

# Food for thought

Maintaining a healthy lifestyle during lockdown

We have now spent nearly two months adhering to social restrictions which is just enough time for most people to build new habits and potentially lose some of the old ones. Here at Giraffe Insights we are keeping a close eye on what children and parents are up to during lockdown in order to help inform the future!

In this latest edition we can see the importance of keeping moving in our quest to stay healthy and sticking to traditional routines to maintain a sense of normality.



## Weekly Mealtimes

Despite the changes that have taken place in the world around us we are sticking to what we know and our eating habits have remained fairly consistent. For many families routine has never been so important along with differentiating weekdays from the weekend - what better way to do this than the traditional Friday night takeaway!

How often do you eat these types of meals?



Takeaways, ready meals, frozen foods



Home cooked meals

Never

Once a week

A few times a week

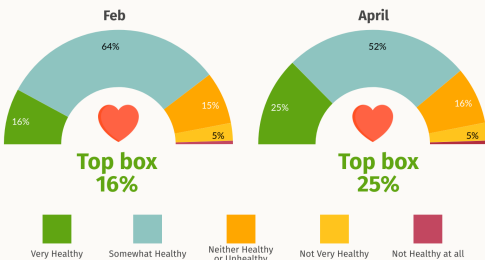
	Feb	April	Feb	April	Feb	April
Takeaways, ready meals, frozen foods	27%	29%	49%	43%	19%	21%
Home cooked meals	1%	2%	9%	11%	35%	33%



## Family Health

In light of social restrictions and us all being at home, we ask parents how healthy they feel they are and the results may surprise you with more parents considering themselves and their children as being VERY healthy in the past two months. There may well be some positive habits forming as a result of lockdown, but will they be here to stay?

How healthy do you consider you, your family and in particular, your children to be?



## Parents & children are keeping fit in lockdown

Nearly two thirds of parents said that they and their children have gone for a run since lockdown began, with over a third using an exercise video online to stay fit. We have also seen exercise equipment and sports equipment being purchased by parents not only to keep active but to keep the family entertained!

### Behavioural changes

Since lockdown has started, have you...



Gone for a run

61%



Been gardening

45%

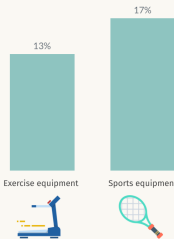


Followed an online exercise video

39%

### Parents purchasing

Have you purchased exercise or sports equipment since lockdown began?



## Receptiveness to advice

7 out of 10

Parents would like more advice on how to stay healthy



### Best way to communicate

We asked what the best way to receive advice and information about healthy living would be....



45%  
Website



43%  
App



27%  
Email



16%  
Leaflet



19%  
Newsletter



8%  
Magazine