

FOOD CONSUMPTION BEHAVIOURS PRE COVID-19

July 2020

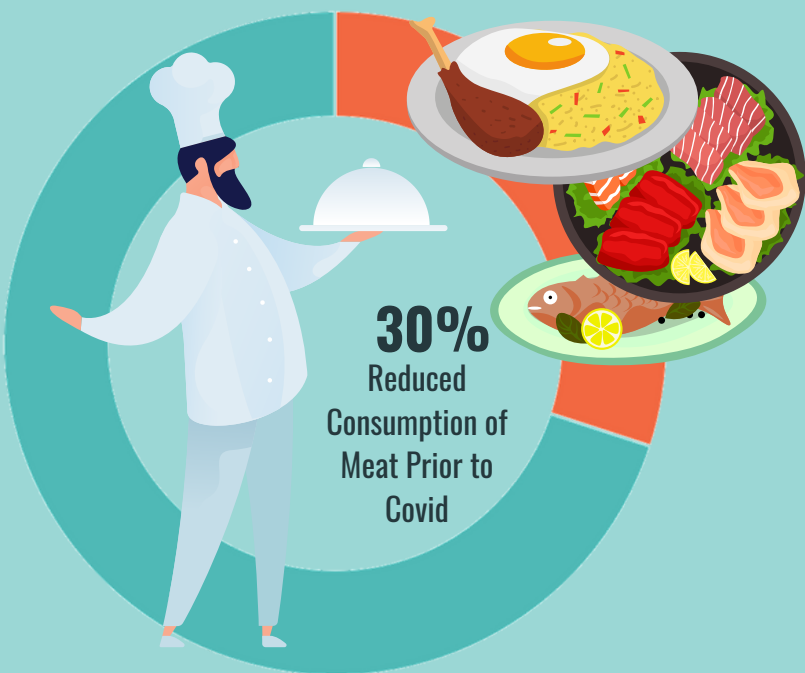


Insight Alert!

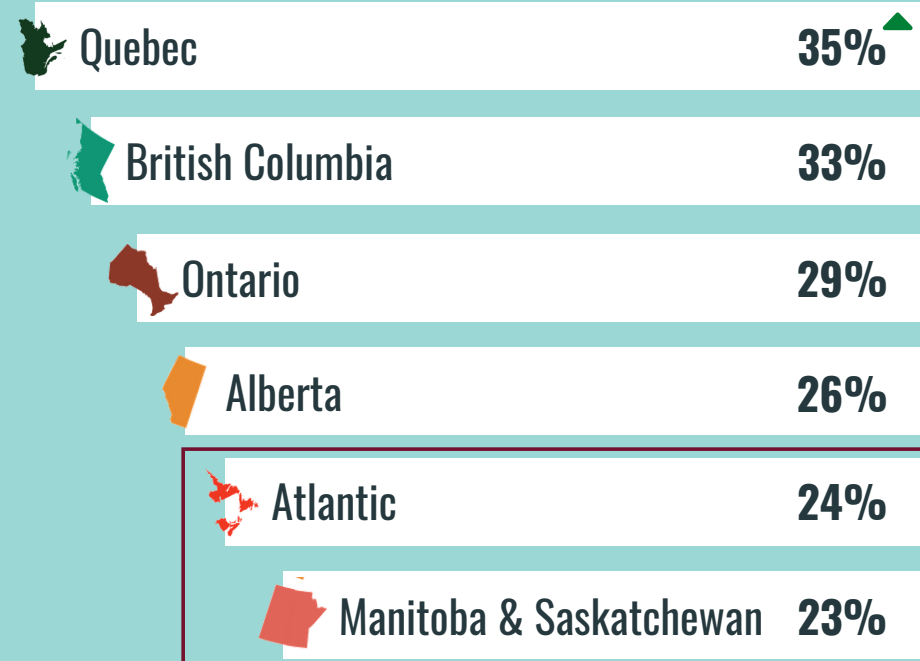
in partnership with
maru/BLUE

% REDUCED MEAT CONSUMPTION (PRE COVID-19)

30% of Canadians had already reduced meat consumption prior to COVID-19, with women, Quebec and British Columbia residents leading the way.

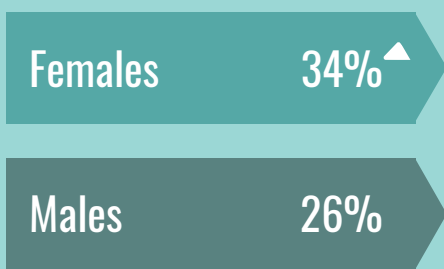


Significant Differences by Region

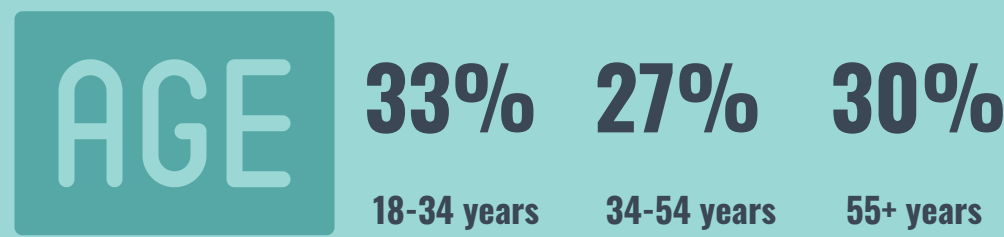


QC is significantly higher than ATL and SK & MB

Significant Differences by Gender



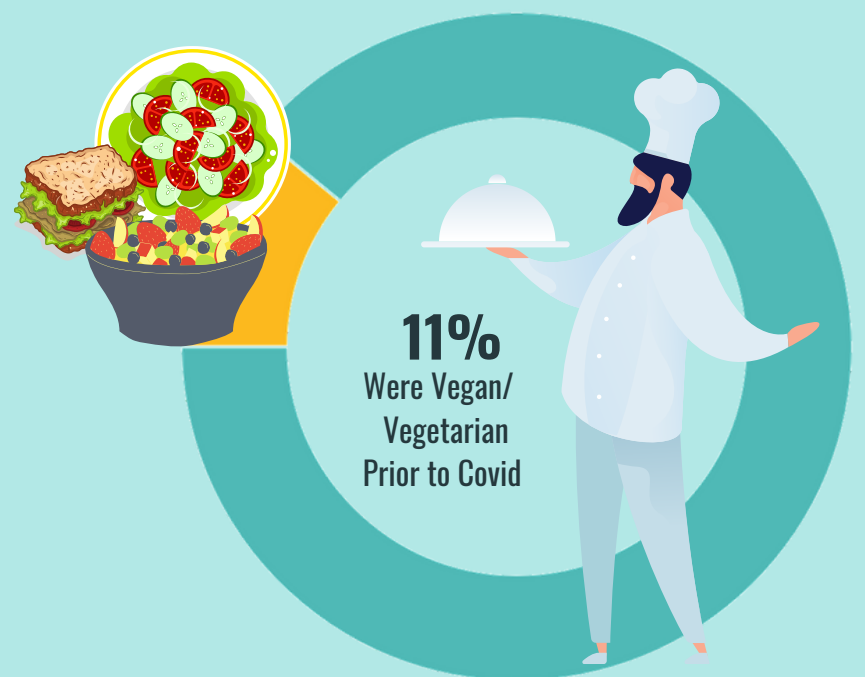
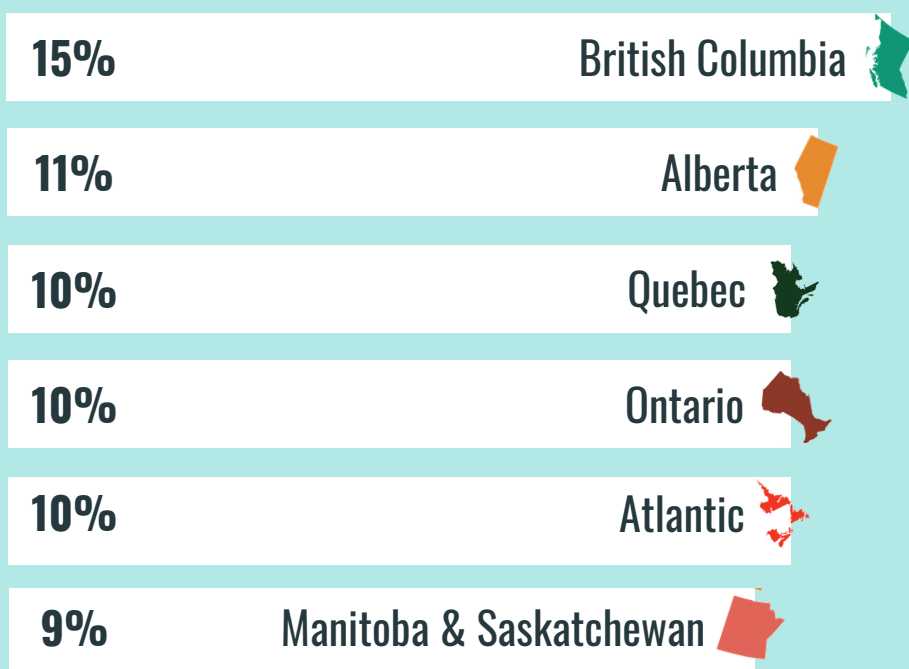
No Significant Differences by Age



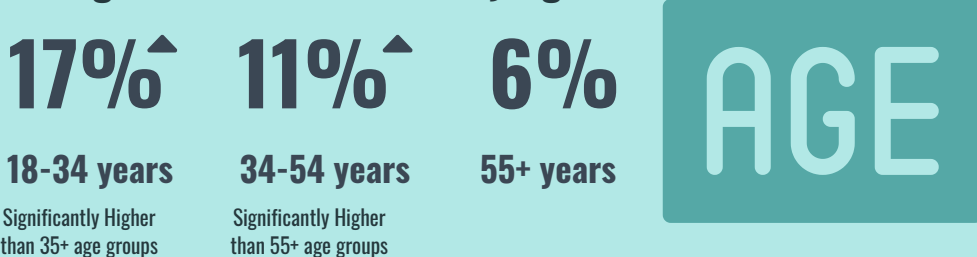
% VEGAN / VEGETARIANS (PRE COVID-19)

Younger age groups and women are more likely to be vegan or vegetarian relative to their counterparts, with no significant differences by province.

No Significant Differences by Region



Significant Differences by Age



Significant Differences by Gender

