generally don't like the way these items taste None of these Don't know 2,2a. Frozen foods I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about the quaility and/or freshness of the products I am concerned about daded presenses I am concerned about added presenses I am concerned about added preservatives	89% 62 23% 9% 22% 27% 8% 46% 33% 29% 5% 5% 39 35 39 15% 2%	100% 5 4 36% - 24% 38% - 54% 17% - 21% - - - - - - - - - -	10 35% 9% 35% 9% 69% 35% 12% - - - - - -	- 16 18 15% - 15% 26% 62% 62% 62% 62% 33 39 15% 2%	4 23% 23% 23% 23% 23% 23% 77% -	100% 21 19 23% 14% 20% 32% 13% 49% 37% 10% -	100% 13 12 21% 8% 24% 35% 6% 57% 35% 11% 16%	100% 34 31 23% 12% 21% 33% 10% 52% 36% 10% 6%
Net: Once a month or more which, if any, of the following are reasons why you do not use sch of the following types of food items more often? Please sleet all that apply. 2_1a. Canned foods Unweighted base Base: US adults who do not use this type of food item I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about the quality and/or freshness of the products I am concerned about added preservatives I am concerned about how it is packaged I prefer to use fresh products I generally don't like the way these items taste Don't know 2_2a. Frozen foods I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about added preservatives I am concerned about my sodium addor sugar intake I don't think they meet daily nutritional values I am concerned about tho dadded preservatives I am concerned about tho wit is packaged	89% 62 62 23% 9% 22% 27% 8% 46% 33% 29% 5% 5% 39 15% 29% 21% 7% 21% 7% 21% 7%	100% 5 4 38% - 24% 36% - 24% 54% 17% - 21%	10 35% 9% 35% 35% 69% 35% 12% - - - - - - - - - - - - - - -	- 16 18 15% - 15% 11% - 26% 27% 6% 35 39 15% 2% 21% 21% - 15%	4 23% 23% 23% 23% 23% 23% 77% - - - - - - - - - - - - - - -	100% 21 19 23% 14% 20% 32% 13% 49% 37% 10%	100% 13 12 21% 8% 24% 35% 6% 57% 35% 11% 16%	100% 34 31 23% 12% 21% 33% 10% 52% 36% 10% 6%
Net: Once a month or more which, if any, of the following are reasons why you do not use ach of the following types of food items more often? Please elect all that apply. 12,1a. Canned foods Unweighted base Base: US adults who do not use this type of food item I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about about added preservatives I am concerned about about added preservatives I am concerned about the way these items taste None of these Don't know 2,2a. Frozen foods I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about mow it is packaged I generally don't like the way these items taste None of these Don't know 2,2a. Frozen foods I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about the quality and/or freshness of the products I am concerned about my sodium and/or sugar intake I don't think they meet daily nutritional values I am concerned about the quality and/or freshness of the products I am concerned about the quality and/or freshness of the products I am concerned about the quality and/or freshness of the products	62 62 23% 9% 22% 27% 8% 46% 33% 29% 5% 33% 29% 5% 39 35 39 15% 2% 22% 21%	100% 5 4 36% - 24% 38% - 54% 17% - 21% - - - - - - - - - -	10 35% 9% 35% 9% 69% 35% 12% - - - - - -	- 16 18 15% - 11% - 20% 6% 6% 35 39 15% 2% 21%	4 23% 23% 23% 23% 23% 23% 23% - - - - - - -	100% 21 19 23% 14% 20% 32% 13% 49% 37% 10%	100% 13 12 21% 8% 24% 35% 6% 57% 35% 11% 16%	100% 34 31 23% 12% 21% 33% 10% 52% 36% 10% 6% - - - - -

## YouGov RealTime Canned and Frozen Foods

US\_nat Sample: 18th - 19th May 2020

		Ge	nder		Age			Reç	lion			R	Race	
	Total	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET
	59/	40/			00/			1001		100/				
Don't know	5%	4%	6%	8%	9%	-	-	16%	-	13%	9%	-	-	-
ollowing 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%
- 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%
o what extent, have you bought each of the following types of bood items more or less frequently since the start of the oronavirus (COVID-19) outbreak? Please select one option on	4070	42.70		10,0	·									
o what extent, have you bought each of the following types of ood items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on ach row. 24_1. Canned fruits or vegetables						1								
To what extent, have you bought each of the following types of ood items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on aach row. 24_1. Canned fruits or vegetables Unweighted base	1083	475	608	277	342	464	222	210	393	258	742	119	160	62
To what extent, have you bought each of the following types of ood items more or less frequently since the start of the Zoronavirus (COVID-19) outbreak? Please select one option on each row. 24_1. Canned fruits or vegetables Unweighted base Base: US adults that used canned foods	1083 1081	475 522	608 559	277 300	324	464 457	222 200	210 223	393 <b>406</b>	258 252	732	118	170	62
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. 24_1. Canned fruits or vegetables Unweighted base Base: US adults that used canned foods Much more than usual	1083 1081 9%	475 522 10%	608 559 8%	277 300 14%	324 9%	464 457 6%	222 200 11%	210 223 11%	393 406 8%	258 252 7%	732 7%	118 7%	170 17%	62 17%
To what extent, have you bought each of the following types of ood items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on ach row. 24_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual Somewhat more than usual	1083 1081 9% 24%	475 522 10% 25%	608 559 8% 22%	277 300 14% 27%	324 9% 25%	464 457 6% 21%	222 200 11% 26%	210 223 11% 24%	393 406 8% 23%	258 252 7% 24%	732 7% 23%	118 7% 33%	170 17% 22%	62 17% 20%
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 aach row. 24_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual Somewhat more than usual No difference	1083 1081 9% 24% 61%	475 522 10% 25% 60%	608 559 8% 22% 63%	277 300 14% 27% 52%	324 9% 25% 61%	464 457 6% 21% 68%	222 200 11% 26% 58%	210 223 11% 24% 59%	393 406 8% 23% 64%	258 252 7% 24% 62%	732 7% 23% 66%	118 7% 33% 54%	170 17% 22% 51%	62 17% 20% 55%
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. 24_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual Somewhat more than usual No difference Somewhat less than usual	1083 1081 9% 24% 61% 4%	475 522 10% 25% 60% 3%	608 559 8% 22% 63% 5%	277 300 14% 27% 52% 5%	324 9% 25% 61% 3%	464 457 6% 21% 68% 4%	222 200 11% 26% 58% 3%	210 223 11% 24% 59% 4%	393 406 8% 23% 64% 4%	258 252 7% 24% 62% 3%	732 7% 23% 66% 3%	118 7% 33% 54% 4%	170 17% 22% 51% 7%	62 17% 20% 55% 2%
To what extent, have you bought each of the following types of ood items more or less frequently since the start of the Zoronavirus (COVID-19) outbreak? Please select one option on each row. 24_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual Somewhat more than usual No difference Somewhat less than usual Much less than usual	1083 1081 9% 24% 61% 4% 2%	475 522 10% 25% 60% 3% 2%	608 559 8% 22% 63% 5% 2%	277 300 14% 27% 52% 5% 2%	324 9% 25% 61% 3% 2%	464 457 6% 21% 68% 4% 2%	222 200 11% 26% 58% 3% 2%	210 223 11% 24% 59% 4% 2%	333 406 8% 23% 64% 4% 1%	258 252 7% 24% 62% 3% 3%	732 7% 23% 66% 3% 1%	118 7% 33% 54% 4% 2%	170 17% 22% 51% 7% 3%	62 17% 20% 55% 2% 8%
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. 24_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual Somewhat more than usual No difference Somewhat less than usual Much less than usual Net: More than usual	1083 1081 9% 24% 61% 4% 2% 33%	475 522 10% 25% 60% 3% 2% 36%	608 559 8% 22% 63% 5% 2% 30%	277 300 14% 27% 52% 5% 2% 41%	324 9% 25% 61% 3% 2% 35%	464 457 6% 21% 68% 4% 2% 26%	222 200 11% 26% 58% 3% 2% 37%	210 223 11% 24% 59% 4% 2% 35%	393 406 8% 23% 64% 4% 1% 31%	258 252 7% 24% 62% 3% 3% 31%	732 7% 23% 66% 3% 1% 30%	118 7% 33% 54% 4% 2% 40%	170 17% 22% 51% 7% 3% 39%	62 17% 20% 55% 2% 8% 36%
o what extent, have you bought each of the following types of cool items more or less frequently since the start of the coronavirus (COVID-19) outbreak? Please select one option on ach row. 44_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual Somewhat more than usual No difference Somewhat less than usual Much less than usual Net: More than usual Net: More than usual	1083 1081 9% 24% 61% 4% 2%	475 522 10% 25% 60% 3% 2%	608 559 8% 22% 63% 5% 2%	277 300 14% 27% 52% 5% 2%	324 9% 25% 61% 3% 2%	464 457 6% 21% 68% 4% 2%	222 200 11% 26% 58% 3% 2%	210 223 11% 24% 59% 4% 2%	333 406 8% 23% 64% 4% 1%	258 252 7% 24% 62% 3% 3%	732 7% 23% 66% 3% 1%	118 7% 33% 54% 4% 2%	170 17% 22% 51% 7% 3%	62 17% 20% 55% 2% 8%
To what extent, have you bought each of the following types of ood items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on each row. 24_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual Somewhat more than usual Not fifeence Somewhat less than usual Much less than usual Net: Less than usual Net: Less than usual	1083 1081 9% 24% 61% 4% 2% 33% 6%	475 522 10% 25% 60% 3% 2% 36%	608 559 8% 22% 63% 5% 2% 30%	277 300 14% 27% 52% 5% 2% 41%	324 9% 25% 61% 3% 2% 35%	464 457 6% 21% 68% 4% 2% 26%	222 200 11% 26% 58% 3% 2% 37%	210 223 11% 24% 59% 4% 2% 35%	393 406 8% 23% 64% 4% 1% 31%	258 252 7% 24% 62% 3% 3% 31%	732 7% 23% 66% 3% 1% 30%	118 7% 33% 54% 4% 2% 40%	170 17% 22% 51% 7% 3% 39%	62 17% 20% 55% 2% 8% 36%
To what extent, have you bought each of the following types of cool items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on each row. 24_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual Somewhat more than usual No difference Somewhat less than usual Net: More than usual Net: More than usual Net: Less than usual Net: Less than usual Net: Less than usual	1083 1081 9% 24% 61% 4% 2% 33% 6%	475 522 10% 25% 60% 3% 2% 36% 4%	608 559 8% 22% 63% 5% 2% 30% 7%	277 300 14% 27% 5% 5% 2% 41% 7%	324 9% 25% 61% 3% 2% 35% 4%	464 457 6% 21% 68% 4% 2% 26% 6%	222 200 11% 26% 58% 3% 2% 37% 5%	210 223 11% 24% 59% 4% 2% 35% 6%	393 406 8% 23% 64% 4% 1% 31% 6%	258 252 7% 24% 62% 3% 3% 3% 31% 7%	732 7% 23% 66% 3% 1% 30% 4%	118 7% 33% 54% 4% 2% 40% 6%	170 17% 22% 51% 7% 3% 39% 10%	62 17% 20% 55% 2% 8% 36% 9%
To what extent, have you bought each of the following types of ood items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on each row. 24_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual Somewhat more than usual Not fifeence Somewhat less than usual Much less than usual Net: Less than usual Net: Less than usual	1083 1081 9% 24% 61% 4% 2% 33% 6%	475 522 10% 25% 60% 3% 2% 36% 4%	608 559 8% 22% 63% 5% 2% 30% 7%	277 300 14% 27% 5% 2% 41% 7% 2%	324 9% 25% 61% 3% 2% 35% 4%	464 457 6% 21% 68% 4% 2% 2% 2% 6% 4%	222 200 11% 26% 58% 3% 2% 3% 2% 37% 5%	210 223 11% 24% 59% 4% 2% 35% 6% 2%	393 406 8% 23% 64% 4% 1% 31% 6%	258 252 7% 24% 62% 3% 3% 3% 3% 31% 7%	732 7% 23% 66% 3% 1% 30% 4%	118 7% 33% 54% 4% 2% 40% 6%	170 17% 22% 51% 7% 3% 39% 10%	62 17% 20% 55% 2% 8% 36% 9%
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. 24_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual Somewhat more than usual Somewhat more than usual Not difference Somewhat less than usual Net: Less than usual Net: Less than usual Net: Less than usual C4_2. Canned meat or seafood	1083 1081 9% 24% 61% 4% 2% 33% 6% 1083 1083	475 522 10% 25% 60% 3% 2% 36% 4% 4%	608 559 8% 22% 63% 5% 2% 30% 7% 608 559	277 300 14% 27% 52% 5% 2% 41% 7% 2% 277 300	324 9% 25% 61% 3% 2% 35% 4% 35% 4%	464 457 6% 21% 68% 4% 2% 2% 6% 6% 464 457	222 200 11% 26% 58% 3% 2% 37% 5% 2% 2% 2% 2% 200	210 223 11% 24% 59% 4% 2% 35% 6% 210 223	393 406 8% 23% 64% 4% 1% 31% 6%	258 252 7% 24% 62% 62% 3% 3% 31% 7% 258 252	732 7% 23% 66% 3% 1% 30% 4% 742 732	118 7% 33% 54% 4% 2% 40% 6% 119 118	170 17% 22% 51% 7% 3% 39% 10% 10%	62 17% 20% 55% 2% 8% 36% 9% 62 62
o what extent, have you bought each of the following types of cool items more or less frequently since the start of the coronavirus (COVID-19) outbreak? Please select one option on ach row. 4_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual Somewhat more than usual No difference Somewhat less than usual Net: More than usual Net: More than usual Net: Less than usual Net: Less than usual A_2. Canned meat or seafood Unweighted base Base: US adults that used canned foods Base: US adults that used canned foods Much more than usual	1083 1081 9% 24% 61% 4% 2% 33% 6% 1083 1081 5% 17%	475 522 10% 25% 60% 3% 2% 3% 2% 3% 2% 4% 4%	608 559 8% 22% 63% 5% 2% 30% 7% 608 559 5%	277 300 14% 27% 5% 5% 2% 41% 7% 277 300 6%	324 9% 25% 61% 3% 2% 35% 4% 342 324 5%	464 457 6% 21% 68% 4% 26% 26% 6% 4% 464 464	222 200 11% 26% 58% 3% 2% 37% 5% 2% 222 200 5%	210 223 11% 24% 59% 4% 2% 35% 6% 2% 210 223 8%	393 406 8% 23% 64% 4% 1% 31% 6% 393 406 4%	258 252 7% 24% 62% 3% 3% 3% 31% 7% 258 252 4%	732 7% 23% 66% 3% 1% 30% 4% 7% 2732 5%	118 7% 33% 54% 4% 2% 40% 6% 119 118 6%	170 17% 22% 51% 7% 3% 39% 10% 160 170 5%	62 17% 20% 55% 8% 36% 9% 62 62 62 4% 18%
To what extent, have you bought each of the following types of cool items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on each row. 24_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual Somewhat more than usual No difference Somewhat less than usual Nuch less than usual Net: More than usual Net: More than usual Net: More than usual Net: Less than usual Somewhat more than usual	1083 1081 9% 24% 61% 4% 2% 33% 6% 1083 1081 5%	475 522 10% 25% 60% 3% 2% 3% 2% 3% 3% 4% 4%	608 559 8% 22% 63% 5% 2% 30% 7% 608 559 5% 15%	277 300 14% 27% 5% 2% 41% 7% 2% 2% 41% 7%	324 9% 25% 61% 3% 2% 35% 4% 342 324 5% 14%	464 457 6% 21% 68% 4% 2% 2% 2% 2% 6% 6% 464 457 4% 13%	222 200 11% 28% 3% 2% 3% 2% 3% 5% 2% 2% 3% 5%	210 223 11% 24% 59% 4% 2% 38% 6% 210 223 8% 14%	333 406 8% 23% 64% 4% 1% 31% 6% 333 406 4% 17%	258 252 7% 24% 62% 3% 3% 3% 31% 7% 258 252 258 252 4% 20%	732 7% 23% 66% 3% 1% 30% 4% 742 732 5% 15%	118 7% 33% 54% 4% 2% 40% 6% 119 118 6% 23%	170 17% 22% 51% 7% 3% 39% 10% 10%	62 17% 20% 55% 2% 8% 36% 9% 9% 62 62 62 4%
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			Educa	tion							Marital Status			
	Total	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married	Civil Partnership	Living together, I not married or civil partnership	n 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%	- 70/	-
Somewhat more healthy than fresh foods	7% 25%	8%	7% 27%	4% 19%	7% 13%	7% 23%	17% 42%	7% 28%	5% 16%	7% 24%	9% 28%	1% 25%	7% 42%	9% 15%
Equally as healthy as fresh foods Somewhat less healthy than fresh foods	25% 46%	40%	44%	58%	56%	49%	42%	47%	65%	49%	28% 40%	47%	34%	53%
Much less healthy than fresh foods Net: More healthy	19% 10%	18% 12%	19% 10%	19% 4%	21%	18% 10%	11% 17%	16% 9%	12% 7%	17% 10%	18% 13%	25% 3%	17% 7%	23% 9%
Net: Less healthy	10%	12%	63%	4% 77%	76%	10%	41%	9% 63%	7% 78%	10% 67%	13% 59%	3% 73%	7% 51%	9% 76%
Q3_2. Frozen foods	00 %	30%	03%	1170	1076	01 70	4170	00%	10%	0170	09%	13%	51%	10%
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										·				
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														
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
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 Base: US adults that used canned foods	1083 1081	433	341	196	112	520	14	78	34	645	265	96	51	11
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 Base: US adults that used canned foods Much more than usual	1083 1081 9%	433 10%	341 7%	196 8%	112 13%	520 10%	14 -	78 7%	34 5%	645 9%	265 10%	96	51 5%	11
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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 Base: US adults that used canned foods Much more than usual Somewhat more than usual No difference Somewhat less than usual	1083 1081 9% 24% 61% 4%	433 10% 24% 61% 3%	341 7% 24% 61% 5%	196 8% 25% 62% 5%	112 13% 21%	520 10% 22% 62% 4%	14 - 34% 66% -	78 7% 22% 67% 3%	34 5% 16% 77%	645 9% 22% 63% 4%	265 10% 28% 55% 4%	96 5% 23% 64% 5%	51 5% 31% 57% 4%	11 - 15%
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 Base: US adults that used canned foods Much more than usual No difference Somewhat more than usual No difference Somewhat more than usual Much less than usual	1083 1081 9% 24% 61% 4% 2%	433 10% 24% 61% 3% 2%	341 7% 24% 61% 5% 4%	196 8% 25% 62% 5% 0%	112 13% 21% 63% 3% -	520 10% 22% 62% 4% 2%	14 - 34% 66% - -	78 7% 22% 67% 3% 1%	34 5% 16% 77% - 2%	645 9% 22% 63% 4% 2%	265 10% 28% 55% 4% 2%	96 5% 23% 64% 5% 3%	51 5% 31% 57% 4% 3%	11 - 15% 85% - -
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YouGov					Parent	or guardian of any	children			Inco	ome			How ofte
	Total	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%	-	•
n general, how much more or less healthy are each of the														
ollowing types of food item compared to fresh foods? Please elect one option on each row.														
3_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 Somewhat more healthy than fresh foods	3% 7%	-	- 5%	4% 9%	2% 5%	3% 7%	2% 7%	11% 14%	4% 7%	3% 9%	2% 5%	2% 6%	20% 9%	1% 9%
Equally as healthy as fresh foods	25%		9%	27%	28%	27%	23%	14%	33%	22%	5% 18%	27%	9% 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%
3 2. Frozen foods	/0		5170		/0									0.70
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%
				0001/	12%	15%	13%	30%	17%	16%	13%	11%	34%	15%
Net: More healthy	15%	-	26%	20%	12/0									
Net: Less healthy o what extent, have you bought each of the following types of load items more or less frequently since the start of the oronavirus (COVID-19) outbreak? Please select one option on	15% 40%	- 100%	26% 43%	20% 40%	37%	38%	42%	54%	35%	42%	45%	43%	30%	38%
Net: Less healthy o what extent, have you bought each of the following types of od items more or less frequently since the start of the oronavirus (COVID-19) outbreak? Please select one option on ch row. 4_1. Canned fruits or vegetables	40%	- 100%	43%	40%	37%	38%	42%	54%						
Net: Less healthy owhat extent, have you bought each of the following types of lood items more or less frequently since the start of the oronavirus (COVID-19) outbreak? Please select one option on ch row. 4_1. Canned fruits or vegetables	<b>40%</b> 1083	1	<b>43%</b>	<b>40%</b> 284	<b>37%</b> 378	<b>38%</b>	<b>42%</b> 436	<b>54%</b> 32	372	302	280	129	100	366
Net: Less healthy o what extent, have you bought each of the following types of ood items more or less frequently since the start of the oronavirus (COVID-19) outbreak? Please select one option on ch row. 4_1. Canned fruits or vegetables Base: US adults that used canned foods	40% 1083 1081	1	43% 8 12	40% 284 271	37% 378 371	38% 615 598	42% 436 447	54% 32 36	372 381	302 306	280 269	129 126	100 98	366 367
Net: Less healthy book textent, have you bought each of the following types of book items more or less frequently since the start of the oronavirus (COVID-19) outbreak? Please select one option on ach row. 4_1. Canned fruits or vegetables Unweighted base Base: US adults that used canned foods Much more than usual	40% 1083 1081 9%	1 1 -	43% 8 12 43%	40% 284 271 12%	37% 378 371 6%	38% 615 598 9%	42% 436 447 8%	54% 32 36 23%	372 381 10%	302 306 7%	280 269 9%	129 126 10%	100 98 28%	366 367 10%
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Net: Less healthy ob what extent, have you bought each of the following types of oor average of less frequently since the start of the oronavirus (COVID-19) outbreak? Please select one option on ech row. 4_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual Somewhat more than usual No difference Somewhat less than usual	40% 1083 1081 9% 24% 61% 4%	1 1 -	8 12 43%	40% 284 271 12% 23% 57% 6%	37% 378 371 6% 65% 4%	38% 615 598 9% 23% 62% 5%	42% 436 447 8% 26% 61% 3%	54% 32 36 23% 22% 46% 4%	372 381 10% 23% 60% 4%	302 306 7% 27% 59% 3%	280 269 9% 24%	129 126 10% 17% 65% 5%	100 98 28% 18% 51% 1%	366 367 10% 29% 57% 2%
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YouGov		if ever, do you ty	pically prepare fo	od using each of	the following types	of items? - Ca	nned foods (e.g., f	ruits, vegetables,	meats, etc.)			How often,	, if ever, do you ty	pically prepare
	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 month
Don't know	5%	_			16%	6%								
In general, how much more or less healthy are each of the	578			-	1078	078	-	-	-	-		-	-	-
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% 25%	12%	4%	8%	1%	-	5% 39%	10%	5%	8% 28%	12% 22%	6% 24%	11% 30%	5%
Equally as healthy as fresh foods		23% 53%	26% 48%	19% 58%	11% 48%	13% 30%	39%	29% 46%	25% 50%	28%	36%		30%	29% 45%
Somewhat less healthy than fresh foods	46%											53%		
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%
Q3_2. Frozen foods	65%	62%	69%	73%	87%	86%	51%	57%	70%	61%	56%	68%	55%	66%
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%
Muchiness nearly main restricted					10%	10%	5%	19%	10%	16%	35%	13%	17%	10%
Net: More healthy	15%	21%	11%	8%	10%	1076	576							
Net: More healthy Net: Less healthy o what extent, have you bought each of the following types of bod items more or less frequently since the start of the oronavirus (COVID-19) outbreak? Please select one option on		21% 32%	11% 43%	8% 39%	50%	59%	45%	35%	42%	37%	24%	37%	40%	41%
Net: More healthy Net: Less healthy own at extent, have you bought each of the following types of ood items more or less frequently since the start of the coronavirus (COVID-19) outbreak? Please select one option on ach row. 24_1. Canned fruits or vegetables	15% 40%	32%	43%	39%	50%			35%	42%				40%	
Net: More healthy Net: Less healthy To what extent, have you bought each of the following types of 'ood items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on each row. 24_1. Canned fruits or vegetables Unweighted base	15% 40% 1083	32%	<b>43%</b>	<b>39%</b> 69	<b>50%</b>		45%	<b>35%</b> 645	<b>42%</b>	946	136	464	<b>40%</b> 163	190
Net: More healthy Net: Less healthy Net: Less healthy ood items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on each row. 24_1. Canned fruits or vegetables Unweighted base Base: US adults that used canned foods	15% 40% 1083 1081	32%	43% 232 233	39% 69 73	50%		45%	35% 645 643	42% 301 306	946 949	136 137	464 465	40% 163 167	190 184
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		ou using each of	the following types	or items? - Fr	ozen toods (e.g., f	ruits, vegetables,	meats, etc.)	
	Total	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 moonth	Net: Once a month more more
Don't know	5%	-	-	5%	-	-		-
n 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			- oc '	07				10.10
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 Somewhat more healthy than fresh foods	4% 10%	4% 6%	1%	- 11%	-	5%	3%	5%
Equally as healthy as fresh foods	45%	32%	33%	11%	3% 56%	13% 47%	7% 45%	11% 46%
Equally as healthy as fresh foods Somewhat less healthy than fresh foods	45% 33%	49%	46%	30%	10%	47%	45%	46% 33%
Much less healthy than fresh foods	7%	8%	19%	42%	31%	4%	7%	5%
Net: More healthy	15%	11%	1%	42/0	3%	18%	10%	16%
Net: Less healthy	40%	57%	66%	71%	41%	35%	44%	37%
o what extent, have you bought each of the following types of bod items more or less frequently since the start of the oronavirus (COVID-19) outbreak? Please select one option on	10,0				4170	0070		
Fo what extent, have you bought each of the following types of 'ood items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on each row.	10,0	0.17			41/0	3070		
To what extent, have you bought each of the following types of ood items more or less frequently since the start of the Joronavirus (COVID-19) outbreak? Please select one option on each row.	1083	51	56	19	4170	763	241	1004
Fo what extent, have you bought each of the following types of ood items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on ach row. 24_1. Canned fruits or vegetables			56 51					
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 aach row. 24_1. Canned fruits or vegetables Unweighted base	1083	51	56	19	4	763	241	1004
o what extent, have you bought each of the following types of ood items more or less frequently since the start of the Joronavirus (COVID-19) outbreak? Please select one option on ach row. 44_1. Canned fruits or vegetables Unweighted base Base: US adults that used canned foods	1083 1081	51 51	56 51	19 21 10% 9%	4 5	763 769	241 236	1004 1004
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 aach row. 24_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual Somewhat more than usual No difference	1083 1081 9% 24% 61%	51 51 7% 25% 63%	56 51 4% 10% 69%	19 21 10% 9% 64%	4 5	763 769 10% 25% 60%	241 236 7% 24% 64%	1004 1004 9% 25% 61%
o what extent, have you bought each of the following types of ood items more or less frequently since the start of the Joronavirus (COVID-19) outbreak? Please select one option on each row. 44_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual Somewhat more than usual No difference Somewhat less than usual	1083 1081 9% 24% 61% 4%	51 51 7% 25% 63% 2%	56 51 4% 10% 69% 12%	19 21 10% 9% 64% 8%	4 5 52% - 32%	763 769 10% 25% 60% 4%	241 236 7% 24% 64% 2%	1004 1004 9% 25% 61% 3%
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. 24_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual No difference Somewhat less than usual Much less than usual	1083 1081 9% 24% 61% 4% 2%	51 51 7% 25% 63% 2% 3%	56 51 4% 10% 69% 12% 6%	19 21 10% 9% 64% 8% 9%	4 5 52% - 32% - 16%	763 769 10% 25% 60% 4% 1%	241 236 7% 24% 64% 2% 2%	1004 1004 9% 25% 61% 3% 2%
To what extent, have you bought each of the following types of ood items more or less frequently since the start of the Coronavirus (COVID-19) outbreak? Please select one option on ach row. 24_1. Canned fruits or vegetables Base: US adults that used canned foods Much more than usual No difference Somewhat less than usual Much less than usual Net: More than usual	1083 1081 9% 24% 61% 4% 2% 33%	51 51 7% 25% 63% 2% 3% 3% 32%	56 51 4% 10% 69% 12% 6% 14%	19 21 10% 9% 64% 8% 9% 19%	4 5 52% - 32% - 10% 52%	763 769 10% 25% 60% 4% 1% 35%	241 236 7% 24% 64% 2% 2% 31%	1004 1004 9% 25% 61% 3% 2% 34%
To what extent, have you bought each of the following types of ood items more or less frequently since the start of the Joronavirus (COVID-19) outbreak? Please select one option on each row. 24_1. Canned fruits or vegetables Unweighted base Base: US adults that used canned foods Much more than usual Somewhat more than usual No difference Somewhat less than usual Much less than usual Net: More than usual Net: Less than usual	1083 1081 9% 24% 61% 4% 2%	51 51 7% 25% 63% 2% 3%	56 51 4% 10% 69% 12% 6%	19 21 10% 9% 64% 8% 9%	4 5 52% - 32% - 16%	763 769 10% 25% 60% 4% 1%	241 236 7% 24% 64% 2% 2%	1004 1004 9% 25% 61% 3% 2%
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YouGov		Ge	nder	Age			Region				Race			
	Total	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%
Q4_4. Frozen meats or seafood														
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		Education				Marital Status								
	Total	No HS, High school graduate	Some college, 2- year	4-year	Post Grad	Married		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%	-
	Coll Contonto (C	-1												

	Parent or guardian of any children								Inco	ome	How often,		
Total	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
8%	-	55%	8%	8%	7%	9%	24%	11%	7%	5%	9%	9%	5%
1106	1	6	290	384	628	445	33	375	308	288	135	100	362
1099	1	8	276	377	610	452	37	380	310	276	133	98	363
7%	-	26%	8%	5%	6%	9%	6%	7%	6%	7%	10%	20%	8%
23%	-	29%	25%	20%	22%	23%	27%	20%	27%	22%	23%	19%	26%
61%	100%	34%	59%	65%	63%	60%	46%	60%	60%	65%	59%	53%	60%
6%	-	11%	5%	7%	6%	5%	14%	8%	5%	4%	5%	2%	5%
3%	-	-	4%	3%	3%	4%	7%	6%	2%	2%	4%	6%	2%
30%	-	55%	32%	25%	28%	32%	33%	26%	33%	29%	33%	38%	33%
9%		11%	9%	11%	9%	9%	21%	14%	7%	6%	9%	8%	7%
	8% 1106 1099 7% 23% 61% 6% 3% 30%	Other           8%         -           1106         1           23%         -           61%         100%           6%         -           3%         -           30%         -	Other         Prefer not to say           8%         -         55%           1106         1         6           1099         1         8           7%         -         26%           23%         -         29%           61%         100%         34%           6%         -         11%           3%         -         -           30%         -         55%	Other         Prefer not to say         Younger than 18           8%         -         55%         8%           1106         1         6         290           1099         1         8         276           7%         -         26%         8%           23%         -         29%         25%           61%         100%         34%         59%           61%         100%         34%         59%           6%         -         11%         5%           3%         -         -         4%           30%         -         55%         32%	Total         Other         Prefer not to say         Younger than 18         18 or over           8%         -         55%         8%         8%           106         1         6         290         384           1099         1         8         276         377           7%         -         26%         8%         5%           23%         -         29%         25%         20%           61%         100%         34%         59%         65%           6%         -         11%         5%         7%           3%         -         -         4%         3%           30%         -         55%         32%         25%	Total         Other         Prefer not to say         Younger than 18         18 or over         NET: Any age           8%         -         55%         8%         8%         7%           1106         1         6         290         384         628           1099         1         8         276         377         610           7%         -         26%         8%         5%         6%           23%         -         29%         25%         20%         22%           61%         100%         34%         59%         65%         63%           6%         -         11%         5%         7%         6%           3%         -         4%         39%         3%         3%           30%         -         55%         32%         25%         28%	Total         Other         Prefer not to say         Younger than 18         18 or over         NET: Any age         Not a parent / guardian           8%         -         55%         8%         8%         7%         9%           1106         1         6         290         384         628         445           1099         1         8         276         377         610         452           7%         -         26%         8%         5%         6%         9%           23%         -         26%         8%         55%         63%         63%         60%           61%         100%         34%         59%         65%         63%         60%         9%           63%         -         11%         5%         7%         6%         5%         63%         60%         6%           6%         -         11%         5%         7%         6%         5%         5%         3%         4%         5%         3%         4%         5%         3%         4%         3%         3%         32%         25%         28%         32%         25%         28%         32%         32%	Total         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           8%         -         55%         8%         8%         7%         9%         24%           1106         1         6         290         384         628         445         33           1099         1         8         276         377         610         452         37           7%         -         26%         8%         5%         6%         9%         6%           23%         -         29%         22%         22%         23%         27%         61%         40%         46%           61%         100%         34%         59%         65%         63%         60%         46%           61%         100%         34%         59%         65%         63%         60%         46%           61%         -         11%         5%         7%         6%         5%         14%           3%         -         -         4%         3%         3%         4%         7%           30%         -         55%         <	Total         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           8%         -         55%         8%         8%         7%         9%         24%         11%           106         1         6         290         384         628         445         33         375           1099         1         8         276         377         610         452         37         380           7%         -         26%         8%         5%         6%         9%         6%         7%           23%         -         29%         59%         65%         63%         60%         46%         60%           61%         100%         34%         59%         65%         63%         60%         46%         60%           61%         -         11%         5%         7%         63%         60%         46%         60%           8%         -         11%         5%         7%         63%         60%         46%         60%         60%         60%         60%         60%         60%	Total         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           8%         -         55%         8%         8%         7%         9%         24%         11%         7%           106         1         6         290         384         628         445         33         375         308           1099         1         8         276         377         610         452         37         380         310           7%         -         28%         8%         6%         9%         6%         7%         6%         27%         23%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%         27%	Total         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         \$50k+           8%         -         55%         8%         8%         7%         9%         24%         11%         7%         5%           106         1         6         290         384         628         445         33         375         308         288           1099         1         8         276         377         610         452         37         380         310         276           7%         -         26%         8%         5%         6%         9%         6%         7%         27%         27%         27%         27%         27%         22%         6%         7%         26%         65%         63%         60%         46%         60%         6%         7%         22%         23%         27%         22%         23%         27%         22%         23%         27%         22%         6%         6%         6%         6%         6%         6%         6%         6%         6%         6%         6%	Total         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         Junder \$40k         \$40k to \$80k         \$80k+         Don't know / Prefer not to say           8%         -         55%         8%         8%         7%         9%         24%         11%         7%         5%         9%           1106         1         6         290         384         628         445         33         375         308         288         135           1099         1         8         276         377         610         452         37         380         310         276         133           7%         -         26%         8%         5%         6%         9%         6%         7%         6%         7%         20%         22%         23%         6%         7%         6%         7%         6%         7%         20%         5%         23%         27%         20%         22%         23%         6%         6%         6%         6%         6%         5%         5%         10%         6%         5%         5%         5%         5%         5%	Total         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         Junder \$40k         \$40k to \$80k         \$80k+         Don't know / Prefer not to say         Don't know / Prefer not to say <thd< td=""></thd<>

YouGov		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 for				
	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%	
	Coll Contonto (C	al													

YouGov		od using each of the following types of items? - Frozen foods (e.g., fruits, vegetables, meats, etc.)										
	Total	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 moonth	Net: Once a month more 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%				