

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|---------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 | 286 | 689 | 49 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 | 268 | 700 | 62 |
| VQ1 Gender | | | | | | | | | | | | | | | |
| Male | 49% | 100% | - | 38% | 48% | 47% | 53% | 64% | 60% | 43% | 45% | 49% | 48% | 49% | 53% |
| Female | 51% | - | 100% | 62% | 52% | 53% | 47% | 36% | 40% | 57% | 55% | 51% | 52% | 51% | 47% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|---------------------|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|-----|-----|-----|----------------------|---------------|-------------|--|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... | |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 | 286 | 689 | 49 | |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 | 268 | 700 | 62 | |
| VQ2 Age | | | | | | | | | | | | | | | | |
| 16-34 | 30% | 23% | 37% | 100% | - | - | - | - | 25% | 31% | 35% | 29% | 28% | 32% | 14% | |
| 35-44 | 15% | 15% | 15% | - | 100% | - | - | - | 14% | 18% | 11% | 16% | 15% | 15% | 12% | |
| 45-54 | 18% | 17% | 19% | - | - | 100% | - | - | 16% | 20% | 23% | 15% | 19% | 18% | 13% | |
| 55-64 | 15% | 16% | 14% | - | - | - | 100% | - | 13% | 14% | 14% | 18% | 15% | 14% | 31% | |
| 65+ | 22% | 29% | 15% | - | - | - | - | 100% | 33% | 16% | 16% | 22% | 22% | 21% | 30% | |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|--------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|------|------|------|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 | 286 | 689 | 49 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 | 268 | 700 | 62 |
| VQ3a Chief Income Earner | | | | | | | | | | | | | | | |
| AB | 24% | 29% | 19% | 20% | 22% | 21% | 20% | 36% | 100% | - | - | - | 22% | 24% | 28% |
| C1 | 28% | 25% | 31% | 29% | 34% | 31% | 27% | 21% | - | 100% | - | - | 24% | 30% | 17% |
| C2 | 19% | 17% | 20% | 22% | 14% | 25% | 18% | 14% | - | - | 100% | - | 24% | 18% | 12% |
| DE | 29% | 29% | 29% | 28% | 30% | 24% | 35% | 30% | - | - | - | 100% | 29% | 28% | 43% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 | 286 | 689 | 49 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 | 268 | 700 | 62 |
| Q4 Which of these areas best describes where in Scotland you live? | | | | | | | | | | | | | | | |
| Grampian | 10% | 9% | 10% | 9% | 9% | 14% | 8% | 10% | 8% | 7% | 13% | 11% | 37% | - | - |
| Highland | 6% | 5% | 7% | 7% | 8% | 3% | 6% | 5% | 5% | 5% | 8% | 6% | 23% | - | - |
| Perth/Tayside | 9% | 9% | 9% | 6% | 8% | 10% | 12% | 11% | 10% | 9% | 9% | 8% | 35% | - | - |
| Western Isles | 1% | 1% | 0% | 1% | - | 1% | - | 1% | 1% | 0% | 1% | 1% | 2% | - | - |
| Orkney | 0% | 0% | 1% | 0% | 1% | 1% | 0% | 0% | 0% | 1% | 1% | - | 2% | - | - |
| Shetland | 0% | 0% | 0% | 0% | 1% | - | - | 0% | 1% | - | - | 0% | 1% | - | - |
| Glasgow | 22% | 23% | 21% | 28% | 22% | 27% | 12% | 17% | 17% | 29% | 21% | 20% | - | 32% | - |
| Ayrshire | 7% | 7% | 8% | 5% | 7% | 6% | 9% | 11% | 9% | 4% | 9% | 8% | - | 11% | - |
| Lanarkshire | 8% | 7% | 9% | 7% | 7% | 10% | 5% | 9% | 9% | 6% | 7% | 8% | - | 11% | - |
| Argyll | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 3% | 1% | - | 2% | - |
| Edinburgh & Lothians | 15% | 15% | 16% | 17% | 17% | 11% | 19% | 13% | 18% | 20% | 9% | 13% | - | 23% | - |
| Fife | 6% | 6% | 6% | 5% | 7% | 5% | 5% | 8% | 4% | 7% | 8% | 5% | - | 8% | - |
| Central | 9% | 10% | 8% | 11% | 8% | 8% | 10% | 6% | 11% | 8% | 7% | 9% | - | 13% | - |
| Borders | 3% | 3% | 3% | 2% | - | 1% | 8% | 4% | 4% | 1% | 1% | 5% | - | - | 49% |
| Dumfries & Galloway | 3% | 3% | 3% | 1% | 5% | 3% | 4% | 4% | 3% | 3% | 2% | 4% | - | - | 51% |
| Do not live in Scotland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|----------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 | 286 | 689 | 49 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 | 268 | 700 | 62 |
| VQ4 Area of Scotland | | | | | | | | | | | | | | | |
| Northern Scotland | 26% | 25% | 27% | 24% | 26% | 28% | 26% | 27% | 24% | 23% | 33% | 26% | 100% | - | - |
| Central Scotland | 68% | 68% | 68% | 73% | 69% | 68% | 61% | 65% | 69% | 74% | 64% | 65% | - | 100% | - |
| Southern Scotland | 6% | 6% | 6% | 3% | 5% | 4% | 12% | 8% | 7% | 4% | 4% | 9% | - | - | 100% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|-------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 | 286 | 689 | 49 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 | 268 | 700 | 62 |
| VQ5 Number in household | | | | | | | | | | | | | | | |
| 1 | 24% | 28% | 20% | 18% | 19% | 25% | 32% | 28% | 14% | 26% | 13% | 37% | 22% | 24% | 28% |
| 2 | 40% | 39% | 41% | 32% | 25% | 30% | 49% | 63% | 46% | 36% | 41% | 38% | 38% | 39% | 60% |
| 3 | 18% | 19% | 17% | 24% | 25% | 20% | 12% | 8% | 22% | 17% | 25% | 11% | 21% | 18% | 5% |
| 4 | 14% | 11% | 18% | 20% | 25% | 20% | 6% | 1% | 14% | 17% | 19% | 9% | 15% | 16% | - |
| 5 | 3% | 3% | 3% | 4% | 5% | 4% | 1% | 0% | 4% | 3% | 2% | 3% | 3% | 2% | 7% |
| 6 | 1% | 1% | 0% | 2% | 1% | - | - | - | 1% | 1% | - | 1% | 2% | 0% | - |
| 7 | 0% | - | 0% | - | - | 0% | - | - | - | 0% | - | - | - | 0% | - |
| 8+ | 0% | 0% | - | - | - | 1% | - | - | - | - | - | 0% | - | 0% | - |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 | 286 | 689 | 49 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 | 268 | 700 | 62 |
| Q6 Do you have any children in your household of the following ages, or is anyone in the household currently pregnant? | | | | | | | | | | | | | | | |
| Currently pregnant | 1% | 1% | 2% | 4% | 1% | - | - | - | 2% | 1% | 2% | 1% | 1% | 2% | - |
| Any under 5 years old | 10% | 8% | 13% | 27% | 12% | 2% | 1% | - | 11% | 11% | 9% | 10% | 11% | 10% | 7% |
| Any 5 - 11 years old | 15% | 12% | 18% | 21% | 35% | 18% | 1% | 1% | 12% | 17% | 17% | 15% | 13% | 17% | 7% |
| Any 12 - 15 years old | 10% | 11% | 10% | 8% | 27% | 18% | 4% | 0% | 12% | 10% | 13% | 9% | 12% | 10% | 7% |
| Any 16 - 17 years old | 5% | 4% | 6% | 4% | 8% | 11% | 4% | - | 5% | 5% | 6% | 4% | 5% | 5% | 6% |
| No - no children under 18 in household/not currently pregnant | 69% | 73% | 64% | 52% | 41% | 64% | 91% | 99% | 69% | 67% | 63% | 74% | 68% | 67% | 87% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|-----------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 | 286 | 689 | 49 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 | 268 | 700 | 62 |
| VQ6 Kids in household | | | | | | | | | | | | | | | |
| Yes | 31% | 27% | 36% | 48% | 59% | 36% | 9% | 1% | 31% | 33% | 37% | 26% | 32% | 33% | 13% |
| No | 69% | 73% | 64% | 52% | 41% | 64% | 91% | 99% | 69% | 67% | 63% | 74% | 68% | 67% | 87% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 | 286 | 689 | 49 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 | 268 | 700 | 62 |
| Q7 Had you heard of Food Standards Scotland? | | | | | | | | | | | | | | | |
| Yes | 84% | 84% | 83% | 85% | 80% | 84% | 87% | 83% | 82% | 83% | 87% | 84% | 86% | 83% | 88% |
| No | 16% | 16% | 17% | 15% | 20% | 16% | 13% | 17% | 18% | 17% | 13% | 16% | 14% | 17% | 12% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Q8 How well do you feel you understand Food Standards Scotland's role/remit? | | | | | | | | | | | | | | | |
| Very well | 8% | 11% | 5% | 16% | 10% | 3% | 3% | 4% | 8% | 7% | 9% | 8% | 9% | 8% | 6% |
| Quite well | 48% | 45% | 51% | 47% | 52% | 53% | 46% | 44% | 52% | 48% | 48% | 45% | 48% | 49% | 42% |
| Not very well | 35% | 35% | 34% | 30% | 33% | 30% | 40% | 43% | 32% | 38% | 36% | 33% | 37% | 34% | 33% |
| Not at all well | 6% | 7% | 6% | 4% | 3% | 10% | 9% | 8% | 7% | 5% | 4% | 9% | 4% | 6% | 19% |
| Unsure | 2% | 2% | 2% | 3% | 2% | 4% | 2% | 1% | 1% | 2% | 2% | 4% | 3% | 2% | - |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| VQ8 How well do you feel you understand Food Standards Scotland's role/remit? | | | | | | | | | | | | | | | |
| Very/Quite well | 56% | 56% | 57% | 64% | 62% | 56% | 49% | 48% | 60% | 55% | 57% | 54% | 56% | 57% | 48% |
| Not very/Not at all well | 41% | 42% | 41% | 34% | 36% | 40% | 49% | 51% | 39% | 43% | 40% | 42% | 41% | 40% | 52% |
| Unsure | 2% | 2% | 2% | 3% | 2% | 4% | 2% | 1% | 1% | 2% | 2% | 4% | 3% | 2% | - |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Q9 Which of these issues do you think Food Standards Scotland is responsible for? | | | | | | | | | | | | | | | |
| Ensuring the food you buy is safe to eat | 64% | 63% | 65% | 48% | 60% | 59% | 82% | 80% | 70% | 63% | 56% | 66% | 64% | 62% | 78% |
| Promoting food safety in the home | 43% | 41% | 45% | 32% | 42% | 52% | 49% | 47% | 45% | 40% | 45% | 43% | 45% | 41% | 55% |
| Promoting and enabling healthy eating | 35% | 34% | 35% | 30% | 35% | 38% | 41% | 33% | 33% | 32% | 33% | 38% | 36% | 33% | 40% |
| Ensuring food is sustainable - such as reducing greenhouse emissions and reducing waste when producing food | 31% | 27% | 35% | 32% | 32% | 33% | 36% | 24% | 27% | 30% | 34% | 33% | 33% | 30% | 27% |
| Overseeing inspections of restaurants and other food businesses for food hygiene | 52% | 49% | 55% | 43% | 50% | 49% | 57% | 64% | 53% | 51% | 50% | 53% | 49% | 51% | 66% |
| Nutrition labelling information on food packaging | 46% | 42% | 51% | 39% | 49% | 48% | 52% | 49% | 45% | 43% | 51% | 47% | 46% | 46% | 54% |
| Date labels, such as "best before" and "use by" labels | 48% | 44% | 52% | 42% | 44% | 45% | 53% | 57% | 46% | 43% | 49% | 53% | 50% | 47% | 52% |
| Ensuring food is authentic – what it says it is on the packaging | 53% | 51% | 55% | 43% | 43% | 53% | 58% | 69% | 60% | 47% | 49% | 55% | 51% | 54% | 51% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Country of origin labels, which identify where food comes from | 45% | 42% | 47% | 40% | 35% | 43% | 50% | 54% | 42% | 41% | 50% | 46% | 46% | 44% | 47% |
| Allergen labelling on all food packaging | 48% | 46% | 50% | 40% | 45% | 46% | 58% | 56% | 49% | 43% | 51% | 50% | 48% | 46% | 63% |
| Working with the food industry and business to improve standards | 59% | 56% | 62% | 45% | 54% | 62% | 71% | 69% | 65% | 56% | 57% | 58% | 59% | 58% | 66% |
| Tackling food crime and food fraud | 43% | 41% | 44% | 38% | 38% | 41% | 49% | 48% | 47% | 37% | 42% | 44% | 40% | 43% | 48% |
| Making sure the food we eat in Scotland is of a high quality | 53% | 51% | 54% | 46% | 50% | 51% | 62% | 59% | 51% | 55% | 56% | 50% | 48% | 55% | 52% |
| Making sure food is produced ethically and that animal welfare is protected | 42% | 39% | 44% | 37% | 39% | 40% | 50% | 46% | 41% | 41% | 46% | 41% | 41% | 41% | 50% |
| Working with food business to improve the nutritional value of the food we eat | 37% | 35% | 39% | 35% | 33% | 38% | 42% | 39% | 38% | 36% | 38% | 37% | 33% | 39% | 43% |
| Communicating food safety and healthy eating advice to the public | 51% | 48% | 54% | 40% | 48% | 52% | 60% | 59% | 51% | 47% | 50% | 54% | 55% | 49% | 51% |
| Advising users of animal feed to help them make informed decisions | 22% | 21% | 24% | 16% | 19% | 28% | 29% | 24% | 24% | 18% | 24% | 24% | 26% | 21% | 21% |
| Other | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | 6% | 7% | 5% | 5% | 4% | 9% | 5% | 8% | 7% | 6% | 5% | 6% | 6% | 7% | 6% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Q10 How much do you trust or distrust Food Standards Scotland to do its job? | | | | | | | | | | | | | | | |
| I trust it a lot | 21% | 23% | 19% | 27% | 19% | 17% | 17% | 20% | 20% | 17% | 25% | 23% | 26% | 19% | 20% |
| I trust it | 50% | 45% | 55% | 48% | 55% | 57% | 44% | 47% | 55% | 52% | 47% | 46% | 45% | 52% | 42% |
| I neither trust it nor distrust it | 22% | 26% | 19% | 18% | 20% | 14% | 31% | 29% | 21% | 24% | 21% | 22% | 24% | 21% | 28% |
| I distrust it | 1% | 0% | 1% | 2% | 1% | - | 1% | 0% | - | 1% | 2% | 1% | 1% | 1% | - |
| I distrust it a lot | 1% | 1% | 1% | 0% | 2% | 1% | 1% | 1% | - | 2% | - | 1% | 1% | 1% | 3% |
| Don't know | 5% | 5% | 5% | 4% | 2% | 11% | 7% | 3% | 4% | 4% | 5% | 7% | 3% | 6% | 7% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|---------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| VQ10 Trust FSS | | | | | | | | | | | | | | | |
| Trust | 71% | 68% | 74% | 76% | 75% | 74% | 61% | 67% | 75% | 69% | 72% | 69% | 71% | 72% | 63% |
| Neither/nor | 22% | 26% | 19% | 18% | 20% | 14% | 31% | 29% | 21% | 24% | 21% | 22% | 24% | 21% | 28% |
| Distrust | 2% | 2% | 2% | 2% | 3% | 1% | 1% | 1% | - | 3% | 2% | 2% | 2% | 1% | 3% |
| DK | 5% | 5% | 5% | 4% | 2% | 11% | 7% | 3% | 4% | 4% | 5% | 7% | 3% | 6% | 7% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Mean | 3.77 | 3.69 | 3.84 | 3.82 | 3.83 | 3.80 | 3.65 | 3.71 | 3.77 | 3.70 | 3.87 | 3.77 | 3.78 | 3.77 | 3.75 |
| Q11a Working in the best interests of Scotland and people who live here | | | | | | | | | | | | | | | |
| Excellent | 22% | 21% | 23% | 27% | 20% | 20% | 20% | 18% | 18% | 19% | 27% | 24% | 25% | 20% | 23% |
| Very good | 32% | 29% | 34% | 31% | 41% | 31% | 26% | 32% | 35% | 28% | 36% | 30% | 31% | 32% | 31% |
| Good | 25% | 25% | 24% | 27% | 21% | 24% | 25% | 24% | 28% | 30% | 15% | 23% | 23% | 26% | 19% |
| Fair | 7% | 8% | 5% | 6% | 6% | 6% | 9% | 6% | 4% | 5% | 10% | 8% | 9% | 5% | 13% |
| Poor | 1% | 2% | 1% | 1% | 1% | - | 2% | 2% | 0% | 1% | 1% | 2% | 2% | 1% | - |
| Don't know | 14% | 15% | 13% | 7% | 10% | 20% | 18% | 18% | 14% | 17% | 12% | 13% | 11% | 15% | 15% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Mean | 3.69 | 3.64 | 3.73 | 3.80 | 3.81 | 3.62 | 3.49 | 3.59 | 3.62 | 3.63 | 3.79 | 3.71 | 3.74 | 3.67 | 3.66 |
| Q11b Providing the right advice about food and nutrition related issues which affect you | | | | | | | | | | | | | | | |
| Excellent | 17% | 18% | 17% | 23% | 19% | 15% | 14% | 13% | 17% | 13% | 20% | 21% | 22% | 16% | 13% |
| Very good | 30% | 26% | 34% | 35% | 41% | 26% | 22% | 27% | 27% | 30% | 37% | 30% | 27% | 31% | 36% |
| Good | 26% | 28% | 25% | 28% | 19% | 29% | 28% | 27% | 30% | 30% | 23% | 23% | 25% | 27% | 24% |
| Fair | 6% | 7% | 6% | 6% | 7% | 5% | 7% | 7% | 6% | 3% | 7% | 8% | 6% | 7% | 4% |
| Poor | 1% | 2% | 1% | 1% | 1% | 2% | 3% | 1% | 2% | 2% | - | 2% | 2% | 1% | 2% |
| Don't know | 18% | 19% | 18% | 8% | 13% | 23% | 26% | 26% | 19% | 23% | 14% | 16% | 18% | 18% | 21% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Mean | 3.75 | 3.67 | 3.84 | 3.87 | 3.83 | 3.70 | 3.66 | 3.61 | 3.72 | 3.71 | 3.77 | 3.81 | 3.79 | 3.75 | 3.69 |
| Q11c Being an organisation which responds quickly to problems related to food | | | | | | | | | | | | | | | |
| Excellent | 20% | 19% | 21% | 26% | 21% | 16% | 18% | 15% | 16% | 17% | 22% | 24% | 25% | 18% | 20% |
| Very good | 29% | 27% | 32% | 33% | 35% | 29% | 22% | 26% | 29% | 31% | 31% | 26% | 25% | 31% | 27% |
| Good | 24% | 25% | 22% | 23% | 23% | 24% | 26% | 22% | 25% | 24% | 22% | 23% | 20% | 26% | 18% |
| Fair | 6% | 7% | 4% | 5% | 6% | 5% | 7% | 7% | 6% | 6% | 5% | 6% | 8% | 4% | 12% |
| Poor | 1% | 2% | 1% | 2% | - | 1% | 1% | 2% | 0% | 1% | 3% | 2% | 2% | 1% | - |
| Don't know | 20% | 21% | 20% | 13% | 15% | 24% | 26% | 27% | 23% | 22% | 16% | 19% | 21% | 19% | 23% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Mean | 3.65 | 3.58 | 3.71 | 3.83 | 3.79 | 3.60 | 3.43 | 3.43 | 3.63 | 3.57 | 3.71 | 3.69 | 3.71 | 3.62 | 3.64 |
| Q11d Helping people to understand food labels and what's in their food | | | | | | | | | | | | | | | |
| Excellent | 18% | 17% | 18% | 27% | 19% | 12% | 10% | 13% | 14% | 12% | 18% | 24% | 22% | 16% | 17% |
| Very good | 30% | 27% | 33% | 30% | 36% | 32% | 29% | 26% | 32% | 30% | 37% | 23% | 30% | 30% | 29% |
| Good | 27% | 28% | 26% | 30% | 30% | 28% | 22% | 25% | 26% | 31% | 24% | 27% | 24% | 28% | 28% |
| Fair | 9% | 9% | 8% | 6% | 4% | 7% | 15% | 14% | 9% | 7% | 9% | 10% | 9% | 8% | 9% |
| Poor | 1% | 2% | - | 1% | - | 1% | 1% | 2% | 0% | 1% | 0% | 2% | 1% | 1% | - |
| Don't know | 16% | 17% | 15% | 7% | 12% | 21% | 23% | 21% | 19% | 18% | 11% | 14% | 14% | 16% | 17% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Mean | 3.89 | 3.86 | 3.92 | 3.99 | 3.94 | 3.80 | 3.79 | 3.85 | 3.91 | 3.78 | 3.91 | 3.96 | 3.87 | 3.90 | 3.93 |
| Q11e Ensuring that food in Scotland is safe to eat | | | | | | | | | | | | | | | |
| Excellent | 25% | 24% | 25% | 30% | 24% | 21% | 23% | 22% | 25% | 18% | 28% | 29% | 28% | 23% | 31% |
| Very good | 35% | 32% | 38% | 38% | 40% | 34% | 27% | 34% | 35% | 38% | 35% | 33% | 30% | 37% | 31% |
| Good | 23% | 24% | 21% | 22% | 23% | 20% | 26% | 23% | 23% | 27% | 17% | 22% | 23% | 23% | 16% |
| Fair | 5% | 5% | 5% | 4% | 2% | 7% | 6% | 5% | 4% | 3% | 9% | 4% | 7% | 4% | 11% |
| Poor | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | - | 1% | 1% | 0% | 1% | 0% | - |
| Don't know | 12% | 14% | 10% | 6% | 10% | 16% | 17% | 17% | 13% | 14% | 10% | 11% | 10% | 13% | 11% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Mean | 3.85 | 3.80 | 3.91 | 3.91 | 3.95 | 3.80 | 3.74 | 3.83 | 3.84 | 3.77 | 3.92 | 3.89 | 3.89 | 3.82 | 4.05 |
| Q11f Being the experts when it comes to food safety | | | | | | | | | | | | | | | |
| Excellent | 23% | 24% | 22% | 26% | 24% | 20% | 21% | 22% | 22% | 18% | 23% | 29% | 27% | 20% | 36% |
| Very good | 34% | 30% | 39% | 37% | 42% | 32% | 29% | 32% | 32% | 36% | 38% | 32% | 34% | 35% | 26% |
| Good | 23% | 25% | 21% | 26% | 21% | 21% | 24% | 21% | 28% | 24% | 22% | 19% | 22% | 24% | 10% |
| Fair | 5% | 6% | 4% | 4% | 3% | 4% | 8% | 6% | 2% | 5% | 4% | 8% | 4% | 5% | 11% |
| Poor | 1% | 1% | 1% | - | 1% | 2% | 1% | 2% | 1% | 1% | - | 2% | 2% | 1% | - |
| Don't know | 14% | 15% | 13% | 7% | 9% | 21% | 18% | 18% | 15% | 16% | 14% | 11% | 11% | 15% | 17% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Mean | 3.68 | 3.63 | 3.73 | 3.82 | 3.84 | 3.57 | 3.50 | 3.54 | 3.59 | 3.68 | 3.70 | 3.74 | 3.74 | 3.67 | 3.60 |
| Q11g Speaking to people in a way that's friendly and understandable | | | | | | | | | | | | | | | |
| Excellent | 17% | 17% | 16% | 22% | 21% | 14% | 12% | 12% | 14% | 13% | 16% | 23% | 21% | 15% | 21% |
| Very good | 29% | 26% | 33% | 34% | 36% | 28% | 24% | 24% | 26% | 33% | 35% | 24% | 30% | 30% | 17% |
| Good | 23% | 22% | 23% | 22% | 23% | 24% | 20% | 25% | 24% | 21% | 21% | 24% | 17% | 25% | 24% |
| Fair | 8% | 10% | 6% | 8% | 6% | 9% | 12% | 7% | 10% | 7% | 9% | 8% | 9% | 7% | 13% |
| Poor | 1% | 1% | 0% | - | - | 1% | 1% | 2% | 0% | 1% | 1% | 1% | 2% | 1% | - |
| Don't know | 22% | 23% | 21% | 13% | 15% | 24% | 32% | 30% | 26% | 24% | 18% | 20% | 22% | 22% | 26% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Mean | 3.76 | 3.68 | 3.83 | 3.84 | 3.86 | 3.68 | 3.68 | 3.65 | 3.70 | 3.68 | 3.82 | 3.82 | 3.81 | 3.73 | 3.75 |
| Q11h Taking action when needed to protect consumers | | | | | | | | | | | | | | | |
| Excellent | 19% | 19% | 19% | 24% | 20% | 16% | 17% | 16% | 15% | 16% | 23% | 23% | 25% | 17% | 20% |
| Very good | 32% | 26% | 37% | 34% | 40% | 27% | 29% | 28% | 33% | 29% | 34% | 32% | 26% | 34% | 25% |
| Good | 26% | 28% | 24% | 28% | 22% | 28% | 22% | 26% | 27% | 30% | 24% | 22% | 26% | 26% | 19% |
| Fair | 5% | 7% | 4% | 4% | 4% | 5% | 9% | 5% | 5% | 4% | 6% | 7% | 6% | 5% | 9% |
| Poor | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 0% | 1% | 1% | 1% | 1% | 1% | - |
| Don't know | 17% | 19% | 16% | 8% | 14% | 24% | 23% | 22% | 19% | 20% | 13% | 16% | 17% | 17% | 27% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Mean | 3.68 | 3.63 | 3.73 | 3.74 | 3.78 | 3.67 | 3.57 | 3.59 | 3.69 | 3.60 | 3.73 | 3.71 | 3.64 | 3.69 | 3.68 |
| Q11i Having the necessary expertise to help people in Scotland eat healthily | | | | | | | | | | | | | | | |
| Excellent | 18% | 18% | 18% | 20% | 21% | 18% | 14% | 16% | 16% | 13% | 23% | 22% | 22% | 16% | 25% |
| Very good | 31% | 29% | 34% | 37% | 37% | 25% | 27% | 27% | 31% | 34% | 30% | 29% | 25% | 34% | 22% |
| Good | 26% | 28% | 25% | 28% | 22% | 27% | 24% | 28% | 29% | 27% | 25% | 25% | 26% | 27% | 24% |
| Fair | 6% | 6% | 7% | 7% | 3% | 6% | 8% | 7% | 4% | 5% | 8% | 8% | 7% | 6% | 10% |
| Poor | 2% | 3% | 1% | 1% | 4% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 4% | 1% | 2% |
| Don't know | 16% | 17% | 16% | 7% | 13% | 22% | 24% | 20% | 19% | 19% | 12% | 15% | 16% | 16% | 17% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Mean | 3.80 | 3.71 | 3.87 | 3.85 | 3.88 | 3.75 | 3.69 | 3.75 | 3.76 | 3.72 | 3.90 | 3.82 | 3.83 | 3.77 | 3.91 |
| Q11j Providing useful food safety advice | | | | | | | | | | | | | | | |
| Excellent | 20% | 19% | 22% | 27% | 22% | 18% | 14% | 16% | 17% | 14% | 27% | 25% | 25% | 18% | 29% |
| Very good | 33% | 30% | 37% | 33% | 39% | 32% | 34% | 31% | 33% | 37% | 33% | 30% | 31% | 34% | 31% |
| Good | 25% | 26% | 24% | 29% | 21% | 24% | 24% | 26% | 29% | 28% | 21% | 23% | 23% | 28% | 11% |
| Fair | 5% | 6% | 4% | 4% | 5% | 5% | 7% | 5% | 4% | 2% | 8% | 7% | 7% | 4% | 13% |
| Poor | 1% | 1% | 0% | 1% | 1% | 1% | 1% | - | - | 2% | - | 1% | 1% | 1% | - |
| Don't know | 15% | 17% | 13% | 6% | 12% | 20% | 21% | 22% | 17% | 17% | 11% | 14% | 13% | 16% | 16% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Mean | 3.58 | 3.53 | 3.62 | 3.70 | 3.68 | 3.59 | 3.33 | 3.45 | 3.56 | 3.54 | 3.69 | 3.54 | 3.64 | 3.56 | 3.47 |
| Q11k Helping the public access healthy and sustainable food and drink | | | | | | | | | | | | | | | |
| Excellent | 16% | 16% | 17% | 22% | 17% | 15% | 15% | 10% | 13% | 13% | 20% | 20% | 20% | 15% | 16% |
| Very good | 28% | 26% | 30% | 34% | 34% | 25% | 17% | 27% | 31% | 29% | 33% | 21% | 25% | 30% | 25% |
| Good | 27% | 27% | 26% | 27% | 26% | 29% | 23% | 27% | 26% | 30% | 20% | 28% | 27% | 27% | 22% |
| Fair | 8% | 8% | 8% | 7% | 7% | 6% | 13% | 8% | 8% | 6% | 10% | 10% | 8% | 8% | 10% |
| Poor | 3% | 3% | 2% | 3% | 2% | 2% | 5% | 3% | 2% | 3% | 2% | 3% | 2% | 3% | 5% |
| Don't know | 18% | 20% | 16% | 7% | 13% | 23% | 27% | 25% | 19% | 20% | 14% | 18% | 18% | 18% | 21% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Mean | 3.71 | 3.63 | 3.78 | 3.82 | 3.91 | 3.64 | 3.60 | 3.51 | 3.69 | 3.65 | 3.76 | 3.73 | 3.75 | 3.70 | 3.52 |
| Q111 Using data and evidence to provide assurance and advice to the public | | | | | | | | | | | | | | | |
| Excellent | 18% | 17% | 20% | 23% | 21% | 14% | 16% | 15% | 17% | 13% | 20% | 24% | 23% | 16% | 22% |
| Very good | 30% | 27% | 34% | 35% | 41% | 27% | 23% | 24% | 30% | 33% | 35% | 25% | 26% | 33% | 19% |
| Good | 26% | 30% | 23% | 29% | 17% | 28% | 26% | 29% | 26% | 29% | 22% | 27% | 26% | 27% | 23% |
| Fair | 6% | 6% | 6% | 4% | 4% | 4% | 8% | 9% | 6% | 4% | 7% | 6% | 5% | 5% | 20% |
| Poor | 2% | 2% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 3% | 1% | - |
| Don't know | 18% | 19% | 16% | 8% | 16% | 25% | 26% | 20% | 20% | 20% | 15% | 15% | 17% | 18% | 17% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|----------------------|---------------|-------------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Nort-her... | Cent-ral S... | Sout-her... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 857 | 420 | 437 | 197 | 131 | 155 | 160 | 214 | 229 | 264 | 156 | 208 | 245 | 569 | 43 |
| Weighted | 864 | 426 | 438 | 263 | 124 | 156 | 134 | 187 | 203 | 239 | 170 | 252 | 230 | 579 | 55 |
| Mean | 3.67 | 3.61 | 3.73 | 3.77 | 3.81 | 3.62 | 3.58 | 3.50 | 3.65 | 3.59 | 3.74 | 3.71 | 3.74 | 3.66 | 3.56 |
| Q11m Influencing public health and government policy relating to food | | | | | | | | | | | | | | | |
| Excellent | 17% | 17% | 17% | 21% | 21% | 15% | 18% | 11% | 14% | 12% | 17% | 25% | 20% | 16% | 19% |
| Very good | 29% | 25% | 33% | 37% | 32% | 26% | 18% | 26% | 30% | 32% | 32% | 23% | 25% | 31% | 23% |
| Good | 25% | 26% | 24% | 25% | 23% | 27% | 24% | 25% | 26% | 26% | 28% | 21% | 26% | 25% | 22% |
| Fair | 8% | 9% | 6% | 7% | 6% | 6% | 10% | 8% | 7% | 7% | 4% | 10% | 5% | 7% | 16% |
| Poor | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 0% | 1% | 1% | 2% | 1% | 1% | - |
| Don't know | 20% | 21% | 19% | 9% | 16% | 25% | 29% | 29% | 22% | 22% | 18% | 19% | 23% | 19% | 20% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12a Food poisoning | | | | | | | | | | | | |
| Causes concern | 72% | 69% | 76% | 76% | 74% | 66% | 67% | 76% | 70% | 70% | 76% | 74% |
| Does not cause concern | 28% | 31% | 24% | 24% | 26% | 34% | 33% | 24% | 30% | 30% | 24% | 26% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--------------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12b Genetically Modified (GM) foods | | | | | | | | | | | | |
| Causes concern | 62% | 58% | 66% | 60% | 63% | 62% | 65% | 61% | 62% | 59% | 69% | 60% |
| Does not cause concern | 38% | 42% | 34% | 40% | 37% | 38% | 35% | 39% | 38% | 41% | 31% | 40% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|----------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12c The feed given to livestock | | | | | | | | | | | | |
| Causes concern | 63% | 57% | 68% | 65% | 59% | 63% | 64% | 61% | 64% | 61% | 66% | 61% |
| Does not cause concern | 37% | 43% | 32% | 35% | 41% | 37% | 36% | 39% | 36% | 39% | 34% | 39% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12d Animal welfare | | | | | | | | | | | | |
| Causes concern | 77% | 72% | 82% | 78% | 76% | 81% | 80% | 73% | 74% | 79% | 79% | 77% |
| Does not cause concern | 23% | 28% | 18% | 22% | 24% | 19% | 20% | 27% | 26% | 21% | 21% | 23% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12e The use of pesticides, hormones, steroids or antibiotics in growing and producing food | | | | | | | | | | | | |
| Causes concern | 79% | 75% | 82% | 78% | 73% | 78% | 78% | 85% | 80% | 80% | 81% | 75% |
| Does not cause concern | 21% | 25% | 18% | 22% | 27% | 22% | 22% | 15% | 20% | 20% | 19% | 25% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12f The use of additives (such as preservatives and colourings) in food products | | | | | | | | | | | | |
| Causes concern | 64% | 60% | 67% | 61% | 62% | 65% | 66% | 66% | 67% | 65% | 65% | 58% |
| Does not cause concern | 36% | 40% | 33% | 39% | 38% | 35% | 34% | 34% | 33% | 35% | 35% | 42% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12g Understanding the difference between date labels, such as "best before" and "use by" labels | | | | | | | | | | | | |
| Causes concern | 39% | 37% | 41% | 51% | 36% | 40% | 32% | 28% | 34% | 41% | 37% | 42% |
| Does not cause concern | 61% | 63% | 59% | 49% | 64% | 60% | 68% | 72% | 66% | 59% | 63% | 58% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|----------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12h Food safety when eating out | | | | | | | | | | | | |
| Causes concern | 68% | 64% | 71% | 68% | 66% | 75% | 63% | 66% | 64% | 67% | 73% | 69% |
| Does not cause concern | 32% | 36% | 29% | 32% | 34% | 25% | 37% | 34% | 36% | 33% | 27% | 31% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12i Food safety at home | | | | | | | | | | | | |
| Causes concern | 42% | 42% | 42% | 51% | 45% | 39% | 35% | 34% | 41% | 47% | 41% | 38% |
| Does not cause concern | 58% | 58% | 58% | 49% | 55% | 61% | 65% | 66% | 59% | 53% | 59% | 62% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12j Food prices | | | | | | | | | | | | |
| Causes concern | 80% | 78% | 81% | 79% | 81% | 85% | 78% | 77% | 78% | 83% | 75% | 81% |
| Does not cause concern | 20% | 22% | 19% | 21% | 19% | 15% | 22% | 23% | 22% | 17% | 25% | 19% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12k Food not being what the label says it is | | | | | | | | | | | | |
| Causes concern | 74% | 71% | 76% | 77% | 75% | 69% | 72% | 74% | 74% | 71% | 76% | 76% |
| Does not cause concern | 26% | 29% | 24% | 23% | 25% | 31% | 28% | 26% | 26% | 29% | 24% | 24% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12I Allergens (things in food that cause allergic reactions) | | | | | | | | | | | | |
| Causes concern | 55% | 55% | 56% | 58% | 57% | 57% | 47% | 54% | 52% | 56% | 53% | 58% |
| Does not cause concern | 45% | 45% | 44% | 42% | 43% | 43% | 53% | 46% | 48% | 44% | 47% | 42% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12m Possibility of food supply shortages | | | | | | | | | | | | |
| Causes concern | 63% | 58% | 69% | 71% | 63% | 64% | 58% | 56% | 56% | 70% | 64% | 63% |
| Does not cause concern | 37% | 42% | 31% | 29% | 37% | 36% | 42% | 44% | 44% | 30% | 36% | 37% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12n Impact of food production on the environment (sustainability) | | | | | | | | | | | | |
| Causes concern | 64% | 58% | 69% | 65% | 60% | 64% | 65% | 64% | 63% | 66% | 66% | 61% |
| Does not cause concern | 36% | 42% | 31% | 35% | 40% | 36% | 35% | 36% | 37% | 34% | 34% | 39% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--------------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12o People having an unhealthy diet | | | | | | | | | | | | |
| Causes concern | 55% | 53% | 57% | 55% | 46% | 56% | 57% | 58% | 59% | 56% | 53% | 52% |
| Does not cause concern | 45% | 47% | 43% | 45% | 54% | 44% | 43% | 42% | 41% | 44% | 47% | 48% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q12p Food standards and the quality of the food we eat | | | | | | | | | | | | |
| Causes concern | 70% | 67% | 73% | 72% | 68% | 72% | 72% | 67% | 72% | 71% | 69% | 68% |
| Does not cause concern | 30% | 33% | 27% | 28% | 32% | 28% | 28% | 33% | 28% | 29% | 31% | 32% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q13a Price of food | | | | | | | | | | | | |
| It has improved | 6% | 7% | 5% | 11% | 6% | 7% | - | 1% | 5% | 5% | 8% | 6% |
| There has been no change | 22% | 24% | 21% | 27% | 22% | 19% | 22% | 19% | 24% | 22% | 19% | 23% |
| It has got worse | 64% | 63% | 65% | 52% | 65% | 61% | 74% | 77% | 62% | 67% | 65% | 63% |
| Don't know | 7% | 5% | 9% | 10% | 6% | 13% | 3% | 3% | 9% | 6% | 8% | 7% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q13b Food safety | | | | | | | | | | | | |
| It has improved | 12% | 14% | 11% | 17% | 15% | 14% | 6% | 8% | 9% | 10% | 14% | 16% |
| There has been no change | 59% | 61% | 58% | 51% | 60% | 54% | 65% | 71% | 66% | 57% | 59% | 57% |
| It has got worse | 9% | 10% | 8% | 9% | 11% | 10% | 7% | 8% | 11% | 8% | 10% | 8% |
| Don't know | 19% | 15% | 23% | 23% | 15% | 23% | 22% | 13% | 14% | 25% | 18% | 18% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q13c Food availability | | | | | | | | | | | | |
| It has improved | 8% | 9% | 7% | 14% | 9% | 9% | 3% | 3% | 7% | 6% | 13% | 8% |
| There has been no change | 35% | 40% | 30% | 32% | 31% | 27% | 39% | 45% | 35% | 31% | 35% | 38% |
| It has got worse | 49% | 46% | 53% | 46% | 55% | 50% | 53% | 47% | 49% | 56% | 46% | 45% |
| Don't know | 7% | 6% | 9% | 8% | 5% | 13% | 5% | 5% | 9% | 7% | 5% | 8% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q13d Food being sustainable and environmentally friendly | | | | | | | | | | | | |
| It has improved | 13% | 14% | 12% | 18% | 15% | 13% | 8% | 8% | 11% | 11% | 16% | 14% |
| There has been no change | 55% | 58% | 52% | 49% | 51% | 52% | 56% | 66% | 60% | 52% | 53% | 54% |
| It has got worse | 11% | 11% | 11% | 14% | 13% | 7% | 11% | 10% | 13% | 10% | 13% | 10% |
| Don't know | 21% | 17% | 25% | 19% | 21% | 28% | 24% | 16% | 15% | 27% | 19% | 21% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q13e Food fraud (food not being what it says it is on the label) | | | | | | | | | | | | |
| It has improved | 10% | 12% | 8% | 16% | 5% | 13% | 7% | 3% | 8% | 7% | 11% | 13% |
| There has been no change | 49% | 51% | 46% | 46% | 56% | 42% | 47% | 54% | 55% | 49% | 44% | 47% |
| It has got worse | 10% | 9% | 10% | 10% | 13% | 9% | 6% | 9% | 10% | 7% | 12% | 9% |
| Don't know | 32% | 28% | 36% | 27% | 26% | 37% | 40% | 34% | 27% | 37% | 32% | 31% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q13f Food standards (the quality of the food we eat) | | | | | | | | | | | | |
| It has improved | 12% | 14% | 9% | 17% | 10% | 14% | 7% | 7% | 7% | 12% | 14% | 14% |
| There has been no change | 62% | 61% | 63% | 57% | 58% | 56% | 66% | 75% | 69% | 58% | 60% | 61% |
| It has got worse | 11% | 12% | 9% | 11% | 18% | 9% | 9% | 8% | 14% | 11% | 11% | 8% |
| Don't know | 15% | 13% | 18% | 15% | 14% | 21% | 18% | 10% | 10% | 19% | 15% | 16% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|-------------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q14a Eating a healthy balanced diet | | | | | | | | | | | | |
| Yes | 86% | 87% | 85% | 83% | 83% | 87% | 88% | 90% | 90% | 83% | 87% | 85% |
| No | 14% | 13% | 15% | 17% | 17% | 13% | 12% | 10% | 10% | 17% | 13% | 15% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q14b How to prepare and cook food safely and hygienically | | | | | | | | | | | | |
| Yes | 87% | 86% | 87% | 82% | 82% | 90% | 91% | 91% | 90% | 86% | 87% | 84% |
| No | 13% | 14% | 13% | 18% | 18% | 10% | 9% | 9% | 10% | 14% | 13% | 16% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q14c How to check whether the food I am eating when in a bar/café/restaurant is safe | | | | | | | | | | | | |
| Yes | 43% | 40% | 45% | 57% | 48% | 42% | 33% | 26% | 40% | 43% | 39% | 47% |
| No | 57% | 60% | 55% | 43% | 52% | 58% | 67% | 74% | 60% | 57% | 61% | 53% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q14d Ingredients in food which could cause allergic reactions | | | | | | | | | | | | |
| Yes | 75% | 76% | 74% | 81% | 76% | 73% | 73% | 70% | 76% | 71% | 77% | 78% |
| No | 25% | 24% | 26% | 19% | 24% | 27% | 27% | 30% | 24% | 29% | 23% | 22% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q14e Food products which are being recalled for food safety and standards reasons | | | | | | | | | | | | |
| Yes | 57% | 56% | 57% | 62% | 60% | 60% | 53% | 49% | 57% | 51% | 58% | 61% |
| No | 43% | 44% | 43% | 38% | 40% | 40% | 47% | 51% | 43% | 49% | 42% | 39% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q14f What food crime is and how to report any concerns | | | | | | | | | | | | |
| Yes | 29% | 32% | 27% | 37% | 29% | 32% | 22% | 22% | 27% | 30% | 35% | 27% |
| No | 71% | 68% | 73% | 63% | 71% | 68% | 78% | 78% | 73% | 70% | 65% | 73% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q14g Knowing if food has been produced in a sustainable way | | | | | | | | | | | | |
| Yes | 44% | 45% | 42% | 56% | 49% | 42% | 38% | 30% | 42% | 44% | 46% | 43% |
| No | 56% | 55% | 58% | 44% | 51% | 58% | 62% | 70% | 58% | 56% | 54% | 57% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q15 How important is it to you that the food you eat is produced in a sustainable and environmentally friendly way? | | | | | | | | | | | | |
| Very important | 33% | 32% | 35% | 36% | 31% | 33% | 36% | 30% | 33% | 28% | 40% | 35% |
| Quite important | 43% | 43% | 44% | 41% | 41% | 40% | 43% | 51% | 48% | 44% | 45% | 38% |
| Neither important nor unimportant | 17% | 17% | 17% | 18% | 20% | 19% | 16% | 15% | 12% | 20% | 14% | 20% |
| Not very important | 3% | 3% | 2% | 3% | 2% | 3% | 3% | 3% | 3% | 4% | 1% | 3% |
| Not at all important | 3% | 4% | 2% | 2% | 6% | 5% | 2% | 1% | 3% | 4% | - | 4% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q16 Which, if any, of the following do you always do? | | | | | | | | | | | | |
| Actively try to reduce my food waste | 76% | 72% | 79% | 68% | 65% | 77% | 84% | 87% | 82% | 72% | 79% | 72% |
| Recycle / compost food waste | 59% | 57% | 62% | 51% | 48% | 55% | 67% | 78% | 64% | 60% | 63% | 53% |
| Buy food and drink that is produced locally | 41% | 39% | 43% | 35% | 35% | 38% | 48% | 52% | 50% | 35% | 46% | 36% |
| Buy fruit and veg that is in season | 51% | 48% | 54% | 39% | 43% | 52% | 58% | 65% | 59% | 46% | 52% | 48% |
| Choose plant-based meals instead of red meat/dairy | 21% | 18% | 25% | 23% | 27% | 22% | 25% | 13% | 23% | 24% | 26% | 15% |
| Buy food with less / sustainable packaging | 44% | 41% | 46% | 36% | 43% | 46% | 49% | 49% | 48% | 40% | 49% | 40% |
| None of these | 6% | 6% | 5% | 7% | 9% | 8% | 3% | 2% | 4% | 5% | 2% | 10% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q17 Have you seen or heard any advertising or publicity recently about any of the following food issues? | | | | | | | | | | | | |
| Preventing food poisoning | 15% | 15% | 14% | 16% | 10% | 18% | 15% | 15% | 14% | 12% | 16% | 18% |
| Food safety when preparing and cooking food at home | 18% | 17% | 18% | 18% | 18% | 16% | 16% | 20% | 19% | 14% | 20% | 19% |
| The importance of taking Vitamin D supplements | 30% | 28% | 32% | 25% | 26% | 23% | 35% | 41% | 32% | 27% | 29% | 31% |
| Reducing the amount of treats and unhealthy snacks we eat | 19% | 18% | 20% | 23% | 17% | 13% | 23% | 20% | 18% | 16% | 23% | 22% |
| Changing what we eat now to avoid health problems later in life | 19% | 19% | 20% | 20% | 20% | 15% | 20% | 20% | 21% | 16% | 22% | 19% |
| The importance of washing your hands with soap and water | 41% | 39% | 42% | 35% | 32% | 33% | 45% | 59% | 42% | 37% | 43% | 43% |
| Having a healthy diet | 31% | 34% | 27% | 31% | 26% | 25% | 29% | 39% | 34% | 25% | 32% | 32% |
| Food allergies | 17% | 15% | 18% | 21% | 13% | 13% | 19% | 14% | 16% | 12% | 22% | 18% |
| Healthy eating and food safety resources for schools | 16% | 16% | 16% | 22% | 18% | 10% | 14% | 12% | 15% | 12% | 22% | 17% |
| How to report food crime | 5% | 7% | 4% | 10% | 4% | 4% | 2% | 3% | 3% | 4% | 7% | 6% |
| Food poisoning from campylobacter | 7% | 8% | 6% | 10% | 8% | 5% | 8% | 5% | 8% | 5% | 9% | 8% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Saying no to upsizing deals offered when buying food in restaurants, cafes, takeaways, petrol stations or cinemas | 13% | 12% | 14% | 12% | 11% | 10% | 19% | 14% | 14% | 11% | 14% | 13% |
| Other | 0% | 0% | - | - | - | - | 1% | 0% | - | - | 0% | 0% |
| Not seen/heard any advertising about food issues | 36% | 37% | 36% | 30% | 44% | 43% | 41% | 30% | 33% | 40% | 35% | 37% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q18 Which of these best describes the level of responsibility you have for cooking and preparing food in your household? | | | | | | | | | | | | |
| Responsible for all or most of the preparation/cooking | 57% | 52% | 63% | 50% | 65% | 63% | 65% | 53% | 49% | 57% | 58% | 64% |
| Responsible for about half of the preparation/cooking | 29% | 28% | 29% | 37% | 25% | 28% | 24% | 23% | 33% | 29% | 30% | 24% |
| Responsible for less than half of the preparation/cooking | 10% | 14% | 6% | 9% | 7% | 6% | 8% | 17% | 14% | 9% | 9% | 7% |
| Not responsible for any of the preparation/cooking | 4% | 6% | 2% | 4% | 4% | 2% | 3% | 6% | 4% | 4% | 3% | 5% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q19 How confident are you about cooking meals from scratch (that is, cooking with a range of ingredients including raw ingred... | | | | | | | | | | | | |
| 1 = not at all confident | 3% | 4% | 2% | 4% | 4% | 3% | 2% | 3% | 2% | 3% | 1% | 5% |
| 2 | 2% | 3% | 1% | 1% | 1% | 0% | 2% | 4% | 2% | 2% | 0% | 3% |
| 3 | 2% | 3% | 1% | 1% | 2% | 2% | 1% | 5% | 2% | 3% | 1% | 2% |
| 4 | 3% | 3% | 3% | 5% | 2% | 4% | 1% | 2% | 4% | 3% | 2% | 4% |
| 5 | 7% | 6% | 8% | 10% | 13% | 4% | 2% | 4% | 4% | 6% | 6% | 10% |
| 6 | 8% | 8% | 8% | 13% | 9% | 8% | 5% | 3% | 5% | 8% | 15% | 7% |
| 7 | 15% | 13% | 17% | 17% | 18% | 18% | 13% | 9% | 13% | 19% | 15% | 13% |
| 8 | 20% | 20% | 20% | 19% | 19% | 23% | 20% | 20% | 23% | 23% | 21% | 15% |
| 9 | 14% | 14% | 14% | 9% | 10% | 13% | 25% | 16% | 14% | 13% | 14% | 14% |
| 10 = extremely confident | 25% | 25% | 26% | 21% | 22% | 24% | 29% | 33% | 30% | 21% | 24% | 27% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| VQ19 How confident are you about cooking meals from scratch (that is, cooking with a range of ingredients including raw in... | | | | | | | | | | | | |
| 1 - 4 | 11% | 14% | 7% | 11% | 10% | 10% | 6% | 14% | 10% | 11% | 6% | 14% |
| 5 - 7 | 30% | 27% | 33% | 40% | 40% | 29% | 21% | 17% | 22% | 33% | 36% | 30% |
| 8 - 10 | 59% | 59% | 60% | 49% | 50% | 61% | 74% | 69% | 68% | 57% | 59% | 56% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|-----------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q20a Beef | | | | | | | | | | | | |
| More than once a week | 16% | 19% | 14% | 22% | 12% | 12% | 14% | 16% | 14% | 15% | 14% | 21% |
| Once a week | 39% | 39% | 39% | 40% | 34% | 43% | 37% | 40% | 44% | 38% | 46% | 32% |
| Less often than once a week | 31% | 29% | 32% | 23% | 35% | 32% | 34% | 37% | 31% | 34% | 26% | 32% |
| Never | 14% | 13% | 15% | 15% | 20% | 14% | 15% | 8% | 12% | 13% | 14% | 16% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|-----------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q20b Lamb | | | | | | | | | | | | |
| More than once a week | 4% | 5% | 3% | 7% | 6% | 2% | 0% | 2% | 4% | 2% | 4% | 6% |
| Once a week | 11% | 15% | 7% | 13% | 6% | 12% | 12% | 11% | 12% | 12% | 17% | 6% |
| Less often than once a week | 44% | 48% | 41% | 39% | 40% | 42% | 47% | 55% | 54% | 45% | 44% | 36% |
| Never | 40% | 31% | 49% | 41% | 47% | 43% | 41% | 32% | 30% | 42% | 35% | 51% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|-----------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q20c Pork | | | | | | | | | | | | |
| More than once a week | 7% | 8% | 6% | 12% | 8% | 5% | 4% | 4% | 6% | 5% | 6% | 10% |
| Once a week | 25% | 29% | 21% | 27% | 25% | 29% | 24% | 20% | 25% | 26% | 30% | 21% |
| Less often than once a week | 44% | 42% | 45% | 35% | 43% | 44% | 50% | 51% | 49% | 41% | 43% | 42% |
| Never | 24% | 20% | 28% | 27% | 23% | 22% | 22% | 25% | 20% | 28% | 21% | 27% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q20d Raw poultry like chicken or turkey | | | | | | | | | | | | |
| More than once a week | 29% | 27% | 31% | 37% | 35% | 30% | 24% | 17% | 27% | 31% | 27% | 30% |
| Once a week | 37% | 35% | 38% | 36% | 33% | 40% | 33% | 41% | 41% | 39% | 40% | 29% |
| Less often than once a week | 20% | 21% | 19% | 16% | 22% | 15% | 23% | 26% | 22% | 17% | 19% | 22% |
| Never | 14% | 16% | 12% | 11% | 11% | 15% | 20% | 16% | 10% | 12% | 13% | 19% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q20e Processed poultry products like chicken nuggets | | | | | | | | | | | | |
| More than once a week | 12% | 11% | 13% | 23% | 21% | 7% | 4% | 2% | 8% | 10% | 15% | 16% |
| Once a week | 23% | 23% | 24% | 31% | 25% | 28% | 14% | 14% | 21% | 28% | 22% | 22% |
| Less often than once a week | 34% | 34% | 35% | 30% | 35% | 35% | 37% | 38% | 34% | 34% | 31% | 37% |
| Never | 30% | 32% | 28% | 16% | 19% | 30% | 46% | 47% | 36% | 29% | 32% | 26% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q20f Pre-cooked meats like ham or meat patè | | | | | | | | | | | | |
| More than once a week | 26% | 29% | 24% | 27% | 35% | 29% | 22% | 22% | 29% | 26% | 24% | 26% |
| Once a week | 28% | 30% | 26% | 28% | 24% | 25% | 30% | 32% | 31% | 26% | 26% | 28% |
| Less often than once a week | 28% | 26% | 30% | 24% | 25% | 28% | 31% | 32% | 25% | 27% | 31% | 30% |
| Never | 18% | 16% | 19% | 21% | 16% | 19% | 17% | 14% | 15% | 21% | 19% | 17% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|-----------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q20g Burgers and sausages | | | | | | | | | | | | |
| More than once a week | 12% | 14% | 9% | 20% | 14% | 5% | 9% | 6% | 9% | 10% | 11% | 16% |
| Once a week | 37% | 36% | 38% | 41% | 37% | 44% | 32% | 28% | 33% | 39% | 41% | 35% |
| Less often than once a week | 39% | 39% | 39% | 30% | 33% | 38% | 43% | 54% | 46% | 38% | 36% | 36% |
| Never | 12% | 11% | 13% | 9% | 15% | 12% | 15% | 13% | 12% | 13% | 11% | 12% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q20h Milk and dairy foods like cheese and yoghurt | | | | | | | | | | | | |
| More than once a week | 73% | 72% | 75% | 70% | 71% | 77% | 74% | 76% | 76% | 74% | 69% | 74% |
| Once a week | 16% | 16% | 16% | 18% | 15% | 18% | 15% | 12% | 14% | 17% | 19% | 13% |
| Less often than once a week | 7% | 9% | 5% | 7% | 10% | 3% | 7% | 8% | 6% | 7% | 6% | 9% |
| Never | 4% | 4% | 4% | 5% | 4% | 2% | 4% | 4% | 4% | 2% | 6% | 4% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|------------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q20i Eggs | | | | | | | | | | | | |
| More than once a week | 43% | 44% | 43% | 40% | 35% | 43% | 43% | 53% | 51% | 38% | 43% | 42% |
| Once a week | 30% | 31% | 30% | 32% | 32% | 30% | 31% | 27% | 27% | 36% | 34% | 25% |
| Less often than once a week | 20% | 19% | 20% | 20% | 25% | 21% | 17% | 16% | 16% | 18% | 19% | 25% |
| Never | 7% | 6% | 7% | 8% | 8% | 6% | 9% | 4% | 6% | 7% | 5% | 8% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q20j Fish, excluding shellfish | | | | | | | | | | | | |
| More than once a week | 15% | 17% | 13% | 17% | 15% | 9% | 14% | 17% | 17% | 14% | 11% | 16% |
| Once a week | 37% | 40% | 34% | 28% | 33% | 44% | 36% | 45% | 46% | 36% | 38% | 29% |
| Less often than once a week | 30% | 28% | 32% | 30% | 28% | 27% | 34% | 30% | 26% | 29% | 31% | 33% |
| Never | 19% | 15% | 22% | 25% | 23% | 20% | 16% | 9% | 11% | 22% | 20% | 22% |

| Break % Respondents | VQ1 Gender | | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|------------|------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | Total | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q20k Shellfish (includes crab, prawns and lobster) | | | | | | | | | | | | |
| More than once a week | 5% | 4% | 5% | 9% | 8% | 2% | 2% | 1% | 3% | 5% | 5% | 6% |
| Once a week | 13% | 17% | 10% | 16% | 10% | 13% | 13% | 13% | 20% | 15% | 11% | 8% |
| Less often than once a week | 38% | 40% | 37% | 32% | 43% | 37% | 43% | 42% | 45% | 33% | 38% | 39% |
| Never | 43% | 39% | 47% | 42% | 40% | 48% | 43% | 44% | 32% | 48% | 46% | 47% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q201 Game, such as Pheasant, Duck and Venison | | | | | | | | | | | | |
| More than once a week | 4% | 5% | 2% | 9% | 3% | 2% | 1% | - | 5% | 1% | 4% | 5% |
| Once a week | 8% | 8% | 7% | 14% | 10% | 6% | 3% | 2% | 6% | 10% | 12% | 4% |
| Less often than once a week | 29% | 36% | 23% | 23% | 27% | 28% | 36% | 36% | 43% | 26% | 27% | 22% |
| Never | 60% | 51% | 67% | 54% | 60% | 64% | 60% | 62% | 46% | 62% | 58% | 69% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--------------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q20m Offal, such as liver or kidneys | | | | | | | | | | | | |
| More than once a week | 4% | 4% | 3% | 9% | 5% | 0% | 1% | 0% | 4% | 2% | 5% | 4% |
| Once a week | 6% | 9% | 4% | 11% | 7% | 6% | 1% | 3% | 6% | 7% | 9% | 5% |
| Less often than once a week | 25% | 28% | 22% | 18% | 17% | 21% | 36% | 36% | 32% | 21% | 25% | 23% |
| Never | 65% | 58% | 71% | 61% | 71% | 73% | 62% | 60% | 58% | 69% | 61% | 68% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|------------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21a Store open tins in the fridge | | | | | | | | | | | | |
| Never | 58% | 56% | 59% | 41% | 62% | 60% | 66% | 72% | 61% | 59% | 51% | 60% |
| Sometimes | 23% | 23% | 22% | 30% | 16% | 25% | 19% | 17% | 21% | 25% | 25% | 20% |
| Most of the time | 8% | 10% | 7% | 15% | 12% | 6% | 2% | 3% | 6% | 9% | 11% | 7% |
| Always | 8% | 8% | 9% | 11% | 8% | 6% | 11% | 4% | 8% | 7% | 10% | 8% |
| Not applicable | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 5% | 4% | 1% | 3% | 5% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21b Use different c-hopping boards for raw (e.g. meat) and ready to eat foods (e.g. fruit and veg) or wash chopping board... | | | | | | | | | | | | |
| Never | 8% | 11% | 5% | 8% | 15% | 6% | 5% | 6% | 7% | 7% | 7% | 9% |
| Sometimes | 12% | 11% | 13% | 18% | 10% | 10% | 11% | 7% | 12% | 15% | 14% | 9% |
| Most of the time | 14% | 16% | 12% | 16% | 11% | 13% | 14% | 15% | 16% | 14% | 12% | 15% |
| Always | 59% | 56% | 61% | 52% | 56% | 62% | 61% | 66% | 60% | 58% | 62% | 56% |
| Not applicable | 7% | 6% | 8% | 6% | 8% | 8% | 9% | 6% | 5% | 6% | 5% | 11% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|----------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21c Wash raw chicken or poultry | | | | | | | | | | | | |
| Never | 45% | 38% | 52% | 42% | 52% | 47% | 46% | 42% | 43% | 50% | 46% | 42% |
| Sometimes | 13% | 14% | 12% | 15% | 14% | 17% | 8% | 9% | 11% | 15% | 14% | 12% |
| Most of the time | 10% | 12% | 8% | 15% | 9% | 8% | 8% | 8% | 10% | 12% | 9% | 11% |
| Always | 22% | 25% | 18% | 21% | 18% | 15% | 25% | 28% | 28% | 15% | 23% | 22% |
| Not applicable | 10% | 11% | 9% | 8% | 7% | 12% | 13% | 12% | 9% | 9% | 8% | 13% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21d Wash hands before starting to prepare or cook food | | | | | | | | | | | | |
| Never | 2% | 2% | 2% | 3% | 4% | 1% | 2% | 0% | 2% | 3% | 2% | 2% |
| Sometimes | 9% | 10% | 7% | 13% | 10% | 9% | 5% | 3% | 6% | 10% | 9% | 8% |
| Most of the time | 16% | 19% | 14% | 22% | 14% | 16% | 13% | 12% | 15% | 14% | 16% | 19% |
| Always | 72% | 67% | 77% | 60% | 71% | 72% | 80% | 84% | 77% | 72% | 72% | 69% |
| Not applicable | 1% | 1% | 1% | 1% | 1% | 2% | - | 1% | 1% | 1% | 0% | 2% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21e Wash hands immediately after handling raw meat, poultry or fish | | | | | | | | | | | | |
| Never | 2% | 2% | 2% | 5% | 2% | - | 1% | - | 2% | 1% | 3% | 2% |
| Sometimes | 7% | 7% | 6% | 10% | 7% | 8% | 2% | 3% | 4% | 10% | 6% | 6% |
| Most of the time | 12% | 16% | 9% | 17% | 11% | 10% | 10% | 10% | 12% | 11% | 13% | 14% |
| Always | 73% | 69% | 76% | 63% | 74% | 74% | 76% | 82% | 77% | 73% | 73% | 69% |
| Not applicable | 6% | 5% | 7% | 5% | 5% | 8% | 11% | 4% | 5% | 6% | 5% | 9% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21f Cook food until it is steaming hot throughout | | | | | | | | | | | | |
| Never | 2% | 2% | 1% | 1% | 6% | 1% | 0% | - | 1% | 1% | 2% | 2% |
| Sometimes | 6% | 8% | 5% | 11% | 6% | 7% | 2% | 3% | 6% | 7% | 7% | 6% |
| Most of the time | 16% | 18% | 14% | 24% | 13% | 16% | 13% | 7% | 15% | 15% | 15% | 17% |
| Always | 75% | 71% | 78% | 61% | 74% | 74% | 84% | 89% | 78% | 77% | 75% | 71% |
| Not applicable | 1% | 1% | 2% | 3% | 1% | 1% | - | 1% | 1% | 0% | 0% | 4% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21g Eat chicken or turkey if the meat is pink or has pink or red juices | | | | | | | | | | | | |
| Never | 76% | 73% | 79% | 64% | 74% | 77% | 84% | 88% | 80% | 77% | 74% | 73% |
| Sometimes | 6% | 7% | 4% | 9% | 9% | 6% | 3% | 1% | 3% | 7% | 7% | 6% |
| Most of the time | 7% | 8% | 6% | 15% | 6% | 5% | 1% | 2% | 7% | 6% | 8% | 7% |
| Always | 4% | 5% | 3% | 8% | 4% | 4% | 1% | 1% | 4% | 3% | 6% | 3% |
| Not applicable | 7% | 7% | 8% | 5% | 7% | 8% | 11% | 8% | 6% | 6% | 6% | 10% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21h Eat burgers or sausages if the meat is pink or has pink or red juices | | | | | | | | | | | | |
| Never | 71% | 70% | 72% | 55% | 69% | 73% | 86% | 83% | 73% | 72% | 69% | 70% |
| Sometimes | 10% | 12% | 8% | 18% | 12% | 10% | 4% | 3% | 9% | 12% | 13% | 7% |
| Most of the time | 7% | 7% | 8% | 14% | 7% | 5% | 1% | 3% | 7% | 6% | 7% | 9% |
| Always | 4% | 4% | 3% | 7% | 5% | 3% | 1% | 2% | 4% | 3% | 4% | 4% |
| Not applicable | 8% | 7% | 9% | 7% | 7% | 10% | 8% | 9% | 7% | 7% | 6% | 11% |

| Break % Respondents | VQ1 Gender | | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|------------|------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | Total | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21i Use the same utensils for moving / cutting raw meat and for vegetables | | | | | | | | | | | | |
| Never | 65% | 62% | 69% | 55% | 66% | 67% | 75% | 72% | 66% | 66% | 66% | 64% |
| Sometimes | 14% | 16% | 11% | 16% | 12% | 15% | 12% | 13% | 15% | 16% | 14% | 11% |
| Most of the time | 8% | 9% | 7% | 14% | 8% | 6% | 3% | 5% | 8% | 7% | 9% | 9% |
| Always | 5% | 6% | 4% | 7% | 7% | 4% | 2% | 2% | 5% | 4% | 5% | 5% |
| Not applicable | 8% | 7% | 8% | 7% | 7% | 8% | 9% | 7% | 6% | 7% | 7% | 11% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21j Regularly change / wash dish cloths / tea towels | | | | | | | | | | | | |
| Never | 1% | 1% | 1% | 3% | 3% | 0% | - | - | 0% | 2% | 1% | 1% |
| Sometimes | 9% | 12% | 6% | 14% | 11% | 11% | 4% | 4% | 10% | 10% | 9% | 8% |
| Most of the time | 24% | 28% | 20% | 31% | 27% | 20% | 20% | 17% | 22% | 27% | 24% | 22% |
| Always | 64% | 57% | 71% | 50% | 59% | 66% | 75% | 78% | 67% | 60% | 65% | 65% |
| Not applicable | 1% | 2% | 1% | 2% | 1% | 2% | - | 1% | 1% | 0% | 0% | 3% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21k Allow pets on to kitchen surfaces | | | | | | | | | | | | |
| Never | 53% | 50% | 56% | 53% | 47% | 51% | 57% | 57% | 54% | 53% | 55% | 52% |
| Sometimes | 11% | 11% | 11% | 13% | 10% | 16% | 11% | 4% | 8% | 13% | 14% | 10% |
| Most of the time | 7% | 7% | 8% | 14% | 10% | 4% | 1% | 3% | 5% | 7% | 6% | 10% |
| Always | 3% | 5% | 2% | 5% | 5% | 3% | 1% | 2% | 4% | 2% | 5% | 4% |
| Not applicable | 25% | 28% | 23% | 15% | 28% | 26% | 30% | 35% | 29% | 26% | 20% | 25% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q211 Completely fill my fridge | | | | | | | | | | | | |
| Never | 25% | 26% | 24% | 17% | 28% | 27% | 30% | 28% | 23% | 23% | 25% | 27% |
| Sometimes | 48% | 47% | 49% | 44% | 45% | 51% | 50% | 52% | 52% | 53% | 44% | 43% |
| Most of the time | 20% | 20% | 20% | 28% | 16% | 14% | 17% | 16% | 19% | 18% | 22% | 21% |
| Always | 6% | 6% | 7% | 9% | 10% | 6% | 3% | 2% | 5% | 6% | 9% | 6% |
| Not applicable | 1% | 1% | 1% | 2% | 1% | 1% | - | 1% | 1% | - | 1% | 2% |

| Break % Respondents | VQ1 Gender | | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|------------|------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | Total | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21m Turn down the temperature to make my fridge colder when it is full | | | | | | | | | | | | |
| Never | 41% | 42% | 40% | 35% | 43% | 41% | 48% | 45% | 38% | 47% | 42% | 38% |
| Sometimes | 27% | 26% | 27% | 27% | 31% | 27% | 20% | 28% | 26% | 28% | 29% | 24% |
| Most of the time | 15% | 17% | 13% | 20% | 12% | 15% | 13% | 10% | 16% | 13% | 12% | 17% |
| Always | 12% | 10% | 13% | 14% | 8% | 13% | 15% | 8% | 15% | 9% | 11% | 11% |
| Not applicable | 6% | 5% | 6% | 5% | 6% | 4% | 4% | 9% | 4% | 2% | 5% | 10% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21n Store raw meat / poultry uncovered in the fridge | | | | | | | | | | | | |
| Never | 72% | 69% | 74% | 62% | 68% | 74% | 75% | 86% | 73% | 73% | 71% | 71% |
| Sometimes | 8% | 9% | 8% | 11% | 8% | 8% | 11% | 4% | 10% | 10% | 8% | 6% |
| Most of the time | 7% | 10% | 4% | 15% | 7% | 4% | - | 2% | 7% | 4% | 8% | 9% |
| Always | 5% | 6% | 5% | 8% | 7% | 6% | 3% | 1% | 5% | 6% | 6% | 5% |
| Not applicable | 7% | 6% | 8% | 4% | 10% | 8% | 11% | 7% | 6% | 7% | 7% | 9% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21o Store raw and cooked food separately in the fridge | | | | | | | | | | | | |
| Never | 6% | 7% | 4% | 8% | 12% | 4% | 2% | 2% | 3% | 4% | 8% | 7% |
| Sometimes | 9% | 9% | 9% | 13% | 11% | 11% | 5% | 2% | 4% | 14% | 10% | 7% |
| Most of the time | 15% | 17% | 14% | 24% | 9% | 12% | 11% | 14% | 18% | 16% | 15% | 13% |
| Always | 64% | 60% | 68% | 49% | 60% | 68% | 76% | 77% | 72% | 61% | 59% | 64% |
| Not applicable | 6% | 7% | 6% | 6% | 8% | 7% | 6% | 5% | 4% | 4% | 8% | 9% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21p Check the temperature of my fridge | | | | | | | | | | | | |
| Never | 19% | 19% | 19% | 15% | 32% | 17% | 24% | 12% | 15% | 23% | 16% | 19% |
| Sometimes | 37% | 37% | 38% | 40% | 35% | 39% | 34% | 37% | 41% | 39% | 39% | 32% |
| Most of the time | 22% | 23% | 21% | 20% | 19% | 26% | 21% | 25% | 22% | 20% | 20% | 26% |
| Always | 20% | 19% | 21% | 22% | 13% | 17% | 21% | 24% | 21% | 17% | 25% | 19% |
| Not applicable | 2% | 2% | 1% | 3% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 3% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---------------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21q Defrost meat at room temperature | | | | | | | | | | | | |
| Never | 12% | 11% | 12% | 10% | 17% | 11% | 12% | 9% | 11% | 12% | 11% | 12% |
| Sometimes | 24% | 22% | 26% | 25% | 26% | 27% | 26% | 17% | 23% | 26% | 26% | 22% |
| Most of the time | 22% | 21% | 22% | 26% | 22% | 20% | 13% | 22% | 27% | 19% | 20% | 20% |
| Always | 33% | 36% | 30% | 30% | 27% | 32% | 33% | 42% | 30% | 34% | 36% | 32% |
| Not applicable | 10% | 10% | 10% | 8% | 7% | 9% | 15% | 10% | 8% | 8% | 8% | 14% |

| Break % Respondents | VQ1 Gender | | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|------------|------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | Total | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21r Read the information on food labels | | | | | | | | | | | | |
| Never | 4% | 4% | 4% | 5% | 6% | 4% | 5% | 3% | 2% | 5% | 3% | 7% |
| Sometimes | 28% | 30% | 27% | 24% | 29% | 32% | 29% | 30% | 26% | 30% | 29% | 29% |
| Most of the time | 35% | 35% | 35% | 38% | 34% | 33% | 35% | 33% | 42% | 37% | 34% | 28% |
| Always | 31% | 30% | 33% | 32% | 30% | 29% | 32% | 33% | 30% | 28% | 34% | 33% |
| Not applicable | 1% | 1% | 1% | 2% | 1% | 1% | - | 1% | 1% | 0% | 1% | 3% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21s Check if food is safe to eat by smelling it | | | | | | | | | | | | |
| Never | 9% | 10% | 8% | 8% | 9% | 10% | 7% | 11% | 8% | 9% | 8% | 10% |
| Sometimes | 30% | 31% | 30% | 29% | 31% | 28% | 31% | 32% | 32% | 33% | 32% | 25% |
| Most of the time | 23% | 23% | 23% | 29% | 27% | 19% | 23% | 15% | 23% | 24% | 20% | 23% |
| Always | 35% | 34% | 37% | 32% | 31% | 41% | 36% | 38% | 35% | 32% | 39% | 37% |
| Not applicable | 3% | 3% | 3% | 1% | 3% | 2% | 3% | 4% | 3% | 2% | 1% | 4% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21† Only reheat leftovers once | | | | | | | | | | | | |
| Never | 6% | 7% | 5% | 7% | 8% | 4% | 5% | 6% | 3% | 5% | 8% | 7% |
| Sometimes | 15% | 15% | 15% | 18% | 18% | 18% | 14% | 6% | 9% | 15% | 21% | 16% |
| Most of the time | 19% | 21% | 17% | 25% | 20% | 20% | 13% | 14% | 24% | 20% | 15% | 17% |
| Always | 53% | 50% | 56% | 43% | 48% | 53% | 63% | 63% | 57% | 55% | 51% | 49% |
| Not applicable | 7% | 7% | 7% | 7% | 5% | 6% | 6% | 10% | 7% | 5% | 4% | 11% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 983 | 472 | 511 | 222 | 156 | 180 | 181 | 244 | 269 | 305 | 175 | 234 |
| Weighted | 987 | 474 | 513 | 296 | 149 | 181 | 150 | 212 | 237 | 276 | 190 | 284 |
| Q21u Use the '5 second rule' to decide if something is safe to eat after being dropped on the floor | | | | | | | | | | | | |
| Never | 37% | 39% | 35% | 28% | 28% | 42% | 46% | 45% | 31% | 37% | 39% | 40% |
| Sometimes | 31% | 27% | 34% | 34% | 36% | 38% | 24% | 21% | 33% | 33% | 32% | 25% |
| Most of the time | 15% | 16% | 14% | 22% | 20% | 7% | 11% | 12% | 20% | 12% | 14% | 15% |
| Always | 12% | 11% | 12% | 13% | 11% | 7% | 12% | 14% | 10% | 14% | 11% | 12% |
| Not applicable | 6% | 6% | 5% | 3% | 4% | 6% | 8% | 9% | 6% | 4% | 3% | 9% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 432 | 242 | 190 | 111 | 63 | 73 | 74 | 111 | 128 | 123 | 79 | 102 |
| Weighted | 442 | 245 | 197 | 149 | 61 | 74 | 62 | 96 | 115 | 113 | 86 | 127 |
| Q22 Why do you wash raw chicken or poultry? Tick all that apply | | | | | | | | | | | | |
| You need to wash raw poultry to remove the chemicals/pesticides | 39% | 43% | 35% | 47% | 35% | 34% | 39% | 34% | 39% | 30% | 46% | 41% |
| You need to wash it to get any dirt off | 33% | 34% | 32% | 39% | 34% | 30% | 39% | 23% | 35% | 31% | 46% | 26% |
| You should wash any raw food that has been handled to avoid eating germs or bacteria | 56% | 54% | 58% | 54% | 59% | 49% | 59% | 61% | 62% | 51% | 59% | 52% |
| It's just what I've always done | 43% | 43% | 43% | 38% | 40% | 36% | 60% | 47% | 42% | 39% | 41% | 49% |
| To avoid food poisoning | 32% | 35% | 28% | 25% | 19% | 24% | 52% | 43% | 39% | 27% | 29% | 31% |
| Other | 2% | 1% | 3% | 1% | - | 2% | 4% | 2% | - | 5% | 1% | 1% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 441 | 174 | 267 | 92 | 81 | 86 | 80 | 102 | 114 | 147 | 81 | 99 |
| Weighted | 437 | 173 | 263 | 120 | 76 | 85 | 66 | 89 | 99 | 133 | 88 | 116 |
| Q23 Which, if any, of these statements about washing raw poultry (chicken, turkey, etc) do you agree with? | | | | | | | | | | | | |
| It has already been washed so you don't need to wash it | 31% | 34% | 28% | 25% | 32% | 30% | 29% | 39% | 29% | 31% | 36% | 28% |
| Washing poultry can mean you splash water containing harmful bacteria around the kitchen | 72% | 73% | 72% | 69% | 68% | 76% | 71% | 78% | 79% | 71% | 71% | 69% |
| You need to wash raw poultry to remove the chemicals/pesticides | 3% | 5% | 3% | 5% | 5% | 1% | 1% | 3% | 1% | 3% | 3% | 7% |
| You need to wash it to get any dirt off | 3% | 2% | 3% | 3% | 6% | 2% | - | 3% | - | 3% | 5% | 3% |
| You should wash any raw food that has been handled to avoid eating germs or bacteria | 5% | 5% | 5% | 5% | 3% | 7% | 3% | 5% | 1% | 5% | 5% | 8% |
| Don't know | 11% | 11% | 12% | 17% | 11% | 6% | 16% | 6% | 11% | 13% | 11% | 10% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 928 | 452 | 476 | 213 | 146 | 168 | 162 | 239 | 258 | 285 | 165 | 220 |
| Weighted | 934 | 453 | 480 | 283 | 139 | 169 | 135 | 208 | 228 | 260 | 180 | 266 |
| Q24 Which method do you usually use to defrost frozen meat? | | | | | | | | | | | | |
| Placing it in water | 10% | 12% | 8% | 20% | 11% | 9% | 2% | 1% | 12% | 8% | 13% | 7% |
| Leave it at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging) | 51% | 48% | 53% | 50% | 54% | 50% | 49% | 52% | 51% | 51% | 51% | 50% |
| Leave it in the fridge | 42% | 39% | 44% | 37% | 37% | 50% | 47% | 42% | 45% | 42% | 41% | 40% |
| Leave it in a cool place (other than fridge) | 17% | 16% | 17% | 18% | 15% | 21% | 12% | 17% | 15% | 17% | 21% | 15% |
| Defrosting it in the microwave | 9% | 9% | 9% | 11% | 11% | 6% | 5% | 10% | 10% | 7% | 13% | 7% |
| Do not defrost, always cook from frozen | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 0% | 2% | 0% | 0% | 2% |
| Never freeze meat / poultry | 5% | 6% | 4% | 7% | 4% | 3% | 7% | 5% | 4% | 5% | 2% | 9% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q25 How do you normally check the temperature in your fridge? | | | | | | | | | | | | |
| Check the setting / gauge of fridge | 34% | 33% | 36% | 32% | 31% | 37% | 33% | 39% | 35% | 30% | 34% | 37% |
| Check the temperature display/ thermometer built into the fridge | 34% | 32% | 37% | 42% | 33% | 30% | 31% | 32% | 37% | 35% | 36% | 30% |
| Put a thermometer in the fridge and check | 20% | 23% | 17% | 18% | 14% | 19% | 25% | 23% | 20% | 15% | 30% | 17% |
| Look inside/check for ice/condensation | 16% | 15% | 18% | 21% | 11% | 17% | 17% | 12% | 16% | 12% | 23% | 16% |
| Feel food inside to see if it is cold | 18% | 17% | 19% | 19% | 22% | 20% | 14% | 14% | 22% | 16% | 18% | 16% |
| Other | 0% | 0% | 0% | - | - | - | 1% | 0% | 1% | - | 0% | - |
| I never check fridge temperature | 18% | 17% | 18% | 17% | 24% | 17% | 18% | 14% | 15% | 22% | 13% | 18% |
| I don't have a fridge | 1% | 1% | 0% | 2% | - | 1% | - | - | - | - | 1% | 2% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1020 | 499 | 521 | 229 | 162 | 183 | 186 | 260 | 280 | 318 | 179 | 243 |
| Weighted | 1023 | 500 | 523 | 304 | 154 | 184 | 154 | 226 | 247 | 288 | 194 | 294 |
| Q26v Use the scale on the thermometer to show what the temperature inside your fridge should be. | | | | | | | | | | | | |
| -5 | 12% | 12% | 13% | 9% | 6% | 14% | 12% | 21% | 12% | 12% | 11% | 14% |
| 0 | 17% | 14% | 19% | 23% | 22% | 11% | 16% | 10% | 12% | 18% | 15% | 21% |
| 5 | 58% | 62% | 55% | 51% | 59% | 60% | 66% | 61% | 65% | 58% | 59% | 52% |
| 10 | 10% | 8% | 11% | 13% | 11% | 10% | 5% | 6% | 5% | 11% | 11% | 11% |
| 15 | 3% | 4% | 2% | 4% | 3% | 4% | 2% | 2% | 5% | 1% | 5% | 2% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1020 | 499 | 521 | 229 | 162 | 183 | 186 | 260 | 280 | 318 | 179 | 243 |
| Weighted | 1023 | 500 | 523 | 304 | 154 | 184 | 154 | 226 | 247 | 288 | 194 | 294 |
| Q27 Where in the fridge do you store raw meat and poultry? | | | | | | | | | | | | |
| Anywhere | 6% | 7% | 4% | 7% | 8% | 5% | 2% | 6% | 6% | 8% | 4% | 5% |
| On the bottom shelf of the fridge | 58% | 55% | 61% | 51% | 57% | 58% | 66% | 64% | 58% | 55% | 64% | 58% |
| At the top of the fridge | 6% | 7% | 5% | 8% | 9% | 5% | 2% | 5% | 4% | 7% | 5% | 6% |
| In a separate compartment e.g. a meat drawer or salad tray | 17% | 16% | 18% | 27% | 12% | 12% | 13% | 14% | 18% | 17% | 18% | 15% |
| In the middle of the fridge | 9% | 11% | 8% | 12% | 10% | 11% | 7% | 6% | 11% | 8% | 11% | 8% |
| Wherever there is space, if my fridge is full | 5% | 5% | 6% | 5% | 9% | 6% | 5% | 2% | 5% | 7% | 6% | 4% |
| Other | 0% | 0% | - | - | - | - | 0% | - | - | 0% | - | - |
| Don't store raw meat \poultry in the fridge | 3% | 4% | 2% | 2% | 4% | 2% | 2% | 5% | 5% | 3% | 1% | 3% |
| Don't buy or store meat or poultry at all | 7% | 5% | 8% | 4% | 6% | 8% | 13% | 5% | 4% | 6% | 5% | 10% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 917 | 448 | 469 | 215 | 147 | 166 | 156 | 233 | 252 | 286 | 166 | 213 |
| Weighted | 924 | 453 | 471 | 285 | 139 | 166 | 131 | 203 | 224 | 261 | 181 | 258 |
| Q28 How do you store raw meat and poultry in the fridge? | | | | | | | | | | | | |
| Away from cooked foods | 44% | 45% | 44% | 36% | 34% | 45% | 57% | 53% | 49% | 41% | 42% | 44% |
| Covered with film \ foil | 35% | 38% | 31% | 30% | 35% | 33% | 38% | 40% | 42% | 28% | 37% | 34% |
| In a covered container | 46% | 43% | 49% | 39% | 47% | 53% | 52% | 47% | 50% | 51% | 46% | 38% |
| In its packaging | 58% | 60% | 56% | 52% | 58% | 58% | 66% | 60% | 66% | 57% | 52% | 54% |
| On a plate | 21% | 22% | 21% | 18% | 20% | 21% | 25% | 24% | 24% | 19% | 19% | 22% |
| Other | - | - | - | - | - | - | - | - | - | - | - | - |

| Break % Respondents | VQ1 Gender | | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|------------|------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | Total | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q29a Use a food thermometer to check food is cooked thoroughly | | | | | | | | | | | | |
| Never | 50% | 49% | 52% | 42% | 49% | 56% | 57% | 52% | 47% | 55% | 46% | 51% |
| Sometimes | 22% | 23% | 21% | 21% | 21% | 20% | 19% | 26% | 25% | 24% | 23% | 16% |
| Most of the time | 12% | 13% | 11% | 17% | 13% | 10% | 8% | 6% | 13% | 7% | 16% | 12% |
| Always | 11% | 10% | 12% | 15% | 13% | 10% | 9% | 6% | 10% | 10% | 13% | 13% |
| N/A | 5% | 6% | 5% | 4% | 3% | 5% | 6% | 9% | 6% | 5% | 2% | 8% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q29b Wash fruit or vegetables (including salad) which are going to be eaten raw | | | | | | | | | | | | |
| Never | 5% | 5% | 6% | 7% | 8% | 4% | 4% | 2% | 4% | 5% | 5% | 7% |
| Sometimes | 16% | 18% | 14% | 18% | 17% | 17% | 16% | 12% | 13% | 21% | 19% | 13% |
| Most of the time | 20% | 18% | 21% | 25% | 20% | 17% | 17% | 16% | 21% | 17% | 18% | 22% |
| Always | 56% | 55% | 57% | 45% | 53% | 59% | 62% | 67% | 59% | 55% | 58% | 54% |
| N/A | 3% | 4% | 2% | 4% | 2% | 2% | 1% | 4% | 3% | 2% | 1% | 5% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q29c Clean worktops before preparing food | | | | | | | | | | | | |
| Never | 3% | 3% | 2% | 5% | 4% | 2% | 1% | 0% | 1% | 2% | 3% | 4% |
| Sometimes | 12% | 12% | 11% | 19% | 13% | 10% | 7% | 6% | 10% | 17% | 11% | 8% |
| Most of the time | 19% | 23% | 16% | 21% | 19% | 20% | 21% | 16% | 20% | 16% | 21% | 20% |
| Always | 65% | 60% | 70% | 54% | 63% | 67% | 70% | 76% | 67% | 64% | 65% | 65% |
| N/A | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | - | 3% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q30 Which of these is the best indicator of whether food is safe to eat? | | | | | | | | | | | | |
| Use by date | 68% | 68% | 68% | 60% | 66% | 74% | 74% | 72% | 71% | 69% | 62% | 68% |
| Best before date | 21% | 20% | 22% | 23% | 18% | 18% | 23% | 21% | 19% | 20% | 24% | 21% |
| Sell by date | 5% | 6% | 5% | 10% | 4% | 3% | 2% | 4% | 6% | 5% | 9% | 4% |
| Display until date | 3% | 3% | 3% | 5% | 4% | 2% | 1% | 1% | 2% | 2% | 3% | 4% |
| Don't know | 3% | 3% | 3% | 3% | 7% | 3% | 0% | 2% | 2% | 4% | 2% | 3% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q31 Do you check use-by dates when you are about to cook or prepare food? | | | | | | | | | | | | |
| Yes, always | 67% | 65% | 68% | 62% | 67% | 62% | 73% | 73% | 68% | 67% | 63% | 67% |
| Yes, depending on the food type | 24% | 25% | 24% | 27% | 21% | 29% | 22% | 20% | 24% | 23% | 27% | 23% |
| Sometimes | 8% | 8% | 8% | 10% | 9% | 8% | 4% | 6% | 7% | 8% | 9% | 8% |
| Never | 1% | 2% | 1% | 1% | 3% | 1% | 1% | 1% | 1% | 2% | 1% | 2% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q32v If a food label says 'use by 15 January' what is the last date you should eat it? | | | | | | | | | | | | |
| 13-Jan | 1% | 2% | 1% | 2% | 2% | 1% | 0% | 1% | 1% | 1% | 1% | 3% |
| 14-Jan | 15% | 12% | 18% | 18% | 13% | 20% | 12% | 11% | 14% | 12% | 20% | 16% |
| 15-Jan | 65% | 66% | 65% | 61% | 69% | 63% | 69% | 69% | 66% | 73% | 60% | 61% |
| 16-Jan | 3% | 3% | 3% | 3% | - | 2% | 4% | 3% | 4% | 2% | 2% | 2% |
| 17-Jan | 3% | 3% | 2% | 3% | 2% | 3% | 2% | 3% | 4% | 1% | 4% | 2% |
| 18-Jan | 3% | 4% | 2% | 6% | 3% | 2% | 0% | 0% | 4% | 2% | 2% | 2% |
| 19-Jan | 0% | - | 0% | - | 1% | - | - | 0% | - | - | 0% | 1% |
| 20-Jan | 1% | 1% | 0% | 1% | 1% | - | - | - | 1% | 0% | 1% | 1% |
| It depends on the condition of the food | 7% | 8% | 6% | 3% | 5% | 8% | 10% | 10% | 6% | 6% | 6% | 9% |
| No specific date | 1% | 1% | 0% | - | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 0% |
| Don't know | 2% | 1% | 2% | 3% | 3% | 2% | 2% | 0% | 1% | 1% | 2% | 3% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q33 Thinking about when you open a packet of sliced cooked or cured meat e.g. ham and keep it stored in the fridge, on wh... | | | | | | | | | | | | |
| The storage information on the product | 9% | 11% | 8% | 17% | 11% | 5% | 6% | 4% | 10% | 7% | 11% | 10% |
| The use-by date | 33% | 32% | 35% | 34% | 34% | 41% | 29% | 29% | 31% | 37% | 38% | 29% |
| A combination of storage information and use-by date | 45% | 46% | 44% | 40% | 43% | 42% | 50% | 53% | 48% | 43% | 38% | 49% |
| Neither of these / something else | 4% | 3% | 4% | 4% | 5% | 2% | 3% | 5% | 5% | 2% | 6% | 3% |
| Not applicable – don't ever eat / use this food item | 8% | 7% | 9% | 6% | 8% | 10% | 12% | 8% | 6% | 11% | 7% | 9% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q34 How do you usually tell that food has been cooked properly? | | | | | | | | | | | | |
| Taste it | 14% | 15% | 13% | 18% | 14% | 19% | 9% | 9% | 14% | 13% | 18% | 13% |
| Cut into the thickest part to see if it is cooked | 63% | 60% | 67% | 56% | 63% | 64% | 72% | 67% | 69% | 64% | 60% | 60% |
| Put hand over it/touch it | 8% | 9% | 7% | 13% | 7% | 6% | 9% | 3% | 6% | 8% | 10% | 9% |
| Use a thermometer/probe | 23% | 24% | 22% | 25% | 21% | 21% | 26% | 21% | 23% | 19% | 33% | 20% |
| Use a timer to ensure it has been cooked for a certain amount of time | 29% | 28% | 30% | 32% | 31% | 24% | 28% | 28% | 30% | 32% | 29% | 24% |
| It looks hot / is bubbling / sizzling / steaming | 38% | 34% | 42% | 41% | 35% | 39% | 34% | 38% | 39% | 36% | 40% | 37% |
| Other | 1% | 1% | 1% | 1% | - | - | 2% | 3% | 3% | 1% | 1% | 1% |
| I don't check | 2% | 3% | 1% | 2% | 4% | 1% | 2% | 2% | 1% | 3% | 1% | 4% |
| Don't know | 3% | 2% | 3% | 4% | 1% | 4% | 0% | 2% | 1% | 2% | 2% | 5% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q35 How many times would you consider re-heating food after it was cooked for the first time? | | | | | | | | | | | | |
| Not at all | 8% | 11% | 5% | 9% | 6% | 2% | 8% | 13% | 7% | 8% | 6% | 10% |
| Once | 75% | 72% | 78% | 63% | 73% | 79% | 82% | 84% | 74% | 77% | 74% | 74% |
| Twice | 9% | 8% | 10% | 14% | 10% | 11% | 8% | 2% | 12% | 10% | 10% | 5% |
| Three times | 3% | 4% | 2% | 5% | 4% | 3% | 0% | 1% | 3% | 2% | 3% | 3% |
| More than three times | 2% | 3% | 2% | 4% | 5% | 1% | 0% | 0% | 2% | 2% | 3% | 2% |
| Don't know | 3% | 3% | 3% | 6% | 2% | 3% | 2% | 0% | 1% | 2% | 4% | 5% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 946 | 450 | 496 | 213 | 152 | 180 | 172 | 229 | 263 | 292 | 169 | 222 |
| Weighted | 948 | 451 | 497 | 282 | 145 | 181 | 143 | 198 | 230 | 265 | 184 | 268 |
| Q36 And how do you usually tell that food has been re-heated properly? | | | | | | | | | | | | |
| Taste it | 24% | 24% | 24% | 27% | 23% | 27% | 20% | 20% | 23% | 25% | 23% | 24% |
| Put hand over it/touch it | 12% | 13% | 11% | 18% | 15% | 7% | 14% | 4% | 10% | 13% | 11% | 14% |
| Use a thermometer/probe | 21% | 20% | 22% | 22% | 23% | 19% | 27% | 16% | 22% | 15% | 32% | 18% |
| Use a timer to ensure it has been cooked for a certain amount of time | 30% | 33% | 26% | 29% | 31% | 29% | 27% | 32% | 36% | 32% | 22% | 28% |
| It looks hot / is bubbling / sizzling / steaming | 57% | 53% | 60% | 54% | 57% | 56% | 58% | 63% | 61% | 60% | 49% | 56% |
| Other | 1% | 1% | 1% | - | 2% | 1% | 2% | 2% | 2% | 0% | 1% | 1% |
| I don't check | 3% | 3% | 3% | 4% | 4% | 1% | 4% | 2% | 2% | 4% | 2% | 4% |
| Don't know | 4% | 4% | 4% | 7% | 1% | 3% | 0% | 4% | 2% | 2% | 4% | 6% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q37 Have you personally ever had food poisoning and if so when was the last occasion? | | | | | | | | | | | | |
| Yes, in the last year | 5% | 7% | 3% | 12% | 5% | 1% | 1% | 1% | 7% | 3% | 7% | 4% |
| Yes, more than a year ago | 24% | 23% | 25% | 22% | 20% | 28% | 28% | 22% | 25% | 27% | 23% | 20% |
| I think so but I'm not sure it was food poisoning | 11% | 12% | 10% | 17% | 11% | 10% | 4% | 8% | 10% | 12% | 10% | 10% |
| No | 55% | 55% | 56% | 41% | 57% | 56% | 66% | 66% | 56% | 53% | 55% | 58% |
| Don't know | 5% | 4% | 6% | 8% | 7% | 5% | 0% | 3% | 2% | 5% | 4% | 8% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 395 | 198 | 197 | 118 | 60 | 73 | 65 | 79 | 115 | 130 | 68 | 82 |
| Weighted | 407 | 207 | 200 | 157 | 56 | 72 | 52 | 69 | 105 | 121 | 79 | 101 |
| Q37b At what time of year did you have food poisoning? | | | | | | | | | | | | |
| Christmas | 10% | 14% | 6% | 17% | 8% | 8% | 6% | 2% | 8% | 8% | 12% | 15% |
| Winter | 17% | 18% | 17% | 21% | 21% | 18% | 14% | 10% | 17% | 19% | 9% | 23% |
| Spring | 14% | 14% | 14% | 22% | 16% | 8% | 6% | 6% | 13% | 10% | 19% | 16% |
| Summer | 29% | 31% | 28% | 26% | 29% | 21% | 44% | 36% | 37% | 27% | 35% | 20% |
| Autumn | 10% | 11% | 10% | 9% | 14% | 8% | 6% | 16% | 12% | 8% | 9% | 12% |
| Can't remember | 29% | 27% | 31% | 23% | 35% | 41% | 25% | 29% | 26% | 35% | 27% | 28% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 395 | 198 | 197 | 118 | 60 | 73 | 65 | 79 | 115 | 130 | 68 | 82 |
| Weighted | 407 | 207 | 200 | 157 | 56 | 72 | 52 | 69 | 105 | 121 | 79 | 101 |
| Q38 On the last occasion, where do you think you got food poisoning? | | | | | | | | | | | | |
| From something you ate in a café/restaurant | 34% | 37% | 31% | 26% | 25% | 41% | 41% | 48% | 43% | 36% | 32% | 24% |
| From a take-away | 20% | 18% | 23% | 25% | 28% | 18% | 13% | 10% | 17% | 22% | 22% | 20% |
| From a barbeque | 10% | 13% | 5% | 14% | 11% | 8% | 5% | 3% | 12% | 12% | 6% | 7% |
| From a meal prepared at home | 14% | 17% | 11% | 21% | 13% | 11% | 9% | 6% | 11% | 12% | 20% | 15% |
| From a meal prepared by family/friend in their home | 11% | 13% | 8% | 15% | 14% | 5% | 15% | 2% | 7% | 10% | 12% | 15% |
| From ready to eat food purchased in a shop / supermarket | 12% | 11% | 14% | 16% | 18% | 7% | 6% | 10% | 10% | 7% | 18% | 17% |
| Other | 6% | 6% | 7% | 4% | 3% | 11% | 6% | 9% | 9% | 4% | 3% | 9% |
| Don't know | 9% | 9% | 9% | 6% | 12% | 9% | 10% | 12% | 10% | 10% | 7% | 8% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 395 | 198 | 197 | 118 | 60 | 73 | 65 | 79 | 115 | 130 | 68 | 82 |
| Weighted | 407 | 207 | 200 | 157 | 56 | 72 | 52 | 69 | 105 | 121 | 79 | 101 |
| Q39 On the last occasion, how do you think you got food poisoning? | | | | | | | | | | | | |
| From something you ate past its use by date | 15% | 16% | 15% | 24% | 8% | 13% | 7% | 9% | 15% | 14% | 24% | 10% |
| From food that was not cooked properly | 35% | 39% | 30% | 40% | 30% | 30% | 41% | 25% | 28% | 37% | 31% | 40% |
| From food that was not stored properly | 19% | 19% | 19% | 17% | 23% | 15% | 26% | 19% | 16% | 18% | 22% | 20% |
| From generally poor food hygiene | 23% | 25% | 21% | 20% | 27% | 20% | 34% | 20% | 27% | 17% | 24% | 24% |
| Other | 7% | 6% | 7% | 6% | 5% | 9% | 2% | 9% | 9% | 3% | 7% | 8% |
| Don't know | 26% | 22% | 29% | 20% | 22% | 33% | 22% | 36% | 32% | 28% | 16% | 24% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 395 | 198 | 197 | 118 | 60 | 73 | 65 | 79 | 115 | 130 | 68 | 82 |
| Weighted | 407 | 207 | 200 | 157 | 56 | 72 | 52 | 69 | 105 | 121 | 79 | 101 |
| Q40 Did you confirm with your GP or local doctor's surgery that you had had food poisoning, and if so, did they tell you what t... | | | | | | | | | | | | |
| No – never visited GP/Doctor's surgery | 46% | 48% | 45% | 44% | 49% | 47% | 44% | 50% | 50% | 53% | 34% | 44% |
| Yes, told me it was campylobacter | 8% | 7% | 8% | 9% | 17% | 5% | 1% | 4% | 7% | 7% | 8% | 10% |
| Yes, told me it was salmonella | 9% | 11% | 7% | 12% | 3% | 9% | 11% | 4% | 9% | 8% | 15% | 5% |
| Yes, told me it was e-coli | 4% | 5% | 4% | 6% | 3% | 5% | 2% | 3% | 3% | 3% | 7% | 5% |
| Yes, told me it was listeria | 2% | 2% | 2% | 2% | 2% | 3% | 1% | 1% | 1% | 2% | 6% | - |
| Yes, told me it was norovirus | 2% | 3% | 1% | 4% | 2% | - | - | 1% | 1% | - | 5% | 3% |
| Yes, told me it was something else (not listed above) | 7% | 9% | 5% | 7% | 3% | 5% | 13% | 10% | 9% | 7% | 8% | 6% |
| No, not told by my GP/not confirmed | 17% | 12% | 23% | 14% | 15% | 17% | 22% | 23% | 14% | 19% | 16% | 20% |
| Don't know | 4% | 4% | 5% | 2% | 5% | 8% | 5% | 4% | 5% | 1% | 2% | 8% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--------------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q41 Have you heard of campylobacter? | | | | | | | | | | | | |
| Yes | 40% | 42% | 38% | 33% | 35% | 39% | 51% | 48% | 50% | 38% | 42% | 34% |
| No | 60% | 58% | 62% | 67% | 65% | 61% | 49% | 52% | 50% | 62% | 58% | 66% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 429 | 218 | 211 | 77 | 56 | 72 | 96 | 128 | 143 | 122 | 77 | 87 |
| Weighted | 413 | 212 | 202 | 101 | 54 | 72 | 78 | 108 | 123 | 108 | 81 | 100 |
| Q42 Campylobacter is commonly found in which of the following? | | | | | | | | | | | | |
| Beef | 25% | 26% | 23% | 34% | 21% | 27% | 23% | 17% | 25% | 18% | 33% | 24% |
| Chicken | 66% | 65% | 67% | 58% | 53% | 68% | 73% | 74% | 68% | 64% | 69% | 63% |
| Pork | 26% | 25% | 28% | 19% | 25% | 39% | 33% | 19% | 23% | 24% | 30% | 29% |
| Fish | 12% | 13% | 11% | 15% | 17% | 6% | 16% | 6% | 14% | 7% | 12% | 14% |
| Lamb | 17% | 16% | 18% | 15% | 18% | 20% | 22% | 12% | 16% | 12% | 25% | 16% |
| Don't know | 22% | 19% | 25% | 16% | 31% | 24% | 20% | 22% | 19% | 23% | 19% | 25% |
| None of these | 1% | 1% | 1% | 1% | 2% | - | - | 1% | - | 2% | - | 1% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|----------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 429 | 218 | 211 | 77 | 56 | 72 | 96 | 128 | 143 | 122 | 77 | 87 |
| Weighted | 413 | 212 | 202 | 101 | 54 | 72 | 78 | 108 | 123 | 108 | 81 | 100 |
| Q43 What is campylobacter? | | | | | | | | | | | | |
| Bacteria | 86% | 85% | 88% | 73% | 82% | 87% | 94% | 95% | 91% | 88% | 77% | 86% |
| Virus | 8% | 8% | 8% | 20% | 11% | 8% | 2% | 1% | 2% | 8% | 13% | 11% |
| Parasite | 10% | 9% | 11% | 20% | 19% | 9% | 4% | 1% | 9% | 7% | 10% | 14% |
| Fungi | 4% | 5% | 3% | 8% | 14% | 3% | - | - | 6% | - | 7% | 5% |
| Pesticide | 1% | 2% | 1% | 4% | 2% | - | - | - | 2% | - | 2% | 2% |
| Don't know | 5% | 6% | 3% | 4% | 4% | 6% | 5% | 4% | 6% | 3% | 5% | 3% |
| None of these | 1% | 2% | - | 1% | 2% | 2% | - | - | 1% | - | 1% | 1% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 429 | 218 | 211 | 77 | 56 | 72 | 96 | 128 | 143 | 122 | 77 | 87 |
| Weighted | 413 | 212 | 202 | 101 | 54 | 72 | 78 | 108 | 123 | 108 | 81 | 100 |
| Q44 Campylobacter infection can be serious for which of the following types of people? | | | | | | | | | | | | |
| Young children | 77% | 74% | 80% | 69% | 77% | 71% | 83% | 84% | 82% | 78% | 69% | 76% |
| Students | 28% | 32% | 24% | 33% | 28% | 29% | 23% | 25% | 31% | 28% | 21% | 29% |
| Teenagers | 30% | 36% | 24% | 31% | 38% | 36% | 24% | 25% | 35% | 29% | 20% | 33% |
| Pregnant women | 70% | 63% | 78% | 55% | 59% | 76% | 82% | 77% | 69% | 70% | 71% | 71% |
| Middle aged adults | 29% | 34% | 25% | 30% | 32% | 32% | 25% | 29% | 37% | 26% | 20% | 31% |
| Older persons | 74% | 67% | 82% | 50% | 72% | 75% | 89% | 88% | 72% | 77% | 72% | 76% |
| Don't know | 7% | 9% | 5% | 5% | 10% | 7% | 6% | 7% | 7% | 8% | 5% | 6% |
| None of these | 0% | 1% | - | - | 2% | - | - | - | - | - | - | 1% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q45 What information are you looking for when you read food labels? | | | | | | | | | | | | |
| Ingredients | 49% | 50% | 49% | 39% | 47% | 48% | 62% | 58% | 56% | 49% | 50% | 44% |
| Cooking instructions | 60% | 57% | 63% | 49% | 56% | 58% | 66% | 74% | 66% | 58% | 56% | 59% |
| Allergy information | 20% | 20% | 20% | 20% | 16% | 20% | 22% | 21% | 20% | 21% | 19% | 20% |
| Colour coded (traffic light) nutrition information on the front of the pack | 32% | 31% | 33% | 29% | 27% | 33% | 34% | 38% | 34% | 37% | 32% | 26% |
| Number of calories | 27% | 25% | 29% | 27% | 25% | 29% | 29% | 25% | 33% | 29% | 25% | 22% |
| Storage information | 45% | 43% | 47% | 42% | 36% | 39% | 49% | 55% | 47% | 45% | 41% | 44% |
| Use-by dates / best before dates | 76% | 74% | 77% | 64% | 71% | 72% | 86% | 90% | 78% | 76% | 75% | 74% |
| Country of origin | 34% | 38% | 30% | 22% | 26% | 36% | 45% | 47% | 44% | 31% | 37% | 27% |
| Organic / sustainable / Fairtrade | 20% | 18% | 21% | 18% | 18% | 22% | 28% | 16% | 22% | 18% | 22% | 19% |
| Suitable for vegetarian / vegan diets | 15% | 14% | 16% | 15% | 13% | 22% | 17% | 10% | 16% | 15% | 17% | 14% |
| Other | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% |
| I never look at labelling on food products | 7% | 9% | 6% | 8% | 7% | 11% | 5% | 6% | 7% | 6% | 5% | 11% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q46 Where would you go for information about food hygiene, and how to prepare and cook food safely at home? | | | | | | | | | | | | |
| Family and friends | 20% | 20% | 20% | 31% | 27% | 14% | 13% | 10% | 24% | 19% | 17% | 20% |
| Cookery books | 18% | 18% | 18% | 24% | 17% | 9% | 20% | 17% | 17% | 17% | 22% | 17% |
| Food Standards Scotland website | 31% | 28% | 35% | 29% | 30% | 33% | 30% | 35% | 27% | 30% | 39% | 31% |
| Other food websites | 11% | 12% | 9% | 8% | 12% | 11% | 12% | 11% | 14% | 7% | 12% | 10% |
| Internet search engine | 31% | 26% | 35% | 35% | 33% | 27% | 30% | 28% | 38% | 30% | 32% | 25% |
| Product packaging | 37% | 37% | 37% | 37% | 35% | 33% | 41% | 38% | 44% | 32% | 34% | 38% |
| Voice search (e.g. Alexa, Google Home) | 8% | 9% | 8% | 15% | 9% | 7% | 3% | 4% | 9% | 7% | 8% | 8% |
| Other | 0% | - | 1% | 0% | - | - | 1% | 1% | 0% | - | 1% | 0% |
| I don't look for information on food safety | 21% | 24% | 19% | 14% | 21% | 25% | 30% | 23% | 19% | 24% | 18% | 23% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q47 How do you judge the hygiene standards of the places you eat out at or buy food from? | | | | | | | | | | | | |
| Word of mouth | 35% | 32% | 38% | 34% | 38% | 34% | 42% | 31% | 39% | 32% | 36% | 34% |
| Reputation | 47% | 48% | 46% | 39% | 47% | 42% | 59% | 54% | 58% | 43% | 41% | 46% |
| Appearance of staff | 40% | 39% | 40% | 31% | 32% | 37% | 53% | 50% | 45% | 36% | 43% | 37% |
| General appearance of premises | 58% | 56% | 60% | 46% | 52% | 60% | 72% | 68% | 64% | 59% | 55% | 54% |
| Hygiene sticker | 32% | 28% | 35% | 36% | 31% | 27% | 32% | 31% | 25% | 36% | 31% | 34% |
| Hygiene certificate | 48% | 44% | 51% | 46% | 49% | 35% | 55% | 54% | 49% | 47% | 51% | 45% |
| Websites | 18% | 18% | 18% | 27% | 20% | 16% | 14% | 9% | 16% | 19% | 22% | 17% |
| Other | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 1% | 2% | - |
| Don't know | 9% | 9% | 8% | 9% | 8% | 11% | 10% | 5% | 7% | 9% | 7% | 11% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q48 Have you ever seen any of these images before today, and if so where? | | | | | | | | | | | | |
| Yes - food establishment window or door (e.g. restaurant/cafe) | 62% | 61% | 63% | 69% | 69% | 54% | 61% | 54% | 67% | 61% | 54% | 63% |
| Yes – on a website | 12% | 12% | 12% | 19% | 16% | 8% | 9% | 4% | 12% | 11% | 16% | 9% |
| Yes – in a newspaper/magazine | 3% | 3% | 3% | 4% | 5% | 2% | 1% | 1% | 4% | 3% | 3% | 2% |
| Yes – somewhere else | 4% | 3% | 5% | 6% | 7% | 3% | 2% | 3% | 5% | 3% | 3% | 6% |
| No, not seen | 30% | 32% | 28% | 18% | 22% | 38% | 35% | 41% | 26% | 31% | 34% | 30% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q49 In the last 12 months, have you used this food hygiene information scheme to check a food establishment's hygiene sta... | | | | | | | | | | | | |
| Yes | 26% | 26% | 26% | 43% | 28% | 19% | 16% | 15% | 23% | 25% | 27% | 29% |
| No | 74% | 74% | 74% | 57% | 72% | 81% | 84% | 85% | 77% | 75% | 73% | 71% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 245 | 119 | 126 | 98 | 45 | 35 | 29 | 38 | 61 | 73 | 45 | 66 |
| Weighted | 270 | 131 | 139 | 133 | 43 | 35 | 25 | 34 | 57 | 71 | 53 | 88 |
| Q50 Where did you check it on the most recent occasion? | | | | | | | | | | | | |
| Window or door (of restaurant/café for example) | 75% | 75% | 76% | 76% | 67% | 60% | 88% | 87% | 77% | 72% | 71% | 79% |
| On the internet | 25% | 25% | 24% | 24% | 33% | 40% | 12% | 11% | 22% | 28% | 29% | 21% |
| Somewhere else | 0% | 1% | - | - | - | - | - | 2% | 1% | - | - | - |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 245 | 119 | 126 | 98 | 45 | 35 | 29 | 38 | 61 | 73 | 45 | 66 |
| Weighted | 270 | 131 | 139 | 133 | 43 | 35 | 25 | 34 | 57 | 71 | 53 | 88 |
| Q51 And on that occasion how much influence did it have on your decision on whether or not to use that establishment? | | | | | | | | | | | | |
| It had a lot of influence | 64% | 58% | 69% | 66% | 67% | 66% | 62% | 48% | 60% | 60% | 65% | 67% |
| It had a little influence | 31% | 35% | 28% | 31% | 25% | 31% | 34% | 41% | 36% | 34% | 30% | 27% |
| It had no influence at all | 5% | 6% | 4% | 3% | 9% | 3% | 4% | 11% | 4% | 6% | 4% | 5% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q52 If you wanted to check how a food business did on their most recent hygiene inspection where would you go for this information? | | | | | | | | | | | | |
| Food Standards Scotland website | 50% | 50% | 51% | 51% | 45% | 53% | 45% | 55% | 51% | 51% | 52% | 49% |
| The website of the food business | 18% | 16% | 20% | 22% | 19% | 20% | 13% | 14% | 20% | 14% | 19% | 20% |
| The local council website | 20% | 21% | 19% | 18% | 18% | 20% | 24% | 22% | 18% | 21% | 19% | 22% |
| The window of the food business | 21% | 24% | 17% | 23% | 16% | 15% | 21% | 25% | 23% | 16% | 23% | 21% |
| Somewhere else | 1% | 1% | 0% | 0% | 1% | 1% | - | 1% | 2% | 1% | - | - |
| Would never check this | 12% | 12% | 11% | 9% | 16% | 9% | 18% | 11% | 13% | 14% | 9% | 10% |
| Don't know | 18% | 17% | 20% | 20% | 19% | 22% | 17% | 14% | 17% | 19% | 17% | 20% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 3.67 | 3.69 | 3.64 | 3.87 | 3.53 | 3.54 | 3.68 | 3.59 | 3.64 | 3.64 | 3.82 | 3.62 |
| Q53a I am unlikely to get food poisoning from food prepared in my own home | | | | | | | | | | | | |
| I definitely agree | 22% | 23% | 21% | 30% | 18% | 19% | 19% | 20% | 22% | 19% | 26% | 23% |
| I tend to agree | 38% | 40% | 37% | 36% | 39% | 34% | 46% | 40% | 39% | 40% | 43% | 33% |
| I neither agree nor disagree | 23% | 22% | 25% | 23% | 22% | 27% | 20% | 22% | 21% | 26% | 19% | 25% |
| I tend to disagree | 10% | 10% | 10% | 6% | 13% | 14% | 9% | 10% | 11% | 9% | 8% | 10% |
| I definitely disagree | 4% | 4% | 4% | 3% | 5% | 3% | 4% | 6% | 4% | 3% | 3% | 5% |
| Don't know | 2% | 2% | 3% | 2% | 3% | 3% | 2% | 2% | 2% | 2% | 1% | 4% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 4.22 | 4.19 | 4.26 | 4.25 | 4.21 | 4.25 | 4.22 | 4.18 | 4.19 | 4.14 | 4.31 | 4.28 |
| Q53b Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene | | | | | | | | | | | | |
| I definitely agree | 42% | 41% | 43% | 47% | 41% | 42% | 39% | 36% | 39% | 37% | 48% | 45% |
| I tend to agree | 38% | 38% | 37% | 32% | 36% | 38% | 42% | 44% | 42% | 41% | 34% | 33% |
| I neither agree nor disagree | 15% | 15% | 15% | 14% | 17% | 13% | 15% | 16% | 15% | 17% | 12% | 16% |
| I tend to disagree | 2% | 2% | 1% | 3% | 1% | 2% | 1% | - | 2% | 2% | 1% | 1% |
| I definitely disagree | 1% | 1% | 0% | 0% | 1% | 1% | - | 1% | 0% | 0% | 1% | 0% |
| Don't know | 3% | 3% | 4% | 3% | 4% | 5% | 2% | 2% | 2% | 2% | 3% | 5% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 3.82 | 3.74 | 3.89 | 3.94 | 3.95 | 3.79 | 3.66 | 3.69 | 3.73 | 3.88 | 3.81 | 3.83 |
| Q53c The information on food labels is clear and understandable | | | | | | | | | | | | |
| I definitely agree | 19% | 20% | 19% | 27% | 28% | 18% | 12% | 11% | 15% | 19% | 20% | 23% |
| I tend to agree | 50% | 46% | 55% | 48% | 43% | 52% | 52% | 56% | 53% | 55% | 50% | 44% |
| I neither agree nor disagree | 21% | 21% | 20% | 15% | 21% | 20% | 26% | 24% | 22% | 19% | 20% | 21% |
| I tend to disagree | 6% | 9% | 4% | 6% | 4% | 5% | 9% | 8% | 7% | 5% | 7% | 7% |
| I definitely disagree | 1% | 2% | 1% | 2% | 1% | 2% | 0% | 1% | 2% | 1% | 1% | 1% |
| Don't know | 2% | 2% | 2% | 2% | 3% | 3% | 1% | 1% | 2% | 2% | 1% | 3% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 2.96 | 2.86 | 3.05 | 3.37 | 2.98 | 2.94 | 2.71 | 2.56 | 2.77 | 2.89 | 3.15 | 3.06 |
| Q53d I worry about getting food poisoning when I eat out | | | | | | | | | | | | |
| I definitely agree | 11% | 10% | 12% | 22% | 9% | 9% | 7% | 2% | 8% | 11% | 14% | 12% |
| I tend to agree | 22% | 21% | 23% | 28% | 25% | 24% | 15% | 15% | 20% | 21% | 24% | 24% |
| I neither agree nor disagree | 27% | 28% | 27% | 23% | 27% | 26% | 33% | 30% | 25% | 26% | 30% | 30% |
| I tend to disagree | 27% | 28% | 27% | 18% | 28% | 26% | 31% | 36% | 32% | 31% | 25% | 21% |
| I definitely disagree | 11% | 13% | 8% | 8% | 9% | 11% | 13% | 13% | 13% | 12% | 7% | 10% |
| Don't know | 2% | 2% | 2% | 1% | 3% | 3% | 1% | 2% | 1% | 1% | 1% | 4% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 3.67 | 3.59 | 3.75 | 3.76 | 3.61 | 3.72 | 3.71 | 3.53 | 3.72 | 3.61 | 3.79 | 3.61 |
| Q53e I'd like to know more about where the food I eat comes from | | | | | | | | | | | | |
| I definitely agree | 21% | 18% | 24% | 26% | 22% | 22% | 20% | 14% | 19% | 20% | 24% | 21% |
| I tend to agree | 38% | 37% | 38% | 35% | 32% | 39% | 41% | 41% | 44% | 35% | 40% | 33% |
| I neither agree nor disagree | 29% | 31% | 28% | 28% | 30% | 28% | 29% | 33% | 27% | 31% | 27% | 31% |
| I tend to disagree | 7% | 9% | 6% | 6% | 9% | 6% | 8% | 9% | 6% | 10% | 6% | 7% |
| I definitely disagree | 3% | 3% | 3% | 3% | 4% | 3% | 1% | 4% | 3% | 3% | 2% | 5% |
| Don't know | 2% | 1% | 2% | 2% | 3% | 2% | - | 0% | 1% | 2% | 1% | 3% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 3.84 | 3.70 | 3.97 | 3.86 | 3.72 | 3.75 | 3.85 | 3.95 | 3.87 | 3.81 | 3.96 | 3.76 |
| Q53f It's important to me that I try to buy food produced in Scotland when I can | | | | | | | | | | | | |
| I definitely agree | 28% | 24% | 33% | 29% | 27% | 26% | 30% | 29% | 30% | 26% | 32% | 27% |
| I tend to agree | 39% | 38% | 39% | 38% | 35% | 39% | 36% | 44% | 41% | 39% | 41% | 35% |
| I neither agree nor disagree | 22% | 25% | 19% | 23% | 23% | 21% | 25% | 20% | 19% | 25% | 18% | 24% |
| I tend to disagree | 6% | 6% | 5% | 5% | 8% | 8% | 6% | 3% | 5% | 6% | 5% | 7% |
| I definitely disagree | 3% | 5% | 2% | 4% | 5% | 4% | 2% | 3% | 4% | 2% | 3% | 4% |
| Don't know | 2% | 1% | 2% | 2% | 3% | 2% | 0% | 0% | 1% | 1% | 1% | 3% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| | | | | | | | | | | | | |
| Mean | 3.82 | 3.79 | 3.84 | 3.97 | 3.88 | 3.74 | 3.75 | 3.67 | 3.81 | 3.85 | 3.81 | 3.78 |
| Q53g I trust the information on food labels | | | | | | | | | | | | |
| I definitely agree | 15% | 15% | 16% | 25% | 23% | 10% | 7% | 7% | 12% | 18% | 16% | 15% |
| I tend to agree | 55% | 57% | 54% | 51% | 46% | 58% | 65% | 60% | 62% | 54% | 56% | 52% |
| I neither agree nor disagree | 22% | 21% | 23% | 18% | 22% | 22% | 23% | 28% | 21% | 23% | 19% | 24% |
| I tend to disagree | 4% | 5% | 3% | 3% | 4% | 5% | 4% | 3% | 4% | 3% | 7% | 3% |
| I definitely disagree | 1% | 2% | 0% | 1% | 1% | 1% | 0% | 2% | 1% | 1% | - | 2% |
| Don't know | 2% | 1% | 3% | 2% | 3% | 4% | 0% | 1% | 1% | 1% | 2% | 4% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 3.29 | 3.18 | 3.39 | 3.49 | 3.39 | 3.39 | 3.18 | 2.93 | 3.16 | 3.26 | 3.41 | 3.33 |
| Q53h It worries me that what's in my food might not be what's on the label | | | | | | | | | | | | |
| I definitely agree | 14% | 11% | 17% | 19% | 17% | 17% | 9% | 4% | 9% | 13% | 18% | 15% |
| I tend to agree | 29% | 29% | 30% | 33% | 33% | 29% | 27% | 24% | 28% | 29% | 32% | 29% |
| I neither agree nor disagree | 31% | 33% | 30% | 26% | 24% | 30% | 41% | 38% | 36% | 32% | 25% | 31% |
| I tend to disagree | 19% | 20% | 18% | 15% | 18% | 19% | 19% | 25% | 21% | 20% | 19% | 16% |
| I definitely disagree | 5% | 6% | 4% | 4% | 6% | 3% | 4% | 7% | 4% | 5% | 4% | 6% |
| Don't know | 2% | 1% | 2% | 2% | 3% | 2% | 1% | 1% | 2% | 1% | 2% | 3% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 3.18 | 3.15 | 3.22 | 3.35 | 3.44 | 3.34 | 2.99 | 2.80 | 3.00 | 3.34 | 3.10 | 3.24 |
| Q53i There are serious health risks to young children and the elderly from food prepared at home | | | | | | | | | | | | |
| I definitely agree | 17% | 16% | 18% | 24% | 21% | 17% | 11% | 9% | 12% | 21% | 16% | 18% |
| I tend to agree | 21% | 21% | 21% | 20% | 24% | 25% | 19% | 17% | 20% | 20% | 22% | 21% |
| I neither agree nor disagree | 29% | 31% | 27% | 26% | 31% | 30% | 31% | 29% | 30% | 29% | 26% | 30% |
| I tend to disagree | 18% | 16% | 19% | 14% | 11% | 14% | 24% | 26% | 23% | 15% | 20% | 15% |
| I definitely disagree | 10% | 11% | 9% | 10% | 7% | 7% | 9% | 15% | 11% | 8% | 12% | 10% |
| Don't know | 6% | 5% | 6% | 6% | 6% | 7% | 5% | 4% | 4% | 7% | 4% | 6% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 4.34 | 4.30 | 4.38 | 4.32 | 4.33 | 4.28 | 4.47 | 4.33 | 4.35 | 4.30 | 4.30 | 4.39 |
| Q53j There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning | | | | | | | | | | | | |
| I definitely agree | 47% | 45% | 49% | 48% | 46% | 46% | 53% | 43% | 47% | 44% | 49% | 49% |
| I tend to agree | 39% | 41% | 38% | 34% | 40% | 35% | 39% | 49% | 41% | 44% | 36% | 36% |
| I neither agree nor disagree | 10% | 10% | 10% | 13% | 11% | 11% | 6% | 6% | 9% | 10% | 10% | 9% |
| I tend to disagree | 1% | 2% | 1% | 1% | 1% | 3% | - | - | 0% | 1% | 2% | 1% |
| I definitely disagree | 1% | 1% | 0% | 0% | 1% | 1% | - | 1% | 1% | 0% | 1% | 0% |
| Don't know | 2% | 2% | 3% | 3% | 3% | 4% | 1% | 0% | 1% | 1% | 1% | 5% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 3.43 | 3.41 | 3.45 | 3.70 | 3.62 | 3.30 | 3.26 | 3.14 | 3.27 | 3.44 | 3.48 | 3.51 |
| Q53k Restaurants, bars and cafes usually provide enough information to allow me to check that the food I am eating is safe | | | | | | | | | | | | |
| I definitely agree | 13% | 13% | 14% | 22% | 19% | 11% | 8% | 3% | 10% | 13% | 14% | 17% |
| I tend to agree | 34% | 35% | 33% | 37% | 33% | 31% | 33% | 35% | 36% | 35% | 37% | 31% |
| I neither agree nor disagree | 29% | 27% | 31% | 23% | 30% | 31% | 33% | 33% | 25% | 32% | 27% | 31% |
| I tend to disagree | 14% | 15% | 13% | 13% | 8% | 13% | 17% | 16% | 18% | 12% | 15% | 10% |
| I definitely disagree | 3% | 4% | 3% | 1% | 3% | 6% | 3% | 6% | 5% | 3% | 2% | 3% |
| Don't know | 6% | 7% | 5% | 4% | 7% | 8% | 6% | 7% | 6% | 5% | 5% | 7% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 3.59 | 3.47 | 3.72 | 3.79 | 3.68 | 3.53 | 3.44 | 3.42 | 3.49 | 3.57 | 3.64 | 3.68 |
| Q53I I worry about getting food poisoning when travelling abroad | | | | | | | | | | | | |
| I definitely agree | 22% | 21% | 23% | 29% | 24% | 19% | 18% | 17% | 18% | 21% | 25% | 25% |
| I tend to agree | 34% | 30% | 38% | 36% | 34% | 33% | 33% | 33% | 37% | 37% | 34% | 29% |
| I neither agree nor disagree | 22% | 24% | 20% | 20% | 22% | 24% | 22% | 25% | 22% | 22% | 25% | 21% |
| I tend to disagree | 12% | 14% | 9% | 10% | 8% | 10% | 17% | 14% | 14% | 13% | 9% | 10% |
| I definitely disagree | 5% | 6% | 4% | 3% | 5% | 7% | 5% | 6% | 6% | 5% | 6% | 4% |
| Don't know | 5% | 4% | 5% | 2% | 6% | 7% | 5% | 5% | 3% | 2% | 2% | 11% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q54 Which, if any, of the following applies to you? | | | | | | | | | | | | |
| Completely vegetarian | 7% | 7% | 7% | 11% | 7% | 8% | 6% | 1% | 6% | 8% | 8% | 7% |
| Pescetarian (eat a vegetarian diet which also includes fish but no meat) | 5% | 5% | 5% | 8% | 8% | 5% | 3% | 2% | 5% | 5% | 8% | 5% |
| Flexitarian (actively reducing the amount of meat and dairy in my diet) | 19% | 16% | 23% | 19% | 19% | 20% | 20% | 18% | 25% | 19% | 20% | 15% |
| Vegan | 2% | 2% | 2% | 4% | 2% | 1% | 3% | 0% | 3% | 1% | 3% | 2% |
| Allergic to certain foods or ingredients | 3% | 2% | 5% | 4% | 3% | 3% | 4% | 2% | 4% | 2% | 3% | 4% |
| Avoid certain food for religious or cultural reasons | 3% | 3% | 4% | 8% | 3% | 2% | 1% | 0% | 4% | 3% | 6% | 2% |
| Avoid certain food for medical reasons other than a food allergy e.g. diabetes | 9% | 9% | 9% | 10% | 7% | 6% | 7% | 11% | 9% | 4% | 11% | 12% |
| Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me) | 16% | 12% | 19% | 17% | 12% | 14% | 18% | 15% | 14% | 15% | 15% | 18% |
| Other | 0% | - | 0% | - | - | - | - | 0% | - | - | - | 0% |
| None | 53% | 58% | 48% | 46% | 55% | 53% | 54% | 60% | 50% | 53% | 52% | 55% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| VQ54 Respondent with allergy | | | | | | | | | | | | |
| Yes | 3% | 2% | 5% | 4% | 3% | 3% | 4% | 2% | 4% | 2% | 3% | 4% |
| No | 97% | 98% | 95% | 96% | 97% | 97% | 96% | 98% | 96% | 98% | 97% | 96% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 31 | 8 | 23 | 9 | 4 | 6 | 6 | 6 | 9 | 6 | 5 | 11 |
| Weighted | 33 | 8 | 25 | 11 | 4 | 6 | 6 | 6 | 9 | 6 | 6 | 13 |
| Q55 What are you allergic to? | | | | | | | | | | | | |
| Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains | 24% | 22% | 24% | 30% | - | 14% | 28% | 34% | 30% | 72% | - | 7% |
| Crustaceans, e.g. prawns, crab and lobster | 19% | - | 26% | 12% | 23% | 35% | 16% | 16% | - | - | 77% | 16% |
| Eggs | 20% | 16% | 22% | 21% | 23% | 33% | 23% | - | 13% | 34% | 18% | 19% |
| Fish | 13% | 26% | 9% | 11% | 44% | 19% | - | - | 25% | - | 18% | 9% |
| Peanuts | 11% | 25% | 7% | 11% | 23% | - | 12% | 15% | 22% | 14% | 18% | - |
| Soybeans | 6% | - | 8% | 10% | - | - | - | 16% | - | 20% | 16% | - |
| Milk | 28% | 22% | 30% | 26% | - | 33% | 27% | 51% | 19% | 28% | 25% | 36% |
| Nuts, e.g. almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts | 13% | - | 17% | 21% | 23% | - | - | 16% | 13% | 20% | 34% | - |
| Celery (including celeriac) | 5% | 11% | 4% | - | 21% | - | - | 16% | 10% | - | 16% | - |
| Mustard | 6% | 15% | 4% | 11% | - | - | - | 16% | 14% | - | 16% | - |
| Sesame | 11% | 15% | 10% | 25% | - | - | - | 16% | 14% | - | 16% | 12% |
| Sulphur dioxide/sulphites (preservatives used in some foods and drinks) | 12% | 10% | 13% | - | 35% | - | - | 48% | - | 14% | 16% | 19% |
| Lupin | - | - | - | - | - | - | - | - | - | - | - | - |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 31 | 8 | 23 | 9 | 4 | 6 | 6 | 6 | 9 | 6 | 5 | 11 |
| Weighted | 33 | 8 | 25 | 11 | 4 | 6 | 6 | 6 | 9 | 6 | 6 | 13 |
| Molluscs, e.g. clams, mussels, whelks, oysters, snails and squid | 19% | 15% | 20% | 11% | 23% | 35% | - | 35% | 14% | - | 52% | 17% |
| Other | 26% | 11% | 31% | 34% | 56% | 18% | 21% | - | 24% | - | 48% | 30% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 782 | 370 | 412 | 193 | 135 | 140 | 129 | 185 | 239 | 234 | 155 | 154 |
| Weighted | 785 | 365 | 419 | 254 | 125 | 138 | 105 | 162 | 213 | 214 | 170 | 187 |
| Q56 Does anyone in your household, other than you, have a food allergy? | | | | | | | | | | | | |
| Yes, an adult aged 18+ | 11% | 10% | 11% | 15% | 10% | 12% | 7% | 5% | 9% | 11% | 12% | 11% |
| Yes, a young person aged 12-17years | 4% | 5% | 3% | 5% | 8% | 5% | 1% | 1% | 5% | 5% | 4% | 2% |
| Yes, a child aged 11 years or under | 5% | 5% | 6% | 12% | 3% | 5% | - | - | 4% | 7% | 5% | 5% |
| No | 82% | 82% | 82% | 71% | 81% | 80% | 93% | 95% | 84% | 82% | 83% | 80% |
| Don't know | 1% | 1% | 1% | 2% | 2% | - | - | - | 1% | 1% | - | 2% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| VQ56a Food allergy in household | | | | | | | | | | | | |
| Yes | 16% | 13% | 18% | 26% | 16% | 18% | 9% | 5% | 16% | 15% | 18% | 15% |
| No | 84% | 87% | 82% | 74% | 84% | 82% | 91% | 95% | 84% | 85% | 82% | 85% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 120 | 54 | 66 | 51 | 22 | 29 | 9 | 9 | 32 | 38 | 26 | 24 |
| Weighted | 134 | 61 | 73 | 68 | 21 | 28 | 8 | 9 | 33 | 37 | 30 | 33 |
| Q57 And do you ever buy food for this person with the allergy? | | | | | | | | | | | | |
| Yes | 71% | 75% | 67% | 76% | 58% | 72% | 71% | 55% | 85% | 70% | 69% | 58% |
| No | 29% | 25% | 33% | 24% | 42% | 28% | 29% | 45% | 15% | 30% | 31% | 42% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 120 | 54 | 66 | 51 | 22 | 29 | 9 | 9 | 32 | 38 | 26 | 24 |
| Weighted | 134 | 61 | 73 | 68 | 21 | 28 | 8 | 9 | 33 | 37 | 30 | 33 |
| Q58 What is this person(s) in your household allergic to? | | | | | | | | | | | | |
| Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains | 8% | 9% | 6% | 6% | 8% | 10% | 9% | 9% | 14% | 10% | - | 5% |
| Crustaceans, e.g. prawns, crab and lobster | 9% | 12% | 7% | 13% | 9% | 4% | - | 13% | 10% | - | 16% | 13% |
| Eggs | 22% | 28% | 17% | 30% | 14% | 19% | - | 10% | 29% | 13% | 19% | 27% |
| Fish | 11% | 18% | 5% | 15% | 10% | 4% | - | 11% | 15% | 6% | 12% | 12% |
| Peanuts | 22% | 20% | 23% | 25% | 16% | 31% | - | - | 19% | 24% | 32% | 13% |
| Soybeans | 8% | 11% | 6% | 12% | 4% | 3% | - | 10% | 13% | 3% | 12% | 5% |
| Milk | 23% | 24% | 22% | 23% | 17% | 31% | 9% | 12% | 23% | 29% | 12% | 25% |
| Nuts, e.g. almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts | 16% | 18% | 15% | 19% | 16% | 10% | 27% | - | 21% | 20% | 4% | 18% |
| Celery (including celeriac) | 9% | 12% | 5% | 11% | 10% | 7% | - | - | 3% | 3% | 16% | 13% |
| Mustard | 7% | 9% | 5% | 5% | 18% | 4% | - | 10% | - | 4% | 12% | 12% |
| Sesame | 3% | 6% | 1% | 4% | 4% | - | - | 10% | 3% | 3% | 3% | 5% |
| Sulphur dioxide/sulphites (preservatives used in some foods and drinks) | 6% | 10% | 3% | 6% | - | 7% | - | 21% | 9% | 6% | 4% | 5% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 120 | 54 | 66 | 51 | 22 | 29 | 9 | 9 | 32 | 38 | 26 | 24 |
| Weighted | 134 | 61 | 73 | 68 | 21 | 28 | 8 | 9 | 33 | 37 | 30 | 33 |
| Lupin | 8% | 10% | 6% | 11% | 13% | - | - | - | 13% | 5% | 8% | 5% |
| Molluscs, e.g. clams, mussels, whelks, oysters, snails and squid | 9% | 15% | 4% | 9% | 13% | 3% | 34% | - | 6% | 7% | 12% | 12% |
| Other | 10% | 10% | 10% | 5% | 16% | 7% | 30% | 23% | 12% | 18% | 3% | 6% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 145 | 60 | 85 | 60 | 25 | 33 | 15 | 12 | 38 | 44 | 30 | 33 |
| Weighted | 161 | 67 | 94 | 79 | 25 | 33 | 13 | 11 | 39 | 43 | 34 | 44 |
| Q59 Do you carry an Epipen or other auto-injector with you when you are eating out, in case of an allergic reaction to food? | | | | | | | | | | | | |
| Yes, always | 20% | 28% | 14% | 20% | 40% | 19% | - | - | 20% | 20% | 29% | 12% |
| Yes, sometimes | 24% | 23% | 24% | 33% | 19% | 18% | 7% | 8% | 28% | 24% | 25% | 19% |
| No | 30% | 27% | 32% | 23% | 23% | 38% | 58% | 32% | 25% | 32% | 25% | 35% |
| I don't have / need an Epipen / auto-injector | 27% | 22% | 30% | 24% | 18% | 25% | 35% | 60% | 27% | 23% | 22% | 34% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 145 | 60 | 85 | 60 | 25 | 33 | 15 | 12 | 38 | 44 | 30 | 33 |
| Weighted | 161 | 67 | 94 | 79 | 25 | 33 | 13 | 11 | 39 | 43 | 34 | 44 |
| Q60 How easy or difficult is it to find allergy information about foods you are buying in shops and supermarkets? | | | | | | | | | | | | |
| Very easy | 29% | 41% | 20% | 36% | 38% | 26% | - | - | 42% | 25% | 31% | 18% |
| Quite easy | 43% | 33% | 49% | 42% | 35% | 37% | 69% | 48% | 29% | 51% | 42% | 46% |
| Neither | 23% | 17% | 27% | 19% | 27% | 24% | 21% | 36% | 26% | 19% | 22% | 24% |
| Quite difficult | 4% | 6% | 2% | 4% | - | 6% | 10% | - | - | 3% | 3% | 9% |
| Very difficult | 2% | 2% | 2% | - | - | 6% | - | 15% | 2% | 2% | 3% | 3% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 145 | 60 | 85 | 60 | 25 | 33 | 15 | 12 | 38 | 44 | 30 | 33 |
| Weighted | 161 | 67 | 94 | 79 | 25 | 33 | 13 | 11 | 39 | 43 | 34 | 44 |
| Q61 How easy or difficult is it to find allergy information about foods when you are eating away from home e.g. in a café or res... | | | | | | | | | | | | |
| Very easy | 18% | 27% | 12% | 22% | 39% | 7% | - | - | 26% | 18% | 23% | 9% |
| Quite easy | 44% | 41% | 47% | 53% | 30% | 57% | 12% | 15% | 38% | 54% | 33% | 49% |
| Neither | 21% | 18% | 23% | 16% | 31% | 12% | 30% | 53% | 27% | 12% | 31% | 17% |
| Quite difficult | 11% | 14% | 10% | 9% | - | 8% | 52% | 17% | 7% | 12% | 8% | 17% |
| Very difficult | 5% | 1% | 7% | - | - | 17% | 5% | 15% | 2% | 4% | 5% | 8% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 145 | 60 | 85 | 60 | 25 | 33 | 15 | 12 | 38 | 44 | 30 | 33 |
| Weighted | 161 | 67 | 94 | 79 | 25 | 33 | 13 | 11 | 39 | 43 | 34 | 44 |
| Q62 Where do you mainly get food allergy information when shopping? | | | | | | | | | | | | |
| Labels on food | 73% | 62% | 81% | 69% | 83% | 72% | 73% | 84% | 69% | 74% | 72% | 77% |
| Ask staff/people in shops/stalls for information | 28% | 28% | 29% | 27% | 18% | 35% | 19% | 57% | 29% | 25% | 40% | 22% |
| Other in-store information e.g. signs on the wall | 17% | 23% | 12% | 19% | 13% | 3% | 16% | 47% | 12% | 22% | 20% | 14% |
| Online via a website or app | 29% | 34% | 26% | 33% | 22% | 32% | 22% | 18% | 39% | 31% | 18% | 28% |
| Other | - | - | - | - | - | - | - | - | - | - | - | - |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 145 | 60 | 85 | 60 | 25 | 33 | 15 | 12 | 38 | 44 | 30 | 33 |
| Weighted | 161 | 67 | 94 | 79 | 25 | 33 | 13 | 11 | 39 | 43 | 34 | 44 |
| Q63 Where do you mainly get food allergy information when eating out of the home? | | | | | | | | | | | | |
| Labels on food | 37% | 35% | 38% | 46% | 36% | 28% | 10% | 33% | 40% | 34% | 28% | 44% |
| Ask staff for information | 49% | 45% | 51% | 49% | 38% | 41% | 71% | 66% | 43% | 60% | 52% | 40% |
| Information on menus | 41% | 38% | 43% | 36% | 38% | 43% | 67% | 48% | 45% | 59% | 33% | 26% |
| Other information in restaurants/ takeaways e.g. signs on the wall | 22% | 24% | 21% | 26% | 20% | 12% | 28% | 22% | 28% | 20% | 26% | 17% |
| Restaurant website/Apps | 25% | 26% | 24% | 24% | 34% | 26% | 6% | 25% | 19% | 34% | 34% | 14% |
| Other | 3% | 1% | 5% | - | - | 7% | 6% | 16% | 2% | - | 3% | 8% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 145 | 60 | 85 | 60 | 25 | 33 | 15 | 12 | 38 | 44 | 30 | 33 |
| Weighted | 161 | 67 | 94 | 79 | 25 | 33 | 13 | 11 | 39 | 43 | 34 | 44 |
| Q64 Are you aware that there is a text / e-mail alert system to notify consumers of issues with missing or incorrect allergen info... | | | | | | | | | | | | |
| Yes – I'm aware of the alert system and have signed up to it | 26% | 42% | 15% | 32% | 42% | 18% | - | - | 34% | 28% | 31% | 13% |
| Yes – I'm aware of the alert system but have not signed up to it | 19% | 18% | 20% | 24% | 12% | 16% | 7% | 25% | 14% | 13% | 31% | 22% |
| No | 55% | 40% | 65% | 43% | 45% | 66% | 93% | 75% | 52% | 59% | 38% | 66% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 31 | 8 | 23 | 9 | 4 | 6 | 6 | 6 | 9 | 6 | 5 | 11 |
| Weighted | 33 | 8 | 25 | 11 | 4 | 6 | 6 | 6 | 9 | 6 | 6 | 13 |
| Mean | 3.49 | 3.78 | 3.39 | 2.94 | 3.67 | 3.75 | 3.62 | 4.10 | 3.53 | 4.43 | 3.52 | 2.98 |
| Q65a I always tell the waiter/waitress about my food allergies when eating out in a restaurant / café | | | | | | | | | | | | |
| Strongly agree | 31% | 35% | 30% | 21% | 23% | 47% | 27% | 45% | 32% | 62% | 34% | 16% |
| Agree | 19% | 24% | 17% | 23% | 21% | - | 28% | 19% | 30% | 20% | 25% | 7% |
| Neither agree nor disagree | 20% | 27% | 18% | 10% | 56% | - | 23% | 36% | 10% | 18% | - | 37% |
| Disagree | 18% | 15% | 19% | 22% | - | 34% | 21% | - | 14% | - | 41% | 18% |
| Strongly disagree | 8% | - | 11% | 24% | - | - | - | - | 13% | - | - | 12% |
| Don't know | 4% | - | 5% | - | - | 19% | - | - | - | - | - | 9% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 31 | 8 | 23 | 9 | 4 | 6 | 6 | 6 | 9 | 6 | 5 | 11 |
| Weighted | 33 | 8 | 25 | 11 | 4 | 6 | 6 | 6 | 9 | 6 | 6 | 13 |
| Mean | 4.34 | 4.53 | 4.28 | 4.60 | 4.30 | 3.98 | 4.16 | 4.46 | 4.65 | 4.43 | 5.00 | 3.82 |
| Q65b I feel comfortable talking about my food allergies with friends | | | | | | | | | | | | |
| Strongly agree | 59% | 69% | 55% | 69% | 65% | 48% | 39% | 64% | 76% | 62% | 100% | 29% |
| Agree | 20% | 15% | 22% | 21% | - | 19% | 38% | 17% | 14% | 20% | - | 33% |
| Neither agree nor disagree | 18% | 16% | 18% | 10% | 35% | 14% | 23% | 18% | 10% | 18% | - | 30% |
| Disagree | 3% | - | 4% | - | - | 18% | - | - | - | - | - | 9% |
| Strongly disagree | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | - | - | - | - | - | - | - | - | - | - | - | - |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 31 | 8 | 23 | 9 | 4 | 6 | 6 | 6 | 9 | 6 | 5 | 11 |
| Weighted | 33 | 8 | 25 | 11 | 4 | 6 | 6 | 6 | 9 | 6 | 6 | 13 |
| Mean | 3.34 | 3.58 | 3.26 | 2.94 | 3.42 | 3.58 | 3.45 | 3.77 | 3.35 | 4.47 | 3.09 | 2.90 |
| Q65c I always tell staff about my food allergies when buying "food to go" from a sandwich shop / takeaway | | | | | | | | | | | | |
| Strongly agree | 24% | 30% | 21% | 23% | 21% | 34% | 11% | 29% | 28% | 47% | 25% | 9% |
| Agree | 24% | 28% | 23% | 31% | - | 13% | 45% | 19% | 34% | 53% | - | 15% |
| Neither agree nor disagree | 23% | 27% | 21% | - | 79% | - | 23% | 52% | 10% | - | 34% | 37% |
| Disagree | 14% | - | 19% | 11% | - | 34% | 21% | - | - | - | 41% | 18% |
| Strongly disagree | 12% | 15% | 11% | 35% | - | - | - | - | 28% | - | - | 12% |
| Don't know | 4% | - | 5% | - | - | 19% | - | - | - | - | - | 9% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 31 | 8 | 23 | 9 | 4 | 6 | 6 | 6 | 9 | 6 | 5 | 11 |
| Weighted | 33 | 8 | 25 | 11 | 4 | 6 | 6 | 6 | 9 | 6 | 6 | 13 |
| Mean | 2.38 | 2.42 | 2.37 | 2.66 | 3.00 | 1.97 | 2.67 | 1.51 | 2.36 | 2.13 | 2.11 | 2.62 |
| Q65d If a food label says "may contain" something I'm allergic to, I would still eat it | | | | | | | | | | | | |
| Strongly agree | 11% | 11% | 11% | 14% | 21% | - | 21% | - | 10% | - | - | 22% |
| Agree | 10% | 15% | 9% | 23% | - | 13% | - | - | 14% | 14% | 25% | - |
| Neither agree nor disagree | 17% | - | 22% | 10% | 58% | 19% | 12% | - | 8% | 18% | 18% | 21% |
| Disagree | 26% | 54% | 17% | 21% | - | 18% | 39% | 51% | 26% | 34% | - | 33% |
| Strongly disagree | 34% | 21% | 38% | 32% | 21% | 49% | 16% | 49% | 34% | 34% | 57% | 24% |
| Don't know | 2% | - | 3% | - | - | - | 11% | - | 7% | - | - | - |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 31 | 8 | 23 | 9 | 4 | 6 | 6 | 6 | 9 | 6 | 5 | 11 |
| Weighted | 33 | 8 | 25 | 11 | 4 | 6 | 6 | 6 | 9 | 6 | 6 | 13 |
| Mean | 2.94 | 3.04 | 2.90 | 3.49 | 2.95 | 3.00 | 2.50 | 2.19 | 3.34 | 2.37 | 2.69 | 3.04 |
| Q65e It's easy to avoid food allergens when ordering a take-away | | | | | | | | | | | | |
| Strongly agree | 14% | 11% | 15% | 24% | 21% | 16% | - | - | 24% | - | 18% | 12% |
| Agree | 14% | 15% | 14% | 33% | - | - | 16% | - | 14% | 18% | 25% | 7% |
| Neither agree nor disagree | 30% | 42% | 26% | 11% | 56% | 34% | 39% | 36% | 35% | - | - | 53% |
| Disagree | 29% | 32% | 28% | 32% | - | 31% | 23% | 48% | 27% | 82% | 23% | 9% |
| Strongly disagree | 9% | - | 13% | - | 23% | - | 21% | 16% | - | - | 34% | 10% |
| Don't know | 4% | - | 5% | - | - | 19% | - | - | - | - | - | 9% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 61 | 29 | 32 | 32 | 13 | 14 | 1 | 1 | 17 | 23 | 13 | 8 |
| Weighted | 69 | 32 | 37 | 41 | 13 | 13 | 1 | 1 | 18 | 24 | 15 | 12 |
| Mean | 3.80 | 3.78 | 3.82 | 3.73 | 4.05 | 3.81 | 3.00 | - | 3.79 | 3.82 | 4.06 | 3.36 |
| Q66a My child always tells the waiter/waitress about their food allergies when eating out in a restaurant / café | | | | | | | | | | | | |
| Strongly agree | 29% | 27% | 30% | 24% | 40% | 36% | - | - | 31% | 21% | 46% | 19% |
| Agree | 32% | 34% | 30% | 34% | 39% | 23% | - | - | 37% | 54% | 7% | 12% |
| Neither agree nor disagree | 23% | 30% | 18% | 24% | 14% | 28% | 100% | - | 16% | 16% | 41% | 27% |
| Disagree | 4% | 6% | 3% | 3% | - | 14% | - | - | 11% | 4% | - | - |
| Strongly disagree | 5% | 3% | 7% | 6% | 7% | - | - | - | 5% | 5% | - | 12% |
| Don't know | 7% | - | 12% | 9% | - | - | - | 100% | - | - | 6% | 30% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 61 | 29 | 32 | 32 | 13 | 14 | 1 | 1 | 17 | 23 | 13 | 8 |
| Weighted | 69 | 32 | 37 | 41 | 13 | 13 | 1 | 1 | 18 | 24 | 15 | 12 |
| Mean | 3.78 | 3.80 | 3.77 | 3.85 | 4.04 | 3.60 | 3.00 | 1.00 | 3.96 | 3.65 | 3.63 | 4.09 |
| Q66b My child feels comfortable talking about their food allergies with friends | | | | | | | | | | | | |
| Strongly agree | 26% | 31% | 21% | 24% | 33% | 29% | - | - | 38% | 18% | 30% | 19% |
| Agree | 31% | 30% | 32% | 33% | 39% | 22% | - | - | 30% | 39% | 25% | 26% |
| Neither agree nor disagree | 28% | 28% | 27% | 24% | 28% | 35% | 100% | - | 28% | 34% | 29% | 13% |
| Disagree | 5% | 8% | 3% | 6% | - | 7% | - | - | - | 9% | 10% | - |
| Strongly disagree | 3% | 3% | 2% | - | - | 7% | - | 100% | 5% | - | 6% | - |
| Don't know | 7% | - | 14% | 12% | - | - | - | - | - | - | - | 42% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 61 | 29 | 32 | 32 | 13 | 14 | 1 | 1 | 17 | 23 | 13 | 8 |
| Weighted | 69 | 32 | 37 | 41 | 13 | 13 | 1 | 1 | 18 | 24 | 15 | 12 |
| Mean | 3.81 | 3.82 | 3.81 | 3.88 | 4.16 | 3.52 | 3.00 | 1.00 | 3.92 | 3.79 | 3.92 | 3.43 |
| Q66c My child always tells staff about their food allergies when buying "food to go" from a sandwich shop / takeaway | | | | | | | | | | | | |
| Strongly agree | 27% | 21% | 33% | 27% | 31% | 29% | - | - | 29% | 27% | 39% | 9% |
| Agree | 34% | 46% | 23% | 37% | 55% | 7% | - | - | 39% | 34% | 25% | 35% |
| Neither agree nor disagree | 26% | 28% | 25% | 21% | 14% | 50% | 100% | - | 27% | 30% | 29% | 13% |
| Disagree | 4% | 6% | 3% | 3% | - | 14% | - | - | 5% | 9% | - | - |
| Strongly disagree | 3% | - | 6% | 4% | - | - | - | 100% | - | - | 6% | 12% |
| Don't know | 5% | - | 10% | 9% | - | - | - | - | - | - | - | 30% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 4.52 | 4.52 | 4.51 | 4.43 | 4.44 | 4.54 | 4.62 | 4.60 | 4.59 | 4.50 | 4.44 | 4.51 |
| Q67a Food allergies can be life-threatening | | | | | | | | | | | | |
| Strongly agree | 65% | 65% | 66% | 64% | 61% | 66% | 69% | 66% | 69% | 64% | 66% | 63% |
| Agree | 23% | 25% | 22% | 18% | 26% | 22% | 26% | 28% | 23% | 25% | 20% | 23% |
| Neither agree nor disagree | 8% | 8% | 8% | 14% | 10% | 7% | 3% | 4% | 7% | 8% | 9% | 9% |
| Disagree | 2% | 2% | 2% | 2% | 4% | 2% | 1% | - | 1% | 2% | 2% | 1% |
| Strongly disagree | 1% | 0% | 1% | 1% | - | 1% | 1% | 1% | 0% | 1% | 3% | 0% |
| Don't know | 1% | 1% | 2% | 2% | - | 2% | 0% | 1% | 0% | 0% | 0% | 3% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 2.79 | 2.87 | 2.71 | 2.88 | 2.83 | 2.87 | 2.69 | 2.64 | 2.89 | 2.84 | 2.48 | 2.86 |
| Q67b I don't believe that all the people who say they have a food allergy really do | | | | | | | | | | | | |
| Strongly agree | 9% | 11% | 7% | 14% | 12% | 8% | 4% | 5% | 7% | 9% | 6% | 12% |
| Agree | 20% | 19% | 21% | 21% | 20% | 25% | 21% | 14% | 24% | 23% | 17% | 16% |
| Neither agree nor disagree | 28% | 29% | 26% | 25% | 21% | 25% | 32% | 36% | 30% | 25% | 25% | 31% |
| Disagree | 20% | 19% | 22% | 15% | 26% | 18% | 22% | 24% | 18% | 21% | 23% | 19% |
| Strongly disagree | 19% | 17% | 21% | 22% | 17% | 18% | 18% | 18% | 16% | 18% | 28% | 17% |
| Don't know | 4% | 5% | 4% | 3% | 4% | 6% | 4% | 4% | 5% | 4% | 1% | 5% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 4.40 | 4.38 | 4.41 | 4.27 | 4.30 | 4.44 | 4.54 | 4.50 | 4.46 | 4.41 | 4.39 | 4.34 |
| Q67c Having a food allergy is nothing to be embarrassed about | | | | | | | | | | | | |
| Strongly agree | 57% | 57% | 58% | 55% | 55% | 59% | 61% | 58% | 61% | 57% | 60% | 53% |
| Agree | 28% | 27% | 28% | 24% | 26% | 26% | 32% | 34% | 27% | 30% | 26% | 28% |
| Neither agree nor disagree | 11% | 12% | 9% | 15% | 12% | 12% | 6% | 7% | 9% | 10% | 8% | 15% |
| Disagree | 2% | 1% | 2% | 3% | 3% | 1% | 0% | - | 2% | 2% | 2% | 0% |
| Strongly disagree | 1% | 1% | 2% | 2% | 3% | 1% | - | 1% | 1% | 1% | 3% | 1% |
| Don't know | 1% | 1% | 1% | 1% | 2% | 2% | - | 1% | 1% | 0% | - | 3% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 3.78 | 3.64 | 3.91 | 3.98 | 3.59 | 3.79 | 3.60 | 3.74 | 3.82 | 3.68 | 3.80 | 3.82 |
| Q67d I always check if people I'm cooking for have a food allergy | | | | | | | | | | | | |
| Strongly agree | 30% | 24% | 34% | 39% | 27% | 26% | 23% | 25% | 27% | 28% | 35% | 29% |
| Agree | 31% | 32% | 30% | 28% | 27% | 35% | 30% | 36% | 36% | 31% | 29% | 30% |
| Neither agree nor disagree | 24% | 26% | 23% | 23% | 26% | 25% | 26% | 23% | 24% | 27% | 19% | 26% |
| Disagree | 8% | 9% | 7% | 5% | 12% | 6% | 12% | 7% | 7% | 8% | 10% | 6% |
| Strongly disagree | 4% | 5% | 3% | 3% | 5% | 3% | 4% | 4% | 2% | 5% | 5% | 2% |
| Don't know | 3% | 3% | 3% | 2% | 3% | 4% | 4% | 4% | 3% | 1% | 2% | 6% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|-----------------------------------|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 1.98 | 2.03 | 1.93 | 2.27 | 2.12 | 1.95 | 1.70 | 1.71 | 1.91 | 1.97 | 2.00 | 2.04 |
| Q67e Food intolerances are a myth | | | | | | | | | | | | |
| Strongly agree | 4% | 4% | 4% | 8% | 6% | 2% | 0% | 1% | 4% | 5% | 2% | 4% |
| Agree | 7% | 8% | 6% | 13% | 9% | 7% | 1% | 2% | 8% | 6% | 10% | 6% |
| Neither agree nor disagree | 15% | 17% | 13% | 13% | 17% | 19% | 13% | 16% | 13% | 15% | 13% | 19% |
| Disagree | 29% | 27% | 31% | 26% | 27% | 27% | 39% | 29% | 26% | 31% | 32% | 26% |
| Strongly disagree | 43% | 42% | 44% | 38% | 40% | 43% | 46% | 51% | 48% | 43% | 40% | 41% |
| Don't know | 2% | 2% | 2% | 2% | 2% | 3% | 1% | 1% | 2% | 1% | 3% | 3% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|------|------|------|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Mean | 3.20 | 3.26 | 3.14 | 3.49 | 3.28 | 3.11 | 2.93 | 2.98 | 3.18 | 3.19 | 3.16 | 3.26 |
| Q67f There is enough information provided about allergens in food when eating out | | | | | | | | | | | | |
| Strongly agree | 11% | 12% | 9% | 19% | 13% | 9% | 3% | 4% | 9% | 10% | 14% | 10% |
| Agree | 27% | 26% | 28% | 31% | 27% | 25% | 22% | 25% | 30% | 29% | 22% | 26% |
| Neither agree nor disagree | 32% | 33% | 31% | 26% | 34% | 28% | 39% | 37% | 29% | 29% | 32% | 37% |
| Disagree | 16% | 16% | 16% | 14% | 13% | 18% | 17% | 19% | 17% | 17% | 21% | 12% |
| Strongly disagree | 7% | 5% | 8% | 4% | 7% | 8% | 8% | 8% | 7% | 7% | 7% | 6% |
| Don't know | 8% | 7% | 9% | 5% | 7% | 12% | 10% | 7% | 9% | 9% | 5% | 8% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q68 Do you recall any news or social media alerts about any foods being recalled from sale in the past 12 months? | | | | | | | | | | | | |
| Yes | 21% | 23% | 20% | 29% | 20% | 11% | 21% | 20% | 24% | 15% | 27% | 21% |
| No | 72% | 71% | 72% | 63% | 75% | 80% | 70% | 75% | 74% | 79% | 66% | 67% |
| Don't know | 7% | 6% | 8% | 8% | 5% | 8% | 10% | 5% | 2% | 6% | 7% | 12% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 210 | 108 | 102 | 66 | 31 | 21 | 39 | 53 | 64 | 51 | 46 | 49 |
| Weighted | 219 | 114 | 106 | 89 | 32 | 21 | 32 | 46 | 59 | 44 | 53 | 63 |
| Q69 To the best of your knowledge, where did you see the recall? | | | | | | | | | | | | |
| In-store | 35% | 36% | 33% | 39% | 32% | 26% | 33% | 34% | 30% | 39% | 41% | 31% |
| Food Standard Scotland website, FSS social media site or alert | 25% | 27% | 23% | 41% | 21% | 13% | 13% | 9% | 26% | 21% | 28% | 22% |
| News outlet (e.g. BBC) | 50% | 49% | 52% | 41% | 62% | 57% | 46% | 60% | 55% | 52% | 39% | 55% |
| Consumer or campaign group (e.g. Which?, Allergy UK) | 11% | 15% | 7% | 18% | 17% | 5% | 3% | 4% | 14% | 12% | 11% | 9% |
| Other | 13% | 8% | 18% | 4% | 4% | 13% | 31% | 23% | 13% | 20% | 16% | 6% |
| Don't know | 2% | 1% | 3% | 1% | 3% | - | 4% | 2% | 3% | 5% | - | - |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q70 Are you aware that there is a text alert system to notify consumers of products which are being recalled? | | | | | | | | | | | | |
| Yes – I'm aware of the alert system and have signed up to it | 7% | 10% | 5% | 14% | 10% | 5% | 2% | 2% | 9% | 4% | 11% | 7% |
| Yes – I'm aware of the alert system but have not signed up to it | 13% | 12% | 14% | 17% | 11% | 12% | 9% | 11% | 10% | 13% | 15% | 12% |
| No | 80% | 79% | 81% | 70% | 79% | 82% | 90% | 87% | 81% | 83% | 74% | 80% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q71 Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for the shopping i... | | | | | | | | | | | | |
| Responsible for all or most of the food/grocery shopping | 64% | 58% | 71% | 57% | 71% | 72% | 71% | 59% | 53% | 69% | 63% | 70% |
| Responsible for about half of the food/grocery shopping | 27% | 31% | 23% | 32% | 22% | 23% | 22% | 30% | 37% | 24% | 28% | 20% |
| Responsible for less than half of the food/grocery shopping | 6% | 8% | 4% | 7% | 5% | 3% | 5% | 8% | 7% | 4% | 7% | 6% |
| Not responsible for any of the food/grocery shopping | 3% | 4% | 3% | 4% | 3% | 3% | 2% | 3% | 3% | 3% | 1% | 5% |

| Break % Respondents | VQ1 Gender | | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---------------------|------------|------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | Total | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 995 | 485 | 510 | 222 | 157 | 179 | 184 | 253 | 273 | 310 | 178 | 234 |
| Weighted | 997 | 486 | 511 | 295 | 150 | 180 | 152 | 220 | 241 | 280 | 193 | 283 |
| Q72a Minced | | | | | | | | | | | | |
| Fresh | 66% | 68% | 64% | 64% | 66% | 67% | 67% | 67% | 71% | 68% | 65% | 60% |
| Frozen | 6% | 6% | 6% | 12% | 4% | 3% | 4% | 4% | 3% | 9% | 6% | 7% |
| Both | 12% | 12% | 13% | 10% | 13% | 13% | 10% | 15% | 10% | 8% | 16% | 16% |
| Do not buy | 16% | 15% | 16% | 13% | 17% | 18% | 19% | 13% | 16% | 15% | 14% | 17% |

| Break % Respondents | VQ1 Gender | | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|------------|------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | Total | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 995 | 485 | 510 | 222 | 157 | 179 | 184 | 253 | 273 | 310 | 178 | 234 |
| Weighted | 997 | 486 | 511 | 295 | 150 | 180 | 152 | 220 | 241 | 280 | 193 | 283 |
| Q72b Meat portion (e.g. steak or chops) | | | | | | | | | | | | |
| Fresh | 61% | 62% | 61% | 50% | 56% | 63% | 70% | 72% | 64% | 65% | 58% | 56% |
| Frozen | 10% | 12% | 7% | 20% | 11% | 6% | 2% | 3% | 10% | 10% | 11% | 9% |
| Both | 12% | 12% | 11% | 13% | 13% | 12% | 9% | 10% | 9% | 8% | 17% | 13% |
| Do not buy | 18% | 14% | 21% | 17% | 19% | 19% | 19% | 15% | 17% | 17% | 14% | 22% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 995 | 485 | 510 | 222 | 157 | 179 | 184 | 253 | 273 | 310 | 178 | 234 |
| Weighted | 997 | 486 | 511 | 295 | 150 | 180 | 152 | 220 | 241 | 280 | 193 | 283 |
| Q72c Skinless chicken portions | | | | | | | | | | | | |
| Fresh | 58% | 56% | 59% | 55% | 53% | 59% | 65% | 59% | 62% | 62% | 55% | 52% |
| Frozen | 7% | 9% | 6% | 10% | 7% | 7% | 5% | 7% | 7% | 7% | 7% | 8% |
| Both | 19% | 18% | 19% | 23% | 23% | 17% | 10% | 16% | 16% | 15% | 23% | 22% |
| Do not buy | 16% | 16% | 16% | 12% | 17% | 17% | 20% | 18% | 15% | 17% | 15% | 18% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|-------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 995 | 485 | 510 | 222 | 157 | 179 | 184 | 253 | 273 | 310 | 178 | 234 |
| Weighted | 997 | 486 | 511 | 295 | 150 | 180 | 152 | 220 | 241 | 280 | 193 | 283 |
| Q72d Skin-on chicken portions | | | | | | | | | | | | |
| Fresh | 43% | 41% | 44% | 38% | 34% | 47% | 51% | 45% | 41% | 44% | 43% | 42% |
| Frozen | 9% | 12% | 5% | 15% | 9% | 5% | 4% | 5% | 9% | 8% | 9% | 8% |
| Both | 13% | 13% | 12% | 16% | 19% | 9% | 7% | 11% | 11% | 9% | 18% | 13% |
| Do not buy | 36% | 34% | 38% | 32% | 37% | 38% | 38% | 39% | 38% | 38% | 30% | 36% |

| Break % Respondents | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | |
|---|------------|------|---------|-------|-------|-------|-------|--------------------------|-----|-----|-----|-----|
| | Total | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 995 | 485 | 510 | 222 | 157 | 179 | 184 | 253 | 273 | 310 | 178 | 234 |
| Weighted | 997 | 486 | 511 | 295 | 150 | 180 | 152 | 220 | 241 | 280 | 193 | 283 |
| Q72e Processed (e.g. sausages or bacon) | | | | | | | | | | | | |
| Fresh | 58% | 59% | 57% | 49% | 53% | 62% | 66% | 65% | 63% | 59% | 54% | 56% |
| Frozen | 9% | 11% | 8% | 16% | 11% | 6% | 3% | 6% | 7% | 8% | 10% | 13% |
| Both | 19% | 18% | 20% | 23% | 22% | 18% | 16% | 15% | 16% | 19% | 23% | 19% |
| Do not buy | 13% | 12% | 15% | 12% | 14% | 14% | 15% | 14% | 14% | 14% | 13% | 13% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 995 | 485 | 510 | 222 | 157 | 179 | 184 | 253 | 273 | 310 | 178 | 234 |
| Weighted | 997 | 486 | 511 | 295 | 150 | 180 | 152 | 220 | 241 | 280 | 193 | 283 |
| Q72f Joints (e.g. of beef, lamb, pork, etc.) | | | | | | | | | | | | |
| Fresh | 54% | 55% | 53% | 43% | 49% | 57% | 63% | 64% | 60% | 53% | 54% | 51% |
| Frozen | 7% | 9% | 6% | 13% | 8% | 6% | 1% | 4% | 5% | 7% | 8% | 9% |
| Both | 12% | 13% | 11% | 15% | 12% | 8% | 9% | 11% | 11% | 10% | 16% | 11% |
| Do not buy | 27% | 23% | 30% | 28% | 31% | 28% | 26% | 22% | 24% | 30% | 22% | 29% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|-------------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 995 | 485 | 510 | 222 | 157 | 179 | 184 | 253 | 273 | 310 | 178 | 234 |
| Weighted | 997 | 486 | 511 | 295 | 150 | 180 | 152 | 220 | 241 | 280 | 193 | 283 |
| Q72g Whole chicken or other poultry | | | | | | | | | | | | |
| Fresh | 56% | 54% | 57% | 49% | 57% | 58% | 61% | 58% | 61% | 56% | 55% | 52% |
| Frozen | 8% | 9% | 6% | 13% | 8% | 5% | 2% | 5% | 5% | 7% | 10% | 9% |
| Both | 12% | 12% | 12% | 15% | 13% | 10% | 9% | 12% | 13% | 10% | 16% | 11% |
| Do not buy | 24% | 25% | 24% | 23% | 22% | 27% | 28% | 24% | 21% | 27% | 20% | 28% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|----------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 995 | 485 | 510 | 222 | 157 | 179 | 184 | 253 | 273 | 310 | 178 | 234 |
| Weighted | 997 | 486 | 511 | 295 | 150 | 180 | 152 | 220 | 241 | 280 | 193 | 283 |
| Q72h Offal (e.g. liver, kidneys) | | | | | | | | | | | | |
| Fresh | 20% | 21% | 18% | 16% | 12% | 17% | 27% | 27% | 21% | 19% | 21% | 18% |
| Frozen | 6% | 7% | 4% | 12% | 10% | 3% | 1% | 0% | 5% | 6% | 7% | 5% |
| Both | 5% | 6% | 4% | 8% | 6% | 5% | 2% | 2% | 5% | 5% | 6% | 4% |
| Do not buy | 70% | 66% | 74% | 65% | 73% | 75% | 71% | 70% | 69% | 71% | 65% | 73% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|------------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 995 | 485 | 510 | 222 | 157 | 179 | 184 | 253 | 273 | 310 | 178 | 234 |
| Weighted | 997 | 486 | 511 | 295 | 150 | 180 | 152 | 220 | 241 | 280 | 193 | 283 |
| Q72i Breaded chicken portion | | | | | | | | | | | | |
| Fresh | 22% | 23% | 22% | 22% | 23% | 24% | 25% | 18% | 20% | 25% | 23% | 21% |
| Frozen | 28% | 25% | 32% | 34% | 26% | 23% | 25% | 30% | 25% | 26% | 30% | 32% |
| Both | 20% | 22% | 19% | 25% | 31% | 23% | 12% | 11% | 16% | 22% | 23% | 21% |
| Do not buy | 29% | 30% | 28% | 19% | 20% | 29% | 39% | 41% | 38% | 28% | 24% | 26% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q73 Over the last 12 months did you worry about affording food? | | | | | | | | | | | | |
| Yes | 27% | 23% | 30% | 38% | 34% | 31% | 23% | 6% | 17% | 25% | 25% | 38% |
| No | 69% | 74% | 65% | 55% | 63% | 66% | 77% | 91% | 81% | 72% | 72% | 55% |
| Don't know | 3% | 2% | 3% | 6% | 3% | 2% | - | 2% | 1% | 2% | 3% | 5% |
| Prefer not to say | 1% | 1% | 1% | 1% | - | 1% | - | 1% | 0% | 0% | 1% | 2% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q75 Please tell me if you suffer from any of these? You do no... | | | | | | | | | | | | |
| Yes | 29% | 32% | 25% | 23% | 22% | 26% | 34% | 39% | 27% | 22% | 25% | 38% |
| No | 69% | 66% | 72% | 73% | 77% | 72% | 66% | 60% | 72% | 76% | 73% | 58% |
| Don't know | 1% | 1% | 2% | 3% | 1% | 1% | - | 1% | 0% | 1% | 1% | 2% |
| Prefer not to say | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 1% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q76 Which best describes your current working status? | | | | | | | | | | | | |
| Self employed full time (30+ hours per week) | 10% | 15% | 6% | 16% | 13% | 14% | 7% | 1% | 11% | 10% | 15% | 7% |
| Self employed part-time (less than 30 hours per week) | 4% | 3% | 4% | 5% | 3% | 5% | 3% | 1% | 4% | 5% | 3% | 3% |
| In paid full-time employment (30+ hours per week) | 29% | 34% | 25% | 35% | 47% | 40% | 24% | 4% | 32% | 41% | 36% | 12% |
| In paid part-time employment (less than 30 hours per week) | 10% | 6% | 15% | 12% | 9% | 12% | 14% | 6% | 6% | 8% | 14% | 13% |
| Unemployed | 6% | 6% | 7% | 9% | 7% | 4% | 11% | 0% | 2% | 3% | 3% | 16% |
| Retired from paid work altogether | 23% | 28% | 17% | - | - | 3% | 22% | 85% | 34% | 18% | 14% | 23% |
| On maternity/paternity leave | - | - | - | - | - | - | - | - | - | - | - | - |
| Looking after family or home | 6% | 0% | 12% | 7% | 11% | 8% | 7% | 1% | 5% | 5% | 9% | 7% |
| Full-time student/ at school | 3% | 2% | 4% | 8% | 2% | 1% | - | 0% | 3% | 6% | 2% | - |
| Long term sick or disabled | 6% | 5% | 7% | 5% | 7% | 11% | 9% | 1% | 1% | 1% | 3% | 16% |
| Unable to work because of short-term illness or injury | 1% | 0% | 1% | 1% | 1% | 1% | 1% | - | 0% | 0% | 1% | 2% |
| On a government training scheme | - | - | - | - | - | - | - | - | - | - | - | - |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|-------------------------|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Doing something else | 0% | 0% | - | - | - | - | - | 0% | 0% | - | - | - |
| Would prefer not to say | 1% | 1% | 1% | 2% | - | 2% | 1% | - | 1% | 1% | 1% | 2% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Q77 What is your ethnic group? | | | | | | | | | | | | |
| White - Scottish | 76% | 76% | 75% | 68% | 74% | 79% | 79% | 82% | 73% | 72% | 73% | 82% |
| White - Other British | 14% | 16% | 12% | 11% | 12% | 14% | 18% | 15% | 15% | 13% | 18% | 11% |
| White - Irish | 1% | 2% | 1% | 2% | 1% | 1% | 0% | 1% | 1% | 3% | - | 1% |
| White - Gypsy/Traveller | - | - | - | - | - | - | - | - | - | - | - | - |
| White - Polish | 1% | 1% | 2% | 2% | 2% | 1% | 0% | - | 1% | 0% | 2% | 2% |
| Any other White ethnic group | 3% | 1% | 4% | 5% | 4% | 1% | 2% | 1% | 3% | 4% | 3% | 2% |
| Any Mixed or Multiple ethnic groups | 1% | 1% | 1% | 2% | 1% | 0% | 0% | - | 1% | 2% | - | 0% |
| Pakistani, Pakistani Scottish or Pakistani British | 1% | 1% | 1% | 2% | 1% | 2% | - | - | 1% | 2% | - | 1% |
| Indian, Indian Scottish or Indian British | 1% | 0% | 1% | 2% | 1% | - | - | - | 2% | 1% | - | 0% |
| Bangladeshi, Bangladeshi Scottish or Bangladeshi British | 0% | 0% | 0% | 0% | 1% | - | - | - | - | - | 1% | - |
| Chinese, Chinese Scottish or Chinese British | 0% | 0% | 0% | 1% | 1% | - | - | - | 1% | 1% | - | - |
| Any other Asian | 0% | - | 0% | 1% | - | - | - | - | 0% | 0% | - | - |
| African, African Scottish or African British | 1% | 0% | 1% | 3% | - | - | - | 0% | 1% | 0% | 2% | 1% |
| Any other African | 0% | - | 0% | 0% | - | - | - | - | - | 0% | - | - |
| Caribbean, Caribbean Scottish or Caribbean British | - | - | - | - | - | - | - | - | - | - | - | - |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|--|-------|------------|---------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| Black, Black Scottish or Black British | 0% | 0% | - | 0% | - | - | - | - | - | - | 1% | - |
| Arab, Arab Scottish or Arab British | - | - | - | - | - | - | - | - | - | - | - | - |
| Any other ethnic group | - | - | - | - | - | - | - | - | - | - | - | - |
| Would prefer not to say | 1% | 1% | - | 1% | 2% | - | - | - | 0% | 1% | - | 1% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | |
|---------------------------------|-------|------------|---------|---------|-------|-------|-------|------|--------------------------|-----|-----|-----|
| | | Male | Fem-ale | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE |
| Base | | | | | | | | | | | | |
| Unweighted | 1024 | 502 | 522 | 232 | 162 | 184 | 186 | 260 | 280 | 318 | 180 | 246 |
| Weighted | 1029 | 504 | 525 | 309 | 154 | 185 | 154 | 226 | 247 | 288 | 196 | 298 |
| VQ77 Ethnic group | | | | | | | | | | | | |
| White | 95% | 95% | 94% | 88% | 93% | 97% | 100% | 100% | 94% | 93% | 96% | 96% |
| Other British | 1% | 1% | 1% | 2% | 1% | 0% | 0% | - | 1% | 2% | - | 0% |
| Mixed or Multiple ethnic groups | 3% | 2% | 4% | 6% | 4% | 2% | - | - | 4% | 4% | 1% | 1% |
| African | 1% | 0% | 2% | 3% | - | - | - | 0% | 1% | 1% | 2% | 1% |
| Caribbean or Black | 0% | 0% | - | 0% | - | - | - | - | - | - | 1% | - |
| Other ethnic group | - | - | - | - | - | - | - | - | - | - | - | - |
| Prefer not to say | 1% | 1% | - | 1% | 2% | - | - | - | 0% | 1% | - | 1% |