

LOCAVORE IN LOCKDOWN



Three weeks after the start of lockdown, we ran a survey asking our customers to share their experiences.

Over a four week period, **266** people completed an online survey telling us about the impact of the lockdown on their household, and in particular on their shopping and food consumption.

Impact on work:



- 52%** working usual role from home
- 14%** working normal job
- 10%** furloughed
- 5%** weren't working prior to lockdown
- 4%** working less / reduced hours
- 2%** lost job

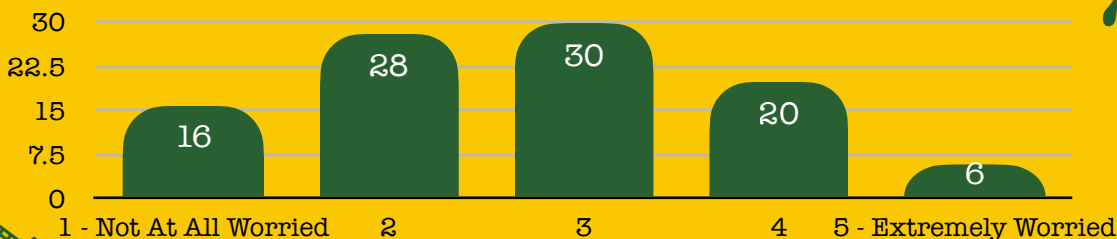
31% worked in essential services

14% of customers were either self-isolating or shielding, or had someone in the household who was.

The survey showed a **94%** satisfaction with Locavore's response to the pandemic.

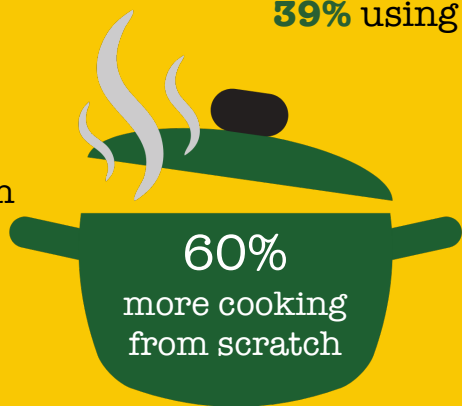


We asked asked customers how worried they were about the economic impact of lockdown for their household (%):



Are you shopping differently?

- 42%** buying more from local producers and independents
- 35%** spending more on groceries than usual
- 30%** buying more groceries online
- 26%** buying more groceries than usual
- 39%** using more local shops



60%
more cooking
from scratch

Are you cooking differently?

- 59%** more home baking
- 52%** trying new recipes
- 29%** using a wider range of ingredients
- 24%** eating more fruit and vegetables



“As a high risk family we've been shielding for 5 weeks already and the veg boxes and the few extras we can get are an absolute lifeline”

Foodstuffs most difficult to find?

Flour



Yeast



Pasta



Bread



Milk

