



**Every year, Dig-In sends out
over 6 million samples to
UK students**

WITH EXCLUSIVE ACCESS TO

80%

All new students

162

UK Universities

460k

Students every year

8.2m

Student insights

£1bn

Spending power

**If you want to get your product to students,
you're in the right place**

We asked students across the UK...

12,350

students responded

Gender Breakdown

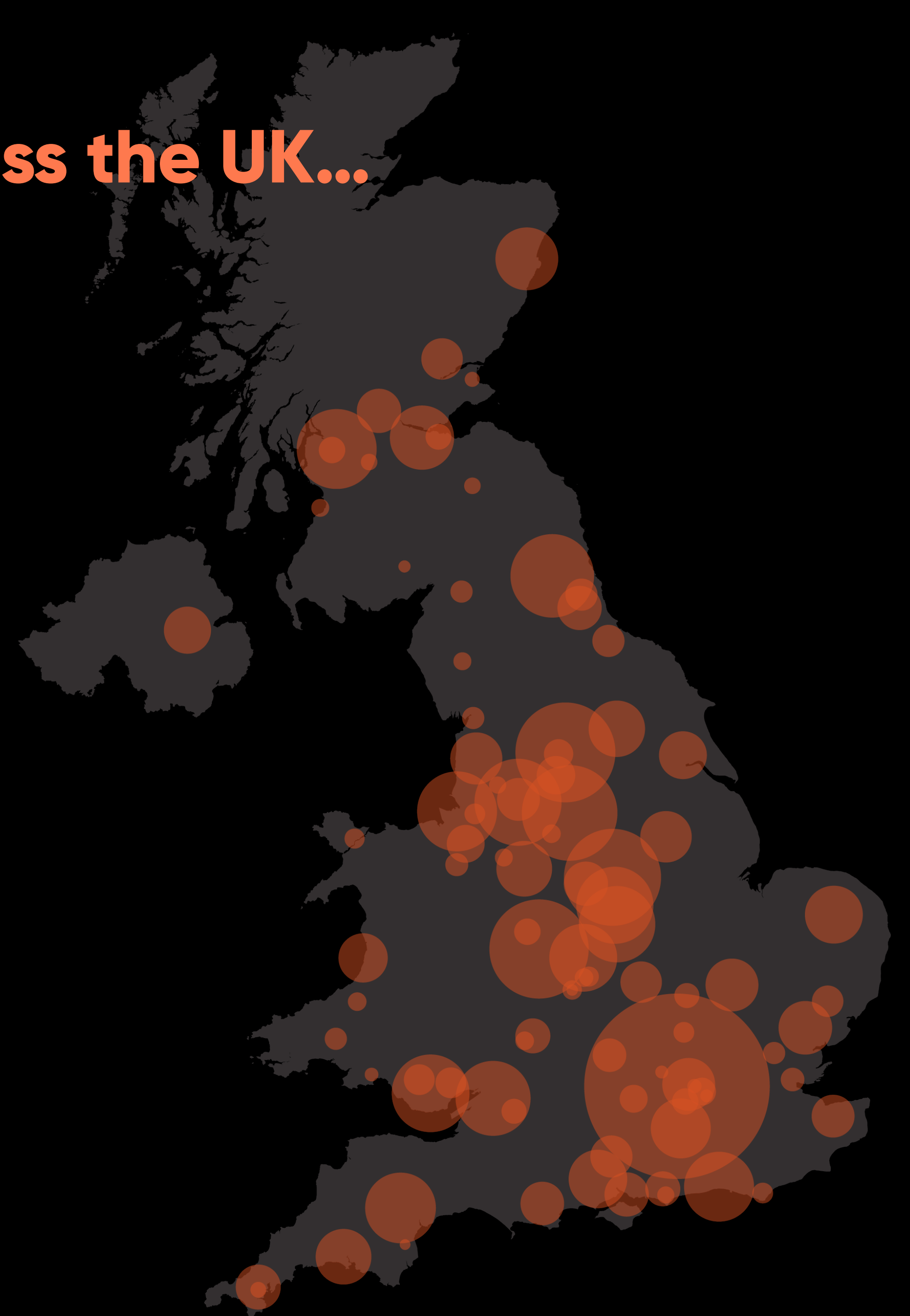


● 49% Male ● 51% Female

Origin Breakdown



● 83% UK ● 8% EU ● 9% International



Since COVID-19...

"... have your spending habits changed?"

80% SAID **DRASTICALLY**

"... have your brand allegiances changed?"

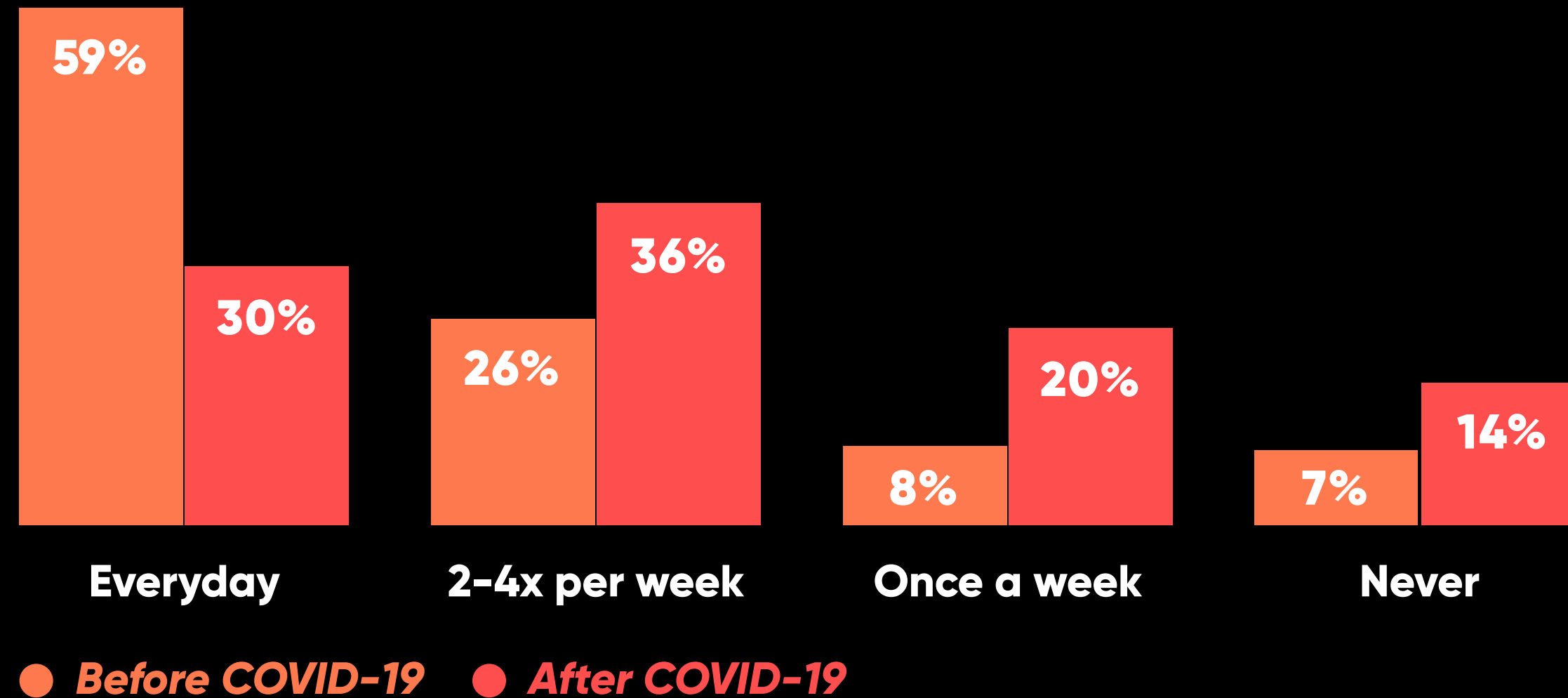
71% SAID **ABSOLUTELY**

"... have you been shopping more or less?"

72% SAID **MORE**



"How often do you cook for yourself?"



DIG-IN'S INSIGHT

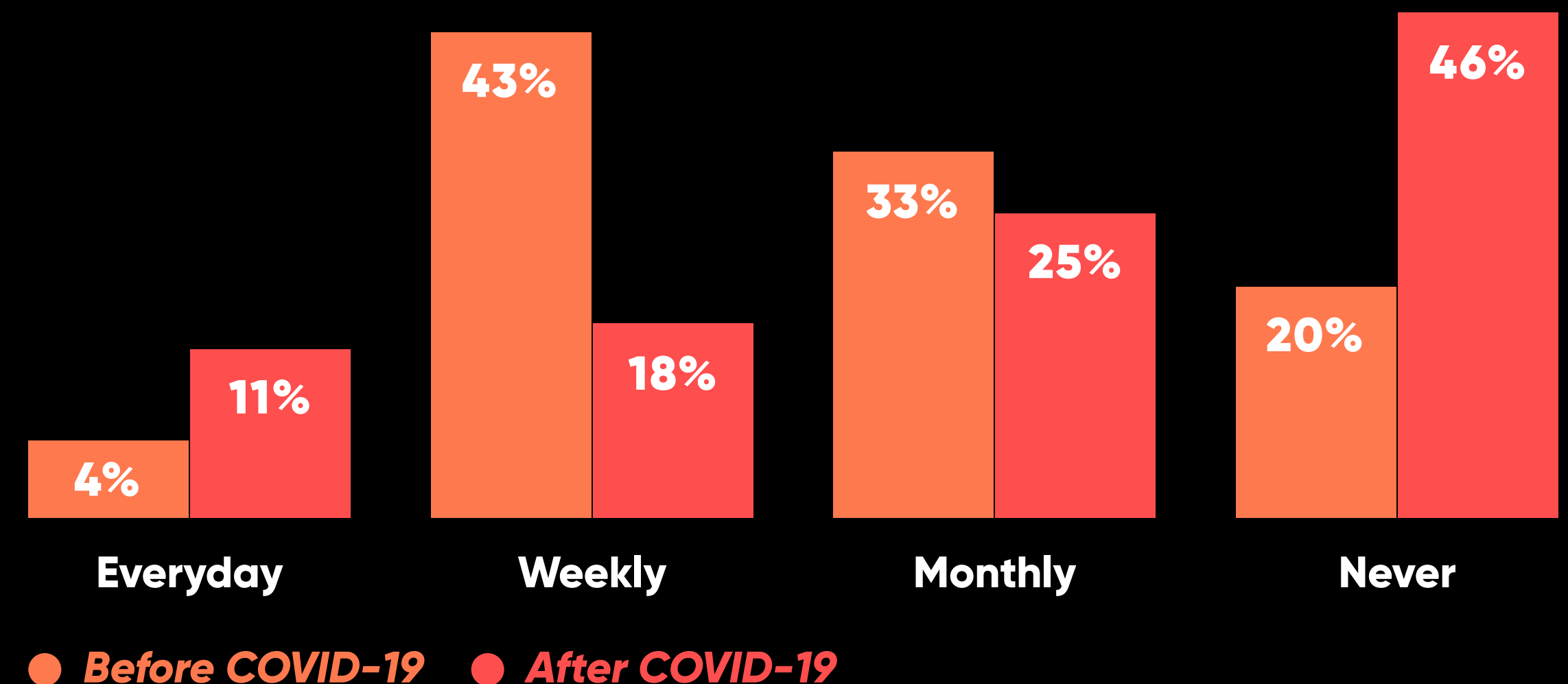
"We've highlighted this as it's not necessarily a result we were expecting. Alcohol consumption in this age group has dropped significantly since Covid, bucking the trend of the rest of the country."

DIG-IN'S INSIGHT

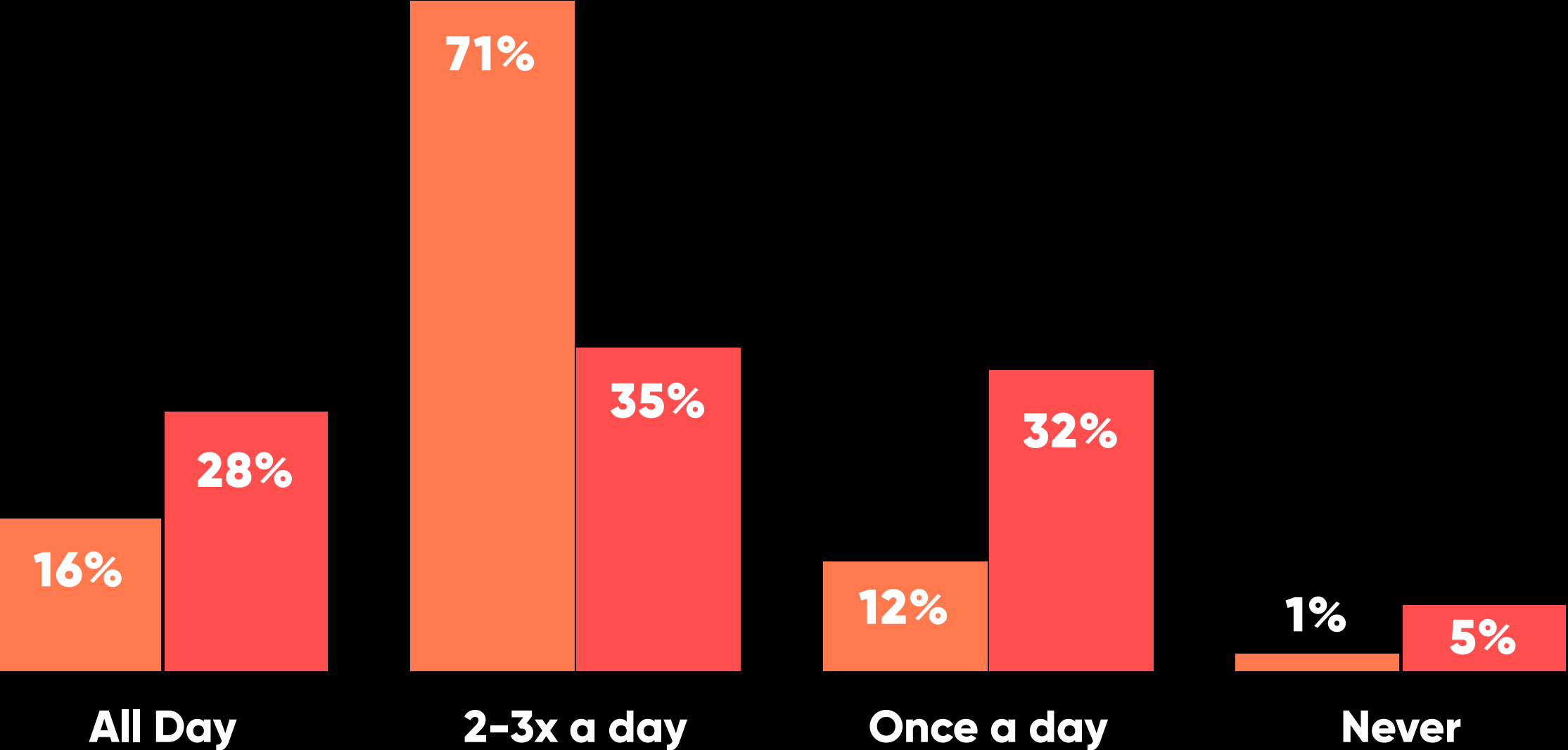
"We see here a huge drop in Gen Z consumers cooking their own meals, but perhaps surprisingly this trend can be seen both in those that returned home and those still in their halls at university."

Many purchasing habits that were being established have been disturbed."

"How often do you drink alcohol?"



"How often do you snack on average per day?"



● Before COVID-19 ● After COVID-19

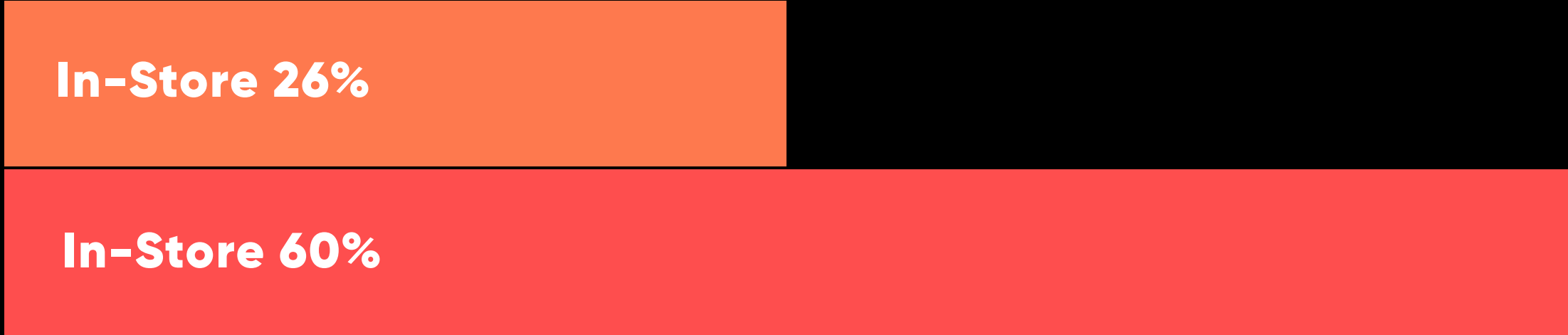
DIG-IN'S INSIGHT

"We know much shopping across all sectors has been pushed online and we also knew this age group were more likely to shop online. What fascinates us here, is us wanting what we don't have. While only 26% preferred to shop online pre lock down – now a staggering 60% would prefer to shop in store!"

DIG-IN'S INSIGHT

"28% of students are now snacking all through the day since lockdown, many of us can relate to that. Further significant shifts can be seen in the underlying data with 69% reporting that they are making healthier choices."

"Do you prefer to shop online or in-store?"



● Before COVID-19 ● After COVID-19

SELECTED INSIGHTS

89% of students think that stockpiling is a selfish act

84% of students continue to shop for groceries in-store despite the risk

75% of students can't wait to get back to university

70% of students now consider a brand's ethical values when purchasing

60% of students are working out at home to try to keep active

55% of students are browsing online out of boredom

LET'S TALK POLITICS

● Male ● Female

"Do you trust Boris Johnson?"

38%
YES

25%
YES

"What's most concerning about COVID-19?"

Economy Illness

"Are you happy with the government's response compared to other countries?"

65%
NO

80%
NO

Just 1 hour after Boris's Sunday announcement...

"... are you happy with the Government's proposed next steps?"

81% SAID **NO**

"... how do you think the UK's response to the crisis compares to other countries?"

75% SAID **WORSE**

"... do you think you've had Coronavirus?"

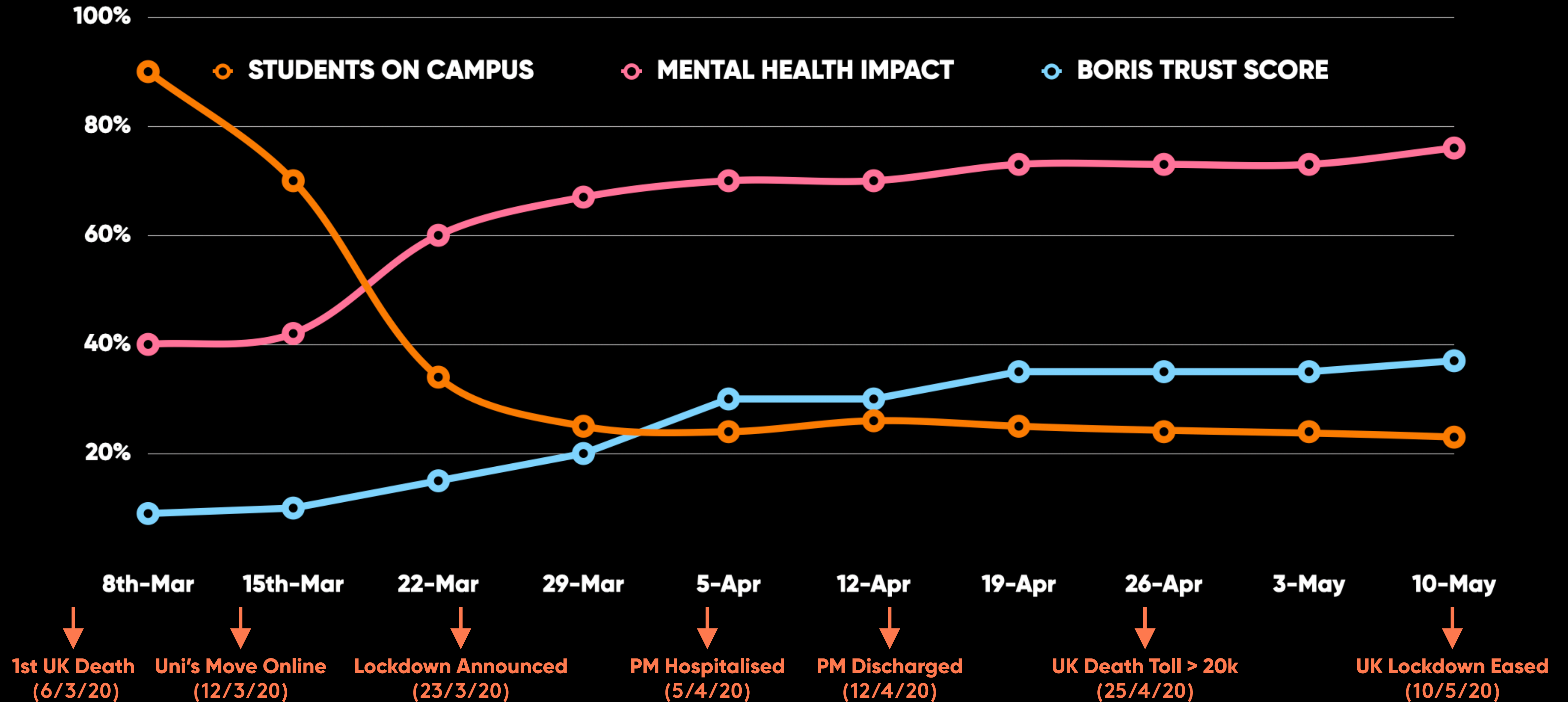
16% SAID **YES**



STUDENT TRACKER

64% think the media
is over-reacting
(14/3/20)

75% would cut summer
short for September start
(2/5/20)



**Dig-In provides your brand
with: student sampling, digital
marketing, market research
and co-registrations**



97%

Gave their Dig-In box
a positive rating

97%

Dig-In improved their
welcome experience

98%

Want to receive
more free samples

96%

A good sample will
lead to them buying it

86%

Willing to do more
surveys for samples

**WITH BRAND STRATEGIES HAVING TO RAPIDLY ADAPT,
DO YOU REALLY WANT TO MISS OUT ON THIS?**

ENQUIRIES@DIGINBOX.COM