Binge Britain
A look at the UK’s snacking habits in conjunction with The Grocer
Skipping meals and snacking throughout the day is becoming increasingly common with almost 60% of people doing this, particularly young women with almost 1/3 (30%) saying that they do this daily.

Young women with children are the most likely culprits to be snacking instead of eating their recommended 3 balanced meals a day.

Worryingly, over 1/10 are skipping meals multiple times a day!

Q1. Do you ever skip meals and eat snacks instead?
   Base: All respondents (2,042)

Q2. How often do you tend to skip meals and eat snacks instead?
   Base: All respondents who skip meals (1,193)
Over 2/3 of those who skip meals skip lunch, particularly the over 55’s, with the top reason being ‘snacking is easier’, does this show that as a nation, we have become disinterested with our midday meal?

**Meals Skipped**

- Breakfast: 48%
- Lunch: 64%
- Dinner: 17%

**Main Reasons for Skipping Meals**

- Snacking is easier: 30%
- I need to eat on the go: 18%
- I don't want to cook: 10%
- I don't have time to plan or shop for meals: 10%
- I prefer snacks to meals: 9%
- Snacking is cheaper: 7%
- Other: 11%

These statistics indicate that our busy lifestyles and the pressure to do everything instantly has led to a disinterest in food and an inability to sit down and have a proper meal.

Q3. Which meal(s) do you tend to skip and snack instead?
Base: All respondents who skip meals (1,193)

Q4. What is the one main reason behind why you sometimes skip meals and snack instead?
Base: All respondents who skip meals (1,193)
Almost 60% of people buy snacks as part of their weekly grocery shop indicating that snacking is planned and expected behaviour. Women are significantly more likely than men to plan snacking into their weekly shop whereas men tend to find themselves buying their snacks when it is convenient for them. Londoners particularly favour the coffee shop as their preferred destination for buying snacks with over 1/4 doing so!

Q5. How do you tend to purchase snacks?

<table>
<thead>
<tr>
<th>How do you tend to purchase snacks?</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>As part of my weekly grocery shop</td>
<td>58%</td>
</tr>
<tr>
<td>From convenience shops as and when I want to eat them</td>
<td>30%</td>
</tr>
<tr>
<td>From coffee shops</td>
<td>14%</td>
</tr>
<tr>
<td>From petrol stations</td>
<td>8%</td>
</tr>
<tr>
<td>From snack machines</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>I don't buy snacks</td>
<td>18%</td>
</tr>
</tbody>
</table>

Base: All respondents (2,042)
Worryingly, over 1/5 of us will eat a sharing bag of crisps to ourselves in just 1 sitting! Women tend to share a bag with others in a single sitting whereas men are significantly more likely to eat a whole one to themselves.

Those under the age of 35 are most likely to eat a sharing bag to themselves in 1 sitting with the older generation claiming never to eat these anyway.

Q6. Do you ever eat a sharing bag of crisps?
Base: All respondents (2,042)
Evidently among those who have tried healthy snacking/healthier crisps, they are a hit! Women are particularly favourable towards them – another indication that healthy snacking is more important to women than men.

**Tried eating healthier crisps / snacks**

- **Yes**: 66%
- **No**: 34%

**Would you buy them again?**

- **Yes**: 84%
- **No**: 16%

It is young women who are more convinced by these healthy snacks with re-purchase intent rising to 87%

Q7. Have you tried ‘healthier’ crisps/snacks, such as baked, air popped, rice-based or low salt crisps?
Base: All respondents (2,042)

Q8. Would you buy these type of ‘healthier’ crisps/snacks again?
Base: All who have tried ‘healthier’ crisps/snacks (1,390)
The traditional 3 flavours come out on top despite much innovation in crisp flavour combinations! However, the jury is still out as to what colour cheese and onion crisps should be.

**What is your favourite crisp flavour?**

<table>
<thead>
<tr>
<th>Flavour</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walkers Cheese &amp; Onion</td>
<td>31%</td>
</tr>
<tr>
<td>Walkers Ready Salted</td>
<td>20%</td>
</tr>
<tr>
<td>Walkers Salt &amp; Vinegar</td>
<td>18%</td>
</tr>
<tr>
<td>Walkers Prawn Cocktail</td>
<td>9%</td>
</tr>
<tr>
<td>Walkers Smokey Bacon</td>
<td>7%</td>
</tr>
<tr>
<td>Snyder Beefy</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
<tr>
<td>I don't like crisps</td>
<td>4%</td>
</tr>
</tbody>
</table>

**What colour should bags of Cheese & Onion be?**

<table>
<thead>
<tr>
<th>Colour</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>43%</td>
</tr>
<tr>
<td>Blue</td>
<td>45%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>12%</td>
</tr>
</tbody>
</table>

There is a clear age divide for which colour is associated with which flavour! The Over 35’s are more likely to say green for cheese & onion whereas under 35’s say blue.

Q9. What is your favourite crisp flavour?
   Base: All respondents (2,042)

Q10. What colour should bags of Cheese & Onion be?
   Base: All respondents (2,042)
Appendix –

Approach & Demographics
We conducted an online omnibus survey with 2,042 adults aged 16+ across England, Scotland, and Wales between 7th January and 12th January 2015.

The survey took place using our online panel.

The Harris Global Omnibus interviews members of the general public who have opted in and voluntarily agreed to participate in online research studies. Through careful recruitment and management, we are able to rapidly survey large numbers of the general population and accurately represent the views of the nation.

We have over 400,000 active panellists in the UK and our panel is used solely for market and opinion research. Members are contacted at random and invited to take part in a survey.
The results of the study were weighted to best reflect the size and shape of the population of Great Britain.

This means that the results in this report reflect an audience that is as true as possible of the population with the same age, gender and regional profile. The audience profile is detailed below.

Of course not everyone in GB has internet access, but online panel research results are considered to be extremely accurate. In fact, according to the British Polling Council, Harris Interactive was the most accurate online polling company during the last UK elections in 2010: [http://www.britishpollingcouncil.org/press100508.html](http://www.britishpollingcouncil.org/press100508.html)
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