

# YouGov / Stripe Communications

Sample Size - 1113 GB Adults

Fieldwork: 2nd - 3rd May 2017



Total	Gender	Age				
	Female	18-24	25-34	35-44	45-54	55+

## Thinking about an average day...

How many times a day, if at all, do you tend to snack?  
(Please select the option that best applies. If you never snack, please select the 'Not applicable' option)

	Unweighted base	1113	1113	135	153	176	189	460
<b>Base: All UK Women</b>		1079	1079	122	163	179	174	441
Less often than once a day	12%	12%	6%	3%	7%	13%	18%	
One time a day	22%	22%	9%	20%	23%	24%	25%	
Two times a day	32%	32%	31%	38%	33%	35%	29%	
Three times a day	16%	16%	26%	18%	18%	14%	12%	
Four times a day	6%	6%	11%	9%	4%	6%	5%	
Five times a day	2%	2%	5%	1%	4%	1%	1%	
Six or more times a day	2%	2%	4%	3%	2%	3%	1%	
Don't know	2%	2%	5%	1%	3%	-	1%	
Not applicable - I never snack	6%	6%	3%	6%	5%	5%	7%	

## Thinking generally about the times you snack...

How often, if at all, do you EVER feel guilty about snacking?

	Unweighted base	1048	1048	131	144	167	179	427
<b>Base: All UK Women who snack</b>		1017	1017	117	154	170	165	411
Always (i.e. everytime I snack)	11%	11%	18%	9%	12%	9%	9%	
Often	22%	22%	25%	26%	23%	25%	19%	
Sometimes	31%	31%	31%	33%	32%	35%	27%	
Rarely	20%	20%	14%	18%	19%	16%	24%	
Never	16%	16%	12%	12%	13%	15%	20%	
Don't know	1%	1%	1%	2%	1%	-	1%	

For the following question, by counteract snacking we mean things you do to balance out the effects of snacking throughout the day.

Which, if any, of the following do you EVER do to

	Unweighted base	1048	1048	131	144	167	179	427
<b>Base: All UK Women who snack</b>		1017	1017	117	154	170	165	411
Undertake exercise/ go to the gym	21%	21%	34%	27%	21%	15%	16%	
Eat less at mealtimes (i.e. smaller portions)	24%	24%	32%	26%	25%	23%	21%	
Occasionally skip meals	19%	19%	31%	24%	20%	19%	15%	
Drink lots of water	37%	37%	44%	46%	44%	42%	26%	
Get some sleep	9%	9%	18%	13%	12%	9%	4%	
Other	3%	3%	1%	3%	4%	4%	2%	
Not applicable - I don't do anything to counteract snacking	35%	35%	19%	27%	29%	35%	45%	