

NATIONAL BISCUIT DAY



87.2%

enjoy biscuits and the nation's favourite biscuit is the chocolate digestive

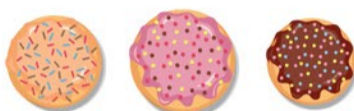
the main reasons why people don't like biscuits are:

29.1%

eat healthy all of the time

29.6%

are currently on a diet



the average person eats 3 biscuits a day and 5.5% eat 7 or more!

35.8%

of people admit they eat too many biscuits



50.3%

say tea is their drink of choice with a biscuit

and when it comes to dunking...

27.8%

always dunk

41.5%

say it depends on the biscuit

30.7%

never dunk



32.7%

keep fancy biscuits for special occasions with the top occasion being Christmas



people are more likely to save fancy biscuits for an adults birthday (37.1%) than a child's birthday (33%)

44.5%

don't think that breakfast biscuits are good for you

34.8% of 18-24 year olds think they're healthy compared to just 12% of over 65s



only 8%

have previously celebrated national biscuit day
11.5% men and 5.6% women

and finally, to end the great jaffa cake debacle...

40.6%

think it's a biscuit

39.3%

think it's a cake

20.1%

simply don't care

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