



**CENSUSWIDE**

THE SURVEY CONSULTANTS

**CW6591b Executive Summary**

**Aviva**

**10.06.2020 - 15.06.2020**

## CW6591b EXECUTIVE SUMMARY

PREPARED FOR: Aviva

2,008 employed respondents (including those on furlough)

10.06.2020 - 15.06.2020

### QUESTION 1

#### Q1. Since lockdown began, average, how many snacks do you usually have in a day?

- Just over a fifth (21%) of respondents usually have 1 snack a day on average since lockdown began.
- Over a third (35%) of respondents usually have 2 snacks a day on average since lockdown began.
- Just under a quarter (24%) of respondents usually have 3 snacks a day on average since lockdown began.
- 1 in 8 (12%) respondents usually have 4 snacks a day on average since lockdown began.
- Just under 3 in 10 (29%) respondents aged 18-24 usually have 3 snacks a day on average since lockdown began, whereas only 5% of respondents aged 65-74 said the same.
- 4 in 10 (40%) respondents who work in the West Midlands usually have 2 snacks a day on average since lockdown began, whilst just over a quarter (27%) of respondents who work in Scotland said the same.
- Just over 4 in 10 (41%) respondents in the Architecture, Engineering & Building industry usually have 2 snacks a day on average since lockdown began, whereas just over a fifth (22%) of respondents in the Sales, Media & Marketing said the same.

### QUESTION 2

#### Q2. What, if anything, is most important to you in a snack? (Tick up to five)

The top 10 things most important to respondents in a snack are:

1. Taste (55%)
  2. Convenience (29%)
  3. Price (27%)
  4. Sweet (27%)
  5. Savory (19%)
  6. Quality of ingredients (18%)
  7. Low calorie (13%)
  8. Low sugar (13%)
  9. Nutrition (12%)
  10. Low fat (12%)
- 1 in 6 (16%) female respondents said low calorie is one of the most important aspects to them in a snack, whereas 1 in 10 (10%) male respondents said the same.
  - 3 in 10 (30%) respondents aged 25-34 said price is the most important to them in a snack, whilst under a fifth (18%) of respondents aged 65-74 said the same.
  - Well over a third (37%) of respondents who work in Wales said convenience is the most important to them in a snack, whereas only a quarter (25%) of respondents who work in the South West said the same.



### QUESTION 3

**Q3. Since lockdown began, what, if anything, are you most likely to snack on in the work environment?  
(Tick up to five)**

*Employed respondents excluding those on furlough*

The top 10 things respondents are most likely to snack on in the work environment since lockdown began are:

1. Chocolate (41%)
2. Crisps (41%)
3. Biscuits (39%)
4. Fruit (31%)
5. Nuts (22%)
6. Cakes (21%)
7. Protein Bar, Fruit and Nut Bar, or Energy Bar (16%)
8. Yoghurt (16%)
9. Cheese (14%)
10. Toast (13%)

- A quarter (25%) of male respondents are most likely to snack on nuts in the work environment since lockdown began, whereas under a fifth (18%) of female respondents said the same.
- Just under half (49%) of respondents aged 18-24 are most likely to snack on chocolate in the work environment since lockdown began, whereas only a third (33%) of respondents aged 55-64 said the same.
- Just over 4 in 10 (41%) respondents who work in Greater London are most likely to snack on fruit in the work environment since lockdown began, whilst just over a fifth (21%) of respondents who work in the North East said the same.

### QUESTION 4

**Q4. Since lockdown began, when do you typically snack in the work environment, if at all? (Tick all that apply)**

*Employed respondents excluding those on furlough*

- A third (33%) of respondents said they typically snack at their desk.
- Just under 3 in 10 (28%) respondents said they snack at break times only.
- Just over a quarter (26%) of respondents said they typically snack on the go.
- 1 in 6 (16%) respondents said they only snack at lunchtime.
- Only 5% of respondents said they typically snack in meetings.
- Over a third (35%) of respondents aged 18-24 said they snack at break times only, whereas only a quarter (25%) of respondents aged 55-64 said the same.
- Just under 4 in 10 (39%) respondents who work in Greater London said they typically snack at their desk, whereas just over 1 in 6 (17%) respondents who work in the North East said the same.
- Over a third (36%) of respondents in the Healthcare industry said they typically snack on the go, whereas only a fifth (20%) of respondents in the Education industry said the same.



## QUESTION 5

### Q5. Since lockdown began, what time of the day, if any, do you typically snack in the work environment?

*Employed respondents excluding those on furlough*

- Just over a fifth (22%) of respondents typically snack in the morning between 9.01am-12pm in the work environment.
- Just over a fifth (21%) of respondents typically snack in the afternoon between 12.01pm-3pm in the work environment.
- Just under a quarter (24%) of respondents typically snack in the afternoon between 3.01pm-6pm in the work environment.
- Just over a quarter (26%) of respondents who work in the East of England typically snack in the morning between 9.01am-12pm in the work environment, whilst only 1 in 6 (16%) respondents who work in Scotland said the same.
- Over 4 in 10 (43%) respondents in the Sales, Media & Marketing industry typically snack in the afternoon between 3.01pm-6pm in the work environment, in comparison to just over 1 in 6 (17%) respondents in the Healthcare industry who said the same.

## QUESTION 6

### Q6. Please state why, if at all, you feel the need to snack in the work environment? (Tick all that apply)

The top 5 reasons why respondents feel the need to snack in the work environment are:

1. They get hungry (39%)
  2. To boost energy- Mid-afternoon slump (25%)
  3. It lifts their mood/makes them feel better about themselves (22%)
  4. To boost energy- Mid-morning slump (18%)
  5. To boost energy- Mid-evening slump (14%)
- Almost a fifth (18%) of respondents aged 18-24 feel the need to snack in the work environment to boost energy- Mid-evening slump, whereas only 1 in 9 (11%) respondents aged 65-74 said the same.
  - Almost 3 in 10 (28%) respondents who work in the North West feel the need to snack in the work environment because it lifts their mood/makes them feel better about themselves, whilst only 1 in 8 (12%) respondents who work in the North East said the same.
  - Well over 4 in 10 (47%) respondents in the Manufacturing & Utilities industry feel the need to snack in the work environment because they get hungry, whilst just over a third (34%) of respondents in the Healthcare industry said the same.





## QUESTION 7

### Q7. Since lockdown began, are the snack options available to you in your current workplace healthier or less healthy compared to your workplace before lockdown began?

*Employed respondents excluding those on furlough*

- Just over 1 in 8 (13%) respondents said since lockdown began, the snacks available to them in their current workplace are healthier compared to their workplace before lockdown.
- A fifth (20%) of respondents said since lockdown began, the snacks available to them in their current workplace are less healthy compared to their workplace before lockdown.
- Over 4 in 10 (43%) respondents said it hasn't changed.
- Almost a fifth (18%) of respondents aged 18-24 said since lockdown began, the snacks available to them in their current workplace are healthier compared to their workplace before lockdown, whilst only 1 in 16 (6%) respondents aged 55-64 said the same.
- A quarter (25%) of respondents who work in the South East said since lockdown began, the snacks available to them in their current workplace are less healthy compared to their workplace before lockdown, whilst only 1 in 9 (11%) respondents who work in Wales said the same.

## QUESTION 8

### Q8. Since lockdown began, what snack options do you have for free in your current workplace? (Tick all that apply)

*Employed respondents excluding those on furlough*

The top 10 snack options respondents have for free in their current workplace are:

1. Coffee (26%)
2. Tea (including herbal) (22%)
3. Biscuits (21%)
4. Fruit (15%)
5. Chocolate (15%)
6. Crisps (14%)
7. Cakes (11%)
8. Bread (9%)
9. Soft drinks- diet (8%)
10. Soft drinks- regular (8%)

- Just over a quarter (27%) of respondents aged 18-24 said biscuits are available in their workplace for free, whereas only 1 in 8 (12%) respondents aged 55-64 said the same.
- Almost a quarter (24%) of respondents who work in Greater London said fruit is available in their workplace for free, whilst only 4% of respondents who work in the North East said the same.
- Almost 3 in 10 (28%) respondents in the Healthcare industry said biscuits are available in their workplace for free, whereas, only 1 in 6 (16%) respondents in the Travel & Transport industry said the same.



## QUESTION 9

**Q9. Since lockdown began, what drinks, if any, do you typically consume in the work environment? (Tick all that apply)**

*Employed respondents excluding those on furlough*

The top 5 drinks respondents typically consume in the work environment are:

1. Water (56%)
2. Coffee (48%)
3. Tea (41%)
4. Soft drinks (diet) (21%)
5. Fruit juices (19%)

- Nearly 3 in 5 (57%) respondents aged 55-64 said they typically consume coffee in the work environment, whereas over a third (36%) of respondents aged 18-24 said the same.
- Over 4 in 10 (45%) respondents who work in Yorkshire and the Humber said they typically consume tea in the work environment, whilst under 3 in 10 (29%) respondents who work in the North East said the same.
- Just over a quarter (26%) of respondents in the IT & Telecoms industry said they typically consume soft drinks (diet) in the work environment, whereas only 1 in 7 (14%) respondents in the Education industry said the same.

## QUESTION 10

**Q10. On average, how much, if anything, have you typically spent on snacks each week for yourself since lockdown began?**

- Over a fifth (23%) of respondents typically spend under £10 on snacks each week for themselves since lockdown began.
- Over 4 in 10 (45%) respondents typically spend £10- £15 on snacks each week for themselves since lockdown began.
- 1 in 7 (14%) respondents typically spend £15.01-£20 on snacks each week for themselves since lockdown began.
- 1 in 14 (7%) respondents typically spend £20.01-£25 on snacks each week for themselves since lockdown began.
- Just over a fifth (22%) of respondents aged 18-24 typically spend £15.01-£20 on snacks each week for themselves since lockdown began, whereas only 2% of respondents aged 65-74 said the same.
- Over a fifth (23%) of respondents who work in Greater London typically spend £15.01-£20 on snacks each week for themselves since lockdown began, whereas only 1 in 16 (6%) respondents who work in Wales said the same.



# CENSUSWIDE

## THE SURVEY CONSULTANTS

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