The magic of cold

Quantitative survey - Preliminary Results

Sociological approach
Strongly Standardized Practices

- **Female** (between 60% and 75%) are generally in charge of shopping.

- People generally buy their fresh products in **Hypermarkets**, Supermarkets or shops chosen for their proximity.

- When they go to the supermarket, they buy the same kind of food in **similar** proportions.

- They mainly:
  - do the shopping **once a week** or a few times each week,
  - use their **car** or go by foot (urban folks) and generally need less than **20 minutes** to come back home,
  - buy a combination of **1-3 frozen products**: fish, ice cream and vegetables,
  - choose their fresh food according to a combination of **3-4 criteria**: freshness, cost, desires and eventually seasonality,
  - stock their fresh products **in the fridge**.
National Variations

There are 4 countries involved in the study: France, UK, Spain and Germany (coming soon)

• 400 questionnaires in each country
• 221 variables per questionnaire
• Database available since the 5th of August
National Variations – Doing the shopping

Regarding decisions about food, French are more **spontaneous** than British folks

**Shopping frequencies:**
- French folks tend to go shopping once a week
- Spanish and British folks tend to go shopping more frequently

**When the shopping is done, people come back home in less than 20 minutes** in 65% of the cases in France, 78% in UK and 81% in Spain

Children **do take part** in the decisions about food:
- especially in France but not in Spain,
- the **higher** the number of children is, the more they take part in decisions about food

But they are **less** involved in:
- doing the shopping
- filling in the fridge
National Variations – Food handling and managing the risks (1)

- French and Spanish people take a lot of precautions while handling their food.
- In UK, people are overrepresented within those who don’t take any precautions during summertime or wintertime.
- French people are correlated with those who carry their fresh products in wicker baskets OR isotherm bags.
- English people definitely prefer plastic bags.

- In France, people tend to use insulated lunch bag for their frozen food
  - In UK or in Spain, people prefer plastic bags – Urban culture?
National Variations – Food handling and managing the risks (2)

• In Spain, people tend to:
  • **read** the food preservation recommendations,
    • while it’s not the case in France or UK
  • know the **temperature** setting of their fridge,
  • consider that the **expiration date** is a very important indicator,
    • while UK is correlated with the answer “not very important”
  • **defrost** their fridge once or twice a year (or never),
    • while France and UK are correlated with NA, meaning that they are equipped with an auto defrosting feature
  • **clean** their fridge *much more* frequently than in France or in the UK
  • avoid to read the **User Manual** of their fridge,
    • while it is the case in UK
Do not live to eat but eat to live

Those who have the lowest income (students, unemployed, part time workers) and who are generally overrepresented within the youngest (and the oldest people in UK) are:

- overrepresented within those who buy their food in **Discount Stores** (France only):
  - tend to seek for low **prices** and special offers,
  - never correlated with the notion of quality in **Spain** or in **UK**,
  - strongly anti correlated with those who look for the **quality** of their food.

They tend to:

- deprive themselves of **meat or fish** (expensive and luxurious aliments),
- do the shopping only once every two weeks (or sometimes less), **in France and in UK**— light tendencies,
- keep their food in the fridge **without** any particular protection (Spain only),
- protect their food significantly less with Tupperware recipients or with cellophane than the highest incomes **(UK only)**,
- keep the food in its **original packaging** OR don’t use anything (France only).
The hedonists

Tend to favor the notions of desire, pleasure and spontaneity while shopping:

**Single** or living in couple
- anti correlated with the *married* people.

Include two distinct populations:

- **19-28 years old, males, without children and without money:**
  - tend to choose food according to their desires if they can afford it,
  - look for **prices**.
- **29-58 years old, without children or dependent children:**
  - same practices but are inserted in the active life and can afford the food they desire without problem,
  - never look for the quality of the products,
  - choose where they do the shopping for proximity or for habit reasons,
  - look for a convenient access to food.

The birth of the first child would be the reason of a behavioral change.
The end of fun!

With one and mainly 2 children, people become “reasonable”:
• the notions of desires, pleasure and spontaneity disappear,
• decisions regarding food are given more thoughts, and probably include considerations about hygiene, education and children’s health,
• according to the countries (i.e. Spain), considerations about food prices.

Match with a way of life characterized by different levels of constraints:
• couples with children,
• limited time and budget (especially for the young parents?),
• busy schedule and availability for those whose have a full time job or one-parent families.

Aliments “by default” are mainly found in supermarkets:
• they may sometimes correspond to special offers especially on products dedicated to children, such as cheese, yogurts and desserts,
• there is a choice, but limited, by the offer of the Hypermarket,
• products tend to NEVER be selected for quality reasons.
The end of fun! 
Aliments “by default”

• These products are mainly purchased at the frequency of once per week.

• Those who have 1 or 2 children tend to take a lot or huge precautions in order to preserve food while carrying it and food handling. They are under-represented within those who don’t take precautions (young, single, without children, etc.).

• Same thing for the parents who have 2 children or more

Having (especially 2 or more) children exert a constraint on the management of the consumer job and on the purchase decision that it implies, especially when we speak of women who frequently have a full time job.
Alimentation is important, but alimentation caring is not so important

Do you read the food preservation recommendations?

Do you follow them?

ED as freshness indicator

Precautions during summertime

Precautions during wintertime
My fridge? What Fridge?

Energy-label efficiency class of your fridge?

Have you read the user manual of your fridge?

Where do you keep it?
Do you know where the coldest area of your fridge is?

Electronic temperature regulation

Open door alarm

Automatic defrosting feature
Preliminary results

- The act of consumption involves skills
- Choosing its aliments involves a true reflexive procedure
- The heart of risks management: trust
- Practices about fresh/cold/frozen food change with the first child
- The fridge: just a cold cupboard
Thank you!

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