



# The School Lunchbox

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Millions of Aussie kids started the 2019 school year in the last week. While you may have seen a flurry of posts on social media by parents showing their smiling kids in school uniforms, we wanted to check in on the ‘behind the scenes’ action of the humble lunchbox.

Field Agent Australia surveyed parents of primary school aged kids (Grades 1-6) from around the country to get the low-down on school lunches, from planning through to shopping influences and everything in between.

This can be an overwhelming time for parents who are desperate to pack the ‘perfect lunchbox’ which is a mix of good nutrition, meeting school regulations and something the kids will actually eat!

Here’s what we found out from 475 Aussie parents who are busy shopping for and packing school lunches in 2019.

# School Lunchboxes

Top 3 lunch foods as voted by the kids!



What are the specific lunchbox requirements at your child's school?



Which unhealthy foods are banned? n=87



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## Most popular lunchbox foods for Recess (morning snack)



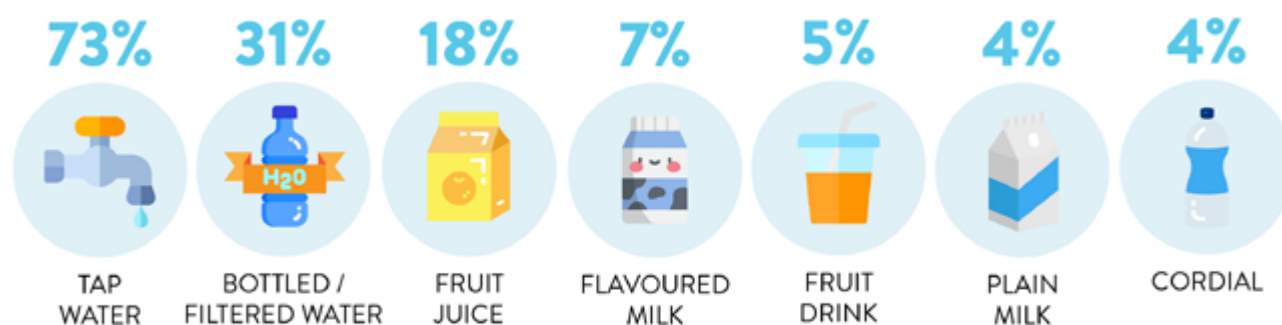
|   |     |
|---|-----|
| Fresh fruit                             | 91% |
| Sandwiches / roll / wrap                | 65% |
| Crackers                                | 63% |
| Pack of chips                           | 50% |
| Popcorn                                 | 48% |
| Yoghurt                                 | 48% |
| Muesli bar                              | 47% |
| Cheese                                  | 43% |
| Biscuits (store bought)                 | 42% |
| Packaged snack (LCM / Roll Up / LeSnak) | 39% |

## Most popular lunchbox foods for Lunch

|  |     |
|--|-----|
| Sandwiches / roll / wrap                   | 93% |
| Fresh fruit                                | 70% |
| Crackers                                   | 40% |
| Yoghurt                                    | 35% |
| Pack of chips                              | 29% |
| Vegetables                                 | 27% |
| Popcorn                                    | 26% |
| Muesli bar                                 | 25% |
| Packaged snack (LCM / Roll Up / LeSnak)    | 20% |
| Bento Box (small amounts of various items) | 19% |



## Most popular drink packed in the lunchbox

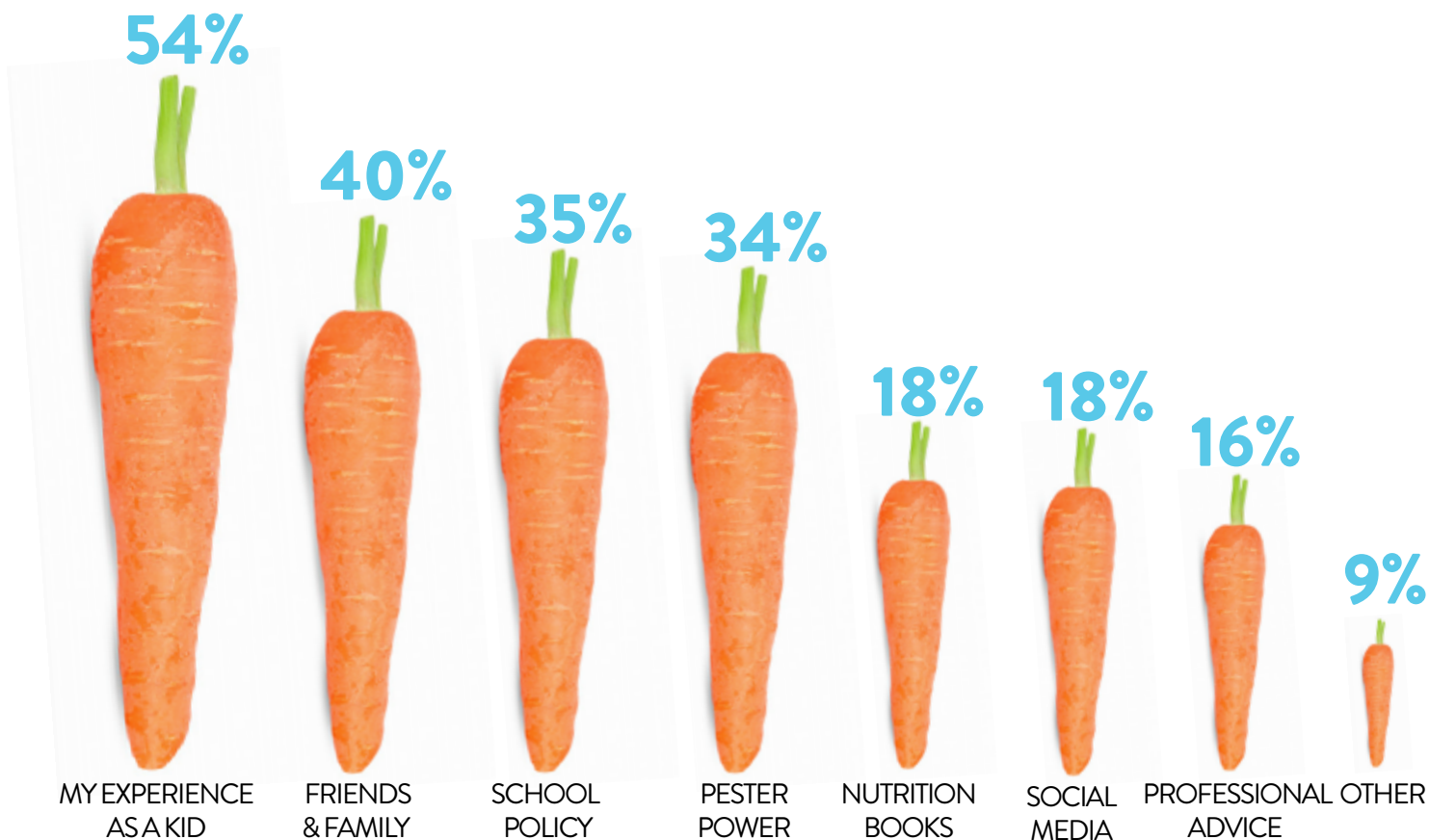


## See Inside The Lunchbox!



## The Lunchbox Shop

What influences your choices when selecting lunchbox foods?



## Top 5 priorities when shopping for lunchbox foods

59%



NUTRITION

54%

VALUE  
FOR MONEY

52%

KNOWING THEY  
WILL EAT IT

8%



CONVENIENCE

6%

HEALTH  
STAR RATING

## The influence of Health Star Ratings

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n=475

# Value vs Convenience

Buying larger bulk packs or individual multipacks for lunchbox foods n=475



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# Promotional Displays



## Influence of promotional displays in store on purchase decisions



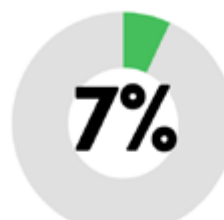
NOT AT ALL  
INFLUENTIAL



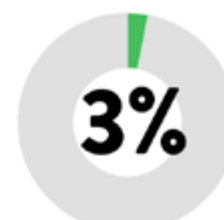
NOT VERY  
INFLUENTIAL



MODERATELY  
INFLUENTIAL



VERY  
INFLUENTIAL

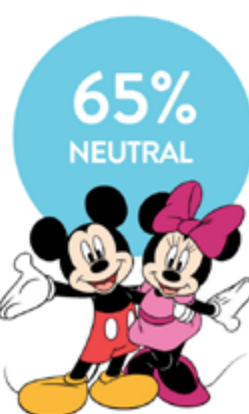


EXTREMELY  
INFLUENTIAL

## Recall of brands / products recently purchased from a promotional display



## Feelings toward use of licenced characters on kids snack foods



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# The School Canteen

How many days of the week does your child's school canteen operate?



How often are your children allowed to purchase from the canteen?

## SNACK / TREAT



|                       |     |
|-----------------------|-----|
| Every day             | 1%  |
| 1-2 days p/wk         | 24% |
| 3-4 days p/wk         | 1%  |
| Once a fortnight      | 22% |
| Less than fortnightly | 12% |
| Monthly               | 22% |
| Never                 | 18% |

## LUNCH



|                       |     |
|-----------------------|-----|
| Every day             | 1%  |
| 1-2 days p/wk         | 28% |
| 3-4 days p/wk         | 1%  |
| Once a fortnight      | 23% |
| Less than fortnightly | 11% |
| Monthly               | 26% |
| Never                 | 10% |

## Food On-The-Go

**83%**

of parents buy food on-the-go for kids before/after school

Their Top 6 destinations are:

|   |                  |     |
|---|------------------|-----|
| Woolworths   | Woolworths       | 32% |
|    | Coles            | 31% |
|    | ALDI             | 8%  |
| LOCAL BAKERY   | Local bakery     | 7%  |
| LOCAL SUSHI   | Local sushi shop | 6%  |
|    | McDonalds        | 6%  |

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## THE PERFECT ADDITION TO YOUR RESEARCH PACKAGE

We crowdsource insights quickly and affordably in the places that matter most to your business; in-the-moment, at the shelf, in home and practically anywhere in-between.

**GET IN TOUCH**