

## **AN APPLE A DAY KEEPS THE BANK MANAGER AT BAY** **- *Healthy diet saves people money-***

Contrary to popular belief, shoppers that swap fatty foods for fruit, vegetables and healthy alternatives will actually save themselves the equivalent of a month's grocery spend each year, according to new research from Sainsbury's.

The latest results from the British Food Index - Sainsbury's quarterly probe of over 6,000 shoppers across all supermarkets – reveals that a quarter of the population (25%) believe a healthy diet to be more expensive. However, the average monthly food spend for those who eat a high fat diet is £219 whereas those who follow a healthy diet; buying 'five a day', fish and low fat options spend just £199 a month - a saving of £240 each year.

At a time of other pressures on income such as high interest rates and rising household bills, the Sainsbury's survey sees food taking the third largest share of monthly income. The average monthly food spend is £204, 13 per cent of net income, whereas average mortgage repayments stand at £346 – or 15 per cent of monthly income. Household bills account for a 14 per cent share of the wallet (£218).

### **Other findings**

- The findings also reveal the cost benefits of cooking together as a couple, rather than buying ready meals for one. While singletons spend £140 a month on food, married couples spend just £233 a month (the equivalent of £117 each)
- Overall, men spend slightly less on food than women: £203 versus £206 and the younger age group spends the least on the weekly food shop - just £160, compared to £233 for those aged 30 – 50 and £198 for the over 50s.
- Across the UK, the highest food spend is in the Scottish borders. Scots spend £225 a month on food - £32 more than those in the North East who, at £193, have the lowest food bills in the country.

**Beth Hart, Sainsbury's nutrition and health manager** comments: *"It's a common misconception that good, healthy food costs more: in fact you can save money by going for the healthier options. We are not saying that people shouldn't treat themselves every now and again, but we do want to tackle the myth that surrounds food spending."*

*"By now most of us are used to being told that eating fruit, vegetables and fish is good for our health – but the news that it's good for our wealth too should act as a great incentive for people to make those extra few healthy choices when they shop."*

*"Our independent study of what people across all supermarkets are putting in their trolleys gives us a great insight into the dynamic British diet – and it looks like these findings are great news for everyone."*

-ENDS-

**For more information or to arrange interviews contact:  
Bree Sims or Derek Gilmour on 020 7269 7173 / 7265**

**Notes to editors:**

The annual research of 20,000 people is undertaken each quarter by YouGov. The sample comprised weekly shoppers of all the major UK supermarkets.

The research is undertaken among a GB representative sample. The fieldwork is undertaken over four consecutive weeks during the first monthly of each quarter.