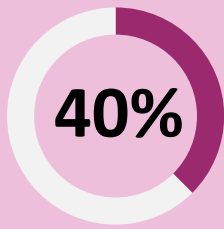


Comparing our results to our Lockdown 1 trackers, this second Lockdown looks to have further entrenched shifts in shopping and eating habits.



have had to change their shopping habits in this latest lockdown.

What have they changed?

1 in 4 buying more on-line.

16% are visiting a different store, a proportion that increased to **24%** of 18-24 yr. olds.

Around **1 in 3** are using their local convenience store more nowadays.

27% intended continuing to use them more now restrictions have lifted, a proportion that increased to 44% of pre-family testers.

In Lockdown 2, more people were:

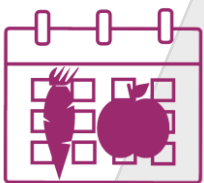


Trying out new recipes - a significant increase since June. Now up **43%** overall and over half of pre-family testers, Southerners and AB's

Sitting down to breakfast is up amongst under 34 yr. olds and **eating meals at the table** up amongst families



Meal Planning (up **25%**).



Snacking regularly (up **37%**). An increase in snacking most significant in the North and amongst those with families.

Eating more home-baked biscuits on the increase (up **32%**), but not at the level we saw in June (**48%**)



1 in 4 claimed to be **Exercising more**, but this figure is significantly lower than June's figures (**41%**)

And the same proportion claimed to be exercising less this time, increasing to **1 in 3** of those with Families.



Sample taken across the UK | n=555