

Q1. Gender

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Male	488 49%	488 100% C	-	44 31% *	74 47% D	58 38% F	90 50% G	87 58% H	135 62% I	149 60% J	138 50% K	82 44% L	118 41% M	288 55% N	200 42% O	117 54% P	198 51% Q	90 46% R	83 42% S	110 40% T	378 52% U
Female	513 51%	-	513 100% B	95 68% EGHI*	85 53% I	94 62% GHI	91 50% I	64 42% I	84 38% I	101 40% J	136 49% J	103 56% JN	172 59% JKN	237 45% J	276 58% JKN	98 46% -	194 49% -	105 54% -	116 58% P	165 60% U	348 48% -
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	1 *	-	1 *	1 1% *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	1 1%	1 *	-

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied
Weighted by: WEIGHT



FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 2

Tb T2

Q1. Gender

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Male	488 49%	114 44%	347 51%	26 46% *	288 46%	200 53% E	83 51% I	160 46%	33 35% *	245 41%	208 59% J	35 75% J*	130 51%	85 51%	189 49%	80 43%	305 43%	183 61% Q
Female	513 51%	145 56%	336 49%	31 54% *	339 54% F	173 46%	79 49%	188 54%	62 65% G*	357 59% KL	144 41%	11 25% *	123 49%	80 48%	196 51%	106 57%	398 57% R	115 38%
Other	- -	- -	- -	- - *	- -	- -	- -	- -	- - *	- -	- -	- - *	- -	- -	- -	- -	- -	- -
Prefer not to say	1 *	1 1%	- -	- - *	- -	1 *	- -	- -	- - *	- -	1 *	- - *	- -	1 1%	- -	- -	- -	1 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q1. Gender

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Male	488 49%	160 54% C	323 47%	292 50%	118 50%	67 43%	437 48%	51 51% *	156 39%	332 55% I
Female	513 51%	135 46%	369 53% B	294 50%	117 50%	88 57%	463 51%	50 49% *	244 61% J	269 45%
Other	- -	- -	-	-	-	-	-	- - *	- -	- -
Prefer not to say	1 *	- -	-	-	1 1%	-	1 *	- - *	- -	1 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q1. Gender

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Male	488 49%	- -	296 49%	192 48%	357 49%	265 50%	92 51%	131 49%
Female	513 51%	224 100%	305 51%	207 52%	377 51%	265 50%	87 49%	136 51%
Other	- -	- -	- -	- -	- -	- -	- -	- -
Prefer not to say	1 *	- -	- -	1 *	- -	- -	- -	1 *

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
 (**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q2. Age

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Under 16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*																	
16-34	299 30%	118 24%	181 35% B	140 100% FGHI*	158 100% FGHI	-	-	-	-	56 22%	83 30% J	64 35% J	96 33% J	139 26% J	160 34% JN	40 18%	87 22%	81 42% PQ	91 46% PQ	126 46% U	172 24%
35-44	152 15%	58 12%	94 18% B	-	-	152 100% DEGHI	-	-	-	33 13%	52 19%	30 16%	38 13%	85 16%	67 14%	33 15% Q	34 9%	32 16% Q	54 27% PQR	83 30% U	70 10%
45-54	181 18%	90 19%	91 18%	-	-	-	181 100% DEFHI	-	-	33 13%	53 19%	45 24% JN	50 17%	86 16%	95 20% J	46 21%	58 15%	41 21%	37 18%	47 17%	134 19%
55-64	151 15%	87 18% C	64 12%	-	-	-	-	151 100% DEFGI	-	38 15%	45 16%	23 13%	45 15%	83 16%	68 14%	37 17% S	85 22% RS	19 10%	10 5%	17 6% T	134 18%
65-74	183 18%	112 23% C	70 14%	-	-	-	-	-	183 84% DEFGH	77 31% KLMNO	37 13%	23 12%	46 16%	114 22% KLO	68 14%	48 22% RS	109 28% RS	18 9%	9 4%	3 1%	180 25% T
75+	36 4%	23 5%	13 3%	-	-	-	-	-	36 16% DEFGH	14 5% KL	5 2%	1 1%	16 6% KLO	19 4% K	17 4% L	12 5% S	20 5% S	4 2%	-	-	36 5% T
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*																	

Prepared by Kantar TNS

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 6

Tb T6

Q2. Age

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Under 16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-
16-34	299 30%	72 27%	208 30%	19 34% *	200 32%	99 26%	58 36%	113 32%	23 24% *	154 26%	128 36% J	16 35% *	82 32% O	51 31%	96 25%	67 36% O	218 31%	80 27%
35-44	152 15%	50 19%	97 14%	5 9% *	95 15%	58 15%	26 16%	48 14%	17 18% *	101 17%	48 14%	3 7% *	37 15%	19 12%	69 18%	27 15%	108 15%	44 15%
45-54	181 18%	49 19%	121 18%	11 20% *	115 18%	66 18%	29 18%	62 18%	18 19% *	122 20%	55 16%	5 10% *	39 15%	29 17%	69 18%	43 23%	124 18%	57 19%
55-64	151 15%	41 16%	104 15%	7 11% *	90 14%	61 16%	20 12%	48 14%	20 21% *	91 15%	52 15%	8 18% *	45 18%	33 20% O	47 12%	22 12%	99 14%	53 18%
65-74	183 18%	39 15%	131 19%	12 21% *	104 17%	79 21%	24 15%	61 18%	15 16% *	110 18%	64 18%	9 20% *	45 18%	29 17%	85 22% P	21 11%	130 18%	53 18%
75+	36 4%	10 4%	23 3%	3 5% *	23 4%	13 3%	6 4%	15 4%	2 2% *	25 4%	6 2%	5 10% K*	6 2%	5 3%	20 5%	5 3%	24 3%	12 4%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q2. Age

Base: All respondents

	Total	Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Under 16	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	*	-	-
16-34	299 30%	62 21%	232 34% B	150 26%	65 27%	70 45% DE	258 29%	40 40% G*	196 49% J	102 17%
35-44	152 15%	38 13%	110 16%	96 16%	39 16%	16 10%	133 15%	20 19% *	71 18%	81 14%
45-54	181 18%	53 18%	125 18%	107 18%	46 19%	28 18%	166 18%	15 15% *	53 13%	128 21% I
55-64	151 15%	58 20% C	93 13%	85 15%	43 18%	20 13%	135 15%	16 16% *	39 10%	112 19% I
65-74	183 18%	65 22%	116 17%	120 20%	40 17%	21 13%	176 20% H	7 7% *	38 10%	144 24% I
75+	36 4%	19 7% C	16 2%	27 5% F	5 2%	1 1%	33 4%	3 3% *	2 *	34 6% I
Refused	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	*	-	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q2. Age

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Under 16	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
16-34	299 30%	150 67%	181 30%	118 29%	264 36% H	215 41% H	87 48% EH	35 13%
35-44	152 15%	73 33%	87 14%	65 16%	121 16%	93 17% H	32 18%	32 12%
45-54	181 18%	- -	105 17%	76 19%	129 18%	98 18%	30 17%	53 20%
55-64	151 15%	- -	80 13%	71 18%	99 13%	62 12%	16 9%	52 19% EFG
65-74	183 18%	- -	124 21% D	58 15%	111 15% G	59 11%	14 8%	72 27% EFG
75+	36 4%	- -	24 4%	12 3%	10 1%	4 1%	1 1%	25 9% EFG
Refused	- -	- -	- -	- -	- -	- -	- -	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q3. Social Grade

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
AB	251 25%	149 31% C	101 20%	29 21% *	27 17%	33 22%	33 18%	38 25%	91 41% DEFGH	251 100% KLMNO	- -	- -	- -	251 48% KLMO	- -	44 20%	111 28% p	45 23%	51 25%	69 25%	182 25%
C1	276 28%	138 28%	137 27%	44 31% I*	39 25%	52 34% I	53 29% I	45 30% I	42 19%	- -	276 100% JLMNO	- -	- -	276 52% JLMO	- -	64 30%	107 27%	55 28%	50 25%	66 24%	210 29%
C2	185 19%	82 17%	103 20%	25 18% *	39 25% I	30 19% I	45 25% HI	23 16%	24 11%	- -	- -	185 100% JKMNO	- -	- -	185 39% JKMN	26 12%	62 16%	48 25% PQ	50 25% PQ	66 24% U	120 16%
DE	291 29%	118 24%	172 34% B	43 30% *	53 33%	38 25%	50 28%	45 30%	62 28%	- -	- -	- -	291 100% JKLNO	- -	291 61% JKLN	82 38% QRS	112 29%	47 24%	49 25%	76 28%	214 30%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q3. Social Grade

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
AB	251 25%	63 24%	178 26%	10 18% *	141 23%	109 29% E	43 27%	76 22%	17 18% *	144 24%	95 27%	11 24% *	65 26% P	38 23% P	116 30% P	26 14%	173 25%	77 26%
C1	276 28%	65 25%	197 29%	14 24% *	168 27%	108 29%	38 23%	93 27%	31 33% *	146 24%	111 31% J	18 39% J*	65 25%	48 29%	107 28%	53 28%	196 28%	79 27%
C2	185 19%	54 21%	113 16%	18 32% C*	134 21% F	52 14%	36 22%	83 24% I	13 14% *	118 20%	63 18%	4 8% *	40 16%	30 18%	89 23% MP	24 13%	138 20%	48 16%
DE	291 29%	79 30%	197 29%	15 26% *	184 29%	106 28%	45 28%	96 28%	34 36% *	193 32% K	84 24%	13 29% *	84 33% O	49 30% O	73 19%	83 44% MNO	196 28%	95 32%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q3. Social Grade

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
AB	251 25%	74 25%	176 25%	170 29% F	54 23% F	19 12%	233 26%	18 18% *	90 23%	160 27%
C1	276 28%	78 26%	193 28%	156 27%	64 27%	48 31%	254 28%	21 21% *	110 28%	165 27%
C2	185 19%	46 16%	135 20%	114 19%	45 19%	24 15%	169 19%	16 16% *	91 23% J	94 16%
DE	291 29%	98 33%	188 27%	146 25%	74 31%	65 41% D	244 27%	46 46% G*	109 27%	182 30%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q3. Social Grade

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
AB	251 25%	- -	163 27%	88 22%	174 24%	113 21%	37 20%	76 28%
C1	276 28%	73 33%	169 28%	106 27%	206 28%	145 27%	41 23%	70 26%
C2	185 19%	59 26%	126 21%	60 15%	147 20%	124 23%	48 27%	39 14%
DE	291 29%	91 41%	144 24%	147 37%	207 28%	148 28%	53 29%	84 31%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
 (**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q3. Social Grade - Combined

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: ABC1	526 53%	288 59% C	238 46%	73 52% *	66 42%	85 56% E	86 48%	83 55%	133 61% EG	251 100% LMO	276 100% LMO	- -	- -	526 100% LMO	- -	107 50%	218 56%	99 51%	101 50%	135 49%	391 54%
Net: C2DE	476 48%	200 41%	276 54% B	68 48% *	92 58% FHI	67 44%	95 52%	68 45%	85 39%	- -	- -	185 100% JKN	291 100% JKN	- -	476 100% JKN	108 50%	174 44%	95 49%	99 50%	142 51%	334 46%

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q3. Social Grade - Combined

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: ABC1	526 53%	128 49%	374 55%	24 42% *	309 49%	217 58% E	81 50%	169 48%	48 51% *	291 48%	206 58% J	29 63% *	130 51%	86 52%	224 58% P	79 43%	370 53%	156 52%
Net: C2DE	476 48%	133 51%	309 45%	33 58% *	318 51% F	158 42%	81 50%	179 52%	47 49% *	312 52% K	147 42%	17 37% *	124 49%	80 48%	162 42%	107 57% O	334 47%	142 48%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q3. Social Grade - Combined

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: ABC1	526 53%	151 51%	369 53%	326 56% F	118 50%	67 43%	487 54% H	39 38% *	200 50%	326 54%
Net: C2DE	476 48%	144 49%	323 47%	259 44%	119 50%	89 57% D	414 46%	62 62% G*	200 50%	276 46%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q3. Social Grade - Combined

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: ABC1	526 53%	73 33%	332 55% D	194 48%	380 52%	258 49%	78 44%	146 54% G
Net: C2DE	476 48%	150 67%	269 45%	207 52% C	353 48%	272 51%	101 56% H	123 46%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q4. Region

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Northern Scotland (Grampian, Highland, Perth/Tayside, Western Isles, Orkney, Shetland)	261 26%	114 23%	147 29%	36 25% *	36 23%	50 33% I	49 27%	41 27%	49 23%	63 25%	65 24%	54 29%	79 27%	128 24%	133 28%	57 27%	109 28%	46 24%	48 24%	67 24%	194 27%
Central Scotland (Glasgow, Ayrshire, Lanarkshire, Argyll, Edinburgh & Lothians, Fife, Central)	684 68%	347 71%	336 65%	96 68% *	112 71%	97 64%	121 67%	104 69%	154 71%	178 71% L	197 71% L	113 61%	197 68%	374 71% LO	309 65%	149 69%	256 65%	138 71%	141 70%	193 70%	491 68%
Southern Scotland (Borders/Dumfries & Galloway)	57 6%	26 5%	31 6%	9 6% *	10 6%	5 3%	11 6%	7 4%	15 7%	10 4%	14 5%	18 10% JN	15 5%	24 5%	33 7%	9 4%	27 7%	10 5%	12 6%	16 6%	41 6%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q4. Region

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Northern Scotland (Grampian, Highland, Perth/Tayside, Western Isles, Orkney, Shetland)	261 26%	261 100% CD	- - -	- - *	171 27%	90 24%	46 28%	100 29%	20 21% *	157 26%	95 27%	9 19% *	70 28%	43 26%	101 26%	44 24%	184 26%	77 26%
Central Scotland (Glasgow, Ayrshire, Lanarkshire, Argyll, Edinburgh & Lothians, Fife, Central)	684 68%	- -	684 100% BD	- - *	424 68%	260 69%	107 66%	229 66%	72 76% *	412 68%	235 67%	36 77% *	175 69%	109 65%	261 68%	133 71%	476 68%	207 69%
Southern Scotland (Borders/Dumfries & Galloway)	57 6%	- -	- -	57 100% BC*	32 5%	25 7%	10 6%	18 5%	3 3% *	33 5%	23 6%	2 4% *	9 3%	15 9% M	23 6%	9 5%	43 6%	14 5%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS.

FIELDWORK : 18/06/2018 - 05/07/2018

Q4. Region

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Northern Scotland (Grampian, Highland, Perth/Tayside, Western Isles, Orkney, Shetland)	261 26%	79 27%	177 26%	165 28%	56 24%	36 23%	226 25%	35 35% *	117 29%	144 24%
Central Scotland (Glasgow, Ayrshire, Lanarkshire, Argyll, Edinburgh & Lothians, Fife, Central)	684 68%	198 67%	479 69%	388 66%	167 71%	109 70%	625 69% H	59 58% *	258 65%	426 71%
Southern Scotland (Borders/Dumfries & Galloway)	57 6%	18 6%	37 5%	32 5%	14 6%	11 7%	50 6%	7 7% *	25 6%	32 5%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q4. Region

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Northern Scotland (Grampian, Highland, Perth/Tayside, Western Isles, Orkney, Shetland)	261 26%	65 29%	159 26%	102 26%	178 24%	130 25%	42 24%	83 31% E
Central Scotland (Glasgow, Ayrshire, Lanarkshire, Argyll, Edinburgh & Lothians, Fife, Central)	684 68%	143 64%	406 68%	278 69%	517 71% H	377 71% H	124 69%	166 62%
Southern Scotland (Borders/Dumfries & Galloway)	57 6%	16 7%	37 6%	21 5%	38 5%	22 4%	13 7%	19 7%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q5. Number of people in household

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
1	215 21%	117 24%	98 19%	16 12% *	23 15%	33 22%	46 25% DE	37 24% DE	59 27% DE	44 18%	64 23% L	26 14%	82 28% JLNO	107 20%	108 23% L	215 100% QRS	- -	- -	- -	- -	215 30% T
2	392 39%	198 41%	194 38%	38 27% *	49 31%	34 22%	58 32% DEFG	85 56% DEFG	129 59% DEFG	111 44% LO	107 39%	62 33%	112 39%	218 42%	174 36%	- -	392 100% PRS	- -	- -	33 12%	359 50% T
3	195 19%	90 18%	105 20%	38 27% HI*	43 27% HI	32 21% I	41 23% HI	19 13%	22 10%	45 18%	55 20%	48 26% MO	47 16%	99 19%	95 20% M	- -	- -	195 100% PQS	- -	101 37% U	93 13%
4	148 15%	61 12%	87 17%	41 29% EHI*	25 16% HI	38 25% HI	33 18% HI	4 3%	7 3%	35 14%	42 15%	42 23% JMNO	29 10%	77 15%	71 15% M	- -	- -	- -	148 74% PQR	106 38% U	42 6%
5	34 3%	12 2%	21 4%	4 3% *	13 8% GHI	10 6% GI	2 1%	4 2%	1 *	11 5%	5 2%	6 3%	11 4%	16 3%	17 4%	- -	- -	- -	34 17% PQR	22 8% U	11 2%
6	14 1%	8 2%	6 1%	3 2% *	5 3%	3 2%	1 1%	1 1%	1 *	3 1%	3 1%	2 1%	6 2%	6 1%	8 2%	- -	- -	- -	14 7% PQR	10 4% U	4 1%
7	4 *	1 *	3 1%	- - *	- -	3 2%	- -	1 1%	- -	2 1%	- -	- -	2 1%	2 *	2 *	- -	- -	- -	4 2% Q	4 1% U	- -
8+	1 *	1 *	- -	- - *	- -	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 1%	1 *	- -

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q5. Number of people in household

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
1	215 21%	57 22%	149 22%	9 15% *	129 21%	86 23%	39 24%	61 18%	22 23% *	204 34% KL	11 3%	- *	46 18%	40 24%	78 20%	51 28% M	148 21%	67 23%
2	392 39%	109 42%	256 37%	27 47% *	228 36%	164 44% E	46 29%	141 40% G	36 37% *	197 33%	168 47% J	27 58% J*	104 41%	64 39%	147 38%	68 37%	270 38%	122 41%
3	195 19%	46 18%	138 20%	10 18% *	146 23% F	49 13%	41 25%	7 22%	23 25% *	95 16%	91 26% J	9 19% *	47 18%	32 19%	81 21%	34 18%	141 20%	53 18%
4	148 15%	37 14%	100 15%	10 17% *	89 14%	58 16%	25 15%	53 15%	8 9% *	72 12%	67 19% J	9 19% *	38 15%	22 14%	57 15%	31 16%	103 15%	44 15%
5	34 3%	7 3%	25 4%	1 2% *	23 4%	11 3%	8 5%	11 3%	3 3% *	22 4%	12 3%	- * P	11 4% P	7 4%	14 4%	1 1%	28 4%	6 2%
6	14 1%	2 1%	11 2%	1 2% *	8 1%	6 2%	4 2%	2 1%	1 1% *	9 2%	3 1%	2 4% *	6 2%	- -	7 2%	1 1%	8 1%	6 2%
7	4 *	1 *	3 *	- * *	3 *	1 *	- -	1 *	2 2% *	2 *	2 1%	- * *	1 *	1 1%	2 *	- -	4 1%	- -
8+	1 *	- -	1 *	- * *	1 *	- -	- -	1 *	- * *	1 *	- -	- * *	1 *	- -	- -	- -	1 *	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q5. Number of people in household

Base: All respondents

	Total	Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
1	215 21%	75 25%	138 20%	118 20%	56 23%	38 24%	191 21%	25 24% *	79 20%	137 23%
2	392 39%	125 42%	261 38%	229 39%	100 42%	56 36%	354 39%	38 37% *	117 29%	275 46% I
3	195 19%	51 17%	142 20%	126 21%	37 16%	28 18%	174 19%	20 20% *	94 23% J	101 17%
4	148 15%	35 12%	109 16%	86 15%	36 15%	22 14%	135 15%	12 12% *	79 20% J	68 11%
5	34 3%	6 2%	27 4%	19 3%	6 3%	7 4%	32 3%	2 2% *	22 5% J	12 2%
6	14 1%	2 1%	12 2%	5 1%	2 1%	6 4% D	10 1%	4 4% *	8 2%	6 1%
7	4 *	1 *	3 *	3 1%	1 *	- -	4 *	- - *	2 *	2 *
8+	1 *	- -	1 *	1 *	- -	- -	1 *	- - *	- -	1 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q5. Number of people in household

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
1	215 21%	34 15%	124 21%	91 23%	125 17%	80 15%	27 15%	91 34% EFG
2	392 39%	63 28%	227 38%	165 41%	270 37% G	186 35% G	47 26%	122 46% EFG
3	195 19%	58 26%	117 19%	78 19%	163 22% H	126 24% H	50 28% H	32 12%
4	148 15%	54 24%	98 16%	49 12%	126 17% H	97 18% H	37 21% H	22 8%
5	34 3%	11 5%	23 4%	10 3%	33 4% H	26 5% H	11 6% H	1 *
6	14 1%	3 1%	9 1%	5 1%	13 2% H	10 2% H	5 3% H	1 *
7	4 *	- -	2 *	2 *	4 1% H	3 1% H	1 1% H	- -
8+	1 *	- -	1 *	- -	1 * H	1 * H	1 1% H	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q6. Children in HH/pregnant

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Any children/pregnant	277 28%	110 23%	166 32% B	44 32% HI*	82 52% DGHI	83 54% DGHI	47 26% HI	17 11% I	3 1%	69 27%	66 24%	66 35% KN	76 26%	135 26%	142 30%	-	33 8% P	101 52% PQ	143 71% PQR	277 100% U	-
Currently pregnant	14 1%	5 1%	9 2%	1 1% *	5 3% I	6 4% HI	2 1%	- -	- -	3 1%	3 1%	4 2%	4 2%	6 1%	8 2%	-	4 1%	3 1%	7 3% P	14 5% U	-
Any under 5 years old	92 9%	27 6%	65 13% B	15 11% GHI*	45 28% DGHI	28 18% GHI	2 1%	1 1%	1 1%	25 10%	15 6%	20 11%	31 11% K	40 8%	51 11% K	-	6 2%	37 19% PQ	48 24% PQ	92 33% U	-
Any 5 - 11 years old	139 14%	56 11%	83 16% B	12 9% I*	51 32% DGHI	51 34% DGHI	19 11% HI	4 3%	1 *	34 13%	27 10%	36 19% KN	42 14%	61 12%	78 16% KN	-	13 3% P	37 19% PQ	90 45% PQR	139 50% U	-
Any 12 - 15 years old	89 9%	42 9%	47 9%	13 9% I*	13 8% I	30 20% DEHI	24 13% HI	9 6% I	- -	26 10%	22 8%	21 11%	21 7%	47 9%	42 9%	-	9 2%	19 10% PQ	62 31% PQR	89 32% U	-
Any 16 - 17 years old	44 4%	26 5%	18 3%	7 5% I*	1 1%	12 8% EI	14 8% EI	9 6% EI	1 *	9 4%	16 6%	8 4%	11 4%	25 5%	19 4%	-	3 1%	13 7% PQ	28 14% PQR	44 16% U	-
No - no children under 18 in household/not currently pregnant	725 72%	378 77% C	348 68%	96 68% EF*	76 48%	70 46%	134 74% EF	134 89% DEFG	216 99% DEFGH	182 73%	210 76% L	120 65%	214 74%	391 74% L	334 70%	215 100% QRS	359 92% RS	93 48% S	57 29%	- -	725 100% T

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q6. Children in HH/pregnant

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Any children/pregnant	277 28%	67 26%	193 28%	16 28% *	203 32% F	73 19%	67 41% HI	107 31%	24 25% *	172 29%	96 27%	8 16% *	74 29%	46 28%	112 29%	45 24%	204 29%	73 24%
Currently pregnant	14 1%	4 2%	9 1%	1 2% *	10 2%	4 1%	5 3%	3 1%	1 1% *	8 1%	6 2%	- - *	3 1%	6 4% O	3 1%	2 1%	10 1%	4 1%
Any under 5 years old	92 9%	20 8%	63 9%	8 14% *	68 11% F	24 6%	25 15%	34 10%	7 8% *	62 10%	29 8%	1 2% *	33 13% OP	17 10%	31 8%	10 6%	74 11% R	18 6%
Any 5 - 11 years old	139 14%	37 14%	95 14%	7 13% *	102 16% F	37 10%	33 20%	53 15%	13 14% *	92 15%	44 12%	3 6% *	39 15%	23 14%	52 14%	24 13%	102 14%	37 12%
Any 12 - 15 years old	89 9%	21 8%	63 9%	5 9% *	66 10% F	23 6%	21 13%	33 9%	10 11% *	58 10%	29 8%	2 5% *	17 7%	15 9%	44 12%	13 7%	57 8%	32 11%
Any 16 - 17 years old	44 4%	7 3%	37 5%	- - *	35 6% F	9 2%	15 9%	15 4%	5 5% *	27 4%	14 4%	3 6% *	16 6%	4 2%	19 5%	5 3%	30 4%	14 5%
No - no children under 18 in household/not currently pregnant	725 72%	194 74%	491 72%	41 72% *	423 68%	302 81% E	95 59%	241 69% G	71 75% G*	430 71%	257 73%	39 84% *	180 71%	120 72%	274 71%	141 76%	500 71%	226 76%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q6. Children in HH/pregnant

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Any children/pregnant	277 28%	67 23%	203 29% B	176 30%	57 24%	39 25%	245 27%	31 31% *	157 39% J	119 20%
Currently pregnant	14 1%	2 1%	12 2%	10 2%	1 *	2 1%	13 1%	1 1% *	10 3% J	4 1%
Any under 5 years old	92 9%	23 8%	66 10%	61 10%	19 8%	11 7%	81 9%	10 10% *	62 15% J	30 5%
Any 5 - 11 years old	139 14%	33 11%	105 15%	83 14%	30 13%	25 16%	121 13%	18 18% *	80 20% J	59 10%
Any 12 - 15 years old	89 9%	17 6%	68 10%	57 10%	18 7%	11 7%	79 9%	10 10% *	38 10%	51 8%
Any 16 - 17 years old	44 4%	11 4%	33 5%	27 5%	10 4%	7 4%	42 5%	2 2% *	21 5%	23 4%
No - no children under 18 in household/not currently pregnant	725 72%	228 77% C	489 71%	409 70%	180 76%	117 75%	655 73%	70 69% *	242 61%	483 80% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q6. Children in HH/pregnant

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Any children/pregnant	277 28%	103 46%	176 29%	101 25%	238 32% H	193 36% H	89 50% EFH	39 14%
Currently pregnant	14 1%	8 3%	9 2%	5 1%	12 2%	9 2%	6 3%	2 1%
Any under 5 years old	92 9%	48 21%	61 10%	31 8%	82 11% H	67 13% H	38 21% EFH	9 3%
Any 5 - 11 years old	139 14%	50 22%	82 14%	57 14%	124 17% H	101 19% H	50 28% EFH	15 6%
Any 12 - 15 years old	89 9%	23 10%	59 10%	30 7%	74 10% H	59 11% H	25 14% H	15 5%
Any 16 - 17 years old	44 4%	8 4%	34 6% D	10 2%	35 5%	30 6%	9 5%	9 3%
No - no children under 18 in household/not currently pregnant	725 72%	120 54%	426 71%	300 75%	495 68% G	337 64% G	90 50%	230 86% EFG

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
 (**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q7. In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely. Had you heard of Food Standards Scotland before today?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Yes	627 63%	288 59%	339 66% B	89 64% *	111 70% I	95 62%	115 63%	90 60%	127 58%	141 56%	168 61%	134 72% JKN	184 63%	309 59%	318 67% JN	129 60%	228 58%	146 75% PQS	124 62%	203 74% U	423 58%
No	375 37%	200 41% C	175 34%	51 36% *	48 30%	58 38%	66 37%	61 40%	92 42% E	109 44% LO	108 39% L	52 28%	106 37%	217 41% LO	158 33%	86 40% R	164 42% R	49 25%	76 38% R	73 26% R	302 42% T

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT



FIELDWORK : 18/06/2018 - 05/07/2018

Q7. In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely. Had you heard of Food Standards Scotland before today?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Yes	627 63%	171 65%	424 62%	32 56% *	627 100% F	- -	162 100%	348 100%	95 100% *	389 65%	215 61%	23 49% *	171 68% P	109 65%	238 62%	105 56%	470 67% R	157 53%
No	375 37%	90 35%	260 38%	25 44% *	- -	375 100% E	- -	- -	- - *	213 35%	138 39%	24 51% *	82 32%	57 35%	147 38%	81 44% M	233 33%	142 47% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q7. In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely. Had you heard of Food Standards Scotland before today?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Yes	627 63%	187 63%	431 62%	402 69% EF	132 56%	80 52%	568 63%	59 58% *	309 77% J	318 53%
No	375 37%	109 37%	261 38%	184 31%	105 44% D	75 48% D	333 37%	42 42% *	91 23%	284 47% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q7. In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely. Had you heard of Food Standards Scotland before today?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Yes	627 63%	152 68%	408 68% D	219 55%	459 63%	337 64%	128 72% E	168 63%
No	375 37%	71 32%	194 32%	182 45% C	274 37% G	193 36%	51 28%	101 37%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	624	288	336	60	109	99	124	99	133	153	181	126	164	334	290	132	231	140	121	198	426
Base	627	288	339	89	111	95	115	90	127	141	168	134	184	309	318	129	228	146	124	203	423
Net: Any food safety	512 82%	242 84%	270 80%	64 72% *	85 77%	71 76% *	95 83%	79 87% D*	117 92% DEFG	127 90% KMNO	130 77%	112 84%	143 78%	257 83% K	255 80%	111 86% R	189 83%	108 74%	103 83%	156 77%	356 84% T
Ensuring the food you buy is safe to eat	466 74%	214 74%	252 74%	51 57% *	77 70%	62 65% *	89 77% D	71 79% D*	115 91% DEFGH	119 84% KMNO	118 70%	99 74%	130 71%	236 77% K	229 72%	106 82% R	174 76% R	92 63%	94 76% R	133 66%	332 79% T
Promoting food safety in the home	376 60%	193 67% C	182 54%	43 49% *	58 52%	59 62% *	70 61%	64 70% DE*	82 65%	89 63%	103 62%	84 63%	100 54%	192 62%	183 58%	90 69% RS	140 62%	77 53%	69 56%	112 55%	263 62%
Promoting and enabling healthy eating	310 49%	150 52%	160 47%	40 45% *	47 43%	50 52% *	59 51%	50 55% *	63 50%	76 54%	86 51%	68 51%	79 43%	162 53%	147 46%	73 56%	111 49%	67 46%	58 47%	97 47%	213 50%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	252 40%	121 42%	131 38%	34 38% *	46 42%	35 37% *	45 39%	36 39% *	56 44%	65 46% K	58 35%	62 47%	66 36%	123 40%	128 40%	57 44%	87 38%	47 32%	61 49% R	78 38%	174 41%
Overseeing inspections of restaurants and other food businesses for food hygiene	384 61%	172 60%	212 62%	40 45% *	51 46%	65 69% DE*	75 65% DE	54 60% *	99 78% DEGH	99 70% MO	103 61%	80 59%	103 56%	201 65%	183 57%	86 66%	142 62%	87 60%	70 56%	110 54%	274 65% T
Net: Any labelling	463 74%	222 77%	240 71%	64 72% *	74 67%	68 72% *	83 72%	71 78% *	102 81% E	105 74%	128 76%	99 74%	131 71%	233 75%	230 72%	94 73%	166 73%	112 77%	91 73%	151 74%	312 74%
Nutrition labelling information on food packaging	343 55%	166 58%	177 52%	49 55% *	57 51%	48 51% *	60 52%	50 55% *	79 62% M	87 61% M	92 55%	77 57%	87 47%	179 58% M	164 52%	69 54%	122 54%	83 57%	69 56%	112 55%	231 55%
Date labels, such as "best before" and "use by" labels	349 56%	169 59%	180 53%	41 46% *	54 49%	50 53% *	71 61%	57 63% *	77 60%	83 59%	92 55%	79 59%	95 51%	175 57%	174 55%	76 59%	125 55%	81 56%	67 54%	102 50%	247 58%
Country of origin labels, which identify where food comes from	293 47%	147 51%	146 43%	33 37% *	42 38%	44 46% *	55 48%	45 49% *	75 59% DE	70 49%	80 47%	63 47%	81 44%	149 48%	144 45%	60 46%	110 48%	66 45%	57 46%	86 43%	207 49%
Food authenticity – i.e. food is what it says it is on the packaging	392 63%	187 65%	205 60%	44 49% *	63 57%	51 54% *	73 64%	59 65% *	102 81% DEFGH	105 74% KMNO	99 59%	85 63%	103 56%	204 66% KM	188 59%	89 69%	144 63%	87 59%	73 59%	112 55%	281 66% T
Working with the food industry and business to improve standards	434 69%	206 72%	228 67%	47 53% *	61 55%	62 66% *	84 73% DE	70 78% DE*	110 86% DEFG	103 73%	111 66%	95 71%	125 68%	214 69%	221 69%	96 74% R	171 75% R	85 58%	82 66%	119 59%	315 74% T
Other	- -	- -	- -	- - *	- -	- * *	- -	- * *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	26 4%	10 4%	15 5%	4 5% *	3 3%	6 6% *	6 5%	3 3% *	3 3%	4 3%	8 5%	1 1%	12 7% L	12 4%	13 4% L	5 4%	10 5%	6 4%	5 4%	7 3%	19 4%

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:
Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
Unweighted Base	624	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	627	171	424	32	627	-	162	348	95	389	215	23	171	109	238	105	470	157
Net: Any food safety	512 82%	140 82%	351 83%	21 65% **	512 82%	-	134 83%	301 87%	66 69%	327 84%	171 79%	14 63%	145 85%	83 76%	199 84%	81 77% *	386 82%	125 80%
Ensuring the food you buy is safe to eat	466 74%	131 76%	316 75%	19 59% **	466 74%	-	122 75%	272 78%	61 64% *	298 77%	154 72%	14 63% **	131 76%	79 72%	182 76%	71 68% *	352 75%	114 72%
Promoting food safety in the home	376 60%	104 61%	256 60%	16 49% **	376 60%	-	114 71% HI	212 61% I	42 44% *	242 62%	125 58%	9 41% **	109 63%	60 55%	147 62%	57 55% *	280 60%	96 61%
Promoting and enabling healthy eating	310 49%	80 47%	215 51%	14 43% **	310 49%	-	97 60% HI	168 48% I	40 42% *	202 52%	99 46%	9 41% **	81 47%	53 49%	126 53%	48 46% *	240 51%	70 45%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	252 40%	80 47% C	157 37%	15 46% **	252 40%	-	86 53% HI	136 39% I	26 27% *	164 42%	76 35%	11 49% **	74 43%	39 36%	99 42%	37 35% *	193 41%	59 38%
Overseeing inspections of restaurants and other food businesses for food hygiene	384 61%	110 64%	254 60%	20 61% **	384 61%	-	102 63% I	232 67% I	43 45% *	247 63%	125 58%	12 54% **	119 69% OP	69 63%	137 57%	57 54% *	287 61%	97 62%
Net: Any labelling	463 74%	125 73%	313 74%	24 76% **	463 74%	-	125 77%	261 75%	67 70% *	292 75%	154 72%	16 72% **	138 81% OP	86 79% P	171 72%	64 61% *	351 75%	111 71%
Nutrition labelling information on food packaging	343 55%	90 52%	233 55%	20 63% **	343 55%	-	102 63%	185 53%	48 51% *	219 56%	112 52%	11 50% **	98 57% P	66 61% P	131 55%	45 43% *	261 56%	82 52%
Date labels, such as "best before" and "use by" labels	349 56%	88 52%	243 57%	18 56% **	349 56%	-	97 60%	199 57%	46 49% *	225 58%	112 52%	13 55% **	101 59%	61 56%	135 56%	49 46% *	266 57%	84 53%
Country of origin labels, which identify where food comes from	293 47%	84 49%	192 45%	18 55% **	293 47%	-	88 54% I	163 47%	37 39% *	185 48%	99 46%	8 37% **	83 48%	57 53%	109 46%	41 39% *	223 47%	70 45%
Food authenticity – i.e. food is what it says it is on the packaging	392 63%	113 66%	260 61%	20 62% **	392 63%	-	106 65% I	231 66% I	47 49% *	257 66% K	123 57%	12 53% **	106 62%	72 66%	153 64%	59 56% *	299 64%	94 60%
Working with the food industry and business to improve standards	434 69%	128 75%	282 67%	24 75% **	434 69%	-	111 69% I	261 75% I	52 55% *	273 70%	149 69%	12 53% **	123 72%	74 68%	169 71%	65 62% *	328 70%	106 68%
Other	- -	- -	- -	- **	- -	- -	- -	- -	- *	- -	- -	- **	- -	- -	- -	- *	- -	- -
Don't know	26 4%	4 2%	21 5%	- **	26 4%	-	5 3%	3 1%	11 12% GH*	14 4%	7 3%	4 19% **	4 2%	4 4%	11 5%	7 6% *	13 3%	13 8% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	624	189	426	405	131	76	568	56	292	332
Base	627	187	431	402	132	80	568	59	309	318
Net: Any food safety	512 82%	154 83%	354 82%	330 82%	107 81%	65 80%	476 84%	36 61%	244 79%	268 84%
Ensuring the food you buy is safe to eat	466 74%	139 74%	323 75%	295 73%	101 76%	60 75%	432 76%	34 57%	217 70%	248 78%
Promoting food safety in the home	376 60%	112 60%	260 60%	246 61%	76 58%	46 57%	353 62%	22 38%	176 57%	200 63%
Promoting and enabling healthy eating	310 49%	97 52%	209 48%	210 52%	62 47%	31 39%	293 52%	16 28%	158 51%	152 48%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	252 40%	89 48%	159 37%	160 40%	56 42%	30 38%	233 41%	19 32%	141 46%	111 35%
Overseeing inspections of restaurants and other food businesses for food hygiene	384 61%	117 63%	264 61%	243 60%	81 61%	52 65%	363 64%	22 36%	180 58%	204 64%
Net: Any labelling	463 74%	143 77%	315 73%	304 76%	90 68%	61 76%	431 76%	31 53%	230 75%	232 73%
Nutrition labelling information on food packaging	343 55%	113 60%	226 52%	228 57%	68 51%	41 51%	323 57%	20 34%	172 56%	171 54%
Date labels, such as "best before" and "use by" labels	349 56%	102 55%	243 56%	225 56%	70 53%	48 60%	327 58%	22 38%	169 55%	180 57%
Country of origin labels, which identify where food comes from	293 47%	100 54%	189 44%	190 47%	58 44%	40 50%	279 49%	14 24%	144 47%	149 47%
Food authenticity – i.e. food is what it says it is on the packaging	392 63%	114 61%	274 64%	271 67%	73 55%	41 51%	377 66%	15 25%	188 61%	205 64%
Working with the food industry and business to improve standards	434 69%	137 74%	292 68%	272 68%	94 71%	58 72%	405 71%	29 49%	200 65%	235 74%
Other	- -	- -	- -	- -	- -	- *	- -	- *	- -	- -
Don't know	26 4%	5 3%	18 4%	12 3%	8 6%	4 5%	14 3%	11 19%	7 2%	19 6%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	624	135	407	217	451	326	123	173
Base	627	152	408	219	459	337	128	168
Net: Any food safety	512 82%	108 71%	345 85% D	167 76%	368 80%	265 79%	96 75%	144 85% G
Ensuring the food you buy is safe to eat	466 74%	100 66%	314 77%	152 69%	332 72%	232 69%	88 68%	134 80% FG
Promoting food safety in the home	376 60%	70 46%	252 62%	123 56%	269 59%	195 58%	68 53%	107 64%
Promoting and enabling healthy eating	310 49%	70 46%	218 53% D	92 42%	217 47%	149 44%	57 44%	93 55% F
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	252 40%	53 35%	180 44% D	72 33%	187 41%	140 42%	65 51% H	65 39%
Overseeing inspections of restaurants and other food businesses for food hygiene	384 61%	80 53%	270 66% D	114 52%	269 59%	190 56%	75 58%	115 68% EF
Net: Any labelling	463 74%	103 67%	308 75%	155 71%	338 74%	241 72%	97 76%	124 74%
Nutrition labelling information on food packaging	343 55%	78 51%	234 57%	109 50%	252 55%	170 50%	72 56%	91 54%
Date labels, such as "best before" and "use by" labels	349 56%	77 50%	234 57%	115 53%	257 56%	184 55%	73 57%	93 55%
Country of origin labels, which identify where food comes from	293 47%	57 37%	206 51% D	87 40%	211 46%	149 44%	69 53%	82 49%
Food authenticity – i.e. food is what it says it is on the packaging	392 63%	76 50%	280 69% D	112 51%	283 62%	199 59%	83 65%	109 65%
Working with the food industry and business to improve standards	434 69%	90 59%	291 71%	143 65%	302 66% G	209 62%	70 55%	132 79% EFG
Other	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	26 4%	9 6%	6 2%	19 9% C	18 4%	11 3%	6 5%	8 5%

Weighted by: WEIGHT

Prepared by Kantar TNS
- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q9. How much do you trust or distrust Food Standards Scotland to do its job?

Base: All aware of FSS

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	624	288	336	60	109	99	124	99	133	153	181	126	164	334	290	132	231	140	121	198	426
Base	627	288	339	89	111	95	115	90	127	141	168	134	184	309	318	129	228	146	124	203	423
Net: Trust	510 81%	243 85%	267 79%	78 87% *	93 84%	74 78% *	92 80%	67 74% *	106 84%	119 84%	131 78%	119 89% KMO	142 77%	250 81%	260 82% M	100 77%	187 82%	119 82%	104 84%	174 85%	336 79%
I trust it a lot (2)	162 26%	83 29%	79 23%	22 25% *	35 32%	26 27% *	29 25%	20 22% *	30 23%	43 31%	38 23%	36 27%	45 25%	81 26%	81 26%	39 30%	46 20%	41 28%	36 29%	67 33% U	95 22%
I trust it (1)	348 55%	160 55%	188 55%	55 62% *	58 52%	48 51% *	62 54%	48 53% *	76 60%	76 54%	93 55%	83 62%	96 52%	169 55%	179 56%	61 47%	141 62% P	78 54%	68 55%	107 52%	241 57%
I neither trust it nor distrust it (0)	95 15%	33 12%	62 18% B	7 8% *	16 14%	17 18% *	18 16%	20 22% D*	17 13%	17 12%	31 19% L	13 10%	34 19%	48 16%	47 15% L	22 17%	36 16%	23 16%	14 11%	24 12%	71 17%
Net: Distrust	8 1%	4 1%	4 1%	1 2% *	1 1%	1 1% *	2 1%	1 1% *	2 2%	2 1%	2 1%	1 1%	3 2%	4 1%	4 1%	3 3%	1 *	1 1%	3 2%	4 2%	4 1%
I distrust it (-1)	7 1%	3 1%	4 1%	1 2% *	1 1%	1 1% *	2 1%	1 1% *	1 1%	2 1%	2 1%	1 1%	2 1%	4 1%	3 1%	3 3%	1 *	- -	3 2%	3 1%	4 1%
I distrust it a lot (-2)	1 *	1 *	- -	- * *	- -	- * *	- -	- -	1 1%	- -	- -	- -	1 1%	- -	1 *	- -	- -	1 1%	- -	1 1%	- -
Don't know	13 2%	7 2%	6 2%	3 3% *	1 1%	2 2% *	4 3%	2 2% *	2 2%	4 2%	4 2%	1 1%	5 3%	7 2%	6 2%	4 3%	4 2%	2 2%	3 2%	2 1%	12 3%
Mean score	1.08	1.15	1.03	1.14 *	1.16	1.07 *	1.07	0.97 *	1.06	1.17	1.01	1.16	1.02	1.08	1.08	1.08	1.04	1.1	1.13	1.17 U	1.04
Standard Deviation	0.69	0.69 C	0.687	0.626 *	0.697	0.714 *	0.696	0.71 *	0.691	0.68	0.691	0.612	0.742	0.689	0.692	0.767	0.618	0.715	0.708	0.731 U	0.666
Standard Error	0.028	0.041	0.038	0.067	0.066	0.074	0.066	0.075	0.062	0.058	0.054	0.053	0.055	0.04	0.039	0.069	0.041	0.06	0.064	0.051	0.033

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q9. How much do you trust or distrust Food Standards Scotland to do its job?

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	624	170	424	30	624	-	161	344	98	394	207	23	171	109	240	100	468	156
Base	627	171	424	32	627	-	162	348	95	389	215	23	171	109	238	105	470	157
Net: Trust	510 81%	146 85%	336 79%	28 87% **	510 81%	-	162 100% I	348 100% I	-	324 83%	173 80%	13 59% **	147 86% P	85 78%	198 83%	79 75% *	386 82%	124 79%
I trust it a lot (2)	162 26%	46 27%	107 25%	10 30% **	162 26%	-	162 100% HI	-	-	122 31% K	36 17%	5 21% **	50 29%	27 25%	63 27%	21 20% *	125 27%	38 24%
I trust it (1)	348 55%	100 59%	229 54%	18 57% **	348 55%	-	-	348 100% GI	-	202 52%	137 64% J	9 38% **	98 57%	57 53%	135 56%	58 55% *	262 56%	86 55%
I neither trust it nor distrust it (0)	95 15%	20 12%	72 17%	3 9% **	95 15%	-	-	-	95 100% GH*	56 14%	33 15%	6 26% **	22 13%	19 18%	33 14%	20 19% *	72 15%	24 15%
Net: Distrust	8 1%	2 1%	5 1%	1 4% **	8 1%	-	-	-	-	4 1%	3 2%	1 5% **	-	3 3%	3 1%	2 2% *	7 2%	1 1%
I distrust it (-1)	7 1%	2 1%	4 1%	1 4% **	7 1%	-	-	-	-	4 1%	3 2%	-	-	3 3%	3 1%	1 1% *	6 1%	1 1%
I distrust it a lot (-2)	1 *	-	1 *	-	1 *	-	-	-	-	-	-	1 5% **	-	-	-	1 1% *	1 *	-
Don't know	13 2%	3 2%	10 2%	-	13 2%	-	-	-	-	5 1%	6 3%	2 10% **	2 1%	2 2%	5 2%	4 4% *	5 1%	9 6% Q
Mean score	1.08	1.13	1.06	1.13 **	1.08	-	2	1	-	1.15	0.98	0.78	1.16	1.02	1.11	0.96	1.08	1.08
Standard Deviation	0.69	0.649	0.702	0.746	0.69	-	-	-	-	0.694	0.628	1.006	0.632	0.744	0.67	0.748	0.7	0.661
Standard Error	0.028	0.05	0.035	0.132	0.028	-	-	-	-	0.035	0.043	0.223	0.049	0.072	0.044	0.075	0.032	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q9. How much do you trust or distrust Food Standards Scotland to do its job?

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	624	189	426	405	131	76	568	56	292	332
Base	627	187	431	402	132	80	568	59	309	318
Net: Trust	510 81%	147 79%	358 83%	342 85% EF	101 77%	58 72% *	476 84% H	34 57% *	267 87% J	243 76%
I trust it a lot (2)	162 26%	56 30%	105 24%	116 29% E	21 16%	19 23% *	146 26%	17 28% *	99 32% J	63 20%
I trust it (1)	348 55%	91 49%	253 59% B	226 56%	80 60%	39 49% *	331 58% H	17 29% *	168 54%	180 57%
I neither trust it nor distrust it (0)	95 15%	32 17%	60 14%	48 12%	25 19%	20 25% D*	75 13%	21 35% G*	34 11%	61 19% I
Net: Distrust	8 1%	3 2%	5 1%	6 1%	1 1%	1 2% *	8 1%	- - *	4 1%	4 1%
I distrust it (-1)	7 1%	3 2%	4 1%	5 1%	1 1%	1 2% *	7 1%	- - *	4 1%	3 1%
I distrust it a lot (-2)	1 *	- -	1 *	1 *	- -	- - *	1 *	- - *	- -	1 *
Don't know	13 2%	4 2%	8 2%	6 1%	5 4%	1 1% *	9 2%	5 8% G*	3 1%	10 3%
Mean score	1.08	1.1	1.08	1.14 EF	0.96	0.95 *	1.1	0.92 *	1.19 J	0.98
Standard Deviation	0.69	0.737	0.669	0.685	0.63	0.748	0.674	0.833	0.678	0.688
Standard Error	0.028	0.055	0.033	0.034	0.056	0.084	0.028	0.113	0.039	0.039

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q9. How much do you trust or distrust Food Standards Scotland to do its job?

Base: All aware of FSS

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	624	135	407	217	451	326	123	173
Base	627	152	408	219	459	337	128	168
Net: Trust	510 81%	120 79%	354 87%	156 71%	382 83%	280 83%	107 83%	128 77%
I trust it a lot (2)	162 26%	35 23%	118 29%	44 20%	122 27%	91 27%	45 35%	40 24%
I trust it (1)	348 55%	85 56%	236 58%	112 51%	259 56%	189 56%	61 48%	89 53%
I neither trust it nor distrust it (0)	95 15%	26 17%	46 11%	49 22%	63 14%	48 14%	19 15%	33 19%
Net: Distrust	8 1%	2 2%	4 1%	4 2%	7 2%	5 1%	2 2%	1 1%
I distrust it (-1)	7 1%	2 2%	4 1%	3 1%	6 1%	5 1%	2 2%	1 1%
I distrust it a lot (-2)	1 *	- -	- -	1 1%	1 *	- -	- -	- -
Don't know	13 2%	3 2%	3 1%	11 5%	8 2%	3 1%	- -	6 4%
Mean score	1.08	1.03	1.16	0.94	1.1	1.1	1.17	1.03
Standard Deviation	0.69	0.691	0.653	0.738	0.691	0.684	0.74	0.689
Standard Error	0.028	0.057	0.032	0.051	0.032	0.037	0.065	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Working in the best interests of Scotland and people who live here

Base: All aware of FFS

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	624	288	336	60	109	99	124	99	133	153	181	126	164	334	290	132	231	140	121	198	426
Base	627	288	339	89	111	95	115	90	127	141	168	134	184	309	318	129	228	146	124	203	423
Net: Top 3 Box	520 83%	239 83%	281 83%	65 73% *	90 82%	78 82% *	103 90% DH	70 78% *	113 89% DH	118 84%	139 83%	111 83%	151 82%	258 83%	262 82%	109 85%	188 83%	125 85%	97 79%	168 83%	352 83%
Net: Top 2 Box	328 52%	157 55%	171 50%	39 43% *	61 55%	49 52% *	68 59%	41 45% *	70 55%	76 54%	79 47%	77 58%	95 52%	156 50%	172 54%	68 53%	112 49%	84 58%	64 52%	116 57%	212 50%
Excellent (5)	131 21%	68 24%	63 18%	15 17% *	27 25%	20 21% *	28 25%	19 21% *	21 16%	31 22%	31 18%	35 27%	33 18%	62 20%	68 21%	30 23%	39 17%	33 22%	29 24%	43 21%	88 21%
Very good (4)	197 31%	89 31%	109 32%	24 26% *	34 31%	30 31% *	39 34%	22 24% *	49 39% H	45 32%	48 29%	42 31%	62 34%	93 30%	104 33%	38 30%	72 32%	52 36%	35 28%	72 36%	125 29%
Good (3)	192 31%	82 29%	109 32%	26 29% *	29 26%	29 30% *	36 31%	29 32% *	43 34%	42 30%	60 36%	34 26%	56 30%	102 33%	90 28%	41 32%	77 34%	40 28%	33 27%	52 26%	140 33%
Fair (2)	61 10%	27 9%	35 10%	19 21% FGI*	16 15% FGI	5 5% *	3 3%	10 11% G*	8 6%	11 8%	11 7%	18 13%	21 11%	23 7%	39 12%	7 5%	24 11%	14 10%	16 13% P	23 11%	39 9%
Poor (1)	10 2%	5 2%	5 1%	3 3% *	- -	2 2% *	3 2%	2 2% *	1 1%	4 3%	3 2%	2 1%	2 1%	7 2%	4 1%	2 1%	2 1%	1 1%	6 5% Q	8 4% U	3 1%
Don't know	36 6%	16 6%	19 6%	3 3% *	4 4%	10 11% *	5 5%	8 9% *	5 4%	8 6%	14 8% L	3 2%	11 6%	22 7%	14 4%	11 9%	13 6%	6 4%	5 4%	5 3%	30 7% T
Mean score	3.64	3.69	3.59	3.34	3.67	3.72	3.8	3.55	3.67	3.66	3.61	3.7	3.59	3.63	3.64	3.74	3.58	3.72	3.55	3.61	3.65
Standard Deviation	0.993	1.017	0.972	1.107	1.024	0.96	0.951	1.054	0.859	1.025	0.948	1.051	0.968	0.983	1.004	0.955	0.942	0.956	1.145	1.066	0.956
Standard Error	0.041	0.062	0.054	0.119	0.099	0.104	0.091	0.116	0.078	0.089	0.077	0.092	0.073	0.058	0.058	0.088	0.064	0.081	0.105	0.076	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Working in the best interests of Scotland and people who live here

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	624	170	424	30	624	-	161	344	98	394	207	23	171	109	240	100	468	156
Base	627	171	424	32	627	-	162	348	95	389	215	23	171	109	238	105	470	157
Net: Top 3 Box	520 83%	141 83%	352 83%	26 82% **	520 83%	-	155 96% HI	300 86% I	56 59% *	336 86% K	168 78%	15 68% **	148 86%	86 79%	198 83%	86 82% *	392 83%	128 82%
Net: Top 2 Box	328 52%	93 55%	223 53%	12 38% **	328 52%	-	136 84% HI	174 50% I	16 17% *	222 57% K	98 45%	9 39% **	101 59% P	59 54%	123 51%	45 43% *	248 53%	80 51%
Excellent (5)	131 21%	40 23%	84 20%	7 22% **	131 21%	-	83 51% HI	43 12% I	4 4% *	93 24% K	33 16%	5 21% **	39 23%	20 18%	57 24% P	14 13% *	99 21%	32 20%
Very good (4)	197 31%	53 31%	139 33%	5 16% **	197 31%	-	53 33% I	131 38% I	12 13% *	129 33% K	64 30%	4 17% **	62 36%	39 36%	66 28%	31 29% *	149 32%	48 31%
Good (3)	192 31%	48 28%	130 31%	14 44% **	192 31%	-	19 12% G	126 36% G	40 42% G*	114 29% K	71 33%	7 30% **	47 28%	27 25%	75 32%	41 39% N*	144 31%	48 30%
Fair (2)	61 10%	19 11%	40 9%	2 8% **	61 10%	-	6 4% G	34 10% G	18 19% GH*	28 7% J	31 14%	3 12% **	15 9%	15 14%	22 9%	9 9% *	51 11%	10 7%
Poor (1)	10 2%	2 1%	5 1%	2 8% **	10 2%	-	- -	5 1% G	2 2% *	7 2% K	3 2%	- **	2 1%	2 2%	6 3%	- *	7 1%	3 2%
Don't know	36 6%	8 5%	26 6%	1 3% **	36 6%	-	1 1% HI	9 3% I	19 20% GH*	19 5% K	13 6%	4 19% **	7 4%	5 5%	12 5%	10 10% *	21 4%	15 10% Q
Mean score	3.64	3.67	3.64	3.37 **	3.64	-	4.32 HI	3.51 I	2.98 *	3.74 K	3.46	3.59 **	3.74	3.57 *	3.64	3.52 *	3.63	3.67
Standard Deviation	0.993	1.02	0.967	1.166	0.993	-	0.832	0.891	0.843	0.978	0.995	1.066	0.957	1.034	1.048	0.863	0.996	0.987
Standard Error	0.041	0.08	0.049	0.209	0.041	-	0.065	0.048	0.096	0.051	0.07	0.25	0.075	0.101	0.07	0.089	0.047	0.083

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Working in the best interests of Scotland and people who live here

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	624	189	426	405	131	76	568	56	292	332
Base	627	187	431	402	132	80	568	59	309	318
Net: Top 3 Box	520 83%	159 85%	355 82%	345 86% F	106 80%	59 73% *	477 84% H	43 72% *	263 85%	257 81%
Net: Top 2 Box	328 52%	96 52%	229 53%	229 57% E	55 41%	35 44% *	304 54%	24 40% *	179 58% J	149 47%
Excellent (5)	131 21%	41 22%	89 21%	87 22%	22 17%	14 18% *	120 21%	11 19% *	81 26% J	50 16%
Very good (4)	197 31%	55 30%	140 33%	142 35% E	32 24%	21 26% *	185 33%	13 21% *	98 32%	99 31%
Good (3)	192 31%	63 34%	126 29%	116 29%	51 39%	23 29% *	173 30%	19 32% *	84 27%	108 34%
Fair (2)	61 10%	13 7%	48 11%	32 8%	13 10%	15 19% D*	57 10%	4 8% *	31 10%	30 10%
Poor (1)	10 2%	3 2%	7 2%	7 2%	2 1%	2 2% *	9 2%	1 1% *	6 2%	5 1%
Don't know	36 6%	11 6%	21 5%	18 4%	12 9%	5 6% *	25 4%	11 19% G*	9 3%	26 8% I
Mean score	3.64	3.67	3.62	3.7 F	3.5	3.42 *	3.64	3.6 *	3.73 J	3.54
Standard Deviation	0.993	0.975	1.005	0.969	0.967	1.079	0.992	1.011	1.03	0.946
Standard Error	0.041	0.074	0.05	0.049	0.088	0.124	0.043	0.146	0.06	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Working in the best interests of Scotland and people who live here

Base: All aware of FSS

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	624	135	407	217	451	326	123	173
Base	627	152	408	219	459	337	128	168
Net: Top 3 Box	520 83%	119 78%	352 86%	168 77%	381 83%	280 83%	102 80%	139 83%
Net: Top 2 Box	328 52%	73 48%	228 56%	100 45%	236 52%	178 53%	78 60%	92 55%
Excellent (5)	131 21%	31 21%	89 22%	42 19%	100 22%	74 22%	34 26%	31 19%
Very good (4)	197 31%	42 27%	139 34%	58 26%	137 30%	103 31%	44 34%	60 36%
Good (3)	192 31%	46 30%	123 30%	68 31%	145 32%	103 30%	25 19%	47 28%
Fair (2)	61 10%	19 12%	36 9%	25 11%	50 11%	36 11%	18 14%	11 6%
Poor (1)	10 2%	3 2%	8 2%	3 1%	8 2%	8 2%	3 3%	2 1%
Don't know	36 6%	11 7%	12 3%	23 11%	19 4%	12 4%	5 4%	16 10%
Mean score	3.64	3.56	3.67	3.57	3.61	3.62	3.7	3.71
Standard Deviation	0.993	1.051	0.986	1.006	1.018	1.036	1.104	0.917
Standard Error	0.041	0.089	0.05	0.072	0.049	0.057	0.099	0.074

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Tb T45

Q10. How do you rate FFS in terms of - Providing the right advice about food and nutrition related issues which affect you

Base: All aware of FFS

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	624	288	336	60	109	99	124	99	133	153	181	126	164	334	290	132	231	140	121	198	426
Base	627	288	339	89	111	95	115	90	127	141	168	134	184	309	318	129	228	146	124	203	423
Net: Top 3 Box	491 78%	221 77%	271 80%	69 77% *	92 83%	69 73% *	92 80%	68 76% *	100 79%	118 84%	120 71%	107 80%	146 79%	238 77% K	254 80%	95 74%	178 78%	116 80%	101 82%	167 82%	324 77%
Net: Top 2 Box	299 48%	142 50%	157 46%	44 50% *	56 51%	39 41% *	60 53%	40 44% *	60 47%	70 50%	71 43%	72 54%	85 46%	142 46%	158 50%	55 42%	96 42%	82 56% PQ	66 54%	112 55% U	187 44%
Excellent (5)	99 16%	46 16%	53 16%	14 15% *	27 24% I	13 14% *	20 17%	12 13% *	14 11%	22 16%	19 11%	26 19%	32 17%	41 13%	58 18%	24 18%	29 13%	26 18%	20 16%	39 19%	59 14%
Very good (4)	200 32%	97 34%	104 31%	31 34% *	29 27%	26 27% *	41 35%	28 31% *	46 36%	48 34%	52 31%	47 35%	53 29%	100 33%	100 31%	31 24%	67 30%	56 38% P	46 37% P	72 36%	128 30%
Good (3)	192 31%	78 27%	114 34%	24 27% *	36 33%	31 32% *	32 28%	29 32% *	40 32%	48 34%	48 29%	35 26%	61 33%	96 31%	96 30%	41 31%	82 36%	35 24%	35 28%	55 27%	137 32%
Fair (2)	67 11%	37 13%	30 9%	13 15% *	11 10%	7 7% *	11 10%	12 13% *	13 10%	10 7%	21 13%	16 12%	19 11%	31 10%	36 11%	12 9%	22 10%	20 13%	14 11%	26 13%	41 10%
Poor (1)	14 2%	4 2%	10 3%	3 3% *	3 3%	3 3% *	2 1%	1 1% *	3 2%	4 3%	6 3%	1 1%	3 2%	10 3%	4 1%	4 3%	5 2%	1 1%	3 3%	4 2%	10 2%
Don't know	54 9%	25 9%	29 9%	4 5% *	5 4%	16 17% DE*	10 9%	9 10% *	11 8%	9 6%	21 13%	9 7%	16 8%	30 10%	24 8%	18 14% S	22 10%	9 6%	6 5%	6 3%	48 11% T
Mean score	3.53	3.54	3.52	3.46 *	3.62 *	3.5 *	3.63	3.46 *	3.47	3.56	3.39	3.63	3.54	3.47	3.58	3.52 *	3.45	3.63	3.56	3.6	3.49
Standard Deviation	0.988	0.994	0.985	1.047 *	1.055 *	0.988 *	0.961	0.962 *	0.931	0.96	1.015	0.98	0.989	0.991	0.985	1.061 *	0.949	0.976	1.001	1.017	0.973
Standard Error	0.041	0.061	0.056	0.114	0.102	0.111	0.094	0.107	0.086	0.083	0.084	0.088	0.076	0.059	0.057	0.101	0.066	0.083	0.092	0.072	0.05

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q10. How do you rate FFS in terms of - Providing the right advice about food and nutrition related issues which affect you

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	624	170	424	30	624	-	161	344	98	394	207	23	171	109	240	100	468	156
Base	627	171	424	32	627	-	162	348	95	389	215	23	171	109	238	105	470	157
Net: Top 3 Box	491 78%	134 78%	330 78%	28 87% **	491 78%	-	154 95% HI	286 82% I	42 44% *	311 80%	168 78%	12 55% **	141 82%	81 74%	186 78%	83 79% *	372 79%	120 76%
Net: Top 2 Box	299 48%	79 46%	203 48%	18 56% **	299 48%	-	128 79% HI	156 45% I	11 11% *	197 51%	93 43%	9 38% **	89 52%	52 48%	110 46%	46 44% *	230 49%	69 44%
Excellent (5)	99 16%	32 19%	64 15%	2 7% **	99 16%	-	66 41% HI	32 9% I	1 1% *	71 18% K	24 11%	4 17% **	29 17%	16 14%	38 16%	15 14% *	80 17%	19 12%
Very good (4)	200 32%	46 27%	138 33%	16 49% **	200 32%	-	62 38% I	125 36% I	9 10% *	126 32%	69 32%	5 21% **	60 35%	36 34%	72 30%	31 30% *	151 32%	50 32%
Good (3)	192 31%	55 32%	127 30%	10 31% **	192 31%	-	26 16% G	130 37% G	31 33% G*	114 29%	75 35%	4 17% **	52 30%	29 26%	75 32%	36 35% *	141 30%	51 33%
Fair (2)	67 11%	20 12%	45 11%	2 6% **	67 11%	-	3 2% G	39 11% G	23 24% GH*	36 9%	28 13%	4 17% **	17 10%	10 9%	29 12%	9 9% *	52 11%	15 10%
Poor (1)	14 2%	2 1%	10 2%	1 4% **	14 2%	-	- - -	2 1% -	8 8% GH*	10 3%	4 2%	- - **	1 1%	6 6% M	5 2%	2 2% *	12 3%	2 1%
Don't know	54 9%	15 9%	38 9%	1 3% **	54 9%	-	5 3%	20 6%	23 24% GH*	32 8%	16 7%	6 29% **	13 7%	12 11%	18 8%	11 10% *	34 7%	20 13%
Mean score	3.53	3.56	3.52	3.49 **	3.53	-	4.21 HI	3.44 I	2.62 *	3.6 K	3.41	3.54 **	3.62	3.47 *	3.5	3.5 *	3.54	3.5
Standard Deviation	0.988	1.004	0.991	0.901	0.988	-	0.793	0.851	0.901	1.007	0.936	1.135	0.929	1.082	1.002	0.951	1.011	0.916
Standard Error	0.041	0.081	0.05	0.161	0.041	-	0.063	0.047	0.106	0.053	0.066	0.283	0.074	0.11	0.068	0.098	0.048	0.078

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Providing the right advice about food and nutrition related issues which affect you

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	624	189	426	405	131	76	568	56	292	332
Base	627	187	431	402	132	80	568	59	309	318
Net: Top 3 Box	491 78%	146 78%	342 79%	325 81% F	102 77%	56 70% *	454 80% H	37 63% *	260 84% J	231 73%
Net: Top 2 Box	299 48%	84 45%	212 49%	212 53% EF	50 38%	31 38% *	277 49%	23 38% *	171 55% J	128 40%
Excellent (5)	99 16%	30 16%	68 16%	70 17%	13 10%	12 15% *	88 15%	11 19% *	67 22% J	32 10%
Very good (4)	200 32%	54 29%	144 33%	143 35% F	37 28%	18 23% *	189 33% H	11 19% *	104 34%	96 30%
Good (3)	192 31%	61 33%	130 30%	113 28%	51 39% D	25 31% *	177 31%	15 25% *	89 29%	103 32%
Fair (2)	67 11%	17 9%	48 11%	45 11%	8 6%	13 17% E*	61 11%	6 10% *	26 8%	42 13%
Poor (1)	14 2%	7 4%	7 2%	8 2%	4 3%	2 3% *	11 2%	3 5% *	6 2%	8 2%
Don't know	54 9%	17 9%	34 8%	24 6%	20 15% D	9 11% *	41 7%	13 22% G*	17 5%	38 12% I
Mean score	3.53	3.49	3.55	3.59	3.43 *	3.34 *	3.53	3.48 *	3.69 J	3.37
Standard Deviation	0.988	1.027	0.971	0.988	0.901	1.078	0.971	1.184	0.99	0.962
Standard Error	0.041	0.079	0.049	0.051	0.085	0.127	0.042	0.174	0.058	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Providing the right advice about food and nutrition related issues which affect you

Base: All aware of FSS

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	624	135	407	217	451	326	123	173
Base	627	152	408	219	459	337	128	168
Net: Top 3 Box	491 78%	117 77%	337 83%	154 70%	373 81%	273 81%	108 84%	119 71%
			D		H	H		
Net: Top 2 Box	299 48%	68 44%	206 51%	93 42%	228 50%	173 52%	76 60%	71 42%
						H		
Excellent (5)	99 16%	28 18%	66 16%	32 15%	79 17%	61 18%	28 22%	20 12%
						H		
Very good (4)	200 32%	40 26%	140 34%	60 28%	150 33%	113 34%	49 38%	51 30%
Good (3)	192 31%	49 32%	131 32%	61 28%	144 31%	99 29%	32 25%	48 28%
Fair (2)	67 11%	15 10%	40 10%	27 12%	47 10%	36 11%	10 8%	21 12%
Poor (1)	14 2%	6 4%	8 2%	6 3%	9 2%	7 2%	2 2%	5 3%
Don't know	54 9%	15 10%	23 6%	32 15%	31 7%	20 6%	8 6%	24 14%
			C					EFG
Mean score	3.53	3.5	3.56	3.46	3.57	3.58	3.74	3.42
							H	
Standard Deviation	0.988	1.068	0.962	1.04	0.979	0.998	0.973	1.012
Standard Error	0.041	0.091	0.049	0.076	0.047	0.056	0.089	0.084

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

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Tb T49

Q10. How do you rate FFS in terms of - Being an organisation which responds quickly to problems related to food

Base: All aware of FFS

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	624	288	336	60	109	99	124	99	133	153	181	126	164	334	290	132	231	140	121	198	426
Base	627	288	339	89	111	95	115	90	127	141	168	134	184	309	318	129	228	146	124	203	423
Net: Top 3 Box	477 76%	222 77%	254 75%	67 76% *	90 82%	67 71% *	90 78%	67 75% *	95 75%	106 75%	119 71%	109 81%	143 78%	225 73%	252 79%	92 71%	176 77%	110 76%	99 80%	162 80%	315 74%
Net: Top 2 Box	290 46%	133 46%	157 46%	46 51% *	55 49%	41 44% *	57 49%	37 41% *	55 43%	66 46%	61 37%	74 56% KN	89 49% K	127 41%	164 51% KN	50 39%	90 39%	83 57% PQ	68 55% PQ	114 56% U	176 42%
Excellent (5)	111 18%	54 19%	57 17%	16 18% *	19 17%	18 19% *	25 21%	17 19% *	15 12%	23 17%	22 13%	31 23% KN	34 18%	46 15%	65 20%	22 17%	33 14%	27 19%	28 23%	42 21%	68 16%
Very good (4)	180 29%	80 28%	100 30%	30 33% *	36 32%	23 24% *	32 28%	20 22% *	40 31%	42 30%	39 23%	43 32%	56 30%	81 26%	99 31%	28 22%	57 25%	55 38% PQ	39 32%	72 35% U	108 25%
Good (3)	186 30%	89 31%	97 29%	22 24% *	35 32%	26 27% *	33 29%	30 33% *	40 32%	41 29%	57 34%	35 26%	54 29%	98 32%	88 28%	41 32% R	86 38% RS	28 19%	31 25%	47 23%	139 33% T
Fair (2)	67 11%	33 11%	34 10%	12 13% *	11 10%	9 10% *	10 9%	8 9% *	17 13%	15 10%	22 13%	15 11%	15 8%	37 12%	30 9%	12 9%	23 10%	17 12%	14 11%	23 11%	44 10%
Poor (1)	8 1%	6 2%	3 1%	- - *	2 2%	- - *	3 2%	2 2% *	2 2%	3 2%	2 1%	1 1%	2 1%	5 2%	3 1%	5 4%	2 1%	- -	2 1%	2 1%	7 2%
Don't know	75 12%	26 9%	49 14%	10 11% *	8 7%	18 20% E*	13 11%	13 14% *	13 10%	17 12%	25 15% L	9 7%	24 13%	42 14%	33 10%	21 17% S	26 12%	18 12%	9 7%	17 8%	58 14%
Mean score	3.58	3.55	3.6	3.63 *	3.58 *	3.66 *	3.65 *	3.55 *	3.44	3.54	3.4	3.71 KN	3.65 K	3.47	3.68 KN	3.48 *	3.47	3.72 Q	3.68	3.7	3.51
Standard Deviation	0.99	1.025	0.959	0.97 *	0.977 *	0.978 *	1.031 *	1.034 *	0.96	1.017	0.971	1.003	0.96	0.993	0.978	1.071	0.933	0.953	1.029	0.986	0.988
Standard Error	0.042	0.063	0.056	0.109	0.096	0.112	0.102	0.117	0.09	0.091	0.081	0.09	0.076	0.061	0.058	0.103	0.066	0.084	0.096	0.072	0.052

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q10. How do you rate FFS in terms of - Being an organisation which responds quickly to problems related to food

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	624	170	424	30	624	-	161	344	98	394	207	23	171	109	240	100	468	156
Base	627	171	424	32	627	-	162	348	95	389	215	23	171	109	238	105	470	157
Net: Top 3 Box	477 76%	132 77%	316 75%	29 89% **	477 76%	-	153 94% HI	276 79% I	39 41% *	302 78%	162 75%	13 59% **	140 82%	80 74%	176 74%	79 75% *	364 78%	113 72%
Net: Top 2 Box	290 46%	76 44%	198 47%	17 53% **	290 46%	-	132 81% HI	145 42% I	11 12% *	194 50% K	87 41%	9 39% **	89 52%	50 46%	106 44%	45 43% *	225 48%	65 41%
Excellent (5)	111 18%	30 17%	76 18%	5 15% **	111 18%	-	77 48% HI	29 8% *	4 4% *	77 20%	29 14%	4 17% **	34 20%	20 19%	44 18%	12 11% *	88 19%	22 14%
Very good (4)	180 29%	46 27%	121 29%	12 38% **	180 29%	-	55 34% I	116 33% I	8 8% *	117 30%	58 27%	5 22% **	56 33%	29 27%	61 26%	33 32% *	137 29%	43 27%
Good (3)	186 30%	56 33%	119 28%	12 36% **	186 30%	-	21 13% G	132 38% G	27 29% G*	108 28%	74 34%	5 20% **	51 30%	31 28%	71 30%	34 32% *	139 30%	48 30%
Fair (2)	67 11%	17 10%	48 11%	2 5% **	67 11%	-	3 2% G	39 11% G	23 24% GH*	37 9%	28 13%	2 8% **	13 8%	14 13%	28 12%	11 10% *	51 11%	16 10%
Poor (1)	8 1%	2 1%	6 1%	1 3% **	8 1%	-	- -	2 1% GH*	4 4% GH*	8 2%	1 *	- **	3 2%	2 2%	2 1%	2 2% *	8 2%	- -
Don't know	75 12%	20 12%	54 13%	1 3% **	75 12%	-	6 4%	30 9%	30 32% GH*	43 11%	25 12%	7 32% **	15 9%	12 11%	32 14%	13 12% *	46 10%	29 18% Q
Mean score	3.58	3.56	3.58	3.6 **	3.58	-	4.32 HI	3.41 I	2.76 *	3.63	3.46	3.7 **	3.67	3.54 *	3.57	3.45 *	3.58	3.56
Standard Deviation	0.99	0.974	1.004	0.925	0.99	-	0.786	0.841	0.949	1.013	0.938	1.015	0.962	1.041	1	0.946	1.011	0.92
Standard Error	0.042	0.079	0.052	0.166	0.042	-	0.063	0.047	0.117	0.054	0.068	0.26	0.077	0.106	0.07	0.099	0.049	0.081

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Being an organisation which responds quickly to problems related to food

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	624	189	426	405	131	76	568	56	292	332
Base	627	187	431	402	132	80	568	59	309	318
Net: Top 3 Box	477 76%	139 75%	335 78%	321 80% F	100 76% F	47 59% *	439 77%	38 65% *	247 80% J	229 72%
Net: Top 2 Box	290 46%	89 48%	200 46%	208 52% EF	47 35%	28 35% *	266 47%	24 41% *	168 55% J	122 38%
Excellent (5)	111 18%	38 21%	71 17%	74 18%	18 14%	11 14% *	102 18%	8 14% *	73 24% J	38 12%
Very good (4)	180 29%	51 27%	129 30%	134 33% E	29 22%	17 21% *	164 29%	16 27% *	96 31%	84 26%
Good (3)	186 30%	50 27%	134 31%	113 28%	54 41% DF	19 24% *	172 30%	14 24% *	79 26%	107 34% I
Fair (2)	67 11%	16 9%	48 11%	33 8%	14 10%	18 23% DE*	61 11%	5 9% *	28 9%	39 12%
Poor (1)	8 1%	4 2%	5 1%	6 2%	1 1%	1 1% *	7 1%	1 2% *	5 2%	4 1%
Don't know	75 12%	27 15%	44 10%	41 10%	17 13%	13 17% *	60 11%	15 25% G*	29 9%	46 14%
Mean score	3.58	3.65	3.55	3.66 EF	3.42 *	3.28 *	3.58	3.57 *	3.73 J	3.42
Standard Deviation	0.99	1.031	0.969	0.963	0.929	1.099	0.989	1.008	1.009	0.946
Standard Error	0.042	0.082	0.049	0.051	0.087	0.134	0.044	0.151	0.06	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Being an organisation which responds quickly to problems related to food

Base: All aware of FSS

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	624	135	407	217	451	326	123	173
Base	627	152	408	219	459	337	128	168
Net: Top 3 Box	477 76%	117 77%	325 80%	152 70%	363 79%	269 80%	106 83%	114 68%
			D		H	H	H	
Net: Top 2 Box	290 46%	72 47%	202 49%	89 40%	228 50%	169 50%	80 63%	62 37%
			D		H	H	EFH	
Excellent (5)	111 18%	29 19%	81 20%	30 14%	90 20%	68 20%	30 23%	21 12%
					H	H	H	
Very good (4)	180 29%	43 28%	121 30%	59 27%	138 30%	101 30%	50 39%	41 25%
							H	
Good (3)	186 30%	45 30%	123 30%	64 29%	134 29%	100 30%	26 20%	52 31%
Fair (2)	67 11%	13 8%	43 11%	23 11%	48 10%	34 10%	10 8%	19 11%
Poor (1)	8 1%	- -	6 1%	3 1%	6 1%	5 2%	3 2%	2 1%
Don't know	75 12%	23 15%	34 8%	41 19%	43 9%	28 8%	9 7%	33 19%
				C				EFG
Mean score	3.58	3.68	3.61	3.5	3.62	3.62	3.79	3.44
							H	
Standard Deviation	0.99	0.932	0.999	0.969	0.994	1.001	0.996	0.969
Standard Error	0.042	0.082	0.052	0.073	0.049	0.057	0.091	0.083

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Helping people to understand food labels and what's in their food

Base: All aware of FFS

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	624	288	336	60	109	99	124	99	133	153	181	126	164	334	290	132	231	140	121	198	426
Base	627	288	339	89	111	95	115	90	127	141	168	134	184	309	318	129	228	146	124	203	423
Net: Top 3 Box	497 79%	224 78%	274 81%	74 83% *	90 81%	70 74% *	93 81%	69 76% *	101 79%	114 81%	127 76%	110 82%	146 79%	241 78%	256 81%	100 77%	179 79%	117 80%	101 81%	168 83%	329 78%
Net: Top 2 Box	308 49%	138 48%	170 50%	56 62% FHI*	61 55% I	41 43% *	61 53%	39 43% *	52 41%	69 49%	72 43%	77 58% KN	90 49%	141 46%	168 53%	59 46%	97 43%	85 58% Q	68 54% Q	116 57% U	192 45%
Excellent (5)	95 15%	44 15%	51 15%	11 12% *	27 24% HI	17 18% *	19 17%	8 9% *	14 11%	20 15%	19 11%	25 19%	31 17%	40 13%	56 17%	21 16%	30 13%	21 15%	23 19%	38 19%	57 13%
Very good (4)	213 34%	94 33%	119 35%	45 50% EFI*	35 31%	24 25% *	41 36%	31 34% *	38 30%	48 34%	53 32%	53 39%	59 32%	101 33%	112 35%	39 30%	67 29%	63 43% PQ	44 36%	77 38%	136 32%
Good (3)	189 30%	85 30%	104 31%	19 21% *	29 26%	29 31% *	33 28%	30 33% *	49 39% D	45 32%	55 33%	33 24%	56 30%	100 32%	89 28%	41 31%	83 36%	32 22%	33 27%	52 26%	137 32%
Fair (2)	67 11%	38 13%	29 8%	10 12% *	13 11%	12 13% *	10 9%	8 9% *	14 11%	14 10%	22 13%	13 10%	19 10%	35 11%	31 10%	13 10%	23 10%	16 11%	15 12%	20 10%	47 11%
Poor (1)	10 2%	4 1%	6 2%	2 2% *	- -	1 1% *	3 2%	4 4% *	1 1%	4 3%	1 1%	1 1%	4 2%	5 2%	5 1%	1 1%	3 1%	3 2%	3 2%	6 3%	4 1%
Don't know	53 8%	22 8%	31 9%	3 3% *	8 7%	12 13% *	9 8%	10 11% *	11 9%	9 6%	18 11%	10 7%	16 9%	27 9%	26 8%	15 12%	23 10%	9 6%	6 5%	10 5%	44 10% T
Mean score	3.55	3.52	3.58	3.61	3.73	3.53	3.6	3.4	3.43	3.51	3.45	3.71	3.56	3.48	3.62	3.57	3.48	3.6	3.59	3.63	3.51
Standard Deviation	0.957	0.977	0.94	0.924	0.984	1.007	0.977	0.964	0.88	0.986	0.914	0.931	0.984	0.947	0.963	0.942	0.918	0.974	1.022	1.016	0.925
Standard Error	0.04	0.06	0.054	0.099	0.097	0.111	0.095	0.108	0.082	0.086	0.075	0.084	0.076	0.056	0.056	0.088	0.064	0.083	0.094	0.073	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Helping people to understand food labels and what's in their food

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F		G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	624	170	424	30	624	-	161	344	98	394	207	23	171	109	240	100	468	156
Base	627	171	424	32	627	-	162	348	95	389	215	23	171	109	238	105	470	157
Net: Top 3 Box	497 79%	140 82%	330 78%	27 84% **	497 79%	-	154 95% HI	288 83% I	50 52% *	318 82%	166 77%	13 59% **	143 83%	84 77%	189 79%	79 76% *	376 80%	121 77%
Net: Top 2 Box	308 49%	80 47%	209 49%	20 61% **	308 49%	-	127 78% HI	158 45% I	21 22% *	206 53% K	94 43%	9 39% **	87 51%	60 55%	114 48%	45 43% *	236 50%	73 46%
Excellent (5)	95 15%	30 17%	60 14%	5 15% **	95 15%	-	57 35% HI	32 9%	4 4% *	71 18% K	22 10%	2 9% **	27 16%	20 19%	38 16%	9 8% *	69 15%	26 17%
Very good (4)	213 34%	50 29%	149 35%	15 46% **	213 34%	-	69 43% I	126 36% I	17 18% *	135 35%	72 33%	7 30% **	60 35%	40 37%	76 32%	37 35% *	167 36%	46 30%
Good (3)	189 30%	60 35%	121 29%	7 23% **	189 30%	-	27 16% G	130 37% G	28 30% G*	112 29%	72 33%	5 21% **	56 33%	24 22%	75 31%	34 33% *	140 30%	49 31%
Fair (2)	67 11%	17 10%	47 11%	3 10% **	67 11%	-	6 4%	40 12% G	17 18% G*	37 10%	27 12%	3 12% **	15 9%	16 15%	23 10%	13 12% *	53 11%	14 9%
Poor (1)	10 2%	1 1%	8 2%	1 3% **	10 2%	-	- -	4 1%	5 5% GH*	6 2%	4 2%	- - **	1 1%	1 1%	5 2%	2 2% *	9 2%	1 1%
Don't know	53 8%	14 8%	38 9%	1 3% **	53 8%	-	3 2%	16 5%	24 25% GH*	28 7%	19 9%	6 29% **	12 7%	8 7%	21 9%	11 11% *	33 7%	20 13% Q
Mean score	3.55	3.58	3.54	3.62 **	3.55	-	4.12 HI	3.43 I	3 *	3.63 K	3.41	3.5 **	3.61	3.62 *	3.55	3.4 *	3.54	3.61
Standard Deviation	0.957	0.935	0.965	0.997	0.957	-	0.813	0.865	0.994	0.968	0.926	0.951	0.901	1.01	0.982	0.898	0.964	0.936
Standard Error	0.04	0.074	0.049	0.179	0.04	-	0.064	0.047	0.118	0.051	0.066	0.237	0.071	0.101	0.067	0.093	0.046	0.08

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Helping people to understand food labels and what's in their food

Base: All aware of FFS

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	624	189	426	405	131	76	568	56	292	332
Base	627	187	431	402	132	80	568	59	309	318
Net: Top 3 Box	497 79%	142 76%	350 81%	332 83% EF	98 74%	57 71% *	458 81% H	39 66% *	262 85% J	235 74%
Net: Top 2 Box	308 49%	85 45%	221 51%	213 53% E	50 38%	40 49% *	286 50%	23 38% *	183 59% J	126 39%
Excellent (5)	95 15%	29 16%	66 15%	63 16%	13 10%	13 16% *	86 15%	9 15% *	62 20% J	34 11%
Very good (4)	213 34%	56 30%	155 36%	149 37%	36 27%	27 33% *	200 35%	13 23% *	121 39% J	92 29%
Good (3)	189 30%	57 30%	130 30%	120 30%	48 36% F	18 22% *	172 30%	17 28% *	79 26% J	109 34% I
Fair (2)	67 11%	23 12%	43 10%	37 9%	14 11%	14 18% D*	61 11%	5 9% *	28 9%	39 12%
Poor (1)	10 2%	2 1%	8 2%	8 2%	1 1%	1 1% *	9 2%	1 1% *	2 1%	7 2%
Don't know	53 8%	21 11%	29 7%	24 6%	19 14% D	8 10% *	39 7%	14 23% G*	16 5%	37 12% I
Mean score	3.55	3.53	3.57	3.59	3.42 *	3.5 *	3.55	3.54 *	3.72 J	3.37
Standard Deviation	0.957	0.969	0.956	0.951	0.888	1.049	0.953	1.01	0.929	0.955
Standard Error	0.04	0.075	0.048	0.049	0.083	0.123	0.041	0.15	0.054	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Helping people to understand food labels and what's in their food

Base: All aware of FFS

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	624	135	407	217	451	326	123	173
Base	627	152	408	219	459	337	128	168
Net: Top 3 Box	497 79%	118 78%	336 82%	162 74%	374 82%	278 83%	111 86%	123 73%
			D		H	H	H	
Net: Top 2 Box	308 49%	82 54%	211 52%	98 45%	237 52%	184 55%	80 63%	72 43%
					H	EH		
Excellent (5)	95 15%	27 18%	64 16%	31 14%	77 17%	59 17%	28 22%	18 11%
						H		
Very good (4)	213 34%	54 36%	147 36%	66 30%	160 35%	126 37%	53 41%	53 32%
Good (3)	189 30%	37 24%	125 31%	64 29%	137 30%	94 28%	30 24%	51 31%
Fair (2)	67 11%	15 10%	46 11%	21 10%	48 10%	35 10%	7 5%	19 11%
Poor (1)	10 2%	2 2%	6 2%	4 2%	7 2%	5 1%	3 2%	3 2%
Don't know	53 8%	16 11%	20 5%	33 15%	30 6%	20 6%	8 6%	23 14%
			C					EFG
Mean score	3.55	3.65	3.56	3.54	3.59	3.63	3.79	3.46
							H	
Standard Deviation	0.957	0.985	0.955	0.964	0.962	0.954	0.943	0.937
Standard Error	0.04	0.084	0.048	0.071	0.046	0.054	0.086	0.078

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Ensuring that food in Scotland is safe to eat

Base: All aware of FFS

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	624	288	336	60	109	99	124	99	133	153	181	126	164	334	290	132	231	140	121	198	426
Base	627	288	339	89	111	95	115	90	127	141	168	134	184	309	318	129	228	146	124	203	423
Net: Top 3 Box	539 86%	248 86%	291 86%	75 84% *	95 85%	80 84% *	103 90%	73 81%	113 89%	124 88%	136 81%	116 87%	163 88%	260 84%	279 88%	104 81%	197 87%	129 88%	109 88%	179 88%	360 85%
Net: Top 2 Box	346 55%	160 56%	186 55%	51 57% *	62 56%	51 54% *	67 59%	42 47% *	72 57%	83 59%	84 50%	81 61%	97 53%	167 54%	179 56%	67 52%	117 51%	90 62%	72 58%	118 58%	227 54%
Excellent (5)	130 21%	64 22%	66 19%	18 20% *	23 21%	22 23% *	31 27% I	16 17% *	20 16%	34 24% KN	23 14%	33 24% K	40 22%	57 18% K	73 23% K	27 21%	37 16%	37 25%	28 23%	47 23%	83 20%
Very good (4)	216 34%	96 33%	120 35%	33 37% *	38 35%	29 31% *	37 32%	27 29% *	52 41%	50 35%	61 36%	49 36%	57 31%	110 36%	106 33%	39 30%	80 35%	53 37%	43 35%	72 35%	144 34%
Good (3)	193 31%	88 31%	105 31%	24 27% *	33 30%	29 30% *	36 31%	31 34% *	41 32%	41 29%	52 31%	35 26%	66 36%	93 30%	100 32%	38 29%	80 35%	38 26%	37 30%	60 30%	133 31%
Fair (2)	51 8%	23 8%	28 8%	10 11% *	11 10%	6 6% *	4 3%	12 13% G*	8 7%	9 7%	18 11%	13 10%	11 6%	27 9%	24 8%	12 9%	20 9%	10 7%	9 8%	16 8%	35 8%
Poor (1)	6 1%	2 1%	4 1%	2 2% *	1 1%	- - *	3 2%	- - *	1 1%	2 1%	1 1%	3 2%	1 1%	3 1%	4 1%	2 1%	1 *	1 1%	2 2%	3 2%	3 1%
Don't know	31 5%	15 5%	16 5%	3 3% *	4 3%	9 10% *	5 5%	5 6% *	5 4%	6 4%	13 8% L	2 1%	10 5%	19 6%	12 4%	11 9%	10 4%	6 4%	4 3%	5 3%	26 6%
Mean score	3.69	3.72	3.67	3.64 *	3.67	3.79 *	3.81 H	3.54 *	3.67	3.78	3.56	3.73	3.71	3.66	3.72	3.66	3.61	3.83 Q	3.71	3.72	3.68
Standard Deviation	0.94	0.939	0.941	0.999 *	0.966	0.908 *	0.969 H	0.954 *	0.855	0.946	0.902	1.01	0.91	0.927	0.953	0.996	0.888	0.931 Q	0.979	0.972	0.924
Standard Error	0.039	0.057	0.052	0.108	0.093	0.098	0.092	0.103	0.077	0.081	0.073	0.088	0.069	0.054	0.054	0.092	0.06	0.079	0.089	0.069	0.046

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q10. How do you rate FFS in terms of - Ensuring that food in Scotland is safe to eat

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	624	170	424	30	624	-	161	344	98	394	207	23	171	109	240	100	468	156
Base	627	171	424	32	627	-	162	348	95	389	215	23	171	109	238	105	470	157
Net: Top 3 Box	539 86%	146 86%	364 86%	28 88% **	539 86%	-	156 96% I	319 92% I	56 59% *	339 87%	182 85%	17 76% **	152 88%	93 86%	207 87%	85 81% *	407 87%	132 84%
Net: Top 2 Box	346 55%	93 54%	234 55%	19 59% **	346 55%	-	141 87% HI	187 54% I	16 17% *	232 60% K	107 50%	8 33% **	104 60%	60 55%	129 54%	51 49% *	261 56%	85 54%
Excellent (5)	130 21%	34 20%	89 21%	6 20% **	130 21%	-	78 48% HI	48 14% I	3 3% *	94 24% K	33 15%	3 13% **	36 21%	20 18%	55 23%	19 18% *	95 20%	35 22%
Very good (4)	216 34%	59 34%	145 34%	13 39% **	216 34%	-	63 39% I	139 40% I	13 14% *	138 35% K	74 34%	5 20% **	68 40%	40 37%	74 31%	33 31% *	166 35%	50 32%
Good (3)	193 31%	54 31%	130 31%	9 29% **	193 31%	-	15 9% G	132 38% G	40 42% G*	107 28% GH*	76 35%	10 43% **	48 28%	33 31%	79 33%	33 32% *	146 31%	47 30%
Fair (2)	51 8%	13 8%	35 8%	3 9% **	51 8%	-	4 2% G	21 6% GH*	22 23% GH*	29 8%	21 10%	1 4% **	13 8%	10 10%	17 7%	9 9% *	39 8%	12 7%
Poor (1)	6 1%	3 2%	3 1%	- **	6 1%	-	1 1% G	2 * GH*	1 1% *	4 1%	2 1%	- **	- -	2 2%	3 1%	1 1% *	5 1%	2 1%
Don't know	31 5%	8 5%	22 5%	1 3% **	31 5%	-	2 1% G	6 2% GH*	16 17% GH*	17 4%	10 4%	4 19% **	7 4%	3 3%	10 4%	10 10% *	19 4%	12 8%
Mean score	3.69	3.66	3.7	3.73 **	3.69	-	4.33 HI	3.62 I	2.93 *	3.78 K	3.55	3.52 **	3.77	3.62 *	3.7	3.62 *	3.68	3.72
Standard Deviation	0.94	0.967	0.933	0.909	0.94	-	0.79	0.816	0.801	0.949	0.917	0.852	0.881	0.961	0.965	0.95	0.937	0.953
Standard Error	0.039	0.076	0.047	0.163	0.039	-	0.062	0.044	0.09	0.049	0.064	0.2	0.069	0.093	0.064	0.097	0.044	0.079

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Ensuring that food in Scotland is safe to eat

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	624	189	426	405	131	76	568	56	292	332
Base	627	187	431	402	132	80	568	59	309	318
Net: Top 3 Box	539 86%	157 84%	376 87%	354 88%	112 85%	64 79% *	495 87% H	43 73% *	270 87%	269 85%
Net: Top 2 Box	346 55%	104 56%	239 55%	248 62% EF	55 42%	34 42% *	323 57% H	23 39% *	192 62% J	154 48%
Excellent (5)	130 21%	36 19%	92 21%	87 22%	19 15%	16 19% *	118 21%	12 20% *	82 27% J	48 15%
Very good (4)	216 34%	68 37%	147 34%	161 40% EF	36 27%	18 23% *	205 36% H	11 19% *	109 35%	107 33%
Good (3)	193 31%	53 29%	137 32%	106 27%	57 43% D	30 37% *	173 30%	20 34% *	78 25%	115 36% I
Fair (2)	51 8%	15 8%	36 8%	30 7%	7 5%	11 14% *	45 8%	6 10% *	23 8%	28 9%
Poor (1)	6 1%	4 2%	2 1%	4 1%	1 1%	2 2% *	6 1%	- - *	5 2%	1 *
Don't know	31 5%	11 6%	16 4%	14 3%	12 9% D	4 5% *	21 4%	10 17% G*	10 3%	21 7%
Mean score	3.69	3.67	3.7	3.77 EF	3.54	3.46 *	3.7	3.59 *	3.8 J	3.58
Standard Deviation	0.94	0.963	0.932	0.917	0.866	1.043	0.935	0.996	0.988	0.877
Standard Error	0.039	0.073	0.046	0.047	0.079	0.119	0.04	0.142	0.057	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Ensuring that food in Scotland is safe to eat

Base: All aware of FSS

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	624	135	407	217	451	326	123	173
Base	627	152	408	219	459	337	128	168
Net: Top 3 Box	539 86%	125 82%	361 89%	178 81%	401 87%	297 88%	110 86%	137 82%
Net: Top 2 Box	346 55%	82 54%	241 59%	105 48%	260 57%	190 57%	83 65%	86 51%
Excellent (5)	130 21%	31 21%	90 22%	40 18%	103 22%	78 23%	35 27%	27 16%
Very good (4)	216 34%	50 33%	151 37%	65 29%	156 34%	113 34%	48 38%	59 35%
Good (3)	193 31%	44 29%	120 29%	73 33%	142 31%	106 32%	27 21%	51 31%
Fair (2)	51 8%	13 9%	32 8%	19 9%	33 7%	23 7%	11 8%	18 11%
Poor (1)	6 1%	3 2%	5 1%	2 1%	6 1%	6 2%	2 1%	- -
Don't know	31 5%	11 7%	10 3%	21 9%	18 4%	11 3%	6 4%	13 8%
Mean score	3.69	3.67	3.73	3.61	3.72	3.72	3.84	3.61
Standard Deviation	0.94	0.984	0.937	0.943	0.952	0.968	0.988	0.903
Standard Error	0.039	0.083	0.047	0.067	0.045	0.054	0.089	0.072

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Being the experts when it comes to food safety

Base: All aware of FSS

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	624	288	336	60	109	99	124	99	133	153	181	126	164	334	290	132	231	140	121	198	426
Base	627	288	339	89	111	95	115	90	127	141	168	134	184	309	318	129	228	146	124	203	423
Net: Top 3 Box	524 84%	245 85%	279 82%	71 80% *	94 85%	83 88% *	95 83%	70 78%	110 87%	121 86%	137 82%	116 87%	150 81%	258 84%	265 83%	106 82%	191 84%	120 82%	107 87%	175 86%	349 82%
Net: Top 2 Box	350 56%	162 56%	188 55%	52 58% *	67 60%	51 54% *	63 55%	44 49% *	73 57%	79 56%	86 51%	85 63%	100 54%	165 54%	185 58%	65 50%	118 52%	93 64% PQ	74 60%	123 60%	227 54%
Excellent (5)	136 22%	68 24%	67 20%	20 22% *	30 27% I	23 24% *	28 24% I	18 20% *	17 14%	34 24%	28 17%	41 30% KMNO	33 18%	62 20%	74 23% M	26 20%	39 17%	35 24%	35 29% Q	56 28% U	80 19%
Very good (4)	214 34%	94 33%	120 35%	32 36% *	36 33%	29 30% *	36 31%	26 29% *	56 44% GH	46 32%	58 35%	44 33%	67 36%	104 34%	111 35%	39 30%	78 34%	58 40%	39 32%	67 33%	148 35%
Good (3)	174 28%	83 29%	91 27%	19 22% *	28 25%	32 33% *	32 28%	26 28% *	37 29%	42 30%	51 31%	31 23%	49 27%	93 30%	81 25%	41 32% R	73 32% R	27 18%	33 27%	52 26%	122 29%
Fair (2)	58 9%	24 8%	35 10%	14 15% *	11 10%	5 6% *	8 7%	10 11% *	10 8%	11 7%	16 10%	12 9%	19 11%	27 9%	32 10%	7 5%	27 12%	18 13%	7 5%	18 9%	40 9%
Poor (1)	8 1%	4 1%	4 1%	2 2% *	- -	1 1% *	2 1%	2 2% *	2 2%	3 2%	1 1%	3 2%	1 1%	4 1%	4 1%	2 2%	2 1%	- -	4 3%	4 2%	4 1%
Don't know	37 6%	15 5%	22 6%	3 3% *	5 5%	5 5% *	10 9%	8 9% *	5 4%	6 4%	13 8%	3 2%	14 8%	20 6%	17 5%	15 12% Q	9 4%	8 5%	6 4%	6 3%	31 7% T
Mean score	3.7	3.73	3.67	3.63 *	3.81 *	3.75 *	3.76	3.59 *	3.63	3.71	3.62	3.82	3.66	3.66	3.73	3.7	3.58	3.79	3.8	3.77	3.66
Standard Deviation	0.976	0.978	0.974	1.061 *	0.975 *	0.948 *	0.986	1.036 *	0.881	1.011	0.919	1.041	0.943	0.962	0.989	0.947	0.946	0.972	1.047	1.033	0.945
Standard Error	0.04	0.059	0.055	0.114	0.095	0.1	0.096	0.114	0.08	0.087	0.074	0.091	0.072	0.057	0.057	0.089	0.064	0.083	0.096	0.073	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Being the experts when it comes to food safety

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	624	170	424	30	624	-	161	344	98	394	207	23	171	109	240	100	468	156
Base	627	171	424	32	627	-	162	348	95	389	215	23	171	109	238	105	470	157
Net: Top 3 Box	524 84%	144 84%	350 83%	30 92% **	524 84%	-	159 98% HI	310 89% I	46 48% *	331 85%	177 82%	15 68% **	147 86%	90 83%	200 84%	85 81% *	400 85%	124 79%
Net: Top 2 Box	350 56%	95 55%	233 55%	22 69% **	350 56%	-	144 89% HI	181 52% I	21 23% *	233 60% K	107 50%	11 47% **	106 62% P	67 62% P	130 55%	46 43% *	266 57%	84 54%
Excellent (5)	136 22%	36 21%	94 22%	6 17% **	136 22%	-	84 52% HI	43 12% I	8 9% *	97 25% K	34 16%	5 21% **	40 23%	27 24%	53 22%	15 14% *	106 22%	30 19%
Very good (4)	214 34%	58 34%	140 33%	16 51% **	214 34%	-	60 37% I	139 40% I	13 14% *	135 35%	73 34%	6 26% **	66 39%	40 37%	77 32%	31 29% *	160 34%	54 34%
Good (3)	174 28%	50 29%	116 27%	8 23% **	174 28%	-	15 9% GI	129 37% G*	24 26% G*	98 25%	70 33%	5 21% **	41 24%	23 21%	70 29%	39 38% MN*	134 28%	40 25%
Fair (2)	58 9%	17 10%	40 10%	2 5% **	58 9%	-	2 1% G	29 8% G	26 28% GH*	31 8%	25 12%	2 9% **	16 9%	11 10%	21 9%	10 9% *	42 9%	17 11%
Poor (1)	8 1%	5 3%	3 1%	- **	8 1%	-	- *	2 3% *	3 3% *	5 1%	3 2%	- **	1 1%	2 2%	3 1%	1 1% *	6 1%	2 1%
Don't know	37 6%	6 3%	30 7%	1 3% **	37 6%	-	1 1%	7 2%	20 21% GH*	22 6%	9 4%	5 23% **	7 4%	6 5%	14 6%	9 9% *	22 5%	15 9%
Mean score	3.7	3.64	3.71	3.83 **	3.7	-	4.4 HI	3.56 I	2.97 *	3.79 K	3.53	3.77 **	3.78 P	3.76 *	3.69	3.5 *	3.71	3.66
Standard Deviation	0.976	1.021	0.97	0.789	0.976	-	0.714	0.833	1.065	0.973	0.959	1.001	0.942	1.017	0.983	0.919	0.976	0.976
Standard Error	0.04	0.079	0.049	0.141	0.04	-	0.056	0.045	0.123	0.051	0.067	0.24	0.074	0.1	0.066	0.094	0.046	0.082

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Being the experts when it comes to food safety

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	624	189	426	405	131	76	568	56	292	332
Base	627	187	431	402	132	80	568	59	309	318
Net: Top 3 Box	524 84%	157 84%	361 84%	346 86% F	112 85% F	57 71% *	483 85% H	40 68% *	266 86%	258 81%
Net: Top 2 Box	350 56%	103 55%	245 57%	249 62% EF	57 43%	36 45% *	322 57%	28 47% *	195 63% J	155 49%
Excellent (5)	136 22%	42 22%	93 22%	91 23%	26 19%	14 17% *	118 21%	18 30% *	87 28% J	49 15%
Very good (4)	214 34%	61 33%	151 35%	157 39% E	32 24%	22 28% *	204 36% H	10 17% *	108 35%	106 33%
Good (3)	174 28%	55 29%	116 27%	97 24%	55 41% DF	21 26% *	161 28%	13 21% *	71 23%	103 32% I
Fair (2)	58 9%	14 7%	45 10%	33 8%	10 8%	12 15% *	51 9%	7 13% *	30 10%	28 9%
Poor (1)	8 1%	3 2%	5 1%	5 1%	- -	3 3% *	8 1%	- -	3 1%	5 1%
Don't know	37 6%	13 7%	21 5%	17 4%	10 7%	8 11% *	25 4%	11 19% G*	9 3%	27 9% I
Mean score	3.7	3.72	3.69	3.77 F	3.59	3.45 *	3.69	3.8 *	3.82 J	3.57
Standard Deviation	0.976	0.971	0.981	0.954	0.915	1.105	0.963	1.117	1	0.935
Standard Error	0.04	0.074	0.048	0.049	0.083	0.13	0.041	0.162	0.058	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Being the experts when it comes to food safety

Base: All aware of FSS

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	624	135	407	217	451	326	123	173
Base	627	152	408	219	459	337	128	168
Net: Top 3 Box	524 84%	125 82%	354 87%	169 77%	392 85%	294 87%	114 89%	132 79%
			D			H		
Net: Top 2 Box	350 56%	84 55%	242 59%	108 49%	260 57%	193 57%	86 67%	90 54%
			D			H		
Excellent (5)	136 22%	33 22%	92 23%	43 20%	108 24%	82 24%	38 29%	28 16%
						H		
Very good (4)	214 34%	51 34%	150 37%	64 29%	152 33%	111 33%	48 38%	62 37%
Good (3)	174 28%	41 27%	112 27%	62 28%	132 29%	101 30%	28 22%	42 25%
Fair (2)	58 9%	13 9%	34 8%	25 11%	37 8%	24 7%	7 5%	21 13%
Poor (1)	8 1%	3 2%	5 1%	3 1%	6 1%	6 2%	1 1%	2 1%
Don't know	37 6%	11 7%	15 4%	22 10%	24 5%	12 4%	7 5%	13 8%
			C					
Mean score	3.7	3.7	3.74	3.61	3.73	3.74	3.95	3.6
							EH	
Standard Deviation	0.976	0.99	0.957	1.009	0.974	0.982	0.908	0.977
Standard Error	0.04	0.083	0.048	0.072	0.047	0.055	0.082	0.078

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Q10. How do you rate FFS in terms of - Speaking to people in a way that's friendly and understandable

Base: All aware of FFS

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	624	288	336	60	109	99	124	99	133	153	181	126	164	334	290	132	231	140	121	198	426
Base	627	288	339	89	111	95	115	90	127	141	168	134	184	309	318	129	228	146	124	203	423
Net: Top 3 Box	483 77%	226 78%	257 76%	70 79% *	93 84% H	68 72% *	89 77%	63 70%	99 78%	108 76%	122 73%	107 80%	146 79%	230 74%	253 79%	97 75%	171 75%	115 79%	100 81%	169 83% U	314 74%
Net: Top 2 Box	280 45%	128 44%	153 45%	48 54% I*	61 55% HI	43 45% *	54 47% I	33 37% *	42 33%	61 43%	67 40%	72 53% KN	80 44%	128 42%	152 48%	56 44%	84 37%	77 53% Q	63 51% Q	117 57% U	163 39%
Excellent (5)	107 17%	55 19%	53 16%	17 19% I*	27 24% I	19 20% I*	22 19% I	14 15% *	10 8%	22 16%	24 14%	32 24% N	30 16%	46 15%	61 19%	25 20%	29 13%	27 19%	25 20%	40 20%	68 16%
Very good (4)	173 28%	73 25%	100 29%	31 35% *	34 31%	24 25% *	32 28%	20 22% *	32 25%	39 28%	43 26%	40 30%	51 27%	82 27%	91 28%	31 24%	54 24%	50 34% Q	38 31%	77 38% U	96 23%
Good (3)	203 32%	98 34%	105 31%	22 25% *	32 29%	26 27% *	35 31%	30 33% *	57 45% DEFG	47 33%	55 33%	35 26%	66 36%	102 33%	101 32%	41 31%	88 38% R	38 26%	37 30%	52 26%	150 35% T
Fair (2)	66 10%	34 12%	31 9%	9 10% *	10 9%	10 10% *	13 11%	10 11% *	14 11%	13 9%	22 13%	19 14%	12 7%	35 11%	31 10%	12 9%	25 11%	15 10%	13 10%	21 10%	44 10%
Poor (1)	7 1%	3 1%	5 1%	- - *	2 2%	- - *	3 2%	3 3% *	- -	3 2%	1 1%	- -	3 2%	4 1%	3 1%	1 1%	2 1%	2 1%	3 2%	3 1%	5 1%
Don't know	71 11%	25 9%	46 14%	10 11% *	5 5%	17 18% E*	11 10%	14 16% E*	14 11%	18 13%	22 13%	8 6%	23 12%	40 13%	31 10%	19 15%	30 13%	14 10%	8 7%	10 5%	61 14% T
Mean score	3.55	3.54	3.56	3.71 I*	3.69 I*	3.67 I*	3.55	3.41 *	3.33	3.52	3.46	3.67	3.57	3.49	3.61	3.62 *	3.43	3.64	3.61	3.67	3.49
Standard Deviation	0.976	0.995	0.96	0.931 I*	1.024 I*	0.984 I*	1.035	1.046 *	0.8	0.992	0.962	1.013	0.944	0.974	0.975	0.989 *	0.923	0.99	1.024	0.971	0.974
Standard Error	0.041	0.061	0.056	0.105	0.1	0.111	0.102	0.12	0.075	0.089	0.08	0.09	0.074	0.059	0.058	0.094	0.066	0.086	0.095	0.07	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q10. How do you rate FFS in terms of - Speaking to people in a way that's friendly and understandable

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	624	170	424	30	624	-	161	344	98	394	207	23	171	109	240	100	468	156
Base	627	171	424	32	627	-	162	348	95	389	215	23	171	109	238	105	470	157
Net: Top 3 Box	483	132	322	29	483	-	155	277	43	309	160	13	139	80	185	76	368	115
	77%	77%	76%	89% **	77%	-	95% HI	80% I	45% *	80%	74%	59% **	81%	74%	78%	73% *	78%	73%
Net: Top 2 Box	280	80	186	15	280	-	132	130	16	194	79	7	75	55	103	46	215	65
	45%	47%	44%	46% **	45%	-	82% HI	37% I	17% *	50% K	37% P	30% **	44%	51%	43% *	44% *	46%	41%
Excellent (5)	107	35	67	5	107	-	77	27	3	78	25	4	32	23	41	10	80	28
	17%	21%	16%	16% **	17%	-	47% HI	8% *	3% *	20% K	12% P	17% **	19%	21% P	17% *	9% *	17%	18%
Very good (4)	173	45	119	10	173	-	55	103	13	116	54	3	42	32	62	37	135	37
	28%	26%	28%	30% **	28%	-	34% I	30% I	14% *	30%	25%	13% **	25%	29%	26%	35% *	29%	24%
Good (3)	203	53	136	14	203	-	22	147	27	115	81	7	65	25	82	30	152	50
	32%	31%	32%	44% **	32%	-	14% GI	42% G*	28% G*	30%	37%	29% **	38% N	23%	34%	29% *	32%	32%
Fair (2)	66	19	46	1	66	-	1	41	21	36	27	2	13	14	24	15	50	15
	10%	11%	11%	3% **	10%	-	1% G	12% G	22% GH*	9%	13%	8% **	8%	13%	10%	14% *	11%	10%
Poor (1)	7	2	6	-	7	-	-	2	4	3	4	-	2	3	2	1	7	-
	1%	1%	1%	- **	1%	-	- *	- 4%	4% GH*	1%	2%	- **	1%	3%	1%	1% *	2%	-
Don't know	71	18	51	2	71	-	7	28	27	40	24	7	17	12	27	13	45	26
	11%	11%	12%	8% **	11%	-	4% GH*	8% GH*	29% GH*	10%	11%	32% **	10%	11%	11%	13% *	9%	17% Q
Mean score	3.55	3.6	3.52	3.64 **	3.55	-	4.34 HI	3.35 I	2.85 *	3.66 K	3.36	3.57 **	3.59	3.6 *	3.55	3.43 *	3.54	3.59
Standard Deviation	0.976	1.011	0.974	0.81	0.976	-	0.741	0.828	0.946	0.972	0.955	1.033	0.951	1.096	0.962	0.916	0.984	0.951
Standard Error	0.041	0.082	0.05	0.149	0.041	-	0.059	0.046	0.115	0.052	0.069	0.264	0.077	0.111	0.066	0.096	0.048	0.083

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Speaking to people in a way that's friendly and understandable

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	624	189	426	405	131	76	568	56	292	332
Base	627	187	431	402	132	80	568	59	309	318
Net: Top 3 Box	483 77%	137 73%	341 79%	317 79%	100 76%	57 71% *	447 79% H	35 60% *	248 80%	235 74%
Net: Top 2 Box	280 45%	75 40%	202 47%	190 47% E	47 35%	37 46% *	255 45%	25 43% *	167 54% J	113 36%
Excellent (5)	107 17%	26 14%	81 19%	71 18%	16 12%	15 19% *	96 17%	11 19% *	71 23% J	36 11%
Very good (4)	173 28%	49 26%	122 28%	120 30%	30 23%	22 27% *	159 28%	14 23% *	96 31%	77 24%
Good (3)	203 32%	62 33%	138 32%	126 31%	53 40% F	20 25% *	192 34% H	10 17% *	81 26%	122 38% I
Fair (2)	66 10%	23 12%	43 10%	39 10%	13 10%	12 15% *	56 10%	10 16% *	31 10%	35 11%
Poor (1)	7 1%	3 2%	4 1%	7 2%	- -	- - *	5 1%	2 4% *	2 1%	6 2%
Don't know	71 11%	23 13%	43 10%	39 10%	20 15%	11 14% *	59 10%	12 20% G*	28 9%	43 14%
Mean score	3.55	3.44	3.6	3.57	3.45	3.58	3.56	3.48	3.73	3.37
Standard Deviation	0.976	0.987	0.971	0.987	0.878	1.019	0.953	1.2	0.983	0.937
Standard Error	0.041	0.077	0.049	0.052	0.083	0.123	0.042	0.175	0.059	0.056

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Speaking to people in a way that's friendly and understandable

Base: All aware of FSS

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	624	135	407	217	451	326	123	173
Base	627	152	408	219	459	337	128	168
Net: Top 3 Box	483 77%	116 76%	330 81%	153 70%	368 80%	270 80%	110 86%	115 69%
			D		H	H	H	
Net: Top 2 Box	280 45%	75 49%	197 48%	83 38%	223 49%	169 50%	79 62%	57 34%
			D		H	H	EFH	
Excellent (5)	107 17%	30 20%	74 18%	33 15%	90 20%	69 21%	32 25%	18 11%
					H	H	H	
Very good (4)	173 28%	45 30%	123 30%	50 23%	134 29%	100 30%	47 37%	39 23%
							H	
Good (3)	203 32%	41 27%	133 33%	69 32%	144 31%	101 30%	31 24%	58 35%
Fair (2)	66 10%	13 9%	41 10%	24 11%	46 10%	35 10%	10 8%	20 12%
Poor (1)	7 1%	2 1%	3 1%	5 2%	5 1%	3 1%	1 1%	2 1%
Don't know	71 11%	21 14%	34 8%	37 17%	40 9%	29 9%	8 6%	31 18%
				C				EFG
Mean score	3.55	3.66	3.6	3.45	3.61	3.65	3.83	3.37
					H	H	EH	
Standard Deviation	0.976	0.992	0.949	1.024	0.981	0.98	0.942	0.939
Standard Error	0.041	0.086	0.049	0.076	0.048	0.056	0.086	0.08

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Being a dynamic and forward-looking organisation

Base: All aware of FFS

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	624	288	336	60	109	99	124	99	133	153	181	126	164	334	290	132	231	140	121	198	426
Base	627	288	339	89	111	95	115	90	127	141	168	134	184	309	318	129	228	146	124	203	423
Net: Top 3 Box	448 71%	207 72%	241 71%	63 70% *	90 82% FHI	65 69% *	85 74%	62 69%	83 65%	100 71%	108 64%	107 80% KN	133 72%	208 67%	240 76% KN	80 62%	163 72%	106 73%	98 79% P	165 81% U	283 67%
Net: Top 2 Box	259 41%	124 43%	136 40%	34 39% *	56 50% I	39 41% *	52 45%	34 37%	44 35%	55 39%	63 37%	70 52% JKMNO	72 39%	118 38%	142 45%	51 39%	82 36%	68 47%	59 47%	105 51% U	154 36%
Excellent (5)	80 13%	40 14%	40 12%	11 12% *	18 17%	11 11% *	15 13%	11 12%	14 11%	17 12%	13 8%	26 19% KN	24 13%	30 10%	50 16% KN	18 14%	23 10%	22 15%	16 13%	27 13%	53 13%
Very good (4)	179 29%	84 29%	95 28%	24 26% *	37 34%	28 30% *	38 33%	22 25% *	30 24%	38 27%	50 30%	44 33%	48 26%	88 28%	91 29%	32 25%	59 26%	46 31%	43 34%	78 38% U	101 24%
Good (3)	189 30%	83 29%	106 31%	28 32% *	35 31%	26 27% *	33 29%	29 32% *	38 30%	45 32%	45 27%	37 28%	61 33%	90 29%	99 31%	30 23%	82 36% P	38 26%	40 32%	60 29%	129 30%
Fair (2)	80 13%	38 13%	42 12%	13 15% *	11 10%	10 11% *	12 10%	10 11%	23 18%	19 13%	28 17%	16 12%	17 9%	47 15%	33 10%	21 16%	30 13%	19 13%	10 8%	18 9%	62 15%
Poor (1)	11 2%	6 2%	5 1%	- - *	1 1%	1 1% *	3 3%	5 5% *	1 1%	5 4%	1 1%	2 1%	3 2%	6 2%	5 2%	4 3%	2 1%	1 1%	5 4%	5 2%	7 2%
Don't know	88 14%	36 13%	52 15%	14 15% *	8 7%	18 19% E*	15 13%	13 15% *	20 16%	18 13%	30 18% L	9 7%	31 17% LO	48 16% L	40 13% L	24 19% S	33 14%	20 14%	11 9%	16 8%	72 17% T
Mean score	3.44	3.45	3.43	3.42	3.59	3.49	3.48	3.32	3.32	3.34	3.33	3.61	3.47	3.34	3.53	3.38	3.37	3.55	3.49	3.56	3.38
Standard Deviation	0.982	1.012	0.957	0.941	0.942	0.942	0.996	1.076	0.991	1.029	0.932	1.004	0.958	0.977	0.979	1.101	0.914	0.978	0.983	0.938	1.001
Standard Error	0.042	0.064	0.056	0.108	0.093	0.108	0.099	0.122	0.096	0.093	0.08	0.09	0.077	0.061	0.059	0.107	0.065	0.087	0.093	0.069	0.053

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Being a dynamic and forward-looking organisation

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	624	170	424	30	624	-	161	344	98	394	207	23	171	109	240	100	468	156
Base	627	171	424	32	627	-	162	348	95	389	215	23	171	109	238	105	470	157
Net: Top 3 Box	448 71%	122 71%	297 70%	29 90% **	448 71%	-	150 93% HI	258 74% I	33 35% *	291 75%	145 67%	12 55% **	132 77%	72 66%	174 73%	70 66% *	339 72%	109 69%
Net: Top 2 Box	259 41%	68 40%	174 41%	17 52% **	259 41%	-	121 75% HI	123 35% I	14 14% *	179 46% K	72 34%	8 34% **	80 47%	39 36%	102 43%	37 36% *	198 42%	61 39%
Excellent (5)	80 13%	26 15%	48 11%	5 16% **	80 13%	-	52 32% HI	26 7% I	1 1% *	57 15%	19 9%	5 21% **	26 15%	13 12%	32 13%	9 8% *	62 13%	18 11%
Very good (4)	179 29%	42 24%	126 30%	12 37% **	179 29%	-	70 43% HI	97 28% I	13 13% *	123 32%	54 25%	3 13% **	55 32%	26 24%	70 29%	29 28% *	136 29%	43 28%
Good (3)	189 30%	54 31%	123 29%	12 38% **	189 30%	-	29 18% GI	135 39% I	20 20% *	112 29%	72 34%	5 22% **	51 30%	33 31%	72 30%	32 31% *	141 30%	48 31%
Fair (2)	80 13%	25 15%	53 13%	1 4% **	80 13%	-	5 3% G	47 14% G	25 26% GH*	46 12%	32 15%	2 8% **	16 9%	18 17%	25 11%	20 19% M*	65 14%	15 10%
Poor (1)	11 2%	3 2%	8 2%	- - **	11 2%	-	- - -	2 1% -	5 5% GH*	7 2%	5 2%	- - **	3 2%	3 3%	4 2%	1 1% *	10 2%	1 1%
Don't know	88 14%	21 12%	65 15%	2 6% **	88 14%	-	7 5% G	40 12% G	32 34% GH*	46 12%	34 16%	8 36% **	21 12%	15 14%	36 15%	15 14% *	56 12%	32 20% Q
Mean score	3.44	3.42	3.43	3.68 **	3.44	-	4.09 HI	3.32 I	2.68 *	3.52 K	3.27	3.73 **	3.56 P	3.3 *	3.5	3.27 *	3.42	3.49 *
Standard Deviation	0.982	1.026	0.976	0.813	0.982	-	0.8	0.855	0.94	0.981	0.957	1.099	0.955	1.035	0.964	0.947	1.004	0.91
Standard Error	0.042	0.084	0.052	0.148	0.042	-	0.064	0.049	0.118	0.053	0.071	0.29	0.078	0.107	0.068	0.1	0.049	0.081

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Being a dynamic and forward-looking organisation

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	624	189	426	405	131	76	568	56	292	332
Base	627	187	431	402	132	80	568	59	309	318
Net: Top 3 Box	448 71%	127 68%	317 74%	295 74% F	98 74% F	46 58% *	410 72%	38 65% *	236 77% J	212 67%
Net: Top 2 Box	259 41%	72 39%	184 43%	178 44%	48 36%	28 35% *	236 42%	23 39% *	148 48% J	111 35%
Excellent (5)	80 13%	25 13%	55 13%	56 14%	12 9%	8 10% *	71 12%	9 15% *	50 16% J	30 9%
Very good (4)	179 29%	47 25%	129 30%	122 30%	36 27%	20 25% *	165 29%	14 24% *	98 32%	82 26%
Good (3)	189 30%	55 29%	133 31%	117 29%	50 38% F	18 23% *	173 31%	15 26% *	89 29%	100 32%
Fair (2)	80 13%	25 13%	54 13%	49 12%	13 10%	16 20% *	76 13%	4 6% *	36 12%	44 14%
Poor (1)	11 2%	3 2%	8 2%	10 3%	1 1%	- - *	8 1%	3 5% *	3 1%	9 3%
Don't know	88 14%	32 17%	52 12%	47 12%	19 15%	18 22% D*	74 13%	14 24% *	34 11%	54 17% I
Mean score	3.44	3.42	3.45	3.46	3.39 *	3.32 *	3.43	3.49 *	3.57 J	3.3
Standard Deviation	0.982	1.009	0.974	1.007	0.865	1.003	0.971	1.111	0.966	0.983
Standard Error	0.042	0.081	0.05	0.053	0.081	0.127	0.044	0.165	0.058	0.061

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Being a dynamic and forward-looking organisation

Base: All aware of FSS

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	624	135	407	217	451	326	123	173
Base	627	152	408	219	459	337	128	168
Net: Top 3 Box	448 71%	112 73%	305 75%	144 66%	341 74%	258 77%	102 80%	107 64%
			D		H	H	H	
Net: Top 2 Box	259 41%	67 44%	188 46%	71 32%	200 44%	153 45%	69 54%	59 35%
			D		H	H	H	
Excellent (5)	80 13%	23 15%	58 14%	22 10%	60 13%	48 14%	23 18%	20 12%
Very good (4)	179 29%	44 29%	130 32%	49 22%	140 31%	105 31%	46 36%	39 23%
			D				H	
Good (3)	189 30%	45 29%	116 29%	73 33%	141 31%	105 31%	33 26%	48 28%
Fair (2)	80 13%	15 10%	58 14%	22 10%	56 12%	38 11%	15 11%	24 14%
Poor (1)	11 2%	2 1%	5 1%	7 3%	8 2%	6 2%	2 1%	3 2%
Don't know	88 14%	24 16%	41 10%	47 21%	53 12%	34 10%	9 7%	35 21%
			C					EFG
Mean score	3.44	3.55	3.49	3.33	3.46	3.5	3.62	3.37
Standard Deviation	0.982	0.965	0.979	0.984	0.971	0.971	0.986	1.015
Standard Error	0.042	0.085	0.051	0.075	0.048	0.056	0.09	0.088

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Tb T73

Q10. How do you rate FFS in terms of - Taking action when needed to protect consumers

Base: All aware of FFS

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	624	288	336	60	109	99	124	99	133	153	181	126	164	334	290	132	231	140	121	198	426
Base	627	288	339	89	111	95	115	90	127	141	168	134	184	309	318	129	228	146	124	203	423
Net: Top 3 Box	505 81%	228 79%	277 82%	69 77% *	92 83%	75 79% *	93 81%	67 74% *	109 86% H	114 81%	128 76%	118 88% KMNO	144 78%	242 78%	263 83%	103 80%	180 79%	121 83%	101 82%	168 82%	337 80%
Net: Top 2 Box	323 52%	140 49%	183 54%	48 54% *	58 53%	49 52% *	62 54%	42 47% *	64 50%	74 52%	79 47%	84 63% KMNO	86 47%	153 50%	170 53% M	65 50%	105 46%	88 60% Q	66 53%	119 58% U	204 48%
Excellent (5)	120 19%	56 19%	64 19%	21 24% *	16 15%	18 19% *	25 22%	16 18% *	24 19%	34 24% KN	22 13%	33 25% K	32 17%	55 18% K	65 20%	34 27% Q	34 15%	27 19%	25 20%	35 17%	85 20%
Very good (4)	203 32%	84 29%	119 35%	27 30% *	42 38%	31 33% *	37 32%	26 29% *	40 31%	40 28%	58 35%	51 38%	55 30%	98 32%	105 33%	31 24%	71 31%	61 42% P	41 33%	84 41% U	119 28%
Good (3)	182 29%	88 31%	94 28%	21 23% *	34 31%	26 27% *	31 27%	25 27% *	46 36%	40 29%	49 29%	34 26%	58 32%	89 29%	93 29%	38 29%	75 33%	33 23%	35 28%	49 24%	133 31%
Fair (2)	62 10%	33 12%	28 8%	12 13% *	12 11%	8 8% *	9 8%	13 14% *	9 7%	12 8%	20 12%	11 8%	20 11%	31 10%	30 9%	12 9%	24 11%	14 10%	11 9%	20 10%	42 10%
Poor (1)	8 1%	6 2%	2 1%	2 2% *	1 1%	1 1% *	2 1%	3 3% *	- -	3 2%	3 2%	- -	3 2%	5 2%	3 1%	2 2%	4 2%	- -	2 1%	3 1%	5 1%
Don't know	52 8%	20 7%	33 10%	7 8% *	6 5%	11 12% *	11 10%	8 9% *	9 7%	13 9%	17 10%	5 4%	18 10%	30 10%	22 7%	12 9%	20 9%	11 7%	10 8%	13 7%	39 9%
Mean score	3.64	3.56	3.7	3.65 *	3.58 *	3.69 *	3.71	3.49 *	3.67	3.7	3.5	3.83 KMNO	3.56	3.6	3.67 M	3.71	3.51	3.74 Q	3.67 *	3.68	3.62
Standard Deviation	0.974	1.029	0.92	1.079 *	0.915 *	0.953 *	0.98	1.084 *	0.881	1.022	0.955	0.911	0.983	0.989	0.96	1.054	0.965	0.897 Q	0.981 *	0.941	0.991
Standard Error	0.041	0.063	0.053	0.119	0.089	0.104	0.096	0.119	0.081	0.09	0.078	0.08	0.076	0.059	0.056	0.097	0.067	0.077	0.092	0.068	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q10. How do you rate FFS in terms of - Taking action when needed to protect consumers

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	624	170	424	30	624	-	161	344	98	394	207	23	171	109	240	100	468	156
Base	627	171	424	32	627	-	162	348	95	389	215	23	171	109	238	105	470	157
Net: Top 3 Box	505 81%	140 82%	339 80%	26 82% **	505 81%	-	150 93% I	299 86% I	47 50% *	323 83%	167 77%	15 68% **	144 84%	88 81%	184 77%	88 83% *	382 81%	123 78%
Net: Top 2 Box	323 52%	91 53%	211 50%	22 67% **	323 52%	-	131 81% HI	172 49% I	17 18% *	226 58% K	90 42%	8 34% **	102 60% OP	58 53%	116 48%	47 45% *	248 53%	76 48%
Excellent (5)	120 19%	33 20%	78 18%	9 28% **	120 19%	-	72 45% HI	43 12% I	4 4% *	82 21%	34 16%	4 17% **	36 21%	21 20%	47 20%	15 15% *	92 20%	28 18%
Very good (4)	203 32%	57 34%	133 31%	13 39% **	203 32%	-	59 36% I	129 37% I	13 14% *	144 37% K	56 26%	4 17% **	66 39% O	36 33%	69 29%	32 30% *	156 33%	47 30%
Good (3)	182 29%	49 28%	128 30%	5 15% **	182 29%	-	19 12% G	127 36% G	30 32% G*	97 25%	77 36% J	8 34% **	41 24%	30 28%	69 29%	41 39% M*	134 29%	48 30%
Fair (2)	62 10%	21 12%	36 8%	5 15% **	62 10%	-	6 4%	31 9%	21 22% GH*	33 9%	26 12%	2 8% **	17 10%	11 10%	23 10%	10 10% *	50 11%	11 7%
Poor (1)	8 1%	-	8 2%	-	8 1%	-	-	1 *	4 5% GH*	5 1%	3 2%	-	1 1%	4 3%	3 1%	-	6 1%	2 1%
Don't know	52 8%	11 6%	41 10%	1 3% **	52 8%	-	6 4%	17 5%	22 24% GH*	28 7%	19 9%	5 24% **	9 6%	6 6%	29 12% M	7 7% *	32 7%	21 13% Q
Mean score	3.64	3.65	3.62	3.82 **	3.64	-	4.26 HI	3.55 I	2.88 *	3.74 K	3.46	3.56 **	3.74	3.59 *	3.64	3.53 *	3.63	3.65
Standard Deviation	0.974	0.954	0.979	1.032	0.974	-	0.819	0.845	0.962	0.956	0.986	0.985	0.942	1.048	0.988	0.884	0.983	0.948
Standard Error	0.041	0.075	0.05	0.185	0.041	-	0.066	0.046	0.113	0.05	0.07	0.238	0.074	0.103	0.068	0.089	0.047	0.081

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Taking action when needed to protect consumers

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	624	189	426	405	131	76	568	56	292	332
Base	627	187	431	402	132	80	568	59	309	318
Net: Top 3 Box	505 81%	153 82%	347 80%	330 82%	107 81%	60 75% *	468 82% H	37 63% *	260 84% J	245 77%
Net: Top 2 Box	323 52%	95 51%	226 52%	227 57% E	53 40%	36 44% *	300 53%	24 40% *	190 62% J	133 42%
Excellent (5)	120 19%	37 20%	83 19%	79 20%	23 18%	13 17% *	112 20%	8 13% *	79 26% J	41 13%
Very good (4)	203 32%	59 32%	143 33%	148 37% E	30 23%	22 28% *	187 33%	16 26% *	111 36%	92 29%
Good (3)	182 29%	58 31%	121 28%	102 25%	54 41% D	24 30% *	168 30%	14 23% *	70 23%	112 35% I
Fair (2)	62 10%	15 8%	45 11%	39 10%	10 8%	11 13% *	55 10%	6 11% *	29 9%	33 10%
Poor (1)	8 1%	3 1%	5 1%	4 1%	2 1%	2 2% *	7 1%	1 1% *	4 1%	5 1%
Don't know	52 8%	16 8%	34 8%	29 7%	13 10%	8 10% *	37 7%	15 25% G*	16 5%	36 11% I
Mean score	3.64	3.65	3.64	3.69	3.52	3.48 *	3.65	3.53 *	3.8 J	3.47
Standard Deviation	0.974	0.964	0.98	0.958	0.958	1.033	0.971	1.017	0.987	0.934
Standard Error	0.041	0.074	0.049	0.05	0.088	0.121	0.042	0.153	0.058	0.056

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Taking action when needed to protect consumers

Base: All aware of FSS

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	624	135	407	217	451	326	123	173
Base	627	152	408	219	459	337	128	168
Net: Top 3 Box	505 81%	124 81%	342 84%	163 74%	379 83%	281 83%	108 84%	126 75%
			D		H	H		
Net: Top 2 Box	323 52%	85 56%	229 56%	94 43%	245 53%	182 54%	84 66%	78 47%
			D			EFH		
Excellent (5)	120 19%	25 17%	86 21%	34 16%	92 20%	66 20%	35 27%	28 17%
						H		
Very good (4)	203 32%	60 39%	143 35%	60 27%	153 33%	116 34%	49 38%	51 30%
Good (3)	182 29%	39 25%	113 28%	69 31%	134 29%	99 29%	24 18%	47 28%
					G	G		
Fair (2)	62 10%	12 8%	39 10%	23 10%	44 10%	33 10%	13 10%	17 10%
Poor (1)	8 1%	1 1%	5 1%	3 2%	5 1%	5 2%	2 1%	3 2%
Don't know	52 8%	16 11%	22 5%	30 14%	30 7%	17 5%	6 5%	22 13%
				C			EFH	
Mean score	3.64	3.71	3.69	3.52	3.66	3.64	3.84	3.57
							H	
Standard Deviation	0.974	0.888	0.967	0.982	0.969	0.978	1.004	0.992
Standard Error	0.041	0.076	0.049	0.071	0.047	0.055	0.091	0.082

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Having the necessary expertise to help people in Scotland eat healthily

Base: All aware of FFS

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	624	288	336	60	109	99	124	99	133	153	181	126	164	334	290	132	231	140	121	198	426
Base	627	288	339	89	111	95	115	90	127	141	168	134	184	309	318	129	228	146	124	203	423
Net: Top 3 Box	511 81%	242 84%	269 79%	74 83% *	90 82%	76 81% *	96 83%	68 75%	106 84%	121 86%	135 81%	107 80%	148 80%	256 83%	255 80%	101 78%	187 82%	126 86%	97 78%	168 83%	343 81%
Net: Top 2 Box	310 49%	147 51%	163 48%	42 47% *	63 57%	43 45% *	64 56%	42 46% *	58 45%	69 49%	76 45%	71 53%	95 51%	145 47%	165 52%	63 48%	98 43%	86 59% Q	63 51%	112 55%	198 47%
Excellent (5)	118 19%	57 20%	61 18%	14 16% *	22 19%	19 20% *	25 22%	20 22% *	18 14%	33 24% KN	23 14%	28 21%	33 18%	57 18% K	61 19%	25 19%	38 17%	31 21%	24 19%	42 21%	76 18%
Very good (4)	192 31%	90 31%	102 30%	27 31% *	41 37%	24 25% *	39 34%	21 24% *	39 31%	36 26%	52 31%	43 32%	61 33%	88 29%	104 33%	38 29%	60 26%	55 38% Q	40 32%	70 34%	122 29%
Good (3)	201 32%	95 33%	106 31%	33 36% *	28 25%	34 35% *	32 28%	27 29% *	49 38% E	51 36%	60 36%	36 27%	54 29%	111 36% O	89 28%	39 30%	89 39% RS	39 27%	34 27%	56 27%	145 34%
Fair (2)	60 10%	24 8%	37 11%	11 12% *	14 13% F	4 4% *	9 8%	12 13% F*	11 9%	10 7%	15 9%	17 13%	18 10%	25 8%	35 11%	9 7%	22 10%	12 8%	17 14%	23 11%	38 9%
Poor (1)	8 1%	2 1%	6 2%	- - *	1 1%	3 3% *	2 1%	2 2% *	1 1%	3 2%	2 1%	2 1%	2 1%	4 1%	4 1%	3 2%	3 1%	1 1%	2 2%	2 1%	7 2%
Don't know	47 8%	19 7%	28 8%	5 5% *	5 5%	12 13% *	9 8%	8 9% *	9 7%	8 6%	15 9%	8 6%	16 9%	23 8%	24 8%	16 13% R	16 7%	7 5%	8 6%	11 5%	37 9%
Mean score	3.61	3.66	3.56	3.54 *	3.64 *	3.63 *	3.72	3.55 *	3.53	3.66	3.53	3.62	3.63	3.59	3.62	3.65 *	3.51 Q	3.74	3.57	3.66	3.58
Standard Deviation	0.971	0.936	0.999	0.919 *	0.988 *	0.993 *	0.969	1.091 *	0.894	0.998	0.912	1.027	0.962	0.954	0.989	0.992 *	0.948	0.933 Q	1.027	0.98	0.966
Standard Error	0.04	0.057	0.057	0.1	0.096	0.109	0.094	0.12	0.082	0.086	0.074	0.092	0.074	0.056	0.058	0.093	0.065	0.079	0.095	0.071	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Having the necessary expertise to help people in Scotland eat healthily

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	624	170	424	30	624	-	161	344	98	394	207	23	171	109	240	100	468	156
Base	627	171	424	32	627	-	162	348	95	389	215	23	171	109	238	105	470	157
Net: Top 3 Box	511 81%	143 84%	341 81%	26 82% **	511 81%	-	155 96% HI	297 85% I	50 53% *	321 83%	174 81%	15 68% **	143 84%	86 79%	194 81%	86 82% *	382 81%	129 82%
Net: Top 2 Box	310 49%	80 46%	215 51%	16 51% **	310 49%	-	132 81% HI	156 45% I	18 19% *	209 54% K	93 43%	8 35% **	85 49%	58 54%	116 49%	50 48% *	235 50%	76 48%
Excellent (5)	118 19%	35 21%	79 19%	4 12% **	118 19%	-	75 46% HI	39 11% I	3 3% *	82 21%	32 15%	4 17% **	38 22%	18 16%	48 20%	14 13% *	87 19%	31 20%
Very good (4)	192 31%	44 26%	136 32%	12 38% **	192 31%	-	57 35% I	118 34% I	15 16% *	127 33%	61 28%	4 18% **	47 27%	40 37%	68 28%	36 35% *	147 31%	45 29%
Good (3)	201 32%	64 37%	127 30%	10 31% **	201 32%	-	23 14% G	141 40% G	32 33% G*	112 29%	81 38% J	8 33% **	59 34%	28 25%	79 33%	36 34% *	148 31%	53 34%
Fair (2)	60 10%	13 8%	43 10%	5 15% **	60 10%	-	5 3% G	34 10% G	21 22% GH*	37 10%	21 10%	2 8% **	15 9%	13 12%	25 10%	7 7% *	50 11%	10 6%
Poor (1)	8 1%	3 2%	6 1%	- **	8 1%	-	- -	2 1% I	3 3% *	6 1%	3 1%	- **	- -	6 5% M	3 1%	- *	6 1%	2 1%
Don't know	47 8%	12 7%	34 8%	1 3% **	47 8%	-	3 2%	15 4%	22 23% GH*	25 6%	17 8%	5 24% **	13 8%	5 4%	17 7%	12 12% *	31 7%	16 10%
Mean score	3.61	3.6	3.62	3.49 **	3.61	-	4.27 HI	3.47 I	2.93 *	3.67	3.49	3.57 **	3.68	3.5 *	3.6	3.62 *	3.59	3.66
Standard Deviation	0.971	0.978	0.974	0.918	0.971	-	0.812	0.849	0.904	0.986	0.937	0.982	0.943	1.082	0.988	0.832	0.979	0.946
Standard Error	0.04	0.078	0.049	0.164	0.04	-	0.064	0.047	0.105	0.052	0.067	0.237	0.075	0.106	0.066	0.086	0.047	0.08

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Having the necessary expertise to help people in Scotland eat healthily

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	624	189	426	405	131	76	568	56	292	332
Base	627	187	431	402	132	80	568	59	309	318
Net: Top 3 Box	511 81%	147 79%	359 83%	336 84%	103 78%	62 77% *	469 83%	42 71% *	261 84%	250 79%
Net: Top 2 Box	310 49%	89 48%	219 51%	218 54% E	53 40%	34 42% *	287 50%	24 40% *	177 57% J	134 42%
Excellent (5)	118 19%	32 17%	85 20%	83 21% E	16 12%	13 17% *	109 19%	9 15% *	76 25% J	42 13%
Very good (4)	192 31%	57 30%	135 31%	135 33%	36 27%	21 26% *	178 31%	15 25% *	100 33%	92 29%
Good (3)	201 32%	58 31%	139 32%	118 29%	50 38%	28 35% *	182 32%	18 31% *	84 27%	117 37% I
Fair (2)	60 10%	19 10%	41 9%	36 9%	14 10%	10 12% *	57 10%	4 6% *	28 9%	32 10%
Poor (1)	8 1%	3 2%	5 1%	7 2%	1 1%	- - *	7 1%	1 2% *	3 1%	5 2%
Don't know	47 8%	17 9%	27 6%	23 6%	15 11%	8 10% *	35 6%	12 21% G*	16 5%	31 10% I
Mean score	3.61	3.57	3.63	3.66	3.45	3.52 *	3.61	3.57 *	3.74 J	3.46
Standard Deviation	0.971	0.988	0.964	0.986	0.907	0.951	0.972	0.973	0.99	0.932
Standard Error	0.04	0.076	0.048	0.051	0.084	0.112	0.042	0.142	0.058	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Having the necessary expertise to help people in Scotland eat healthily

Base: All aware of FSS

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	624	135	407	217	451	326	123	173
Base	627	152	408	219	459	337	128	168
Net: Top 3 Box	511 81%	119 78%	342 84%	169 77%	382 83%	282 84%	109 85%	129 77%
Net: Top 2 Box	310 49%	72 47%	216 53%	94 43%	233 51%	171 51%	74 58%	77 46%
Excellent (5)	118 19%	26 17%	83 20%	35 16%	87 19%	63 19%	29 23%	31 18%
Very good (4)	192 31%	46 30%	134 33%	58 27%	146 32%	108 32%	45 35%	46 27%
Good (3)	201 32%	47 31%	125 31%	75 34%	149 32%	111 33%	34 27%	52 31%
Fair (2)	60 10%	15 10%	42 10%	18 8%	41 9%	27 8%	9 7%	19 11%
Poor (1)	8 1%	2 1%	5 1%	3 1%	4 1%	4 1%	2 1%	4 2%
Don't know	47 8%	16 10%	18 4%	29 13%	31 7%	23 7%	8 7%	16 10%
Mean score	3.61	3.58	3.63	3.55	3.63	3.63	3.76	3.53
Standard Deviation	0.971	0.972	0.98	0.952	0.948	0.946	0.962	1.034
Standard Error	0.04	0.083	0.05	0.069	0.046	0.053	0.088	0.084

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Q10. How do you rate FFS in terms of - Providing useful food safety advice

Base: All aware of FFS

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	624	288	336	60	109	99	124	99	133	153	181	126	164	334	290	132	231	140	121	198	426
Base	627	288	339	89	111	95	115	90	127	141	168	134	184	309	318	129	228	146	124	203	423
Net: Top 3 Box	526 84%	240 84%	286 84%	70 79% *	92 83%	83 87% *	98 85%	73 81%	110 87%	121 86%	130 78%	115 86%	159 86%	252 82%	274 86% K	107 83%	187 82%	126 86%	106 85%	177 87%	349 82%
Net: Top 2 Box	331 53%	153 53%	178 53%	45 50% *	61 55%	47 49% *	70 61%	45 50% *	64 50%	76 54%	81 49%	78 58%	96 52%	157 51%	174 55%	67 52%	105 46%	86 59% Q	73 59% Q	118 58%	213 50%
Excellent (5)	127 20%	62 21%	65 19%	11 12% *	30 27% DI	22 23% I*	31 27% DI	18 20% *	15 12%	30 21%	27 16%	32 24%	38 21%	56 18%	71 22%	34 26% Q	31 14%	33 23% Q	29 23% Q	51 25%	76 18%
Very good (4)	204 33%	91 32%	113 33%	34 38% *	32 29%	25 27% *	38 33%	27 30% *	49 38%	46 32%	55 33%	45 34%	58 32%	101 33%	104 33%	34 26%	74 33%	52 36%	44 36%	67 33%	137 32%
Good (3)	195 31%	87 30%	107 32%	26 29% *	30 27%	36 38% G*	28 25%	28 31% *	46 36%	46 32%	49 29%	37 28%	63 34%	95 31%	100 31%	40 31%	82 36%	40 28%	32 26%	59 29%	136 32%
Fair (2)	55 9%	25 9%	29 9%	11 13% *	14 13%	6 6% *	6 5%	9 10% *	8 6%	10 7%	20 12%	11 8%	14 8%	29 10%	25 8%	11 9%	20 9%	12 8%	11 9%	17 8%	37 9%
Poor (1)	9 1%	4 1%	5 1%	2 2% *	2 2%	- - *	3 2%	2 2% *	1 1%	3 2%	3 2%	2 2%	1 1%	5 2%	4 1%	1 1%	3 2%	1 1%	3 3%	3 2%	6 1%
Don't know	38 6%	18 6%	19 6%	6 7% *	3 3%	6 6% *	8 7%	6 7% *	8 7%	8 6%	14 9%	5 4%	10 6%	22 7%	15 5%	9 7%	18 8%	7 5%	4 3%	6 3%	32 7% T
Mean score	3.66	3.67	3.64	3.49 *	3.68	3.7 *	3.84 DI	3.6 *	3.59	3.68	3.54	3.73	3.68	3.61	3.7	3.73	3.52	3.75 Q	3.7	3.74	3.61
Standard Deviation	0.966	0.976	0.959	0.952 *	1.071	0.915 *	0.998 DI	1.013 *	0.83	0.963	0.984	1	0.926	0.975	0.957	1.007	0.913	0.944 Q	1.025	0.995	0.95
Standard Error	0.04	0.059	0.054	0.104	0.103	0.097	0.097	0.11	0.076	0.083	0.08	0.088	0.07	0.058	0.055	0.092	0.063	0.08	0.093	0.071	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q10. How do you rate FFS in terms of - Providing useful food safety advice

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	624	170	424	30	624	-	161	344	98	394	207	23	171	109	240	100	468	156
Base	627	171	424	32	627	-	162	348	95	389	215	23	171	109	238	105	470	157
Net: Top 3 Box	526 84%	148 86%	353 83%	25 79% **	526 84%	-	158 97% HI	311 90% I	47 49% *	335 86%	178 83%	12 55% **	145 85%	85 79%	205 86%	89 85% *	399 85%	127 81%
Net: Top 2 Box	331 53%	92 54%	220 52%	19 61% **	331 53%	-	137 84% HI	177 51% I	14 15% *	222 57% K	101 47% I	9 38% **	98 57%	57 52%	125 52%	51 48% *	253 54%	78 50%
Excellent (5)	127 20%	39 23%	84 20%	4 13% **	127 20%	-	85 52% HI	38 11% I	3 3% *	95 24% K	28 13% I	4 17% **	33 20%	23 21%	55 23%	14 14% *	97 21%	30 19%
Very good (4)	204 33%	53 31%	136 32%	15 48% **	204 33%	-	52 32% I	139 40% I	11 12% *	127 33%	73 34% I	5 21% **	64 37%	34 31%	70 29%	36 34% *	156 33%	48 31%
Good (3)	195 31%	56 33%	133 31%	6 19% **	195 31%	-	21 13% G	134 39% G	32 34% G*	114 29%	77 36% I	4 17% **	48 28%	29 26%	79 33%	38 36% *	146 31%	49 31%
Fair (2)	55 9%	13 7%	36 9%	6 18% **	55 9%	-	3 2% G	25 7% G	22 24% GH*	31 8%	20 9% I	4 16% **	13 7%	14 13%	20 8%	7 7% *	42 9%	13 8%
Poor (1)	9 1%	3 2%	5 1%	- **	9 1%	-	- -	2 1% G	5 5% GH*	5 1%	4 2% I	- **	3 2%	2 2%	2 1%	2 2% *	6 1%	2 2%
Don't know	38 6%	7 4%	30 7%	1 3% **	38 6%	-	1 1%	9 3%	21 22% GH*	18 5%	13 6%	6 29% **	11 6%	8 7%	11 5%	7 7% *	22 5%	15 10% Q
Mean score	3.66	3.68	3.65	3.57 **	3.66	-	4.36 HI	3.55 I	2.8 *	3.75 K	3.5	3.55 **	3.7	3.61 *	3.69	3.55 *	3.66	3.64
Standard Deviation	0.966	0.992	0.958	0.952	0.966	-	0.777	0.816	0.922	0.971	0.927	1.124	0.943	1.04	0.974	0.901	0.966	0.971
Standard Error	0.04	0.077	0.048	0.171	0.04	-	0.061	0.044	0.107	0.05	0.065	0.28	0.074	0.103	0.065	0.091	0.046	0.082

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Providing useful food safety advice

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	624	189	426	405	131	76	568	56	292	332
Base	627	187	431	402	132	80	568	59	309	318
Net: Top 3 Box	526 84%	156 83%	365 85%	350 87% F	106 80%	61 76% *	485 85% H	41 70% *	268 87%	258 81%
Net: Top 2 Box	331 53%	96 51%	232 54%	229 57% E	54 41%	40 50% *	308 54% H	23 39% *	180 58% J	151 47%
Excellent (5)	127 20%	40 21%	86 20%	91 23% E	16 12%	14 18% *	115 20%	11 19% *	80 26% J	47 15%
Very good (4)	204 33%	56 30%	145 34%	138 34%	38 29%	26 32% *	193 34% H	12 19% *	100 33%	104 33%
Good (3)	195 31%	60 32%	134 31%	121 30%	52 39%	21 26% *	176 31%	18 31% *	87 28%	107 34%
Fair (2)	55 9%	14 8%	39 9%	32 8%	11 8%	9 11% *	49 9%	6 10% *	27 9%	28 9%
Poor (1)	9 1%	6 3% C	2 1%	3 1%	2 1%	4 4% *	8 1%	1 2% *	4 1%	5 1%
Don't know	38 6%	10 5%	24 6%	16 4%	14 10% D	7 8% *	27 5%	11 19% G*	10 3%	27 9% I
Mean score	3.66	3.61	3.67	3.73 E	3.47	3.52 *	3.66	3.56 *	3.76 J	3.55
Standard Deviation	0.966	1.036	0.936	0.945	0.895	1.094	0.959	1.049	0.992	0.929
Standard Error	0.04	0.078	0.046	0.048	0.082	0.127	0.041	0.151	0.057	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. How do you rate FFS in terms of - Providing useful food safety advice

Base: All aware of FSS

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	624	135	407	217	451	326	123	173
Base	627	152	408	219	459	337	128	168
Net: Top 3 Box	526 84%	124 81%	355 87% D	171 78%	394 86% H	292 87% H	109 85%	132 78%
Net: Top 2 Box	331 53%	77 51%	234 57% D	98 45%	255 55% H	187 55% EFH	86 67%	77 46%
Excellent (5)	127 20%	31 20%	93 23% D	34 15%	100 22%	73 22%	39 30% H	27 16%
Very good (4)	204 33%	46 30%	141 34%	64 29%	155 34%	113 34%	47 37%	50 30%
Good (3)	195 31%	47 31%	121 30%	74 34%	140 30% G	106 31% G	23 18%	55 33% G
Fair (2)	55 9%	16 11%	33 8%	21 10%	35 8%	23 7%	12 9%	19 12%
Poor (1)	9 1%	2 2%	6 2%	3 1%	8 2%	7 2%	2 1%	1 1%
Don't know	38 6%	10 6%	14 3%	24 11% C	22 5%	14 4%	6 4%	16 9% F
Mean score	3.66	3.61	3.71	3.54	3.7	3.69	3.89 H	3.54
Standard Deviation	0.966	1.004	0.971	0.947	0.968	0.971	1.009	0.953
Standard Error	0.04	0.084	0.049	0.068	0.046	0.054	0.091	0.077

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. Summary table: Rating of Food Standards Scotland performance

Base: All aware of FSS

	Working in the best interests of Scotland and people who live here	Providing the right advice about food and nutrition related issues which affect you	Being an organisation which responds quickly to problems related to food	Helping people to understand food labels and what's in their food	Ensuring that food in Scotland is safe to eat	Being the experts when it comes to food safety	Speaking to people in a way that's friendly and understandable	Being a dynamic and forward-looking organisation	Taking action when needed to protect consumers	Having the necessary expertise to help people in Scotland eat healthily	Providing useful food safety advice
Unweighted Base	624	624	624	624	624	624	624	624	624	624	624
Base	627	627	627	627	627	627	627	627	627	627	627
Net: Top 3 Box	520 83%	491 78%	477 76%	497 79%	539 86%	524 84%	483 77%	448 71%	505 81%	511 81%	526 84%
Net: Top 2 Box	328 52%	299 48%	290 46%	308 49%	346 55%	350 56%	280 45%	259 41%	323 52%	310 49%	331 53%
Excellent (5)	131 21%	99 16%	111 18%	95 15%	130 21%	136 22%	107 17%	80 13%	120 19%	118 19%	127 20%
Very good (4)	197 31%	200 32%	180 29%	213 34%	216 34%	214 34%	173 28%	179 29%	203 32%	192 31%	204 33%
Good (3)	192 31%	192 31%	186 30%	189 30%	193 31%	174 28%	203 32%	189 30%	182 29%	201 32%	195 31%
Fair (2)	61 10%	67 11%	67 11%	67 11%	51 8%	58 9%	66 10%	80 13%	62 10%	60 10%	55 9%
Poor (1)	10 2%	14 2%	8 1%	10 2%	6 1%	8 1%	7 1%	11 2%	8 1%	8 1%	9 1%
Don't know	36 6%	54 9%	75 12%	53 8%	31 5%	37 6%	71 11%	88 14%	52 8%	47 8%	38 6%
Mean score	3.64	3.53	3.58	3.55	3.69	3.7	3.55	3.44	3.64	3.61	3.66
Standard Deviation	0.993	0.988	0.99	0.957	0.94	0.976	0.976	0.982	0.974	0.971	0.966
Standard Error	0.041	0.041	0.042	0.04	0.039	0.04	0.041	0.042	0.041	0.04	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	624	288	336	60	109	99	124	99	133	153	181	126	164	334	290	132	231	140	121	198	426
Base	627	288	339	89	111	95	115	90	127	141	168	134	184	309	318	129	228	146	124	203	423
Working in the best interests of Scotland and people who live here	3.64	3.69	3.59	3.34	3.67	3.72	3.8	3.55	3.67	3.66	3.61	3.7	3.59	3.63	3.64	3.74	3.58	3.72	3.55	3.61	3.65
Providing the right advice about food and nutrition related issues which affect you	3.53	3.54	3.52	3.46	3.62	3.5	3.63	3.46	3.47	3.56	3.39	3.63	3.54	3.47	3.58	3.52	3.45	3.63	3.56	3.6	3.49
Being an organisation which responds quickly to problems related to food	3.58	3.55	3.6	3.63	3.58	3.66	3.65	3.55	3.44	3.54	3.4	3.71	3.65	3.47	3.68	3.48	3.47	3.72	3.68	3.7	3.51
Helping people to understand food labels and what's in their food	3.55	3.52	3.58	3.61	3.73	3.53	3.6	3.4	3.43	3.51	3.45	3.71	3.56	3.48	3.62	3.57	3.48	3.6	3.59	3.63	3.51
Ensuring that food in Scotland is safe to eat	3.69	3.72	3.67	3.64	3.67	3.79	3.81	3.54	3.67	3.78	3.56	3.73	3.71	3.66	3.72	3.66	3.61	3.83	3.71	3.72	3.68
Being the experts when it comes to food safety	3.7	3.73	3.67	3.63	3.81	3.75	3.76	3.59	3.63	3.71	3.62	3.82	3.66	3.66	3.73	3.7	3.58	3.79	3.8	3.77	3.66
Speaking to people in a way that's friendly and understandable	3.55	3.54	3.56	3.71	3.69	3.67	3.55	3.41	3.33	3.52	3.46	3.67	3.57	3.49	3.61	3.62	3.43	3.64	3.61	3.67	3.49
Being a dynamic and forward-looking organisation	3.44	3.45	3.43	3.42	3.59	3.49	3.48	3.32	3.32	3.34	3.33	3.61	3.47	3.34	3.53	3.38	3.37	3.55	3.49	3.56	3.38
Taking action when needed to protect consumers	3.64	3.56	3.7	3.65	3.58	3.69	3.71	3.49	3.67	3.7	3.5	3.83	3.56	3.6	3.67	3.71	3.51	3.74	3.67	3.68	3.62
Having the necessary expertise to help people in Scotland eat healthily	3.61	3.66	3.56	3.54	3.64	3.63	3.72	3.55	3.53	3.66	3.53	3.62	3.63	3.59	3.62	3.65	3.51	3.74	3.57	3.66	3.58
Providing useful food safety advice	3.66	3.67	3.64	3.49	3.68	3.7	3.84	3.6	3.59	3.68	3.54	3.73	3.68	3.61	3.7	3.73	3.52	3.75	3.7	3.74	3.61

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	624	170	424	30	624	-	161	344	98	394	207	23	171	109	240	100	468	156
Base	627	171	424	32	627	-	162	348	95	389	215	23	171	109	238	105	470	157
Working in the best interests of Scotland and people who live here	3.64	3.67	3.64	3.37	3.64	-	4.32	3.51	2.98	3.74	3.46	3.59	3.74	3.57	3.64	3.52	3.63	3.67
				**			HI	I	*	K		**		*		*		
Providing the right advice about food and nutrition related issues which affect you	3.53	3.56	3.52	3.49	3.53	-	4.21	3.44	2.62	3.6	3.41	3.54	3.62	3.47	3.5	3.5	3.54	3.5
				**			HI	I	*	K		**		*		*		
Being an organisation which responds quickly to problems related to food	3.58	3.56	3.58	3.6	3.58	-	4.32	3.41	2.76	3.63	3.46	3.7	3.67	3.54	3.57	3.45	3.58	3.56
				**			HI	I	*			**		*		*		
Helping people to understand food labels and what's in their food	3.55	3.58	3.54	3.62	3.55	-	4.12	3.43	3	3.63	3.41	3.5	3.61	3.62	3.55	3.4	3.54	3.61
				**			HI	I	*	K		**		*		*		
Ensuring that food in Scotland is safe to eat	3.69	3.66	3.7	3.73	3.69	-	4.33	3.62	2.93	3.78	3.55	3.52	3.77	3.62	3.7	3.62	3.68	3.72
				**			HI	I	*	K		**		*		*		
Being the experts when it comes to food safety	3.7	3.64	3.71	3.83	3.7	-	4.4	3.56	2.97	3.79	3.53	3.77	3.78	3.76	3.69	3.5	3.71	3.66
				**			HI	I	*	K		**	p	*		*		
Speaking to people in a way that's friendly and understandable	3.55	3.6	3.52	3.64	3.55	-	4.34	3.35	2.85	3.66	3.36	3.57	3.59	3.6	3.55	3.43	3.54	3.59
				**			HI	I	*	K		**		*		*		
Being a dynamic and forward- looking organisation	3.44	3.42	3.43	3.68	3.44	-	4.09	3.32	2.68	3.52	3.27	3.73	3.56	3.3	3.5	3.27	3.42	3.49
				**			HI	I	*	K		**	p	*		*		*
Taking action when needed to protect consumers	3.64	3.65	3.62	3.82	3.64	-	4.26	3.55	2.88	3.74	3.46	3.56	3.74	3.59	3.64	3.53	3.63	3.65
				**			HI	I	*	K		**		*		*		
Having the necessary expertise to help people in Scotland eat healthily	3.61	3.6	3.62	3.49	3.61	-	4.27	3.47	2.93	3.67	3.49	3.57	3.68	3.5	3.6	3.62	3.59	3.66
				**			HI	I	*			**		*		*		
Providing useful food safety advice	3.66	3.68	3.65	3.57	3.66	-	4.36	3.55	2.8	3.75	3.5	3.55	3.7	3.61	3.69	3.55	3.66	3.64
				**			HI	I	*	K		**		*		*		

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

	Total	Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	624	189	426	405	131	76	568	56	292	332
Base	627	187	431	402	132	80	568	59	309	318
Working in the best interests of Scotland and people who live here	3.64	3.67	3.62	3.7	3.5	3.42	3.64	3.6	3.73	3.54
Providing the right advice about food and nutrition related issues which affect you	3.53	3.49	3.55	3.59	3.43	3.34	3.53	3.48	3.69	3.37
Being an organisation which responds quickly to problems related to food	3.58	3.65	3.55	3.66	3.42	3.28	3.58	3.57	3.73	3.42
Helping people to understand food labels and what's in their food	3.55	3.53	3.57	3.59	3.42	3.5	3.55	3.54	3.72	3.37
Ensuring that food in Scotland is safe to eat	3.69	3.67	3.7	3.77	3.54	3.46	3.7	3.59	3.8	3.58
Being the experts when it comes to food safety	3.7	3.72	3.69	3.77	3.59	3.45	3.69	3.8	3.82	3.57
Speaking to people in a way that's friendly and understandable	3.55	3.44	3.6	3.57	3.45	3.58	3.56	3.48	3.73	3.37
Being a dynamic and forward-looking organisation	3.44	3.42	3.45	3.46	3.39	3.32	3.43	3.49	3.57	3.3
Taking action when needed to protect consumers	3.64	3.65	3.64	3.69	3.52	3.48	3.65	3.53	3.8	3.47
Having the necessary expertise to help people in Scotland eat healthily	3.61	3.57	3.63	3.66	3.45	3.52	3.61	3.57	3.74	3.46
Providing useful food safety advice	3.66	3.61	3.67	3.73	3.47	3.52	3.66	3.56	3.76	3.55

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	624	135	407	217	451	326	123	173
Base	627	152	408	219	459	337	128	168
Working in the best interests of Scotland and people who live here	3.64	3.56	3.67	3.57	3.61	3.62	3.7	3.71
Providing the right advice about food and nutrition related issues which affect you	3.53	3.5	3.56	3.46	3.57	3.58	H	3.42
Being an organisation which responds quickly to problems related to food	3.58	3.68	3.61	3.5	3.62	3.62	3.79	3.44
Helping people to understand food labels and what's in their food	3.55	3.65	3.56	3.54	3.59	3.63	3.79	3.46
Ensuring that food in Scotland is safe to eat	3.69	3.67	3.73	3.61	3.72	3.72	3.84	3.61
Being the experts when it comes to food safety	3.7	3.7	3.74	3.61	3.73	3.74	3.95	3.6
Speaking to people in a way that's friendly and understandable	3.55	3.66	3.6	3.45	3.61	3.65	3.83	3.37
Being a dynamic and forward- looking organisation	3.44	3.55	3.49	3.33	3.46	3.5	3.62	3.37
Taking action when needed to protect consumers	3.64	3.71	3.69	3.52	3.66	3.64	3.84	3.57
Having the necessary expertise to help people in Scotland eat healthily	3.61	3.58	3.63	3.55	3.63	3.63	3.76	3.53
Providing useful food safety advice	3.66	3.61	3.71	3.54	3.7	3.69	3.89	3.54

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 90

Tb T90

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	196 20%	106 22%	90 18%	33 24% *	36 23%	35 23%	31 17%	27 18%	34 15%	43 17%	56 20%	39 21%	58 20%	98 19%	97 20%	43 20%	71 18%	36 18%	46 23%	60 22%	135 19%
I definitely agree (2)	67 7%	40 8%	27 5%	6 4% *	13 8%	13 9%	12 7%	10 7%	12 6%	15 6%	21 8%	12 7%	19 6%	36 7%	31 7%	16 8%	26 7%	10 5%	15 7%	20 7%	47 6%
I tend to agree (1)	129 13%	65 13%	63 12%	27 20% I*	23 14%	22 14%	19 10%	17 11%	21 10%	28 11%	35 13%	27 14%	40 14%	62 12%	66 14%	27 12%	45 11%	26 13%	31 16%	40 15%	88 12%
I neither agree nor disagree (0)	164 16%	93 19% C	71 14%	18 13% *	17 11%	17 11%	35 19% EF	39 26% DEFI	37 17%	28 11%	45 16%	33 18%	57 20% J	74 14%	90 19% JN	33 15%	68 17%	34 17%	28 14%	43 15%	121 17%
Net: Disagree	629 63%	283 58%	346 67% B	86 61% *	99 63%	98 65%	115 63%	84 55%	147 67% H	178 71% KLMNO	169 61%	109 59%	173 59%	347 66% KO	282 59%	138 64%	244 62%	123 63%	124 62%	170 62%	459 63%
I tend to disagree (-1)	303 30%	140 29%	162 32%	44 32% *	43 27%	45 30%	56 31%	44 29%	70 32%	81 32%	85 31%	51 27%	87 30%	165 31%	138 29%	57 27%	122 31%	60 31%	63 31%	84 30%	219 30%
I definitely disagree (-2)	326 33%	143 29%	183 36% B	42 30% *	56 35%	53 35%	59 32%	40 26%	77 35%	98 39% KMO	84 31%	59 32%	86 29%	182 35%	144 30%	81 37%	122 31%	62 32%	61 31%	86 31%	240 33%
Don't know	3 *	1 *	2 *	1 1% *	2 1%	- -	- -	- -	- -	1 *	2 1%	- -	- -	3 1%	- -	- -	2 *	1 1%	- -	- -	3 *
Not applicable to me	10 1%	6 1%	5 1%	2 1% *	4 2%	2 1%	1 *	1 1%	1 *	- -	4 1%	4 2%	3 1%	4 1%	7 1%	1 *	6 2%	1 1%	2 1%	3 1%	7 1%
Mean score	-0.7	-0.58	-0.81	-0.65 *	-0.69	-0.68	-0.72	-0.57	-0.82	-0.87	-0.66	-0.64	-0.63	-0.76	-0.63	-0.74	-0.7	-0.73	-0.63	-0.64	-0.72
Standard Deviation	1.241	1.27	1.203	1.222 C	1.334	1.328	1.209	1.19	1.184	1.22	1.257	1.259	1.224	1.243	1.236	1.287	1.223	1.195	1.272	1.265	1.231
Standard Error	0.039	0.058	0.053	0.104	0.108	0.108	0.09	0.097	0.08	0.077	0.077	0.094	0.072	0.055	0.057	0.088	0.062	0.086	0.09	0.076	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 91

Tb T91

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	196 20%	47 18%	136 20%	12 22% *	119 19%	76 20%	37 23%	69 20%	8 9%	106 18%	69 20%	21 46% JK*	53 21%	40 24%	70 18%	31 17%	137 20%	58 20%
I definitely agree (2)	67 7%	21 8%	40 6%	6 11% *	44 7%	23 6%	20 12% HI	22 6%	2 2% *	44 7%	14 4%	9 20% JK*	16 6%	16 10%	23 6%	10 5%	49 7%	18 6%
I tend to agree (1)	129 13%	26 10%	97 14%	6 10% *	75 12%	53 14%	18 11%	47 14%	6 7% *	62 10%	55 16% J	12 26% J*	37 15%	23 14%	47 12%	21 12%	88 13%	40 13%
I neither agree nor disagree (0)	164 16%	34 13%	122 18%	8 13% *	110 18%	53 14%	20 12%	56 16%	30 32% GH*	92 15%	57 16%	14 31% JK*	38 15%	28 17%	54 14%	40 22% O	105 15%	58 20%
Net: Disagree	629 63%	180 69% C	414 61%	35 61% *	392 63%	237 63%	103 63%	222 64%	55 58% *	400 66% L	222 63% L	7 14% *	161 64%	96 58%	257 67%	108 58%	454 65%	175 59%
I tend to disagree (-1)	303 30%	89 34%	197 29%	17 29% *	174 28%	129 34% E	37 23%	107 31%	26 27% *	170 28% L	128 36% JL	5 10% *	81 32%	43 26%	121 31%	57 30%	219 31%	84 28%
I definitely disagree (-2)	326 33%	91 35%	217 32%	18 32% *	218 35%	108 29%	66 40%	116 33%	29 31% *	230 38% KL	94 27% L	2 4% *	80 32%	54 32%	137 35%	51 28%	235 33%	91 31%
Don't know	3 *	- -	3 *	- - *	1 *	2 *	- -	- -	- - *	1 *	- -	2 5% JK*	- -	- -	2 *	1 1%	1 *	2 1%
Not applicable to me	10 1%	1 *	8 1%	2 4% *	4 1%	7 2%	2 1%	- -	2 2% *	4 1%	5 1%	2 4% *	1 *	2 1%	3 1%	5 3%	6 1%	5 2%
Mean score	-0.7	-0.78	-0.68	-0.63 *	-0.72	-0.67	-0.7	-0.71	-0.79 *	-0.8	-0.67	0.51 JK*	-0.68	-0.57	-0.79	-0.66	-0.72	-0.65
Standard Deviation	1.241	1.25	1.228	1.357	1.255	1.218	1.414	1.234	1.026	1.257	1.148	1.103	1.236	1.335	1.226	1.171	1.246	1.228
Standard Error	0.039	0.077	0.047	0.183	0.05	0.064	0.112	0.066	0.106	0.051	0.061	0.17	0.078	0.104	0.063	0.087	0.047	0.072

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	196 20%	67 23%	126 18%	102 17%	54 23%	36 23%	178 20%	17 17% *	85 21%	111 18%
I definitely agree (2)	67 7%	27 9%	39 6%	39 7%	15 6%	12 7%	59 7%	8 8% *	33 8%	34 6%
I tend to agree (1)	129 13%	40 14%	86 12%	64 11%	40 17% D	24 16%	119 13%	10 10% *	52 13%	76 13%
I neither agree nor disagree (0)	164 16%	51 17%	107 15%	77 13%	54 23% D	31 20%	138 15%	26 25% G* I	52 13%	112 19%
Net: Disagree	629 63%	174 59%	452 65%	403 69% EF	125 53%	85 55%	578 64% H	51 50% *	257 64%	372 62%
I tend to disagree (-1)	303 30%	77 26%	223 32%	185 32%	70 29%	40 25%	277 31%	26 26% *	112 28%	190 32%
I definitely disagree (-2)	326 33%	97 33%	228 33%	219 37% E	55 23%	45 29%	301 33%	25 25% *	145 36%	181 30%
Don't know	3 *	- -	2 *	- -	2 1%	- -	2 *	1 1% *	- -	3 1%
Not applicable to me	10 1%	3 1%	6 1%	3 *	2 1%	4 2%	5 1%	6 6% G*	6 1%	5 1%
Mean score	-0.7	-0.6	-0.75	-0.83	-0.47 D	-0.54 D	-0.72	-0.54 *	-0.72	-0.69
Standard Deviation	1.241	1.317	1.206	1.23	1.205	1.278	1.242	1.221	1.306	1.197
Standard Error	0.039	0.077	0.046	0.051	0.079	0.104	0.042	0.126	0.066	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	196 20%	43 19%	118 20%	78 20%	157 21% H	117 22% H	47 26% H	39 15%
I definitely agree (2)	67 7%	13 6%	41 7%	27 7%	55 7%	43 8%	21 12% H	12 5%
I tend to agree (1)	129 13%	30 13%	77 13%	52 13%	102 14%	73 14%	25 14%	27 10%
I neither agree nor disagree (0)	164 16%	27 12%	94 16%	70 17%	121 16%	96 18%	30 17%	43 16%
Net: Disagree	629 63%	148 66%	384 64%	245 61%	447 61%	310 59%	102 57%	182 68% FG
I tend to disagree (-1)	303 30%	66 30%	168 28%	135 34%	227 31%	160 30%	53 29%	76 28%
I definitely disagree (-2)	326 33%	82 36%	216 36% D	110 27%	220 30%	150 28%	49 27%	106 39% EFG
Don't know	3 *	2 1%	1 *	2 1%	2 *	1 *	- -	1 *
Not applicable to me	10 1%	4 2%	6 1%	5 1%	7 1%	6 1%	1 1%	4 1%
Mean score	-0.7	-0.79	-0.74	-0.64	-0.63 H	-0.57 H	-0.46 H	-0.9
Standard Deviation	1.241	1.25	1.26	1.209	1.257	1.263	1.342	1.176
Standard Error	0.039	0.085	0.052	0.061	0.047	0.055	0.101	0.072

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 94

Tb T94

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	217 22%	104 21%	113 22%	56 40% FGHI*	47 30% GHI	41 27% HI	32 18% I	20 13% I	21 10% I	46 18% J	58 21% JN	54 29% JN	59 20% JN	104 20% JN	113 24% JN	36 17% P	74 19% Q	48 25% R	59 29% S	83 30% T	134 19% U
I definitely agree (2)	55 6%	24 5%	31 6%	21 15% EGHI*	9 6% GHI	12 8% HI	6 4% I	2 1% I	5 2% I	15 6% J	14 5% J	12 7% JN	13 5% JN	29 6% JN	26 5% JN	9 4% P	15 4% Q	10 5% R	21 10% S	24 9% T	32 4% U
I tend to agree (1)	162 16%	80 16%	82 16%	35 25% HI*	39 24% GHI	29 19% I	26 14% I	18 12% I	16 7% I	31 12% J	44 16% JN	41 22% JN	46 16% JN	75 14% JN	87 18% JN	27 13% P	58 15% Q	38 20% R	38 19% S	59 21% T	103 14% U
I neither agree nor disagree (0)	195 19%	101 21%	94 18%	24 17% *	33 21% *	29 19% *	42 23% *	32 21% *	36 16% *	30 12% JN	55 20% JN	40 21% J	71 24% JN	84 16% J	111 23% JN	40 19% P	70 18% Q	45 23% R	41 20% S	60 22% T	136 19% U
Net: Disagree	564 56%	270 55%	294 57%	57 41% *	71 45% *	79 52% *	106 58% DE	96 64% DEF	156 71% DEFG	169 68% KLMNO	152 55% KLMO	88 47% KLMO	155 53% KLMO	321 61% KLMO	243 51% KLMO	137 64% RS	233 59% RS	98 50% RS	96 48% RS	129 47% T	435 60% U
I tend to disagree (-1)	302 30%	140 29%	162 31%	39 28% *	35 22% *	42 27% *	68 38% E	47 31% E	71 32% E	92 37% LMO	87 32% LMO	46 25% LMO	77 26% LMO	179 34% LMO	123 26% LMO	61 28% P	128 33% Q	53 27% R	61 30% S	73 26% T	229 32% U
I definitely disagree (-2)	262 26%	129 26%	133 26%	18 13% *	36 23% *	37 24% D	37 21% D	49 32% DG	85 39% DEFG	77 31% KLMO	65 24% KLMO	42 23% KLMO	78 27% KLMO	142 27% KLMO	120 25% KLMO	76 35% QRS	105 27% S	45 23% S	36 18% S	57 20% T	205 28% U
Don't know	4 *	1 *	3 1%	1 1% *	2 1% *	- - *	1 * *	- - *	- - *	1 * *	1 * *	- - *	2 1% *	2 * *	2 * *	- - *	2 1% *	1 1% *	1 * *	1 * *	4 * *
Not applicable to me	22 2%	12 2%	9 2%	3 2% *	5 3% *	4 2% *	1 * *	4 2% *	6 3% *	4 2% JN	10 4% JN	4 2% JN	3 1% JN	14 3% JN	7 2% JN	2 1% P	14 4% Q	2 1% R	3 2% S	4 2% T	17 2% U
Mean score	-0.57	-0.57	-0.56	0.01 EFGHI*	-0.34 HI	-0.42 HI	-0.58 HI	-0.84 I	-1.01 I	-0.75 J	-0.55 JN	-0.35 JN	-0.56 JN	-0.65 JN	-0.48 JN	-0.79 P	-0.66 Q	-0.44 R	-0.27 S	-0.29 T	-0.67 U
Standard Deviation	1.206	1.197	1.216	1.301	1.256	1.273	1.082	1.059	1.042	1.202	1.181	1.251	1.184	1.194	1.214	1.181	1.159	1.2	1.262	1.26	1.168
Standard Error	0.039	0.055	0.054	0.111	0.102	0.104	0.081	0.087	0.071	0.077	0.073	0.093	0.07	0.053	0.056	0.081	0.06	0.087	0.09	0.076	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	217 22%	52 20%	153 22%	12 21% *	146 23%	71 19%	50 31% I	81 23%	13 14% *	117 19%	86 24%	14 29% *	72 28% O	36 21%	70 18%	40 21%	159 23%	58 19%
I definitely agree (2)	55 6%	17 6%	35 5%	3 6% *	36 6%	19 5%	15 9%	17 5%	4 4% *	36 6%	16 5%	3 6% *	12 5%	12 7%	21 5%	10 6%	43 6%	12 4%
I tend to agree (1)	162 16%	35 13%	118 17%	9 15% *	110 18%	52 14%	36 22% I	64 18%	9 10% *	81 14%	70 20% J	11 23% *	60 24% NO	24 14%	48 13%	29 16%	116 17%	46 15%
I neither agree nor disagree (0)	195 19%	56 21%	132 19%	7 12% *	115 18%	80 21%	20 13%	61 18%	26 28% GH*	106 18%	79 22%	10 22% *	47 18%	30 18%	65 17%	51 27% MO	129 18%	66 22%
Net: Disagree	564 56%	146 56%	381 56%	37 65% *	355 57%	209 56%	87 53%	203 58%	54 57% *	371 62% KL	181 51% L	12 25% *	128 51%	98 59% P	242 63% MP	89 48%	402 57%	162 54%
I tend to disagree (-1)	302 30%	72 28%	210 31%	20 35% *	176 28%	126 34%	38 23%	111 32%	22 23% *	182 30%	113 32% L	7 16% *	77 30%	47 28%	126 33%	45 24%	220 31%	82 27%
I definitely disagree (-2)	262 26%	74 28%	171 25%	17 30% *	180 29% F	82 22%	49 30%	92 26%	32 34% *	190 32% KL	68 19%	5 10% *	51 20%	51 31% M	116 30% M	43 23%	182 26%	80 27%
Don't know	4 *	1 *	3 *	- - *	4 1%	1 *	1 1%	1 *	- - *	1 *	1 *	2 5% JK*	1 *	1 1%	- -	2 1%	2 *	2 1%
Not applicable to me	22 2%	6 2%	14 2%	1 2% *	8 1%	14 4% E	4 2%	1 *	2 2% *	7 1%	6 2%	8 18% JK*	6 2%	1 1%	9 2%	5 3%	12 2%	10 3%
Mean score	-0.57	-0.6	-0.55	-0.7 *	-0.57	-0.56	-0.45	-0.57	-0.74 *	-0.69	-0.42 J	* **	-0.39 O	-0.62	-0.71	-0.46 O	-0.56	-0.6
Standard Deviation	1.206	1.227	1.197	1.223	1.239	1.148	1.374	1.204	1.164	1.222	1.151	1.174	1.195	1.264	1.191	1.19	1.219	1.176
Standard Error	0.039	0.077	0.046	0.163	0.05	0.06	0.11	0.065	0.12	0.05	0.062	0.197	0.076	0.099	0.061	0.089	0.046	0.07

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	217 22%	66 22%	149 21%	111 19%	40 17%	61 39%	198 22%	19 19%	118 30%	99 16%
I definitely agree (2)	55 6%	21 7%	33 5%	28 5%	10 4%	14 9%	47 5%	8 8%	36 9%	19 3%
I tend to agree (1)	162 16%	45 15%	115 17%	83 14%	29 12%	47 30%	151 17%	11 11%	82 21%	79 13%
I neither agree nor disagree (0)	195 19%	64 22%	126 18%	89 15%	72 30%	32 20%	164 18%	31 31%	65 16%	130 22%
Net: Disagree	564 56%	156 53%	404 58%	378 65%	114 48%	58 37%	521 58%	43 42%	206 52%	358 59%
I tend to disagree (-1)	302 30%	76 26%	223 32%	191 33%	70 30%	34 22%	281 31%	21 20%	112 28%	190 32%
I definitely disagree (-2)	262 26%	80 27%	180 26%	187 32%	44 19%	24 15%	240 27%	22 22%	95 24%	168 28%
Don't know	4 *	- -	3 *	1 *	2 1%	- -	3 *	1 1%	2 1%	2 *
Not applicable to me	22 2%	9 3%	11 2%	5 1%	9 4%	5 4%	15 2%	7 7%	8 2%	14 2%
Mean score	-0.57	-0.52	-0.59	-0.74	-0.48	-0.04	-0.58	-0.41	-0.38	-0.69
Standard Deviation	1.206	1.252	1.188	1.193	1.084	1.25	1.204	1.218	1.303	1.12
Standard Error	0.039	0.074	0.046	0.05	0.072	0.102	0.041	0.126	0.066	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	217 22%	69 31%	143 24%	74 18%	185 25%	165 31%	75 42%	32 12%
I definitely agree (2)	55 6%	20 9%	36 6%	19 5%	51 7%	47 9%	24 13%	4 1%
I tend to agree (1)	162 16%	49 22%	107 18%	55 14%	134 18%	118 22%	52 29%	28 10%
I neither agree nor disagree (0)	195 19%	49 22%	97 16%	98 25%	155 21%	109 21%	32 18%	40 15%
Net: Disagree	564 56%	98 44%	348 58%	216 54%	375 51%	246 46%	69 39%	189 70%
I tend to disagree (-1)	302 30%	54 24%	180 30%	122 30%	231 32%	156 30%	45 25%	71 26%
I definitely disagree (-2)	262 26%	44 19%	167 28%	95 24%	144 20%	90 17%	24 14%	118 44%
Don't know	4 *	2 1%	2 *	2 1%	4 1%	1 *	- -	- -
Not applicable to me	22 2%	5 2%	12 2%	9 2%	14 2%	9 2%	2 1%	8 3%
Mean score	-0.57	-0.24	-0.57	-0.56	-0.4	-0.24	0.03	-1.04
Standard Deviation	1.206	1.269	1.245	1.146	1.204	1.236	1.281	1.08
Standard Error	0.039	0.086	0.051	0.058	0.045	0.054	0.096	0.067

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	464 46%	188 39%	276 54%	88 63%	94 59%	78 51%	93 51%	56 37%	54 25%	79 31%	138 50%	85 46%	163 56%	217 41%	247 52%	96 44%	153 39%	103 53%	113 56%	149 54%	315 43%
I definitely agree (2)	145 15%	47 10%	99 19%	30 21%	34 22%	23 15%	28 15%	14 10%	16 7%	16 6%	51 18%	24 13%	55 19%	67 13%	79 17%	38 18%	43 11%	31 16%	33 17%	48 17%	97 13%
I tend to agree (1)	319 32%	141 29%	178 35%	59 42%	60 38%	55 36%	65 36%	42 28%	39 18%	63 25%	87 32%	60 33%	108 37%	150 29%	169 35%	58 27%	110 28%	72 37%	79 40%	101 37%	218 30%
I neither agree nor disagree (0)	193 19%	103 21%	90 17%	22 16%	24 15%	31 20%	36 20%	39 26%	40 18%	38 15%	54 19%	46 25%	55 19%	92 17%	102 21%	41 19%	78 20%	41 21%	33 16%	52 19%	141 19%
Net: Disagree	327 33%	186 38%	141 27%	25 18%	36 23%	41 27%	49 27%	55 36%	120 55%	130 52%	77 28%	52 28%	68 23%	207 39%	120 25%	77 36%	153 39%	48 25%	48 24%	70 25%	256 35%
I tend to disagree (-1)	216 22%	121 25%	95 19%	18 13%	26 17%	26 17%	40 22%	33 22%	73 33%	72 29%	54 20%	39 21%	51 17%	126 24%	90 19%	53 25%	95 24%	37 19%	31 16%	46 17%	170 23%
I definitely disagree (-2)	110 11%	65 13%	46 9%	7 5%	10 6%	15 10%	9 5%	22 15%	47 22%	58 23%	22 8%	13 7%	17 6%	81 15%	30 6%	24 11%	58 15%	12 6%	17 9%	25 9%	86 12%
Don't know	2 *	- -	2 *	1 1%	- -	1 1%	- -	- -	- -	- -	1 *	- -	1 *	1 *	1 *	- -	- -	1 1%	1 1%	1 *	1 *
Not applicable to me	15 2%	11 2%	5 1%	3 2%	4 2%	1 1%	3 1%	1 1%	4 2%	3 1%	6 2%	2 1%	4 1%	10 2%	6 1%	1 *	8 2%	1 1%	5 3%	4 2%	11 2%
Mean score	0.18	-0.03	0.37	0.63	0.53	0.29	0.35	-0.04	-0.45	-0.38	0.33	0.24	0.46	-0.01	0.38	0.15	-0.04	0.39	0.42	0.38	0.1
Standard Deviation	1.247		B	FHI*	HI	HI	HI	I		JN	JN	JN	J	JLN				Q	PQ	U	
Standard Error	0.04	0.056	0.055	0.096	0.096	0.099	0.085	0.099	0.084	0.081	0.075	0.084	0.069	0.057	0.053	0.088	0.064	0.083	0.086	0.074	0.047

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied
Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 99

Tb T99

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	464 46%	126 48%	314 46%	24 42% *	292 47%	172 46%	74 46%	168 48%	42 44% *	293 49% L	157 44%	14 31% *	112 44%	66 40%	146 38%	138 74% MNO	359 51% R	105 35%
I definitely agree (2)	145 15%	39 15%	93 14%	13 23% *	83 13%	63 17%	28 17%	37 11%	14 15% *	101 17% K	38 11%	7 14% *	32 12%	26 16% O	34 9%	54 29% MNO	117 17% R	28 9%
I tend to agree (1)	319 32%	88 34% D	221 32% D	10 18% *	210 33%	109 29%	46 28%	131 38%	29 30% *	192 32%	119 34% L	8 17% *	81 32%	40 24%	112 29%	84 45% MNO	242 34% R	77 26%
I neither agree nor disagree (0)	193 19%	51 19%	132 19%	10 18% *	132 21%	61 16%	33 20%	66 19%	28 29% *	122 20%	62 18%	9 19% *	47 19%	39 24% P	79 21% P	24 13%	121 17%	72 24% Q
Net: Disagree	327 33%	82 31%	224 33%	21 37% *	197 31%	130 35%	56 34%	110 32%	25 27% *	185 31%	125 35%	17 36% *	91 36% P	61 37% P	152 39% P	19 10%	217 31%	110 37%
I tend to disagree (-1)	216 22%	50 19%	150 22%	15 27% *	127 20%	89 24%	32 20%	81 23% I	11 11% *	123 20%	84 24%	10 21% *	60 24% P	35 21% P	108 28% P	11 6%	145 21%	71 24%
I definitely disagree (-2)	110 11%	32 12%	73 11%	6 10% *	70 11%	41 11%	23 14%	28 8%	15 15% *	62 10%	41 12%	7 15% *	31 12% P	26 16% P	43 11% P	8 4%	72 10%	38 13%
Don't know	2 *	- -	2 *	- - *	1 *	1 *	- -	- -	- - *	1 *	- -	1 3% *	- -	- -	1 *	1 1%	1 *	1 *
Not applicable to me	15 2%	2 1%	12 2%	2 3% *	5 1%	11 3% E	- -	4 1%	- - *	1 *	9 3% J	5 11% JK*	4 1%	- -	8 2%	4 2%	6 1%	10 3% Q
Mean score	0.18	0.2	0.17	0.19 *	0.17	0.18	0.14	0.19	0.17 *	0.24	0.08	-0.07 *	0.09	0.02	-0.04	0.91 MNO	0.27 R	-0.05
Standard Deviation	1.247	1.258	1.234	1.361	1.223	1.288	1.318	1.158	1.264	1.247	1.228	1.353	1.248	1.311	1.187	1.035	1.253	1.202
Standard Error	0.04	0.078	0.048	0.183	0.049	0.068	0.104	0.062	0.129	0.051	0.066	0.214	0.079	0.102	0.061	0.077	0.047	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	464 46%	146 49%	311 45%	249 43%	112 47%	94 60%	427 47%	37 37%	213 53%	251 42%
I definitely agree (2)	145 15%	58 20%	84 12%	71 12%	36 15%	34 22%	129 14%	16 16%	75 19%	71 12%
I tend to agree (1)	319 32%	88 30%	227 33%	178 30%	76 32%	60 39%	298 33%	21 21%	138 35%	180 30%
I neither agree nor disagree (0)	193 19%	55 19%	134 19%	104 18%	65 27%	21 13%	158 18%	35 35%	78 20%	115 19%
Net: Disagree	327 33%	91 31%	235 34%	228 39%	53 22%	38 25%	306 34%	20 20%	104 26%	222 37%
I tend to disagree (-1)	216 22%	55 19%	160 23%	147 25%	37 16%	27 17%	203 23%	13 13%	75 19%	142 24%
I definitely disagree (-2)	110 11%	35 12%	75 11%	80 14%	15 6%	11 7%	103 11%	7 7%	30 7%	81 13%
Don't know	2 *	- -	1 *	- -	1 *	- -	1 *	1 1%	1 *	1 *
Not applicable to me	15 2%	4 1%	11 2%	5 1%	6 3%	3 2%	8 1%	7 7%	3 1%	12 2%
Mean score	0.18	0.27	0.12	0.02	0.35	0.51	0.16	0.28	0.39	0.03
Standard Deviation	1.247	1.305	1.221	1.267	1.129	1.224	1.257	1.147	1.203	1.256
Standard Error	0.04	0.076	0.047	0.053	0.075	0.099	0.042	0.119	0.06	0.052

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	464 46%	139 62%	288 48%	176 44%	356 49%	269 51%	101 56%	108 40%
I definitely agree (2)	145 15%	56 25%	81 14%	64 16%	108 15%	78 15%	35 20%	38 14%
I tend to agree (1)	319 32%	83 37%	207 34%	112 28%	248 34%	190 36%	65 37%	71 26%
I neither agree nor disagree (0)	193 19%	39 17%	98 16%	96 24%	142 19%	99 19%	32 18%	51 19%
Net: Disagree	327 33%	42 19%	207 34%	119 30%	224 30%	153 29%	42 24%	103 38%
I tend to disagree (-1)	216 22%	29 13%	135 22%	81 20%	150 20%	103 20%	29 16%	66 25%
I definitely disagree (-2)	110 11%	14 6%	72 12%	38 10%	73 10%	50 9%	13 7%	37 14%
Don't know	2 *	2 1%	- -	2 1%	2 *	1 *	1 1%	- -
Not applicable to me	15 2%	1 *	8 1%	7 2%	9 1%	7 1%	3 1%	6 2%
Mean score	0.18	0.63	0.15	0.21	0.23	0.28	0.46	0.02
Standard Deviation	1.247	1.174	1.262	1.224	1.227	1.214	1.203	1.29
Standard Error	0.04	0.079	0.052	0.062	0.046	0.053	0.091	0.08

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	379 38%	179 37%	200 39%	55 39% *	61 39%	59 39%	71 39%	53 35%	80 37%	95 38%	103 37%	73 39%	109 37%	198 38%	182 38%	73 34%	151 39%	82 42%	74 37%	115 42%	264 36%
I definitely agree (2)	79 8%	43 9%	36 7%	7 5% *	17 11%	14 9%	17 9%	12 8%	13 6%	17 7%	19 7%	15 8%	28 10%	36 7%	43 9%	17 8%	30 8%	18 9%	14 7%	23 8%	56 8%
I tend to agree (1)	300 30%	137 28%	164 32%	47 34% *	44 28%	45 30%	54 30%	42 28%	68 31%	78 31%	84 31%	58 31%	81 28%	162 31%	139 29%	55 26%	121 31%	64 33%	59 30%	93 33%	208 29%
I neither agree nor disagree (0)	312 31%	159 33%	153 30%	34 24% *	41 26%	49 32%	61 33%	60 40% DE	67 31%	72 29%	82 30%	54 29%	104 36%	154 29%	158 33%	69 32%	130 33%	52 27%	61 31%	81 29%	230 32%
Net: Disagree	285 28%	135 28%	150 29%	44 31% *	51 32%	37 25%	49 27%	36 24%	69 32%	80 32%	81 29%	53 29%	71 25%	160 30%	125 26%	70 32%	98 25%	55 28%	62 31%	77 28%	208 29%
I tend to disagree (-1)	219 22%	105 22%	113 22%	35 25% *	39 25%	28 19%	38 21%	25 17%	54 25%	64 25%	55 20%	38 21%	61 21%	119 23%	100 21%	55 25%	75 19%	42 22%	46 23%	58 21%	161 22%
I definitely disagree (-2)	66 7%	30 6%	37 7%	9 6% *	11 7%	9 6%	11 6%	11 7%	15 7%	16 6%	25 9% M	15 8%	10 3%	41 8% M	25 5%	15 7%	23 6%	13 7%	16 8%	19 7%	47 6%
Don't know	10 1%	5 1%	5 1%	3 2% *	2 1%	3 2%	- -	1 1%	1 *	1 *	5 2%	1 1%	3 1%	6 1%	4 1%	2 1%	3 1%	3 2%	2 1%	2 1%	8 1%
Not applicable to me	16 2%	10 2%	6 1%	5 3% *	4 2%	5 3%	1 *	1 1%	1 *	3 1%	5 2%	4 2%	4 1%	9 2%	7 2%	2 1%	10 2%	3 1%	2 1%	1 *	15 2%
Mean score	0.11	0.12	0.1	0.07 *	0.11	0.18	0.15	0.13	0.04	0.07	0.06	0.11	0.19	0.06	0.16	0.02	0.16	0.17	0.05	0.15	0.09
Standard Deviation	1.057	1.054	1.06	1.053 *	1.137	1.055	1.054	1.016	1.037	1.053	1.092	1.097	0.999	1.072	1.038	1.068	1.025	1.09	1.072	1.069	1.052
Standard Error	0.034	0.048	0.047	0.091	0.092	0.088	0.078	0.083	0.071	0.067	0.067	0.082	0.059	0.047	0.048	0.073	0.053	0.079	0.076	0.065	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 103

Tb T103

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	379 38%	108 41%	248 36%	23 41% *	207 33%	173 46% E	51 32%	113 33%	37 39% *	226 37%	135 38%	19 41% *	109 43%	68 41%	137 35%	64 34%	262 37%	118 39%
I definitely agree (2)	79 8%	28 11% C	40 6%	11 19% C*	41 7%	38 10%	20 12% H	11 3%	10 11% H*	52 9%	19 5%	9 19% JK*	18 7%	15 9%	31 8%	14 8%	46 6%	33 11% Q
I tend to agree (1)	300 30%	80 31%	208 30%	13 22% *	166 26%	135 36% E	31 19%	102 29% G	27 29% *	174 29%	116 33%	10 22% *	91 36% O	53 32%	106 28%	50 27%	216 31%	84 28%
I neither agree nor disagree (0)	312 31%	75 29%	224 33%	13 23% *	202 32%	110 29%	37 23%	115 33% G	41 43% G*	181 30%	120 34%	11 23% *	63 25%	50 30%	129 34% M	63 34%	215 31%	97 32%
Net: Disagree	285 28%	75 29%	191 28%	19 33% *	207 33% F	78 21%	69 42% I	116 33% I	16 17% *	186 31%	89 25%	10 21% *	73 29%	44 26%	113 29%	53 28%	217 31% R	68 23%
I tend to disagree (-1)	219 22%	54 21%	152 22%	13 22% *	150 24% F	68 18%	45 28% I	88 25% I	13 14% *	141 23%	69 20%	8 17% *	57 22%	34 20%	83 21%	43 23%	159 23%	59 20%
I definitely disagree (-2)	66 7%	22 8%	39 6%	6 11% *	57 9% F	10 3%	24 15% HI	28 8%	3 4% *	44 7%	20 6%	2 4% *	16 6%	10 6%	31 8%	10 5%	58 8% R	9 3%
Don't know	10 1%	- -	9 1%	1 2% *	6 1%	4 1%	3 2%	2 1%	- - *	5 1%	1 *	4 9% JK*	4 2%	2 1%	1 *	2 1%	4 1%	6 2%
Not applicable to me	16 2%	3 1%	12 2%	1 2% *	5 1%	11 3% E	2 1%	2 1%	1 1% *	5 1%	8 2%	3 6% J*	5 2%	2 1%	5 1%	4 2%	6 1%	10 3% Q
Mean score	0.11	0.15	0.09	0.16 *	-0.03	0.34 E	-0.14	-0.06	0.29 GH*	0.08	0.13	0.41 *	0.16	0.18	0.06	0.09	0.05	0.26 Q
Standard Deviation	1.057	1.126	1.007	1.296	1.073	0.988	1.259	1.005	0.961	1.084	0.988	1.181	1.066	1.07	1.069	1.022	1.066	1.018
Standard Error	0.034	0.07	0.039	0.174	0.043	0.052	0.1	0.054	0.099	0.045	0.053	0.189	0.068	0.084	0.055	0.076	0.04	0.061

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	379 38%	122 41%	252 36%	206 35%	98 42%	66 42%	342 38%	38 37% *	144 36%	235 39%
I definitely agree (2)	79 8%	33 11% C	44 6%	40 7%	21 9%	15 10%	62 7%	17 17% G*	32 8%	47 8%
I tend to agree (1)	300 30%	89 30%	208 30%	166 28%	77 32%	51 33%	280 31% H	21 20% *	112 28%	188 31%
I neither agree nor disagree (0)	312 31%	90 31%	216 31%	175 30%	92 39% DF	39 25%	276 31%	36 35% *	107 27%	205 34% I
Net: Disagree	285 28%	76 26%	208 30%	196 33% E	39 16%	46 30% E	268 30% H	17 16% *	136 34% J	148 25%
I tend to disagree (-1)	219 22%	54 18%	163 24%	146 25% E	33 14%	36 23% E	206 23% H	13 13% *	102 25% J	117 19%
I definitely disagree (-2)	66 7%	22 7%	44 6%	49 8% E	6 2%	10 7%	63 7%	4 4% *	35 9%	32 5%
Don't know	10 1%	1 *	7 1%	3 *	3 1%	2 1%	6 1%	4 4% G*	7 2%	3 1%
Not applicable to me	16 2%	6 2%	9 1%	7 1%	5 2%	3 2%	9 1%	7 7% G*	6 2%	10 2%
Mean score	0.11	0.19	0.07	*	0.33 D	0.16	0.08	0.39 G*	0.01	0.17 I
Standard Deviation	1.057	1.105	1.035	1.077	0.924	1.108	1.051	1.079	1.115	1.012
Standard Error	0.034	0.065	0.04	0.045	0.061	0.09	0.035	0.114	0.057	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	379 38%	84 38%	224 37%	155 39%	298 41%	216 41%	84 47%	81 30%
I definitely agree (2)	79 8%	15 7%	45 7%	34 9%	57 8%	47 9%	22 13%	22 8%
I tend to agree (1)	300 30%	69 31%	180 30%	121 30%	241 33%	169 32%	61 34%	59 22%
I neither agree nor disagree (0)	312 31%	59 27%	165 27%	147 37%	216 29%	162 31%	43 24%	96 36%
Net: Disagree	285 28%	71 32%	200 33%	85 21%	199 27%	138 26%	51 28%	86 32%
I tend to disagree (-1)	219 22%	53 24%	145 24%	74 18%	161 22%	116 22%	42 23%	57 21%
I definitely disagree (-2)	66 7%	19 8%	55 9%	11 3%	37 5%	22 4%	9 5%	29 11%
Don't know	10 1%	4 2%	5 1%	5 1%	9 1%	5 1%	1 1%	1 *
Not applicable to me	16 2%	4 2%	8 1%	8 2%	11 2%	8 2%	- -	5 2%
Mean score	0.11	0.04	0.02	0.24	0.17	0.2	0.26	-0.05
Standard Deviation	1.057	1.096	1.109	0.957	1.033	1.025	1.108	1.103
Standard Error	0.034	0.075	0.046	0.049	0.039	0.045	0.083	0.068

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 106

Tb T106

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	561 56%	266 54%	295 57%	87 62% *	85 54%	81 53%	100 55%	81 53%	127 58%	128 51%	147 53%	108 58%	178 61%	275 52%	286 60%	118 55%	204 52%	121 62% Q	117 59%	161 58%	400 55%
I definitely agree (2)	120 12%	51 10%	70 14%	25 18% I*	24 15% I	17 11%	22 12%	15 10%	17 8%	26 10%	35 13%	24 13%	35 12%	61 12%	60 13%	33 15% Q	34 9%	29 15% Q	24 12%	40 14%	81 11%
I tend to agree (1)	440 44%	215 44%	225 44%	61 44% *	61 39%	64 42%	78 43%	65 43%	110 50% E	102 41%	112 41%	84 45%	142 49% N	214 41%	226 47% N	85 39%	170 43%	92 47%	93 47%	121 44%	319 44%
I neither agree nor disagree (0)	215 21%	124 25% C	91 18%	26 18% *	34 21%	36 24%	37 20%	35 23%	47 21%	51 21%	59 21%	43 23%	62 21%	110 21%	105 22%	43 20%	92 23%	34 18%	45 23%	63 23%	151 21%
Net: Disagree	202 20%	83 17%	119 23% B	20 14% *	32 20%	34 22%	44 24%	30 20%	42 19%	66 27% LMO	62 23% MO	31 17%	43 15%	128 24% LMO	73 15%	53 25% S	81 21%	36 19%	32 16%	47 17%	155 21%
I tend to disagree (-1)	141 14%	54 11%	87 17% B	17 12% *	22 14%	24 16%	28 15%	21 14%	29 13%	47 19% MO	45 16% MO	23 12%	26 9%	92 17% MO	49 10%	37 17%	49 13%	27 14%	27 13%	33 12%	108 15%
I definitely disagree (-2)	61 6%	29 6%	32 6%	3 2% *	10 6%	10 6%	16 9% D	9 6%	13 6%	19 8%	17 6%	8 4%	17 6%	36 7%	25 5%	16 7% S	32 8% S	9 5%	5 2%	14 5%	47 6%
Don't know	8 1%	3 1%	5 1%	5 3% *	2 1%	- -	- -	1 1%	- -	- -	2 1%	2 1%	4 1%	2 *	5 1%	- -	4 1%	1 1%	3 1%	3 1%	5 1%
Not applicable to me	17 2%	12 3%	5 1%	3 2% *	5 3%	1 1%	1 1%	5 3%	3 1%	4 2%	6 2%	2 1%	5 2%	10 2%	7 1%	1 *	11 3%	2 1%	3 2%	3 1%	14 2%
Mean score	0.43	0.43	0.42	0.67 FGHI*	0.44	0.36	0.34	0.39	0.41	0.28	0.38	0.51 J	0.55 JN	0.33	0.53 JN	0.39	0.33	0.55 Q	0.54 Q	0.52	0.39
Standard Deviation	1.075	1.03	1.116	1.001	1.126	1.082	1.146	1.057	1.016	1.128	1.105	1.019	1.019	1.116	1.018	1.158	1.082	1.059	0.962	1.048	1.084
Standard Error	0.034	0.047	0.05	0.087	0.092	0.088	0.085	0.088	0.069	0.072	0.068	0.076	0.061	0.049	0.047	0.079	0.056	0.077	0.069	0.064	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 107

Tb T107

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	561 56%	150 57%	381 56%	30 52% *	376 60% F	185 49%	104 64% I	220 63% I	44 46% *	342 57%	198 56%	21 44% *	155 61% N	84 50%	214 55%	105 56%	406 58%	155 52%
I definitely agree (2)	120 12%	39 15%	77 11%	5 8% *	85 14% F	35 9%	41 25% HI	36 10%	8 8% *	94 16% KL	26 7%	- - *	31 12%	22 13%	48 12%	20 11%	89 13%	32 11%
I tend to agree (1)	440 44%	111 43%	304 44%	25 44% *	291 46%	150 40%	63 39%	184 53% GI	36 38% *	248 41%	172 49% J	21 44% *	124 49% N	62 37%	166 43%	85 46%	317 45%	123 41%
I neither agree nor disagree (0)	215 21%	50 19%	147 22%	18 31% *	126 20%	89 24%	31 19%	63 18%	26 28% *	133 22%	75 21%	7 14% *	55 22%	43 26%	78 20%	34 18%	138 20%	77 26% Q
Net: Disagree	202 20%	54 21%	139 20%	9 15% *	111 18%	90 24% E	22 14%	61 17%	21 22% *	125 21%	73 21%	4 9% *	37 15%	34 21%	87 22% M	42 23% M	147 21%	55 18%
I tend to disagree (-1)	141 14%	34 13%	101 15%	6 10% *	76 12%	65 17% E	16 10%	46 13%	9 9% *	83 14%	54 15%	3 8% *	28 11%	22 13%	62 16%	27 15%	101 14%	40 13%
I definitely disagree (-2)	61 6%	21 8%	38 5%	3 5% *	36 6%	25 7%	6 4%	15 4%	12 12% GH*	42 7%	18 5%	1 2% *	9 3%	12 7%	24 6%	15 8%	46 7%	15 5%
Don't know	8 1%	2 1%	6 1%	- - *	8 1%	- -	3 2%	- -	4 4% H*	2 *	4 1%	2 5% J*	1 *	4 3% O	1 *	1 1%	5 1%	2 1%
Not applicable to me	17 2%	6 2%	11 2%	1 2% *	7 1%	11 3%	3 2%	4 1%	- - *	2 *	3 1%	13 27% JK*	5 2%	1 1%	6 2%	4 2%	7 1%	10 3% Q
Mean score	0.43	0.45	0.42	0.42 *	0.51 F	0.29	0.74 HI	0.53 I	0.21 *	0.45	0.39	0.48 **	0.57	0.37	0.4	0.37	0.44	0.41
Standard Deviation	1.075	1.145	1.058	0.962	1.062	1.084	1.074	0.995	1.154	1.122	1.011	0.816	0.969	1.112	1.099	1.124	1.095	1.026
Standard Error	0.034	0.072	0.041	0.128	0.043	0.057	0.086	0.054	0.121	0.046	0.054	0.145	0.062	0.088	0.056	0.084	0.042	0.061

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	561 56%	174 59%	380 55%	321 55%	121 51%	103 66% DE	513 57%	48 47% *	246 61% J	315 52%
I definitely agree (2)	120 12%	40 14%	80 11%	77 13% E	15 6%	25 16% E	109 12%	11 11% *	70 18% J	50 8%
I tend to agree (1)	440 44%	134 45%	301 43%	244 42%	106 45%	77 50%	404 45%	36 36% *	175 44%	265 44%
I neither agree nor disagree (0)	215 21%	60 20%	148 21%	123 21%	68 29% DF	23 15%	192 21%	22 22% *	64 16%	151 25% I
Net: Disagree	202 20%	52 18%	150 22%	136 23% E	38 16%	24 15%	181 20%	21 20% *	79 20%	123 20%
I tend to disagree (-1)	141 14%	31 11%	110 16% B	92 16%	29 12%	17 11%	127 14%	14 14% *	57 14%	84 14%
I definitely disagree (-2)	61 6%	21 7%	40 6%	44 8%	9 4%	7 4%	54 6%	7 7% *	22 5%	39 6%
Don't know	8 1%	2 1%	4 1%	1 *	3 1%	3 2%	4 *	4 4% G*	4 1%	3 1%
Not applicable to me	17 2%	6 2%	10 1%	5 1%	7 3% D	4 2%	11 1%	7 6% G*	7 2%	10 2%
Mean score	0.43	0.49	0.4	0.37	0.39	0.65 DE	0.44	0.35 *	0.55 J	0.35
Standard Deviation	1.075	1.09	1.074	1.129	0.934	1.035	1.071	1.117	1.116	1.039
Standard Error	0.034	0.064	0.041	0.047	0.062	0.085	0.036	0.117	0.057	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	561 56%	129 58%	358 59%	203 51%	412 56%	314 59%	114 64%	148 55%
I definitely agree (2)	120 12%	34 15%	82 14%	38 9%	91 12%	77 14%	37 21% EH	29 11%
I tend to agree (1)	440 44%	95 42%	275 46%	165 41%	321 44%	237 45%	77 43%	119 44%
I neither agree nor disagree (0)	215 21%	44 20%	112 19%	103 26% C	160 22%	112 21%	34 19%	54 20%
Net: Disagree	202 20%	43 19%	121 20%	81 20%	147 20%	94 18%	29 16%	55 21%
I tend to disagree (-1)	141 14%	30 13%	86 14%	55 14%	108 15%	69 13%	22 12%	33 12%
I definitely disagree (-2)	61 6%	13 6%	36 6%	25 6%	39 5%	25 5%	7 4%	22 8%
Don't know	8 1%	5 2%	3 *	5 1%	6 1%	4 1%	2 1%	2 1%
Not applicable to me	17 2%	2 1%	8 1%	9 2%	8 1%	5 1%	- -	9 3% EFG
Mean score	0.43	0.49	0.48	0.35	0.44	0.52	0.64 EH	0.39
Standard Deviation	1.075	1.098	1.088	1.052	1.062	1.051	1.07	1.111
Standard Error	0.034	0.075	0.045	0.053	0.04	0.046	0.08	0.069

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 110

Tb T110

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	412 41%	205 42%	208 40%	63 45% *	79 50% HI	62 41%	74 41%	58 38%	77 35%	94 37%	113 41%	85 46%	121 42%	206 39%	206 43%	79 37%	156 40%	88 45%	89 44%	127 46%	285 39%
I definitely agree (2)	85 8%	37 8%	48 9%	23 16% HI*	19 12% HI	19 12% HI	14 8% I	6 4%	5 2%	18 7%	21 8%	23 12%	22 8%	39 7%	46 10%	13 6%	29 7%	22 11%	20 10%	35 13% U	50 7%
I tend to agree (1)	327 33%	168 34%	159 31%	40 29% *	61 38%	44 29%	59 33%	52 34%	72 33%	75 30%	92 33%	62 33%	98 34%	167 32%	160 34%	66 31%	127 32%	65 34%	69 34%	93 33%	235 32%
I neither agree nor disagree (0)	219 22%	113 23%	106 21%	31 22% *	32 20%	34 23%	42 23%	39 26%	40 18%	47 19%	49 18%	42 22%	82 28% JKN	96 18%	123 26% JKN	48 22%	84 21%	47 24%	40 20%	59 21%	159 22%
Net: Disagree	351 35%	160 33%	191 37%	40 29% *	43 27%	52 34%	63 35%	53 35%	98 45% DEFG	103 41% LMO	105 38% MO	57 31%	86 29%	208 40% LMO	142 30%	86 40% R	144 37% R	52 27%	68 34%	84 30%	267 37%
I tend to disagree (-1)	260 26%	125 26%	134 26%	32 23% *	31 20%	40 26%	54 30% E	35 23%	68 31% E	71 28%	83 30% MO	45 24%	61 21%	154 29% MO	106 22%	63 29%	107 27%	41 21%	48 24%	60 22%	199 27%
I definitely disagree (-2)	91 9%	35 7%	56 11% B	9 6% *	12 7%	12 8%	10 5% G	18 12% G	31 14% G	33 13% LO	22 8%	12 6%	25 8%	55 10%	36 8%	23 11%	37 9%	11 6%	20 10%	23 8%	68 9%
Don't know	5 *	- -	5 1%	1 1% *	1 1%	3 2%	- -	- -	- -	- -	4 1%	1 1%	- -	4 1%	1 *	1 *	1 *	3 2%	- -	3 1%	2 *
Not applicable to me	15 2%	10 2%	5 1%	4 3% *	3 2%	1 1%	3 1%	1 1%	4 2%	7 3%	5 2%	1 1%	3 1%	12 2%	4 1%	1 *	7 2%	4 2%	3 2%	3 1%	12 2%
Mean score	0.06	0.1	0.02	0.27 HI*	0.28 HI	0.11 I	0.08 I	-0.05	-0.22	-0.1	0.03	0.22	0.12	-0.03	0.15	-0.08	0.01	0.25	0.11	0.21	*
Standard Deviation	1.146	1.097	1.19	1.184	1.147	1.179	1.08	1.107	1.123	1.197	1.143	1.142	1.094	1.169	1.113	1.134	1.142	1.104	1.185	1.177	1.129
Standard Error	0.037	0.05	0.053	0.102	0.092	0.097	0.081	0.09	0.077	0.077	0.07	0.084	0.064	0.052	0.051	0.078	0.058	0.081	0.084	0.072	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 111

Tb T111

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	412 41%	107 41%	279 41%	26 46% *	263 42%	149 40%	71 44%	157 45%	31 32% *	242 40%	142 40%	27 59% JK*	119 47% O	72 43%	146 38%	70 38%	294 42%	118 40%
I definitely agree (2)	85 8%	27 10%	50 7%	8 13% *	55 9%	30 8%	22 14%	27 8%	6 6% *	52 9%	28 8%	5 11% *	24 9%	14 9%	29 8%	17 9%	59 8%	26 9%
I tend to agree (1)	327 33%	80 30%	229 34%	19 33% *	208 33%	120 32%	49 30%	130 37%	25 26% *	190 32%	115 33%	22 48% J*	95 37%	58 35%	117 30%	53 29%	234 33%	93 31%
I neither agree nor disagree (0)	219 22%	57 22%	150 22%	11 19% *	139 22%	80 21%	31 19%	73 21%	26 28% *	134 22%	79 22%	6 12% *	54 21%	34 21%	81 21%	46 25%	137 20%	81 27% Q
Net: Disagree	351 35%	94 36%	239 35%	17 30% *	215 34%	136 36%	58 36%	115 33%	35 36% *	221 37% L	123 35% L	6 13% *	76 30%	57 34%	151 39% M	65 35%	260 37%	90 30%
I tend to disagree (-1)	260 26%	67 26%	185 27% D	8 14% *	153 24%	107 28%	41 26%	86 25%	24 25% *	160 26% L	96 27% L	4 9% *	52 20%	44 27%	116 30% M	47 25%	189 27%	71 24%
I definitely disagree (-2)	91 9%	27 10%	54 8%	9 16% *	62 10%	29 8%	17 10%	30 9%	11 11% *	62 10%	27 8%	2 4% *	24 10%	12 7%	36 9%	18 10%	71 10%	20 7%
Don't know	5 *	- -	5 1%	- - *	5 1%	- -	2 1%	1 *	1 1% *	4 1%	- -	1 3% *	1 *	1 1%	2 *	1 1%	3 *	2 1%
Not applicable to me	15 2%	3 1%	10 1%	3 5% *	5 1%	10 3% E	- -	3 1%	3 3% *	1 *	9 2% J	6 13% JK*	4 1%	3 2%	5 1%	4 2%	9 1%	6 2%
Mean score	0.06	0.05	0.05	0.13 *	0.07	0.04	0.11	0.11	-0.1 *	0.02	0.06	0.64 JK*	0.17 O	0.11	-0.03	0.03	0.03	0.12
Standard Deviation	1.146	1.189	1.115	1.323	1.159	1.124	1.235	1.128	1.117	1.162	1.118	0.999	1.156	1.129	1.14	1.155	1.17	1.086
Standard Error	0.037	0.074	0.043	0.179	0.047	0.059	0.098	0.061	0.117	0.048	0.06	0.16	0.073	0.089	0.059	0.086	0.044	0.064

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	412 41%	117 40%	293 42%	220 38%	104 44%	81 52% D	367 41%	45 44% *	175 44%	237 39%
I definitely agree (2)	85 8%	25 8%	59 9%	38 7%	26 11% D	18 11%	69 8%	16 16% G*	49 12% J	36 6%
I tend to agree (1)	327 33%	92 31%	234 34%	182 31%	78 33%	63 40% D	299 33%	29 28% *	127 32%	201 33%
I neither agree nor disagree (0)	219 22%	68 23%	145 21%	103 18%	76 32% DF	34 22%	187 21%	31 31% G*	73 18%	146 24% I
Net: Disagree	351 35%	104 35%	242 35%	258 44% EF	48 20%	38 25%	333 37% H	17 17% *	142 36%	208 35%
I tend to disagree (-1)	260 26%	79 27%	176 25%	188 32% EF	36 15%	32 21%	249 28% H	10 10% *	99 25%	161 27%
I definitely disagree (-2)	91 9%	26 9%	65 9%	70 12% EF	12 5%	6 4%	84 9%	7 7% *	43 11%	48 8%
Don't know	5 *	1 *	3 *	1 *	2 1%	- -	3 *	2 2% *	2 *	3 1%
Not applicable to me	15 2%	5 2%	9 1%	4 1%	7 3%	3 2%	10 1%	6 6% G*	8 2%	7 1%
Mean score	0.06	0.04	0.07	-0.12	0.31 D	0.35 D	0.02	0.39 G*	0.1	0.03
Standard Deviation	1.146	1.135	1.155	1.171	1.04	1.06	1.143	1.122	1.23	1.087
Standard Error	0.037	0.067	0.044	0.049	0.069	0.086	0.038	0.116	0.062	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	412 41%	102 46%	254 42%	158 39%	318 43%	252 48%	87 49%	94 35%
I definitely agree (2)	85 8%	29 13%	59 10%	26 6%	72 10%	61 12%	27 15%	13 5%
I tend to agree (1)	327 33%	73 33%	195 32%	132 33%	247 34%	191 36%	60 34%	80 30%
I neither agree nor disagree (0)	219 22%	49 22%	112 19%	107 27%	163 22%	115 22%	42 24%	55 21%
Net: Disagree	351 35%	66 30%	227 38%	123 31%	236 32%	153 29%	47 26%	114 43%
I tend to disagree (-1)	260 26%	47 21%	163 27%	96 24%	184 25%	120 23%	35 19%	76 28%
I definitely disagree (-2)	91 9%	19 8%	64 11%	27 7%	52 7%	33 6%	12 7%	39 14%
Don't know	5 *	5 2%	2 *	3 1%	4 1%	2 *	1 1%	1 *
Not applicable to me	15 2%	1 *	6 1%	9 2%	11 2%	7 1%	2 1%	4 2%
Mean score	0.06	0.21	0.04	0.09	0.14	0.24	0.32	-0.17
Standard Deviation	1.146	1.182	1.198	1.062	1.128	1.126	1.151	1.165
Standard Error	0.037	0.08	0.049	0.054	0.042	0.049	0.087	0.072

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Tb T114

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	480 48%	209 43%	271 53%	88 63%	96 60%	80 52%	88 48%	53 35%	76 35%	131 52%	134 48%	93 50%	122 42%	265 50%	215 45%	99 46%	168 43%	103 53%	110 55%	166 60%	314 43%
I definitely agree (2)	117 12%	49 10%	68 13%	17 12%	30 19%	26 17%	13 7%	18 8%	12 8%	38 15%	26 9%	26 14%	27 9%	64 12%	53 11%	22 10%	41 10%	21 11%	33 16%	44 16%	73 10%
I tend to agree (1)	363 36%	160 33%	203 39%	70 50%	66 42%	54 35%	75 41%	40 27%	58 27%	93 37%	108 39%	67 36%	96 33%	201 38%	162 34%	77 36%	127 32%	82 42%	77 39%	122 44%	241 33%
I neither agree nor disagree (0)	297 30%	156 32%	141 27%	28 20%	40 25%	45 30%	59 33%	53 35%	73 33%	60 24%	78 28%	60 33%	100 34%	138 26%	160 34%	57 27%	126 32%	53 27%	61 30%	72 26%	226 31%
Net: Disagree	192 19%	110 23%	82 16%	22 15%	15 10%	21 14%	29 16%	39 26%	66 30%	54 22%	53 19%	26 14%	58 20%	108 20%	85 18%	53 25%	86 22%	28 15%	26 13%	31 11%	161 22%
I tend to disagree (-1)	138 14%	74 15%	65 13%	14 10%	13 8%	17 11%	25 14%	24 16%	45 21%	39 15%	39 14%	22 12%	39 13%	78 15%	60 13%	41 19%	58 15%	19 10%	20 10%	20 7%	118 16%
I definitely disagree (-2)	54 5%	36 7%	18 3%	7 5%	2 1%	5 3%	4 2%	15 10%	21 10%	16 6%	14 5%	5 2%	19 7%	30 6%	24 5%	11 5%	27 7%	10 5%	6 3%	11 4%	43 6%
Don't know	12 1%	2 *	10 2%	- *	5 3%	3 2%	2 1%	1 1%	1 *	2 1%	4 1%	2 1%	4 1%	5 1%	6 1%	2 1%	6 1%	3 2%	1 1%	4 1%	8 1%
Not applicable to me	21 2%	11 2%	10 2%	3 2%	2 1%	4 2%	4 2%	6 4%	3 1%	4 1%	7 3%	4 2%	6 2%	11 2%	10 2%	5 2%	7 2%	7 4%	3 1%	4 2%	16 2%
Mean score	0.36	0.23	0.48	0.56	0.71	0.54	0.39	0.07	0.03	0.41	0.34	0.49	0.25	0.37	0.35	0.27	0.25	0.47	0.56	0.63	0.26
Standard Deviation	1.045	1.075	1.001	1.02	0.929	1.018	0.896	1.101	1.099	1.12	1.022	0.971	1.038	1.07	1.018	1.066	1.07	1	0.982	0.976	1.053
Standard Error	0.034	0.049	0.045	0.087	0.075	0.084	0.068	0.092	0.075	0.072	0.063	0.072	0.062	0.047	0.047	0.074	0.055	0.074	0.07	0.06	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	480 48%	133 51%	322 47%	24 42% *	335 53% F	145 39%	113 70% HI	178 51% I	35 37% *	314 52% KL	151 43%	15 33% *	121 48%	82 50%	180 47%	93 50%	381 54% R	99 33%
I definitely agree (2)	117 12%	40 15% C	66 10%	11 19% C*	91 14% F	26 7%	43 26% HI	38 11%	8 8% *	87 15% KL	28 8%	1 2% *	28 11%	22 13%	48 12%	18 10%	97 14% R	20 7%
I tend to agree (1)	363 36%	94 36%	256 38%	13 23% *	244 39% F	119 32%	70 43% I	140 40%	28 29% *	226 38%	123 35%	14 31% *	93 37%	61 36%	132 34%	75 40%	284 40% R	79 26%
I neither agree nor disagree (0)	297 30%	67 26%	212 31%	19 33% *	192 31%	106 28%	29 18%	113 32% G	42 44% GH*	167 28%	121 34% J	10 21% *	74 29%	40 24%	127 33% N	51 27%	197 28%	101 34%
Net: Disagree	192 19%	57 22%	124 18%	10 18% *	80 13%	112 30% E	14 9%	49 14%	13 14% *	108 18%	68 19%	17 36% JK*	49 19%	39 24%	68 18%	33 18%	110 16%	82 27% Q
I tend to disagree (-1)	138 14%	42 16%	88 13%	8 14% *	58 9%	81 21% E	8 5%	38 11%	9 9% *	81 13%	50 14%	8 16% *	34 13%	26 16%	48 13%	29 15%	81 12% Q	57 19% Q
I definitely disagree (-2)	54 5%	15 6%	36 5%	3 5% *	23 4%	31 8% E	6 4%	11 3%	5 5% *	27 5%	18 5%	9 20% JK*	15 6%	13 8%	19 5%	5 3%	29 4%	25 8% Q
Don't know	12 1%	1 *	10 1%	1 1% *	10 2%	2 1%	2 1%	4 1%	3 3% *	5 1%	4 1%	2 4% *	4 1%	3 2%	3 1%	2 1%	6 1%	6 2%
Not applicable to me	21 2%	3 1%	15 2%	3 5% *	11 2%	10 3%	4 2%	4 1%	2 2% *	9 1%	10 3%	3 6% *	5 2%	1 1%	8 2%	6 3%	10 1%	11 4% Q
Mean score	0.36	0.39	0.35	0.41 *	0.53 F	0.08	0.87 HI	0.46	0.28 *	0.45 KL	0.28 L	-0.24 *	0.35	0.32	0.38	0.41	0.49 R	0.04
Standard Deviation	1.045	1.111	1.012	1.127	0.982	1.085	1.004	0.948	0.935	1.048	0.988	1.217	1.054	1.143	1.03	0.969	1.011	1.06
Standard Error	0.034	0.069	0.039	0.154	0.04	0.057	0.08	0.051	0.098	0.043	0.054	0.189	0.067	0.09	0.053	0.073	0.039	0.063

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	480 48%	143 48%	330 48%	324 55% EF	83 35%	66 42%	442 49% H	37 37% *	252 63% J	228 38%
I definitely agree (2)	117 12%	33 11%	84 12%	88 15% EF	16 7%	10 6%	102 11%	15 14% *	77 19% J	39 7%
I tend to agree (1)	363 36%	110 37%	247 36%	236 40% E	67 28%	56 36%	340 38% H	23 22% *	175 44% J	188 31%
I neither agree nor disagree (0)	297 30%	76 26%	215 31%	158 27%	89 37% D	44 28%	264 29%	34 33% *	92 23%	205 34% I
Net: Disagree	192 19%	69 24% C	123 18%	86 15%	59 25% D	41 26% D	170 19%	22 22% *	47 12%	145 24% I
I tend to disagree (-1)	138 14%	51 17%	87 13%	64 11%	40 17% D	31 20% D	128 14%	10 10% *	36 9%	102 17% I
I definitely disagree (-2)	54 5%	19 6%	36 5%	22 4%	19 8% D	10 7%	42 5%	12 12% G*	11 3%	44 7% I
Don't know	12 1%	4 1%	7 1%	4 1%	4 2%	2 1%	8 1%	4 4% G*	4 1%	8 1%
Not applicable to me	21 2%	4 1%	17 2%	14 2%	3 1%	2 2%	17 2%	4 4% *	5 1%	16 3%
Mean score	0.36	0.3	0.38	0.53 EF	0.09	0.16	0.38	0.19 *	0.7 J	0.13
Standard Deviation	1.045	1.089	1.034	1.01	1.029	1.044	1.024	1.22	0.978	1.029
Standard Error	0.034	0.064	0.04	0.042	0.068	0.085	0.035	0.126	0.049	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	480 48%	131 59%	318 53% D	162 40%	362 49%	264 50%	96 53%	118 44%
I definitely agree (2)	117 12%	35 15%	86 14% D	31 8%	87 12%	60 11%	23 13%	30 11%
I tend to agree (1)	363 36%	97 43%	232 39%	131 33%	275 38%	203 38%	72 40%	88 33%
I neither agree nor disagree (0)	297 30%	57 26%	165 27%	132 33%	221 30%	157 30%	47 26%	76 28%
Net: Disagree	192 19%	25 11%	106 18%	87 22%	132 18%	98 18%	31 17%	60 22%
I tend to disagree (-1)	138 14%	18 8%	77 13%	62 15%	101 14%	76 14%	21 12%	38 14%
I definitely disagree (-2)	54 5%	7 3%	29 5%	25 6%	32 4%	22 4%	10 5%	22 8% EF
Don't know	12 1%	6 3%	2 *	10 2% C	6 1%	3 1%	2 1%	6 2%
Not applicable to me	21 2%	4 2%	10 2%	11 3%	12 2%	9 2%	3 2%	9 3%
Mean score	0.36	0.62	0.46 D	0.21	0.4	0.39	0.45	0.26
Standard Deviation	1.045	0.964	1.047	1.025	1.016	1.009	1.05	1.12
Standard Error	0.034	0.066	0.043	0.053	0.038	0.044	0.08	0.07

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 118

Tb T118

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	637 64%	276 57%	361 70% B	77 55% *	110 70% D	99 65%	116 64%	92 61%	143 65%	169 68%	175 63%	121 65%	172 59%	344 65%	293 62%	138 64%	241 62%	126 65%	132 66%	191 69% U	447 62%
I definitely agree (2)	441 44%	174 36%	267 52% B	47 34% *	67 43% *	72 47%	76 42%	71 47%	108 49% D	136 54% LMO	126 46% MO	80 43%	99 34%	261 50% MO	180 38%	106 49%	171 44%	78 40%	87 43%	117 42%	324 45%
I tend to agree (1)	197 20%	102 21%	94 18%	30 22% *	43 27% HI	28 18%	40 22%	21 14%	35 16%	34 13%	49 18%	41 22% J	73 25% JN	83 16%	114 24% JN	32 15%	70 18%	48 25% P	46 23%	73 27% U	123 17%
I neither agree nor disagree (0)	88 9%	54 11% C	35 7%	10 7% *	15 10%	17 11%	14 8%	11 7%	20 9%	12 5%	23 8%	20 11% J	33 11% JN	35 7%	53 11% JN	14 6%	44 11%	16 8%	14 7%	25 9%	63 9%
Net: Disagree	234 23%	138 28% C	96 19%	42 30% E*	27 17%	31 21%	44 24%	41 27% E	49 23%	60 24%	66 24%	39 21%	69 24%	126 24%	108 23%	51 24%	91 23%	49 25%	43 22%	55 20%	180 25%
I tend to disagree (-1)	125 12%	71 14%	54 10%	19 14% *	15 9%	22 14%	26 14%	18 12%	25 12%	39 16%	29 10%	21 11%	36 12%	68 13%	57 12%	26 12%	46 12%	22 12%	31 15%	32 12%	92 13%
I definitely disagree (-2)	110 11%	67 14% C	42 8%	23 16% F*	12 8%	10 6%	19 10%	23 15% F	24 11%	21 8%	37 14%	18 10%	33 11%	58 11%	51 11%	26 12%	45 12%	26 14% S	12 6%	22 8%	87 12%
Don't know	8 1%	4 1%	4 1%	3 2% *	1 1%	- -	2 1%	2 1%	1 *	1 *	4 2%	2 1%	1 *	5 1%	3 1%	2 1%	2 *	1 1%	3 2%	3 1%	5 1%
Not applicable to me	34 3%	16 3%	18 3%	8 6% *	5 3%	5 3%	5 3%	6 4%	5 2%	8 3%	7 2%	3 2%	15 5%	15 3%	19 4%	10 5%	14 4%	2 1%	7 4%	3 1%	31 4% T
Mean score	0.76	0.52	0.99 B	0.46 *	0.91 D	0.88 D	0.74	0.69	0.84	0.93 MO	0.75	0.8	0.62	0.83	0.69	0.82	0.73	0.68	0.86	0.85	0.73
Standard Deviation	1.43	1.471	1.353	1.528	1.281	1.332	1.417	1.56	1.441	1.431	1.487	1.378	1.399	1.462	1.392	1.487	1.441	1.451	1.327	1.316	1.472
Standard Error	0.046	0.068	0.061	0.134	0.104	0.11	0.107	0.13	0.099	0.092	0.091	0.103	0.085	0.065	0.065	0.104	0.074	0.105	0.096	0.08	0.056

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 119

Tb T119

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	637 64%	179 68%	423 62%	35 62% *	424 68% F	213 57%	122 75% I	233 67%	58 61% *	423 70% KL	205 58% L	9 20% *	149 59%	107 64%	268 70% MP	108 58%	477 68% R	160 54%
I definitely agree (2)	441 44%	131 50% C	289 42%	20 35% *	294 47% F	147 39%	88 54% H	153 44%	44 47% *	307 51% KL	129 37% L	5 10% *	90 36%	78 47% M	194 50% MP	75 40%	337 48% R	104 35%
I tend to agree (1)	197 20%	47 18%	134 20%	15 27% *	130 21%	66 18%	33 21%	80 23%	13 14% *	116 19%	76 21%	5 10% *	59 23%	29 17%	74 19%	33 18%	140 20%	57 19%
I neither agree nor disagree (0)	88 9%	23 9%	59 9%	7 11% *	60 9%	29 8%	9 6%	35 10%	12 12% *	43 7%	39 11%	6 13% *	23 9%	20 12%	26 7%	18 10%	53 8%	35 12% Q
Net: Disagree	234 23%	52 20%	169 25%	14 25% *	122 20%	112 30% E	30 18%	71 20%	20 21% *	117 19%	96 27% J	21 46% JK*	71 28% N	30 18%	80 21%	50 27%	148 21%	87 29% Q
I tend to disagree (-1)	125 12%	21 8%	96 14% B	8 13% *	67 11%	58 15% E	13 8%	45 13%	8 9% *	61 10%	53 15% J	10 22% J*	37 14%	13 8%	44 11%	30 16% N	85 12%	40 13%
I definitely disagree (-2)	110 11%	31 12%	73 11%	7 11% *	55 9%	54 15% E	17 10%	26 8%	11 12% *	56 9%	43 12%	11 24% J*	34 13%	17 10%	36 9%	20 11%	63 9%	47 16% Q
Don't know	8 1%	1 *	7 1%	- - *	5 1%	3 1%	- -	1 *	3 3% *	2 *	4 1%	3 6% J*	3 1%	1 1%	1 *	2 1%	4 1%	5 2%
Not applicable to me	34 3%	7 3%	26 4%	1 2% *	16 3%	18 5%	2 1%	8 2%	4 4% *	17 3%	10 3%	7 15% JK*	8 3%	8 5%	10 3%	7 4%	22 3%	12 4%
Mean score	0.76	0.9	0.72	0.63 *	0.89 F	0.55	1.02	0.85	0.8 *	0.95 K	0.58	-0.5 **	0.55	0.88 M	0.93 MP	0.64	0.89 R	0.46
Standard Deviation	1.43	1.424	1.434	1.398	1.356	1.528	1.37	1.328	1.455	1.373	1.441	1.39	1.465	1.39	1.387	1.451	1.38	1.506
Standard Error	0.046	0.09	0.056	0.187	0.055	0.081	0.108	0.072	0.154	0.057	0.078	0.229	0.094	0.111	0.072	0.109	0.053	0.09

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	637 64%	184 62%	448 65%	420 72% EF	124 52%	78 50%	586 65% H	51 51% *	286 72% J	351 58%
I definitely agree (2)	441 44%	145 49%	292 42%	299 51% EF	85 36%	46 29%	410 46% H	31 30% *	191 48%	250 41%
I tend to agree (1)	197 20%	39 13%	156 23% B	122 21%	39 16%	32 20%	176 20%	20 20% *	95 24% J	101 17%
I neither agree nor disagree (0)	88 9%	34 11% C	49 7%	38 6%	39 16% DF	11 7%	74 8%	14 14% *	31 8%	57 10%
Net: Disagree	234 23%	64 22%	168 24%	108 18%	61 26% D	61 39% DE	207 23%	27 27% *	68 17%	166 28% I
I tend to disagree (-1)	125 12%	26 9%	99 14% B	58 10%	39 16% D	25 16% D	113 13%	12 12% *	38 10%	86 14% I
I definitely disagree (-2)	110 11%	38 13%	70 10%	50 9%	23 10%	36 23% DE	95 11%	15 15% *	30 7%	80 13% I
Don't know	8 1%	4 1%	3 *	1 *	3 1%	3 2%	5 1%	3 3% *	3 1%	5 1%
Not applicable to me	34 3%	10 3%	23 3%	19 3%	9 4%	4 2%	28 3%	6 6% *	12 3%	22 4%
Mean score	0.76	0.81	0.75	0.99 EF	0.55 F	0.18	0.8 H	0.43 *	0.99 J	0.62
Standard Deviation	1.43	1.481	1.41	1.343	1.402	1.599	1.422	1.472	1.295	1.498
Standard Error	0.046	0.088	0.055	0.056	0.094	0.131	0.048	0.153	0.066	0.062

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	637 64%	149 67%	412 68% D	226 56%	467 64%	328 62%	106 59%	171 64%
I definitely agree (2)	441 44%	98 44%	284 47% D	157 39%	310 42%	211 40%	67 37%	131 49% FG
I tend to agree (1)	197 20%	51 23%	128 21%	69 17%	157 21% H	117 22% H	39 22%	40 15%
I neither agree nor disagree (0)	88 9%	20 9%	37 6%	51 13% C	70 10%	58 11%	20 11%	18 7%
Net: Disagree	234 23%	45 20%	129 21%	106 26%	172 23%	129 24%	50 28%	62 23%
I tend to disagree (-1)	125 12%	21 9%	71 12%	54 13%	91 12%	68 13%	24 14%	34 13%
I definitely disagree (-2)	110 11%	23 10%	58 10%	52 13%	81 11%	61 11%	25 14%	29 11%
Don't know	8 1%	2 1%	3 1%	5 1%	5 1%	4 1%	1 1%	3 1%
Not applicable to me	34 3%	8 3%	20 3%	13 3%	19 3%	10 2%	2 1%	14 5% FG
Mean score	0.76	0.84	0.88 D	0.59	0.74	0.68	0.56	0.84
Standard Deviation	1.43	1.384	1.391	1.472	1.419	1.418	1.468	1.464
Standard Error	0.046	0.095	0.058	0.075	0.053	0.062	0.111	0.092

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	846 84%	401 82%	445 87%	96 68% *	129 82% D	132 86% D	161 89% D	128 84% D	201 92% DEH	222 89% KN	227 82% KN	153 83% KN	243 84% KN	449 85% KN	396 83% KN	181 84% KN	331 84% KN	162 83% KN	172 86% KN	232 84% KN	613 85% KN
I definitely agree (2)	656 65%	303 62%	353 69% B	73 52% *	92 58% D	101 66% D	123 68% D	102 67% D	165 75% DE	191 76% KLMNO	168 61% KN	122 66% KN	175 60% KN	359 68% KM	296 62% KN	147 68% KN	254 65% KN	125 64% KN	130 65% KN	174 63% KN	482 66% KN
I tend to agree (1)	190 19%	98 20%	92 18%	22 16% *	37 24% D	30 20% D	38 21% D	26 17% D	36 17% DE	31 12% KN	59 21% JN	31 17% JN	68 23% JN	90 17% J	100 21% J	35 16% KN	77 20% KN	37 19% KN	42 21% KN	59 21% KN	131 18% KN
I neither agree nor disagree (0)	61 6%	37 8%	25 5%	12 9% I*	15 10% I	11 7% I	11 6% I	8 5% I	5 2% I	4 2% KN	21 8% JN	13 7% J	23 8% J	25 5% J	36 8% J	11 5% KN	25 6% KN	15 8% KN	10 5% KN	18 7% KN	43 6% KN
Net: Disagree	74 7%	39 8%	35 7%	26 18% EFGHI*	8 5% D	9 6% D	9 5% D	12 8% D	11 5% D	16 6% KN	20 7% KN	16 9% KN	22 8% KN	36 7% KN	38 8% KN	19 9% KN	28 7% KN	14 7% KN	13 7% KN	21 7% KN	54 7% KN
I tend to disagree (-1)	39 4%	24 5%	14 3%	12 9% EF*	3 2% D	3 2% D	6 4% D	5 3% D	9 4% D	12 5% KN	8 3% KN	10 5% KN	9 3% KN	20 4% KN	19 4% KN	11 5% KN	14 3% KN	5 3% KN	9 4% KN	12 4% KN	27 4% KN
I definitely disagree (-2)	36 4%	15 3%	20 4%	13 10% GI*	4 3% D	6 4% D	3 2% D	7 5% D	2 1% D	4 2% KN	12 4% KN	6 3% KN	14 5% KN	16 3% KN	20 4% KN	8 4% KN	14 4% KN	8 4% KN	5 2% KN	9 3% KN	27 4% KN
Don't know	6 1%	3 1%	4 1%	3 2% *	2 1% D	- - D	- - D	2 1% D	- - D	1 1% KN	4 1% KN	1 1% KN	- - KN	5 1% KN	1 * KN	1 * KN	3 1% KN	1 1% KN	1 1% KN	2 1% KN	4 1% KN
Not applicable to me	15 1%	9 2%	6 1%	4 3% *	5 3% D	1 1% D	1 * D	2 1% D	2 1% D	7 3% KN	3 1% KN	2 1% KN	3 1% KN	10 2% KN	5 1% KN	2 1% KN	6 1% KN	3 1% KN	4 2% KN	3 1% KN	12 2% KN
Mean score	1.42	1.36	1.47	0.97 *	1.38 D	1.44 D	1.5 D	1.43 D	1.63 DEFH	1.63 KLMNO	1.35	1.39	1.33	1.48 KMO	1.35	1.42	1.41	1.39	1.46	1.39	1.43
Standard Deviation	1.02	1.035	1.003	1.388 *	0.957 D	0.988 D	0.875 D	1.07 D	0.797 DEFH	0.871 KLMNO	1.052	1.056	1.063	0.979 KMO	1.059	1.069	1.016	1.046	0.95	1.016	1.022
Standard Error	0.033	0.047	0.045	0.12	0.078	0.08	0.065	0.088	0.054	0.056	0.064	0.078	0.063	0.043	0.049	0.073	0.052	0.076	0.068	0.062	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	846 84%	223 85%	574 84%	48 85% *	531 85%	315 84%	134 83%	305 88%	78 82% *	532 88% KL	287 81% L	26 57% *	204 80%	140 84%	338 88% M	156 84%	613 87% R	232 78%
I definitely agree (2)	656 65%	171 66%	446 65%	38 67% *	405 65%	250 67%	103 64%	229 66%	62 65% *	436 72% KL	207 59% L	12 27% *	143 56%	108 65%	271 70% M	128 69% M	487 69% R	168 56%
I tend to agree (1)	190 19%	52 20%	128 19%	10 18% *	125 20%	65 17%	31 19%	76 22%	16 17% *	96 16%	80 23% J	14 31% J*	61 24% P	32 19%	67 17%	28 15%	126 18%	64 21%
I neither agree nor disagree (0)	61 6%	15 6%	43 6%	2 4% *	42 7%	19 5%	11 7%	20 6%	7 7% *	32 5%	26 7%	3 7% *	19 8%	16 9% O	17 5%	7 4%	31 4%	30 10% Q
Net: Disagree	74 7%	18 7%	52 8%	4 8% *	46 7%	28 8%	16 10%	21 6%	7 7% *	35 6%	29 8%	11 23% JK*	24 10%	7 4%	26 7%	15 8%	46 7%	28 9%
I tend to disagree (-1)	39 4%	7 3%	28 4%	3 5% *	25 4%	13 3%	10 6%	14 4%	2 2% *	17 3%	16 4%	6 13% J*	15 6% N	1 1%	14 4%	9 5% N	25 4%	14 5%
I definitely disagree (-2)	36 4%	11 4%	23 3%	1 2% *	20 3%	15 4%	6 4%	7 2%	5 5% *	18 3%	13 4%	5 10% J*	9 4%	6 4%	12 3%	7 3%	21 3%	14 5%
Don't know	6 1%	2 1%	4 1%	- - *	5 1%	1 *	1 1%	2 1%	1 1% *	1 *	2 1%	3 7% JK*	3 1%	1 1%	1 *	1 1%	3 *	3 1%
Not applicable to me	15 1%	3 1%	10 1%	2 4% *	3 *	12 3% E	- -	- -	3 3% H*	3 1%	9 2% J	3 6% J*	3 1%	3 2%	3 1%	6 3%	10 1%	5 2%
Mean score	1.42	1.42	1.41	1.46 *	1.41	1.44	1.33	1.46	1.39 *	1.53 KL	1.32 L	0.58 *	1.27	1.44	1.5 M	1.47	1.5 R	1.23
Standard Deviation	1.02	1.023	1.023	0.987	1.012	1.035	1.096	0.921	1.087	0.94	1.051	1.382	1.078	0.969	0.974	1.035	0.962	1.127
Standard Error	0.033	0.064	0.04	0.133	0.041	0.054	0.086	0.05	0.113	0.038	0.057	0.218	0.068	0.076	0.05	0.077	0.037	0.066

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	846 84%	245 83%	594 86%	513 88% E	187 79%	127 81%	773 86% H	72 71% *	333 83%	513 85%
I definitely agree (2)	656 65%	191 65%	459 66%	411 70% EF	137 58%	89 57%	606 67% H	50 49% *	254 64%	401 67%
I tend to agree (1)	190 19%	53 18%	135 19%	102 17%	50 21%	38 24%	167 19%	23 23% *	78 20%	111 19%
I neither agree nor disagree (0)	61 6%	22 8%	36 5%	31 5%	23 10% D	7 4%	51 6%	11 10% *	25 6%	36 6%
Net: Disagree	74 7%	21 7%	52 8%	33 6%	22 9%	18 12% D	65 7%	9 9% *	32 8%	42 7%
I tend to disagree (-1)	39 4%	9 3%	29 4%	19 3%	9 4%	11 7%	34 4%	4 4% *	16 4%	22 4%
I definitely disagree (-2)	36 4%	12 4%	23 3%	14 2%	13 5%	7 5%	30 3%	5 5% *	15 4%	20 3%
Don't know	6 1%	2 1%	3 *	3 1%	1 *	1 1%	3 *	3 3% G*	3 1%	3 1%
Not applicable to me	15 1%	5 2%	8 1%	5 1%	4 2%	3 2%	9 1%	6 6% G*	7 2%	8 1%
Mean score	1.42	1.4	1.43	1.52 EF	1.25	1.25	1.45 H	1.16 *	1.38	1.44
Standard Deviation	1.02	1.041	1.006	0.922	1.134	1.139	1.002	1.151	1.048	1.001
Standard Error	0.033	0.061	0.039	0.038	0.074	0.092	0.034	0.12	0.053	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	846 84%	181 81%	526 87% D	320 80%	610 83%	428 81%	137 76%	236 88% FG
I definitely agree (2)	656 65%	131 59%	412 68% D	244 61%	463 63% G	314 59%	90 50%	193 72% EFG
I tend to agree (1)	190 19%	49 22%	114 19%	76 19%	147 20%	114 22%	47 26% H	43 16%
I neither agree nor disagree (0)	61 6%	17 8%	30 5%	32 8%	52 7%	46 9% H	19 11% H	9 4%
Net: Disagree	74 7%	20 9%	37 6%	37 9%	56 8%	45 8%	20 11%	19 7%
I tend to disagree (-1)	39 4%	7 3%	16 3%	22 6% C	28 4%	22 4%	7 4%	11 4%
I definitely disagree (-2)	36 4%	13 6%	21 3%	15 4%	28 4%	23 4%	13 7%	8 3%
Don't know	6 1%	2 1%	2 *	4 1%	5 1%	3 1%	2 1%	1 *
Not applicable to me	15 1%	3 2%	6 1%	8 2%	11 1%	8 1%	1 1%	4 1%
Mean score	1.42	1.28	1.48 D	1.32	1.38 G	1.3	1.1	1.52 FG
Standard Deviation	1.02	1.131	0.969	1.087	1.038	1.084	1.205	0.963
Standard Error	0.033	0.077	0.04	0.055	0.039	0.048	0.091	0.059

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. Summary table: Agreement with statements about food and cooking

Base: All respondents

	I'm not generally interested in food and cooking	I don't have time to spend preparing and cooking food	The price of food means I often don't buy the food I would like to	There's so much advice about food I tend to ignore it now	When it comes to preparing and cooking food, I tend to do what I learned when I was younger	When I shop I just tend to buy food for the same type of meals rather than thinking about anything new	I like to talk to people about things that interest or concern me about food and food issues	I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce	I know how to make scrambled eggs
Unweighted Base	1002	1002	1002	1002	1002	1002	1002	1002	1002
Base	1002	1002	1002	1002	1002	1002	1002	1002	1002
Net: Agree	196	217	464	379	561	412	480	637	846
	20%	22%	46%	38%	56%	41%	48%	64%	84%
I definitely agree (2)	67	55	145	79	120	85	117	441	656
	7%	6%	15%	8%	12%	8%	12%	44%	65%
I tend to agree (1)	129	162	319	300	440	327	363	197	190
	13%	16%	32%	30%	44%	33%	36%	20%	19%
I neither agree nor disagree (0)	164	195	193	312	215	219	297	88	61
	16%	19%	19%	31%	21%	22%	30%	9%	6%
Net: Disagree	629	564	327	285	202	351	192	234	74
	63%	56%	33%	28%	20%	35%	19%	23%	7%
I tend to disagree (-1)	303	302	216	219	141	260	138	125	39
	30%	30%	22%	22%	14%	26%	14%	12%	4%
I definitely disagree (-2)	326	262	110	66	61	91	54	110	36
	33%	26%	11%	7%	6%	9%	5%	11%	4%
Don't know	3	4	2	10	8	5	12	8	6
	*	*	*	1%	1%	*	1%	1%	1%
Not applicable to me	10	22	15	16	17	15	21	34	15
	1%	2%	2%	2%	2%	2%	2%	3%	1%
Mean score	-0.7	-0.57	0.18	0.11	0.43	0.06	0.36	0.76	1.42
Standard Deviation	1.241	1.206	1.247	1.057	1.075	1.146	1.045	1.43	1.02
Standard Error	0.039	0.039	0.04	0.034	0.034	0.037	0.034	0.046	0.033

Prepared by Kantar TNS

Weighted by: WEIGHT

Q11. Mean scores summary tables: Agreement with statements about food and cooking

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
I'm not generally interested in food and cooking	-0.7	-0.58	-0.81	-0.65	-0.69	-0.68	-0.72	-0.57	-0.82	-0.87	-0.66	-0.64	-0.63	-0.76	-0.63	-0.74	-0.7	-0.73	-0.63	-0.64	-0.72
I don't have time to spend preparing and cooking food	-0.57	C		*				I			JN		J	J	J						
The price of food means I often don't buy the food I would like to	0.18		0.37	EFGHI*	HI	HI	HI					JN		J	JN			PQ	PQ	U	
				0.63	0.53	0.29	0.35	-0.04	-0.45	-0.38	0.33	0.24	0.46	-0.01	0.38	0.15	-0.04	0.39	0.42	0.38	0.1
There's so much advice about food I tend to ignore it now	0.11		B	FHI*	HI	HI	HI	I				JN	JN	JN	J	JLN			Q	PQ	U
				0.07	0.11	0.18	0.15	0.13	0.04	0.07	0.06	0.11	0.19	0.06	0.16	0.02	0.16	0.17	0.05	0.15	0.09
When it comes to preparing and cooking food, I tend to do what I learned when I was younger	0.43			*																	
When I shop I just tend to buy food for the same type of meals rather than thinking about anything new	0.06		0.02	0.27	0.28	0.11	0.08	-0.05	-0.22	-0.1	0.03	0.22	0.12	-0.03	0.15	-0.08	0.01	0.25	0.11	0.21	*
				HI*	HI	I	I			JN	J	JN		PQ		U					
I like to talk to people about things that interest or concern me about food and food issues	0.36		0.48	0.56	0.71	0.54	0.39	0.07	0.03	0.41	0.34	0.49	0.25	0.37	0.35	0.27	0.25	0.47	0.56	0.63	0.26
I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce	0.76		0.99	0.46	0.91	0.88	0.74	0.69	0.84	0.93	0.75	0.8	0.62	0.83	0.69	0.82	0.73	0.68	0.86	0.85	0.73
I know how to make scrambled eggs	1.42	1.36	1.47	0.97	1.38	1.44	1.5	1.43	1.63	1.63	1.35	1.39	1.33	1.48	1.35	1.42	1.41	1.39	1.46	1.39	1.43
				*	D	D	D	D	DEFH	KLMNO					KMO						

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q11. Mean scores summary tables: Agreement with statements about food and cooking

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
I'm not generally interested in food and cooking	-0.7	-0.78	-0.68	-0.63	-0.72	-0.67	-0.7	-0.71	-0.79	-0.8	-0.67	0.51	-0.68	-0.57	-0.79	-0.66	-0.72	-0.65
				*					*			JK*						
I don't have time to spend preparing and cooking food	-0.57	-0.6	-0.55	-0.7	-0.57	-0.56	-0.45	-0.57	-0.74	-0.69	-0.42	*	-0.39	-0.62	-0.71	-0.46	-0.56	-0.6
				*					*		J	**	O			O		
The price of food means I often don't buy the food I would like to	0.18	0.2	0.17	0.19	0.17	0.18	0.14	0.19	0.17	0.24	0.08	-0.07	0.09	0.02	-0.04	0.91	0.27	-0.05
				*					*			*				MNO	R	
There's so much advice about food I tend to ignore it now	0.11	0.15	0.09	0.16	-0.03	0.34	-0.14	-0.06	0.29	0.08	0.13	0.41	0.16	0.18	0.06	0.09	0.05	0.26
				*		E			GH*			*						Q
When it comes to preparing and cooking food, I tend to do what I learned when I was younger	0.43	0.45	0.42	0.42	0.51	0.29	0.74	0.53	0.21	0.45	0.39	0.48	0.57	0.37	0.4	0.37	0.44	0.41
				*	F		HI	I	*			**						
When I shop I just tend to buy food for the same type of meals rather than thinking about anything new	0.06	0.05	0.05	0.13	0.07	0.04	0.11	0.11	-0.1	0.02	0.06	0.64	0.17	0.11	-0.03	0.03	0.03	0.12
				*					*			JK*	O					
I like to talk to people about things that interest or concern me about food and food issues	0.36	0.39	0.35	0.41	0.53	0.08	0.87	0.46	0.28	0.45	0.28	-0.24	0.35	0.32	0.38	0.41	0.49	0.04
				*	F		HI		*	KL	L	*					R	
I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce	0.76	0.9	0.72	0.63	0.89	0.55	1.02	0.85	0.8	0.95	0.58	-0.5	0.55	0.88	0.93	0.64	0.89	0.46
				*	F				*	K		**		M	MP		R	
I know how to make scrambled eggs	1.42	1.42	1.41	1.46	1.41	1.44	1.33	1.46	1.39	1.53	1.32	0.58	1.27	1.44	1.5	1.47	1.5	1.23
				*					*	KL	L	*			M		R	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. Mean scores summary tables: Agreement with statements about food and cooking

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
I'm not generally interested in food and cooking	-0.7	-0.6	-0.75	-0.83	-0.47	-0.54	-0.72	-0.54	-0.72	-0.69
					D	D		*		
I don't have time to spend preparing and cooking food	-0.57	-0.52	-0.59	-0.74	-0.48	-0.04	-0.58	-0.41	-0.38	-0.69
					D	DE		*	J	
The price of food means I often don't buy the food I would like to	0.18	0.27	0.12	0.02	0.35	0.51	0.16	0.28	0.39	0.03
					D	D		*	J	
There's so much advice about food I tend to ignore it now	0.11	0.19	0.07	*	0.33	0.16	0.08	0.39	0.01	0.17
					D			G*		I
When it comes to preparing and cooking food, I tend to do what I learned when I was younger	0.43	0.49	0.4	0.37	0.39	0.65	0.44	0.35	0.55	0.35
						DE		*	J	
When I shop I just tend to buy food for the same type of meals rather than thinking about anything new	0.06	0.04	0.07	-0.12	0.31	0.35	0.02	0.39	0.1	0.03
					D	D		G*		
I like to talk to people about things that interest or concern me about food and food issues	0.36	0.3	0.38	0.53	0.09	0.16	0.38	0.19	0.7	0.13
				EF				*	J	
I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce	0.76	0.81	0.75	0.99	0.55	0.18	0.8	0.43	0.99	0.62
				EF	F		H	*	J	
I know how to make scrambled eggs	1.42	1.4	1.43	1.52	1.25	1.25	1.45	1.16	1.38	1.44
				EF			H	*		

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q11. Mean scores summary tables: Agreement with statements about food and cooking

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
I'm not generally interested in food and cooking	-0.7	-0.79	-0.74	-0.64	-0.63	-0.57	-0.46	-0.9
I don't have time to spend preparing and cooking food	-0.57	-0.24	-0.57	-0.56	H	H	H	-1.04
The price of food means I often don't buy the food I would like to	0.18	0.63	0.15	0.21	H	EH	EFH	0.02
There's so much advice about food I tend to ignore it now	0.11	0.04	0.02	0.24	H	H	EH	-0.05
When it comes to preparing and cooking food, I tend to do what I learned when I was younger	0.43	0.49	0.48	0.35	H	H	H	0.39
When I shop I just tend to buy food for the same type of meals rather than thinking about anything new	0.06	0.21	0.04	0.09	H	H	H	-0.17
I like to talk to people about things that interest or concern me about food and food issues	0.36	0.62	0.46	0.21	0.4	0.39	0.45	0.26
I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce	0.76	0.84	0.88	0.59	0.74	0.68	0.56	0.84
I know how to make scrambled eggs	1.42	1.28	1.48	1.32	1.38	1.3	1.1	1.52

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Any	978	470	507	139	152	149	178	144	215	247	270	181	279	518	460	210	378	190	200	273	705
	98%	96%	99%	99%	96%	98%	98%	95%	99%	99%	98%	98%	96%	98%	97%	98%	96%	97%	100%	99%	97%
		B		*														Q			
Animal welfare	826	376	451	123	121	131	157	119	175	200	228	159	239	428	398	177	318	163	168	227	600
	82%	77%	88%	88%	76%	86%	86%	79%	80%	80%	83%	86%	82%	81%	84%	82%	81%	84%	84%	82%	83%
		B	E*			E															
Food poisoning such as Salmonella, E. coli and Campylobacter	763	362	402	109	116	121	131	116	170	185	210	146	222	395	368	153	296	152	163	218	546
	76%	74%	78%	78%	73%	80%	72%	77%	78%	74%	76%	79%	77%	75%	77%	71%	76%	78%	81%	79%	75%
			*															P			
Food prices	742	337	405	116	115	127	142	100	142	164	213	142	223	377	365	160	260	161	161	219	523
	74%	69%	79%	83%	72%	83%	78%	66%	65%	65%	77%	77%	77%	72%	77%	74%	66%	83%	81%	79%	72%
		B	HI*			EHI	HI				JN	J	J	J	J			PQ	Q	U	
Food not being what the label says it is	721	347	374	108	108	106	117	111	171	180	191	141	208	371	349	148	280	147	145	196	524
	72%	71%	73%	77%	68%	70%	65%	73%	78%	72%	69%	76%	72%	71%	73%	69%	71%	76%	73%	71%	72%
			G*						EG												
Impact of food production on the environment (e.g. carbon emissions, water scarcity)	671	314	357	105	111	111	120	93	130	164	197	129	181	361	310	146	239	136	149	195	476
	67%	64%	69%	75%	70%	73%	66%	62%	60%	65%	71%	70%	62%	69%	65%	68%	61%	70%	74%	71%	66%
			HI*	I		HI					M							Q	Q		
Genetically Modified (GM) foods	606	262	344	83	101	88	119	89	127	139	169	120	179	308	299	123	226	135	122	183	423
	61%	54%	67%	59%	64%	57%	65%	59%	58%	55%	61%	65%	61%	58%	63%	57%	58%	69%	61%	66%	58%
		B	*															PQ	U		
Net: Any food hygiene	714	325	389	110	126	114	125	95	145	166	202	140	207	367	347	137	272	152	154	220	494
	71%	67%	76%	78%	79%	75%	69%	63%	66%	66%	73%	75%	71%	70%	73%	64%	69%	78%	77%	80%	68%
		B	HI*	GHI	H													PQ	P	U	
Food safety when eating out	668	300	368	98	113	106	120	90	140	153	185	131	199	338	330	129	251	144	143	206	462
	67%	61%	72%	70%	71%	70%	66%	59%	64%	61%	67%	71%	68%	64%	69%	60%	64%	74%	72%	75%	64%
		B	*	H								J						PQ	P	U	
Food safety at home	469	228	241	93	93	80	66	52	84	109	136	97	127	245	223	83	163	113	110	166	303
	47%	47%	47%	66%	59%	53%	36%	35%	39%	44%	49%	52%	44%	47%	47%	39%	42%	58%	55%	60%	42%
			GHI*	GHI	GHI													PQ	PQ	U	
Allergens – things in food that can cause allergic reactions	507	229	278	90	84	79	89	62	102	112	134	104	157	246	261	99	184	110	114	162	344
	51%	47%	54%	64%	53%	52%	49%	41%	47%	45%	48%	56%	54%	47%	55%	46%	47%	56%	57%	59%	47%
		B	GHI*	H							JN	J			JN			Q	PQ	U	
Possibility of food supply shortages	465	213	252	90	82	77	79	55	83	100	126	93	147	226	239	87	177	99	102	157	308
	46%	44%	49%	64%	52%	50%	43%	37%	38%	40%	46%	50%	50%	43%	50%	40%	45%	51%	51%	57%	42%
			GHI*	HI	HI							J			JN			P	P	U	
Net: Healthy Eating	769	359	410	110	118	120	127	110	184	196	228	145	200	424	345	158	296	155	160	219	550
	77%	74%	80%	78%	75%	79%	70%	73%	84%	78%	83%	78%	69%	81%	72%	73%	75%	80%	80%	79%	76%
		B	*						EGH	M	MO	O		MO							
People having an unhealthy diet	670	316	354	95	97	106	113	93	166	178	197	127	169	375	295	136	256	142	135	189	481
	67%	65%	69%	68%	61%	70%	62%	62%	76%	71%	71%	68%	58%	71%	62%	63%	65%	73%	68%	68%	66%
			*						EGH	MO	MO	MO		MO				P			
Being encouraged to 'upsize' to bigger portions or add sides and extras when I'm out	534	251	284	72	85	75	92	74	137	135	153	99	148	288	247	105	212	107	110	159	376
	53%	51%	55%	51%	53%	49%	51%	49%	63%	54%	56%	53%	51%	55%	52%	49%	54%	55%	55%	57%	52%
			*						FGH												
Not concerned about any	24	18	7	1	6	3	4	7	3	3	5	4	12	9	16	5	14	5	-	4	20
	2%	4%	1%	1%	4%	2%	2%	5%	1%	1%	2%	2%	4%	2%	3%	2%	4%	3%	-	1%	3%
		C		*													S				

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Any	978 98%	256 98%	665 97%	56 98% *	614 98%	363 97%	158 98%	344 99%	92 97% *	593 98% L	343 97% L	41 89% *	251 99%	161 97%	378 98%	179 96%	697 99% R	281 94%
Animal welfare	826 82%	217 83%	563 82%	46 81% *	526 84%	300 80%	136 84%	295 85%	77 80% *	500 83% L	294 83% L	32 69% *	213 84%	138 83%	315 82%	152 82%	612 87% R	215 72%
Food poisoning such as Salmonella, E. coli and Campylobacter	763 76%	194 74%	521 76%	48 84% *	495 79% F	268 72%	129 80%	287 82% I	67 70% *	456 76%	276 78%	32 68% *	224 88% NOP	118 71%	275 71%	141 76%	558 79% R	206 69%
Food prices	742 74%	205 78%	493 72%	44 77% *	463 74%	279 74%	118 73%	260 75%	69 73% *	454 75% L	260 74%	27 59% *	191 75%	115 69%	268 69%	165 88% MNO	541 77% R	201 67%
Food not being what the label says it is	721 72%	180 69%	497 73%	44 77% *	456 73%	265 71%	120 74%	252 72%	71 74% *	437 73%	253 72%	31 66% *	206 81% NOP	118 71%	264 69%	126 68%	544 77% R	177 59%
Impact of food production on the environment (e.g. carbon emissions, water scarcity)	671 67%	172 66%	461 67%	38 66% *	451 72% F	220 59%	128 79% I	245 70%	61 64% *	408 68% L	240 68% L	23 49% *	167 66%	113 68%	254 66%	130 70%	499 71% R	172 58%
Genetically Modified (GM) foods	606 61%	146 56%	419 61%	41 72% B*	424 68% F	182 49%	110 68%	239 69%	62 65% *	377 63%	203 57%	26 56% *	160 63%	98 59%	222 57%	120 65%	461 66% R	146 49%
Net: Any food hygiene	714 71%	185 71%	488 71%	41 72% *	465 74% F	250 67%	124 76%	259 75%	67 71% *	438 73%	247 70%	29 63% *	209 82% NOP	116 70%	258 67%	126 68%	533 76% R	181 61%
Food safety when eating out	668 67%	173 66%	454 66%	41 72% *	444 71% F	224 60%	116 72%	250 72%	64 67% *	414 69%	228 65%	26 56% *	199 78% NOP	106 64%	235 61%	123 66%	500 71% R	168 56%
Food safety at home	469 47%	119 45%	331 48%	19 34% *	308 49%	161 43%	87 53%	174 50%	42 44% *	271 45%	177 50%	20 43% *	145 57% NOP	77 46%	163 42%	82 44%	347 49% R	122 41%
Allergens – things in food that can cause allergic reactions	507 51%	126 48%	350 51%	31 54% *	348 56% F	158 42%	94 58%	196 56%	47 49% *	315 52%	171 49%	20 44% *	147 58% NO	77 46%	182 47%	96 51%	399 57% R	107 36%
Possibility of food supply shortages	465 46%	120 46%	320 47%	25 44% *	329 52% F	136 36%	84 52%	187 54%	46 48% *	283 47%	164 47%	18 39% *	127 50%	70 42%	171 44%	92 50%	355 50% R	111 37%
Net: Healthy Eating	769 77%	196 75%	527 77%	45 79% *	491 78%	278 74%	124 76%	280 80%	74 78% *	467 77% L	277 78% L	25 54% *	183 72%	123 74%	311 81% M	144 78%	593 84% R	176 59%
People having an unhealthy diet	670 67%	167 64%	460 67%	43 75% *	431 69%	239 64%	103 64%	249 72%	65 68% *	405 67% L	242 68% L	23 50% *	154 61%	102 61%	283 73% MN	123 66%	523 74% R	147 49%
Being encouraged to 'upsize' to bigger portions or add sides and extras when I'm out	534 53%	127 49%	380 56%	27 48% *	358 57% F	176 47%	92 57%	207 59%	51 53% *	324 54%	189 53%	21 46% *	136 54%	86 52%	206 53%	102 55%	408 58% R	126 42%
Not concerned about any	24 2%	5 2%	18 3%	1 2% *	13 2%	12 3%	4 2%	4 1%	3 3% *	9 2%	10 3%	5 11% JK*	3 1%	5 3%	8 2%	7 4%	6 1%	18 6% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
	B	C	D	E	F	G	H	I	J	
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Any	978 98%	289 98%	675 98%	579 99%	226 96%	152 98%	887 98%	91 90%	395 99%	583 97%
Animal welfare	826 82%	251 85%	564 82%	498 85%	181 76%	127 82%	763 85%	63 63%	353 88%	473 79%
Food poisoning such as Salmonella, E. coli and Campylobacter	763 76%	228 77%	524 76%	459 78%	168 71%	118 76%	701 78%	63 62%	326 82%	437 73%
Food prices	742 74%	219 74%	513 74%	423 72%	175 74%	128 82%	676 75%	66 65%	316 79%	426 71%
Food not being what the label says it is	721 72%	210 71%	499 72%	432 74%	161 68%	109 70%	657 73%	64 63%	299 75%	422 70%
Impact of food production on the environment (e.g. carbon emissions, water scarcity)	671 67%	207 70%	453 65%	411 70%	153 65%	92 59%	624 69%	47 47%	313 78%	358 59%
Genetically Modified (GM) foods	606 61%	172 58%	424 61%	379 65%	122 52%	90 58%	556 62%	51 50%	272 68%	334 56%
Net: Any food hygiene	714 71%	220 74%	483 70%	425 73%	163 69%	111 72%	654 73%	60 59%	313 78%	401 67%
Food safety when eating out	668 67%	205 69%	451 65%	400 68%	147 62%	106 68%	615 68%	52 51%	293 73%	375 62%
Food safety at home	469 47%	140 47%	320 46%	277 47%	106 45%	78 50%	430 48%	38 38%	228 57%	240 40%
Allergens – things in food that can cause allergic reactions	507 51%	160 54%	337 49%	301 51%	116 49%	80 52%	463 51%	44 43%	254 63%	253 42%
Possibility of food supply shortages	465 46%	147 50%	307 44%	285 49%	110 46%	64 41%	421 47%	45 44%	233 58%	232 39%
Net: Healthy Eating	769 77%	233 79%	523 76%	480 82%	161 68%	112 72%	720 80%	48 48%	325 81%	444 74%
People having an unhealthy diet	670 67%	196 66%	463 67%	424 72%	138 58%	95 61%	639 71%	31 31%	285 71%	385 64%
Being encouraged to 'upsize' to bigger portions or add sides and extras when I'm out	534 53%	160 54%	365 53%	327 56%	119 50%	75 48%	506 56%	29 28%	234 58%	301 50%
Not concerned about any	24 2%	6 2%	17 2%	7 1%	11 4%	3 2%	14 2%	11 10%	5 1%	19 3%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B		C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Any	978 98%	219 98%	597 99% D	380 95%	717 98%	518 98%	174 97%	261 97%
Animal welfare	826 82%	196 88%	520 87% D	306 76%	605 83%	439 83%	140 78%	221 82%
Food poisoning such as Salmonella, E. coli and Campylobacter	763 76%	180 81%	470 78%	294 73%	567 77%	414 78%	141 79%	196 73%
Food prices	742 74%	180 80%	459 76%	283 71%	547 75%	390 74%	137 77%	195 73%
Food not being what the label says it is	721 72%	158 71%	455 76% D	266 66%	529 72%	380 72%	131 73%	192 71%
Impact of food production on the environment (e.g. carbon emissions, water scarcity)	671 67%	162 72%	447 74% D	224 56%	480 65%	340 64%	116 65%	191 71%
Genetically Modified (GM) foods	606 61%	146 65%	404 67% D	203 51%	443 60%	321 61%	117 65%	164 61%
Net: Any food hygiene	714 71%	180 81%	447 74% D	267 67%	537 73% H	394 74% H	140 78% H	178 66%
Food safety when eating out	668 67%	166 74%	420 70% D	248 62%	501 68%	363 69%	132 73% H	167 62%
Food safety at home	469 47%	132 59%	307 51% D	162 40%	363 49% H	284 54% H	109 61% EH	106 39%
Allergens – things in food that can cause allergic reactions	507 51%	133 59%	341 57% D	166 41%	386 53% H	284 54% H	110 61% H	120 45%
Possibility of food supply shortages	465 46%	130 58%	298 50% D	167 42%	353 48%	264 50% H	103 57% EH	112 42%
Net: Healthy Eating	769 77%	175 78%	515 86% D	254 63%	557 76%	394 74%	135 75%	212 79%
People having an unhealthy diet	670 67%	149 67%	455 76% D	215 54%	483 66%	340 64%	111 62%	187 70%
Being encouraged to 'upsize' to bigger portions or add sides and extras when I'm out	534 53%	114 51%	386 64% D	149 37%	388 53%	278 52%	101 56%	147 55%
Not concerned about any	24 2%	4 2%	4 1%	20 5% C	17 2%	12 2%	5 3%	8 3%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q14. Which one of the following are you most concerned about?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
My family or myself becoming ill through eating unsafe food	254 25%	130 27%	123 24%	42 30% *	41 26%	37 24%	39 21%	45 30%	50 23%	65 26%	65 23%	40 22%	84 29%	130 25%	124 26%	46 21%	104 27%	47 24%	57 29%	74 27%	180 25%
Eating food that isn't what it says it is without knowing	166 17%	85 17%	81 16%	19 13% *	33 21%	19 13%	29 16%	33 22% F	34 15%	38 15%	48 17%	30 16%	49 17%	86 16%	80 17%	40 19%	64 16%	32 16%	30 15%	46 17%	120 17%
Making sure I / myself and my family eat a healthy, balanced diet	386 39%	189 39%	196 38%	44 31% *	52 33%	69 45% DEH	69 38%	47 31%	106 48% DEGH	116 46% MO	107 39% M	89 48% MO	73 25%	224 42% MO	162 34% M	78 36%	147 37%	81 42%	80 40%	112 40%	274 38%
Not being able to afford a healthy, balanced diet	186 19%	80 16%	106 21%	35 25% I* *	33 21% I	27 18%	43 24% HI	22 14%	27 12%	26 11%	53 19% JN	24 13%	83 28% JKLNO	79 15% J	107 22% JLN	51 24%	68 17%	34 17%	33 16%	45 16%	141 19%
Other	7 1%	3 1%	4 1%	1 1% *	1 1%	- -	1 *	3 2%	1 *	4 1%	2 1%	1 1%	- -	6 1%	1 *	- -	5 1%	1 1%	- -	- -	7 1%
None	4 *	1 *	3 1%	- *	- -	- -	1 1%	2 1%	1 *	1 *	1 *	1 1%	1 *	2 *	2 *	- -	4 1%	- -	- -	- -	4 1%

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q14. Which one of the following are you most concerned about?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
My family or myself becoming ill through eating unsafe food	254 25%	70 27%	175 26%	9 16% *	171 27%	82 22%	50 31%	98 28%	22 23% *	151 25%	88 25%	15 32% *	254 100% NOP	- -	- -	- -	159 23%	94 32% Q
Eating food that isn't what it says it is without knowing	166 17%	43 16%	109 16%	15 26% *	109 17%	57 15%	27 17%	57 16%	19 20% *	103 17%	56 16%	8 16% *	- -	166 100% MOP	- -	- -	111 16%	55 18%
Making sure I / myself and my family eat a healthy, balanced diet	386 39%	101 39%	261 38%	23 41% *	238 38%	147 39%	63 39%	135 39%	33 34% *	237 39%	136 38%	14 29% *	- -	- -	386 100% MNP	- -	292 41% R	94 31%
Not being able to afford a healthy, balanced diet	186 19%	44 17%	133 19%	9 16% *	105 17%	81 22%	21 13%	58 17%	20 21% *	107 18%	70 20%	10 21% *	- -	- -	- -	186 100% MNO	135 19%	51 17%
Other	7 1%	3 1%	3 *	1 2% *	3 *	4 1%	1 1%	1 *	1 1% *	4 1%	2 1%	1 2% *	- -	- -	- -	- -	3 *	4 1%
None	4 *	1 *	3 *	- - *	1 *	3 1%	- -	- -	1 1% *	2 *	2 1%	- - *	- -	- -	- -	- -	3 *	1 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q14. Which one of the following are you most concerned about?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
My family or myself becoming ill through eating unsafe food	254 25%	77 26%	175 25%	126 22%	68 29%	53 34% D	223 25%	31 30% *	111 28%	143 24%
Eating food that isn't what it says it is without knowing	166 17%	53 18%	110 16%	96 16%	43 18%	24 16%	146 16%	20 20% *	69 17%	97 16%
Making sure I / myself and my family eat a healthy, balanced diet	386 39%	110 37%	271 39%	274 47% EF	68 29%	35 22%	360 40% H	26 26% *	139 35%	247 41%
Not being able to afford a healthy, balanced diet	186 19%	55 19%	127 18%	83 14%	56 24% D	42 27% D	163 18%	23 23% *	80 20%	106 18%
Other	7 1%	- -	7 1%	4 1%	- -	2 1%	7 1%	- - *	- -	7 1%
None	4 *	- -	3 *	1 *	3 1%	- -	3 *	1 1% *	- -	4 1%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q14. Which one of the following are you most concerned about?**Base: All respondents**

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
My family or myself becoming ill through eating unsafe food	254 25%	51 23%	135 22%	119 30%	201 27%	152 29%	61 34%	53 20%
Eating food that isn't what it says it is without knowing	166 17%	32 14%	98 16%	68 17%	115 16%	80 15%	28 16%	51 19%
Making sure I / myself and my family eat a healthy, balanced diet	386 39%	81 36%	258 43%	128 32%	276 38%	197 37%	61 34%	110 41%
Not being able to afford a healthy, balanced diet	186 19%	59 26%	106 18%	80 20%	136 19%	97 18%	28 16%	50 19%
Other	7 1%	1 1%	2 *	4 1%	5 1%	3 1%	1 1%	2 1%
None	4 *	- -	3 *	1 *	1 *	1 *	- -	3 1%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Price of food

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
It will improve	100 10%	52 11%	48 9%	17 12% *	25 16% I	12 8%	18 10%	14 9%	13 6%	26 10%	22 8%	25 13%	28 9%	48 9%	52 11%	23 11%	33 8%	22 11%	22 11%	38 14% U	62 9%
There will be no change	216 22%	111 23%	106 21%	23 16% *	38 24%	34 22%	37 20%	32 21%	53 24%	49 20%	63 23%	38 21%	66 23%	112 21%	104 22%	41 19%	93 24%	48 25%	34 17%	67 24%	150 21%
It will get worse	621 62%	297 61%	323 63%	91 65% *	86 55%	89 59%	113 63%	96 63%	144 66% E	164 66% L	175 63%	103 56%	178 61%	339 64%	281 59%	135 63%	242 62%	113 58%	131 65%	155 56%	466 64% T
Don't know	65 6%	28 6%	37 7%	9 6% *	8 5%	17 11% I	14 7%	9 6%	9 4%	11 5%	15 5%	19 10% JN	19 7%	26 5%	39 8%	16 8%	24 6%	11 5%	14 7%	17 6%	48 7%

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT



FIELDWORK : 18/06/2018 - 05/07/2018

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Price of food

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
It will improve	100 10%	30 11%	68 10%	2 3% *	80 13% F	20 5%	35 21% HI	33 10%	9 9% *	67 11%	28 8%	5 11% *	31 12%	22 13%	33 9%	14 8%	71 10%	30 10%
There will be no change	216 22%	60 23%	139 20%	17 31% *	143 23%	74 20%	40 25%	75 22%	22 23% *	131 22%	78 22%	7 15% *	59 23%	34 21%	80 21%	42 22%	142 20%	74 25%
It will get worse	621 62%	154 59%	432 63%	34 59% *	371 59%	249 66% E	81 50%	224 64% G	57 60% *	367 61%	228 64%	26 57% *	153 60%	102 61%	244 63%	115 62%	458 65% R	163 55% Q
Don't know	65 6%	17 7%	44 6%	4 7% *	33 5%	32 8%	7 4%	16 5%	8 8% *	37 6%	19 5%	8 18% JK*	10 4%	9 5%	29 7%	15 8%	33 5%	32 11% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Price of food

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
It will improve	100 10%	38 13%	61 9%	65 11%	22 9%	9 6%	83 9%	17 16% G*	58 14% J	42 7%
There will be no change	216 22%	64 22%	149 21%	133 23%	48 20%	32 21%	193 21%	23 23% *	88 22%	129 21%
It will get worse	621 62%	176 60%	440 64%	353 60%	145 61%	110 71% D	575 64% H	46 45% *	236 59%	385 64%
Don't know	65 6%	18 6%	43 6%	35 6%	22 9% F	5 3%	49 5%	15 15% G*	19 5%	46 8%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Price of food

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
It will improve	100 10%	28 12%	59 10%	41 10%	73 10%	61 11%	28 16%	27 10%
There will be no change	216 22%	42 19%	121 20%	95 24%	166 23%	126 24%	51 29% H	51 19%
It will get worse	621 62%	134 60%	395 66% D	226 56% G	454 62% G	311 59%	93 52%	167 62% G
Don't know	65 6%	20 9%	27 4%	38 10% C	40 6%	31 6%	7 4%	24 9%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food safety

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
It will improve	182 18%	92 19%	89 17%	22 16% *	33 21%	28 18%	34 19%	24 16%	41 19%	38 15%	45 16%	35 19%	63 22%	83 16%	98 21%	37 17%	74 19%	30 16%	41 20%	52 19%	129 18%
There will be no change	528 53%	253 52%	275 54%	71 50% *	79 50%	81 53%	100 55%	84 55%	114 52%	128 51%	147 53%	98 53%	154 53%	276 52%	253 53%	114 53%	202 52%	110 57%	102 51%	155 56%	373 51%
It will get worse	216 22%	121 25% C	95 18%	37 26% *	31 20%	23 15%	36 20%	33 22%	56 26% F	74 30% KLMNO	56 20%	37 20%	49 17%	130 25% KMO	86 18%	45 21%	86 22%	43 22%	42 21%	46 17%	170 23% T
Don't know	76 8%	21 4%	55 11% B	10 7% *	15 10% I	21 14% GI	12 6%	11 7%	7 3%	9 4%	27 10% JN	15 8%	24 8%	37 7% J	39 8% J	19 9%	30 8%	11 6%	15 8%	23 8%	53 7%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food safety

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
It will improve	182 18%	62 24% C	109 16%	10 18% *	136 22% F	46 12%	46 28% H	68 20%	17 18% *	115 19%	58 16%	8 18% *	52 20%	35 21%	62 16%	33 17%	140 20% R	42 14%
There will be no change	528 53%	142 54%	356 52%	30 53% *	317 51%	211 56%	74 46%	188 54%	42 44% *	333 55% L	178 50%	17 37% *	140 55%	85 51%	213 55%	87 47%	358 51%	170 57%
It will get worse	216 22%	41 16%	164 24% B	11 19% *	129 21%	87 23%	34 21%	69 20%	24 25% *	116 19%	87 25%	13 29% *	47 19%	36 22%	78 20%	49 26%	159 23%	58 19%
Don't know	76 8%	16 6%	54 8%	6 10% *	46 7%	30 8%	8 5%	23 6%	12 12% *	38 6%	30 8%	8 17% J*	15 6%	10 6%	33 8%	18 9%	47 7%	29 10%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food safety

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
It will improve	182 18%	65 22%	115 17%	116 20%	39 16%	22 14%	165 18%	17 17% *	87 22% J	95 16%
There will be no change	528 53%	144 49%	378 55%	295 50%	128 54%	89 57%	479 53%	50 49% *	190 48%	338 56% I
It will get worse	216 22%	61 21%	151 22%	131 22%	49 21%	36 23%	197 22%	19 19% *	97 24%	120 20%
Don't know	76 8%	25 8%	47 7%	43 7%	21 9%	8 5%	60 7%	16 15% G*	26 7%	50 8%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food safety

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
It will improve	182 18%	43 19%	114 19%	67 17%	136 19%	111 21%	52 29% EH	46 17%
There will be no change	528 53%	116 52%	310 52%	218 55%	395 54% G	275 52%	77 43%	133 50%
It will get worse	216 22%	33 15%	143 24%	73 18%	151 21%	111 21%	44 25%	65 24%
Don't know	76 8%	31 14%	34 6%	42 10% C	51 7%	33 6%	7 4%	25 9% G

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food availability

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
It will improve	104 10%	60 12%	44 9%	22 16% I*	23 14% I	13 8%	19 11%	12 8%	15 7%	22 9%	25 9%	26 14%	31 11%	47 9%	57 12%	26 12%	33 8%	18 9%	27 13%	40 15% U	64 9%
There will be no change	446 45%	218 45%	228 44%	41 29% *	70 44% D	59 39%	97 53% DF	71 47% D	108 49% D	111 44%	127 46%	85 46%	123 42%	238 45%	208 44%	86 40%	184 47%	93 48%	83 41%	125 45%	321 44%
It will get worse	377 38%	192 39%	185 36%	69 49% EG*	53 34%	58 38%	54 30%	56 37%	87 40% G	105 42% L	106 39%	57 31%	108 37%	212 40% L	165 35%	86 40%	145 37%	70 36%	75 37%	92 33%	284 39%
Don't know	75 8%	19 4%	57 11% B	9 6% *	12 8%	23 15% GI	11 6%	13 8%	8 4%	12 5%	17 6%	17 9%	29 10% JN	29 6%	46 10% JN	17 8%	30 8%	13 7%	16 8%	19 7%	56 8%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food availability

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
It will improve	104 10%	29 11%	72 11%	3 5% *	77 12% F	27 7%	33 20% H	28 8%	11 12% *	69 11%	29 8%	6 13% *	28 11%	24 14% O	31 8%	21 11%	74 11%	30 10%
There will be no change	446 45%	124 48%	286 42%	35 62% C*	272 43%	174 46%	65 40%	157 45%	41 43% *	276 46%	155 44%	16 34% *	122 48% P	79 47% P	181 47% P	60 32%	308 44%	138 46%
It will get worse	377 38%	87 33%	274 40%	16 28% *	235 38%	141 38%	57 35%	141 40%	33 34% *	216 36%	146 41%	14 31% *	84 33%	54 32%	146 38%	88 47% MN	276 39%	100 34%
Don't know	75 8%	21 8%	51 8%	3 5% *	42 7%	33 9%	8 5%	22 6%	10 11% *	42 7%	23 7%	10 22% JK*	19 7%	10 6%	28 7%	17 9%	45 6%	30 10%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food availability

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
It will improve	104 10%	34 11%	69 10%	70 12%	17 7%	15 10%	91 10%	13 13% *	62 15% J	42 7%
There will be no change	446 45%	125 42%	315 46%	262 45%	104 44%	71 46%	411 46%	35 35% *	151 38%	295 49% I
It will get worse	377 38%	111 38%	261 38%	214 37%	97 41%	60 39%	341 38%	35 35% *	165 41%	211 35%
Don't know	75 8%	26 9%	47 7%	40 7%	19 8%	9 6%	58 6%	17 17% G*	22 5%	54 9%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food availability

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
It will improve	104 10%	24 11%	61 10%	43 11%	80 11%	69 13%	31 17% EH	24 9%
There will be no change	446 45%	83 37%	258 43%	188 47%	329 45%	238 45%	80 45%	117 44%
It will get worse	377 38%	88 39%	251 42% D	126 31%	277 38%	189 36%	63 35%	100 37%
Don't know	75 8%	29 13%	31 5%	45 11% C	48 7%	34 6%	5 3%	27 10% G

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food being sustainable / environmentally friendly

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
It will improve	150 15%	77 16%	73 14%	19 14% *	28 18%	22 15%	25 14%	21 14%	34 16%	29 12%	35 13%	37 20% JN	49 17%	64 12%	86 18% JN	26 12%	56 14%	39 20% P	29 14%	45 16%	105 14%
There will be no change	494 49%	241 49%	252 49%	58 41% *	74 47%	71 47%	94 52%	75 49%	122 56% D	127 51%	134 49%	90 49%	142 49%	262 50%	232 49%	104 49%	201 51%	90 46%	98 49%	138 50%	355 49%
It will get worse	265 26%	142 29%	123 24%	55 39% EFGI*	37 23%	37 24%	41 22%	41 27%	54 25%	80 32% O	72 26%	43 23%	70 24%	152 29%	113 24%	60 28%	104 27%	53 27%	48 24%	59 21%	206 28% T
Don't know	93 9%	27 6%	65 13% B	8 6% *	19 12% I	22 14% DI	21 12% I	14 9%	9 4%	14 5%	34 12% JN	16 9%	29 10%	48 9% J	45 10%	24 11%	32 8%	12 6%	25 12%	34 12%	59 8%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS.

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Tb T152

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food being sustainable / environmentally friendly

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
It will improve	150 15%	45 17%	94 14%	11 19% *	111 18% F	39 10%	40 25% HI	58 17%	11 12% *	97 16%	48 14%	5 11% *	40 16%	31 18%	56 15%	24 13%	109 16%	41 14%
There will be no change	494 49%	140 54%	323 47%	31 54% *	307 49%	187 50%	64 40%	188 54% G	43 45% *	300 50%	172 49%	21 46% *	136 54%	77 47%	186 48%	91 49%	340 48%	153 51%
It will get worse	265 26%	54 21%	199 29% B	12 21% *	162 26%	103 27%	49 30%	81 23%	27 29% *	149 25%	105 30%	11 23% *	60 24%	43 26%	103 27%	52 28%	201 29% R	64 21%
Don't know	93 9%	22 8%	67 10%	4 7% *	46 7%	47 12% E	9 5%	21 6%	14 14% GH*	56 9%	28 8%	9 20% JK*	18 7%	15 9%	40 10%	19 10%	52 7%	41 14% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Tb T153

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food being sustainable / environmentally friendly

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
It will improve	150 15%	52 18%	97 14%	98 17%	27 11%	22 14%	138 15%	13 13% *	75 19% J	75 13%
There will be no change	494 49%	138 47%	351 51%	281 48%	124 52%	79 51%	448 50%	46 45% *	180 45%	314 52% I
It will get worse	265 26%	79 27%	182 26%	159 27%	62 26%	40 26%	240 27%	25 25% *	118 30%	147 24%
Don't know	93 9%	26 9%	63 9%	47 8%	24 10%	15 10%	75 8%	18 17% G*	27 7%	66 11% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

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Tb T154

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food being sustainable / environmentally friendly

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
It will improve	150 15%	34 15%	100 17%	50 13%	107 15%	87 16%	42 23% E	43 16%
There will be no change	494 49%	94 42%	284 47%	210 52%	374 51%	272 51%	82 46%	119 44%
It will get worse	265 26%	63 28%	175 29% D	90 22%	193 26%	134 25%	47 26%	72 27%
Don't know	93 9%	33 15%	43 7%	50 12% C	59 8%	37 7%	8 5%	34 13% EFG

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food fraud (food being what it says it is on the label)

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
It will improve	141 14%	71 15%	70 14%	21 15% *	18 12%	20 13%	30 17%	23 16%	29 13%	29 11%	33 12%	32 17%	47 16%	62 12%	79 17% N	29 13%	57 14%	31 16%	25 13%	47 17%	94 13%
There will be no change	453 45%	215 44%	238 46%	73 52% *	81 51%	66 43%	79 43%	63 42%	91 42%	113 45%	131 48%	79 42%	130 45%	244 46%	209 44%	93 43%	171 44%	97 50%	91 46%	133 48%	320 44%
It will get worse	292 29%	166 34% C	126 25%	37 26% *	41 26%	37 25%	54 30%	48 32%	75 35% F	85 34% M	79 29%	54 29%	73 25%	165 31%	128 27%	66 31%	115 29%	49 25%	62 31%	68 25%	224 31%
Don't know	116 12%	36 7%	80 16% B	10 7% *	18 11%	29 19% DGI	18 10%	17 11%	24 11%	24 9%	32 12%	20 11%	40 14%	56 11%	60 13%	27 13%	49 13%	18 9%	21 11%	29 10%	87 12%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food fraud (food being what it says it is on the label)

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
It will improve	141 14%	48 18% C	84 12%	9 16% *	104 17% F	37 10%	37 23% I	53 15%	11 12% *	94 16%	42 12%	5 11% *	44 17%	27 16%	44 11%	26 14%	104 15%	37 12%
There will be no change	453 45%	120 46%	307 45%	26 46% *	271 43%	181 48%	60 37%	160 46%	40 42% *	273 45%	159 45%	21 45% *	121 48%	67 40%	186 48%	75 40%	306 43%	147 49%
It will get worse	292 29%	64 25%	212 31%	16 27% *	189 30%	103 28%	48 30%	102 29%	33 35% *	168 28%	113 32%	12 26% *	65 26%	53 32%	110 29%	60 32%	225 32% R	67 22%
Don't know	116 12%	29 11%	81 12%	6 10% *	63 10%	53 14%	17 10%	32 9%	11 11% *	68 11%	40 11%	9 18% *	23 9%	19 12%	46 12%	26 14%	68 10%	48 16% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T157

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food fraud (food being what it says it is on the label)

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
It will improve	141 14%	45 15%	95 14%	91 16%	24 10%	22 14%	127 14%	14 13% *	66 17%	75 12%
There will be no change	453 45%	117 40%	328 47% B	258 44%	113 48%	73 47%	407 45%	45 45% *	173 43%	280 46%
It will get worse	292 29%	93 31%	196 28%	172 29%	67 28%	50 32%	267 30%	25 24% *	126 32%	166 28%
Don't know	116 12%	40 14%	73 11%	65 11%	33 14% F	10 7%	99 11%	17 17% *	34 9%	82 14% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

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Tb T158

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food fraud (food being what it says it is on the label)

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
It will improve	141 14%	28 12%	97 16% D	44 11%	97 13%	75 14%	33 19%	44 16%
There will be no change	453 45%	114 51%	252 42%	201 50% C	351 48% H	261 49% H	85 47%	102 38%
It will get worse	292 29%	42 19%	194 32% D	98 24%	215 29%	151 28%	55 31%	77 29%
Don't know	116 12%	40 18%	58 10%	58 14% C	70 10% G	43 8%	7 4%	46 17% EFG

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q159 Summary. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Summary Table

Base: All respondents

	Price of food	Food safety	Food availability	Food being sustainable / environmentally friendly	Food fraud (food being what it says it is on the label)
Unweighted Base	1002	1002	1002	1002	1002
Base	1002	1002	1002	1002	1002
It will improve	100 10%	182 18%	104 10%	150 15%	141 14%
There will be no change	216 22%	528 53%	446 45%	494 49%	453 45%
It will get worse	621 62%	216 22%	377 38%	265 26%	292 29%
Don't know	65 6%	76 8%	75 8%	93 9%	116 12%

Weighted by: WEIGHT

Prepared by Kantar TNS

Q15. Do you have clear information on - Eating a healthy balanced diet

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Yes	872 87%	410 84%	462 90% B	116 83% *	128 81%	135 88%	166 91% E	129 85%	198 91% E	228 91% MO	239 87%	170 92% MO	235 81%	467 89% M	405 85% M	187 87%	342 87%	169 87%	174 87%	238 86%	634 87%
No	130 13%	78 16% C	52 10%	24 17% *	30 19% GI	18 12%	16 9%	22 15%	20 9%	22 9%	36 13%	16 8%	55 19% JLNO	59 11%	71 15% JL	28 13%	50 13%	26 13%	26 13%	38 14%	91 13%

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q15. Do you have clear information on - Eating a healthy balanced diet

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Yes	872 87%	227 87%	598 87%	47 83% *	559 89% F	313 83%	150 93% I	313 90%	80 84% *	542 90% L	303 86% L	27 59% *	217 86%	145 87% P	355 92% MP	146 78%	629 89% R	243 81% Q
No	130 13%	34 13%	86 13%	10 17% *	67 11%	62 17% E	12 7%	35 10%	15 16% G*	60 10%	51 14%	19 41% JK*	36 14% O	21 13%	31 8%	41 22% NO	74 11%	55 19% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q15. Do you have clear information on - Eating a healthy balanced diet

Base: All respondents

	Total	Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Yes	872 87%	256 87%	606 88%	544 93% EF	198 83% F	111 71%	802 89% H	71 70% *	349 87%	523 87%
No	130 13%	40 13%	86 12%	41 7%	39 17% D	44 29% DE	99 11%	31 30% G*	51 13%	79 13%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q15. Do you have clear information on - Eating a healthy balanced diet

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Yes	872 87%	194 87%	550 91% D	323 81%	635 87%	446 84%	148 82%	237 88%
No	130 13%	30 13%	52 9%	78 19% C	98 13%	83 16%	32 18%	31 12%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q15. Do you have clear information on - How to prepare and cook food safely and hygienically

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Yes	914 91%	433 89%	481 94%	118 84% *	139 88%	141 92%	173 95%	141 93%	203 93%	229 91%	253 92%	175 94%	257 88%	482 92%	432 91%	197 92%	358 91%	179 92%	180 90%	255 92%	659 91%
No	88 9%	55 11%	33 6%	22 16% GHI*	20 12%	12 8%	8 5%	10 7%	15 7%	22 9%	22 8%	10 6%	34 12%	44 8%	44 9%	18 8%	34 9%	16 8%	20 10%	22 8%	66 9%

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q15. Do you have clear information on - How to prepare and cook food safely and hygienically

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Yes	914 91%	240 92%	619 91%	55 96% *	580 93%	334 89%	153 94% I	330 95% I	80 84% *	571 95% KL	316 89% L	27 59% *	228 90%	156 94% P	362 94% P	159 85%	654 93% R	260 87% Q
No	88 9%	21 8%	65 9%	2 4% *	47 7%	41 11%	10 6%	18 5%	16 16% GH*	32 5%	37 11% J	19 41% JK*	26 10%	10 6%	24 6%	27 15% NO	49 7%	39 13% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q15. Do you have clear information on - How to prepare and cook food safely and hygienically

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Yes	914 91%	277 94%	624 90%	557 95% EF	212 89% F	125 80%	835 93% H	79 78% *	363 91%	551 92%
No	88 9%	18 6%	69 10%	29 5%	25 11% D	31 20% DE	65 7%	23 22% G*	37 9%	51 8%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q15. Do you have clear information on - How to prepare and cook food safely and hygienically**Base: All respondents**

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Yes	914 91%	206 92%	558 93%	356 89%	671 92%	477 90%	156 87%	243 90%
No	88 9%	18 8%	44 7%	44 11%	62 8%	52 10%	23 13%	26 10%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q15. Do you have clear information on - How to check whether the food I am eating when in a bar/café/restaurant is safe

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Yes	380 38%	187 38%	193 38%	53 38%	83 53%	69 45%	74 41%	47 31%	54 25%	77 31%	107 39%	88 47%	108 37%	184 35%	195 41%	72 34%	141 36%	80 41%	86 43%	138 50%	241 33%
No	622 62%	301 62%	321 62%	87 62%	75 47%	84 55%	107 59%	105 69%	164 75%	174 69%	168 61%	98 53%	183 63%	342 65%	281 59%	143 66%	251 64%	115 59%	114 57%	138 50%	484 67%
				I* E*	DGHI	HI	I					JMNO		J					U	T	

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT



FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 169

Tb T169

Q15. Do you have clear information on - How to check whether the food I am eating when in a bar/café/restaurant is safe

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Yes	380 38%	96 37%	262 38%	21 37% *	293 47% F	86 23%	90 56% I	160 46% I	32 33% *	243 40%	122 34%	15 31% *	96 38%	70 42%	140 36%	70 37%	277 39%	102 34%
No	622 62%	165 63%	422 62%	36 63% *	334 53%	289 77% E	72 44%	188 54%	63 67% GH*	359 60%	231 66%	32 69% *	158 62%	96 58%	246 64%	117 63%	426 61%	196 66%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 170

Tb T170

Q15. Do you have clear information on - How to check whether the food I am eating when in a bar/café/restaurant is safe

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Yes	380 38%	114 39%	259 37%	252 43% EF	78 33%	44 28%	340 38%	39 39% *	204 51% J	176 29%
No	622 62%	181 61%	433 63%	334 57%	159 67% D	111 72% D	560 62%	62 61% *	196 49%	427 71% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 171

Tb T171

Q15. Do you have clear information on - How to check whether the food I am eating when in a bar/café/restaurant is safe

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Yes	380 38%	100 45%	238 40%	142 35%	296 40% H	229 43% H	90 50% EH	84 31%
No	622 62%	123 55%	363 60%	259 65%	437 60% G	301 57%	90 50%	185 69% EFG

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q15. Do you have clear information on - What the labels on the food that I buy mean

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Yes	766 76%	366 75%	400 78%	99 70% *	125 79%	125 82% DH	143 79%	108 72%	166 76%	198 79%	211 77%	150 81% MO	207 71%	409 78%	357 75%	176 82% Q	289 74%	153 79%	148 74%	217 78%	549 76%
No	236 24%	122 25%	114 22%	42 30% F*	34 21%	27 18%	38 21%	43 28%	52 24%	53 21%	64 23%	36 19%	83 29% L	117 22%	119 25% L	39 18%	103 26% P	41 21%	52 26%	60 22%	176 24%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q15. Do you have clear information on - What the labels on the food that I buy mean

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Yes	766 76%	209 80% D	520 76%	38 66% *	511 82% F	255 68%	144 89% I	286 82% I	67 71% *	473 79% L	266 75% L	26 57% *	192 76%	125 76%	309 80% P	131 71%	563 80% R	203 68%
No	236 24%	52 20%	164 24%	19 34% B*	116 18%	120 32% E	18 11%	61 18%	28 29% GH*	129 21%	87 25%	20 43% JK*	61 24%	41 24%	77 20%	55 29% O	141 20%	95 32% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q15. Do you have clear information on - What the labels on the food that I buy mean

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Yes	766 76%	226 76%	531 77%	477 82% F	179 75% F	94 61%	700 78% H	66 65% *	322 81% J	444 74%
No	236 24%	70 24%	161 23%	108 18%	58 25%	61 39% DE	201 22%	35 35% G*	78 19%	158 26% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q15. Do you have clear information on - What the labels on the food that I buy mean

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Yes	766 76%	176 79%	485 81% D	281 70%	572 78%	409 77%	131 73%	194 72%
No	236 24%	47 21%	116 19%	120 30% C	161 22%	120 23%	48 27%	75 28%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q15. Summary table: Whether have clear information on...

Base: All respondents

	Eating a healthy balanced diet	How to prepare and cook food safely and hygienically	How to check whether the food I am eating when in a bar/café/restaurant is safe	What the labels on the food that I buy mean
Unweighted Base	1002	1002	1002	1002
Base	1002	1002	1002	1002
Yes	872 87%	914 91%	380 38%	766 76%
No	130 13%	88 9%	622 62%	236 24%

Prepared by Kantar TNS

Weighted by: WEIGHT



FIELDWORK : 18/06/2018 - 05/07/2018

		Gender		Age						Social Grade						No in HH				Children in HH	
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Any	725	341	384	114	119	108	122	100	163	171	195	141	218	366	359	161	260	145	159	222	503
	72%	70%	75%	81% GH*	75%	71%	67%	66%	74%	68%	71%	76%	75%	70%	75%	75%	66%	74%	80%	80%	69%
Net: Food safety	489	241	248	73	80	69	72	64	132	120	113	103	153	233	256	123	165	94	108	150	339
	49%	49%	48%	52% *	51% G	46%	40%	42%	60% FGH	48%	41%	55%	53%	44%	54% KN	57%	42%	48%	54% Q	54% U	47%
Preventing food poisoning such as Salmonella, E. coli and Campylobacter	149	70	79	27	25	15	25	18	39	32	36	30	51	68	81	48	46	20	35	44	105
	15%	14%	15%	19% *	16%	10%	14%	12%	18% F	13%	13%	16%	17%	13%	17%	22% QR	12%	10%	18%	16%	14%
Food safety when preparing and cooking food at home	180	96	84	28	27	18	33	22	52	43	36	39	61	80	101	58	55	30	38	47	133
	18%	20%	16%	20% *	17%	12%	18%	14%	24% FH	13%	21%	21%	15%	21% KN	27% QR	14%	15%	19%	17%	18%	
Food safety when cooking over the festive season	124	56	67	20	14	17	20	20	32	35	29	28	31	64	60	32	43	18	30	34	90
	12%	12%	13%	15% *	9%	11%	11%	14%	15% F	14%	10%	15%	11%	12%	13%	15%	11%	9%	15%	12%	12%
Food safety when eating out	80	44	36	14	13	11	14	6	22	18	17	15	30	35	44	16	32	11	20	23	57
	8%	9%	7%	10% *	8%	7%	8%	4%	10% F	7%	6%	8%	10%	7%	9%	8%	8%	6%	10%	8%	8%
Not washing chicken/poultry	256	115	142	30	31	35	44	35	81	64	57	48	87	122	135	71	92	44	50	70	186
	26%	24%	28%	22%	20%	23%	24%	23%	37% DEFGH	26%	21%	26%	30%	23%	28%	33%	23%	22%	25%	25%	26%
Washing hands before cooking	265	132	132	36	38	31	35	40	84	69	58	56	82	126	138	67	96	48	54	72	193
	26%	23%	26%	26% *	24%	20%	19%	27%	38% DEFGH	23%	21%	30%	28%	24%	29%	31%	24%	25%	27%	26%	27%
Eating rare burgers	101	44	57	15	17	12	13	14	29	15	19	38	44	57	27	38	14	22	29	72	
	10%	9%	11%	11%	11%	8%	7%	9%	13% KN	12%	6%	10%	8%	12% K	13%	10%	7%	11%	10%	10%	
Eating cheese made from unpasteurised (raw) milk	65	35	30	10	10	6	8	10	21	19	12	11	23	31	34	19	20	12	15	19	47
	7%	7%	6%	7% *	6%	4%	5%	7%	10% KN	7%	4%	6%	8%	6%	7%	9%	5%	6%	7%	7%	6%
Sub-Net: Barbecuing	171	79	92	25	33	23	24	25	40	37	31	42	60	69	102	46	53	30	42	53	118
	17%	16%																			

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Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

	Total	Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
		North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	603	137	624	378	161	344	497	610	217	45	250	166	324	179	703	299
Base	1002	261	603	137	624	378	161	344	497	610	217	45	250	166	324	179	703	299
Net: Any	725	194	489	42	494	231	138	276	66	445	259	21	183	126	280	132	544	181
		74%	72%	74%	79%	62%	85%	79%	69%	74%	73%	45%	72%	76%	72%	71%	77%	61%
				*	F		I		*	L	L						R	
Net: Food safety	489	136	323	30	355	135	103	203	41	324	154	10	127	76	199	86	386	104
	49%	52%	47%	53%	57%	36%	64%	58%	43%	54%	44%	23%	50%	46%	52%	46%	55%	35%
				*	F		I		*	KL							R	
Preventing food poisoning such as Salmonella, E. coli and Campylobacter	149	42	94	12	112	37	37	63	8	107	38	4	46	18	57	28	128	21
	15%	16%	14%	22%	18%	10%	23%	18%	9%	18%	11%	9%	18%	11%	15%	15%	18%	7%
				*	F		I	I	*	K							R	
Food safety when preparing and cooking food at home	180	53	119	8	135	45	38	79	16	128	48	4	42	25	80	32	153	27
	18%	20%	17%	15%	22%	12%	24%	23%	17%	21%	14%	9%	17%	15%	21%	17%	22%	9%
				*	F					K							R	
Food safety when cooking over the festive season	124	38	79	7	95	29	32	51	10	88	31	5	31	16	55	21	105	18
	12%	14%	12%	12%	15%	8%	20%	15%	11%	15%	9%	10%	12%	9%	14%	11%	15%	6%
				*	F					K		*					R	
Food safety when eating out	80	16	58	5	70	9	25	40	5	54	23	3	19	9	33	19	72	7
	8%	6%	9%	9%	11%	2%	16%	11%	6%	9%	6%	6%	7%	5%	8%	10%	10%	2%
				*	F		I		*								R	
Not washing chicken/poultry	256	71	170	15	190	67	57	108	19	178	73	5	59	39	109	49	206	50
	26%	27%	25%	27%	30%	18%	35%	31%	20%	30%	21%	11%	23%	24%	28%	27%	29%	17%
				*	F		I	*	*	KL		*					R	
Washing hands before cooking	265	70	183	12	187	78	56	106	23	181	79	5	68	41	113	43	216	49
	26%	27%	27%	21%	30%	21%	34%	31%	24%	30%	22%	11%	27%	25%	29%	23%	31%	16%
				*	F				*	KL		*					R	
Eating rare burgers	101	27	68	7	85	16	32	47	4	69	30	2	34	11	38	18	88	13
	10%	10%	10%	12%	13%	4%	20%	13%	4%	11%	8%	4%	14%	6%	10%	9%	13%	4%
				*	F		I	I	*			*	N				R	
Eating cheese made from unpasteurised (raw) milk	65	13	46	6	53	13	22	29	1	39	25	1	21	16	15	13	59	7
	7%	5%	7%	10%	8%	3%	14%	8%	1%	6%	7%	2%	8%	10%	4%	7%	8%	2%
				*	F		I	I	*	O		O					R	
Sub-Net: Barbecuing	171	42	117	12	138	32	48	67	21	122	46	3	47	27	65	33	145	25
	17%	16%	17%	22%	22%	9%	30%	19%	22%	20%	13%	6%	18%	17%	16%	18%	21%	8%
				*	F		H	*	*	KL		*					R	
How to barbecue chicken properly	100	25	67	8	82	18	29	43	9	69	29	1	28	12	41	18	82	18
	10%	9%	10%	15%	13%	5%	18%	12%	10%	12%	8%	2%	11%	7%	11%	10%	12%	6%
				*	F			*	*		*	*					R	
Avoiding food poisoning when barbecuing	135	36	90	8	105	29	38	50	17	97	34	3	38	19	51	27	115	19
	13%	14%	13%	14%	17%	8%	23%	14%	18%	16%	10%	6%	15%	11%	13%	14%	16%	6%
				*	F		H	*	*	K		*					R	
Net: Food waste	449	126	300	23	307	143	83	181	36	280	155	14	107	74	189	76	362	87
	45%	48%	44%	41%	49%	38%	51%	52%	38%	47%	44%	30%	42%	45%	49%	41%	51%	29%
				*	F		I	I	*			*					R	
Reducing food waste	363	106	236	22	247	115	68	148	26	229	128	6	81	61	153	65	302	61
	36%	40%	34%	38%	39%	31%	42%	43%	27%	38%	36%	12%	32%	37%	40%	35%	43%	20%
				*	F		I	I	*	L		*					R	
Food waste recycling	322	83	225	15	226	96	66	132	22	206	104	12	85	48	130	57	262	60
	32%	32%	33%	26%	36%	26%	41%	38%	23%	34%	29%	27%	33%	29%	34%	31%	37%	20%
				*	F		I	I	*			*					R	
Net: Any labelling	221	67	139	15	164	56	54	89	19	145	71	5	58	34	86	41	187	34
	22%	26%	20%	26%	26%	15%	33%	26%	20%	24%	20%	10%	23%	21%	22%	22%	27%	11%
				*	F		I	I	*	L		*					R	
Food labelling	178	52	113	12	136	42	45	73	16	115	58	5	46	27	69	34	150	28
	18%	20%	17%	22%	22%	11%	28%	21%	16%	19%	16%	10%	18%	16%	18%	19%	21%	9%
				*	F			*	*			*					R	
Food not being what the label says it is	84	23	55	6	58	27	18	32	6	59	25	-	21	14	34	16	72	13
	8%	9%	8%	10%	9%	7%	11%	9%	6%	10%	7%	-	8%	8%	9%	8%	10%	4%
				*	F				*			*					R	
Net: Healthy eating	560	155	372	33	374	186	107	209	47	344	201	15	136	94	222	106	436	124
	56%	59%	54%	58%	60%	50%	66%	60%	49%	57%	51%	31%	54%	56%	58%	57%	62%	42%
				*	F		I	I	*	L	L	*					R	
Having a healthy diet	311	82	205	23	209	101	61	118	25	194	111	6	71	44	136	58	259	52
	31%	32%	30%	40%	33%	27%	38%	34%	26%	32%	31%	13%	28%	26%	35%	31%	37%	17%
				*	F		L	L	*	L		*			N		R	
Reducing the amount of treats and unhealthy snacks we eat	284	76	193	16	193	91	57	112	22	185	91	8	64	47	120	53	235	49
	28%	29%	28%	27%	31%	24%	33%	32%	23%	31%	26%	18%	25%	28%	31%	28%	33%	16%
				*	F			*	*			*					R	
Changing what we eat now to avoid health problems later in life	183	50	122	11	134	49	39	80	14	121	57	4	47	27	75	34	149	33
	18%	19%	18%	19%	21%	13%	24%	23%	15%	20%	16%	8%	19%	16%	19%	18%	21%	11%
				*	F			*	*			*					R	
How children's diets can affect their health later in life (e.g. Type 2 diabetes, heart attacks)	255	67	168	20	175	80	45	107	19	169	81	6	71	34	101	50	212	43
	25%	26%	25%	35%	28%	21%	28%	31%	20%	28%	23%	13%	28%	20%	26%	27%	30%	15%
				*	F			*	*	L		*					R	
Saying no to 'upsizing' of food and drink when eating out	248	68	171	9	171	77	47	91	27	148	88	12	58	51	85	53	183	64
	25%	26%	25%	16%	27%	21%	29%	26%	29%	25%	25%	25%	23%	31%	22%	28%	26%	22%
				*	F			*	*		*	*		O			R	
Products being recalled	203	53	135	15	131	72	47	69	14	132	68	3	45	28	86	42	170	33
	20%	20%	20%	26%	21%	19%	20%	15%	20%	22%	19%	7%	18%	17%	22%	23%	24%	11%
				*	F		HI	*	*	L		*					R	
Other	2	1	1	-	2	-	-	-	-	2	-	-	1	1	-	-	1	1
	*	*	*	-	-	1%	-	-	-	-	1%	-	*	1%	-	-	*	*
Not seen/heard any advertising about food issues	277	67	195	15	133	144	24	72	29	157	94	25	71	41	106	54	159	118
	28%	26%	28%	26%	21%	38%	15%	21%	31%	26%	27%	27%	28%	24%	28%	29%	23%	39%
				*	E		G*		G*		JK*						Q	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) -
Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

	Suffer from respiratory/lower immunity type condition			Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
	B	C	D	E	F	G	H	I	J	
Unweighted Base	1002	300	603	510	216	147	905	97	377	625
Base	1002	295	492	385	237	156	901	101	400	602
Net: Any	725	221	494	433	157	122	665	61	337	388
	72%	75%	71%	74%	66%	79%	74%	60%	84%	64%
				E	E	H	*	J		
Net: Food safety	489	164	319	301	102	76	452	37	240	249
	49%	55%	46%	51%	43%	49%	50%	37%	60%	41%
				C	E	H	*	J		
Preventing food poisoning such as Salmonella, E. coli and Campylobacter	149	58	88	94	29	22	139	10	83	66
	15%	20%	13%	16%	12%	14%	15%	10%	21%	11%
				C	E	H	*	J		
Food safety when preparing and cooking food at home	180	65	112	116	31	28	171	10	90	90
	18%	22%	16%	20%	13%	18%	19%	10%	23%	15%
				C	E	H	*	J		
Food safety when cooking over the festive season	124	49	72	81	25	15	115	9	71	53
	12%	17%	10%	14%	10%	10%	13%	9%	18%	9%
				C	E	H	*	J		
Food safety when eating out	80	22	56	58	8	12	74	6	45	35
	8%	7%	8%	10%	3%	8%	8%	6%	11%	6%
				E	E	H	*	J		
Not washing chicken/poultry	256	81	173	168	51	33	245	12	125	131
	26%	27%	25%	29%	22%	21%	27%	12%	31%	22%
				E	H	*	J			
Washing hands before cooking	265	86	177	168	52	37	249	16	131	134
	26%	29%	26%	29%	22%	23%	28%	16%	33%	22%
				E	H	*	J			
Eating rare burgers	101	34	67	67	21	10	98	3	59	42
	10%	11%	10%	12%	9%	6%	11%	3%	15%	7%
				E	H	*	J			
Eating cheese made from unpasteurised (raw) milk	65	27	37	35	20	8	61	5	40	26
	7%	9%	5%	6%	8%	5%	7%	4%	10%	4%
				C	E	H	*	J		
Sub-Net: Barbecuing	171	58	110	107	31	28	162	9	100	71
	17%	19%	16%	18%	13%	18%	18%	9%	25%	12%
				H	E	*	J			
How to barbecue chicken properly	100	32	67	66	20	11	96	4	61	39
	10%	11%	10%	11%	8%	7%	11%	4%	15%	6%
				E	H	*	J			
Avoiding food poisoning when barbecuing	135	48	84	87	21	24	128	6	75	59
	13%	16%	12%	15%	9%	15%	14%	6%	19%	10%
				E	H	*	J			
Net: Food waste	449	132	314	273	95	70	422	27	210	239
	45%	45%	45%	47%	40%	45%	47%	27%	53%	40%
				E	H	*	J			
Reducing food waste	363	109	251	224	70	58	344	19	175	188
	36%	37%	36%	38%	30%	37%	38%	18%	44%	31%
				E	H	*	J			
Food waste recycling	322	101	218	191	71	51	304	18	158	164
	32%	34%	32%	33%	30%	33%	34%	18%	39%	27%
				E	H	*	J			
Net: Any labelling	221	77	140	133	47	34	199	21	116	104
	22%	26%	20%	23%	20%	22%	22%	21%	29%	17%
				E	H	*	J			
Food labelling	178	60	115	109	37	28	162	16	91	87
	18%	20%	17%	19%	15%	18%	18%	16%	23%	14%
				E	H	*	J			
Food not being what the label says it is	84	28	55	52	14	15	78	6	48	36
	8%	9%	8%	9%	6%	10%	9%	6%	12%	6%
				E	H	*	J			
Net: Healthy eating	560	173	382	333	114	100	526	34	267	293
	56%	59%	55%	57%	48%	65%	58%	33%	67%	49%
				E	E	H	*	J		
Having a healthy diet	311	91	218	199	53	51	295	16	164	147
	31%	31%	31%	34%	22%	33%	33%	15%	41%	24%
				E	E	H	*	J		
Reducing the amount of treats and unhealthy snacks we eat	284	85	197	173	57	46	272	12	144	140
	28%	29%	28%	30%	24%	30%	30%	12%	36%	23%
				E	H	*	J			
Changing what we eat now to avoid health problems later in life	183	63	116	118	31	30	169	14	103	80
	18%	21%	17%	20%	13%	19%	19%	13%	26%	13%
				E	E	H	*	J		
How children's diets can affect their health later in life (e.g. Type 2 diabetes, heart attacks)	255	76	177	156	52	40	245	10	124	131
	25%	26%	26%	27%	22%	26%	27%	9%	31%	22%
				E	H	*	J			
Saying no to 'upsizing' of food and drink when eating out	248	89	156	136	56	48	235	13	115	133
	25%	30%	23%	23%	24%	31%	26%	13%	29%	22%
				C	E	H	*	J		
Products being recalled	203	70	130	127	39	29	187	15	94	109
	20%	24%	19%	22%	17%	19%	21%	15%	24%	18%
				E	H	*	J			
Other	2	-	2	1	1	-	1	1	-	2
	*	-	*	*	*	-	*	*	-	*
Not seen/heard any advertising about food issues	277	74	198	153	80	33	236	41	63	214
	28%	25%	29%	26%	34%	21%	26%	40%	16%	36%
				DF	DF	DF	G*	I	I	I

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G,H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:
Columns Tested (5%): B/C,D/E/F,G,H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

	Total	Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q212)		Takeaway/home delivery p3m (Q218)			
		Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	277
Base	1002	204	601	401	733	510	179	269
Net: Any	725	172	459	266	550	409	142	175
	72%	77%	76%	66%	75%	77%	79%	65%
			D		H	H	H	
Net: Food safety	489	112	322	167	372	270	110	118
	49%	50%	54%	42%	51%	51%	61%	44%
			D		EFH			
Preventing food poisoning such as Salmonella, E. coli and Campylobacter	149	35	95	54	113	85	35	36
	15%	15%	16%	14%	15%	16%	20%	14%
Food safety when preparing and cooking food at home	180	30	128	53	129	100	39	51
	18%	13%	21%	13%	18%	19%	22%	19%
			D					
Food safety when cooking over the festive season	124	24	90	34	89	60	20	35
	12%	11%	15%	9%	12%	11%	11%	13%
			D					
Food safety when eating out	80	13	59	20	67	50	21	13
	8%	6%	10%	5%	9%	10%	12%	5%
			D		H	H	H	
Not washing chicken/poultry	256	54	168	88	181	123	39	75
	26%	24%	28%	22%	25%	23%	22%	28%
			D					
Washing hands before cooking	265	59	178	87	187	128	54	77
	26%	26%	30%	22%	26%	24%	30%	29%
			D					
Eating rare burgers	101	16	65	36	74	51	18	27
	10%	7%	11%	9%	10%	10%	10%	10%
Eating cheese made from unpasteurised (raw) milk	65	10	49	16	46	33	12	19
	7%	4%	8%	4%	6%	6%	7%	7%
			D					
Sub-Net: Barbecuing	171	36	117	54	129	94	40	42
	17%	16%	19%	14%	18%	18%	23%	16%
			D					
How to barbecue chicken properly	100	19	73	26	76	54	27	24
	10%	8%	12%	7%	10%	10%	15%	9%
			D					
Avoiding food poisoning when barbecuing	135	29	91	43	99	68	31	36
	13%	13%	15%	11%	13%	13%	17%	13%
Net: Food waste	449	106	312	137	337	245	84	113
	45%	48%	52%	34%	46%	46%	47%	42%
			D					
Reducing food waste	363	94	255	108	267	188	72	95
	36%	42%	42%	27%	36%	36%	40%	35%
			D					
Food waste recycling	322	77	225	98	235	173	56	87
	32%	35%	37%	24%	32%	33%	31%	32%
			D					
Net: Any labelling	221	38	154	67	173	126	50	48
	22%	17%	26%	17%	24%	24%	28%	18%
			D				H	
Food labelling	178	26	124	54	140	102	35	37
	18%	12%	21%	13%	19%	19%	20%	14%
			D					
Food not being what the label says it is	84	15	63	21	62	44	22	22
	8%	7%	10%	5%	8%	8%	13%	8%
			D					
Net: Healthy eating	560	137	372	188	423	308	103	137
	56%	61%	62%	47%	58%	58%	57%	51%
			D					
Having a healthy diet	311	79	219	91	229	168	65	82
	31%	35%	36%	23%	31%	32%	36%	30%
			D					
Reducing the amount of treats and unhealthy snacks we eat	284	73	201	84	200	148	44	84
	28%	33%	33%	21%	27%	28%	24%	31%
			D					
Changing what we eat now to avoid health problems later in life	183	49	128	55	135	93	36	48
	18%	22%	21%	14%	18%	18%	20%	18%
			D					
How children's diets can affect their health later in life (e.g. Type 2 diabetes, heart attacks)	255	60	168	87	185	127	42	70
	25%	27%	28%	22%	25%	24%	24%	26%
			D					
Saying no to 'upsizing' of food and drink when eating out	248	60	159	89	182	125	41	66
	25%	27%	26%	22%	25%	24%	23%	25%
Products being recalled	203	50	136	66	152	112	37	51
	20%	22%	23%	17%	21%	21%	20%	19%
			D					
Other	2	-	-	2	1	1	1	1
	*	-	-	1%	*	*	1%	*
Not seen/heard any advertising about food issues	277	52	142	135	184	121	37	93
	28%	23%	24%	34%	25%	23%	21%	35%
			C				EFG	

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Contrnuty correction applied

Q17. Which of these best describes the level of responsibility you have for cooking and preparing food in your household?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Responsible	956 95%	453 93%	503 98% B	130 93% *	152 96%	149 98%	177 97%	143 94%	204 94%	239 96%	257 93%	182 98% K	277 95%	497 94%	459 96%	215 100% QRS	365 93%	186 95%	190 95%	269 97%	687 95%
Responsible for all or most of the preparation/cooking	602 60%	245 50% B	357 70% B	61 44% *	93 59% D	101 66% D	122 67% D	91 60% D	134 61% D	144 58%	146 53%	118 64% K	193 66% JKN	291 55%	312 65% JKN	204 95% QRS	197 50%	95 49%	106 53%	172 62%	430 59%
Responsible for about half of the preparation/cooking	226 23%	130 27% C	95 19%	36 26% I*	45 28% I	35 23%	40 22%	36 24% I	33 15%	60 24%	73 27% MO	39 21%	54 18%	133 25% MO	92 19%	8 4%	106 27% P	62 32% P	50 25% P	70 25%	156 22%
Responsible for less than half of the preparation/cooking	127 13%	78 16% C	50 10%	32 23% EFGH*	14 9%	13 9%	15 8%	16 10%	37 17% EFG	35 14%	38 14%	24 13%	30 10%	73 14%	55 12%	3 1%	61 16% P	29 15% P	34 17% P	27 10%	101 14%
Not responsible for any of the preparation/cooking	46 5%	35 7% C	11 2%	10 7% *	6 4%	3 2%	5 3%	8 6%	14 6%	11 4%	18 7% L	4 2%	13 5%	29 6%	17 4%	- -	27 7% P	9 5% P	10 5% P	8 3%	39 5%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q17. Which of these best describes the level of responsibility you have for cooking and preparing food in your household?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Responsible	956 95%	252 97%	648 95%	55 97% *	604 96%	351 94%	157 97%	339 98%	89 94% *	602 100% L	353 100% L	- - *	239 94%	159 95%	372 96%	177 95%	683 97% R	272 91%
Responsible for all or most of the preparation/cooking	602 60%	157 60%	412 60%	33 57% *	389 62%	213 57%	122 75% HI	202 58%	56 59% *	602 100% KL	- - -	- - *	151 60%	103 62%	237 61%	107 57%	436 62%	167 56%
Responsible for about half of the preparation/cooking	226 23%	58 22%	154 23%	13 24% *	141 22%	85 23%	22 14%	91 26% G	22 23% *	- -	226 64% JL	- - *	50 20%	36 22%	88 23%	48 26%	165 23%	61 20%
Responsible for less than half of the preparation/cooking	127 13%	37 14%	82 12%	9 16% *	74 12%	53 14%	13 8%	46 13%	11 12% *	- -	127 36% JL	- - *	38 15%	19 12%	47 12%	22 12%	83 12%	44 15%
Not responsible for any of the preparation/cooking	46 5%	9 3%	36 5%	2 3% *	23 4%	24 6%	5 3%	9 2%	6 6% *	- -	- -	46 100% JK*	15 6%	8 5%	14 4%	10 5%	20 3%	26 9% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q17. Which of these best describes the level of responsibility you have for cooking and preparing food in your household?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Responsible	956 95%	279 94%	666 96%	571 98% EF	221 93%	143 92%	863 96%	92 91% *	392 98% J	564 94%
Responsible for all or most of the preparation/cooking	602 60%	184 62%	412 60%	367 63%	134 56%	88 57%	545 61%	57 56% *	243 61%	360 60%
Responsible for about half of the preparation/cooking	226 23%	66 22%	159 23%	135 23%	50 21%	37 24%	203 23%	22 22% *	90 23%	135 22%
Responsible for less than half of the preparation/cooking	127 13%	28 10%	95 14%	70 12%	37 16%	17 11%	115 13%	13 13% *	59 15%	69 11%
Not responsible for any of the preparation/cooking	46 5%	17 6%	26 4%	14 2%	16 7% D	13 8% D	38 4%	9 9% *	8 2%	38 6% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q17. Which of these best describes the level of responsibility you have for cooking and preparing food in your household?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Responsible	956 95%	217 97%	582 97%	374 93%	702 96%	508 96%	173 96%	253 94%
Responsible for all or most of the preparation/cooking	602 60%	131 59%	360 60%	242 61%	418 57%	297 56%	106 59%	184 69%
Responsible for about half of the preparation/cooking	226 23%	54 24%	148 25%	78 19%	181 25%	140 26%	41 23%	45 17%
Responsible for less than half of the preparation/cooking	127 13%	32 14%	74 12%	54 13%	104 14%	72 14%	25 14%	24 9%
Not responsible for any of the preparation/cooking	46 5%	6 3%	20 3%	27 7%	31 4%	22 4%	7 4%	16 6%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	957	456	501	88	151	156	191	156	215	259	278	172	248	537	420	219	374	182	182	264	693
Base	956	453	503	130	152	149	177	143	204	239	257	182	277	497	459	215	365	186	190	269	687
Net: Ever	897 94%	422 93%	475 94%	121 93% *	145 95%	141 94%	162 92%	132 93%	195 95%	228 95%	237 92%	174 96%	257 93%	465 94%	431 94%	193 90%	344 94%	176 95%	184 97% P	256 95%	640 93%
Always (3)	722 76%	321 71%	401 80% B	88 68% *	109 71%	112 75%	136 77%	110 77%	167 82% DE	176 74%	191 74%	140 77%	215 78%	367 74%	355 77%	148 69%	275 75%	147 79% P	152 80% P	200 75%	522 76%
Most of the time (2)	115 12%	64 14%	51 10%	25 19% GI*	24 16% G	17 12%	14 8%	16 11%	20 10%	28 12%	31 12%	24 13%	31 11%	59 12%	56 12%	30 14%	41 11%	19 10%	25 13%	40 15%	75 11%
Sometimes (1)	59 6%	37 8% C	23 4%	9 7% *	13 8%	11 8%	12 7%	6 4%	8 4%	24 10% MO	16 6%	9 5%	11 4%	39 8% O	20 4%	15 7%	28 8%	10 5%	7 4%	15 6%	44 6%
Never (0)	24 2%	17 4% C	7 1%	3 2% *	5 3%	3 2%	7 4%	4 3%	2 1%	3 1%	6 2%	4 2%	11 4%	8 2%	15 3%	2 1%	12 3%	6 3%	4 2%	8 3%	16 2%
Not applicable	35 4%	14 3%	21 4%	6 4% *	2 1%	6 4%	8 5%	7 5%	8 4%	8 4%	15 6%	4 2%	8 3%	23 5%	12 3%	20 9% QRS	9 2%	4 2%	2 1%	5 2%	30 4%
Mean score	2.67	2.57	2.76	2.59	2.57	2.66	2.66	2.7	2.79	2.64	2.67	2.69	2.68	2.66	2.68	2.67	2.62	2.69	2.74	2.64	2.68
Standard Deviation	0.712	0.803	0.606	0.73	0.79	0.71	0.782	0.696	0.562	0.715	0.701	0.679	0.744	0.707	0.718	0.661	0.777	0.719	0.621	0.724	0.707
Standard Error	0.023	0.038	0.028	0.065	0.064	0.059	0.06	0.06	0.04	0.047	0.045	0.051	0.045	0.032	0.034	0.047	0.041	0.053	0.045	0.045	0.028

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q19. How often do you do - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	957	252	651	54	601	356	156	335	92	610	347	-	236	161	380	170	683	274
Base	956	252	648	55	604	351	157	339	89	602	353	-	239	159	372	177	683	272
Net: Ever	897 94%	239 95%	607 94%	51 92% *	577 95% F	319 91%	152 97%	325 96%	81 91% *	565 94%	331 94%	- -	219 92%	149 94%	356 96%	167 95%	642 94%	255 94%
Always (3)	722 76%	194 77%	491 76%	38 68% *	463 77%	259 74%	127 81%	259 76%	63 70% *	468 78%	254 72%	- -	183 77%	116 73%	287 77%	132 75%	521 76%	201 74%
Most of the time (2)	115 12%	33 13%	72 11%	10 19% *	79 13%	36 10%	17 11%	51 15%	9 10% *	69 11%	46 13%	- -	20 8%	23 14%	50 13%	20 12%	78 11%	37 13%
Sometimes (1)	59 6%	13 5%	44 7%	3 5% *	35 6%	24 7%	8 5%	15 5%	10 11% H*	28 5%	32 9% J	- -	17 7%	9 6%	19 5%	14 8%	42 6%	17 6%
Never (0)	24 2%	5 2%	17 3%	2 3% *	13 2%	11 3%	2 1%	10 3%	1 1% *	12 2%	12 3%	- -	12 5% O	2 1%	6 2%	3 2%	11 2%	13 5% Q
Not applicable	35 4%	8 3%	24 4%	3 5% *	14 2%	21 6% E	3 2%	4 1%	7 8% H*	25 4%	10 3%	- -	8 3%	8 5%	10 3%	6 4%	31 5%	4 2%
Mean score	2.67	2.7	2.66	2.59 *	2.68	2.65	2.75	2.67	2.62 *	2.72 K	2.58	-	2.62	2.68	2.71	2.66	2.7 R	2.59
Standard Deviation	0.712	0.662	0.727	0.759	0.687	0.756	0.61	0.703	0.748	0.653	0.795	-	0.83	0.651	0.641	0.714	0.663	0.815
Standard Error	0.023	0.042	0.029	0.105	0.028	0.042	0.049	0.038	0.082	0.027	0.043	-	0.055	0.053	0.034	0.055	0.026	0.05

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Wash hands immediately after handling raw meat, poultry or fish**Base: All responsible for cooking and preparing food in the home**

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	957	282	664	581	220	136	868	89	370	587
Base	956	279	666	571	221	143	863	92	392	564
Net: Ever	897 94%	262 94%	626 94%	537 94%	207 94%	133 93%	815 94% H	81 88% *	371 95%	525 93%
Always (3)	722 76%	203 73%	513 77%	447 78% E	153 69%	104 73%	666 77% H	56 60% *	288 73%	434 77%
Most of the time (2)	115 12%	41 15%	73 11%	64 11%	30 14%	19 14%	103 12%	12 14% *	58 15% J	57 10%
Sometimes (1)	59 6%	17 6%	39 6%	26 5%	24 11% D	10 7%	47 5%	13 14% G*	25 6%	34 6%
Never (0)	24 2%	6 2%	16 2%	9 2%	9 4%	6 4%	17 2%	7 7% G*	8 2%	16 3%
Not applicable	35 4%	11 4%	24 4%	25 4%	6 3%	4 3%	31 4%	5 5% *	13 3%	23 4%
Mean score	2.67	2.65	2.69	2.74 EF	2.52	2.59	2.7 H	2.34 *	2.65	2.68
Standard Deviation	0.712	0.7	0.697	0.626	0.847	0.797	0.667	0.991	0.702	0.719
Standard Error	0.023	0.043	0.028	0.027	0.058	0.068	0.023	0.106	0.036	0.031

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	957	194	583	374	694	494	164	263
Base	956	217	582	374	702	508	173	253
Net: Ever	897 94%	205 95%	551 95%	346 92%	667 95% H	479 94%	162 94%	230 91%
Always (3)	722 76%	169 78%	448 77%	274 73%	527 75%	365 72%	121 70%	196 77%
Most of the time (2)	115 12%	26 12%	69 12%	46 12%	95 14% H	77 15% H	32 19% H	20 8%
Sometimes (1)	59 6%	10 5%	34 6%	26 7%	45 6%	37 7%	9 5%	14 6%
Never (0)	24 2%	4 2%	9 2%	15 4% C	17 2%	16 3%	7 4%	7 3%
Not applicable	35 4%	7 3%	22 4%	14 4%	19 3%	13 3%	3 2%	16 6% EFG
Mean score	2.67	2.72	2.71	2.61	2.65	2.6	2.57	2.71
Standard Deviation	0.712	0.654	0.651 D	0.795	0.713	0.762	0.786	0.711
Standard Error	0.023	0.045	0.027	0.042	0.027	0.034	0.06	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q19. How often do you do - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	957	456	501	88	151	156	191	156	215	259	278	172	248	537	420	219	374	182	182	264	693
Base	956	453	503	130	152	149	177	143	204	239	257	182	277	497	459	215	365	186	190	269	687
Net: Ever	922	434	488	121	144	147	170	140	201	233	248	177	264	481	441	205	359	175	183	261	661
	97%	96%	97%	93%*	94%	98%	96%	98%	98%	97%	97%	98%	95%	97%	96%	95%	98%PR	94%	97%	97%	96%
Always (3)	670	295	375	81	80	108	138	106	157	170	168	131	201	338	333	153	253	127	138	189	481
	70%	65%	75%B	62%*	53%	73%E	78%DE	74%E	77%DE	71%	65%	72%	73%	68%	72%K	71%	69%	68%	73%	70%	70%
Most of the time (2)	192	102	90	24	47	29	25	27	39	49	64	33	45	114	78	45	82	31	34	46	146
	20%	23%	18%	18%*	31%DFGHI	19%	14%	19%	19%	21%	25%MO	18%	16%	23%MO	17%	21%	22%	17%	18%	17%	21%
Sometimes (1)	60	37	23	17	16	9	7	7	4	14	17	13	17	30	30	7	25	17	12	26	34
	6%	8%	5%	13%GI*	11%GI	6%	4%	5%	2%	6%	6%	7%	6%	6%	7%	3%	7%	9%P	6%	10%U	5%
Never (0)	18	12	6	3	5	2	6	-	2	1	6	3	8	7	11	3	4	7	4	7	11
	2%	3%	1%	2%*	4%	1%	3%	-	1%	*	2%	2%	3%	1%	2%	1%	1%	4%	2%	3%	2%
Not applicable	15	7	9	6	3	1	1	3	2	5	3	2	5	9	7	7	2	4	2	1	14
	2%	1%	2%	4%*	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	3%Q	*	2%	1%	*	2%
Mean score	2.61	2.52	2.69	2.46	2.36	2.64	2.68	2.71	2.74	2.66	2.55	2.63	2.62	2.6	2.62	2.67	2.6	2.53	2.63	2.56	2.63
Standard Deviation	0.694	0.762	0.615	0.821	0.817	0.655	0.706	0.553	0.539	0.604	0.721	0.69	0.74	0.669	0.72	0.615	0.666	0.814	0.698	0.772	0.659
Standard Error	0.023	0.036	0.028	0.074	0.067	0.054	0.053	0.047	0.038	0.039	0.045	0.051	0.045	0.03	0.034	0.043	0.035	0.06	0.051	0.047	0.025

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q19. How often do you do - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	957	252	651	54	601	356	156	335	92	610	347	-	236	161	380	170	683	274
Base	956	252	648	55	604	351	157	339	89	602	353	-	239	159	372	177	683	272
Net: Ever	922 97%	241 96%	628 97%	53 97% *	584 97%	338 96%	152 97%	326 96%	88 98% *	583 97%	340 96%	- -	226 95%	157 99%	362 97%	168 95%	664 97%	258 95%
Always (3)	670 70%	180 71%	450 69%	40 73% *	429 71%	241 69%	107 68%	247 73%	61 68% *	450 75% K	220 62%	- -	166 69%	116 73%	265 71%	117 66%	484 71%	186 68%
Most of the time (2)	192 20%	50 20%	132 20%	10 18% *	111 18%	81 23%	32 20%	57 17%	19 21% *	108 18%	84 24% J	- -	47 20%	31 19%	76 20%	36 20%	135 20%	57 21%
Sometimes (1)	60 6%	12 5%	45 7%	3 6% *	44 7%	16 4%	13 8%	22 7%	8 9% *	25 4%	35 10% J	- -	13 5%	10 6%	22 6%	16 9%	45 7%	15 6%
Never (0)	18 2%	6 2%	12 2%	- - *	12 2%	6 2%	2 1%	9 3%	1 1% *	9 2%	9 2%	- -	7 3%	- -	7 2%	4 2%	10 1%	8 3%
Not applicable	15 2%	5 2%	9 1%	2 3% *	8 1%	7 2%	3 2%	4 1%	1 1% *	11 2%	5 1%	- -	6 2%	2 1%	2 1%	5 3%	9 1%	6 2%
Mean score	2.61	2.63	2.6	2.69 *	2.61	2.62	2.59	2.62	2.58 *	2.69 K	2.48	-	2.6	2.68	2.62	2.54	2.62	2.58
Standard Deviation	0.694	0.695	0.701	0.593	0.713	0.66	0.703	0.728	0.697 *	0.629	0.776	-	0.728	0.591	0.687	0.754	0.678	0.731
Standard Error	0.023	0.044	0.028	0.081	0.029	0.036	0.057	0.04	0.074	0.026	0.042	-	0.048	0.047	0.036	0.057	0.026	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	957	282	664	581	220	136	868	89	370	587
Base	956	279	666	571	221	143	863	92	392	564
Net: Ever	922 97%	270 97%	642 96%	553 97%	213 96%	138 96%	836 97%	87 94% *	376 96%	546 97%
Always (3)	670 70%	197 71%	467 70%	416 73% E	143 65%	98 69%	620 72% H	50 55% *	264 67%	406 72%
Most of the time (2)	192 20%	58 21%	132 20%	104 18%	54 25%	28 20%	167 19%	25 27% *	79 20%	113 20%
Sometimes (1)	60 6%	15 5%	43 6%	34 6%	16 7%	11 8%	49 6%	11 12% G* J	33 8%	27 5%
Never (0)	18 2%	3 1%	14 2%	11 2%	3 1%	4 3%	14 2%	4 4% *	8 2%	10 2%
Not applicable	15 2%	6 2%	10 1%	8 1%	5 2%	2 1%	13 2%	2 2% *	8 2%	8 1%
Mean score	2.61	2.65	2.6	2.64	2.56	2.57	2.64 H	2.35 *	2.56	2.65
Standard Deviation	0.694	0.636	0.707	0.681	0.685	0.75	0.669	0.853	0.74	0.658
Standard Error	0.023	0.039	0.028	0.029	0.047	0.063	0.023	0.09	0.038	0.028

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	957	194	583	374	694	494	164	263
Base	956	217	582	374	702	508	173	253
Net: Ever	922 97%	209 96%	559 96%	363 97%	678 97%	489 96%	167 97%	244 96%
Always (3)	670 70%	150 69%	416 72%	254 68%	471 67%	324 64%	104 60%	199 79% EFG
Most of the time (2)	192 20%	44 20%	108 19%	84 23%	158 23% H	122 24% H	44 25% H	34 13%
Sometimes (1)	60 6%	15 7%	36 6%	24 7%	49 7%	43 8%	19 11% H	11 4%
Never (0)	18 2%	4 2%	10 2%	8 2%	17 2%	14 3%	3 2%	1 *
Not applicable	15 2%	4 2%	12 2%	3 1%	7 1%	5 1%	2 1%	8 3% EF
Mean score	2.61	2.6	2.63	2.58	2.56	2.5	2.46	2.76
Standard Deviation	0.694	0.703	0.683	0.709	0.731	0.768	0.767	0.547 EFG
Standard Error	0.023	0.048	0.029	0.037	0.028	0.034	0.059	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
 (**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q19. How often do you do - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	957	456	501	88	151	156	191	156	215	259	278	172	248	537	420	219	374	182	182	264	693
Base	956	453	503	130	152	149	177	143	204	239	257	182	277	497	459	215	365	186	190	269	687
Net: Ever	118 12%	68 15% C	50 10% C	27 20% GHI*	51 33% FGHI	20 13% HI	12 7% I	5 3% I	4 2% I	27 11% I	33 13% I	30 17% I	27 10% I	60 12% I	58 13% I	19 9% I	42 12% I	27 15% I	29 15% I	58 22% U	59 9% U
Always (3)	29 3%	20 4% C	9 2% C	6 5% *	11 7% HI	5 3% HI	5 3% HI	1 1% HI	1 * HI	6 2% HI	8 3% HI	6 3% HI	9 3% HI	14 3% HI	15 3% HI	7 3% HI	10 3% HI	2 1% HI	9 5% HI	12 5% HI	17 2% HI
Most of the time (2)	45 5%	23 5% C	22 4% C	10 8% HI*	18 12% GHI	10 6% HI	4 2% HI	2 1% HI	1 * HI	9 4% HI	13 5% HI	16 9% JMNO	7 3% HI	21 4% HI	23 5% M	4 2% HI	17 5% HI	14 8% P	9 5% HI	26 10% U	18 3% U
Sometimes (1)	44 5%	25 6% C	19 4% C	10 8% HI*	21 14% FGHI	6 4% HI	4 2% HI	2 1% HI	2 1% HI	13 5% HI	12 5% HI	8 4% HI	11 4% HI	25 5% HI	19 4% HI	8 4% HI	15 4% HI	11 6% HI	11 6% HI	20 7% U	24 4% U
Never (0)	774 81%	366 81% C	408 81% C	85 65% *	95 62% DE	123 82% DE	155 88% DE	127 89% DE	189 93% DEF	196 82% HI	207 80% HI	142 78% HI	228 82% HI	403 81% HI	371 81% HI	174 81% HI	304 83% HI	144 77% HI	152 80% HI	202 75% T	572 83% T
Not applicable	64 7%	19 4% B	45 9% B	19 14% EFGI*	7 5% B	6 4% B	9 5% B	11 8% B	12 6% B	16 7% B	18 7% B	9 5% B	22 8% B	33 7% B	31 7% B	21 10% Q	19 5% Q	15 8% Q	9 5% Q	9 3% Q	56 8% T
Mean score	0.25	0.3 C	0.19	0.44 GHI*	0.63 FGHI	0.27 HI	0.15 I	0.07	0.03	0.21	0.26	0.34	0.2	0.24	0.26	0.2	0.23	0.27	0.31	0.42 U	0.18
Standard Deviation	0.692	0.769	0.607	0.878	0.975	0.73	0.59	0.368	0.265	0.636	0.704	0.795	0.651	0.672	0.715	0.649	0.677	0.664	0.786	0.853	0.6
Standard Error	0.023	0.037	0.028	0.083	0.081	0.061	0.046	0.032	0.019	0.043	0.045	0.061	0.041	0.031	0.035	0.047	0.036	0.051	0.059	0.053	0.024

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	957	252	651	54	601	356	156	335	92	610	347	-	236	161	380	170	683	274
Base	956	252	648	55	604	351	157	339	89	602	353	-	239	159	372	177	683	272
Net: Ever	118 12%	29 12%	79 12%	9 17% *	95 16% F	23 6%	39 25% HI	44 13%	9 10% *	65 11%	52 15%	-	23 9%	28 18% M	45 12%	21 12%	87 13%	31 11%
Always (3)	29 3%	7 3%	19 3%	2 4% *	26 4% F	3 1%	9 6%	15 4%	2 2% *	19 3%	10 3%	-	3 1%	10 6% M	9 2%	7 4%	26 4%	3 1%
Most of the time (2)	45 5%	11 4%	30 5%	4 7% *	39 6% F	6 2%	16 10% H	16 5%	5 6% *	26 4%	19 5%	-	10 4%	10 7%	18 5%	6 4%	33 5%	12 4%
Sometimes (1)	44 5%	11 4%	30 5%	3 5% *	30 5%	14 4%	14 9% H	13 4%	2 2% *	21 4%	23 7% J	-	9 4%	8 5%	19 5%	8 5%	28 4%	16 6%
Never (0)	774 81%	208 83%	526 81%	40 72% *	474 78%	300 85% E	110 70%	283 83% G	66 74% *	497 83%	277 78%	-	202 85% N	119 75%	304 82%	144 81%	543 79%	231 85%
Not applicable	64 7%	15 6%	43 7%	6 11% *	35 6%	29 8%	8 5%	12 4%	15 17% GH*	40 7%	24 7%	-	14 6%	11 7%	23 6%	12 7%	54 8% R	10 4%
Mean score	0.25	0.23	0.24	0.37 *	0.33 F	0.11	0.49 HI	0.28	0.23 *	0.23	0.28	-	0.18	0.39 MO	0.23	0.25	0.27	0.19
Standard Deviation	0.692	0.675	0.686	0.837	0.793	0.43	0.914	0.761	0.674	0.682	0.709	-	0.572	0.885	0.656	0.716	0.741	0.556
Standard Error	0.023	0.044	0.028	0.119	0.033	0.024	0.075	0.042	0.078	0.029	0.039	-	0.038	0.073	0.035	0.056	0.03	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	957	282	664	581	220	136	868	89	370	587
Base	956	279	666	571	221	143	863	92	392	564
Net: Ever	118 12%	37 13%	77 12%	73 13%	27 12%	15 11%	97 11%	21 23% G*	78 20% J	39 7%
Always (3)	29 3%	9 3%	19 3%	18 3%	5 2%	4 3%	26 3%	3 3% *	23 6% J	6 1%
Most of the time (2)	45 5%	18 7%	25 4%	28 5%	13 6%	4 3%	38 4%	7 7% *	30 8% J	14 3%
Sometimes (1)	44 5%	9 3%	32 5%	27 5%	10 4%	7 5%	33 4%	11 12% G*	25 6% J	19 3%
Never (0)	774 81%	226 81%	541 81%	460 81%	182 83%	114 80%	711 82% H	63 68% *	282 72%	492 87% I
Not applicable	64 7%	16 6%	48 7%	38 7%	11 5%	14 10%	55 6%	9 10% *	32 8%	32 6%
Mean score	0.25	0.28	0.23	0.26	0.24	0.22	0.23	0.4 *	0.43 J	0.12
Standard Deviation	0.692	0.746	0.668	0.709	0.67	0.66	0.681	0.785	0.892	0.479
Standard Error	0.023	0.046	0.027	0.031	0.046	0.058	0.024	0.086	0.047	0.021

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	957	194	583	374	694	494	164	263
Base	956	217	582	374	702	508	173	253
Net: Ever	118 12%	34 16%	73 12%	45 12%	109 15% H	101 20% H	50 29% EFH	9 4%
Always (3)	29 3%	6 3%	20 3%	9 2%	29 4% H	28 5% H	11 7% H	- -
Most of the time (2)	45 5%	15 7%	31 5%	14 4%	40 6% H	36 7% H	22 13% EFH	5 2%
Sometimes (1)	44 5%	13 6%	22 4%	22 6%	40 6% H	37 7% H	17 10% H	4 2%
Never (0)	774 81%	161 74%	466 80%	308 82%	562 80% G	383 76% H	117 68% H	212 84% FG
Not applicable	64 7%	23 10%	43 7%	21 6%	32 5% H	24 5% H	6 4% H	32 13% EFG
Mean score	0.25	0.31	0.26	0.22	0.31 H	0.4 H	0.56 EFH	0.06
Standard Deviation	0.692	0.748	0.726	0.638	0.768	0.856	0.959	0.318
Standard Error	0.023	0.054	0.031	0.034	0.03	0.039	0.074	0.021

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q19. How often do you do - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	957	456	501	88	151	156	191	156	215	259	278	172	248	537	420	219	374	182	182	264	693
Base	956	453	503	130	152	149	177	143	204	239	257	182	277	497	459	215	365	186	190	269	687
Net: Ever	473 50%	249 55%	224 45%	65 50%	105 69%	73 49%	66 37%	58 41%	105 51%	143 60%	127 49%	86 47%	117 42%	270 54%	203 44%	87 41%	207 57%	95 51%	84 45%	140 52%	333 48%
Always (3)	65 7%	38 8%	27 5%	12 9%	18 12%	12 8%	6 3%	4 3%	13 7%	25 10%	14 5%	9 5%	17 6%	39 8%	26 6%	13 6%	28 8%	10 5%	14 7%	19 7%	45 7%
Most of the time (2)	143 15%	71 16%	71 14%	32 25%	33 22%	19 13%	15 9%	14 9%	30 15%	47 20%	34 13%	31 17%	31 11%	81 16%	61 13%	22 10%	62 17%	30 16%	28 15%	48 18%	95 14%
Sometimes (1)	266 28%	140 31%	126 25%	21 16%	55 36%	43 28%	45 25%	41 29%	62 30%	71 30%	79 31%	46 26%	69 25%	151 30%	115 25%	52 24%	116 32%	55 29%	42 22%	73 27%	193 28%
Never (0)	409 43%	182 40%	228 45%	49 38%	34 22%	66 44%	98 56%	74 52%	88 43%	77 32%	107 42%	88 48%	138 50%	184 37%	226 49%	100 47%	140 38%	75 41%	94 50%	117 43%	293 43%
Not applicable	73 8%	22 5%	51 10%	16 12%	13 8%	10 7%	13 7%	10 7%	12 6%	19 8%	23 9%	8 5%	22 8%	43 9%	30 7%	28 13%	19 5%	15 8%	11 6%	12 4%	61 9%
Mean score	0.84	0.92	0.77	1.05	1.25	0.84	0.56	0.6	0.84	1.09	0.8	0.77	0.71	0.94	0.74	0.72	0.94	0.85	0.78	0.88	0.83
Standard Deviation	0.946	0.966	0.921	1.063	0.967	0.969	0.804	0.786	0.931	1.006	0.894	0.917	0.923	0.96	0.92	0.925	0.951	0.913	0.976	0.965	0.938
Standard Error	0.032	0.047	0.043	0.1	0.082	0.082	0.063	0.068	0.067	0.068	0.058	0.07	0.058	0.045	0.044	0.068	0.051	0.07	0.073	0.06	0.038

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q19. How often do you do - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	957	252	651	54	601	356	156	335	92	610	347	-	236	161	380	170	683	274
Base	956	252	648	55	604	351	157	339	89	602	353	-	239	159	372	177	683	272
Net: Ever	473 50%	119 47%	322 50%	32 57% *	307 51%	166 47%	85 54%	178 53%	37 42% *	283 47%	190 54% J	- -	103 43%	85 53%	204 55% M	80 45%	330 48%	143 52%
Always (3)	65 7%	20 8%	41 6%	4 7% *	43 7%	22 6%	18 12% H	18 5%	5 6% *	39 7%	25 7%	- -	19 8%	13 8%	22 6%	10 6%	44 7%	20 7%
Most of the time (2)	143 15%	26 10%	104 16% B	13 24% B*	101 17%	42 12%	28 18%	58 17%	12 14% *	90 15%	53 15%	- -	34 14%	24 15%	62 17%	23 13%	101 15%	42 15%
Sometimes (1)	266 28%	73 29%	178 27%	15 27% *	163 27%	103 29%	38 24%	102 30%	20 22% *	154 26%	112 32% J	- -	50 21%	48 30%	120 32% M	47 27%	185 27%	81 30%
Never (0)	409 43%	114 45%	275 42%	20 36% *	258 43%	151 43%	63 40%	145 43%	38 42% *	271 45%	139 39%	- -	118 50% NO	61 39%	144 39%	82 47%	291 43%	118 44%
Not applicable	73 8%	18 7%	51 8%	4 7% *	39 6%	34 10%	9 6%	16 5%	15 16% GH*	49 8%	24 7%	- -	17 7%	13 8%	25 7%	14 8%	62 9% R	11 4%
Mean score	0.84	0.8	0.85	1.01 *	0.87	0.79	1.01	0.84	0.8	0.81	0.89	-	0.79	0.92	0.89	0.75	0.84	0.86
Standard Deviation	0.946	0.954	0.94	0.972	0.962	0.916	1.06	0.914	0.957	0.95	0.939	-	0.995	0.966	0.915	0.914	0.944	0.952
Standard Error	0.032	0.062	0.038	0.135	0.04	0.051	0.087	0.051	0.111	0.04	0.052	-	0.067	0.08	0.049	0.072	0.038	0.059

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	957	282	664	581	220	136	868	89	370	587
Base	956	279	666	571	221	143	863	92	392	564
Net: Ever	473 50%	142 51%	324 49%	296 52%	97 44%	69 49%	435 50%	38 41% *	199 51%	274 49%
Always (3)	65 7%	20 7%	45 7%	44 8%	12 5%	7 5%	58 7%	6 7% *	29 7%	36 6%
Most of the time (2)	143 15%	47 17%	94 14%	83 15%	28 13%	26 18%	133 15%	10 10% *	75 19% J	67 12%
Sometimes (1)	266 28%	75 27%	185 28%	168 29%	58 26%	36 25%	244 28%	22 24% *	95 24%	171 30%
Never (0)	409 43%	121 43%	285 43%	228 40%	113 51% D	59 41%	365 42%	45 48% *	158 40%	251 45%
Not applicable	73 8%	16 6%	57 9%	47 8%	10 5%	15 10%	63 7%	10 11% *	35 9%	38 7%
Mean score	0.84	0.87	0.83	0.89	0.71	0.85	0.86	0.73	0.93	0.79
Standard Deviation	0.946	0.963	0.944	0.96 E	0.899	0.929	0.946	0.947 *	0.988 J	0.913
Standard Error	0.032	0.059	0.038	0.042	0.062	0.082	0.033	0.104	0.052	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	957	194	583	374	694	494	164	263
Base	956	217	582	374	702	508	173	253
Net: Ever	473 50%	106 49%	293 50%	180 48%	370 53%	267 53%	97 56%	103 41%
Always (3)	65 7%	14 7%	38 7%	26 7%	55 8%	40 8%	18 10%	10 4%
Most of the time (2)	143 15%	40 18%	91 16%	52 14%	118 17%	84 17%	35 20%	25 10%
Sometimes (1)	266 28%	52 24%	164 28%	102 27%	197 28%	143 28%	44 26%	68 27%
Never (0)	409 43%	88 41%	237 41%	173 46%	290 41%	210 41%	68 39%	120 47%
Not applicable	73 8%	23 10%	52 9%	21 6%	43 6%	30 6%	8 5%	31 12%
Mean score	0.84	0.9	0.87	0.81	0.91	0.9	1.02	0.66
Standard Deviation	0.946	0.973	0.944	0.949	0.971	0.973	1.031	0.841
Standard Error	0.032	0.07	0.041	0.051	0.038	0.045	0.08	0.056

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q19. How often do you do - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	957	456	501	88	151	156	191	156	215	259	278	172	248	537	420	219	374	182	182	264	693
Base	956	453	503	130	152	149	177	143	204	239	257	182	277	497	459	215	365	186	190	269	687
Net: Ever	183 19%	102 22% C	81 16%	43 33% GHI*	64 42% FGHI	34 23% GHI	24 13% I	9 6%	8 4%	47 19%	48 19%	40 22%	48 17%	95 19%	88 19%	32 15%	66 18%	38 21%	46 24% P	77 29% U	105 15%
Always (3)	29 3%	16 3%	14 3%	11 8% GHI*	9 6% HI	4 3%	3 2%	1 1%	2 1%	6 2%	8 3%	7 4%	8 3%	14 3%	15 3%	4 2%	13 4%	3 1%	9 5%	14 5% U	15 2%
Most of the time (2)	53 6%	22 5%	31 6%	11 9% GI*	26 17% FGHI	10 6% GI	3 2%	4 2%	- -	10 4%	15 6%	16 9%	12 4%	25 5%	28 6%	7 3%	15 4%	13 7%	18 9% PQ	31 11% U	22 3%
Sometimes (1)	101 11%	64 14% C	37 7%	21 16% HI*	30 20% GHI	21 14% HI	18 10% HI	5 3%	7 3%	31 13%	25 10%	18 10%	28 10%	56 11%	45 10%	21 10%	38 10%	23 12%	19 10%	33 12%	68 10%
Never (0)	701 73%	332 73%	368 73%	67 52% *	78 51%	107 72% DE	143 81% DE	125 87% DEF	181 88% DEFG	173 72%	184 72%	134 74%	209 76%	357 72%	343 75%	160 74%	277 76%	131 70%	133 70%	183 68%	518 75% T
Not applicable	72 8%	19 4%	53 11% B	20 15% FGH*	10 6%	8 6%	10 6%	9 6%	15 7%	20 8%	25 10%	8 4%	20 7%	45 9%	28 6%	23 11%	22 6%	17 9%	10 5%	9 3%	64 9% T
Mean score	0.33	0.36	0.31	0.69	0.75	0.36	0.19	0.11	0.07	0.31	0.34	0.4	0.3	0.33	0.34	0.25	0.31	0.34	0.46	0.52	0.25
Standard Deviation	0.734	0.738	0.731	FGHI*	FGHI	GHI	I			0.684	0.756	0.812	0.701	0.722	0.748	0.618	0.734	0.688	0.87	0.898	0.639
Standard Error	0.025	0.035	0.034	0.097	0.08	0.061	0.042	0.037	0.026	0.046	0.05	0.061	0.044	0.034	0.036	0.045	0.04	0.053	0.065	0.056	0.026

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q19. How often do you do - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	957	252	651	54	601	356	156	335	92	610	347	-	236	161	380	170	683	274
Base	956	252	648	55	604	351	157	339	89	602	353	-	239	159	372	177	683	272
Net: Ever	183 19%	41 16%	130 20%	11 20% *	122 20%	61 17%	48 31% HI	60 18%	10 11% *	103 17%	79 22%	- -	41 17%	35 22%	73 20%	32 18%	132 19%	51 19%
Always (3)	29 3%	5 2%	23 4%	1 3% *	24 4% F	5 1%	13 9% HI	10 3%	1 1% *	22 4%	7 2%	- -	7 3%	8 5%	8 2%	6 4%	27 4% R	2 1%
Most of the time (2)	53 6%	15 6%	35 5%	3 6% *	43 7% F	10 3%	18 12% H	19 6%	4 5% *	32 5%	21 6%	- -	11 4%	13 8%	22 6%	7 4%	38 6%	15 6%
Sometimes (1)	101 11%	22 9%	72 11%	7 12% *	54 9%	47 13%	16 10%	31 9%	5 5% *	49 8%	52 15% J	- -	23 10%	15 9%	43 12%	19 11%	67 10%	34 13%
Never (0)	701 73%	196 78%	467 72%	38 68% *	445 74%	256 73%	102 65%	263 78% G	65 73% *	455 76%	246 70%	- -	181 76%	108 68%	275 74%	132 75%	490 72%	211 77%
Not applicable	72 8%	15 6%	51 8%	6 11% *	38 6%	34 10%	8 5%	16 5%	15 16% GH*	44 7%	28 8%	- -	17 7%	15 10%	24 7%	12 7%	62 9% R	10 4%
Mean score	0.33	0.27	0.35	0.36	0.38	0.25	0.62	0.31	0.21	0.32	0.35	-	0.3	0.44	0.32	0.32	0.36	0.27
Standard Deviation	0.734	0.663	0.76	0.741	0.804	0.582	1.012	0.721	0.597	0.757	0.694	-	0.712	0.865	0.693	0.732	0.784	0.596
Standard Error	0.025	0.043	0.031	0.106	0.034	0.033	0.083	0.04	0.069	0.032	0.038	-	0.048	0.072	0.037	0.057	0.031	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	957	282	664	581	220	136	868	89	370	587
Base	956	279	666	571	221	143	863	92	392	564
Net: Ever	183 19%	54 19%	125 19%	110 19%	39 18%	29 20%	155 18%	28 30% G*	103 26% J	80 14%
Always (3)	29 3%	15 6% C	14 2%	17 3%	6 3%	4 3%	22 3%	7 7% G*	23 6% J	6 1%
Most of the time (2)	53 6%	15 5%	37 5%	35 6%	11 5%	6 4%	44 5%	9 10% *	30 8% J	23 4%
Sometimes (1)	101 11%	23 8%	75 11%	58 10%	22 10%	19 13%	89 10%	12 13% *	50 13%	51 9%
Never (0)	701 73%	208 75%	486 73%	417 73%	168 76%	100 70%	645 75% H	55 60% *	254 65%	447 79% I
Not applicable	72 8%	17 6%	55 8%	44 8%	14 6%	13 9%	63 7%	9 10% *	35 9%	37 7%
Mean score	0.33	0.38	0.31	0.34	0.3	0.34	0.3	0.6 G*	0.5 J	0.22
Standard Deviation	0.734	0.843	0.683	0.746	0.706	0.72	0.699	0.976	0.902	0.567
Standard Error	0.025	0.052	0.028	0.032	0.049	0.063	0.025	0.107	0.048	0.025

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	957	194	583	374	694	494	164	263
Base	956	217	582	374	702	508	173	253
Net: Ever	183 19%	53 24%	113 19%	70 19%	161 23% H	140 28% H	62 36% EH	22 9%
Always (3)	29 3%	10 5%	20 3%	9 2%	28 4% H	27 5% H	17 10% EH	1 *
Most of the time (2)	53 6%	21 10%	32 5%	21 6%	48 7% H	44 9% H	18 10% H	5 2%
Sometimes (1)	101 11%	22 10%	61 10%	40 11%	85 12% H	69 14% H	28 16% H	16 6%
Never (0)	701 73%	139 64%	418 72%	282 75%	503 72% G	339 67% G	103 60% G	197 78% FG
Not applicable	72 8%	25 11%	51 9%	22 6%	38 5% G	28 6% G	7 4% G	34 14% EFG
Mean score	0.33	0.49	0.35	0.31	0.4 H	0.5 H	0.69 EFH	0.13
Standard Deviation	0.734	0.884	0.757	0.7	0.799	0.881	1.024	0.43
Standard Error	0.025	0.064	0.033	0.037	0.031	0.04	0.08	0.029

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
 (**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q19. How often do you do - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	957	456	501	88	151	156	191	156	215	259	278	172	248	537	420	219	374	182	182	264	693
Base	956	453	503	130	152	149	177	143	204	239	257	182	277	497	459	215	365	186	190	269	687
Net: Ever	151 16%	91 20% C	60 12%	27 21% GHI*	51 34% FGHI	27 18% HI	19 11%	10 7%	16 8%	38 16%	39 15%	29 16%	45 16%	77 15%	74 16%	23 10%	59 16%	34 19% P	35 18% P	63 23% U	88 13%
Always (3)	25 3%	11 2%	14 3%	6 5% *	9 6% GHI	5 3%	2 1%	1 1%	2 1%	7 3%	3 1%	8 4%	7 3%	10 2%	15 3%	3 1%	10 3%	3 2%	9 5%	13 5% U	11 2%
Most of the time (2)	42 4%	29 6% C	13 3%	4 3% *	18 12% DGHI	10 7% I	5 3%	3 2%	2 1%	10 4%	13 5%	7 4%	11 4%	24 5%	19 4%	8 4%	10 3%	14 7% Q	10 6%	21 8% U	22 3%
Sometimes (1)	83 9%	51 11% C	33 6%	17 13% H*	24 16% GHI	12 8%	12 7%	6 4%	13 6%	20 8%	23 9%	14 8%	26 9%	43 9%	40 9%	12 6%	39 11%	17 9%	15 8%	29 11%	55 8%
Never (0)	683 71%	329 73%	354 70%	72 56% *	79 52%	104 70% DE	141 80% DEF	118 83% DEF	169 83% DEF	173 72%	181 71%	133 73%	195 70%	355 71%	328 71%	156 72%	273 75% R	122 66%	132 70%	179 67%	504 73% T
Not applicable	122 13%	33 7%	89 18% B	31 24% FGHI*	22 15%	19 13%	17 10%	14 10%	19 9%	28 12%	37 14%	19 11%	38 14%	65 13%	57 12%	37 17% Q	33 9%	29 16% Q	23 12%	27 10%	95 14%
Mean score	0.29	0.34	0.24	0.44	0.67	0.35	0.17	0.12	0.12	0.3	0.26	0.32	0.29	0.28	0.3	0.2	0.27	0.35	0.38	0.46	0.22
Standard Deviation	0.698	0.718	0.675	GHI* 0.835	FGHI 0.958	GHI 0.78	0.531	0.461	0.434	0.719	0.624	0.773	0.692	0.672	0.725	0.59	0.657	0.728	0.833	0.868	0.603
Standard Error	0.024	0.035	0.033	0.084	0.084	0.068	0.042	0.041	0.032	0.05	0.042	0.061	0.045	0.032	0.036	0.044	0.036	0.058	0.064	0.056	0.025

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	957	252	651	54	601	356	156	335	92	610	347	-	236	161	380	170	683	274
Base	956	252	648	55	604	351	157	339	89	602	353	-	239	159	372	177	683	272
Net: Ever	151 16%	39 15%	102 16%	10 18% *	111 18% F	40 11%	40 26% H	54 16%	14 15% *	79 13%	71 20% J	-	32 14%	39 24% MOP	53 14%	26 15%	114 17%	37 13%
Always (3)	25 3%	7 3%	15 2%	2 4% *	22 4% F	3 1%	11 7%	9 3%	2 2% *	18 3%	7 2%	-	4 2%	8 5%	8 2%	5 3%	20 3%	5 2%
Most of the time (2)	42 4%	13 5%	27 4%	2 4% *	37 6% F	6 2%	14 9%	15 5%	6 7% *	22 4%	20 6%	-	9 4%	13 8%	15 4%	5 3%	32 5%	10 4%
Sometimes (1)	83 9%	18 7%	60 9%	5 9% *	52 9%	31 9%	16 10%	29 9%	6 7% *	39 7%	44 12% J	-	19 8%	18 11%	30 8%	16 9%	62 9%	21 8%
Never (0)	683 71%	186 74%	461 71%	36 65% *	424 70%	258 74%	105 67%	247 73%	56 63% *	447 74% K	235 67%	-	181 76% N	98 62%	279 75% N	119 67%	470 69%	213 78% Q
Not applicable	122 13%	27 11%	85 13%	10 18% *	69 11%	53 15%	12 8%	38 11%	19 21% GH*	76 13%	47 13%	-	25 10%	21 14%	40 11%	32 18% MO	99 15% R	23 8%
Mean score	0.29	0.3	0.28	0.37 *	0.36 F	0.17	0.52 H	0.29	0.34 *	0.26	0.34	-	0.23	0.49 MO	0.26	0.28	0.32	0.23
Standard Deviation	0.698	0.729	0.676	0.812	0.783	0.49	0.939	0.705	0.756	0.695	0.7	-	0.615	0.886	0.655	0.692	0.729	0.616
Standard Error	0.024	0.049	0.028	0.12	0.034	0.028	0.078	0.041	0.09	0.03	0.04	-	0.042	0.076	0.036	0.058	0.03	0.039

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	957	282	664	581	220	136	868	89	370	587
Base	956	279	666	571	221	143	863	92	392	564
Net: Ever	151 16%	45 16%	101 15%	90 16%	38 17%	21 15%	127 15%	24 26% G*	90 23% J	61 11%
Always (3)	25 3%	10 4%	15 2%	15 3%	5 2%	4 3%	21 2%	3 4% *	18 5% J	7 1%
Most of the time (2)	42 4%	15 5%	26 4%	25 4%	13 6%	5 3%	34 4%	8 9% *	27 7% J	16 3%
Sometimes (1)	83 9%	20 7%	60 9%	50 9%	20 9%	13 9%	71 8%	13 14% *	45 11% J	38 7%
Never (0)	683 71%	204 73%	471 71%	408 71%	159 72%	100 70%	626 72% H	57 62% *	242 62%	441 78% I
Not applicable	122 13%	29 10%	93 14%	74 13%	24 11%	22 16%	111 13%	11 12% *	61 16%	61 11%
Mean score	0.29	0.32	0.27	0.29	0.31	0.27	0.27	0.48	0.46	0.18
Standard Deviation	0.698	0.761	0.668	0.699	0.71	0.673	0.679	0.838	0.858	0.541
Standard Error	0.024	0.048	0.028	0.031	0.051	0.061	0.025	0.093	0.047	0.024

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	957	194	583	374	694	494	164	263
Base	956	217	582	374	702	508	173	253
Net: Ever	151 16%	35 16%	94 16%	57 15%	130 18% H	111 22% H	53 31% EFH	21 8%
Always (3)	25 3%	8 4%	15 3%	10 3%	21 3%	20 4%	16 9% EFH	4 2%
Most of the time (2)	42 4%	10 5%	24 4%	18 5%	38 5% H	36 7% H	16 9% H	5 2%
Sometimes (1)	83 9%	17 8%	55 9%	29 8%	71 10% H	55 11% H	21 12% H	12 5%
Never (0)	683 71%	132 61%	401 69%	281 75%	496 71% G	339 67% G	107 62% G	186 74% G
Not applicable	122 13%	50 23%	86 15% D	36 10%	76 11%	58 11%	13 7%	46 18% EFG
Mean score	0.29	0.37	0.3	0.28	0.33	0.42	0.63	0.16
Standard Deviation	0.698	0.806	0.701	0.694	0.738	0.819	1.015	0.539
Standard Error	0.024	0.062	0.031	0.038	0.029	0.039	0.08	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q19. Summary table: Frequency of undertaking cooking/preparation behaviours**Base: All responsible for cooking and preparing food in the home**

	Wash hands immediately after handling raw meat, poultry or fish	Cook food until it is steaming hot throughout	Eat chicken or turkey if the meat is pink or has pink or red juices	Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	Eat burgers or sausages if the meat is pink or has pink or red juices	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices
Unweighted Base	957	957	957	957	957	957
Base	956	956	956	956	956	956
Net: Ever	897 94%	922 97%	118 12%	473 50%	183 19%	151 16%
Always (3)	722 76%	670 70%	29 3%	65 7%	29 3%	25 3%
Most of the time (2)	115 12%	192 20%	45 5%	143 15%	53 6%	42 4%
Sometimes (1)	59 6%	60 6%	44 5%	266 28%	101 11%	83 9%
Never (0)	24 2%	18 2%	774 81%	409 43%	701 73%	683 71%
Not applicable	35 4%	15 2%	64 7%	73 8%	72 8%	122 13%
Mean score	2.67	2.61	0.25	0.84	0.33	0.29
Standard Deviation	0.712	0.694	0.692	0.946	0.734	0.698
Standard Error	0.023	0.023	0.023	0.032	0.025	0.024

Weighted by: WEIGHT

Prepared by Kantar TNS

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Wash hands immediately after handling raw meat, poultry or fish	2.67	2.57	2.76	2.59	2.57	2.66	2.66	2.7	2.79	2.64	2.67	2.69	2.68	2.66	2.68	2.67	2.62	2.69	2.74	2.64	2.68
			B	*					DE												
Cook food until it is steaming hot throughout	2.61	2.52	2.69	2.46	2.36	2.64	2.68	2.71	2.74	2.66	2.55	2.63	2.62	2.6	2.62	2.67	2.6	2.53	2.63	2.56	2.63
			B	*		E	DE	DE	DE	N											
Eat chicken or turkey if the meat is pink or has pink or red juices	0.25	0.3	0.19	0.44	0.63	0.27	0.15	0.07	0.03	0.21	0.26	0.34	0.2	0.24	0.26	0.2	0.23	0.27	0.31	0.42	0.18
			C	GHI*	FGHI	HI	I													U	
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	0.84	0.92	0.77	1.05	1.25	0.84	0.56	0.6	0.84	1.09	0.8	0.77	0.71	0.94	0.74	0.72	0.94	0.85	0.78	0.88	0.83
			C	GH*	FGHI	GH			GH	KLMNO				KMO			P				
Eat burgers or sausages if the meat is pink or has pink or red juices	0.33	0.36	0.31	0.69	0.75	0.36	0.19	0.11	0.07	0.31	0.34	0.4	0.3	0.33	0.34	0.25	0.31	0.34	0.46	0.52	0.25
				FGHI*	FGHI	GHI	I												P	U	
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	0.29	0.34	0.24	0.44	0.67	0.35	0.17	0.12	0.12	0.3	0.26	0.32	0.29	0.28	0.3	0.2	0.27	0.35	0.38	0.46	0.22
				GHI*	FGHI	GHI													P	U	

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Wash hands immediately after handling raw meat, poultry or fish	2.67	2.7	2.66	2.59	2.68	2.65	2.75	2.67	2.62	2.72	2.58	-	2.62	2.68	2.71	2.66	2.7	2.59
				*					*	K							R	
Cook food until it is steaming hot throughout	2.61	2.63	2.6	2.69	2.61	2.62	2.59	2.62	2.58	2.69	2.48	-	2.6	2.68	2.62	2.54	2.62	2.58
				*					*	K								
Eat chicken or turkey if the meat is pink or has pink or red juices	0.25	0.23	0.24	0.37	0.33	0.11	0.49	0.28	0.23	0.23	0.28	-	0.18	0.39	0.23	0.25	0.27	0.19
				*	F		HI		*					MO				
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	0.84	0.8	0.85	1.01	0.87	0.79	1.01	0.84	0.8	0.81	0.89	-	0.79	0.92	0.89	0.75	0.84	0.86
				*					*									
Eat burgers or sausages if the meat is pink or has pink or red juices	0.33	0.27	0.35	0.36	0.38	0.25	0.62	0.31	0.21	0.32	0.35	-	0.3	0.44	0.32	0.32	0.36	0.27
				*	F		HI		*									
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	0.29	0.3	0.28	0.37	0.36	0.17	0.52	0.29	0.34	0.26	0.34	-	0.23	0.49	0.26	0.28	0.32	0.23
				*	F		H		*					MO				

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

	Total	Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Wash hands immediately after handling raw meat, poultry or fish	2.67	2.65	2.69	2.74	2.52	2.59	2.7	2.34	2.65	2.68
				EF			H	*		
Cook food until it is steaming hot throughout	2.61	2.65	2.6	2.64	2.56	2.57	2.64	2.35	2.56	2.65
							H	*		
Eat chicken or turkey if the meat is pink or has pink or red juices	0.25	0.28	0.23	0.26	0.24	0.22	0.23	0.4	0.43	0.12
								*	J	
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	0.84	0.87	0.83	0.89	0.71	0.85	0.86	0.73	0.93	0.79
				E				*	J	
Eat burgers or sausages if the meat is pink or has pink or red juices	0.33	0.38	0.31	0.34	0.3	0.34	0.3	0.6	0.5	0.22
								G*	J	
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	0.29	0.32	0.27	0.29	0.31	0.27	0.27	0.48	0.46	0.18
						*		G*	J	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Wash hands immediately after handling raw meat, poultry or fish	2.67	2.72	2.71	2.61	2.65	2.6	2.57	2.71
			D					
Cook food until it is steaming hot throughout	2.61	2.6	2.63	2.58	2.56	2.5	2.46	2.76
								EFG
Eat chicken or turkey if the meat is pink or has pink or red juices	0.25	0.31	0.26	0.22	0.31	0.4	0.56	0.06
					H	H	EFH	
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	0.84	0.9	0.87	0.81	0.91	0.9	1.02	0.66
					H	H	H	
Eat burgers or sausages if the meat is pink or has pink or red juices	0.33	0.49	0.35	0.31	0.4	0.5	0.69	0.13
					H	H	EFH	
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	0.29	0.37	0.3	0.28	0.33	0.42	0.63	0.16
					H	H	EFH	

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Filtered - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	921	442	479	84	149	150	182	149	207	250	263	168	240	513	408	198	365	178	180	259	662
Base	920	439	482	124	151	144	169	136	197	231	243	178	269	474	447	195	356	182	187	264	657
Net: Ever	897 97%	422 96%	475 99%	121 98% B	145 97%	141 98%	162 96%	132 97%	195 99%	228 99%	237 98%	174 98%	257 96%	465 98%	431 97%	193 99%	344 97%	176 97%	184 98%	256 97%	640 98%
Always (3)	722 78%	321 73%	401 83%	88 71% B	109 72%	112 78%	136 81%	110 81%	167 85% DE	176 76%	191 78%	140 79%	215 80%	367 77%	355 80%	148 76%	275 77%	147 81%	152 81%	200 76%	522 79%
Most of the time (2)	115 12%	64 15%	51 11%	25 20% GI*	24 16% G	17 12%	14 8%	16 12%	20 10%	28 12%	31 13%	24 14%	31 12%	59 13%	56 12%	30 15%	41 12%	19 10%	25 13%	40 15%	75 11%
Sometimes (1)	59 6%	37 8% C	23 5%	9 7% *	13 8%	11 8%	12 7%	6 5%	8 4%	24 10% MO	16 6%	9 5%	11 4%	39 8% MO	20 4%	15 7%	28 8%	10 5%	7 4%	15 6%	44 7%
Never (0)	24 3%	17 4% C	7 1%	3 2% *	5 3%	3 2%	7 4%	4 3%	2 1%	3 1%	6 2%	4 2%	11 4%	8 2%	15 3%	2 1%	12 3%	6 3%	4 2%	8 3%	16 2%
Mean score	2.67	2.57	2.76 B	2.59 *	2.57	2.66	2.66	2.7	2.79 DE	2.64	2.67	2.69	2.68	2.66	2.68	2.67	2.62	2.69	2.74	2.64	2.68
Standard Deviation	0.712	0.803	0.606	0.73	0.79	0.71	0.782	0.696	0.562	0.715	0.701	0.679	0.744	0.707	0.718	0.661	0.777	0.719	0.621	0.724	0.707
Standard Error	0.023	0.038	0.028	0.065	0.064	0.059	0.06	0.06	0.04	0.047	0.045	0.051	0.045	0.032	0.034	0.047	0.041	0.053	0.045	0.045	0.028

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q19. How often do you do - Filtered - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	921	243	627	51	586	335	153	331	84	584	337	-	228	153	369	164	651	270
Base	920	244	624	53	590	330	154	335	82	577	343	-	231	151	362	170	653	268
Net: Ever	897 97%	239 98%	607 97%	51 96% *	577 98%	319 97%	152 99%	325 97%	81 99% *	565 98%	331 97%	- -	219 95%	149 99%	356 98% M	167 98%	642 98% R	255 95%
Always (3)	722 78%	194 79%	491 79%	38 71% *	463 78%	259 78%	127 82%	259 77%	63 76% *	468 81% K	254 74%	- -	183 79%	116 77%	287 79%	132 78%	521 80%	201 75%
Most of the time (2)	115 12%	33 13%	72 12%	10 20% *	79 13%	36 11%	17 11%	51 15%	9 11% *	69 12%	46 13%	- -	20 9%	23 15%	50 14%	20 12%	78 12%	37 14%
Sometimes (1)	59 6%	13 5%	44 7%	3 5% *	35 6%	24 7%	8 5%	15 5%	10 12% H*	28 5%	32 9% J	- -	17 7%	9 6%	19 5%	14 8%	42 7%	17 6%
Never (0)	24 3%	5 2%	17 3%	2 4% *	13 2%	11 3%	2 1%	10 3%	1 1% *	12 2%	12 3%	- -	12 5% O	2 1%	6 2%	3 2%	11 2%	13 5% Q
Mean score	2.67	2.7	2.66	2.59 *	2.68	2.65	2.75	2.67	2.62 *	2.72 K	2.58	-	2.62	2.68	2.71	2.66	2.7 R	2.59
Standard Deviation	0.712	0.662	0.727	0.759	0.687	0.756	0.61	0.703	0.748	0.653	0.795	-	0.83	0.651	0.641	0.714	0.663	0.815
Standard Error	0.023	0.042	0.029	0.105	0.028	0.042	0.049	0.038	0.082	0.027	0.043	-	0.055	0.053	0.034	0.055	0.026	0.05

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Filtered - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	921	271	639	556	214	132	837	84	358	563
Base	920	268	642	546	215	139	833	88	380	541
Net: Ever	897 97%	262 98%	626 98%	537 98%	207 96%	133 96%	815 98% H	81 92% *	371 98%	525 97%
Always (3)	722 78%	203 76%	513 80%	447 82% E	153 71%	104 75%	666 80% H	56 64% *	288 76%	434 80%
Most of the time (2)	115 12%	41 15%	73 11%	64 12%	30 14%	19 14%	103 12%	12 14% *	58 15% J	57 11%
Sometimes (1)	59 6%	17 7%	39 6%	26 5%	24 11% D	10 7%	47 6%	13 15% G*	25 7%	34 6%
Never (0)	24 3%	6 2%	16 2%	9 2%	9 4%	6 4%	17 2%	7 8% G*	8 2%	16 3%
Mean score	2.67	2.65	2.69	2.74 EF	2.52	2.59	2.7 H	2.34 *	2.65	2.68
Standard Deviation	0.712	0.7	0.697	0.626	0.847	0.797	0.667	0.991	0.702	0.719
Standard Error	0.023	0.043	0.028	0.027	0.058	0.068	0.023	0.106	0.036	0.031

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Filtered - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home and this specific item

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	921	187	561	360	675	481	161	246
Base	920	210	560	361	684	494	169	237
Net: Ever	897 97%	205 98%	551 98%	346 96%	667 98%	479 97%	162 96%	230 97%
Always (3)	722 78%	169 81%	448 80%	274 76%	527 77%	365 74%	121 71%	196 83%
Most of the time (2)	115 12%	26 12%	69 12%	46 13%	95 14%	77 15%	32 19%	20 9%
Sometimes (1)	59 6%	10 5%	34 6%	26 7%	45 7%	37 8%	9 5%	14 6%
Never (0)	24 3%	4 2%	9 2%	15 4%	17 2%	16 3%	7 4%	7 3%
Mean score	2.67	2.72	2.71	2.61	2.65	2.6	2.57	2.71
Standard Deviation	0.712	0.654	0.651	0.795	0.713	0.762	0.786	0.711
Standard Error	0.023	0.045	0.027	0.042	0.027	0.034	0.06	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q19. How often do you do - Filtered - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	943	450	493	84	148	155	190	153	213	254	275	171	243	529	414	212	372	179	180	263	680
Base	940	446	494	124	149	148	176	140	203	234	254	180	272	488	452	208	363	182	187	268	672
Net: Ever	922 98%	434 97%	488 99%	121 97% *	144 96%	147 99%	170 97%	140 100%	201 99%	233 100%	248 98%	177 98%	264 97%	481 99%	441 98%	205 99%	359 99%	175 96%	183 98%	261 97%	661 98%
Always (3)	670 71%	295 66%	375 76% B	81 65% *	80 54%	108 73% E	138 78% DE	106 76% E	157 78% DE	170 73%	168 66%	131 73%	201 74%	338 69%	333 74% K	153 73%	253 70%	127 70%	138 74%	189 71%	481 72%
Most of the time (2)	192 20%	102 23%	90 18%	24 19% *	47 32% FGHI	29 20%	25 14%	27 20%	39 19%	49 21%	64 25% MO	33 19%	45 16%	114 23% MO	78 17%	45 22%	82 23%	31 17%	34 18%	46 17%	146 22%
Sometimes (1)	60 6%	37 8% C	23 5%	17 13% GHI*	16 11% GI	9 6%	7 4%	7 5%	4 2%	14 6%	17 7%	13 7%	17 6%	30 6%	30 7%	7 4%	25 7%	17 9% P	12 6%	26 10% U	34 5%
Never (0)	18 2%	12 3%	6 1%	3 3% *	5 4%	2 1%	6 3%	- -	2 1%	1 *	6 2%	3 2%	8 3%	7 1%	11 2%	3 1%	4 1%	7 4%	4 2%	7 3%	11 2%
Mean score	2.61	2.52	2.69	2.46	2.36	2.64	2.68	2.71	2.74	2.66	2.55	2.63	2.62	2.6	2.62	2.67	2.6	2.53	2.63	2.56	2.63
Standard Deviation	0.694	0.762	0.615	0.821	0.817	0.655	0.706	0.553	0.539	0.604	0.721	0.69	0.74	0.669	0.72	0.615	0.666	0.814	0.698	0.772	0.659
Standard Error	0.023	0.036	0.028	0.074	0.067	0.054	0.053	0.047	0.038	0.039	0.045	0.051	0.045	0.03	0.034	0.043	0.035	0.06	0.051	0.047	0.025

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q19. How often do you do - Filtered - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	943	248	643	52	593	350	153	331	91	600	343	-	231	159	378	166	674	269
Base	940	247	639	53	596	344	154	335	88	592	348	-	233	157	370	172	674	266
Net: Ever	922 98%	241 97%	628 98%	53 100% *	584 98%	338 98%	152 99%	326 97%	88 99% *	583 98%	340 98%	- -	226 97%	157 100%	362 98%	168 98%	664 98%	258 97%
Always (3)	670 71%	180 73%	450 70%	40 75% *	429 72%	241 70%	107 70%	247 74%	61 69% *	450 76% K	220 63%	- -	166 71%	116 74%	265 72%	117 68%	484 72%	186 70%
Most of the time (2)	192 20%	50 20%	132 21%	10 18% *	111 19%	81 24%	32 20%	57 17%	19 21% *	108 18%	84 24% J	- -	47 20%	31 20%	76 21%	36 21%	135 20%	57 21%
Sometimes (1)	60 6%	12 5%	45 7%	3 7% *	44 7%	16 5%	13 9%	22 7%	8 9% *	25 4%	35 10% J	- -	13 6%	10 6%	22 6%	16 9%	45 7%	15 6%
Never (0)	18 2%	6 3%	12 2%	- - *	12 2%	6 2%	2 1%	9 3%	1 1% *	9 2%	9 2%	- -	7 3%	- -	7 2%	4 2%	10 2%	8 3%
Mean score	2.61	2.63	2.6	2.69 *	2.61	2.62	2.59	2.62	2.58 *	2.69 K	2.48	-	2.6	2.68	2.62	2.54	2.62	2.58
Standard Deviation	0.694	0.695	0.701	0.593	0.713	0.66	0.703	0.728	0.697	0.629	0.776	-	0.728	0.591	0.687	0.754	0.678	0.731
Standard Error	0.023	0.044	0.028	0.081	0.029	0.036	0.057	0.04	0.074	0.026	0.042	-	0.048	0.047	0.036	0.057	0.026	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Filtered - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	943	277	655	574	215	135	856	87	363	580
Base	940	273	656	564	216	141	850	90	384	556
Net: Ever	922 98%	270 99%	642 98%	553 98%	213 99%	138 97%	836 98%	87 96% *	376 98%	546 98%
Always (3)	670 71%	197 72%	467 71%	416 74% E	143 66%	98 70%	620 73% H	50 56% *	264 69%	406 73%
Most of the time (2)	192 20%	58 21%	132 20%	104 18%	54 25% D	28 20%	167 20%	25 28% *	79 21%	113 20%
Sometimes (1)	60 6%	15 6%	43 7%	34 6%	16 7%	11 8%	49 6%	11 12% G* J	33 9%	27 5%
Never (0)	18 2%	3 1%	14 2%	11 2%	3 1%	4 3%	14 2%	4 4% *	8 2%	10 2%
Mean score	2.61	2.65	2.6	2.64	2.56	2.57	2.64 H	2.35 *	2.56	2.65
Standard Deviation	0.694	0.636	0.707	0.681	0.685	0.75	0.669	0.853	0.74	0.658
Standard Error	0.023	0.039	0.028	0.029	0.047	0.063	0.023	0.09	0.038	0.028

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Filtered - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home and this specific item

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	943	191	572	371	688	490	162	255
Base	940	213	569	371	695	503	170	245
Net: Ever	922 98%	209 98%	559 98%	363 98%	678 98%	489 97%	167 98%	244 100%
Always (3)	670 71%	150 70%	416 73%	254 69%	471 68%	324 64%	104 61%	199 81% EFG
Most of the time (2)	192 20%	44 21%	108 19%	84 23%	158 23% H	122 24% H	44 26% H	34 14%
Sometimes (1)	60 6%	15 7%	36 6%	24 7%	49 7%	43 9%	19 11% H	11 4%
Never (0)	18 2%	4 2%	10 2%	8 2%	17 2%	14 3%	3 2%	1 *
Mean score	2.61	2.6	2.63	2.58	2.56	2.5	2.46	2.76 EFG
Standard Deviation	0.694	0.703	0.683	0.709	0.731	0.768	0.767	0.547
Standard Error	0.023	0.048	0.029	0.037	0.028	0.034	0.059	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q19. How often do you do - Filtered - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	896	437	459	75	144	149	181	144	203	242	261	164	229	503	393	197	355	169	175	256	640
Base	891	434	458	111	145	143	168	132	193	224	240	173	255	463	428	194	346	171	180	260	631
Net: Ever	118 13%	68 16% C	50 11%	27 24% GHI*	51 35% FGHI	20 14% HI	12 7% I	5 4%	4 2%	27 12%	33 14%	30 18%	27 11%	60 13%	58 13%	19 10%	42 12%	27 16%	29 16%	58 22% U	59 9%
Always (3)	29 3%	20 5% C	9 2%	6 5% I*	11 8% HI	5 3%	5 3%	1 1%	1 *	6 3%	8 3%	6 4%	9 3%	14 3%	15 3%	7 4%	10 3%	2 1%	9 5%	12 5%	17 3%
Most of the time (2)	45 5%	23 5%	22 5%	10 9% GHI*	18 12% GHI	10 7% HI	4 2%	2 1%	1 *	9 4%	13 5%	16 9% JMNO	7 3%	21 5%	23 5% M	4 2%	17 5%	14 8% P	9 5%	26 10% U	18 3%
Sometimes (1)	44 5%	25 6%	19 4%	10 9% GHI*	21 15% FGHI	6 4%	4 2%	2 1%	2 1%	13 6%	12 5%	8 5%	11 4%	25 5%	19 5%	8 4%	15 4%	11 6%	11 6%	20 8% U	24 4%
Never (0)	774 87%	366 84%	408 89% B	85 76% *	95 65%	123 86% E	155 93% DE	127 96% DEF	189 98% DEFG	196 88%	207 86%	142 82%	228 89%	403 87%	371 87%	174 90%	304 88%	144 84%	152 84%	202 78%	572 91% T
Mean score	0.25	0.3 C	0.19	0.44 GHI*	0.63 FGHI	0.27 HI	0.15 I	0.07	0.03	0.21	0.26	0.34	0.2	0.24	0.26	0.2	0.23	0.27	0.31	0.42 U	0.18
Standard Deviation	0.692	0.769	0.607	0.878	0.975	0.73	0.59	0.368	0.265	0.636	0.704	0.795	0.651	0.672	0.715	0.649	0.677	0.664	0.786	0.853	0.6
Standard Error	0.023	0.037	0.028	0.083	0.081	0.061	0.046	0.032	0.019	0.043	0.045	0.061	0.041	0.031	0.035	0.047	0.036	0.051	0.059	0.053	0.024

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Filtered - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	896	237	611	48	568	328	149	324	77	570	326	-	224	149	358	159	631	265
Base	891	237	605	49	569	322	149	327	75	563	329	-	225	147	349	165	629	262
Net: Ever	118 13%	29 12%	79 13%	9 19% *	95 17% F	23 7%	39 26% HI	44 14%	9 12% *	65 12%	52 16%	- -	23 10%	28 19% M	45 13%	21 13%	87 14%	31 12%
Always (3)	29 3%	7 3%	19 3%	2 5% *	26 5% F	3 1%	9 6%	15 5%	2 2% *	19 3%	10 3%	- -	3 1%	10 7% M	9 3%	7 4%	26 4%	3 1%
Most of the time (2)	45 5%	11 5%	30 5%	4 8% *	39 7% F	6 2%	16 11% H	16 5%	5 7% *	26 5%	19 6%	- -	10 5%	10 7%	18 5%	6 4%	33 5%	12 4%
Sometimes (1)	44 5%	11 5%	30 5%	3 6% *	30 5%	14 4%	14 9% H	13 4%	2 3% *	21 4%	23 7% J	- -	9 4%	8 5%	19 5%	8 5%	28 4%	16 6%
Never (0)	774 87%	208 88%	526 87%	40 81% *	474 83%	300 93% E	110 74%	283 86% G	66 88% G*	497 88%	277 84%	- -	202 90% N	119 81%	304 87%	144 87%	543 86%	231 88%
Mean score	0.25	0.23	0.24	0.37 *	0.33 F	0.11	0.49 HI	0.28	0.23 *	0.23	0.28	-	0.18	0.39 MO	0.23	0.25	0.27	0.19
Standard Deviation	0.692	0.675	0.686	0.837	0.793	0.43	0.914	0.761	0.674	0.682	0.709	-	0.572	0.885	0.656	0.716	0.741	0.556
Standard Error	0.023	0.044	0.028	0.119	0.033	0.024	0.075	0.042	0.078	0.029	0.039	-	0.038	0.073	0.035	0.056	0.03	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Filtered - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	896	266	619	543	210	124	815	81	341	555
Base	891	262	618	533	210	129	808	83	360	532
Net: Ever	118 13%	37 14%	77 12%	73 14%	27 13%	15 12%	97 12%	21 25% G*	78 22% J	39 7%
Always (3)	29 3%	9 4%	19 3%	18 3%	5 2%	4 3%	26 3%	3 3% *	23 6% J	6 1%
Most of the time (2)	45 5%	18 7%	25 4%	28 5%	13 6%	4 3%	38 5%	7 8% *	30 8% J	14 3%
Sometimes (1)	44 5%	9 3%	32 5%	27 5%	10 5%	7 6%	33 4%	11 13% G*	25 7% J	19 4%
Never (0)	774 87%	226 86%	541 88%	460 86%	182 87%	114 88%	711 88% H	63 75% *	282 78% J	492 93% I
Mean score	0.25	0.28	0.23	0.26	0.24	0.22	0.23	0.4 G*	0.43 J	0.12
Standard Deviation	0.692	0.746	0.668	0.709	0.67	0.66	0.681	0.785	0.892	0.479
Standard Error	0.023	0.046	0.027	0.031	0.046	0.058	0.024	0.086	0.047	0.021

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Filtered - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	896	176	543	353	665	473	159	231
Base	891	195	538	353	671	484	166	221
Net: Ever	118 13%	34 17%	73 13%	45 13%	109 16% H	101 21% H	50 30% EFH	9 4%
Always (3)	29 3%	6 3%	20 4%	9 3%	29 4% H	28 6% H	11 7% H	- -
Most of the time (2)	45 5%	15 8%	31 6%	14 4%	40 6% H	36 7% H	22 13% EFH	5 2%
Sometimes (1)	44 5%	13 7%	22 4%	22 6%	40 6% H	37 8% H	17 10% H	4 2%
Never (0)	774 87%	161 83%	466 87%	308 87%	562 84% G	383 79% G	117 70% EFH	212 96% EFG
Mean score	0.25	0.31	0.26	0.22	0.31 H	0.4 H	0.56 EFH	0.06
Standard Deviation	0.692	0.748	0.726	0.638	0.768	0.856	0.959	0.318
Standard Error	0.023	0.054	0.031	0.034	0.03	0.039	0.074	0.021

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q19. How often do you do - Filtered - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	885	434	451	77	138	145	177	145	203	238	254	165	228	492	393	190	354	168	173	253	632
Base	883	431	452	114	139	139	164	133	193	220	234	174	255	454	428	188	346	170	179	257	625
Net: Ever	473 54%	249 58% C	224 50%	65 57% G*	105 76% DFGHI	73 53% G	66 40%	58 44%	105 55% G	143 65% KLMNO	127 54%	86 49%	117 46%	270 60% KLMO	203 47%	87 47%	207 60% PS	95 56%	84 47%	140 55%	333 53%
Always (3)	65 7%	38 9%	27 6%	12 10% *	18 13% GH	12 9%	6 3%	4 3%	13 7%	25 11% KLO	14 6%	9 5%	17 7%	39 8% K	26 6%	13 7%	28 8%	10 6%	14 8%	19 8%	45 7%
Most of the time (2)	143 16%	71 17%	71 16%	32 28% FGHI*	33 24% FGH	19 13%	15 9%	14 10%	30 15%	47 21% MO	34 14%	31 18%	31 12%	81 18%	61 14%	22 12%	62 18%	30 18%	28 16%	48 19%	95 15%
Sometimes (1)	266 30%	140 33%	126 28%	21 18% *	55 39% DG	43 31%	45 27%	41 31%	62 32% D	71 32%	79 34%	46 27%	69 27%	151 33%	115 27%	52 28%	116 34% S	55 32%	42 24%	73 28%	193 31%
Never (0)	409 46%	182 42%	228 50% B	49 43% E*	34 24% E	66 47% E	98 60% DEFI	74 56% E	88 45% E	77 35%	107 46% JN	88 51% JN	138 54% JN	184 40% J	226 53% JN	100 53% Q	140 40%	75 44%	94 53% Q	117 45%	293 47%
Mean score	0.84	0.92 C	0.77	1.05 GH*	1.25 FGHI	0.84 GH	0.56	0.6	0.84 GH	1.09 KLMNO	0.8	0.77	0.71	0.94 KLMO	0.74	0.72	0.94 P	0.85	0.78	0.88	0.83
Standard Deviation	0.946	0.966	0.921	1.063	0.967	0.969	0.804	0.786	0.931	1.006	0.894	0.917	0.923	0.96	0.92	0.925	0.951	0.913	0.976	0.965	0.938
Standard Error	0.032	0.047	0.043	0.1	0.082	0.082	0.063	0.068	0.067	0.068	0.058	0.07	0.058	0.045	0.044	0.068	0.051	0.07	0.073	0.06	0.038

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q19. How often do you do - Filtered - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	885	233	602	50	562	323	148	319	77	561	324	-	220	147	356	156	622	263
Base	883	234	597	52	565	317	148	324	75	554	329	-	222	146	348	162	621	261
Net: Ever	473 54%	119 51%	322 54%	32 61% *	307 54%	166 52%	85 57%	178 55%	37 50% *	283 51%	190 58%	- -	103 47%	85 58% M	204 59% M	80 49%	330 53%	143 55%
Always (3)	65 7%	20 9%	41 7%	4 7% *	43 8%	22 7%	18 12% H	18 6%	5 7% *	39 7%	25 8%	- -	19 9%	13 9%	22 6%	10 6%	44 7%	20 8%
Most of the time (2)	143 16%	26 11%	104 17% B	13 26% B*	101 18%	42 13%	28 19%	58 18%	12 17% *	90 16%	53 16%	- -	34 15%	24 17%	62 18%	23 14%	101 16%	42 16%
Sometimes (1)	266 30%	73 31%	178 30%	15 29% *	163 29%	103 32%	38 26%	102 31%	20 26% *	154 28%	112 34%	- -	50 23%	48 33%	120 34% M	47 29%	185 30%	81 31%
Never (0)	409 46%	114 49%	275 46%	20 39% *	258 46%	151 48%	63 43%	145 45%	38 50% *	271 49%	139 42%	- -	118 53% NO	61 42%	144 41%	82 51%	291 47%	118 45%
Mean score	0.84	0.8	0.85	1.01 *	0.87	0.79	1.01	0.84	0.8	0.81	0.89	-	0.79	0.92	0.89	0.75	0.84	0.86
Standard Deviation	0.946	0.954	0.94	0.972	0.962	0.916	1.06	0.914	0.957	0.95	0.939	-	0.995	0.966	0.915	0.914	0.944	0.952
Standard Error	0.032	0.062	0.038	0.135	0.04	0.051	0.087	0.051	0.111	0.04	0.052	-	0.067	0.08	0.049	0.072	0.038	0.059

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Filtered - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	885	266	608	534	209	123	806	79	338	547
Base	883	262	609	524	210	128	800	82	357	525
Net: Ever	473 54%	142 54%	324 53%	296 56% E	97 46%	69 54%	435 54%	38 46% *	199 56%	274 52%
Always (3)	65 7%	20 8%	45 7%	44 8%	12 5%	7 5%	58 7%	6 8% *	29 8%	36 7%
Most of the time (2)	143 16%	47 18%	94 16%	83 16%	28 13%	26 21%	133 17%	10 12% *	75 21% J	67 13%
Sometimes (1)	266 30%	75 29%	185 30%	168 32%	58 27%	36 28%	244 31%	22 26% *	95 27%	171 33%
Never (0)	409 46%	121 46%	285 47%	228 44%	113 54% D	59 46%	365 46%	45 54% *	158 44%	251 48%
Mean score	0.84	0.87	0.83	0.89 E	0.71	0.85	0.86	0.73 *	0.93 J	0.79
Standard Deviation	0.946	0.963	0.944	0.96	0.899	0.929	0.946	0.947	0.988	0.913
Standard Error	0.032	0.059	0.038	0.042	0.062	0.082	0.033	0.104	0.052	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Filtered - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	885	175	533	352	653	466	157	232
Base	883	195	530	353	660	478	165	223
Net: Ever	473 54%	106 55%	293 55%	180 51%	370 56%	267 56%	97 59%	103 46%
Always (3)	65 7%	14 7%	38 7%	26 7%	55 8%	40 8%	18 11%	10 4%
Most of the time (2)	143 16%	40 20%	91 17%	52 15%	118 18%	84 18%	35 21%	25 11%
Sometimes (1)	266 30%	52 27%	164 31%	102 29%	197 30%	143 30%	44 27%	68 31%
Never (0)	409 46%	88 45%	237 45%	173 49%	290 44%	210 44%	68 41%	120 54%
Mean score	0.84	0.9	0.87	0.81	0.91	0.9	1.02	0.66
Standard Deviation	0.946	0.973	0.944	0.949	0.971	0.973	1.031	0.841
Standard Error	0.032	0.07	0.041	0.051	0.038	0.045	0.08	0.056

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Filtered - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	887	437	450	74	141	147	180	146	199	238	254	165	230	492	395	195	351	167	174	256	631
Base	883	434	450	110	143	141	167	134	189	220	233	174	257	452	431	192	343	169	179	260	623
Net: Ever	183 21%	102 23%	81 18%	43 39% FGHI*	64 45% FGHI	34 24% GHI	24 14% I	9 7%	8 4%	47 21%	48 21%	40 23%	48 19%	95 21%	88 20%	32 17%	66 19%	38 23%	46 26%	77 30% U	105 17%
Always (3)	29 3%	16 4%	14 3%	11 10% GHI*	9 6% HI	4 3%	3 2%	1 1%	2 1%	6 3%	8 4%	7 4%	8 3%	14 3%	15 3%	4 2%	13 4%	3 2%	9 5%	14 5%	15 2%
Most of the time (2)	53 6%	22 5%	31 7%	11 10% GI*	26 18% FGHI	10 7% GI	3 2%	4 3%	- -	10 4%	15 7%	16 9%	12 5%	25 6%	28 6%	7 4%	15 4%	13 8%	18 10% PQ	31 12% U	22 4%
Sometimes (1)	101 11%	64 15% C	37 8%	21 19% HI*	30 21% GHI	21 15% HI	18 11% HI	5 4%	7 3%	31 14%	25 11%	18 10%	28 11%	56 12%	45 11%	21 11%	38 11%	23 13%	19 11%	33 13%	68 11%
Never (0)	701 79%	332 77%	368 82%	67 61% *	78 55%	107 76% DE	143 86% DEF	125 93% DEF	181 96% DEFG	173 79%	184 79%	134 77%	209 81%	357 79%	343 80%	160 83%	277 81%	131 77%	133 74%	183 70%	518 83% T
Mean score	0.33	0.36	0.31	0.69 FGHI*	0.75 FGHI	0.36 GHI	0.19 I	0.11	0.07	0.31	0.34	0.4	0.3	0.33	0.34	0.25	0.31	0.34	0.46 P	0.52 U	0.25
Standard Deviation	0.734	0.738	0.731	1.013	0.958	0.728	0.541	0.433	0.352	0.684	0.756	0.812	0.701	0.722	0.748	0.618	0.734	0.688	0.87	0.898	0.639
Standard Error	0.025	0.035	0.034	0.097	0.08	0.061	0.042	0.037	0.026	0.046	0.05	0.061	0.044	0.034	0.036	0.045	0.04	0.053	0.065	0.056	0.026

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q19. How often do you do - Filtered - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	887	237	602	48	563	324	149	319	77	565	322	-	221	145	356	159	622	265
Base	883	238	597	49	566	317	150	323	75	558	325	-	222	143	348	165	621	262
Net: Ever	183 21%	41 17%	130 22%	11 23% *	122 21%	61 19%	48 32% HI	60 19%	10 13% *	103 19%	79 24% J	- -	41 19%	35 25%	73 21%	32 20%	132 21%	51 20%
Always (3)	29 3%	5 2%	23 4%	1 3% *	24 4% F	5 1%	13 9% H	10 3%	1 1% *	22 4%	7 2%	- -	7 3%	8 5%	8 2%	6 4%	27 4% R	2 1%
Most of the time (2)	53 6%	15 6%	35 6%	3 7% *	43 8% F	10 3%	18 12% H	19 6%	4 5% *	32 6%	21 6%	- -	11 5%	13 9%	22 6%	7 4%	38 6%	15 6%
Sometimes (1)	101 11%	22 9%	72 12%	7 13% *	54 10% E	47 15%	16 11% E	31 10%	5 6% *	49 9%	52 16% J	- -	23 11%	15 10%	43 12%	19 11%	67 11%	34 13%
Never (0)	701 79%	196 83%	467 78%	38 77% *	445 79%	256 81%	102 68% G	263 81%	65 87% G*	455 81% K	246 76%	- -	181 81%	108 75%	275 79%	132 80%	490 79%	211 80%
Mean score	0.33	0.27	0.35	0.36 *	0.38 F	0.25	0.62 HI	0.31	0.21 *	0.32	0.35	-	0.3	0.44	0.32	0.32	0.36	0.27
Standard Deviation	0.734	0.663	0.76	0.741	0.804	0.582	1.012	0.721	0.597	0.757	0.694	-	0.712	0.865	0.693	0.732	0.784	0.596
Standard Error	0.025	0.043	0.031	0.106	0.034	0.033	0.083	0.04	0.069	0.032	0.038	-	0.048	0.072	0.037	0.057	0.031	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Filtered - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	887	266	610	537	207	124	807	80	338	549
Base	883	262	610	528	207	129	800	83	357	526
Net: Ever	183 21%	54 21%	125 20%	110 21%	39 19%	29 23%	155 19%	28 33% G*	103 29% J	80 15%
Always (3)	29 3%	15 6% C	14 2%	17 3%	6 3%	4 3%	22 3%	7 8% G*	23 7% J	6 1%
Most of the time (2)	53 6%	15 6%	37 6%	35 7%	11 5%	6 5%	44 5%	9 11% *	30 8% J	23 4%
Sometimes (1)	101 11%	23 9%	75 12%	58 11%	22 11%	19 15%	89 11%	12 14% *	50 14%	51 10%
Never (0)	701 79%	208 79%	486 80%	417 79%	168 81%	100 77%	645 81% H	55 67% *	254 71%	447 85% I
Mean score	0.33	0.38	0.31	0.34	0.3	0.34	0.3	0.6 G*	0.5 J	0.22
Standard Deviation	0.734	0.843	0.683	0.746	0.706	0.72	0.699	0.976	0.902	0.567
Standard Error	0.025	0.052	0.028	0.032	0.049	0.063	0.025	0.107	0.048	0.025

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Filtered - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	887	173	535	352	659	468	158	228
Base	883	192	531	352	665	480	166	219
Net: Ever	183 21%	53 28%	113 21%	70 20%	161 24% H	140 29% H	62 38% EH	22 10%
Always (3)	29 3%	10 5%	20 4%	9 3%	28 4% H	27 6% H	17 10% EH	1 *
Most of the time (2)	53 6%	21 11%	32 6%	21 6%	48 7% H	44 9% H	18 11% H	5 2%
Sometimes (1)	101 11%	22 12%	61 11%	40 11%	85 13% H	69 14% H	28 17% H	16 7%
Never (0)	701 79%	139 72%	418 79%	282 80%	503 76% G	339 71% H	103 62% EFH	197 90% EFG
Mean score	0.33	0.49	0.35	0.31	0.4 H	0.5 H	0.69 EFH	0.13
Standard Deviation	0.734	0.884	0.757	0.7	0.799	0.881	1.024	0.43
Standard Error	0.025	0.064	0.033	0.037	0.031	0.04	0.08	0.029

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q19. How often do you do - Filtered - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	839	422	417	67	129	136	172	140	195	229	240	154	216	469	370	181	340	156	162	239	600
Base	833	420	414	99	130	131	160	128	185	211	220	163	239	431	402	178	332	156	167	242	592
Net: Ever	151 18%	91 22% C	60 14%	27 27% GHI*	51 39% FGHI	27 20% HI	19 12%	10 8%	16 9%	38 18%	39 18%	29 18%	45 19%	77 18%	74 18%	23 13%	59 18%	34 22% P	35 21%	63 26% U	88 15%
Always (3)	25 3%	11 3%	14 3%	6 6% *	9 7% GHI	5 4%	2 1%	1 1%	2 1%	7 3%	3 1%	8 5%	7 3%	10 2%	15 4%	3 2%	10 3%	3 2%	9 5%	13 6% U	11 2%
Most of the time (2)	42 5%	29 7% C	13 3%	4 4% *	18 14% GHI	10 7% I	5 3%	3 3%	2 1%	10 5%	13 6%	7 5%	11 5%	24 5%	19 5%	8 4%	10 3%	14 9% Q	10 6%	21 9% U	22 4%
Sometimes (1)	83 10%	51 12%	33 8%	17 17% HI*	24 19% FGHI	12 9%	12 8%	6 5%	13 7%	20 9%	23 10%	14 9%	26 11%	43 10%	40 10%	12 7%	39 12%	17 11%	15 9%	29 12%	55 9%
Never (0)	683 82%	329 78%	354 86% B	72 73% *	79 61%	104 80% E	141 88% DE	118 92% DEF	169 91% DEF	173 82%	181 82%	133 82%	195 81%	355 82%	328 82%	156 87% R	273 82%	122 78%	132 79%	179 74%	504 85% T
Mean score	0.29	0.34	0.24	0.44	0.67	0.35	0.17	0.12	0.12	0.3	0.26	0.32	0.29	0.28	0.3	0.2	0.27	0.35	0.38	0.46	0.22
				GHI*	FGHI	GHI												P	P	U	
Standard Deviation	0.698	0.718	0.675	0.835	0.958	0.78	0.531	0.461	0.434	0.719	0.624	0.773	0.692	0.672	0.725	0.59	0.657	0.728	0.833	0.868	0.603
Standard Error	0.024	0.035	0.033	0.084	0.084	0.068	0.042	0.041	0.032	0.05	0.042	0.061	0.045	0.032	0.036	0.044	0.036	0.058	0.064	0.056	0.025

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q19. How often do you do - Filtered - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	839	225	569	45	535	304	145	300	72	534	305	-	213	139	341	140	586	253
Base	833	225	563	45	535	298	145	301	70	527	307	-	214	137	332	145	584	249
Net: Ever	151 18%	39 17%	102 18%	10 22% *	111 21% F	40 13%	40 28% H	54 18%	14 20% *	79 15%	71 23% J	- -	32 15%	39 28% MO	53 16%	26 18%	114 20%	37 15%
Always (3)	25 3%	7 3%	15 3%	2 5% *	22 4% F	3 1%	11 7%	9 3%	2 3% *	18 3%	7 2%	- -	4 2%	8 6%	8 2%	5 3%	20 3%	5 2%
Most of the time (2)	42 5%	13 6%	27 5%	2 5% *	37 7% F	6 2%	14 10%	15 5%	6 9% *	22 4%	20 7%	- -	9 4%	13 9%	15 5%	5 4%	32 6%	10 4%
Sometimes (1)	83 10%	18 8%	60 11%	5 11% *	52 10%	31 10%	16 11%	29 10%	6 8% *	39 7%	44 14% J	- -	19 9%	18 13%	30 9%	16 11%	62 11%	21 9%
Never (0)	683 82%	186 83%	461 82%	36 78% *	424 79%	258 87% E	105 72%	247 82% G	56 80% *	447 85% K	235 77%	- -	181 85% N	98 72%	279 84% N	119 82%	470 80%	213 85%
Mean score	0.29	0.3	0.28	0.37 *	0.36 F	0.17	0.52 H	0.29	0.34 *	0.26	0.34	-	0.23	0.49 MOP	0.26	0.28	0.32	0.23
Standard Deviation	0.698	0.729	0.676	0.812	0.783	0.49	0.939	0.705	0.756	0.695	0.7	-	0.615	0.886	0.655	0.692	0.729	0.616
Standard Error	0.024	0.049	0.028	0.12	0.034	0.028	0.078	0.041	0.09	0.03	0.04	-	0.042	0.076	0.036	0.058	0.03	0.039

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Filtered - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	839	253	575	508	197	116	761	78	316	523
Base	833	250	572	497	197	121	752	81	331	502
Net: Ever	151 18%	45 18%	101 18%	90 18%	38 19%	21 17%	127 17%	24 30% G*	90 27% J	61 12%
Always (3)	25 3%	10 4%	15 3%	15 3%	5 3%	4 3%	21 3%	3 4% *	18 5% J	7 1%
Most of the time (2)	42 5%	15 6%	26 5%	25 5%	13 6%	5 4%	34 5%	8 10% *	27 8% J	16 3%
Sometimes (1)	83 10%	20 8%	60 11%	50 10%	20 10%	13 11%	71 9%	13 16% *	45 14% J	38 8%
Never (0)	683 82%	204 82%	471 82%	408 82%	159 81%	100 83%	626 83% H	57 70% *	242 73%	441 88% I
Mean score	0.29	0.32	0.27	0.29	0.31	0.27	0.27	0.48 G*	0.46 J	0.18
Standard Deviation	0.698	0.761	0.668	0.699	0.71	0.673	0.679	0.838	0.858	0.541
Standard Error	0.024	0.048	0.028	0.031	0.051	0.061	0.025	0.093	0.047	0.024

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. How often do you do - Filtered - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	839	152	501	338	623	441	153	216
Base	833	167	495	338	626	450	160	207
Net: Ever	151 18%	35 21%	94 19%	57 17%	130 21% H	111 25% H	53 33% EH	21 10%
Always (3)	25 3%	8 5%	15 3%	10 3%	21 3%	20 4%	16 10% EFH	4 2%
Most of the time (2)	42 5%	10 6%	24 5%	18 5%	38 6% H	36 8% H	16 10% H	5 2%
Sometimes (1)	83 10%	17 10%	55 11%	29 9%	71 11% H	55 12% H	21 13% H	12 6%
Never (0)	683 82%	132 79%	401 81%	281 83%	496 79% G	339 75% H	107 67% EFH	186 90% EFG
Mean score	0.29	0.37	0.3	0.28	0.33 H	0.42 H	0.63 EFH	0.16
Standard Deviation	0.698	0.806	0.701	0.694	0.738	0.819	1.015	0.539
Standard Error	0.024	0.062	0.031	0.038	0.029	0.039	0.08	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q19. Summary table: Frequency of undertaking cooking/preparation behaviours - Filtered

Base: All responsible for cooking and preparing food in the home and this specific item

	Wash hands immediately after handling raw meat, poultry or fish	Cook food until it is steaming hot throughout	Eat chicken or turkey if the meat is pink or has pink or red juices	Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	Eat burgers or sausages if the meat is pink or has pink or red juices	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices
Unweighted Base	921	943	896	885	887	839
Base	920	940	891	883	883	833
Net: Ever	897	922	118	473	183	151
	97%	98%	13%	54%	21%	18%
Always (3)	722	670	29	65	29	25
	78%	71%	3%	7%	3%	3%
Most of the time (2)	115	192	45	143	53	42
	12%	20%	5%	16%	6%	5%
Sometimes (1)	59	60	44	266	101	83
	6%	6%	5%	30%	11%	10%
Never (0)	24	18	774	409	701	683
	3%	2%	87%	46%	79%	82%
Mean score	2.67	2.61	0.25	0.84	0.33	0.29
Standard Deviation	0.712	0.694	0.692	0.946	0.734	0.698
Standard Error	0.023	0.023	0.023	0.032	0.025	0.024

Prepared by Kantar TNS

Weighted by: WEIGHT

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Wash hands immediately after handling raw meat, poultry or fish	2.67	2.57	2.76	2.59	2.57	2.66	2.66	2.7	2.79	2.64	2.67	2.69	2.68	2.66	2.68	2.67	2.62	2.69	2.74	2.64	2.68
Cook food until it is steaming hot throughout	2.61	2.52	2.69	2.46	2.36	2.64	2.68	2.71	2.74	2.66	2.55	2.63	2.62	2.6	2.62	2.67	2.6	2.53	2.63	2.56	2.63
Eat chicken or turkey if the meat is pink or has pink or red juices	0.25	0.3	0.19	0.44	0.63	0.27	0.15	0.07	0.03	0.21	0.26	0.34	0.2	0.24	0.26	0.2	0.23	0.27	0.31	0.42	0.18
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	0.84	0.92	0.77	1.05	1.25	0.84	0.56	0.6	0.84	1.09	0.8	0.77	0.71	0.94	0.74	0.72	0.94	0.85	0.78	0.88	0.83
Eat burgers or sausages if the meat is pink or has pink or red juices	0.33	0.36	0.31	0.69	0.75	0.36	0.19	0.11	0.07	0.31	0.34	0.4	0.3	0.33	0.34	0.25	0.31	0.34	0.46	0.52	0.25
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	0.29	0.34	0.24	0.44	0.67	0.35	0.17	0.12	0.12	0.3	0.26	0.32	0.29	0.28	0.3	0.2	0.27	0.35	0.38	0.46	0.22

Prepared by Kantar TNS

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Wash hands immediately after handling raw meat, poultry or fish	2.67	2.7	2.66	2.59	2.68	2.65	2.75	2.67	2.62	2.72	2.58	-	2.62	2.68	2.71	2.66	2.7	2.59
				*					*	K							R	
Cook food until it is steaming hot throughout	2.61	2.63	2.6	2.69	2.61	2.62	2.59	2.62	2.58	2.69	2.48	-	2.6	2.68	2.62	2.54	2.62	2.58
				*					*	K								
Eat chicken or turkey if the meat is pink or has pink or red juices	0.25	0.23	0.24	0.37	0.33	0.11	0.49	0.28	0.23	0.23	0.28	-	0.18	0.39	0.23	0.25	0.27	0.19
				*	F		HI		*					MO				
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	0.84	0.8	0.85	1.01	0.87	0.79	1.01	0.84	0.8	0.81	0.89	-	0.79	0.92	0.89	0.75	0.84	0.86
				*					*									
Eat burgers or sausages if the meat is pink or has pink or red juices	0.33	0.27	0.35	0.36	0.38	0.25	0.62	0.31	0.21	0.32	0.35	-	0.3	0.44	0.32	0.32	0.36	0.27
				*	F		HI		*									
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	0.29	0.3	0.28	0.37	0.36	0.17	0.52	0.29	0.34	0.26	0.34	-	0.23	0.49	0.26	0.28	0.32	0.23
				*	F		H		*					MOP				

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

	Total	Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Wash hands immediately after handling raw meat, poultry or fish	2.67	2.65	2.69	2.74	2.52	2.59	2.7	2.34	2.65	2.68
				EF			H	*		
Cook food until it is steaming hot throughout	2.61	2.65	2.6	2.64	2.56	2.57	2.64	2.35	2.56	2.65
							H	*		
Eat chicken or turkey if the meat is pink or has pink or red juices	0.25	0.28	0.23	0.26	0.24	0.22	0.23	0.4	0.43	0.12
								G*	J	
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	0.84	0.87	0.83	0.89	0.71	0.85	0.86	0.73	0.93	0.79
				E				*	J	
Eat burgers or sausages if the meat is pink or has pink or red juices	0.33	0.38	0.31	0.34	0.3	0.34	0.3	0.6	0.5	0.22
								G*	J	
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	0.29	0.32	0.27	0.29	0.31	0.27	0.27	0.48	0.46	0.18
								G*	J	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Wash hands immediately after handling raw meat, poultry or fish	2.67	2.72	2.71	2.61	2.65	2.6	2.57	2.71
			D					
Cook food until it is steaming hot throughout	2.61	2.6	2.63	2.58	2.56	2.5	2.46	2.76
								EFG
Eat chicken or turkey if the meat is pink or has pink or red juices	0.25	0.31	0.26	0.22	0.31	0.4	0.56	0.06
					H	H	EFH	
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	0.84	0.9	0.87	0.81	0.91	0.9	1.02	0.66
					H	H	H	
Eat burgers or sausages if the meat is pink or has pink or red juices	0.33	0.49	0.35	0.31	0.4	0.5	0.69	0.13
					H	H	EFH	
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	0.29	0.37	0.3	0.28	0.33	0.42	0.63	0.16
					H	H	EFH	

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Tb T299

Q52. How much do you agree or disagree with - I am unlikely to get food poisoning from food prepared in my own home

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	575 57%	275 56%	300 58%	82 58% *	87 55%	80 52%	106 59%	85 56%	135 62%	171 68% KLMNO	158 57% M	106 57%	139 48%	330 63%	245 52%	116 54%	234 60% S	129 66% PS	95 47%	155 56%	420 58%
I definitely agree (2)	226 23%	108 22%	118 23%	35 25% *	39 24%	26 17%	44 24%	37 24%	46 21%	63 25%	58 21%	46 25%	59 20%	121 23%	105 22%	52 24%	80 20%	57 29% QS	37 19%	60 22%	166 23%
I tend to agree (1)	348 35%	167 34%	182 35%	47 33% *	48 30%	54 35%	63 35%	48 32%	89 41% E	108 43% LMO	100 36% M	60 32%	80 28%	208 40% MO	140 29%	64 30%	154 39% PS	72 37%	58 29%	95 34%	254 35%
I neither agree nor disagree (0)	207 21%	98 20%	109 21%	29 21% *	30 19%	35 23%	38 21%	34 22%	41 19%	40 16%	42 15%	42 22%	83 29% JKN	83 16%	125 26% JKN	52 24%	81 21%	33 17%	42 21%	53 19%	154 21%
Net: Disagree	202 20%	108 22%	94 18%	25 18% *	37 23%	35 23%	36 20%	31 21%	39 18%	37 15%	65 24% JN	36 19%	64 22% J	103 20% J	100 21%	45 21%	70 18%	29 15%	60 30% QR	65 23%	138 19%
I tend to disagree (-1)	130 13%	68 14%	63 12%	20 15% *	22 14%	22 14%	26 14%	18 12%	23 10%	23 9%	45 16% JN	20 11%	42 14%	68 13% J	62 13%	28 13%	47 12%	19 10%	37 19% QR	41 15%	89 12%
I definitely disagree (-2)	72 7%	40 8%	32 6%	5 3% *	15 10%	13 8%	10 6%	13 9%	16 7%	14 6%	20 7%	15 8%	23 8%	34 6%	38 8%	17 8%	23 6%	10 5%	22 11% Q	24 9%	48 7%
Don't know	18 2%	7 1%	10 2%	4 3% *	5 3%	3 2%	1 1%	2 1%	3 1%	2 1%	9 3%	2 1%	4 1%	11 2% J	6 1%	3 1%	7 2%	4 2%	4 2%	4 1%	14 2%
Mean score	0.54	0.49	0.58	0.64 *	0.48	0.39	0.58	0.52	0.59	0.74	0.49	0.55	0.39	0.61	0.45	0.5	0.58	0.77	0.26	0.46	0.56
Standard Deviation	1.189	1.22	1.158	1.124 *	1.283	1.181	1.165	1.231	1.157	1.113 KMNO	1.217	1.216	1.19	1.173 KMO	1.202	1.22	1.124 S	1.134 PS	1.28	1.231	1.172
Standard Error	0.038	0.056	0.052	0.096	0.104	0.097	0.087	0.101	0.079	0.071	0.075	0.09	0.07	0.052	0.055	0.084	0.057	0.082	0.091	0.075	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q52. How much do you agree or disagree with - I am unlikely to get food poisoning from food prepared in my own home

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	575 57%	153 58%	378 55%	44 76% BC*	346 55%	229 61%	105 64% HI	189 54%	46 48% *	357 59%	197 56%	21 45% *	130 51%	94 57%	238 62% M	103 55%	420 60% R	155 52%
I definitely agree (2)	226 23%	68 26%	141 21%	18 31% *	138 22%	89 24%	50 31% HI	71 20%	15 15% *	145 24%	72 20%	9 20% *	49 19%	38 23%	96 25%	42 22%	159 23%	68 23%
I tend to agree (1)	348 35%	85 33%	237 35%	26 45% *	208 33%	140 37%	54 34%	118 34%	31 33% *	212 35%	125 35%	11 25% *	81 32%	57 34%	142 37%	61 33%	261 37% R	87 29%
I neither agree nor disagree (0)	207 21%	52 20%	149 22%	6 11% *	142 23%	65 17%	28 17%	75 22%	31 32% GH*	122 20%	76 22%	10 21% *	49 19%	36 22%	77 20%	44 23%	132 19%	75 25% Q
Net: Disagree	202 20%	54 21%	142 21%	7 13% *	127 20%	75 20%	28 17%	80 23%	14 15% *	118 20%	77 22%	8 18% *	68 27% O	34 20%	64 17%	36 19%	142 20%	60 20%
I tend to disagree (-1)	130 13%	35 13%	91 13%	4 8% *	83 13%	48 13%	17 11%	52 15%	10 11% *	76 13%	51 14%	4 8% *	44 17% O	26 16%	36 9%	24 13%	93 13%	38 13%
I definitely disagree (-2)	72 7%	19 7%	50 7%	3 5% *	44 7%	28 7%	11 7%	27 8%	4 4% *	41 7%	26 7%	4 10% *	24 10%	8 5%	28 7%	12 6%	50 7%	22 8%
Don't know	18 2%	3 1%	14 2%	- - *	11 2%	6 2%	1 1%	4 1%	5 5% H*	6 1%	3 1%	8 17% JK*	6 2%	2 1%	6 2%	4 2%	9 1%	9 3%
Mean score	0.54	0.57	0.49	0.9 C*	0.51	0.58	0.72 H	0.45	0.47 *	0.58	0.48	0.46 **	0.35	0.55	0.63 M	0.53	0.56	0.48
Standard Deviation	1.189	1.218	1.182	1.082	1.183	1.198	1.208	1.203	1.036	1.186	1.183	1.291	1.255	1.144	1.173	1.172	1.184	1.202
Standard Error	0.038	0.076	0.046	0.143	0.048	0.062	0.095	0.065	0.109	0.049	0.063	0.208	0.08	0.089	0.06	0.087	0.045	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - I am unlikely to get food poisoning from food prepared in my own home

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	575 57%	162 55%	406 59%	379 65% EF	103 43%	78 50%	539 60% H	36 35% *	221 55%	354 59%
I definitely agree (2)	226 23%	69 23%	154 22%	156 27% EF	41 17%	22 14%	209 23%	17 17% *	94 24%	132 22%
I tend to agree (1)	348 35%	93 32%	251 36%	223 38% E	62 26%	56 36%	330 37% H	19 19% *	126 32%	222 37%
I neither agree nor disagree (0)	207 21%	66 22%	138 20%	95 16%	72 31% D	38 24% D	171 19%	36 36% G*	81 20%	126 21%
Net: Disagree	202 20%	66 22%	134 19%	104 18%	55 23%	38 24%	179 20%	23 23% *	93 23%	110 18%
I tend to disagree (-1)	130 13%	44 15%	86 12%	71 12%	37 16%	20 13%	118 13%	13 13% *	63 16% J	67 11%
I definitely disagree (-2)	72 7%	22 7%	48 7%	33 6%	18 8%	18 12% D	62 7%	10 10% *	29 7%	43 7%
Don't know	18 2%	2 1%	14 2%	7 1%	6 3%	2 1%	11 1%	6 6% G*	6 1%	12 2%
Mean score	0.54	0.49	0.56	0.69 EF	0.31	0.29	0.57 H	0.2 *	0.49	0.56
Standard Deviation	1.189	1.213	1.175	1.159	1.167	1.213	1.183	1.204	1.223	1.166
Standard Error	0.038	0.071	0.045	0.048	0.077	0.098	0.04	0.123	0.062	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - I am unlikely to get food poisoning from food prepared in my own home

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	575 57%	114 51%	369 61%	206 51%	412 56%	299 56%	101 56%	163 61%
I definitely agree (2)	226 23%	46 20%	150 25%	76 19%	169 23%	117 22%	43 24%	57 21%
I tend to agree (1)	348 35%	69 31%	219 36%	130 32%	243 33%	182 34%	58 33%	106 39%
I neither agree nor disagree (0)	207 21%	52 23%	102 17%	105 26%	151 21%	110 21%	41 23%	56 21%
Net: Disagree	202 20%	50 22%	125 21%	77 19%	160 22%	115 22%	34 19%	43 16%
I tend to disagree (-1)	130 13%	34 15%	76 13%	55 14%	101 14%	78 15%	18 10%	29 11%
I definitely disagree (-2)	72 7%	16 7%	49 8%	23 6%	58 8%	37 7%	16 9%	14 5%
Don't know	18 2%	8 4%	5 1%	12 3%	11 2%	6 1%	3 2%	6 2%
Mean score	0.54	0.44	0.58	0.47	0.5	0.5	0.54	0.62
Standard Deviation	1.189	1.193	1.225	1.129	1.218	1.192	1.217	1.102
Standard Error	0.038	0.081	0.05	0.057	0.045	0.052	0.092	0.068

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q52. How much do you agree or disagree with - I don't know what campylobacter is

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	472 47%	232 48%	240 47%	85 60% FGHI*	80 50%	66 43%	79 44%	64 43%	99 45%	107 43%	137 50%	87 47%	141 49%	244 46%	228 48%	93 43%	185 47%	100 52%	93 47%	140 51%	332 46%
I definitely agree (2)	271 27%	135 28%	136 26%	51 37% FH*	46 29%	35 23%	45 25%	33 22%	60 27%	60 24%	83 30%	50 27%	78 27%	143 27%	127 27%	56 26%	105 27%	56 29%	54 27%	73 26%	198 27%
I tend to agree (1)	202 20%	98 20%	104 20%	33 24% *	34 21%	30 20%	34 19%	31 21%	39 18%	47 19%	54 19%	37 20%	63 22%	101 19%	101 21%	38 18%	81 21%	44 23%	39 20%	68 24%	134 18%
I neither agree nor disagree (0)	144 14%	81 17%	63 12%	22 16% *	24 15%	21 14%	31 17% I	23 15%	22 10%	26 10%	33 12%	39 21% JKN	46 16%	59 11%	85 18% JKN	30 14%	50 13%	25 13%	39 19% Q	46 17%	98 14%
Net: Disagree	348 35%	156 32%	191 37%	29 21% *	49 31%	60 39%	61 33% D	58 38% D	91 42% DE	115 46% KLMNO	93 34%	49 27%	90 31%	208 40% KLMO	139 29%	82 38%	141 36%	64 33%	60 30%	82 30%	266 37%
I tend to disagree (-1)	179 18%	78 16%	101 20%	19 14% *	21 13%	28 18%	38 21%	29 19%	43 20%	47 19%	48 17%	30 16%	53 18%	95 18%	83 18%	43 20%	69 18%	36 19%	30 15%	40 14%	139 19%
I definitely disagree (-2)	169 17%	78 16%	91 18%	10 7% *	28 18% D	32 21% D	22 12% D	29 19% D	48 22% DG	68 27% KLMNO	45 16%	19 10%	37 13%	113 21% KLMO	56 12%	39 18%	72 18%	28 14%	29 15%	42 15%	127 18%
Don't know	38 4%	19 4%	20 4%	4 3% *	5 3%	6 4%	10 6% J	7 4% J	6 3%	2 1% JN	13 5% J	10 5% J	14 5% J	15 3% J	23 5% J	10 4%	16 4%	5 2% J	8 4% J	9 3% J	30 4% J
Mean score	0.24	0.28	0.19	0.71 EFGHI*	0.32	0.07	0.24	0.08	0.09	-0.06	0.31	0.39	0.33	0.13	0.35	0.13	0.2	0.34	0.3	0.33	0.2
Standard Deviation	1.472	1.454	1.488	1.3	1.487	1.496	1.397	1.462	1.556	1.565	1.5	1.347	1.403	1.542	1.38	1.492	1.499	1.446	1.422	1.417	1.492
Standard Error	0.047	0.067	0.067	0.111	0.12	0.124	0.107	0.121	0.107	0.099	0.093	0.102	0.084	0.068	0.065	0.104	0.077	0.105	0.103	0.087	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - I don't know what campylobacter is

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	472 47%	123 47%	322 47%	28 49% *	282 45%	190 51%	80 49%	157 45%	44 46% *	284 47%	165 47%	23 49% *	122 48%	84 51%	174 45%	89 48%	349 50% R	124 41%
I definitely agree (2)	271 27%	71 27%	185 27%	15 26% *	155 25%	116 31% E	49 30%	81 23%	23 24% *	169 28%	87 25%	14 31% *	70 28%	40 24%	107 28%	50 27%	193 27%	77 26%
I tend to agree (1)	202 20%	51 20%	137 20%	13 23% *	128 20%	74 20%	30 19%	76 22%	20 21% *	115 19%	78 22%	8 18% *	52 20%	44 26% O	67 17%	39 21%	155 22% R	46 15%
I neither agree nor disagree (0)	144 14%	31 12%	103 15%	10 18% *	91 15%	53 14%	22 13%	43 12%	19 20% *	81 13%	55 16%	7 16% *	30 12%	22 13%	61 16%	29 15%	84 12% Q	59 20%
Net: Disagree	348 35%	98 38%	233 34%	16 28% *	231 37%	116 31%	56 35%	138 40%	28 30% *	209 35%	127 36%	11 23% *	90 36%	54 33%	138 36%	61 33%	249 35%	99 33%
I tend to disagree (-1)	179 18%	58 22%	114 17%	6 11% *	119 19%	59 16%	22 14%	81 23% GI	12 13% *	107 18%	65 18%	6 14% *	40 16%	23 14%	73 19%	40 21%	128 18%	50 17%
I definitely disagree (-2)	169 17%	40 15%	119 17%	10 18% *	112 18%	57 15%	34 21%	57 16%	16 17% *	103 17%	62 18%	4 10% *	50 20% P	31 19%	65 17%	21 11%	120 17%	49 16%
Don't know	38 4%	9 4%	26 4%	3 5% *	22 3%	17 4%	5 3%	10 3%	4 5% *	28 5% K	5 1%	5 12% K*	11 4%	6 4%	14 4%	7 4%	21 3%	17 6%
Mean score	0.24	0.22	0.23	0.29 *	0.15	0.37 E	0.25	0.12	0.25 *	0.25	0.18	0.53 *	0.22	0.25	0.21	0.32	0.25	0.19
Standard Deviation	1.472	1.471	1.475	1.461	1.467	1.472	1.551	1.444	1.433	1.49	1.449	1.4	1.525	1.467	1.479	1.395	1.482	1.449
Standard Error	0.047	0.093	0.058	0.198	0.06	0.078	0.124	0.079	0.15	0.062	0.078	0.219	0.098	0.116	0.077	0.104	0.057	0.086

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - I don't know what campylobacter is

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	472 47%	128 43%	339 49%	271 46%	103 44%	86 55% E	425 47%	47 47% *	195 49%	277 46%
I definitely agree (2)	271 27%	75 26%	193 28%	151 26%	64 27%	45 29%	247 27%	24 24% *	97 24%	174 29%
I tend to agree (1)	202 20%	53 18%	146 21%	119 20%	39 17%	41 26% E	179 20%	23 23% *	98 25% J	103 17%
I neither agree nor disagree (0)	144 14%	33 11%	107 15%	72 12%	54 23% DF	17 11%	115 13%	29 29% G*	55 14%	89 15%
Net: Disagree	348 35%	120 40% C	225 33%	229 39% EF	67 28%	44 28%	327 36% H	21 20% *	137 34%	210 35%
I tend to disagree (-1)	179 18%	57 19%	119 17%	118 20% E	31 13%	28 18%	166 18%	13 13% *	71 18%	107 18%
I definitely disagree (-2)	169 17%	62 21% C	106 15%	111 19% F	36 15%	15 10%	161 18% H	8 8% *	66 17%	103 17%
Don't know	38 4%	15 5%	21 3%	14 2%	13 6% D	9 6% D	34 4%	4 4% *	13 3%	25 4%
Mean score	0.24	0.08	0.3 B	0.14	0.29	0.49 D	0.21	0.44 *	0.23	0.24
Standard Deviation	1.472	1.536	1.445	1.495	1.426	1.375	1.496	1.228	1.44	1.494
Standard Error	0.047	0.092	0.056	0.063	0.095	0.114	0.051	0.125	0.073	0.062

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - I don't know what campylobacter is

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	472 47%	116 52%	301 50%	171 43%	359 49%	273 52%	90 50%	113 42%
I definitely agree (2)	271 27%	65 29%	175 29%	96 24%	210 29%	152 29%	55 30%	61 23%
I tend to agree (1)	202 20%	51 23%	126 21%	75 19%	149 20%	121 23%	36 20%	52 20%
I neither agree nor disagree (0)	144 14%	25 11%	70 12%	74 18%	106 14%	75 14%	27 15%	38 14%
Net: Disagree	348 35%	75 33%	207 34%	140 35%	238 32%	163 31%	52 29%	110 41%
I tend to disagree (-1)	179 18%	39 17%	99 16%	80 20%	127 17%	87 16%	26 15%	51 19%
I definitely disagree (-2)	169 17%	36 16%	108 18%	61 15%	110 15%	76 14%	25 14%	59 22%
Don't know	38 4%	8 3%	23 4%	15 4%	30 4%	19 4%	10 5%	8 3%
Mean score	0.24	0.33	0.28	0.17	0.31	0.36	0.4	0.02
Standard Deviation	1.472	1.479	1.508	1.415	1.456	1.436	1.451	1.496
Standard Error	0.047	0.101	0.063	0.072	0.055	0.064	0.111	0.093

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q52. How much do you agree or disagree with - It's important to me that I try to buy food produced in Scotland when I can

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	598 60%	273 56%	325 63%	78 55%	87 55%	90 59%	105 58%	91 60%	148 68%	158 63%	163 59%	111 60%	165 57%	322 61%	276 58%	124 58%	241 62%	112 58%	120 60%	165 60%	433 60%
I definitely agree (2)	262 26%	120 25%	142 28%	30 22%	33 21%	41 27%	45 25%	41 27%	72 33%	63 25%	69 25%	57 31%	73 25%	132 25%	130 27%	57 27%	108 28%	44 23%	52 26%	68 25%	194 27%
I tend to agree (1)	336 34%	153 31%	183 36%	47 34%	54 34%	49 32%	60 33%	49 32%	76 35%	95 38%	95 34%	54 29%	92 32%	190 36%	146 31%	67 31%	133 34%	68 35%	68 34%	97 35%	239 33%
I neither agree nor disagree (0)	274 27%	142 29%	132 26%	37 26%	46 29%	42 27%	58 32%	44 29%	48 22%	49 19%	76 27%	59 32%	91 31%	124 24%	150 32%	63 29%	99 25%	55 28%	58 29%	83 30%	192 26%
Net: Disagree	118 12%	70 14%	48 9%	22 15%	22 14%	18 12%	17 9%	17 11%	23 10%	41 16%	30 11%	16 8%	31 11%	71 14%	46 10%	28 13%	48 12%	25 13%	16 8%	25 9%	93 13%
I tend to disagree (-1)	78 8%	42 9%	36 7%	14 10%	17 11%	13 8%	11 6%	11 8%	12 6%	20 8%	21 7%	15 8%	22 8%	41 8%	37 8%	16 7%	33 8%	16 8%	13 7%	18 7%	60 8%
I definitely disagree (-2)	40 4%	28 6%	12 2%	7 5%	5 3%	6 4%	6 3%	5 3%	10 5%	21 8%	10 3%	1 1%	8 3%	31 6%	9 2%	12 6%	16 4%	9 5%	3 2%	6 2%	33 5%
Don't know	12 1%	3 1%	9 2%	4 3%	4 3%	3 2%	1 *	- -	- -	2 1%	6 2%	- -	3 1%	9 2%	3 1%	1 *	3 1%	2 1%	5 3%	4 1%	8 1%
Mean score	0.71	0.61	0.81	0.58	0.61	0.71	0.7	0.73	0.86	0.64	0.71	0.82	0.7	0.68	0.74	0.66	0.74	0.64	0.78	0.74	0.7
Standard Deviation	1.065	1.119	1.003	1.107	1.039	1.072	1.019	1.055	1.09	1.189	1.041	0.981	1.026	1.114	1.009	1.118	1.079	1.069	0.972	0.985	1.094
Standard Error	0.034	0.051	0.045	0.095	0.084	0.088	0.076	0.086	0.074	0.075	0.063	0.072	0.061	0.049	0.046	0.076	0.055	0.077	0.07	0.06	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - It's important to me that I try to buy food produced in Scotland when I can

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	598 60%	165 63%	401 59%	32 56% *	410 65% F	188 50%	120 74% I	232 67% I	47 49% *	368 61% L	212 60% L	19 40% *	141 56%	96 58%	245 64%	112 60%	452 64% R	146 49%
I definitely agree (2)	262 26%	82 31% C	165 24%	16 27% *	186 30% F	77 20%	68 42% HI	96 28% I	15 15% *	176 29% KL	81 23%	5 10% *	63 25%	46 28%	101 26%	48 26%	206 29% R	56 19%
I tend to agree (1)	336 34%	83 32%	236 35%	16 28% *	225 36%	111 30%	52 32%	136 39%	32 34% *	192 32%	130 37%	14 30% *	78 31%	50 30%	144 37%	63 34%	245 35%	90 30%
I neither agree nor disagree (0)	274 27%	67 26%	195 29%	12 21% *	152 24%	123 33% E	29 18%	82 24%	35 36% GH*	168 28%	91 26%	16 34% *	70 27%	51 31%	102 26%	48 26%	176 25%	98 33% Q
Net: Disagree	118 12%	28 11%	76 11%	13 24% BC*	58 9%	60 16% E	11 7%	31 9%	13 13% *	64 11%	46 13%	7 16% *	40 16% O	16 10%	35 9%	23 12%	70 10%	48 16% Q
I tend to disagree (-1)	78 8%	17 6%	49 7%	13 22% BC*	39 6%	39 10% E	9 6%	24 7%	5 5% *	40 7%	34 10%	3 7% *	21 8%	11 7%	25 6%	18 10%	50 7%	28 9%
I definitely disagree (-2)	40 4%	12 4%	27 4%	1 2% *	19 3%	21 6%	2 1%	7 2%	8 8% GH*	24 4%	12 3%	4 8% *	19 7% O	5 3%	10 3%	5 3%	20 3%	20 7% Q
Don't know	12 1%	1 *	11 2%	- - *	7 1%	5 1%	2 1%	2 1%	1 1% *	3 *	4 1%	5 10% JK*	3 1%	2 1%	3 1%	3 2%	6 1%	6 2%
Mean score	0.71	0.79	0.69	0.58 *	0.84 F	0.5	1.09 HI	0.84 I	0.43 *	0.76 L	0.67 L	0.29 *	0.58	0.74	0.79 M	0.72	0.82 R	0.46
Standard Deviation	1.065	1.09	1.046	1.16	1.021	1.104	0.973	0.976	1.085	1.07	1.044	1.091	1.173	1.043	0.995	1.054	1.027	1.112
Standard Error	0.034	0.068	0.04	0.154	0.041	0.057	0.077	0.053	0.112	0.044	0.056	0.169	0.074	0.081	0.051	0.078	0.039	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - It's important to me that I try to buy food produced in Scotland when I can

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	598 60%	193 65% C	399 58%	384 66% EF	116 49%	84 54%	561 62% H	37 37% *	263 66% J	335 56%
I definitely agree (2)	262 26%	91 31%	170 25%	179 31% EF	52 22%	24 16%	249 28% H	13 13% *	124 31% J	139 23%
I tend to agree (1)	336 34%	102 35%	228 33%	205 35% E	65 27%	60 38% E	312 35% H	24 24% *	139 35%	197 33%
I neither agree nor disagree (0)	274 27%	72 24%	197 29%	135 23% DF	92 39% DF	43 27%	233 26%	41 41% G*	85 21%	189 31% I
Net: Disagree	118 12%	29 10%	86 12%	62 11%	24 10%	29 19% DE	98 11%	20 19% G*	47 12%	70 12%
I tend to disagree (-1)	78 8%	20 7%	57 8%	38 6% D	20 9%	20 13% D	67 7%	11 11% *	34 9%	44 7%
I definitely disagree (-2)	40 4%	10 3%	29 4%	24 4%	4 2%	9 6%	31 3%	9 9% G*	13 3%	27 4%
Don't know	12 1%	1 *	10 1%	5 1%	4 2%	- -	8 1%	3 3% *	5 1%	7 1%
Mean score	0.71	0.83 C	0.67	0.82 EF	0.6	0.45	0.76 H	0.22 *	0.83 J	0.63
Standard Deviation	1.065	1.043	1.071	1.068	0.984	1.083	1.048	1.1	1.069	1.056
Standard Error	0.034	0.061	0.041	0.044	0.064	0.087	0.035	0.111	0.054	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - It's important to me that I try to buy food produced in Scotland when I can

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	598 60%	134 60%	411 68% D	187 47%	430 59%	309 58%	106 59%	168 63%
I definitely agree (2)	262 26%	59 26%	192 32% D	70 17%	173 24%	130 25%	58 32% E	90 33% EF
I tend to agree (1)	336 34%	75 34%	219 36% D	117 29%	257 35%	179 34%	48 27%	79 29%
I neither agree nor disagree (0)	274 27%	59 26%	124 21% C	150 38% C	213 29%	152 29%	51 28%	61 23%
Net: Disagree	118 12%	25 11%	63 10%	55 14%	83 11%	66 12%	22 12%	35 13%
I tend to disagree (-1)	78 8%	21 9%	46 8%	32 8%	59 8%	48 9%	17 10%	19 7%
I definitely disagree (-2)	40 4%	4 2%	17 3% C	23 6% C	24 3%	18 3%	5 3%	15 6%
Don't know	12 1%	5 2%	4 1%	8 2%	8 1%	3 1%	1 1%	4 2%
Mean score	0.71	0.76	0.88 D	0.46	0.68	0.68	0.76	0.79
Standard Deviation	1.065	1.017	1.037	1.058	1.028	1.049	1.093	1.159
Standard Error	0.034	0.069	0.042	0.053	0.038	0.046	0.082	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q52. How much do you agree or disagree with - There are serious health risks to young children and the elderly from food prepared at home

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	400 40%	203 42%	198 38%	71 50% HI*	69 44% I	70 46% I	70 39%	53 35%	68 31%	92 37%	120 43%	81 43%	109 37%	211 40%	189 40%	77 36%	149 38%	82 42%	92 46% P	129 46% U	272 37%
I definitely agree (2)	129 13%	67 14%	62 12%	16 11% *	29 19%	18 12%	23 12%	18 12%	25 11%	38 15%	38 14%	25 13%	28 10%	76 14%	53 11%	25 12%	49 12%	27 14%	29 14%	37 13%	92 13%
I tend to agree (1)	271 27%	135 28%	136 26%	55 39% EGHI*	40 25%	51 34% HI	47 26%	34 23%	43 20%	53 21%	82 30% JN	56 30%	80 28%	135 26% J	136 29% J	52 24%	100 26%	55 28%	63 32%	91 33% U	180 25%
I neither agree nor disagree (0)	288 29%	145 30%	144 28%	26 19% *	46 29%	41 27%	51 28%	53 35% D	71 32% D	72 29%	70 25%	55 29%	92 32%	142 27%	146 31%	74 34%	109 28%	54 28%	52 26%	76 28%	212 29%
Net: Disagree	265 26%	119 24%	146 28%	32 23% *	35 22%	36 23%	47 26%	40 26%	75 34% EF	77 31%	75 27%	42 23%	72 25%	152 29%	113 24%	52 24%	116 30%	52 27%	46 23%	63 23%	202 28%
I tend to disagree (-1)	182 18%	80 16%	102 20%	24 17% *	22 14%	23 15%	37 20%	23 15%	53 24% EFH	57 23% MO	51 19%	31 17%	43 15%	109 21% O	74 15%	36 17%	84 21% S	37 19%	25 13%	40 14%	142 20%
I definitely disagree (-2)	83 8%	40 8%	44 8%	9 6% *	13 8%	12 8%	11 6%	17 11%	22 10%	19 8%	24 9%	11 6%	29 10%	43 8%	40 8%	16 7%	32 8%	15 8%	21 10%	23 8%	60 8%
Don't know	48 5%	21 4%	27 5%	11 8% *	8 5%	6 4%	13 7% I	6 4%	5 2%	10 4%	11 4%	8 5%	19 6%	21 4%	27 6%	13 6%	19 5%	7 4%	9 5%	9 3%	39 5%
Mean score	0.19	0.24	0.14	0.35 I*	0.34 I	0.27 I	0.2	0.1	-0.02	0.14	0.22	0.3	0.14	0.18	0.2	0.17	0.13	0.22	0.29	0.3	0.15
Standard Deviation	1.154	1.15	1.157	1.118	1.198	1.131	1.12	1.168	1.153	1.186	1.18	1.106	1.13	1.182	1.122	1.104	1.158	1.156	1.197	1.146	1.155
Standard Error	0.037	0.053	0.052	0.098	0.098	0.093	0.086	0.097	0.079	0.077	0.072	0.083	0.069	0.053	0.053	0.078	0.06	0.084	0.087	0.07	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - There are serious health risks to young children and the elderly from food prepared at home

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	400 40%	109 42%	269 39%	22 39% *	276 44% F	124 33%	85 53% I	149 43%	36 38% *	240 40%	148 42%	12 26% *	111 44% N	53 32%	146 38%	86 46% N	305 43% R	95 32%
I definitely agree (2)	129 13%	33 13%	87 13%	10 17% *	86 14%	43 12%	37 23% HI	38 11%	9 10% *	86 14%	40 11%	4 8% *	47 19% NO	15 9%	43 11%	23 12%	104 15% R	25 8%
I tend to agree (1)	271 27%	77 29%	182 27%	12 22% *	190 30% F	81 21%	49 30%	110 32%	27 28% *	155 26%	108 31%	8 18% *	64 25%	38 23%	103 27%	63 34% N	201 29%	70 24%
I neither agree nor disagree (0)	288 29%	65 25%	201 29%	22 39% *	175 28%	114 30%	39 24%	95 27%	29 30% *	171 28%	104 30%	13 28% *	64 25%	54 32%	118 31%	49 27%	191 27%	98 33%
Net: Disagree	265 26%	73 28%	183 27%	9 16% *	150 24%	115 31% E	35 22%	90 26%	23 25% *	165 27%	88 25%	12 27% *	65 26%	52 32%	104 27%	41 22%	179 25%	87 29%
I tend to disagree (-1)	182 18%	49 19%	126 18%	7 13% *	105 17%	77 21%	21 13%	65 19%	18 19% *	108 18%	67 19%	7 16% *	40 16%	41 25% M	70 18%	29 16%	120 17%	62 21%
I definitely disagree (-2)	83 8%	25 9%	57 8%	2 3% *	45 7%	38 10%	15 9%	25 7%	5 6% *	57 9%	21 6%	5 11% *	25 10%	11 7%	34 9%	12 6%	59 8%	24 8%
Don't know	48 5%	13 5%	31 5%	3 6% *	26 4%	22 6%	2 1%	14 4%	7 8% G*	26 4%	13 4%	9 19% JK*	13 5%	7 4%	17 4%	10 5%	29 4%	19 6%
Mean score	0.19	0.18	0.18	0.39 *	0.28 F	0.04	0.45 H	0.21	0.19 *	0.18	0.23	-0.04 **	0.29 N	0.03	0.14	0.31 N	0.25 R	0.03
Standard Deviation	1.154	1.184	1.15	1.051	1.135	1.171	1.232	1.115	1.072	1.189	1.086	1.192	1.25	1.074	1.138	1.106	1.175	1.088
Standard Error	0.037	0.075	0.045	0.144	0.046	0.062	0.097	0.061	0.114	0.05	0.059	0.195	0.081	0.085	0.059	0.083	0.045	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - There are serious health risks to young children and the elderly from food prepared at home

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	400 40%	130 44%	267 39%	235 40%	85 36%	73 47%	373 41% H	27 27% *	197 49% J	204 34%
I definitely agree (2)	129 13%	45 15%	84 12%	80 14%	23 10%	24 16%	119 13%	11 11% *	69 17% J	61 10%
I tend to agree (1)	271 27%	85 29%	183 26%	155 26%	62 26%	48 31%	255 28% H	16 16% *	128 32% J	143 24%
I neither agree nor disagree (0)	288 29%	88 30%	193 28%	158 27%	82 35% D	40 26%	247 27%	41 41% G*	108 27%	181 30%
Net: Disagree	265 26%	69 24%	193 28%	169 29%	57 24%	36 23%	246 27%	19 19% *	80 20%	185 31% I
I tend to disagree (-1)	182 18%	51 17%	130 19%	119 20%	35 15%	27 18%	172 19% H	10 10% *	55 14%	127 21% I
I definitely disagree (-2)	83 8%	19 6%	63 9%	50 8%	23 10%	9 6%	74 8%	9 9% *	25 6%	58 10%
Don't know	48 5%	8 3%	39 6%	24 4%	13 5%	7 4%	34 4%	14 14% G*	15 4%	33 5%
Mean score	0.19	0.3	0.15	0.17	0.13	0.35	0.2	0.11 *	0.41 J	0.04
Standard Deviation	1.154	1.128	1.168	1.177	1.114	1.134	1.159	1.098	1.132	1.144
Standard Error	0.037	0.067	0.046	0.05	0.074	0.093	0.039	0.118	0.058	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - There are serious health risks to young children and the elderly from food prepared at home

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	400 40%	106 47%	264 44%	137 34%	316 43%	232 44%	93 52%	84 31%
I definitely agree (2)	129 13%	31 14%	86 14%	44 11%	100 14%	69 13%	35 20% FH	29 11%
I tend to agree (1)	271 27%	75 33%	178 30%	93 23%	216 29%	163 31%	57 32%	55 20%
I neither agree nor disagree (0)	288 29%	58 26%	155 26%	134 33%	192 26%	143 27%	47 26%	96 36% EF
Net: Disagree	265 26%	47 21%	166 28%	99 25%	198 27%	135 25%	34 19%	68 25%
I tend to disagree (-1)	182 18%	26 11%	107 18%	75 19%	138 19%	94 18%	24 13%	44 16%
I definitely disagree (-2)	83 8%	21 10%	59 10%	24 6%	59 8%	41 8%	10 6%	24 9%
Don't know	48 5%	13 6%	17 3%	31 8%	28 4%	20 4%	6 3%	20 8% EF
Mean score	0.19	0.33	0.21	0.15	0.23	0.24	0.49 EFH	0.09
Standard Deviation	1.154	1.173	1.197	1.082	1.164	1.145	1.134	1.12
Standard Error	0.037	0.081	0.05	0.056	0.044	0.051	0.086	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 259

Tb T351

Q52. How much do you agree or disagree with - No one gets very ill from food they have prepared in their own kitchen

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	178 18%	85 17%	93 18%	31 22% I*	40 25% HI	28 18%	30 17%	24 16%	25 12%	37 15%	44 16%	47 25% JKN	50 17%	81 15%	97 20%	21 10%	60 15%	55 28% PQ	41 20% P	76 27% U	102 14%
I definitely agree (2)	63 6%	28 6%	35 7%	14 10% I*	11 7% HI	12 8%	13 7%	6 4%	7 3%	7 3%	15 6%	25 13% JKMNO	17 6%	22 4%	41 9% JMN	5 2%	22 6%	20 10% P	16 8% P	26 9% U	37 5%
I tend to agree (1)	114 11%	56 12%	58 11%	17 12% *	29 18% GI	15 10%	17 9%	18 12%	19 9%	30 12%	29 11%	22 12%	33 12%	59 11%	56 12%	16 8%	38 10%	35 18% PQ	25 13% U	50 18% U	64 9%
I neither agree nor disagree (0)	220 22%	106 22%	115 22%	42 30% *	31 19% *	32 21%	36 20%	38 25%	41 19%	50 20%	62 22%	41 22%	68 23%	112 21%	108 23%	47 22%	94 24%	38 20%	41 20%	64 23%	156 22%
Net: Disagree	568 57%	282 58%	286 56%	63 45% *	77 49% *	85 56%	112 62% DE	84 55%	147 67% DEFH	160 64% LMO	158 57%	91 49%	159 55%	318 60% LO	250 53%	135 63% R	227 58% R	93 48%	114 57%	129 47% T	439 61% T
I tend to disagree (-1)	313 31%	149 31%	163 32%	34 24% *	45 29% *	41 27%	61 34%	39 26%	92 42% DEFH	91 36%	82 30%	50 27%	89 31%	173 33%	139 29%	64 30%	134 34%	53 27%	61 31%	69 25% T	244 34% T
I definitely disagree (-2)	256 26%	133 27%	123 24%	29 21% *	32 20% *	44 29%	51 28%	44 29%	55 25%	69 28%	76 27%	41 22%	70 24%	145 28%	111 23%	71 33% QR	93 24%	39 20%	53 26%	61 22%	195 27%
Don't know	36 4%	15 3%	20 4%	4 3% *	10 6% G	8 5%	3 2%	6 4%	5 2%	4 1%	12 4%	7 4%	13 5%	15 3%	20 4%	12 6%	10 3%	8 4%	4 2%	7 3% G	29 4%
Mean score	-0.6	-0.64	-0.57	-0.35 GHI*	-0.4 GHI	-0.61	-0.67	-0.68	-0.79	-0.75	-0.66	-0.34 JKN	-0.59	-0.7	-0.49 JN	-0.89	-0.62 P	-0.3 PQ	-0.56 P	-0.33 U	-0.71
Standard Deviation	1.183	1.18	1.186	1.238	1.234	1.257	1.2	1.144	1.026	1.077	1.17	1.329	1.163	1.126	1.235	1.054	1.129	1.293	1.239	1.274	1.129
Standard Error	0.038	0.054	0.053	0.106	0.101	0.104	0.09	0.095	0.07	0.069	0.072	0.1	0.07	0.05	0.058	0.074	0.058	0.095	0.089	0.078	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q52. How much do you agree or disagree with - No one gets very ill from food they have prepared in their own kitchen

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	178 18%	47 18%	120 18%	10 18% *	120 19%	58 15%	43 27% I	66 19%	11 11% *	117 20%	54 15%	6 13% *	42 17%	38 23%	63 16%	34 18%	126 18%	52 17%
I definitely agree (2)	63 6%	19 7%	41 6%	3 5% *	45 7%	18 5%	19 11% H	20 6%	7 7% *	44 7%	16 5%	3 6% *	14 6%	16 10%	20 5%	13 7%	51 7%	13 4%
I tend to agree (1)	114 11%	28 11%	79 12%	7 13% *	75 12%	40 11%	25 15% I	46 13% I	4 4% *	73 12%	38 11%	3 7% *	28 11%	21 13%	43 11%	22 12%	75 11%	39 13%
I neither agree nor disagree (0)	220 22%	55 21%	152 22%	13 23% *	143 23%	77 21%	32 20%	80 23%	29 31% *	127 21%	80 23%	14 29% *	59 23%	29 18%	84 22%	46 25%	152 22%	69 23%
Net: Disagree	568 57%	152 58%	384 56%	32 57% *	343 55%	226 60%	84 52%	194 56%	48 51% *	339 56%	209 59%	20 44% *	144 57%	93 56%	228 59%	97 52%	408 58%	160 54%
I tend to disagree (-1)	313 31%	77 30%	215 31%	20 35% *	183 29%	129 34%	41 26%	107 31%	27 28% *	183 30%	121 34% L	8 18% *	84 33% P	52 31%	131 34% P	42 22%	219 31%	94 31%
I definitely disagree (-2)	256 26%	74 28%	169 25%	12 22% *	159 25%	96 26%	43 26%	87 25%	22 23% *	156 26%	88 25%	12 26% *	61 24%	41 25%	98 25%	55 30%	189 27%	66 22%
Don't know	36 4%	8 3%	27 4%	1 2% *	21 3%	14 4%	2 1%	8 2%	7 7% GH*	19 3%	10 3%	6 14% JK*	8 3%	6 4%	11 3%	9 5%	18 3%	18 6% Q
Mean score	-0.6	-0.63	-0.6	-0.56 *	-0.56	-0.68	-0.41	-0.58	-0.6 *	-0.57	-0.66	-0.59 *	-0.61	-0.5	-0.65	-0.59	-0.61	-0.58
Standard Deviation	1.183	1.223	1.173	1.136	1.211	1.132	1.341	1.173	1.136	1.22	1.115	1.217	1.148	1.286	1.14	1.243	1.206	1.127
Standard Error	0.038	0.077	0.046	0.152	0.049	0.06	0.106	0.064	0.121	0.05	0.06	0.192	0.073	0.102	0.059	0.093	0.046	0.067

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - No one gets very ill from food they have prepared in their own kitchen

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	178 18%	59 20%	115 17%	109 19%	43 18%	21 14%	158 18%	19 19% *	85 21% J	92 15%
I definitely agree (2)	63 6%	24 8%	39 6%	43 7%	13 6%	5 3%	56 6%	8 7% *	37 9% J	26 4%
I tend to agree (1)	114 11%	35 12%	76 11%	67 11%	30 13%	16 10%	103 11%	12 11% *	48 12%	66 11%
I neither agree nor disagree (0)	220 22%	58 20%	157 23%	107 18%	76 32% DF	31 20%	184 20%	36 36% G*	90 23%	130 22%
Net: Disagree	568 57%	171 58%	392 57%	348 59% E	108 45%	102 65% E	531 59% H	37 37% *	218 54%	350 58%
I tend to disagree (-1)	313 31%	91 31%	220 32%	190 32%	66 28%	50 32%	287 32%	26 25% *	110 28%	202 34%
I definitely disagree (-2)	256 26%	80 27%	173 25%	158 27% E	41 18%	52 33% E	244 27% H	12 12% *	108 27%	148 25%
Don't know	36 4%	7 2%	27 4%	21 4%	10 4%	2 1%	27 3%	8 8% G*	6 2%	29 5% I
Mean score	-0.6	-0.58	-0.62	-0.63	-0.41 DF	-0.83	-0.64	-0.24 G*	-0.52	-0.66
Standard Deviation	1.183	1.244	1.157	1.219	1.109	1.112	1.187	1.09	1.27	1.116
Standard Error	0.038	0.073	0.045	0.051	0.074	0.09	0.04	0.113	0.064	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - No one gets very ill from food they have prepared in their own kitchen

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	178 18%	43 19%	116 19%	61 15%	143 19%	117 22%	47 26%	35 13%
I definitely agree (2)	63 6%	19 9%	42 7%	21 5%	55 7%	47 9%	18 10%	8 3%
I tend to agree (1)	114 11%	24 11%	74 12%	40 10%	88 12%	70 13%	29 16%	27 10%
I neither agree nor disagree (0)	220 22%	57 26%	117 20%	103 26%	162 22%	116 22%	41 23%	59 22%
Net: Disagree	568 57%	108 48%	355 59%	213 53%	404 55%	284 54%	87 49%	164 61%
I tend to disagree (-1)	313 31%	53 24%	190 32%	122 31%	222 30%	158 30%	47 26%	91 34%
I definitely disagree (-2)	256 26%	54 24%	165 27%	91 23%	182 25%	126 24%	40 23%	73 27%
Don't know	36 4%	16 7%	13 2%	23 6%	25 3%	13 3%	4 2%	11 4%
Mean score	-0.6	-0.48	-0.61	-0.59	-0.55	-0.48	-0.35	-0.75
Standard Deviation	1.183	1.254	1.217	1.128	1.215	1.248	1.286	1.077
Standard Error	0.038	0.087	0.05	0.058	0.046	0.055	0.097	0.067

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	868 87%	420 86%	449 87%	120 85% *	123 78%	135 89% E	162 89% E	127 84%	202 92% EH	226 90%	238 86%	159 86%	246 85%	463 88%	405 85%	190 88%	340 87%	163 84%	175 87%	230 83%	638 88%
I definitely agree (2)	443 44%	201 41%	242 47%	56 40% *	67 42%	64 42%	86 47%	70 46%	101 46%	115 46%	124 45%	81 44%	123 42%	239 45%	204 43%	110 51% S	167 43%	89 46%	78 39%	103 37%	341 47% T
I tend to agree (1)	425 42%	219 45%	206 40%	64 46% *	56 35%	71 46%	76 42%	56 37%	101 46% E	111 44%	114 41%	78 42%	123 42%	225 43%	200 42%	80 37%	173 44%	74 38%	97 49% P	127 46%	297 41%
I neither agree nor disagree (0)	81 8%	46 9%	35 7%	9 7% *	22 14% GI	14 9% I	12 7% I	18 12% I	6 3%	12 5%	21 8%	18 10% J	30 10% J	33 6%	48 10% JN	13 6%	29 7%	22 11%	17 9%	35 13% U	47 6%
Net: Disagree	41 4%	17 4%	24 5%	10 7% *	8 5%	4 2%	5 3%	6 4%	9 4%	11 4%	12 5%	7 4%	11 4%	24 4%	18 4%	10 5%	18 5%	5 3%	8 4%	12 4%	30 4%
I tend to disagree (-1)	30 3%	12 2%	18 4%	6 4% *	6 4%	3 2%	4 2%	6 4%	6 3%	8 3%	10 4%	5 3%	7 2%	18 3%	12 3%	8 4%	15 4%	4 2%	3 2%	7 3%	23 3%
I definitely disagree (-2)	11 1%	5 1%	6 1%	4 3% *	2 1%	1 1%	1 1%	- -	3 1%	3 1%	2 1%	2 1%	4 1%	5 1%	6 1%	2 1%	3 1%	2 1%	5 2%	5 2%	7 1%
Don't know	11 1%	5 1%	6 1%	1 1% *	5 3%	- -	2 1%	1 1%	2 1%	2 1%	4 1%	1 1%	4 1%	6 1%	5 1%	2 1%	5 1%	4 2%	- -	- -	11 2%
Mean score	1.27	1.24	1.3	1.16 *	1.17	1.28	1.35	1.27	1.34	1.31	1.28	1.25	1.24	1.29	1.24	1.35	1.26	1.29	1.2	1.14	1.32 T
Standard Deviation	0.825	0.809	0.84	0.947 *	0.913	0.748	0.75	0.816	0.787	0.81	0.83	0.832	0.832	0.82	0.831	0.832	0.816	0.813	0.845	0.856	0.808
Standard Error	0.026	0.037	0.037	0.08	0.074	0.061	0.056	0.067	0.053	0.051	0.05	0.061	0.049	0.036	0.038	0.057	0.041	0.059	0.06	0.051	0.03

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	868 87%	230 88%	593 87%	45 79% *	537 86%	331 88%	147 91% I	297 85%	77 81% *	536 89% L	301 85% L	31 67% *	220 87%	137 83%	342 89%	159 86%	629 89% R	239 80%
I definitely agree (2)	443 44%	114 44%	305 45%	24 43% *	283 45%	160 43%	98 61% HI	140 40%	36 37% *	298 49% K	129 37%	16 35% *	109 43%	62 37%	181 47%	89 48%	324 46%	119 40%
I tend to agree (1)	425 42%	116 44%	288 42%	21 36% *	254 40%	171 46%	49 30%	157 45% G	41 43% G*	238 40%	172 49% J	15 32% *	111 44%	75 45%	161 42%	71 38%	305 43%	120 40%
I neither agree nor disagree (0)	81 8%	21 8%	53 8%	7 13% *	54 9%	28 7%	10 6%	30 9%	11 12% *	46 8%	28 8%	7 15% *	23 9%	16 10%	28 7%	13 7%	42 6%	40 13% Q
Net: Disagree	41 4%	9 3%	28 4%	5 8% *	30 5%	12 3%	5 3%	20 6%	3 3% *	18 3%	21 6%	2 5% *	8 3%	9 6%	14 4%	10 5%	28 4%	14 5%
I tend to disagree (-1)	30 3%	7 3%	19 3%	5 8% *	22 3%	8 2%	4 2%	13 4%	3 3% *	13 2%	17 5%	- - *	6 2%	6 4%	9 2%	9 5%	20 3%	10 3%
I definitely disagree (-2)	11 1%	2 1%	10 1%	- - *	8 1%	3 1%	1 1%	7 2%	- - *	5 1%	4 1%	2 5% *	2 1%	3 2%	5 1%	1 1%	8 1%	3 1%
Don't know	11 1%	2 1%	9 1%	- - *	7 1%	5 1%	- -	1 *	4 4% GH*	2 *	3 1%	6 14% JK*	3 1%	3 2%	2 *	3 2%	5 1%	6 2%
Mean score	1.27	1.29	1.27	1.14 *	1.26	1.29	1.48 HI	1.18	1.2 *	1.35 KL	1.16	1.06 *	1.27	1.15	1.31 N	1.3	1.31 R	1.17
Standard Deviation	0.825	0.776	0.834	0.935	0.856	0.772	0.778	0.891	0.779	0.783	0.85	1.061	0.788	0.885	0.815	0.847	0.8	0.874
Standard Error	0.026	0.048	0.032	0.124	0.034	0.04	0.061	0.048	0.082	0.032	0.045	0.168	0.05	0.069	0.042	0.063	0.03	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	868 87%	258 87%	605 87%	527 90% E	187 79%	139 89% E	797 89% H	71 70% *	341 85%	527 88%
I definitely agree (2)	443 44%	141 48%	299 43%	293 50% EF	78 33%	63 40%	416 46% H	28 27% *	178 45%	265 44%
I tend to agree (1)	425 42%	117 40%	306 44%	234 40%	109 46%	76 49%	382 42%	43 43% *	163 41%	262 44%
I neither agree nor disagree (0)	81 8%	23 8%	53 8%	34 6%	39 16% DF	5 3%	62 7%	19 19% G*	33 8%	48 8%
Net: Disagree	41 4%	11 4%	28 4%	22 4%	8 3%	10 6%	36 4%	6 5% *	23 6%	18 3%
I tend to disagree (-1)	30 3%	9 3%	20 3%	16 3%	4 2%	9 6%	25 3%	5 5% *	14 4%	16 3%
I definitely disagree (-2)	11 1%	2 1%	8 1%	6 1%	4 1%	1 1%	10 1%	1 1% * J	8 2%	3 *
Don't know	11 1%	3 1%	7 1%	3 1%	4 2%	2 1%	6 1%	5 5% G*	3 1%	8 1%
Mean score	1.27	1.32	1.27	1.36 E	1.08	1.24	1.3 H	0.96 *	1.23	1.3
Standard Deviation	0.825	0.806	0.817	0.794	0.842	0.823	0.812	0.882	0.905	0.767
Standard Error	0.026	0.047	0.031	0.033	0.055	0.066	0.027	0.09	0.045	0.031

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. How much do you agree or disagree with - There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	868 87%	186 83%	538 89% D	330 83%	635 87%	450 85%	146 82%	233 87%
I definitely agree (2)	443 44%	95 42%	279 46%	165 41%	314 43%	221 42%	71 40%	129 48%
I tend to agree (1)	425 42%	91 41%	259 43%	166 41%	320 44%	229 43%	75 42%	105 39%
I neither agree nor disagree (0)	81 8%	22 10%	35 6%	47 12% C	61 8%	50 10%	20 11%	20 7%
Net: Disagree	41 4%	10 5%	27 5%	14 4%	30 4%	24 5%	11 6%	11 4%
I tend to disagree (-1)	30 3%	8 3%	18 3%	12 3%	25 3%	19 4%	7 4%	5 2%
I definitely disagree (-2)	11 1%	3 1%	9 2%	2 *	5 1%	5 1%	4 2%	6 2%
Don't know	11 1%	5 2%	2 *	9 2% C	7 1%	5 1%	2 1%	4 1%
Mean score	1.27	1.23	1.3	1.22	1.26	1.22	1.14	1.3
Standard Deviation	0.825	0.86	0.832	0.813	0.809	0.84	0.935	0.87
Standard Error	0.026	0.058	0.034	0.041	0.03	0.037	0.07	0.053

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 267

Tb T359

Q52. How much do you agree or disagree with - I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	274 27%	115 24%	159 31% B	47 34% HI*	60 38% GHI	53 35% HI	45 25% G	31 21% H	38 17% I	72 29% J	79 29% K	56 30% L	67 23% M	151 29% N	123 26% O	49 23% P	106 27% Q	52 27% R	67 33% S	101 36% P	174 24% U
I definitely agree (2)	83 8%	35 7%	48 9% B	14 10% I*	23 14% GHI	16 10% I	13 7% G	7 5% H	9 4% I	14 6% J	25 9% K	22 12% L	21 7% M	39 7% N	44 9% O	13 6% P	26 7% Q	18 9% R	25 12% S	37 13% PQ	46 6% U
I tend to agree (1)	191 19%	80 16%	112 22% B	33 24% I*	37 23% I	37 24% I	32 17% G	24 16% H	28 13% I	58 23% MO	54 20% K	34 19% L	45 16% M	112 21% N	80 17% O	36 17% P	79 20% Q	34 17% R	42 21% S	64 23% PQ	128 18% U
I neither agree nor disagree (0)	202 20%	103 21%	99 19% B	24 17% I*	42 26% GHI	26 17% I	35 20% G	36 24% H	39 18% I	34 14% MO	52 19% K	48 26% L	68 23% M	86 16% N	116 24% O	35 16% P	84 21% Q	44 22% R	39 20% S	61 22% PQ	141 19% U
Net: Disagree	495 49%	251 52%	244 47% B	68 48% E*	54 34% GHI	67 44% HI	95 53% G	80 53% H	132 60% I	135 54% J	136 49% K	79 43% L	146 50% M	271 51% N	224 47% O	119 55% P	191 49% Q	94 48% R	91 45% S	108 39% P	387 53% T
I tend to disagree (-1)	185 19%	97 20%	88 17% B	31 22% E*	18 12% GHI	20 13% HI	34 19% G	23 15% H	59 27% I	46 18% J	51 18% K	29 15% L	61 21% M	96 18% N	89 19% O	39 18% P	77 20% Q	31 16% R	38 19% S	39 14% P	147 20% T
I definitely disagree (-2)	310 31%	154 32%	155 30% B	36 26% E*	35 22% GHI	48 31% HI	61 34% G	57 38% H	72 33% I	89 36% J	85 31% K	50 27% L	85 29% M	174 33% N	135 28% O	80 37% P	114 29% Q	63 32% R	53 26% S	70 25% P	240 33% T
Don't know	31 3%	19 4%	12 2% B	1 1% E*	3 2% GHI	6 4% HI	6 3% G	5 3% H	10 5% I	9 4% J	9 3% K	2 1% L	11 4% M	18 3% N	13 3% O	11 5% P	12 3% Q	5 3% R	3 1% S	7 2% P	24 3% T
Mean score	-0.46	-0.55	-0.38	-0.31	-0.04	-0.31	-0.56	-0.67	-0.75	-0.57	-0.44	-0.28	-0.51	-0.5	-0.42	-0.67	-0.46	-0.46	-0.26	-0.15	-0.58
Standard Deviation	1.339	1.304	1.368	1.355	1.367	1.427	1.328	1.275	1.197	1.351	1.363	1.362	1.283	1.358	1.318	1.325	1.298	1.365	1.385	1.394	1.299
Standard Error	0.043	0.06	0.061	0.115	0.11	0.118	0.1	0.105	0.083	0.087	0.084	0.101	0.077	0.06	0.061	0.093	0.067	0.099	0.099	0.085	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 268

Tb T360

Q52. How much do you agree or disagree with - I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	274 27%	74 28%	183 27%	17 30% *	171 27%	103 28%	60 37% HI	88 25%	19 19% *	165 27%	102 29%	7 15% *	71 28%	40 24%	115 30%	45 24%	220 31% R	54 18%
I definitely agree (2)	83 8%	24 9%	50 7%	9 15% *	60 10%	23 6%	28 17% HI	29 8%	3 3% *	59 10% K	19 5%	4 10% *	19 8%	15 9%	36 9%	11 6%	68 10% R	15 5%
I tend to agree (1)	191 19%	50 19%	133 19%	8 14% *	111 18%	81 21%	32 20%	60 17%	15 16% *	106 18%	83 23% JL	2 5% *	52 20%	24 15%	79 21%	34 19%	152 22% R	39 13%
I neither agree nor disagree (0)	202 20%	49 19%	146 21%	7 13% *	136 22%	66 18%	25 16%	78 23%	27 28% G*	116 19%	75 21%	11 23% *	50 20%	34 21%	74 19%	39 21%	123 17% Q	79 27%
Net: Disagree	495 49%	131 50%	334 49%	30 52% *	303 48%	192 51%	74 46%	174 50%	44 47% *	302 50%	170 48%	24 51% *	127 50%	86 52%	183 47%	95 51%	346 49%	150 50%
I tend to disagree (-1)	185 19%	39 15%	134 20%	12 21% *	111 18%	74 20%	25 15%	75 22% I	10 10% *	100 17%	78 22%	8 17% *	46 18%	31 19%	69 18%	37 20%	123 17%	62 21%
I definitely disagree (-2)	310 31%	92 35%	200 29%	18 32% *	192 31%	117 31%	49 30%	99 29%	34 36% *	202 34% K	92 26%	16 34% *	81 32%	55 33%	114 30%	58 31%	223 32%	87 29%
Don't know	31 3%	7 3%	21 3%	3 5% *	17 3%	14 4%	3 2%	7 2%	6 6% *	19 3%	7 2%	5 11% JK*	5 2%	6 4%	13 3%	6 3%	15 2%	16 5% Q
Mean score	-0.46	-0.49	-0.45	-0.41 *	-0.43	-0.51	-0.22 I	-0.46	-0.64 *	-0.48	-0.4	-0.69 *	-0.47	-0.54	-0.39	-0.54	-0.41	-0.59
Standard Deviation	1.339	1.39	1.308	1.49	1.353	1.316	1.503	1.299	1.25	1.384	1.26	1.338	1.339	1.353	1.364	1.285	1.388	1.204
Standard Error	0.043	0.087	0.051	0.203	0.055	0.069	0.119	0.07	0.132	0.057	0.068	0.208	0.085	0.107	0.071	0.096	0.053	0.072

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 269

Tb T361

Q52. How much do you agree or disagree with - I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	274 27%	90 30%	181 26%	166 28%	54 23%	46 30%	251 28%	23 22% *	136 34% J	138 23%
I definitely agree (2)	83 8%	29 10%	54 8%	55 9%	17 7%	9 6%	74 8%	8 8% *	53 13% J	30 5%
I tend to agree (1)	191 19%	61 21%	128 18%	112 19%	37 15%	37 24%	177 20%	14 14% *	83 21%	108 18%
I neither agree nor disagree (0)	202 20%	50 17%	145 21%	99 17%	69 29% DF	28 18%	170 19%	32 32% G*	72 18%	130 22%
Net: Disagree	495 49%	142 48%	350 51%	305 52%	105 44%	77 50%	455 50%	41 40% *	182 46%	313 52%
I tend to disagree (-1)	185 19%	43 15%	141 20% B	109 19%	45 19%	29 19%	171 19%	14 14% *	73 18%	113 19%
I definitely disagree (-2)	310 31%	99 34%	209 30%	196 33% E	60 26%	48 31%	283 31%	26 26% *	110 27%	200 33%
Don't know	31 3%	13 5%	16 2%	15 3%	9 4%	4 3%	25 3%	6 6% *	10 2%	21 3%
Mean score	-0.46	-0.43	-0.48	-0.49	-0.41	-0.47	-0.47	-0.38 *	-0.26 J	-0.59
Standard Deviation	1.339	1.416	1.312	1.38	1.248	1.318	1.346	1.278	1.413	1.271
Standard Error	0.043	0.084	0.05	0.058	0.083	0.107	0.045	0.131	0.072	0.053

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 270

Tb T362

Q52. How much do you agree or disagree with - I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	274 27%	77 34%	184 31%	90 22%	224 31%	178 34%	64 36%	50 19%
I definitely agree (2)	83 8%	25 11%	58 10%	24 6%	65 9%	53 10%	31 17%	17 7%
I tend to agree (1)	191 19%	51 23%	126 21%	66 16%	159 22%	125 24%	33 19%	33 12%
I neither agree nor disagree (0)	202 20%	43 19%	103 17%	99 25%	148 20%	116 22%	36 20%	54 20%
Net: Disagree	495 49%	97 44%	306 51%	189 47%	343 47%	226 43%	74 41%	153 57%
I tend to disagree (-1)	185 19%	34 15%	113 19%	72 18%	136 19%	92 17%	28 16%	49 18%
I definitely disagree (-2)	310 31%	63 28%	192 32%	117 29%	206 28%	134 25%	46 26%	103 38%
Don't know	31 3%	7 3%	8 1%	22 6%	19 3%	10 2%	5 3%	12 5%
Mean score	-0.46	-0.27	-0.43	-0.51	-0.36	-0.25	-0.14	-0.73
Standard Deviation	1.339	1.4	1.383	1.267	1.343	1.341	1.452	1.293
Standard Error	0.043	0.095	0.057	0.065	0.05	0.059	0.11	0.081

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. Summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

	I am unlikely to get food poisoning from food prepared in my own home	I don't know what campylobacter is	It's important to me that I try to buy food produced in Scotland when I can	There are serious health risks to young children and the elderly from food prepared at home	No one gets very ill from food they have prepared in their own kitchen	There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning	I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if I pick it up from the floor in under 5 seconds
Unweighted Base	1002	1002	1002	1002	1002	1002	1002
Base	1002	1002	1002	1002	1002	1002	1002
Net: Agree	575	472	598	400	178	868	274
	57%	47%	60%	40%	18%	87%	27%
I definitely agree (2)	226	271	262	129	63	443	83
	23%	27%	26%	13%	6%	44%	8%
I tend to agree (1)	348	202	336	271	114	425	191
	35%	20%	34%	27%	11%	42%	19%
I neither agree nor disagree (0)	207	144	274	288	220	81	202
	21%	14%	27%	29%	22%	8%	20%
Net: Disagree	202	348	118	265	568	41	495
	20%	35%	12%	26%	57%	4%	49%
I tend to disagree (-1)	130	179	78	182	313	30	185
	13%	18%	8%	18%	31%	3%	19%
I definitely disagree (-2)	72	169	40	83	256	11	310
	7%	17%	4%	8%	26%	1%	31%
Don't know	18	38	12	48	36	11	31
	2%	4%	1%	5%	4%	1%	3%
Mean score	0.54	0.24	0.71	0.19	-0.6	1.27	-0.46
Standard Deviation	1.189	1.472	1.065	1.154	1.183	0.825	1.339
Standard Error	0.038	0.047	0.034	0.037	0.038	0.026	0.043

Prepared by Kantar TNS

Weighted by: WEIGHT

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
I am unlikely to get food poisoning from food prepared in my own home	0.54	0.49	0.58	0.64	0.48	0.39	0.58	0.52	0.59	0.74	0.49	0.55	0.39	0.61	0.45	0.5	0.58	0.77	0.26	0.46	0.56
I don't know what campylobacter is	0.24	0.28	0.19	0.71	0.32	0.07	0.24	0.08	0.09	-0.06	0.31	0.39	0.33	0.13	0.35	0.13	0.2	0.34	0.3	0.33	0.2
It's important to me that I try to buy food produced in Scotland when I can	0.71	0.61	0.81	0.58	0.61	0.71	0.7	0.73	0.86	0.64	0.71	0.82	0.7	0.68	0.74	0.66	0.74	0.64	0.78	0.74	0.7
There are serious health risks to young children and the elderly from food prepared at home	0.19	0.24	0.14	0.35	0.34	0.27	0.2	0.1	-0.02	0.14	0.22	0.3	0.14	0.18	0.2	0.17	0.13	0.22	0.29	0.3	0.15
No one gets very ill from food they have prepared in their own kitchen	-0.6	-0.64	-0.57	-0.35	-0.4	-0.61	-0.67	-0.68	-0.79	-0.75	-0.66	-0.34	-0.59	-0.7	-0.49	-0.89	-0.62	-0.3	-0.56	-0.33	-0.71
There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning	1.27	1.24	1.3	1.16	1.17	1.28	1.35	1.27	1.34	1.31	1.28	1.25	1.24	1.29	1.24	1.35	1.26	1.29	1.2	1.14	1.32
I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds	-0.46	-0.55	-0.38	-0.31	-0.04	-0.31	-0.56	-0.67	-0.75	-0.57	-0.44	-0.28	-0.51	-0.5	-0.42	-0.67	-0.46	-0.46	-0.26	-0.15	-0.58

Prepared by Kantar TNS

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
I am unlikely to get food poisoning from food prepared in my own home	0.54	0.57	0.49	0.9	0.51	0.58	0.72	0.45	0.47	0.58	0.48	0.46	0.35	0.55	0.63	0.53	0.56	0.48
				C*			H		*			**			M			
I don't know what campylobacter is	0.24	0.22	0.23	0.29	0.15	0.37	0.25	0.12	0.25	0.25	0.18	0.53	0.22	0.25	0.21	0.32	0.25	0.19
				*		E			*			*						
It's important to me that I try to buy food produced in Scotland when I can	0.71	0.79	0.69	0.58	0.84	0.5	1.09	0.84	0.43	0.76	0.67	0.29	0.58	0.74	0.79	0.72	0.82	0.46
				*	F		HI	I	*	L	L	*			M		R	
There are serious health risks to young children and the elderly from food prepared at home	0.19	0.18	0.18	0.39	0.28	0.04	0.45	0.21	0.19	0.18	0.23	-0.04	0.29	0.03	0.14	0.31	0.25	0.03
				*	F		H		*			**	N			N	R	
No one gets very ill from food they have prepared in their own kitchen	-0.6	-0.63	-0.6	-0.56	-0.56	-0.68	-0.41	-0.58	-0.6	-0.57	-0.66	-0.59	-0.61	-0.5	-0.65	-0.59	-0.61	-0.58
				*					*			*						
There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning	1.27	1.29	1.27	1.14	1.26	1.29	1.48	1.18	1.2	1.35	1.16	1.06	1.27	1.15	1.31	1.3	1.31	1.17
				*			HI		*	KL		*			N		R	
I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds	-0.46	-0.49	-0.45	-0.41	-0.43	-0.51	-0.22	-0.46	-0.64	-0.48	-0.4	-0.69	-0.47	-0.54	-0.39	-0.54	-0.41	-0.59
				*			I		*			*						

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

	Total	Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
I am unlikely to get food poisoning from food prepared in my own home	0.54	0.49	0.56	0.69	0.31	0.29	0.57	0.2	0.49	0.56
				EF			H	*		
I don't know what campylobacter is	0.24	0.08	0.3	0.14	0.29	0.49	0.21	0.44	0.23	0.24
			B			D		*		
It's important to me that I try to buy food produced in Scotland when I can	0.71	0.83	0.67	0.82	0.6	0.45	0.76	0.22	0.83	0.63
		C		EF			H	*	J	
There are serious health risks to young children and the elderly from food prepared at home	0.19	0.3	0.15	0.17	0.13	0.35	0.2	0.11	0.41	0.04
								*	J	
No one gets very ill from food they have prepared in their own kitchen	-0.6	-0.58	-0.62	-0.63	-0.41	-0.83	-0.64	-0.24	-0.52	-0.66
					DF			G*		
There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning	1.27	1.32	1.27	1.36	1.08	1.24	1.3	0.96	1.23	1.3
				E			H	*		
I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if I pick it up from the floor in under 5 seconds	-0.46	-0.43	-0.48	-0.49	-0.41	-0.47	-0.47	-0.38	-0.26	-0.59
								*	J	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
I am unlikely to get food poisoning from food prepared in my own home	0.54	0.44	0.58	0.47	0.5	0.5	0.54	0.62
I don't know what campylobacter is	0.24	0.33	0.28	0.17	0.31	0.36	0.4	0.02
It's important to me that I try to buy food produced in Scotland when I can	0.71	0.76	0.88	0.46	0.68	0.68	0.76	0.79
There are serious health risks to young children and the elderly from food prepared at home	0.19	0.33	0.21	0.15	0.23	0.24	0.49	0.09
No one gets very ill from food they have prepared in their own kitchen	-0.6	-0.48	-0.61	-0.59	-0.55	-0.48	-0.35	-0.75
There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning	1.27	1.23	1.3	1.22	1.26	1.22	1.14	1.3
I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds	-0.46	-0.27	-0.43	-0.51	-0.36	-0.25	-0.14	-0.73

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
 (**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q53. Thinking about the kind of foods you normally eat and drink nowadays (both for meals and snacks), how healthy do you feel these are?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Healthy	585 58%	292 60%	294 57%	64 45% *	87 55%	96 63% D	107 59% D	85 56%	147 67% DEH	170 68% KMNO	156 57%	114 61% MO	146 50%	326 62% KMO	259 55% M	118 55%	229 58%	126 65%	113 57%	176 64% U	409 56%
Very healthy (2)	109 11%	60 12%	49 10%	24 17% FGH*	22 14% GH	12 8%	12 7%	9 6%	31 14% GH	39 16% KLN	20 7%	12 6%	38 13% KL	60 11% K	50 10% L	23 11%	42 11%	25 13%	19 10%	44 16% U	66 9%
Quite healthy (1)	476 48%	231 47%	245 48%	40 28% *	64 41%	84 55% DE	95 52% DE	76 50% D	117 53% DE	130 52% M	136 49% M	102 55% MO	108 37% MO	266 51% MO	210 44% M	95 44%	186 48%	101 52%	94 47%	133 48%	343 47%
Neither healthy nor unhealthy (0)	237 24%	118 24%	119 23%	34 24% *	31 20%	39 26%	46 25%	43 28%	45 21%	54 22%	64 23%	45 24%	74 26%	118 22%	119 25%	56 26%	100 26%	37 19%	44 22%	57 21%	180 25%
Net: Not Healthy	156 16%	67 14%	88 17%	37 27% FGHI*	33 21% FI	16 10%	28 16%	20 13%	21 10%	19 8%	48 17% JN	24 13%	65 22% JLNO	67 13% J	89 19% JLN	38 18%	56 14%	28 14%	34 17%	39 14%	117 16%
Not very healthy (-1)	135 13%	57 12%	78 15%	30 21% FI*	31 19% FI	13 8%	24 13%	18 12%	20 9%	17 7%	42 15% JN	22 12%	53 18% JN	60 11% J	75 16% J	29 14%	51 13%	24 12%	31 16%	36 13%	99 14%
Not at all healthy (-2)	20 2%	10 2%	11 2%	7 5% *	2 1%	3 2%	4 2%	2 1%	2 1%	1 1%	6 2%	2 1%	11 4% J	7 1% J	13 3% Q	9 4%	5 1%	4 2%	3 1%	3 1%	17 2%
It varies too much to say (0)	24 2%	11 2%	13 3%	6 4% G*	8 5% G	2 1%	- -	4 2%	5 2%	8 3%	7 3%	3 2%	6 2%	15 3%	9 2%	4 2%	7 2%	5 2%	8 4%	4 2%	19 3%
Mean score	0.52	0.56	0.47	0.31 *	0.47	0.58 D	0.48	0.48	0.71 DEGH	0.75 KLMNO	0.45	0.54	0.37	0.59 KMO	0.44	0.44	0.54	0.61	0.48 U	0.64	0.47
Standard Deviation	0.928	0.923	0.932	1.14 *	1.003	0.83	0.888	0.83	0.85	0.823	0.911	0.828	1.046	0.883	0.97	0.991	0.895	0.929	0.918	0.936	0.921
Standard Error	0.029	0.042	0.041	0.096	0.08	0.067	0.066	0.068	0.057	0.052	0.055	0.061	0.061	0.038	0.044	0.068	0.045	0.067	0.065	0.056	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q53. Thinking about the kind of foods you normally eat and drink nowadays (both for meals and snacks), how healthy do you feel these are?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Healthy	585 58%	165 63%	388 57%	32 56% *	402 64% F	184 49%	116 72% I	226 65% I	48 51% *	367 61% L	205 58% L	14 30% *	126 50%	96 58% P	274 71% MNP	83 45%	456 65% R	129 43%
Very healthy (2)	109 11%	28 11%	71 10%	10 17% *	83 13% F	26 7%	35 22% HI	35 10%	7 8% *	76 13%	31 9%	3 6% *	23 9%	21 13%	48 13%	15 8%	86 12% R	23 8%
Quite healthy (1)	476 48%	137 53%	317 46%	22 39% *	319 51% F	157 42%	81 50%	191 55%	41 43% *	291 48% L	174 49% L	12 25% *	103 41%	75 45%	226 59% MNP	69 37%	370 53% R	106 36%
Neither healthy nor unhealthy (0)	237 24%	56 22%	167 24%	14 24% *	132 21% E	105 28% E	21 13%	80 23% G	25 26% G*	134 22%	87 25%	16 35% *	68 27% O	43 26% O	68 18%	56 30% O	136 19% Q	101 34%
Net: Not Healthy	156 16%	36 14%	109 16%	11 19% *	80 13% E	75 20%	19 11%	39 11%	20 21% H*	88 15%	55 15%	13 28% J*	53 21% O	24 15%	35 9%	42 22% O	99 14% O	57 19%
Not very healthy (-1)	135 13%	30 11%	97 14%	8 15% *	72 11% E	63 17%	14 9%	37 11%	19 20% GH*	75 12%	50 14%	10 22% *	43 17% O	22 13%	34 9%	34 18% O	86 12% O	50 17%
Not at all healthy (-2)	20 2%	6 2%	12 2%	2 4% *	9 1% F	12 3%	4 3%	2 1%	1 1% *	13 2%	5 1%	2 5% *	9 4% O	2 1%	1 *	8 4% O	13 2% O	7 2%
It varies too much to say (0)	24 2%	4 1%	19 3%	1 2% *	13 2% F	11 3%	6 4%	3 1%	2 2% *	14 2%	7 2%	3 7% *	7 3%	3 2%	9 2%	5 3%	12 2% R	12 4%
Mean score	0.52	0.58	0.5	0.5 *	0.63 F	0.33	0.79 I	0.63 I	0.37 *	0.57 L	0.5 L	0.03 *	0.35	0.55 MP	0.74 MNP	0.26	0.61 R	0.3
Standard Deviation	0.928	0.909	0.922	1.079	0.899	0.945	0.967	0.827	0.924	0.938	0.889	0.962	0.985	0.925	0.796	0.989	0.917	0.918
Standard Error	0.029	0.056	0.035	0.143	0.036	0.049	0.076	0.044	0.095	0.038	0.047	0.141	0.062	0.072	0.041	0.073	0.035	0.053

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q53. Thinking about the kind of foods you normally eat and drink nowadays (both for meals and snacks), how healthy do you feel these are?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Healthy	585 58%	164 56%	416 60%	585 100% EF	- -	- -	549 61% H	36 36% *	246 62%	339 56%
Very healthy (2)	109 11%	34 11%	75 11%	109 19% EF	- -	- -	102 11%	7 7% *	56 14% J	53 9%
Quite healthy (1)	476 48%	130 44%	341 49%	476 81% EF	- -	- -	447 50% H	29 29% *	190 47%	286 48%
Neither healthy nor unhealthy (0)	237 24%	72 25%	158 23%	- -	237 100% DF	- -	201 22%	36 35% G*	86 21%	151 25%
Net: Not Healthy	156 16%	53 18%	101 15%	- -	- -	156 100% DE	133 15%	22 22% *	61 15%	95 16%
Not very healthy (-1)	135 13%	42 14%	91 13%	- -	- -	135 87% DE	118 13%	17 17% *	52 13%	83 14%
Not at all healthy (-2)	20 2%	10 4%	10 1%	- -	- -	20 13% DE	16 2%	5 5% *	9 2%	12 2%
It varies too much to say (0)	24 2%	6 2%	17 2%	- -	- -	- -	17 2%	7 7% G*	7 2%	16 3%
Mean score	0.52	0.46	0.55	1.19 EF	- F	-1.13 0.339	0.56 0.916	0.16 0.956	0.58 0.96	0.47 0.905
Standard Deviation	0.928	0.989	0.904	0.39	-	0.339	0.916	0.956	0.96	0.905
Standard Error	0.029	0.058	0.034	0.016	-	0.027	0.031	0.095	0.048	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q53. Thinking about the kind of foods you normally eat and drink nowadays (both for meals and snacks), how healthy do you feel these are?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Healthy	585 58%	114 51%	393 65% D	192 48%	414 56%	294 55%	94 52%	172 64% EFG
Very healthy (2)	109 11%	22 10%	81 13% D	29 7%	77 10%	61 12%	29 16%	32 12%
Quite healthy (1)	476 48%	92 41%	313 52% D	164 41%	337 46% G	233 44%	65 36%	139 52% FG
Neither healthy nor unhealthy (0)	237 24%	53 24%	122 20%	115 29% C	173 24%	122 23%	39 22%	64 24%
Net: Not Healthy	156 16%	49 22%	78 13%	77 19% C	131 18% H	105 20% H	45 25% EH	25 9%
Not very healthy (-1)	135 13%	42 19%	72 12%	63 16%	111 15% H	89 17% H	42 23% EH	24 9%
Not at all healthy (-2)	20 2%	7 3%	6 1%	15 4% C	19 3% H	16 3% H	4 2%	1 *
It varies too much to say (0)	24 2%	8 4%	8 1%	16 4% C	16 2%	9 2%	1 1%	8 3%
Mean score	0.52	0.36	0.65 D	0.32	0.46	0.44	0.41	0.66 EFG
Standard Deviation	0.928	0.996	0.892	0.947	0.961	1	1.079	0.817
Standard Error	0.029	0.067	0.036	0.047	0.035	0.043	0.081	0.05

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Tb T372

Q54. And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snacks), how healthy do you feel these are?

Base: All respondents with more than one person in the household

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	783	372	411	84	134	125	147	125	168	222	226	150	185	448	335	-	402	190	191	271	512
Base	787	371	416	124	135	119	135	114	159	207	212	160	208	419	368	-	392	195	200	277	510
Net: Healthy	439 56%	225 61% C	214 51%	54 44% *	70 52%	70 59%	76 56%	61 54%	108 68%	150 73%	113 53%	87 54%	89 43%	263 63%	176 48%	-	220 56%	111 57%	108 54%	172 62%	267 52%
Very healthy (2)	77 10%	43 12%	35 8%	16 13% *	17 12%	6 5%	7 5%	7 6%	24 15% FGH	34 17% KLMNO	15 7%	12 7%	16 8%	49 12% K	28 8%	-	42 11%	17 9%	18 9%	35 13%	43 8%
Quite healthy (1)	362 46%	182 49%	180 43%	38 31% *	53 39%	64 53%	69 51%	54 47%	84 53% D	116 56% KMNO	98 46% M	75 47% MO	73 35%	214 51% MO	148 40% M	-	178 45%	93 48%	90 45%	137 50%	225 44%
Neither healthy nor unhealthy (0)	199 25%	91 25%	108 26%	34 28% *	38 28%	28 23%	36 27%	33 29%	29 18% I	36 17%	54 25%	44 27% J	66 32% JN	89 21%	110 30% JN	-	104 27%	52 27%	43 21%	66 24%	133 26%
Net: Not Healthy	128 16%	46 12%	82 20% B	33 26% FI*	21 15%	16 14%	22 16%	16 14%	20 12%	17 8%	38 18% JN	24 15%	48 23% JN	56 13% J	72 20% JN	-	62 16%	24 12%	42 21% R	35 13%	93 18%
Not very healthy (-1)	119 15%	44 12%	75 18% B	30 24% I*	20 15%	16 14%	21 16%	15 13%	17 11%	16 8%	33 16% JN	23 15%	46 22% JN	49 12% J	69 19% JN	-	55 14%	22 12%	41 20% R	35 13%	84 16%
Not at all healthy (-2)	9 1%	2 1%	7 2%	3 2% *	1 1%	- -	1 1%	2 1%	3 2%	1 *	5 3%	1 1%	2 1%	6 1%	3 1%	-	6 2%	1 1%	1 1%	- -	9 2%
It varies too much to say (0)	21 3%	9 2%	12 3%	3 2% *	7 5%	5 4%	1 1%	4 3%	2 1%	3 2%	7 3%	5 3%	5 3%	11 3%	11 3%	-	6 1%	8 4%	7 3%	4 1%	17 3%
Mean score	0.48	0.59 C	0.38	0.28 *	0.48	0.51	0.44	0.44	0.69 DEGH	0.81 KLMNO	0.4	0.46 O	0.27	0.6 KMO	0.35	-	0.49	0.53	0.41 U	0.62	0.41
Standard Deviation	0.905	0.865	0.93	1.04 *	0.914	0.797	0.847	0.849	0.918	0.822	0.922	0.852	0.925	0.896	0.898	-	0.921	0.84	0.935	0.862	0.92
Standard Error	0.032	0.045	0.046	0.093	0.079	0.073	0.073	0.079	0.073	0.057	0.063	0.067	0.064	0.044	0.047	-	0.046	0.06	0.066	0.052	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Tb T373

Q54. And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snacks), how healthy do you feel these are?

Base: All respondents with more than one person in the household

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	783	204	532	47	492	291	121	282	75	401	337	45	203	126	314	129	553	230
Base	787	204	535	48	498	289	123	287	73	398	342	46	208	126	308	135	555	231
Net: Healthy	439 56%	120 59%	288 54%	30 63% *	293 59% F	146 50%	92 75% HI	160 56%	33 46% *	233 59% L	190 55% L	16 34% *	97 47%	72 57%	204 66% MP	60 45%	329 59% R	110 47%
Very healthy (2)	77 10%	20 10%	49 9%	9 19% *	54 11%	24 8%	22 17% H	24 8%	5 7% *	43 11%	30 9%	5 10% *	11 5%	14 11%	42 14% M	9 7%	60 11%	18 8%
Quite healthy (1)	362 46%	101 49%	239 45%	21 44% *	240 48%	122 42%	71 57% I	136 47%	28 38% *	191 48% L	160 47% L	11 24% *	86 42% OP	58 46%	163 53% MP	51 38%	270 49% R	92 40%
Neither healthy nor unhealthy (0)	199 25%	55 27%	136 25%	8 17% *	122 25%	76 26%	15 12% G	79 28% G	25 34% G*	95 24%	88 26%	16 34% *	74 35% OP	31 25%	60 19%	30 22%	116 21% Q	83 36% Q
Net: Not Healthy	128 16%	26 13%	93 17%	10 20% *	70 14%	58 20%	13 11%	45 16%	10 14% *	62 16%	55 16%	11 23% *	31 15%	21 17%	36 12%	38 28% MO	99 18%	29 12%
Not very healthy (-1)	119 15%	22 11%	87 16%	10 20% *	68 14%	50 17%	12 10%	45 16%	9 13% *	58 15%	52 15%	8 18% *	29 14%	20 16%	34 11%	34 25% MO	92 17%	26 11%
Not at all healthy (-2)	9 1%	3 2%	6 1%	- - *	2 *	7 3% E	1 1%	- -	1 1% *	4 1%	3 1%	2 5% *	2 1%	2 1%	2 1%	4 3%	7 1%	2 1%
It varies too much to say (0)	21 3%	3 2%	18 3%	- - *	12 2%	9 3%	3 2%	3 1%	4 6% H*	8 2%	9 3%	4 9% J*	6 3%	1 1%	8 2%	7 5%	11 2%	10 4%
Mean score	0.48	0.54	0.45	0.62 *	0.55 F	0.36	0.81 HI	0.49	0.38 *	0.53 L	0.47 L	0.16 *	0.36	0.5 P	0.68 MP	0.21	0.51	0.41
Standard Deviation	0.905	0.871	0.907	1.013	0.872	0.948	0.87	0.855	0.85	0.903	0.885	1.014	0.819	0.938	0.868	0.986	0.934	0.831
Standard Error	0.032	0.061	0.039	0.146	0.039	0.056	0.078	0.05	0.099	0.045	0.048	0.149	0.057	0.084	0.049	0.085	0.04	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q54. And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snacks), how healthy do you feel these are?

Base: All respondents with more than one person in the household

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	783	224	547	475	179	110	710	73	299	484
Base	787	221	554	468	182	118	710	77	321	465
Net: Healthy	439 56%	117 53%	318 57%	380 81% EF	33 18%	20 17%	409 58% H	30 39% *	182 57%	257 55%
Very healthy (2)	77 10%	24 11%	54 10%	73 16% EF	3 2%	2 2%	73 10%	4 6% *	33 10%	45 10%
Quite healthy (1)	362 46%	94 42%	264 48%	307 66% EF	31 17%	18 15%	336 47% H	25 33% *	149 46%	212 46%
Neither healthy nor unhealthy (0)	199 25%	66 30% C	126 23%	50 11%	121 67% DF	26 22% D	170 24%	29 38% G*	76 24%	122 26%
Net: Not Healthy	128 16%	31 14%	96 17%	32 7%	26 14% D	69 59% DE	117 16%	11 14% *	57 18%	71 15%
Not very healthy (-1)	119 15%	30 14%	87 16%	29 6%	25 14% D	64 54% DE	109 15%	10 13% *	53 16%	66 14%
Not at all healthy (-2)	9 1%	1 *	8 2%	3 1%	1 *	5 5% D	8 1%	1 1% *	4 1%	5 1%
It varies too much to say (0)	21 3%	6 3%	14 3%	6 1%	1 1%	3 3%	14 2%	7 10% G*	6 2%	15 3%
Mean score	0.48	0.49	0.48	0.89 EF	0.05 F	-0.45	0.5	0.29 *	0.48	0.48
Standard Deviation	0.905	0.875	0.923	0.756	0.623	0.863	0.913	0.812	0.927	0.891
Standard Error	0.032	0.059	0.039	0.035	0.046	0.08	0.034	0.093	0.052	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q54. And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snacks), how healthy do you feel these are?

Base: All respondents with more than one person in the household

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	783	170	474	309	598	436	144	185
Base	787	190	478	309	609	450	153	178
Net: Healthy	439 56%	88 46%	298 62%	141 46%	330 54%	239 53%	79 52%	109 61%
Very healthy (2)	77 10%	12 6%	62 13%	15 5%	55 9%	45 10%	22 15%	22 13%
Quite healthy (1)	362 46%	76 40%	236 49%	125 41%	275 45%	193 43%	57 37%	86 48%
Neither healthy nor unhealthy (0)	199 25%	52 27%	100 21%	99 32%	154 25%	122 27%	39 26%	45 25%
Net: Not Healthy	128 16%	42 22%	78 16%	50 16%	111 18%	79 18%	33 21%	17 10%
Not very healthy (-1)	119 15%	40 21%	73 15%	46 15%	104 17%	75 17%	31 21%	15 8%
Not at all healthy (-2)	9 1%	2 1%	5 1%	4 1%	7 1%	4 1%	1 1%	2 1%
It varies too much to say (0)	21 3%	8 4%	2 *	19 6%	14 2%	10 2%	1 1%	7 4%
Mean score	0.48	0.29	0.58	0.33	0.44	0.45	0.44	0.63
Standard Deviation	0.905	0.913	0.934	0.838	0.915	0.917	1.006	0.856
Standard Error	0.032	0.066	0.043	0.048	0.037	0.043	0.081	0.064

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Q53\Q54. And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snacks), how healthy do you feel these are?

Base: All respondents with more than one person in the household

	Base	Net: Healthy	Very healthy (2)	Quite healthy (1)	Neither healthy nor unhealthy (0)	Net: Not Healthy	Not very healthy (-1)	Not at all healthy (-2)	It varies too much to say (0)	Mean score	Standard Deviation	Standard Error
	B	C	D	E	F	G	H	I	J	K	L	
Unweighted Base	783	475	82	393	179	110	100	10	19	0.56	0.888	0.032
Base	787	468	87	381	182	118	106	11	20	0.54	0.909	0.032
Net: Healthy	439 56%	380 81%	80 92% B*	300 79% EFG	33 18%	20 17%	16 15% *	4 31% **	6 29% **	0.99	0.703	0.034
Very healthy (2)	77 10%	73 16%	60 69% B*	13 3%	3 2%	2 2%	2 2% *	- - **	- - **	1.69	0.661	0.075
Quite healthy (1)	362 46%	307 66% C	20 23% *	288 75% EFG	31 17%	18 15%	15 14% *	4 31% **	6 29% **	0.84	0.617	0.032
Neither healthy nor unhealthy (0)	199 25%	50 11%	5 6% *	45 12% DFG	121 67% DFG	26 22% D	23 22% D*	3 24% **	2 10% **	0.13	0.694	0.049
Net: Not Healthy	128 16%	32 7%	2 2% *	30 8%	26 14% D	69 59% DE	65 61% DE*	4 36% **	1 5% **	-0.3	0.919	0.081
Not very healthy (-1)	119 15%	29 6%	2 2% *	27 7%	25 14% D	64 54% DE	63 59% DE*	1 7% **	1 5% **	-0.28	0.881	0.081
Not at all healthy (-2)	9 1%	3 1%	- - *	3 1%	1 *	5 5% D	2 2% *	3 29% **	- - **	-0.6	1.343	0.442
It varies too much to say (0)	21 3%	6 1%	- - *	6 2%	1 1%	3 3%	2 2% *	1 9% **	11 56% **	0.08	0.769	0.167
Mean score	0.48	0.89	1.59	0.73	0.05	-0.45	-0.46	-0.33	0.23	-	-	-
Standard Deviation	0.905	0.756	B*	EFG	FG	0.863	0.819	1.244	0.544	-	-	-
Standard Error	0.032	0.035	0.075	0.035	0.046	0.08	0.08	0.367	0.121	-	-	-

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q55. Level of concern about - The amount of salt in food

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Any	882	426	457	126	133	135	155	135	197	220	244	168	250	465	418	188	347	170	177	247	636
	88%	87%	89%	90%*	84%	89%	86%	89%	90%	88%	89%	91%	86%	88%	88%	88%	89%	87%	89%	89%	88%
A lot	409	199	210	59	53	56	68	64	108	102	112	71	125	213	196	92	160	76	80	108	301
	41%	41%	41%	42%*	33%	37%	37%	43%	50% EFG	41%	40%	38%	43%	41%	41%	43%	41%	39%	40%	39%	41%
A little	474	227	247	67	80	79	88	71	89	119	133	97	125	251	222	96	187	94	97	139	335
	47%	46%	48%	48%*	51%	52% I	48%	47%	41%	47%	48%	53%	43%	48%	47%	45%	48%	48%	48%	50%	46%
Not at all	120	62	57	14	25	17	26	16	21	30	31	17	41	62	58	27	45	25	23	30	90
	12%	13%	11%	10%*	16%	11%	14%	11%	10%	12%	11%	9%	14%	12%	12%	12%	11%	13%	11%	11%	12%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q55. Level of concern about - The amount of salt in food

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Any	882 88%	230 88%	605 88%	48 85% *	567 90% F	315 84%	146 90%	321 92%	86 91% *	543 90% L	306 87% L	33 72% *	218 86%	148 89%	345 89%	162 87%	651 93% R	232 78%
A lot	409 41%	108 42%	276 40%	24 42% *	265 42%	144 38%	90 55% HI	134 38%	35 36% *	263 44%	132 37%	14 31% *	114 45%	71 43%	149 39%	73 39%	323 46% R	85 29%
A little	474 47%	121 46%	328 48%	24 42% *	302 48%	172 46%	56 35%	188 54% G	52 54% G*	281 47%	174 49%	19 41% *	105 41%	78 47%	196 51% M	90 48%	328 47%	146 49%
Not at all	120 12%	32 12%	79 12%	9 15% *	60 10%	60 16% E	16 10%	26 8%	9 9% *	59 10%	47 13%	13 28% JK*	35 14%	18 11%	41 11%	24 13%	52 7%	67 22% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q55. Level of concern about - The amount of salt in food

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Any	882 88%	261 88%	610 88%	529 90%	202 85%	134 86%	812 90% H	70 70% *	371 93% J	511 85%
A lot	409 41%	137 46% C	266 38%	256 44% E	74 31%	67 43% E	385 43% H	23 23% *	190 48% J	219 36%
A little	474 47%	124 42%	344 50% B	272 47%	128 54%	67 43%	427 47%	47 46% *	181 45%	292 49%
Not at all	120 12%	34 12%	82 12%	57 10%	35 15%	22 14%	89 10%	31 30% G*	29 7%	91 15% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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FIELDWORK : 18/06/2018 - 05/07/2018

Q55. Level of concern about - The amount of salt in food

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Any	882 88%	193 87%	560 93%	323 81%	646 88%	463 87%	158 88%	236 88%
A lot	409 41%	85 38%	297 49%	112 28%	295 40%	206 39%	81 45%	114 42%
A little	474 47%	109 49%	263 44%	211 53%	351 48%	257 48%	76 43%	122 46%
Not at all	120 12%	30 13%	42 7%	78 19%	87 12%	67 13%	21 12%	33 12%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
 (**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q55. Level of concern about - The amount of sugar in food

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Any	909 91%	436 89%	473 92%	125 89% *	141 89%	144 94%	160 88%	136 90%	204 93%	230 92%	258 94% MO	169 91%	252 87%	488 93% MO	421 89%	194 90%	355 90%	174 89%	186 93%	256 93%	653 90%
A lot	518 52%	240 49%	278 54%	67 48% *	72 45%	81 53%	96 53%	83 55%	120 55%	141 56% M	144 52%	98 53%	135 47%	285 54%	233 49%	120 56%	195 50%	101 52%	103 51%	133 48%	385 53%
A little	391 39%	196 40%	195 38%	58 42% *	69 44%	62 41%	64 35%	54 35%	84 39%	89 36%	114 41%	72 39%	117 40%	203 39%	188 40%	75 35%	160 41%	73 38%	83 42%	123 44% U	268 37%
Not at all	93 9%	52 11%	41 8%	15 11% *	18 11%	9 6%	22 12%	15 10%	14 7%	20 8%	18 6%	16 9%	39 13% KN	38 7%	55 11% KN	21 10%	37 10%	21 11%	14 7%	20 7%	72 10%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q55. Level of concern about - The amount of sugar in food

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Any	909 91%	233 89%	625 91%	52 91% *	579 92% F	330 88%	150 93%	328 94%	86 90% *	549 91% L	325 92% L	34 74% *	225 89%	146 88%	362 94% MN	167 90%	674 96% R	235 79%
A lot	518 52%	127 49%	359 53%	31 54% *	327 52%	191 51%	98 61% HI	176 51%	44 46% *	334 55% K	165 47%	18 40% *	132 52%	80 48%	202 52%	101 54%	425 60% R	93 31%
A little	391 39%	105 40%	265 39%	21 37% *	252 40%	139 37%	52 32%	153 44%	42 44% *	215 36%	160 45% J	16 34% *	93 37%	66 40%	160 42%	67 36%	249 35%	142 48% Q
Not at all	93 9%	29 11%	59 9%	5 9% *	48 8%	45 12% E	12 7%	19 6%	9 10% *	53 9%	28 8%	12 26% JK*	29 11% O	20 12% O	23 6%	19 10%	30 4%	63 21% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q55. Level of concern about - The amount of sugar in food

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Any	909 91%	269 91%	628 91%	539 92%	212 90%	139 89%	839 93% H	70 69% *	377 94% J	532 88%
A lot	518 52%	154 52%	360 52%	334 57% E	94 40%	77 50%	494 55% H	23 23% *	229 57% J	289 48%
A little	391 39%	114 39%	269 39%	205 35% D	118 50%	62 40%	344 38%	47 46% *	148 37%	243 40%
Not at all	93 9%	27 9%	64 9%	47 8%	25 10%	17 11%	62 7%	31 31% G*	23 6%	70 12% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q55. Level of concern about - The amount of sugar in food

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Any	909 91%	202 90%	576 96%	333 83%	670 91%	483 91%	161 90%	239 89%
A lot	518 52%	112 50%	376 62%	142 35%	378 52%	260 49%	87 48%	140 52%
A little	391 39%	89 40%	201 33%	191 48%	292 40%	223 42%	74 41%	99 37%
Not at all	93 9%	22 10%	25 4%	68 17%	63 9%	47 9%	19 10%	30 11%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q55. Level of concern about - The amount of fat in food

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Any	895 89%	427 88%	468 91%	121 86% *	137 87%	139 91%	155 85%	136 90%	207 95% DEG	223 89%	245 89%	169 91%	259 89%	468 89%	427 90%	192 89%	356 91%	166 85%	181 91%	251 91%	644 89%
A lot	424 42%	188 39%	236 46% B	66 47% E*	53 33%	58 38%	71 39%	65 43%	111 51% EFG	109 44%	118 43%	71 38%	126 43%	227 43%	196 41%	92 43%	154 39%	84 43%	94 47%	127 46%	297 41%
A little	472 47%	239 49%	233 45%	55 39% *	84 53% D	81 53% D	84 46%	72 47%	96 44%	114 46%	126 46%	98 53%	133 46%	241 46%	231 49%	100 47%	202 51% R	82 42%	87 44%	124 45%	347 48%
Not at all	107 11%	61 12%	46 9%	19 14% I*	21 13% I	13 9%	27 15% I	15 10%	11 5%	27 11%	31 11%	17 9%	32 11%	58 11%	49 10%	23 11%	36 9%	29 15%	19 9%	25 9%	81 11%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q55. Level of concern about - The amount of fat in food

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Any	895 89%	226 87%	617 90%	52 92% *	570 91%	326 87%	148 91%	322 93%	84 89% *	551 91% L	313 89% L	32 68% *	219 86%	148 89%	360 93% MP	158 85%	656 93% R	239 80%
A lot	424 42%	91 35%	300 44% B	32 56% B*	275 44%	149 40%	80 50%	151 43%	38 40% *	273 45% K	135 38%	15 32% *	106 42%	71 43%	164 42%	79 43%	349 50% R	75 25%
A little	472 47%	135 52%	316 46%	20 36% *	295 47%	177 47%	67 41%	171 49%	47 49% *	277 46%	177 50%	17 36% *	113 45%	77 46%	196 51%	79 42%	307 44%	165 55% Q
Not at all	107 11%	35 13%	67 10%	5 8% *	57 9%	49 13%	15 9%	26 7%	11 11% *	52 9%	40 11%	15 32% JK*	34 14% O	18 11%	26 7%	28 15% O	47 7%	59 20% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q55. Level of concern about - The amount of fat in food

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Any	895 89%	266 90%	616 89%	534 91% E	204 86%	138 89%	823 91% H	73 72% *	365 91%	530 88%
A lot	424 42%	143 48% C	277 40%	264 45% E	73 31%	74 47% E	403 45% H	21 21% *	191 48% J	232 39%
A little	472 47%	123 42%	339 49% B	269 46% DF	131 55%	65 41%	420 47%	52 51% *	174 43%	298 50%
Not at all	107 11%	29 10%	76 11%	52 9%	33 14% D	17 11%	78 9%	29 28% G*	35 9%	72 12%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q55. Level of concern about - The amount of fat in food

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Any	895 89%	201 90%	557 93%	338 84%	657 90%	477 90%	158 88%	238 89%
A lot	424 42%	90 40%	310 52%	113 28%	314 43%	224 42%	88 49%	109 41%
A little	472 47%	111 50%	247 41%	225 56%	343 47%	254 48%	70 39%	129 48%
Not at all	107 11%	22 10%	45 7%	62 16%	76 10%	52 10%	21 12%	31 11%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
 (**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q55. Level of concern about - The amount of saturated fat in food

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Any	907 91%	432 88%	475 93%	127 91% *	137 86%	141 93%	159 88%	139 92%	205 94%	228 91%	252 92%	171 92%	256 88%	481 91%	427 90%	197 92%	356 91%	168 87%	186 93%	255 92%	653 90%
A lot	431 43%	201 41%	230 45%	59 42% *	54 34%	59 39%	75 41%	65 43%	119 55% EFGH	109 43%	125 45%	80 43%	117 40%	234 44%	198 41%	91 42%	169 43%	85 44%	86 43%	112 40%	319 44%
A little	476 48%	231 47%	246 48%	68 49% *	82 52% I	82 54% I	84 47%	74 49%	85 39%	119 48%	128 46%	91 49%	138 48%	247 47%	229 48%	107 49%	186 48%	84 43%	100 50%	143 52%	333 46%
Not at all	95 9%	56 12% C	39 7%	13 9% *	22 14% I	11 7%	22 12% I	12 8%	14 6%	22 9%	23 8%	14 8%	35 12%	46 9%	49 10%	18 8%	36 9%	26 13%	14 7%	22 8%	73 10%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q55. Level of concern about - The amount of saturated fat in food

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Any	907 91%	231 89%	625 91%	51 89% *	581 93% F	327 87%	149 92%	334 96%	84 88% I *	557 93% L	320 90% L	30 66% *	226 89%	148 89%	361 94% P	162 87%	668 95% R	240 80%
A lot	431 43%	101 39%	301 44%	29 50% *	277 44%	154 41%	88 54% H	147 42%	38 40% *	276 46% L	144 41% L	11 23% *	111 44%	69 42%	168 44%	81 43%	358 51% R	73 24%
A little	476 48%	130 50%	323 47%	22 39% *	304 48%	173 46%	61 38% G	187 54% G	45 47% *	281 47%	175 50%	20 42% *	115 45%	79 48%	194 50%	82 44%	310 44%	167 56% Q
Not at all	95 9%	30 11%	59 9%	6 11% *	46 7%	48 13% E	13 8%	14 4%	12 12% H*	45 7%	34 10%	16 34% JK*	28 11%	18 11%	24 6%	24 13% O	36 5%	59 20% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q55. Level of concern about - The amount of saturated fat in food

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Any	907 91%	271 92%	625 90%	548 94% EF	204 86%	137 88%	837 93% H	70 69% *	371 93%	536 89%
A lot	431 43%	149 51% C	277 40%	271 46% E	78 33%	69 45% E	414 46% H	17 17% *	186 47%	245 41%
A little	476 48%	122 41%	348 50% B	277 47%	126 53%	67 43%	424 47%	53 52% *	185 46%	291 48%
Not at all	95 9%	24 8%	67 10%	38 6%	33 14% D	19 12% D	63 7%	31 31% G*	28 7%	66 11%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q55. Level of concern about - The amount of saturated fat in food

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Any	907 91%	204 91%	567 94%	340 85%	667 91%	487 92%	162 90%	240 90%
A lot	431 43%	90 40%	320 53%	111 28%	309 42%	216 41%	78 44%	122 45%
A little	476 48%	114 51%	247 41%	229 57%	357 49%	270 51%	83 46%	119 44%
Not at all	95 9%	20 9%	34 6%	60 15%	66 9%	43 8%	18 10%	28 10%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
 (**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q55. Summary table: Levels of concern about ingredients in food

Base: All respondents

	The amount of salt in food	The amount of sugar in food	The amount of fat in food	The amount of saturated fat in food
Unweighted Base	1002	1002	1002	1002
Base	1002	1002	1002	1002
Net: Any	882	909	895	907
	88%	91%	89%	91%
A lot	409	518	424	431
	41%	52%	42%	43%
A little	474	391	472	476
	47%	39%	47%	48%
Not at all	120	93	107	95
	12%	9%	11%	9%

Prepared by Kantar TNS

Weighted by: WEIGHT



FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 302

Tb T394

Q56. How much do you agree or disagree with - The experts contradict each other over what foods are good or bad for you

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	673 67%	310 64%	363 71% B	91 65% *	90 57%	99 65%	126 70%	106 70%	161 74%	168 67%	189 69%	124 67%	192 66%	357 68%	317 67%	134 62%	268 68%	129 66%	142 71%	174 63%	499 69%
I definitely agree (2)	227 23%	120 25%	107 21%	36 25% *	33 21%	35 23%	41 23%	33 22%	49 22%	53 21%	64 23%	44 24%	65 22%	118 22%	109 23%	43 20%	81 21%	49 25%	55 28%	59 21%	168 23%
I tend to agree (1)	446 45%	190 39%	256 50% B	56 40% *	57 36%	64 42%	85 47%	72 48%	112 51% E	114 46%	125 45%	80 43%	127 44%	239 45%	207 44%	92 43%	187 48%	80 41%	87 44%	115 42%	331 46%
I neither agree nor disagree (0)	220 22%	118 24%	102 20%	25 18% *	46 29% I	37 25%	38 21%	31 21%	43 20%	51 20%	60 22%	41 22%	69 24%	110 21%	110 23%	49 23%	81 21%	52 26%	39 19%	80 29% U	140 19%
Net: Disagree	85 8%	48 10%	37 7%	18 13% *	17 11%	14 9%	11 6%	12 8%	12 6%	30 12% O	21 7%	14 8%	20 7%	51 10%	34 7%	25 12%	33 8%	11 6%	16 8%	19 7%	66 9%
I tend to disagree (-1)	67 7%	36 7%	31 6%	9 6% *	14 9%	13 9%	11 6%	8 5%	11 5%	24 10%	15 6%	11 6%	16 6%	39 7%	27 6%	21 10% R	27 7%	7 4%	12 6%	14 5%	52 7%
I definitely disagree (-2)	18 2%	12 3%	6 1%	9 6% FGI*	3 2%	1 1%	- -	4 3%	1 *	6 3%	5 2%	3 1%	4 1%	12 2%	7 1%	4 2%	7 2%	4 2%	4 2%	5 2%	13 2%
Don't know	24 2%	12 2%	12 2%	6 4% *	5 3%	2 1%	6 3%	2 1%	3 1%	2 1%	6 2%	6 3%	10 3%	8 2%	16 3%	7 3%	10 3%	3 2%	3 2%	3 1%	21 3%
Mean score	0.82	0.78	0.85	0.75 *	0.68	0.79	0.89 E	0.82	0.91 E	0.74	0.85	0.85	0.83	0.8	0.84	0.71	0.81	0.85	0.9	0.77	0.83
Standard Deviation	0.929	0.993	0.864	1.121 *	0.978	0.924	0.839	0.939	0.817	0.987	0.918	0.917	0.896	0.953	0.903	0.971	0.907	0.912	0.94	0.91	0.937
Standard Error	0.03	0.046	0.039	0.097	0.079	0.075	0.063	0.077	0.056	0.063	0.056	0.069	0.053	0.042	0.042	0.067	0.046	0.066	0.067	0.055	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 303

Tb T395

Q56. How much do you agree or disagree with - The experts contradict each other over what foods are good or bad for you

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	673 67%	181 69%	455 66%	38 66% *	403 64%	271 72% E	97 60%	226 65%	68 71% *	407 68%	239 68%	27 59% *	169 67%	115 69%	257 67%	128 69%	492 70% R	181 61%
I definitely agree (2)	227 23%	60 23%	154 23%	13 23% *	131 21%	96 26%	39 24%	61 17%	27 29% H*	133 22%	84 24%	10 22% *	61 24%	39 24%	78 20%	48 26%	168 24%	59 20%
I tend to agree (1)	446 45%	121 46%	300 44%	25 43% *	272 43%	174 46%	58 36%	165 47% G	41 43% *	274 46%	155 44%	17 37% *	108 43%	75 45%	179 46%	80 43%	324 46%	122 41%
I neither agree nor disagree (0)	220 22%	54 21%	153 22%	13 23% *	150 24%	70 19%	41 25%	83 24%	20 21% *	132 22%	77 22%	11 23% *	61 24%	37 22%	85 22%	33 18%	139 20%	81 27% Q
Net: Disagree	85 8%	20 7%	61 9%	4 8% *	59 9%	26 7%	23 14% H	28 8%	6 6% *	52 9%	29 8%	4 8% *	15 6%	10 6%	37 10%	21 11%	59 8%	25 9%
I tend to disagree (-1)	67 7%	16 6%	48 7%	3 5% *	46 7%	21 6%	18 11% I	26 7%	2 2% *	41 7%	23 6%	3 6% *	11 5%	5 3%	34 9% N	15 8%	48 7%	18 6%
I definitely disagree (-2)	18 2%	4 1%	13 2%	1 2% *	13 2%	5 1%	5 3%	2 1%	4 4% H*	11 2%	7 2%	1 2% *	3 1%	6 3%	3 1%	5 3%	11 2%	7 2%
Don't know	24 2%	7 3%	15 2%	2 3% *	16 2%	8 2%	1 1%	11 3%	1 1% *	11 2%	8 2%	4 10% JK*	8 3%	4 2%	6 2%	5 3%	13 2%	11 4%
Mean score	0.82	0.86	0.8	0.81 *	0.75	0.92 E	0.67	0.76	0.91 *	0.81	0.83	0.79 *	0.86	0.85	0.78	0.83	0.85 R	0.72
Standard Deviation	0.929	0.9	0.94	0.943	0.944	0.896	1.055	0.856	0.982	0.923	0.937	0.973	0.892	0.94	0.903	1.01	0.921	0.944
Standard Error	0.03	0.056	0.036	0.127	0.038	0.047	0.083	0.047	0.101	0.038	0.05	0.15	0.057	0.074	0.046	0.075	0.035	0.056

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - The experts contradict each other over what foods are good or bad for you

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	673 67%	207 70%	462 67%	395 67%	150 63%	110 71%	617 69% H	56 55% *	257 64%	416 69%
I definitely agree (2)	227 23%	77 26%	148 21%	125 21%	50 21%	39 25%	204 23%	23 23% *	100 25%	127 21%
I tend to agree (1)	446 45%	129 44%	314 45%	270 46%	100 42%	71 46%	414 46% H	33 32% *	157 39%	289 48% I
I neither agree nor disagree (0)	220 22%	60 20%	154 22%	122 21%	67 28% DF	27 18%	188 21%	32 32% G*	93 23%	127 21%
Net: Disagree	85 8%	23 8%	60 9%	55 9%	13 6%	15 10%	78 9%	7 7% *	44 11% J	41 7%
I tend to disagree (-1)	67 7%	20 7%	45 7%	45 8%	11 5%	11 7%	62 7%	5 5% *	31 8%	35 6%
I definitely disagree (-2)	18 2%	3 1%	15 2%	10 2%	2 1%	4 3%	16 2%	2 2% *	13 3% J	6 1%
Don't know	24 2%	6 2%	16 2%	13 2%	7 3%	3 2%	17 2%	6 6% G*	6 2%	17 3%
Mean score	0.82	0.89	0.79	0.79	0.8	0.85	0.82	0.74 *	0.76	0.85
Standard Deviation	0.929	0.917	0.934	0.932	0.868	0.982	0.926	0.962	1.019	0.863
Standard Error	0.03	0.054	0.036	0.039	0.057	0.079	0.031	0.099	0.051	0.036

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - The experts contradict each other over what foods are good or bad for you

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	673 67%	136 61%	412 69%	261 65%	497 68%	356 67%	119 67%	177 66%
I definitely agree (2)	227 23%	47 21%	137 23%	90 22%	163 22%	125 24%	50 28%	64 24%
I tend to agree (1)	446 45%	89 40%	275 46%	172 43%	334 46%	231 44%	69 39%	112 42%
I neither agree nor disagree (0)	220 22%	59 26%	127 21%	93 23%	163 22%	121 23%	45 25%	57 21%
Net: Disagree	85 8%	19 8%	54 9%	31 8%	59 8%	43 8%	11 6%	26 10%
I tend to disagree (-1)	67 7%	15 7%	45 7%	22 5%	49 7%	34 6%	9 5%	18 7%
I definitely disagree (-2)	18 2%	4 2%	9 1%	10 2%	10 1%	9 2%	1 1%	8 3%
Don't know	24 2%	9 4%	9 1%	15 4% C	15 2%	9 2%	4 2%	9 3%
Mean score	0.82	0.75	0.82	0.8	0.82	0.82	0.9	0.8
Standard Deviation	0.929	0.941	0.922	0.942	0.907	0.93	0.906	0.99
Standard Error	0.03	0.064	0.038	0.048	0.034	0.041	0.069	0.061

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I get confused over what’s supposed to be healthy and what isn’t

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	360 36%	179 37%	181 35%	58 42% *	61 38%	55 36%	59 32%	56 37%	71 32%	82 33%	95 34%	73 39%	110 38%	177 34%	183 38%	66 30%	139 35%	69 35%	87 43% P	112 40%	248 34%
I definitely agree (2)	85 8%	45 9%	40 8%	16 11% I*	20 13% GI	17 11% I	10 6%	15 10% I	7 3%	21 8%	24 9%	23 12% MO	17 6%	45 9%	40 8% M	15 7%	29 7%	20 10%	20 10%	30 11%	55 8%
I tend to agree (1)	275 27%	135 28%	140 27%	43 30% *	41 26%	38 25%	48 27%	41 27%	64 29%	62 25%	70 26%	50 27%	93 32%	132 25%	143 30%	51 24%	110 28%	49 25%	66 33% P	81 29%	194 27%
I neither agree nor disagree (0)	285 28%	140 29%	146 28%	45 32% *	53 33% I	36 24%	55 30%	45 30%	51 23%	57 23%	76 28%	60 33% J	91 31% J	134 25%	152 32% JN	57 27%	114 29%	65 33%	49 25%	83 30%	203 28%
Net: Disagree	350 35%	167 34%	183 36%	35 25% *	44 28%	60 39% DE	65 36%	49 33%	96 44% DEH	111 44% LMO	101 37% O	51 27%	87 30%	212 40% LMO	137 29%	91 42% RS	138 35%	57 29%	64 32%	81 29%	269 37% T
I tend to disagree (-1)	219 22%	107 22%	112 22%	21 15% *	25 16%	38 25%	43 24%	30 20%	62 28% DE	64 25%	63 23%	37 20%	55 19%	127 24%	92 19%	57 27%	84 21%	39 20%	39 19%	47 17%	171 24% T
I definitely disagree (-2)	131 13%	60 12%	71 14%	14 10% *	18 12%	22 14%	22 12%	20 13%	34 15%	47 19% LMO	38 14% L	14 7%	32 11%	85 16% LO	45 10%	33 15%	54 14%	18 9%	25 12%	33 12%	98 13%
Don't know	7 1%	2 *	5 1%	1 1% *	1 1%	1 1%	2 1%	1 1%	1 *	- -	3 1%	1 1%	3 1%	3 1%	4 1%	2 1%	1 *	4 2%	- -	2 1%	5 1%
Mean score	-0.04	-0.01	-0.06	0.17 I*	0.12 I	-0.06	-0.1	0.01 I	-0.24	-0.22	-0.07	0.17 JKN	0.03 J	-0.14	0.08 JN	-0.2	-0.06	0.07 P	0.09 P	0.1 U	-0.09
Standard Deviation	1.168	1.167	1.169	1.142	1.182	1.241	1.112	1.181	1.128	1.242	1.186	1.114	1.094	1.214	1.103	1.173	1.161	1.126	1.197	1.177	1.161
Standard Error	0.037	0.053	0.052	0.097	0.094	0.101	0.083	0.096	0.077	0.078	0.072	0.082	0.065	0.053	0.051	0.08	0.059	0.082	0.085	0.071	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 307

Tb T399

Q56. How much do you agree or disagree with - I get confused over what's supposed to be healthy and what isn't

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	360 36%	102 39%	235 34%	22 39% *	214 34%	146 39%	64 39%	119 34%	27 28% *	209 35%	131 37%	20 44% *	99 39%	65 39%	128 33%	66 36%	262 37%	98 33%
I definitely agree (2)	85 8%	19 7%	59 9%	7 12% *	59 9%	26 7%	27 17% H	24 7%	7 8% *	50 8%	32 9%	3 6% *	23 9%	16 9%	34 9%	12 7%	62 9%	23 8%
I tend to agree (1)	275 27%	84 32%	176 26%	15 27% *	155 25%	120 32% E	37 23%	95 27%	20 21% *	158 26%	99 28%	17 38% *	75 30%	49 30%	94 24%	54 29%	199 28%	76 25%
I neither agree nor disagree (0)	285 28%	66 25%	209 31%	10 18% *	184 29%	101 27%	35 22%	108 31% G	36 38% G*	167 28%	106 30%	12 25% *	74 29%	46 28%	102 26%	61 33%	185 26%	100 33% Q
Net: Disagree	350 35%	91 35%	235 34%	24 41% *	222 35%	127 34%	63 39%	119 34%	30 32% *	225 37%	113 32%	12 25% *	78 31%	54 33%	156 40% MP	56 30%	254 36%	95 32%
I tend to disagree (-1)	219 22%	49 19%	160 23%	10 17% *	134 21%	85 23%	31 19%	79 23%	19 20% *	133 22%	81 23%	5 10% *	47 19%	37 22%	96 25%	36 19%	158 23%	60 20%
I definitely disagree (-2)	131 13%	42 16%	75 11%	14 24% C*	89 14%	42 11%	32 20% H	39 11%	12 12% *	91 15% K	32 9%	7 16% *	31 12%	17 11%	60 16%	19 10%	96 14%	35 12%
Don't know	7 1%	2 1%	4 1%	1 2% *	6 1%	1 *	- -	2 1%	2 2% *	2 *	3 1%	2 5% J*	3 1%	1 1%	- -	3 2% O	2 *	5 2% Q
Mean score	-0.04	-0.05	-0.02	-0.14 *	-0.06	0.01	-0.03	-0.04	-0.08 *	-0.09	0.05	0.1 *	0.05 O	0.05	-0.14	0.02	-0.04	-0.03
Standard Deviation	1.168	1.202	1.135	1.389	1.19	1.13	1.375	1.112	1.111	1.193	1.115	1.204	1.163	1.153	1.205	1.093	1.189	1.117
Standard Error	0.037	0.075	0.044	0.186	0.048	0.058	0.108	0.06	0.115	0.049	0.06	0.182	0.073	0.09	0.061	0.081	0.045	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I get confused over what's supposed to be healthy and what isn't

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	360 36%	118 40%	238 34%	196 33%	89 38%	68 44% D	330 37%	30 30% *	151 38%	209 35%
I definitely agree (2)	85 8%	31 11%	53 8%	46 8%	18 7%	16 10%	75 8%	10 9% *	48 12% J	37 6%
I tend to agree (1)	275 27%	87 29%	185 27%	149 26%	71 30%	52 34%	254 28%	21 20% *	103 26%	172 29%
I neither agree nor disagree (0)	285 28%	79 27%	200 29%	139 24%	94 39% DF	43 28%	242 27%	43 43% G*	117 29%	168 28%
Net: Disagree	350 35%	96 32%	250 36%	249 42% EF	51 21%	45 29%	325 36% H	24 24% *	130 33%	219 36%
I tend to disagree (-1)	219 22%	55 19%	161 23%	151 26% E	31 13%	33 21%	207 23% H	12 12% *	77 19%	141 23%
I definitely disagree (-2)	131 13%	41 14%	89 13%	98 17% EF	20 8%	12 7%	118 13%	12 12% *	53 13%	78 13%
Don't know	7 1%	2 1%	4 1%	2 *	4 2%	- -	4 *	3 3% G*	2 1%	5 1%
Mean score	-0.04	0.05	-0.07	-0.18	0.15 D	0.18 D	-0.04	0.03 *	0.04	-0.08
Standard Deviation	1.168	1.213	1.152	1.213	1.029	1.111	1.174	1.113	1.211	1.136
Standard Error	0.037	0.071	0.044	0.05	0.067	0.089	0.039	0.112	0.061	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I get confused over what's supposed to be healthy and what isn't

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	360 36%	89 40%	237 39% D	123 31%	280 38% H	215 41% H	86 48% EH	80 30%
I definitely agree (2)	85 8%	25 11%	53 9%	32 8%	66 9%	57 11%	33 18% EFH	18 7%
I tend to agree (1)	275 27%	65 29%	184 31% D	91 23%	214 29%	158 30% H	54 30%	61 23%
I neither agree nor disagree (0)	285 28%	72 32%	136 23%	149 37% C	210 29%	156 30%	45 25%	75 28%
Net: Disagree	350 35%	59 26%	226 38% D	123 31%	238 32%	156 29%	46 26%	112 42% EFG
I tend to disagree (-1)	219 22%	34 15%	142 24%	77 19%	157 21%	101 19%	27 15%	62 23%
I definitely disagree (-2)	131 13%	25 11%	84 14%	47 12%	80 11%	54 10%	18 10%	50 19% EFG
Don't know	7 1%	3 1%	2 *	5 1%	5 1%	3 1%	2 1%	2 1%
Mean score	-0.04	0.14	-0.03	-0.04	0.04 H	0.12 H	0.31 EH	-0.24
Standard Deviation	1.168	1.153	1.209	1.104	1.147	1.15	1.234	1.201
Standard Error	0.037	0.078	0.049	0.056	0.043	0.05	0.093	0.074

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 310

Tb T402

Q56. How much do you agree or disagree with - As long as you take enough exercise you can eat whatever you want

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	242 24%	134 27% C	109 21% C	45 32% HI*	63 40% FGHI	34 22% I	40 22% I	30 20% I	30 14% I	49 20% I	69 25% J	55 30% J	69 24% J	118 23% J	124 26% J	42 20% P	92 23% P	58 30% P	51 26% P	90 33% U	152 21% U
I definitely agree (2)	60 6%	29 6% C	31 6% C	17 12% GHI*	21 13% FGHI	8 6% I	7 4% I	4 2% I	3 1% I	17 7% J	13 5% J	13 7% J	17 6% J	30 6% J	30 6% J	9 4% P	19 5% P	13 6% P	19 9% P	31 11% U	29 4% U
I tend to agree (1)	182 18%	105 22% C	77 15% C	29 20% *	42 27% FHI	26 17% I	33 18% I	26 17% I	27 13% I	32 13% J	56 20% JN	42 23% J	52 18% J	88 17% J	94 20% J	33 15% P	72 18% P	45 23% P	33 16% P	59 21% U	123 17% U
I neither agree nor disagree (0)	275 27%	138 28% B	138 27% B	34 24% *	44 28% *	54 35% I	46 25% I	45 30% I	53 24% I	65 26% LMO	65 24% LMO	52 28% LMO	93 32% KN	130 25% KN	145 31% KN	52 24% R	119 30% R	56 29% R	49 25% R	77 28% T	198 27% T
Net: Disagree	472 47%	211 43% B	262 51% B	60 43% *	48 31% *	64 42% *	93 51% E	74 49% E	134 61% DEFGH	134 53% LMO	137 50% LMO	75 41% LMO	126 43% LMO	271 51% LMO	201 42% LMO	117 54% R	179 46% R	78 40% R	98 49% R	107 39% T	365 50% T
I tend to disagree (-1)	344 34%	148 30% B	196 38% B	37 27% *	33 21% *	45 29% *	73 40% DEF	48 32% E	107 49% DEFH	96 38% L	95 35% L	52 28% L	101 35% L	191 36% L	153 32% L	92 43% QR	128 33% QR	55 28% QR	69 34% QR	77 28% T	267 37% T
I definitely disagree (-2)	128 13%	63 13% *	66 13% *	23 16% *	15 10% *	19 12% *	20 11% *	25 17% *	26 12% *	38 15% M	42 15% M	24 13% M	25 9% M	80 15% MO	49 10% MO	25 12% P	51 13% P	23 12% P	29 15% P	30 11% U	98 14% U
Don't know	12 1%	6 1% *	6 1% *	1 1% *	2 1% *	1 1% *	3 2% *	3 2% *	2 1% *	3 1% *	4 1% *	3 2% *	2 1% *	7 1% *	5 1% *	4 2% *	2 1% *	3 2% *	2 1% *	2 1% *	10 1% *
Mean score	-0.3	-0.23	-0.37	-0.15	0.13	-0.26	-0.36	-0.44	-0.59	-0.43	-0.35	-0.17	-0.23	-0.39	-0.2	-0.43	-0.31	-0.16	-0.29	-0.06	-0.39
Standard Deviation	1.097	1.11	1.081	1.263	1.184	1.06	1.037	1.046	0.904	1.105	1.117	1.133	1.036	1.111	1.074	1.032	1.071	1.119	1.182	1.18	1.049
Standard Error	0.035	0.051	0.048	0.107	0.095	0.086	0.078	0.086	0.061	0.07	0.068	0.084	0.061	0.049	0.049	0.071	0.054	0.081	0.084	0.071	0.039

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 311

Tb T403

Q56. How much do you agree or disagree with - As long as you take enough exercise you can eat whatever you want

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	242 24%	67 26%	158 23%	17 30% *	168 27% F	75 20%	60 37% HI	82 24%	21 22% *	133 22%	97 27%	13 29% *	72 28% P	52 31% OP	82 21%	35 19%	174 25%	69 23%
I definitely agree (2)	60 6%	12 5%	44 6%	4 7% *	49 8% F	11 3%	26 16% H	17 5%	7 7% *	32 5%	23 6%	5 10% *	15 6%	16 10% P	23 6%	5 3%	48 7%	12 4%
I tend to agree (1)	182 18%	55 21%	114 17%	13 23% *	119 19%	64 17%	35 21%	65 19%	14 15% *	100 17%	74 21%	9 19% *	57 22% O	35 21%	58 15%	29 16%	126 18%	57 19%
I neither agree nor disagree (0)	275 27%	71 27%	194 28%	10 18% *	169 27%	107 28%	41 25%	97 28%	26 27% *	162 27%	101 29%	12 26% *	70 28%	40 24%	107 28%	55 30%	164 23%	111 37% Q
Net: Disagree	472 47%	119 46%	324 47%	29 52% *	281 45%	191 51%	61 37%	165 47% G	46 48% *	301 50%	153 43%	18 38% *	105 42%	73 44%	195 51% M	94 50%	361 51% R	111 37%
I tend to disagree (-1)	344 34%	88 34%	238 35%	18 32% *	202 32%	142 38%	39 24%	122 35% G	37 39% G*	221 37%	112 32%	11 23% *	76 30%	56 34%	143 37%	65 35%	261 37% R	83 28%
I definitely disagree (-2)	128 13%	31 12%	86 13%	11 20% *	79 13%	49 13%	22 13%	43 12%	9 9% *	80 13%	41 12%	7 16% *	29 11%	17 10%	52 13%	29 16%	101 14% R	28 9%
Don't know	12 1%	4 1%	8 1%	- - *	9 1%	3 1%	1 1%	4 1%	3 3% *	6 1%	2 1%	3 7% JK*	6 2%	1 1%	2 1%	2 1%	4 1%	8 3% Q
Mean score	-0.3	-0.27	-0.31	-0.34 *	-0.23 F	-0.41	0.02 H	-0.32	-0.29 *	-0.36	-0.21 J	-0.17 *	-0.19 P	-0.14 OP	-0.37	-0.45	-0.34	-0.2
Standard Deviation	1.097	1.073	1.095	1.236	1.139	1.014	1.279	1.068	1.072	1.08	1.102	1.249	1.102	1.167	1.085	1.033	1.135	0.993
Standard Error	0.035	0.067	0.042	0.164	0.046	0.053	0.101	0.058	0.111	0.044	0.059	0.19	0.07	0.091	0.055	0.076	0.043	0.058

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - As long as you take enough exercise you can eat whatever you want

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	242 24%	82 28%	158 23%	139 24%	54 23%	44 28%	211 23%	31 31% *	119 30% J	124 21%
I definitely agree (2)	60 6%	24 8%	36 5%	35 6%	14 6%	9 6%	53 6%	7 7% *	40 10% J	20 3%
I tend to agree (1)	182 18%	58 20%	122 18%	104 18%	41 17%	35 22%	158 18%	25 24% *	79 20%	104 17%
I neither agree nor disagree (0)	275 27%	77 26%	190 27%	136 23%	95 40% DF	38 25%	234 26%	41 41% G*	102 26%	173 29%
Net: Disagree	472 47%	132 45%	337 49%	305 52% E	84 36%	73 47% E	446 50% H	26 26% *	175 44%	298 49%
I tend to disagree (-1)	344 34%	88 30%	254 37% B	221 38% E	67 28%	48 31%	327 36% H	17 17% *	115 29%	229 38% I
I definitely disagree (-2)	128 13%	45 15%	83 12%	85 14% E	18 7%	25 16% E	120 13%	9 9% *	60 15%	69 11%
Don't know	12 1%	4 1%	7 1%	5 1%	4 2%	1 1%	9 1%	3 3% *	4 1%	8 1%
Mean score	-0.3	-0.24	-0.33	-0.37	-0.14 D	-0.29	-0.34	0.03 G*	-0.19 J	-0.37
Standard Deviation	1.097	1.176	1.066	1.118	0.99	1.158	1.098	1.031	1.21	1.009
Standard Error	0.035	0.069	0.041	0.046	0.065	0.093	0.037	0.104	0.061	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - As long as you take enough exercise you can eat whatever you want

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	242 24%	69 31%	151 25%	92 23%	195 27% H	163 31% H	76 42% EFH	48 18%
I definitely agree (2)	60 6%	21 9%	37 6%	23 6%	51 7% H	48 9% H	26 14% EH	9 3%
I tend to agree (1)	182 18%	48 21%	114 19%	69 17%	144 20%	115 22% H	50 28% EH	39 14%
I neither agree nor disagree (0)	275 27%	61 27%	139 23%	137 34% C	201 27%	149 28%	46 26%	74 28%
Net: Disagree	472 47%	92 41%	310 52% D	162 41%	328 45% G	211 40% G	53 30%	144 54% EFG
I tend to disagree (-1)	344 34%	60 27%	209 35%	135 34%	238 32% G	155 29% G	35 19%	106 39% EFG
I definitely disagree (-2)	128 13%	32 14%	101 17% D	27 7%	90 12%	55 10%	18 10%	38 14%
Don't know	12 1%	2 1%	2 *	10 2% C	9 1%	7 1%	4 2%	3 1%
Mean score	-0.3	-0.16	-0.37	-0.19 C	-0.24 H	-0.11 H	0.17 EFH	-0.47
Standard Deviation	1.097	1.191	1.149	1.002	1.118	1.139	1.213	1.018
Standard Error	0.035	0.08	0.047	0.051	0.042	0.05	0.092	0.062

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I think my children are a healthy weight for their age and height

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	274	111	163	30	83	87	52	19	3	74	70	63	67	144	130	3	31	100	140	271	3
Base	280	113	167	44	84	84	47	17	3	70	66	68	76	136	144	3	33	101	143	277	3
Net: Agree	206 74%	77 69%	128 77%	30 67% **	57 68% *	67 80% *	36 76% *	14 82% **	2 62% **	60 86% LMO*	49 74% *	47 69% *	51 66% *	109 80% MO	97 67%	1 29% **	20 62% **	73 72% *	112 78%	205 74%	1 29% **
I definitely agree (2)	99 35%	34 30%	65 39%	11 24% **	30 35% *	30 36% *	20 42% *	6 37% **	2 62% **	31 44% *	22 34% *	19 28% *	27 35% *	53 39%	46 32%	- **	14 42% **	35 35% *	50 35%	99 36%	- **
I tend to agree (1)	107 38%	44 39%	63 38%	19 43% **	27 32% *	37 44% *	16 35% *	8 46% **	- **	29 42% *	26 40% *	28 41% *	24 31% *	56 41%	51 36%	1 29% **	7 20% **	38 37% *	62 44%	106 38%	1 29% **
I neither agree nor disagree (0)	51 18%	23 21%	27 16%	10 23% **	16 20% *	17 20% *	5 10% *	2 12% **	- **	7 9% *	11 16% *	17 25% J*	16 21% *	17 13%	33 23% JN	1 36% **	8 24% **	20 19% *	22 15%	49 18%	1 36% **
Net: Disagree	15 5%	8 7%	7 4%	1 3% **	7 9% F*	- * F*	4 9% F*	1 6% **	1 38% **	2 3% *	4 6% *	3 5% *	6 8% *	6 4%	10 7%	1 36% **	2 7% **	8 8% *	4 3%	14 5%	1 36% **
I tend to disagree (-1)	13 5%	7 7%	6 4%	1 3% **	7 9% F*	- * F*	4 8% F*	- **	1 38% **	2 3% *	3 5% *	3 5% *	5 7% *	5 4%	9 6%	1 36% **	2 7% **	7 7% *	3 2%	12 4%	1 36% **
I definitely disagree (-2)	2 1%	1 1%	1 1%	- **	- *	- *	1 2% *	1 6% **	- **	- *	1 1% *	- *	1 1% *	1 1%	1 1%	- **	- **	1 1% *	1 1%	2 1%	- **
Don't know	8 3%	3 3%	4 3%	3 6% **	3 4% *	- * *	2 4% *	- **	- **	1 2% *	2 3% *	1 1% *	3 4% *	4 3%	4 3%	- **	2 7% **	1 1% *	5 3%	8 3%	- **
Mean score	1.06	0.93	1.14	0.94 **	0.98 *	1.16 *	1.11 *	1.08 **	0.85 **	1.3 LMO*	1.04 *	0.93 *	0.96 *	1.18 O	0.95	-0.07 **	1.04 **	0.99 *	1.14	1.07 0.893	-0.07 0.975
Standard Deviation	0.9	0.932	0.87	0.811	0.974	0.737	1.021	1.029	1.806	0.754	0.924	0.858	1.009	0.847	0.936	0.975	1.019	0.958	0.812	0.893	0.975
Standard Error	0.055	0.089	0.068	0.126	0.108	0.081	0.152	0.247	1.066	0.091	0.116	0.105	0.118	0.074	0.079	0.559	0.185	0.096	0.069	0.054	0.559

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I think my children are a healthy weight for their age and height

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	274	67	192	15	201	73	65	105	25	170	97	7	72	44	115	43	201	73
Base	280	68	195	16	207	73	67	110	24	172	99	8	74	46	114	46	206	74
Net: Agree	206 74%	51 75% *	146 75%	8 52% **	154 74%	52 71% *	55 82% *	79 72%	15 63% **	135 78%	70 70% *	1 12% **	56 75% *	36 79% *	84 74%	30 66% *	151 73%	55 74% *
I definitely agree (2)	99 35%	20 29% *	74 38%	4 28% **	74 36%	25 34% *	29 43% *	33 30%	8 35% **	67 39%	32 32% *	- - **	26 35% *	19 41% *	37 32%	18 38% *	74 36%	24 33% *
I tend to agree (1)	107 38%	31 45% *	72 37%	4 24% **	80 39%	27 37% *	26 38% *	46 42%	7 28% **	68 39%	38 39% *	1 12% **	30 41% *	18 38% *	47 41%	13 28% *	77 37%	30 41% *
I neither agree nor disagree (0)	51 18%	12 18% *	32 16%	7 41% **	38 18%	13 17% *	7 11% *	23 21%	8 33% **	27 16%	19 19% *	4 55% **	13 17% *	8 16% *	20 18%	10 21% *	37 18%	13 18% *
Net: Disagree	15 5%	3 4% *	12 6%	- - **	12 6%	3 4% *	4 6% *	6 6%	1 4% **	8 5%	6 6% *	1 14% **	3 4% *	- - *	7 6%	5 11% *	13 6%	2 3% *
I tend to disagree (-1)	13 5%	3 4% *	11 5%	- - **	11 6%	2 3% *	4 6% *	6 6%	- - **	8 5%	4 4% *	1 14% **	3 4% *	- - *	5 5%	5 11% *	11 6%	2 3% *
I definitely disagree (-2)	2 1%	- - *	2 1%	- - **	1 *	1 1% *	- - *	- -	1 4% **	- -	2 2% *	- - **	- - *	- - *	2 2%	- -	2 1%	- - *
Don't know	8 3%	2 3% *	5 2%	1 7% **	2 1%	5 7% E*	1 2% *	1 1%	- - **	2 1%	4 4% *	1 19% **	2 3% *	2 5% *	2 2%	1 2% *	4 2%	4 5% *
Mean score	1.06	1.03	1.08	0.86 **	1.05	1.08	1.21	0.98	0.9	1.14	0.98	-0.04	1.1	1.25	1	0.95	1.04	1.1
Standard Deviation	0.9	0.823	0.929	0.877	0.903	0.897	0.874	0.867	1.045	0.857	0.944	0.616	0.841	0.74	0.932	1.035	0.93	0.811
Standard Error	0.055	0.101	0.067	0.226	0.063	0.109	0.107	0.083	0.214	0.066	0.097	0.247	0.099	0.112	0.088	0.155	0.066	0.097

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I think my children are a healthy weight for their age and height

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	274	66	202	179	54	37	243	31	151	123
Base	280	68	205	179	57	39	248	31	159	120
Net: Agree	206 74%	55 80% *	150 73%	142 79% E	32 56% *	28 71% *	186 75%	20 62% *	117 73%	89 74%
I definitely agree (2)	99 35%	29 43% *	68 33%	67 37%	16 27% *	13 32% *	94 38% H	4 14% *	55 35%	43 36%
I tend to agree (1)	107 38%	25 37% *	82 40%	75 42%	16 28% *	15 39% *	92 37%	15 48% *	62 39%	46 38%
I neither agree nor disagree (0)	51 18%	10 14% *	36 18%	23 13%	19 34% D*	8 20% *	41 16%	10 32% *	29 18%	22 18%
Net: Disagree	15 5%	4 6% *	11 6%	12 7%	- - *	3 9% *	14 6%	1 3% *	10 6%	5 4%
I tend to disagree (-1)	13 5%	4 6% *	9 5%	10 6%	- - *	3 9% *	13 5%	1 3% *	10 6%	3 3%
I definitely disagree (-2)	2 1%	- - *	2 1%	2 1%	- - *	- - *	2 1%	- - *	- -	2 2%
Don't know	8 3%	- - *	8 4%	2 1%	6 10% D*	- - *	7 3%	1 3% *	4 2%	4 3%
Mean score	1.06	1.17 *	1.03	1.1	0.93 *	0.95 *	1.09	0.76 **	1.04	1.08
Standard Deviation	0.9	0.89	0.899	0.911	0.831	0.942	0.912	0.742	0.897	0.906
Standard Error	0.055	0.108	0.064	0.068	0.116	0.151	0.059	0.135	0.072	0.084

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I think my children are a healthy weight for their age and height

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	274	95	175	99	234	190	86	40
Base	280	103	178	102	241	196	90	39
Net: Agree	206 74%	73 71%	141 79%	65 63%	178 74%	144 73%	74 82%	28 73%
I definitely agree (2)	99 35%	37 36%	62 35%	37 36%	81 34%	61 31%	35 39%	18 47%
I tend to agree (1)	107 38%	36 35%	79 45%	28 27%	97 40%	83 42%	39 43%	10 27%
I neither agree nor disagree (0)	51 18%	23 23%	22 13%	28 28%	44 18%	38 20%	12 14%	7 18%
Net: Disagree	15 5%	4 4%	9 5%	6 6%	15 6%	9 5%	2 3%	- -
I tend to disagree (-1)	13 5%	4 4%	9 5%	4 4%	13 6%	9 5%	2 3%	- -
I definitely disagree (-2)	2 1%	- -	- -	2 2%	2 1%	- -	- -	- -
Don't know	8 3%	2 2%	5 3%	3 3%	4 2%	4 2%	1 1%	3 9%
Mean score	1.06	1.05	1.12	0.95	1.02	1.02	1.2	1.32
Standard Deviation	0.9	0.879	0.83	1.004	0.91	0.845	0.779	0.791
Standard Error	0.055	0.087	0.063	0.101	0.059	0.061	0.083	0.133

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

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Tb T410

Q56. How much do you agree or disagree with - I'm worried about the possibility of me or my children getting diabetes later in life

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	274	111	163	30	83	87	52	19	3	74	70	63	67	144	130	3	31	100	140	271	3
Base	280	113	167	44	84	84	47	17	3	70	66	68	76	136	144	3	33	101	143	277	3
Net: Agree	148 53%	64 57%	83 50%	23 51%	53 63% G*	43 52% *	20 43% *	8 46% **	- - **	39 56% *	31 48% *	35 51% *	42 56% *	70 52% *	77 54% *	2 64% **	14 42% **	56 55% *	76 53% *	146 53% *	2 64% **
I definitely agree (2)	55 20%	27 24%	28 17%	6 15% **	22 26% *	13 15% *	10 21% *	4 22% **	- - **	15 22% *	11 16% *	12 18% *	17 22% *	26 19% *	29 20% *	- - **	4 12% **	22 22% *	28 20% *	55 20% *	- - **
I tend to agree (1)	93 33%	37 33%	56 33%	16 36% **	32 38% *	31 37% *	10 21% *	4 25% **	- - **	24 34% *	21 31% *	23 33% *	26 34% *	44 33% *	49 34% *	2 64% **	10 30% **	34 33% *	48 33% *	91 33% *	2 64% **
I neither agree nor disagree (0)	73 26%	25 22%	48 29%	15 33% **	14 17% *	19 23% *	17 36% E*	6 33% **	2 68% **	10 15% *	25 37% JN*	18 27% *	20 26% *	35 26% J	38 26% *	- - **	12 36% **	24 24% *	37 26% *	73 26% *	- - **
Net: Disagree	56 20%	24 21%	33 20%	7 16% **	16 19% *	20 24% *	10 21% *	3 15% **	1 32% **	21 29% K*	9 14% *	15 22% *	12 16% *	29 22% K	27 19% *	1 36% **	7 23% **	20 20% *	28 20% *	55 20% *	1 36% **
I tend to disagree (-1)	39 14%	16 15%	23 13%	4 10% **	11 13% *	12 15% *	9 19% *	2 10% **	1 32% **	13 18% *	7 10% *	11 16% *	9 11% *	20 14% *	19 13% *	1 36% **	2 6% **	15 14% *	21 15% *	38 14% *	1 36% **
I definitely disagree (-2)	17 6%	7 6%	10 6%	3 6% **	5 6% *	8 9% *	1 2% *	1 5% **	- - **	8 11% *	2 3% *	4 6% *	3 4% *	10 7% *	7 5% *	- - **	5 17% **	5 5% *	7 5% *	17 6% *	- - **
Don't know	3 1%	- -	3 2%	- - **	1 1% *	1 1% *	- - *	1 6% **	- - **	- - *	1 1% *	- - *	2 3% *	1 1% *	2 1% *	- - **	- - **	1 1% *	2 1% *	3 1% *	- - **
Mean score	0.47	0.54	0.42	0.44 **	0.65 *	0.34 *	0.41 *	0.5 **	-0.32 **	0.37 *	0.48 *	0.41 *	0.59 *	0.42 *	0.51 *	0.29 **	0.14 **	0.53 *	0.5 *	0.47 *	0.29 **
Standard Deviation	1.142	1.189	1.109	1.059 **	1.175 *	1.186 *	1.092 *	1.16 **	0.577 **	1.311 *	1.005 *	1.135 *	1.101 *	1.171 *	1.117 *	1.168 **	1.238 **	1.143 *	1.118 *	1.144 *	1.168 **
Standard Error	0.069	0.112	0.087	0.159	0.129	0.13	0.159	0.287	0.34	0.157	0.125	0.138	0.128	0.101	0.094	0.669	0.217	0.114	0.094	0.069	0.669

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q56. How much do you agree or disagree with - I'm worried about the possibility of me or my children getting diabetes later in life

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	274	67	192	15	201	73	65	105	25	170	97	7	72	44	115	43	201	73
Base	280	68	195	16	207	73	67	110	24	172	99	8	74	46	114	46	206	74
Net: Agree	148 53%	32 46% *	105 54%	11 65% **	112 54%	35 48% *	37 54% *	63 57%	12 52% **	97 56%	50 50% *	1 18% **	45 60% *	24 53% *	54 47%	25 54% *	118 57% R	30 40% *
I definitely agree (2)	55 20%	10 15% *	37 19%	7 44% **	39 19%	15 21% *	21 31% H*	16 14%	3 12% **	34 20%	21 21%	- - **	17 23% *	10 21% *	17 15%	11 23% *	50 24% R	5 7% *
I tend to agree (1)	93 33%	21 31% *	68 35%	4 22% **	73 35%	20 27% *	15 23% *	47 43% G	10 40% **	63 36%	29 29% *	1 18% **	28 37% *	15 32% *	36 32%	14 31% *	68 33%	25 33% *
I neither agree nor disagree (0)	73 26%	19 28% *	50 26%	4 23% **	56 27%	17 23% *	18 27% *	25 23%	10 40% **	40 23%	28 29% *	4 52% **	19 25% *	12 26% *	28 24%	15 32% *	53 26%	20 27% *
Net: Disagree	56 20%	17 25% *	37 19%	2 12% **	36 18%	20 27% *	12 17% *	22 20%	1 4% **	34 20%	19 19% *	2 30% **	10 13% *	8 18% *	32 28% M	6 14% *	33 16%	24 32% Q*
I tend to disagree (-1)	39 14%	10 15% *	27 14%	2 12% **	24 12%	15 21% *	7 11% *	15 13%	1 4% **	21 12%	16 16% *	2 30% **	4 5% *	4 8% *	26 23% M	5 12% *	25 12%	14 19% *
I definitely disagree (-2)	17 6%	7 10% *	11 5%	- - **	13 6%	5 6% *	4 6% *	7 7%	- - **	14 8%	3 3% *	- - **	6 8% *	5 10% *	6 5%	1 2% *	8 4%	9 13% Q*
Don't know	3 1%	1 1% *	2 1%	- - **	2 1%	1 1% *	1 2% *	- -	1 4% **	1 1%	2 2% *	- - **	1 1% *	1 2% *	1 1%	- - *	2 1%	1 1% *
Mean score	0.47	0.28	0.49	0.97	0.5	0.36	0.63	0.44	0.62	0.48	0.49	-0.12	0.62	0.47	0.3	0.62	0.63	0.02
		*		**		*	*		**		*	**	*	*		*	R	*
Standard Deviation	1.142	1.191	1.119	1.098	1.115	1.217	1.225	1.1	0.761	1.175	1.105	0.73	1.15	1.222	1.136	1.037	1.096	1.157
Standard Error	0.069	0.145	0.081	0.274	0.078	0.143	0.151	0.105	0.159	0.09	0.112	0.265	0.134	0.182	0.107	0.153	0.077	0.135

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I'm worried about the possibility of me or my children getting diabetes later in life

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	274	66	202	179	54	37	243	31	151	123
Base	280	68	205	179	57	39	248	31	159	120
Net: Agree	148 53%	45 66% C*	101 49%	96 53% E	21 37% *	28 73% E*	136 55%	11 36% *	96 60% J	52 43%
I definitely agree (2)	55 20%	21 30% C*	33 16%	33 18%	8 14% *	12 30% *	51 21%	4 12% *	39 24% J	16 13%
I tend to agree (1)	93 33%	25 36% *	68 33%	63 35%	13 23% *	17 43% *	85 34%	8 24% *	57 36%	36 30%
I neither agree nor disagree (0)	73 26%	14 21% *	55 27%	43 24%	23 40% D*	7 18% *	65 26%	8 26% *	40 25%	33 28%
Net: Disagree	56 20%	8 12% *	47 23%	39 22%	11 20% *	4 9% *	46 19%	10 32% *	23 15%	33 27% I
I tend to disagree (-1)	39 14%	6 9% *	32 15%	27 15%	8 14% *	3 7% *	33 13%	6 20% *	17 10%	22 19%
I definitely disagree (-2)	17 6%	2 3% *	15 8%	13 7%	4 7% *	1 2% *	13 5%	4 12% *	7 4%	11 9%
Don't know	3 1%	1 1% *	2 1%	1 1%	2 3% *	- - *	1 *	2 6% *	1 1%	2 2%
Mean score	0.47	0.83 C*	0.35	0.43	0.25 *	0.92 DE*	0.52	0.04 **	0.66 J	0.2
Standard Deviation	1.142	1.055	1.153	1.158	1.088	0.99	1.122	1.237	1.087	1.166
Standard Error	0.069	0.129	0.081	0.087	0.147	0.159	0.071	0.228	0.086	0.107

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I'm worried about the possibility of me or my children getting diabetes later in life

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	274	95	175	99	234	190	86	40
Base	280	103	178	102	241	196	90	39
Net: Agree	148 53%	55 54%	107 60%	40 40%	138 57%	117 59%	63 70%	10 25%
I definitely agree (2)	55 20%	20 19%	45 25%	10 9%	50 21%	42 22%	28 31%	5 13%
I tend to agree (1)	93 33%	36 34%	62 35%	31 30%	88 37%	74 38%	35 39%	5 12%
I neither agree nor disagree (0)	73 26%	28 27%	38 21%	35 34%	54 22%	40 21%	17 19%	19 49%
Net: Disagree	56 20%	18 18%	31 18%	25 24%	46 19%	36 18%	8 9%	10 26%
I tend to disagree (-1)	39 14%	15 14%	25 14%	14 13%	33 14%	26 13%	5 6%	6 15%
I definitely disagree (-2)	17 6%	3 3%	6 3%	11 11%	13 5%	10 5%	3 4%	4 11%
Don't know	3 1%	2 2%	1 1%	2 2%	3 1%	3 2%	1 1%	- -
Mean score	0.47	0.53	0.65	0.14	0.54	0.58	0.89	*
Standard Deviation	1.142	1.068	1.113	1.126	1.13	1.13	1.039	1.119
Standard Error	0.069	0.106	0.084	0.113	0.073	0.081	0.11	0.18

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q56. How much do you agree or disagree with - I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	848 85%	401 82%	447 87% B	109 78% *	123 78%	127 84%	163 90% DE	128 85%	197 90% DE	222 89% O	234 85%	154 83%	239 82%	456 87%	392 82%	185 86%	337 86%	157 80%	170 85%	220 80%	628 87% T
I definitely agree (2)	477 48%	224 46%	254 49%	55 39% *	78 49%	66 43%	89 49%	72 47%	118 54% D	143 57% KLMNO	122 44%	84 45%	128 44%	265 50% K	212 45%	106 49%	184 47%	88 45%	100 50%	124 45%	353 49%
I tend to agree (1)	371 37%	177 36%	194 38%	54 39% *	45 29%	61 40% E	74 41% E	57 38%	79 36%	79 32%	112 41% JN	69 37%	110 38%	191 36% J	180 38%	79 37%	153 39%	69 35%	70 35%	96 35%	274 38%
I neither agree nor disagree (0)	118 12%	69 14% C	49 10%	23 16% *	26 16% GI	18 12%	14 8%	19 13%	18 8%	23 9%	28 10%	24 13%	43 15%	51 10%	67 14%	21 10%	43 11%	34 17% PQ	20 10%	46 17% U	72 10%
Net: Disagree	28 3%	15 3%	13 2%	7 5% *	7 5%	5 3%	3 1%	3 2%	3 1%	6 2%	9 3%	7 4%	6 2%	15 3%	13 3%	7 3%	8 2%	2 1%	10 5% R	10 4%	18 2%
I tend to disagree (-1)	20 2%	10 2%	10 2%	6 4% *	5 3%	3 2%	2 1%	1 1%	3 1%	4 2%	4 1%	7 4%	5 2%	8 2%	12 2%	4 2%	6 2%	2 1%	8 4%	7 3%	13 2%
I definitely disagree (-2)	8 1%	5 1%	3 1%	1 1% *	2 1%	2 1%	1 *	2 1%	- -	2 1%	5 2%	- -	1 *	7 1%	1 *	3 2%	2 *	- -	3 1%	3 1%	5 1%
Don't know	8 1%	3 1%	5 1%	1 1% *	2 1%	2 1%	1 1%	1 1%	1 *	- -	4 1%	1 1%	3 1%	4 1%	4 1%	2 1%	4 1%	2 1%	- -	1 *	7 1%
Mean score	1.3	1.25	1.35	1.11 *	1.23	1.24	1.38 D	1.3	1.44 DEF	1.43 KLMNO	1.26	1.25	1.25	1.34 K	1.25	1.31	1.32	1.26	1.28	1.2	1.33 T
Standard Deviation	0.813	0.845	0.78	0.9 *	0.927	0.834	0.72	0.81	0.696	0.78	0.845	0.821	0.797	0.818	0.806	0.843	0.769	0.78	0.895	0.876	0.785
Standard Error	0.026	0.038	0.035	0.076	0.074	0.068	0.054	0.066	0.047	0.049	0.051	0.06	0.047	0.036	0.037	0.058	0.039	0.056	0.063	0.053	0.029

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q56. How much do you agree or disagree with - I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	848 85%	223 85%	577 84%	48 84% *	532 85%	316 84%	137 85%	308 89%	72 75% I *	512 85% L	303 86% L	33 71% *	210 83%	139 84%	336 87%	153 82%	620 88% R	228 76%
I definitely agree (2)	477 48%	119 46%	328 48%	30 53% *	294 47%	183 49%	92 57% HI	155 44%	38 40% *	293 49%	166 47%	19 41% *	104 41%	76 46%	211 55% MP	81 43%	386 55% R	91 30%
I tend to agree (1)	371 37%	104 40%	249 36%	18 31% *	238 38%	133 35%	45 28%	153 44% G	34 35% *	219 36%	137 39%	14 31% *	106 42% O	62 38%	125 32%	72 39%	233 33%	137 46% Q
I neither agree nor disagree (0)	118 12%	29 11%	83 12%	6 11% *	73 12%	46 12%	18 11%	31 9%	20 21% H*	72 12%	38 11%	9 18% *	33 13%	22 14%	40 10%	22 12%	62 9%	56 19% Q
Net: Disagree	28 3%	5 2%	20 3%	3 5% *	16 2%	12 3%	6 4%	7 2%	2 2% *	15 3%	10 3%	2 5% *	9 3%	4 2%	8 2%	7 4%	17 2%	11 4%
I tend to disagree (-1)	20 2%	4 1%	14 2%	2 3% *	9 1%	11 3%	3 2%	5 1%	1 1% *	12 2%	7 2%	1 3% *	6 2%	2 1%	8 2%	4 2%	11 2%	9 3%
I definitely disagree (-2)	8 1%	1 *	5 1%	1 2% *	7 1%	1 *	3 2%	2 1%	1 1% *	4 1%	3 1%	1 2% *	3 1%	2 1%	- -	3 2%	6 1%	2 1%
Don't know	8 1%	5 2%	3 *	- - *	6 1%	2 1%	1 1%	2 1%	2 2% *	3 *	3 1%	2 5% J*	2 1%	1 1%	2 *	3 2%	5 1%	3 1%
Mean score	1.3	1.31	1.29	1.28 *	1.3	1.3	1.37	1.31	1.15 *	1.31	1.3	1.11 *	1.2	1.27	1.41 MP	1.22	1.41 R	1.04
Standard Deviation	0.813	0.761	0.821	0.949	0.812	0.815	0.886	0.736	0.855	0.804	0.806	0.974	0.839	0.819	0.756	0.874	0.783	0.824
Standard Error	0.026	0.048	0.031	0.126	0.033	0.042	0.07	0.04	0.089	0.033	0.043	0.147	0.053	0.064	0.039	0.065	0.03	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	848 85%	254 86%	589 85%	527 90% E	174 74%	130 84% E	787 87% H	61 60% *	335 84%	513 85%
I definitely agree (2)	477 48%	156 53%	318 46%	312 53% EF	87 37%	66 42%	461 51% H	17 16% *	212 53% J	265 44%
I tend to agree (1)	371 37%	98 33%	270 39%	215 37%	88 37%	64 41%	327 36%	44 43% *	123 31%	248 41% I
I neither agree nor disagree (0)	118 12%	29 10%	82 12%	44 7% DF	57 24% DF	13 8%	87 10%	31 31% G*	45 11%	73 12%
Net: Disagree	28 3%	8 3%	18 3%	11 2%	3 1%	12 8% DE	21 2%	7 7% G*	16 4%	12 2%
I tend to disagree (-1)	20 2%	4 1%	14 2%	7 1%	2 1%	11 7% DE	16 2%	3 3% *	10 2%	10 2%
I definitely disagree (-2)	8 1%	4 1%	4 1%	5 1%	1 *	1 1%	4 *	4 4% G*	6 1%	2 *
Don't know	8 1%	4 1%	3 *	4 1%	3 1%	- -	6 1%	2 2% *	4 1%	4 1%
Mean score	1.3	1.36	1.28	1.41 EF	1.1	1.17	1.37 H	0.67 *	1.33	1.28
Standard Deviation	0.813	0.83	0.797	0.747	0.822	0.918	0.769	0.927	0.88	0.765
Standard Error	0.026	0.049	0.03	0.031	0.054	0.074	0.026	0.093	0.044	0.031

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	848 85%	180 80%	540 90%	308 77%	617 84%	438 83%	145 81%	231 86%
I definitely agree (2)	477 48%	99 44%	327 54%	150 37%	336 46%	232 44%	79 44%	141 52%
I tend to agree (1)	371 37%	81 36%	213 35%	158 39%	281 38%	206 39%	66 37%	90 33%
I neither agree nor disagree (0)	118 12%	31 14%	45 8%	73 18%	84 11%	65 12%	24 13%	34 13%
Net: Disagree	28 3%	8 4%	14 2%	14 3%	26 3%	23 4%	9 5%	2 1%
I tend to disagree (-1)	20 2%	6 3%	10 2%	10 2%	20 3%	18 3%	5 3%	- -
I definitely disagree (-2)	8 1%	2 1%	4 1%	4 1%	6 1%	5 1%	3 2%	2 1%
Don't know	8 1%	5 2%	2 *	6 2%	6 1%	4 1%	2 1%	2 1%
Mean score	1.3	1.23	1.42	1.12	1.27	1.22	1.2	1.38
Standard Deviation	0.813	0.861	0.757	0.861	0.829	0.859	0.909	0.763
Standard Error	0.026	0.058	0.031	0.043	0.031	0.037	0.068	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I tend to eat more unhealthily at home than when eating out

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	278 28%	117 24%	161 31%	61 44%	63 40%	39 26%	49 27%	37 24%	29 13%	53 21%	83 30%	52 28%	89 31%	136 26%	141 30%	51 24%	101 26%	64 33%	62 31%	97 35%	181 25%
I definitely agree (2)	87 9%	34 7%	53 10%	25 18%	22 14%	10 7%	13 7%	9 6%	7 3%	21 8%	24 9%	20 11%	23 8%	45 9%	42 9%	17 8%	32 8%	19 10%	19 9%	32 12%	55 8%
I tend to agree (1)	191 19%	82 17%	109 21%	36 26%	40 26%	29 19%	36 20%	28 18%	22 10%	32 13%	59 22%	33 18%	67 23%	92 17%	99 21%	34 16%	69 18%	45 23%	43 21%	65 24%	126 17%
I neither agree nor disagree (0)	273 27%	152 31%	121 24%	29 21%	37 23%	40 27%	55 31%	47 31%	65 30%	63 25%	67 24%	51 28%	92 32%	130 25%	143 30%	68 31%	118 30%	44 22%	44 22%	63 23%	210 29%
Net: Disagree	444 44%	218 45%	226 44%	48 34%	57 36%	73 48%	76 42%	68 45%	123 56%	133 53%	121 44%	81 44%	109 37%	254 48%	190 40%	96 44%	171 44%	84 43%	93 46%	115 42%	329 45%
I tend to disagree (-1)	244 24%	116 24%	128 25%	27 19%	29 18%	46 30%	40 22%	36 24%	66 30%	57 23%	64 23%	53 29%	70 24%	121 23%	123 26%	46 21%	95 24%	47 24%	55 28%	63 23%	181 25%
I definitely disagree (-2)	200 20%	101 21%	99 19%	21 15%	28 18%	26 17%	36 20%	31 21%	57 26%	76 30%	57 21%	28 15%	39 13%	133 25%	67 14%	49 23%	77 20%	36 19%	38 19%	52 19%	147 20%
Don't know	7 1%	2 *	5 1%	3 2%	2 1%	- -	1 *	- -	2 1%	2 1%	4 1%	1 1%	1 *	5 1%	2 *	1 *	2 1%	3 2%	1 1%	1 *	6 1%
Mean score	-0.28	-0.34	-0.22	0.13	*	-0.32	-0.28	-0.35	-0.66	-0.54	-0.26	-0.2	-0.13	-0.4	-0.15	-0.36	-0.3	-0.2	-0.25	-0.14	-0.33
Standard Deviation	1.23	1.187	1.268	FGHI*	FGHI	I	I	I	1.077	1.274	JN	J	JN	J	JN	1.224	1.203	1.268	1.255	1.296	1.201
Standard Error	0.039	0.054	0.056	0.114	0.106	0.094	0.09	0.095	0.073	0.081	0.076	0.089	0.067	0.056	0.054	0.084	0.061	0.092	0.089	0.078	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I tend to eat more unhealthily at home than when eating out

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	278 28%	81 31%	178 26%	18 32% *	196 31% F	82 22%	63 39%	104 30%	25 26% *	172 29%	94 27%	11 25% *	81 32%	47 28%	100 26%	49 26%	208 30%	70 23%
I definitely agree (2)	87 9%	26 10%	51 7%	10 17% C*	67 11% F	20 5%	32 20% HI	27 8%	7 7% *	55 9%	30 9%	2 4% *	24 10%	19 11%	34 9%	10 5%	69 10%	18 6%
I tend to agree (1)	191 19%	55 21%	127 19%	8 15% *	130 21%	61 16%	31 19%	77 22%	18 19% *	117 19%	64 18%	9 20% *	57 22%	28 17%	66 17%	39 21%	139 20%	52 17%
I neither agree nor disagree (0)	273 27%	63 24%	196 29%	14 25% *	158 25%	116 31%	27 17%	91 26% G	35 36% G*	168 28%	88 25%	16 35% *	81 32% O	49 29%	86 22%	54 29%	169 24%	104 35% Q
Net: Disagree	444 44%	116 44%	303 44%	24 43% *	268 43%	176 47%	73 45%	152 44%	35 37% *	260 43%	167 47%	16 35% *	88 35%	68 41%	200 52% MN	81 43%	325 46%	119 40%
I tend to disagree (-1)	244 24%	70 27%	162 24%	12 22% *	137 22%	107 29% E	32 20%	84 24%	16 17% *	130 22%	103 29% J	10 22% *	52 21%	38 23%	99 26%	50 27%	174 25%	69 23%
I definitely disagree (-2)	200 20%	47 18%	141 21%	12 21% *	131 21%	68 18%	40 25%	67 19%	19 20% *	130 22%	64 18%	6 13% *	36 14%	30 18%	101 26% MP	30 16%	150 21%	50 17%
Don't know	7 1%	1 1%	6 1%	- - *	5 1%	2 1%	- -	2 1%	1 1% *	2 *	3 1%	2 5% J*	3 1%	2 1%	- -	2 1%	2 *	6 2% Q
Mean score	-0.28	-0.22	-0.32	-0.14 *	-0.22 F	-0.38	-0.11	-0.26	-0.24 *	-0.27	-0.3	-0.21 *	-0.07 O	-0.2	-0.43	-0.28	-0.28	-0.28
Standard Deviation	1.23	1.246	1.21	1.384	1.287	1.124	1.472	1.221	1.186	1.253	1.211	1.082	1.18	1.252	1.28	1.134	1.272	1.125
Standard Error	0.039	0.077	0.046	0.183	0.052	0.058	0.116	0.066	0.122	0.051	0.065	0.163	0.075	0.098	0.065	0.084	0.048	0.066

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I tend to eat more unhealthily at home than when eating out

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	278 28%	85 29%	191 28%	138 24%	65 28%	69 44% DE	251 28%	27 26% *	146 36% J	132 22%
I definitely agree (2)	87 9%	35 12% C	50 7%	41 7%	17 7%	26 17% DE	82 9%	5 5% *	50 12% J	37 6%
I tend to agree (1)	191 19%	50 17%	141 20%	97 16%	48 20%	43 28% D	170 19%	21 21% *	96 24% J	95 16%
I neither agree nor disagree (0)	273 27%	89 30%	178 26%	116 20%	108 45% DF	43 28%	233 26%	40 39% G*	96 24%	177 29%
Net: Disagree	444 44%	120 41%	320 46%	331 57% EF	60 25%	43 28%	411 46% H	33 32% *	157 39%	287 48% I
I tend to disagree (-1)	244 24%	63 21%	179 26%	160 27% E	44 19%	34 22%	225 25%	19 18% *	81 20%	162 27% I
I definitely disagree (-2)	200 20%	57 19%	141 20%	171 29% EF	15 7%	10 6%	186 21%	14 14% *	75 19%	124 21%
Don't know	7 1%	1 *	4 1%	1 *	4 2% D	- -	5 1%	2 2% *	1 *	6 1%
Mean score	-0.28	-0.19	-0.32	-0.55	0.03 D	0.27 DE	-0.3	-0.14 *	-0.09 J	-0.41
Standard Deviation	1.23	1.269	1.214	1.261	0.982	1.162	1.245	1.082	1.302	1.164
Standard Error	0.039	0.074	0.046	0.052	0.064	0.093	0.042	0.109	0.065	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I tend to eat more unhealthily at home than when eating out

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	278 28%	84 37%	177 29%	101 25%	237 32% H	187 35% H	85 47% EFH	41 15%
I definitely agree (2)	87 9%	28 13%	64 11% D	23 6%	75 10% H	68 13% H	41 23% EFH	12 4%
I tend to agree (1)	191 19%	55 25%	113 19%	78 20%	161 22% H	119 23% H	44 24% H	30 11%
I neither agree nor disagree (0)	273 27%	48 21%	138 23%	135 34% C	193 26%	144 27%	38 21%	80 30%
Net: Disagree	444 44%	90 40%	286 48% D	157 39%	299 41% G	197 37%	55 31%	145 54% EFG
I tend to disagree (-1)	244 24%	60 27%	148 25%	95 24%	181 25%	126 24%	36 20%	63 23%
I definitely disagree (-2)	200 20%	30 13%	138 23% D	62 15%	118 16%	71 13%	19 10%	82 30% EFG
Don't know	7 1%	2 1%	- -	7 2% C	4 1%	2 *	2 1%	3 1%
Mean score	-0.28	-0.03	-0.31	-0.24	-0.14 H	-0.02 H	0.29 EFH	-0.65
Standard Deviation	1.23	1.254	1.299	1.118	1.23	1.232	1.311	1.154
Standard Error	0.039	0.084	0.053	0.056	0.046	0.054	0.098	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 330

Tb T422

Q56. How much do you agree or disagree with - I'm worried about the types of food my child(ren) is/are eating

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	274	111	163	30	83	87	52	19	3	74	70	63	67	144	130	3	31	100	140	271	3
Base	280	113	167	44	84	84	47	17	3	70	66	68	76	136	144	3	33	101	143	277	3
Net: Agree	154 55%	60 53%	94 56%	25 57%	49 58%	49 59%	25 52%	6 35%	- -	37 53%	36 54%	39 58%	42 55%	73 54%	81 56%	2 64%	15 47%	56 55%	81 57%	152 55%	2 64%
I definitely agree (2)	47 17%	20 17%	28 16%	9 21%	19 23%	9 11%	8 17%	2 11%	- -	14 21%	5 8%	16 23%	12 15%	20 15%	27 19%	- -	5 14%	20 19%	23 16%	47 17%	- -
I tend to agree (1)	107 38%	40 36%	67 40%	16 36%	30 35%	41 49%	16 35%	4 24%	- -	23 33%	30 46%	23 35%	30 40%	53 39%	54 37%	2 64%	11 33%	36 36%	58 41%	105 38%	2 64%
I neither agree nor disagree (0)	62 22%	27 24%	34 20%	12 28%	17 21%	17 20%	10 21%	4 21%	1 38%	13 19%	14 22%	17 25%	17 22%	27 20%	34 24%	- -	7 22%	23 22%	32 22%	62 22%	- -
Net: Disagree	59 21%	21 19%	38 23%	6 13%	16 19%	17 20%	10 22%	8 44%	2 62%	20 28%	14 21%	12 17%	14 18%	33 24%	26 18%	1 36%	8 24%	22 22%	28 19%	58 21%	1 36%
I tend to disagree (-1)	39 14%	18 16%	21 12%	- -	9 11%	13 16%	10 22%	5 28%	1 32%	12 18%	10 16%	6 9%	9 12%	23 17%	16 11%	1 36%	4 11%	14 14%	20 14%	38 14%	1 36%
I definitely disagree (-2)	20 7%	3 3%	17 10%	6 13%	7 8%	4 5%	- -	3 16%	1 30%	7 10%	3 5%	6 8%	4 6%	10 7%	10 7%	- -	4 13%	8 8%	8 5%	20 7%	- -
Don't know	6 2%	4 4%	1 1%	1 3%	2 3%	- -	2 4%	- -	- -	- -	2 3%	- -	3 4%	2 2%	3 2%	- -	2 7%	1 1%	2 2%	6 2%	- -
Mean score	0.45	0.51	0.4	0.54	0.54	0.45	0.5	-0.14	-0.92	0.36	0.38	0.55	0.49	0.37	0.52	0.29	0.26	0.45	0.49	0.45	0.29
Standard Deviation	1.148	*	1.063	**	*	*	*	**	**	*	*	*	*	1.159	1.137	**	**	*	1.094	1.149	**
Standard Error	0.069	0.102	0.093	0.186	0.134	0.113	0.156	0.311	0.601	0.153	0.128	0.144	0.128	0.1	0.096	0.669	0.231	0.119	0.092	0.07	0.669

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q56. How much do you agree or disagree with - I'm worried about the types of food my child(ren) is/are eating

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	274	67	192	15	201	73	65	105	25	170	97	7	72	44	115	43	201	73
Base	280	68	195	16	207	73	67	110	24	172	99	8	74	46	114	46	206	74
Net: Agree	154 55%	41 60% *	105 54%	8 47% **	116 56%	38 52% *	39 59% *	63 58%	12 48% **	95 55%	57 58% *	1 18% **	46 62% *	24 52% *	58 51%	26 56% *	128 62% R	26 36% *
I definitely agree (2)	47 17%	13 19% *	31 16%	3 21% **	40 19%	7 9% *	18 27% *	17 16%	4 16% **	33 19%	15 15% *	- - **	14 19% *	12 26% *	13 11%	8 18% *	42 20% R	5 7% *
I tend to agree (1)	107 38%	28 41% *	75 38%	4 26% **	76 37%	31 42% *	21 31% *	46 42%	8 32% **	63 36%	43 43% *	1 18% **	31 42% *	12 27% *	46 40%	18 38% *	86 42%	21 29% *
I neither agree nor disagree (0)	62 22%	12 18% *	45 23%	4 23% **	48 23%	14 19% *	15 22% *	23 21%	8 32% **	38 22%	20 20% *	4 52% **	13 18% *	14 30% *	23 21%	11 24% *	43 21%	19 25% *
Net: Disagree	59 21%	14 20% *	42 22%	3 17% **	42 20%	17 23% *	13 20% *	22 20%	5 20% **	38 22%	20 20% *	1 12% **	14 18% *	7 16% *	29 25%	9 20% *	33 16%	25 34% Q*
I tend to disagree (-1)	39 14%	8 11% *	29 15%	2 12% **	26 13%	12 17% *	6 10% *	16 15%	3 12% **	22 13%	16 16% *	1 12% **	10 13% *	2 4% *	20 18% N	7 15% *	23 11%	16 21% Q*
I definitely disagree (-2)	20 7%	6 9% *	13 7%	1 6% **	15 7%	5 7% *	7 10% *	6 5%	2 8% **	17 10%	4 4% *	- - **	4 5% *	6 12% *	8 7%	2 5% *	11 5%	9 13% *
Don't know	6 2%	1 2% *	2 1%	2 13% **	1 1%	5 6% E*	- - *	1 1%	- - **	1 1%	3 3% *	1 19% **	1 2% *	1 2% *	3 3%	- - *	2 1%	4 5% *
Mean score	0.45	0.5	0.42	0.52	0.48	0.33	0.56	0.49	0.36	0.43	0.5	0.08	0.58	0.51	0.31	0.48	0.61	-0.04
		*		**		*	*	*	**		*	**	*	*		*	R	*
Standard Deviation	1.148	1.203	1.128	1.221	1.163	1.1	1.268	1.091	1.153	1.21	1.058	0.649	1.116	1.276	1.128	1.115	1.093	1.169
Standard Error	0.069	0.147	0.081	0.327	0.081	0.133	0.155	0.105	0.237	0.092	0.108	0.261	0.131	0.191	0.107	0.165	0.077	0.139

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I'm worried about the types of food my child(ren) is/are eating

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	274	66	202	179	54	37	243	31	151	123
Base	280	68	205	179	57	39	248	31	159	120
Net: Agree	154 55%	42 61% *	109 53%	104 58% E	21 37% *	25 65% E*	143 58% H	11 35% *	94 59%	60 50%
I definitely agree (2)	47 17%	21 31% C*	26 13%	32 18%	9 15% *	6 16% *	44 18%	3 11% *	34 22% J	13 11%
I tend to agree (1)	107 38%	21 30% *	83 41%	72 40% E	12 22% *	19 49% E*	99 40%	7 24% *	60 37%	47 39%
I neither agree nor disagree (0)	62 22%	16 24% *	42 20%	29 16%	22 40% D*	10 25% *	53 21%	9 29% *	37 23%	25 20%
Net: Disagree	59 21%	10 15% *	48 24%	44 24%	10 18% *	4 10% *	47 19%	11 37% G*	27 17%	31 26%
I tend to disagree (-1)	39 14%	9 14% *	29 14%	27 15%	7 12% *	4 10% *	30 12%	9 28% G*	16 10%	23 19%
I definitely disagree (-2)	20 7%	1 1% *	19 9%	17 9%	3 6% *	- - *	17 7%	3 8% *	11 7%	9 7%
Don't know	6 2%	- - *	6 3%	2 1%	3 6% *	- - *	6 2%	- - *	1 1%	4 3%
Mean score	0.45	0.76 C*	0.34	0.43	0.3 *	0.71 *	0.5 H	0.01 *	0.57 J	0.28
Standard Deviation	1.148	1.082	1.167	1.222	1.085	0.862	1.136	1.159	1.148	1.131
Standard Error	0.069	0.131	0.083	0.092	0.148	0.138	0.073	0.207	0.091	0.105

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I'm worried about the types of food my child(ren) is/are eating

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	274	95	175	99	234	190	86	40
Base	280	103	178	102	241	196	90	39
Net: Agree	154 55%	61 59%	110 62%	43 43%	141 58%	118 60%	60 66%	13 35%
			D	*	H	H	H*	*
I definitely agree (2)	47 17%	19 19%	38 22%	9 8%	43 18%	38 19%	25 28%	4 12%
			D	*			*	*
I tend to agree (1)	107 38%	42 41%	72 40%	35 34%	98 41%	81 41%	35 39%	9 23%
				*			*	*
I neither agree nor disagree (0)	62 22%	23 22%	35 20%	27 26%	52 22%	42 21%	20 22%	9 24%
				*			*	*
Net: Disagree	59 21%	18 17%	30 17%	29 28%	45 19%	33 17%	8 9%	13 35%
				C*			*	EFG*
I tend to disagree (-1)	39 14%	10 10%	22 12%	17 17%	30 12%	22 11%	5 5%	9 23%
				*			*	G*
I definitely disagree (-2)	20 7%	8 8%	8 5%	12 11%	16 7%	11 6%	3 4%	4 11%
				*			*	*
Don't know	6 2%	1 1%	2 1%	3 3%	3 1%	3 2%	2 2%	2 6%
				*			*	*
Mean score	0.45	0.53	0.63	0.12	0.51	0.58	0.83	0.01
			D	*	H	H	EH*	*
Standard Deviation	1.148	1.14	1.102	1.159	1.122	1.102	1.035	1.23
Standard Error	0.069	0.113	0.083	0.117	0.073	0.079	0.111	0.205

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q56. How much do you agree or disagree with - I think the problems around people in Scotland being overweight or obese are exaggerated

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	204 20%	97 20%	108 21%	42 30% HI*	54 34% GHI	37 24% I	33 18% I	26 17% I	12 6% I	46 18%	49 18%	44 23%	66 23%	95 18%	110 23%	29 14%	62 16%	58 30% PQ	55 27% PQ	100 36% U	105 14%
I definitely agree (2)	61 6%	30 6%	31 6%	10 7% I*	17 11% I	12 8% I	9 5% I	10 6% I	4 2%	19 8%	13 5%	13 7%	15 5%	33 6%	28 6%	16 8% Q	12 3% Q	18 9% Q	15 8% Q	28 10% U	33 5%
I tend to agree (1)	143 14%	66 14%	77 15%	31 22% HI*	37 23% GHI	25 17% I	25 14% I	17 11% I	8 4%	26 10%	36 13%	30 16%	51 18% JN	62 12% JN	81 17% JN	13 6% P	50 13% P	40 21% PQ	40 20% PQ	72 26% U	72 10%
I neither agree nor disagree (0)	220 22%	103 21%	117 23%	27 19% *	50 31% DGI	41 27% I	35 19% I	36 24% I	32 15%	34 14%	60 22% JN	45 24% J	82 28% JN	93 18% J	127 27% JN	40 18%	97 25%	42 22%	42 21%	62 23%	158 22%
Net: Disagree	555 55%	282 58%	273 53%	65 46% *	53 33% *	73 48% E	107 59% E	85 56% E	172 79% DEFGH	168 67% LMO	161 59% MO	93 50%	133 46%	329 63% LMO	226 48%	142 66% QRS	222 57% R	90 46%	101 50%	111 40%	444 61% T
I tend to disagree (-1)	313 31%	149 31%	164 32%	46 33% E*	25 16% *	43 28% E	65 36% E	48 32% E	86 39% EF	82 33%	91 33%	60 32%	80 28%	173 33%	141 30%	73 34%	122 31%	58 30%	60 30%	68 24%	246 34% T
I definitely disagree (-2)	242 24%	133 27% C	109 21%	18 13% *	28 17% *	30 20%	42 23%	38 25% D	85 39% DEFGH	86 34% KLMNO	70 26% MO	33 18%	53 18%	156 30% KLMO	86 18%	68 32% RS	100 26% R	32 17%	41 20%	43 16%	199 27% T
Don't know	23 2%	6 1%	17 3%	7 5% *	2 1%	1 1%	6 3%	4 2%	3 1%	3 1%	6 2%	4 2%	10 3%	9 2%	13 3%	5 2%	11 3%	4 2%	3 1%	4 1%	19 3%
Mean score	-0.54	-0.6	-0.49	-0.24	-0.06	-0.36	-0.61	-0.59	-1.12	-0.76	-0.63	-0.38	-0.37	-0.69	-0.38	-0.78	-0.65	-0.25	-0.37	-0.1	-0.72
Standard Deviation	1.187	1.203	1.17	GHI* 1.183	FGHI 1.242	I 1.204	I 1.141	I 1.173	0.919	1.251	1.15	1.174	1.139	1.2	1.151	1.188	1.1	1.23	1.232	1.245	1.118
Standard Error	0.038	0.055	0.052	0.103	0.099	0.098	0.086	0.097	0.063	0.08	0.07	0.087	0.068	0.053	0.054	0.082	0.056	0.089	0.088	0.075	0.042

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q56. How much do you agree or disagree with - I think the problems around people in Scotland being overweight or obese are exaggerated

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	204 20%	61 23%	134 20%	9 16% *	153 24% F	51 14%	60 37% H	67 19%	23 24% *	128 21%	71 20%	5 12% *	57 23%	41 25%	71 18%	34 18%	151 21%	53 18%
I definitely agree (2)	61 6%	19 7%	41 6%	1 2% *	45 7%	16 4%	20 12% H	14 4%	9 10% *	42 7%	18 5%	1 3% *	15 6%	16 10%	21 5%	9 5%	48 7%	13 4%
I tend to agree (1)	143 14%	42 16%	93 14%	8 15% *	108 17% F	35 9%	40 25% H	52 15%	14 15% *	86 14%	53 15%	4 9% *	42 16%	25 15%	50 13%	25 14%	103 15%	40 13%
I neither agree nor disagree (0)	220 22%	54 21%	151 22%	15 27% *	134 21% F	86 23%	22 13% G	85 24% G	24 25% G*	131 22%	72 20%	17 36% JK*	68 27%	38 23%	76 20%	36 19%	126 18%	94 32% Q
Net: Disagree	555 55%	138 53%	385 56%	32 56% *	327 52% E	228 61% E	80 50%	192 55%	43 45% *	334 55%	200 57%	21 45% *	122 48%	84 50%	232 60% MN	110 59% M	413 59% R	142 47%
I tend to disagree (-1)	313 31%	83 32%	216 32%	15 26% *	181 29% E	132 35% E	37 23% G	118 34% G	22 23% *	179 30%	123 35%	11 24% *	67 26%	40 24%	132 34% MN	71 38% MN	230 33%	84 28%
I definitely disagree (-2)	242 24%	56 21%	169 25%	17 30% *	146 23% F	96 26%	43 27%	74 21%	21 22% *	155 26%	77 22%	10 21% *	56 22%	44 26%	99 26%	40 21%	184 26% R	58 19%
Don't know	23 2%	8 3%	15 2%	- - *	13 2% F	9 3%	- -	4 1%	6 6% GH*	10 2%	10 3%	4 8% J*	6 2%	4 2%	7 2%	6 3%	13 2%	10 3%
Mean score	-0.54	-0.45	-0.57	-0.68 *	-0.45 F	-0.7	-0.27 H	-0.54	-0.35 *	-0.54	-0.55	-0.55 *	-0.42 O	-0.43	-0.63	-0.6	-0.58	-0.46
Standard Deviation	1.187	1.216	1.182	1.111	1.231	1.093	1.405	1.114	1.285	1.219	1.15	1.049	1.188	1.301	1.164	1.119	1.223	1.096
Standard Error	0.038	0.076	0.046	0.147	0.05	0.057	0.11	0.06	0.136	0.05	0.062	0.16	0.076	0.102	0.06	0.083	0.047	0.064

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I think the problems around people in Scotland being overweight or obese are exaggerated

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	204 20%	63 21%	140 20%	124 21%	44 18%	33 21%	167 19%	37 36% G*	122 30% J	82 14%
I definitely agree (2)	61 6%	24 8%	36 5%	38 7%	13 5%	8 5%	48 5%	13 13% G*	33 8% J	28 5%
I tend to agree (1)	143 14%	40 13%	103 15%	85 15%	31 13%	25 16%	119 13%	24 24% G*	89 22% J	54 9%
I neither agree nor disagree (0)	220 22%	64 22%	149 22%	96 16%	86 36% DF	30 19%	183 20%	37 36% G*	77 19%	143 24%
Net: Disagree	555 55%	163 55%	386 56%	358 61% E	102 43%	85 55% E	538 60% H	17 16% *	197 49%	358 60% I
I tend to disagree (-1)	313 31%	90 30%	221 32%	198 34% E	58 25%	51 33%	299 33% H	15 15% *	112 28%	201 33%
I definitely disagree (-2)	242 24%	73 25%	165 24%	159 27% E	43 18%	35 22%	240 27% H	2 2% *	85 21%	157 26%
Don't know	23 2%	5 2%	17 2%	9 1%	6 3%	7 4%	11 1%	11 11% G*	4 1%	18 3%
Mean score	-0.54	-0.52	-0.56	-0.62	-0.38 D	-0.53	-0.63	0.34 G*	-0.32 J	-0.69
Standard Deviation	1.187	1.233	1.17	1.219	1.101	1.179	1.169	0.988	1.264	1.108
Standard Error	0.038	0.072	0.045	0.051	0.072	0.097	0.039	0.104	0.064	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I think the problems around people in Scotland being overweight or obese are exaggerated

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	204 20%	63 28%	120 20%	84 21%	178 24% H	148 28% H	71 39% EFH	26 10%
I definitely agree (2)	61 6%	15 7%	40 7%	21 5%	47 6%	42 8%	23 13% EH	14 5%
I tend to agree (1)	143 14%	48 21%	80 13%	63 16%	131 18% H	106 20% H	48 27% EH	12 4%
I neither agree nor disagree (0)	220 22%	65 29%	97 16%	123 31% C	170 23%	129 24%	42 24%	51 19%
Net: Disagree	555 55%	89 40%	377 63% D	178 44%	370 50% G	241 45% G	61 34%	185 69% EFG
I tend to disagree (-1)	313 31%	56 25%	205 34% D	109 27%	218 30% G	144 27%	35 19%	95 35% FG
I definitely disagree (-2)	242 24%	33 15%	172 29% D	69 17%	152 21%	97 18%	27 15%	90 33% EFG
Don't know	23 2%	7 3%	7 1%	16 4% C	15 2%	12 2%	5 3%	7 3%
Mean score	-0.54	-0.2	-0.65	-0.37 C	-0.41 H	-0.28 H	0.03 EFH	-0.89
Standard Deviation	1.187	1.155	1.219	1.117	1.193	1.215	1.273	1.098
Standard Error	0.038	0.079	0.05	0.057	0.045	0.053	0.097	0.068

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - Eating things like cakes, biscuits, chocolates or sweets makes me feel good

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	492 49%	242 50%	249 48%	71 50% *	86 54% I	79 52% I	99 54% I	67 44%	90 41%	120 48%	133 48%	103 55%	136 47%	253 48%	239 50%	94 44%	181 46%	105 54%	111 56% PQ	161 58% U	331 46%
I definitely agree (2)	118 12%	51 10%	67 13%	20 14% I*	28 18% HI	15 10%	28 16% I	15 10%	12 6%	23 9%	33 12%	26 14%	36 12%	56 11%	62 13%	25 12%	39 10%	25 13%	29 15%	39 14%	79 11%
I tend to agree (1)	374 37%	192 39%	182 35%	51 36% *	58 36%	64 42%	70 39%	52 35%	78 36%	98 39%	100 36%	77 42%	100 34%	197 37%	177 37%	69 32%	142 36%	80 41%	82 41%	122 44% U	252 35%
I neither agree nor disagree (0)	298 30%	150 31%	148 29%	37 27% *	46 29%	45 30%	50 27%	45 30%	75 34%	68 27%	81 29%	53 29%	96 33%	149 28%	149 31%	81 37% RS	119 30%	47 24%	51 25%	63 23%	235 32% T
Net: Disagree	203 20%	91 19%	112 22%	29 21% *	24 15%	28 18%	32 18%	39 26% E	51 23%	62 25% LO	60 22%	29 15%	53 18%	122 23% LO	81 17%	38 18%	89 23%	40 20%	36 18%	51 18%	152 21%
I tend to disagree (-1)	138 14%	62 13%	75 15%	24 17% *	20 13%	19 12%	18 10%	24 16%	34 16%	41 16% L	39 14%	15 8%	43 15%	79 15% L	58 12% L	23 11%	58 15%	29 15%	27 13%	35 13%	103 14%
I definitely disagree (-2)	65 7%	29 6%	37 7%	6 4% *	4 2%	9 6%	14 8% E	15 10% E	17 8% E	21 8% M	22 8% M	13 7%	9 3%	42 8% M	23 5%	14 7%	31 8%	11 5%	9 5%	16 6%	49 7%
Don't know	9 1%	4 1%	5 1%	3 2% *	2 1%	- -	1 *	1 1%	2 1%	1 *	1 *	1 1%	6 2%	2 *	7 1%	3 1%	2 1%	2 1%	2 1%	2 1%	7 1%
Mean score	0.34	0.36	0.33	0.4 *	0.55 HI	0.37 I	0.45 HI	0.19	0.16	0.24	0.31	0.47 JN	0.39	0.28	0.42 JN	0.32	0.25	0.42 Q	0.48 U	0.49	0.29
Standard Deviation	1.066	1.028	1.102	1.06 *	1.011	1.026	1.113	1.127	1.018	1.094	1.101	1.067	0.999	1.097	1.026	1.041	1.081	1.068	1.049	1.067	1.061
Standard Error	0.034	0.047	0.049	0.09	0.081	0.083	0.083	0.092	0.069	0.069	0.066	0.079	0.059	0.048	0.047	0.071	0.055	0.077	0.075	0.064	0.04

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q56. How much do you agree or disagree with - Eating things like cakes, biscuits, chocolates or sweets makes me feel good

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	492 49%	131 50%	335 49%	26 46% *	312 50%	179 48%	97 60% H	164 47%	44 46% *	304 50%	171 49%	17 36% *	146 58% OP	87 53%	170 44%	85 46%	360 51%	132 44%
I definitely agree (2)	118 12%	29 11%	83 12%	6 10% *	67 11%	50 13%	30 18% H	27 8%	10 10% *	72 12%	38 11%	9 18% *	41 16% O	17 10%	37 10%	22 12%	86 12%	32 11%
I tend to agree (1)	374 37%	102 39%	252 37%	20 36% *	245 39%	129 34%	67 42%	137 39%	34 36% *	232 39% L	134 38% L	8 18% *	105 41%	70 42%	133 34%	63 34%	274 39%	100 33%
I neither agree nor disagree (0)	298 30%	77 29%	205 30%	17 29% *	179 28%	120 32%	28 17%	111 32% G	31 33% G*	178 29%	100 28%	21 45% K*	68 27%	44 26%	123 32%	59 32%	188 27%	110 37% Q
Net: Disagree	203 20%	52 20%	136 20%	14 25% *	128 20%	75 20%	35 22%	68 20%	20 21% *	118 20%	80 23%	5 11% *	39 15%	31 19%	90 23% M	40 21%	152 22%	51 17%
I tend to disagree (-1)	138 14%	34 13%	97 14%	7 12% *	91 15%	46 12%	24 15%	49 14%	16 16% *	77 13%	59 17% L	2 4% *	25 10%	16 10%	65 17% MN	31 17% M	103 15%	35 12%
I definitely disagree (-2)	65 7%	18 7%	40 6%	8 13% *	37 6%	29 8%	11 7%	20 6%	4 4% *	41 7%	21 6%	4 8% *	14 6%	15 9%	25 6%	8 4%	49 7%	16 5%
Don't know	9 1%	2 1%	8 1%	- - *	8 1%	1 *	2 1%	4 1%	- - *	4 1%	2 1%	4 8% JK*	1 *	4 2%	2 1%	2 1%	4 1%	5 2%
Mean score	0.34	0.35	0.36	0.17 *	0.35	0.34	0.51 H	0.3	0.31 *	0.36	0.31	0.38 *	0.53 OP	0.36	0.24	0.32	0.35	0.33
Standard Deviation	1.066	1.065	1.056	1.185	1.047	1.098	1.155	0.997	1.016	1.066	1.061	1.114	1.053	1.098	1.054	1.036	1.09	1.007
Standard Error	0.034	0.066	0.041	0.157	0.042	0.057	0.091	0.054	0.104	0.044	0.057	0.17	0.066	0.086	0.054	0.076	0.041	0.059

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - Eating things like cakes, biscuits, chocolates or sweets makes me feel good

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	492 49%	161 55% C	326 47%	273 47%	107 45%	99 64% DE	447 50%	44 44% *	199 50%	292 49%
I definitely agree (2)	118 12% C	48 16%	69 10%	53 9%	31 13%	29 19% D	109 12%	9 9% *	52 13%	66 11%
I tend to agree (1)	374 37%	113 38%	257 37%	219 37%	76 32%	70 45% E	339 38%	35 35% *	148 37%	226 38%
I neither agree nor disagree (0)	298 30%	72 24%	222 32% B	166 28% F	95 40% DF	30 19%	258 29%	41 40% G*	113 28%	185 31%
Net: Disagree	203 20%	61 21%	138 20%	142 24% E	32 13%	27 17%	188 21%	15 15% *	84 21%	119 20%
I tend to disagree (-1)	138 14%	43 15%	93 13%	93 16%	27 12%	18 11%	127 14%	10 10% *	62 15%	76 13%
I definitely disagree (-2)	65 7%	19 6%	45 6%	50 8% E	4 2%	9 6%	61 7%	5 5% *	22 5%	44 7%
Don't know	9 1%	1 *	7 1%	5 1%	3 1%	- -	8 1%	1 1% *	4 1%	5 1%
Mean score	0.34	0.44	0.31	0.23	0.44	0.59	0.34	0.34	0.37	0.33
Standard Deviation	1.066	1.117	1.039	1.093	0.928	1.102	1.079	0.95	1.067	1.066
Standard Error	0.034	0.065	0.04	0.045	0.061	0.088	0.036	0.095	0.054	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - Eating things like cakes, biscuits, chocolates or sweets makes me feel good

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	492 49%	104 46%	302 50%	190 47%	386 53% H	306 58% H	115 64% EH	106 39%
I definitely agree (2)	118 12%	29 13%	69 11%	49 12%	96 13% H	74 14% H	38 21% EFH	21 8%
I tend to agree (1)	374 37%	75 34%	233 39%	141 35%	290 39% H	232 44% H	77 43% H	84 31%
I neither agree nor disagree (0)	298 30%	67 30%	162 27%	137 34% C	200 27% G	135 25%	34 19%	98 37% EFG
Net: Disagree	203 20%	47 21%	136 23% D	67 17%	141 19%	86 16%	30 16%	62 23% F
I tend to disagree (-1)	138 14%	35 16%	92 15%	45 11%	101 14%	61 11%	23 13%	37 14%
I definitely disagree (-2)	65 7%	12 6%	43 7%	22 5%	40 5%	26 5%	6 4%	25 9% EFG
Don't know	9 1%	5 2%	2 *	7 2%	7 1%	3 1%	1 *	3 1%
Mean score	0.34	0.33	0.32	0.38	0.41 H	0.51 H	0.65 EH	0.15
Standard Deviation	1.066	1.074	1.092	1.024	1.058	1.026	1.063	1.067
Standard Error	0.034	0.073	0.045	0.052	0.039	0.045	0.08	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I think there are too many children who are not a healthy weight for their age and height

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	774 77%	379 78%	395 77%	98 70% *	108 68%	112 74%	150 83%	113 74%	192 88%	210 84%	219 80%	138 74%	207 71%	429 81%	345 72%	163 76%	314 80%	142 73%	154 77%	198 72%	576 79%
I definitely agree (2)	378 38%	191 39%	187 36%	42 30% *	51 32%	56 37%	67 37%	57 38%	105 48%	120 48%	98 36%	70 38%	90 31%	218 42%	160 34%	81 38%	153 39%	69 35%	75 37%	91 33%	287 40%
I tend to agree (1)	395 39%	187 38%	208 40%	56 40% *	58 36%	56 37%	83 46%	55 37%	87 40%	89 36%	121 44%	67 36%	117 40%	210 40%	185 39%	82 38%	161 41%	72 37%	79 40%	107 39%	288 40%
I neither agree nor disagree (0)	159 16%	77 16%	82 16%	27 19% I*	39 25% GI	34 22% GI	20 11% I	24 16% I	15 7%	30 12%	36 13%	36 19% N	58 20% JKN	66 12%	93 20% JKN	32 15%	52 13%	43 22% Q	31 16%	62 22% U	97 13%
Net: Disagree	30 3%	17 3%	14 3%	9 7% *	7 4%	3 2%	4 2%	4 2%	4 2%	6 2%	9 3%	6 3%	10 4%	14 3%	16 3%	6 3%	11 3%	3 1%	10 5%	11 4%	20 3%
I tend to disagree (-1)	21 2%	12 2%	9 2%	6 5% *	6 4%	2 1%	3 1%	2 1%	2 1%	5 2%	5 2%	2 1%	9 3%	9 2%	11 2%	2 1%	9 2%	2 1%	8 4%	10 4%	11 2%
I definitely disagree (-2)	10 1%	5 1%	5 1%	3 2% *	1 1%	1 1%	1 1%	2 1%	2 1%	1 *	4 1%	4 2%	1 *	5 1%	5 1%	4 2%	2 *	1 *	2 1%	1 *	9 1%
Don't know	39 4%	16 3%	23 4%	6 4% *	4 3%	3 2%	8 5%	11 7% F	7 3%	5 2%	12 4%	6 3%	16 5%	17 3%	22 5%	13 6%	15 4%	7 4%	4 2%	6 2%	33 5%
Mean score	1.16	1.16	1.15	0.96 *	0.98	1.1	1.23	1.17	1.38	1.32	1.16	1.11	1.04	1.23	1.07	1.16	1.21	1.1	1.1	1.03	1.21
Standard Deviation	0.843	0.857	0.83	0.95 *	0.893	0.84	0.752	0.854	0.74	0.792	0.833	0.899	0.841	0.817	0.864	0.878	0.802	0.822	0.9	0.861	0.831
Standard Error	0.027	0.039	0.037	0.082	0.072	0.069	0.057	0.072	0.051	0.051	0.051	0.067	0.051	0.036	0.041	0.062	0.041	0.06	0.064	0.052	0.032

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q56. How much do you agree or disagree with - I think there are too many children who are not a healthy weight for their age and height

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	774 77%	202 77%	530 78%	41 73% *	485 77%	288 77%	130 80% I	284 82% I	58 61% *	464 77% L	282 80% L	27 59% *	181 72%	126 76%	323 84% MNP	135 72%	566 80% R	208 70%
I definitely agree (2)	378 38%	98 37%	254 37%	27 47% *	240 38%	139 37%	74 46%	126 36%	31 33% *	230 38% L	139 39% L	10 21% *	87 34%	66 40%	163 42% P	58 31%	302 43% R	76 26%
I tend to agree (1)	395 39%	104 40%	276 40%	15 26% *	245 39%	150 40%	56 34%	158 45% GI	27 28% *	234 39%	143 40%	18 38% *	94 37%	60 36%	159 41%	76 41%	264 37%	132 44%
I neither agree nor disagree (0)	159 16%	41 16%	109 16%	8 15% *	103 17%	55 15%	27 17%	47 13%	26 27% H*	99 16%	50 14%	10 22% *	51 20% O	28 17%	44 11%	34 19% O	101 14%	57 19%
Net: Disagree	30 3%	6 2%	19 3%	5 10% BC*	21 3%	9 2%	4 2%	13 4%	4 4% *	18 3%	10 3%	2 4% *	12 5%	6 4%	6 2%	6 3%	16 2%	14 5%
I tend to disagree (-1)	21 2%	5 2%	12 2%	4 7% C*	15 2%	6 2%	1 1%	11 3%	3 3% *	13 2%	7 2%	1 2% *	7 3%	6 4%	5 1%	3 2%	10 1%	11 4%
I definitely disagree (-2)	10 1%	1 *	7 1%	1 2% *	7 1%	3 1%	3 2%	2 1%	1 1% *	5 1%	3 1%	1 2% *	5 2%	- -	2 *	3 2%	6 1%	4 1%
Don't know	39 4%	13 5%	25 4%	2 3% *	17 3%	22 6% E	2 1%	4 1%	8 8% GH*	21 4%	11 3%	7 15% JK*	9 4%	6 4%	13 3%	11 6%	20 3%	19 6% Q
Mean score	1.16	1.18	1.15	1.11 *	1.14	1.18	1.23 I	1.15	0.97 *	1.15	1.19 L	0.87 *	1.03	1.16	1.28 MP	1.05	1.24 R	0.95
Standard Deviation	0.843	0.801	0.837	1.077	0.859	0.814	0.868	0.811	0.941	0.844	0.829	0.906	0.926	0.847	0.752	0.874	0.818	0.868
Standard Error	0.027	0.051	0.033	0.145	0.035	0.043	0.068	0.044	0.101	0.035	0.045	0.144	0.059	0.067	0.039	0.066	0.031	0.052

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I think there are too many children who are not a healthy weight for their age and height

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	774 77%	237 80%	529 76%	480 82% EF	164 69%	115 74%	749 83% H	25 25% *	302 75%	472 78%
I definitely agree (2)	378 38%	117 40%	256 37%	252 43% EF	69 29%	47 30%	370 41% H	8 8% *	152 38%	226 38%
I tend to agree (1)	395 39%	120 41%	273 39%	229 39%	95 40%	68 44%	378 42% H	17 16% *	150 37%	245 41%
I neither agree nor disagree (0)	159 16%	38 13%	116 17%	78 13% DF	57 24% DF	20 13%	112 12%	47 46% G*	74 18%	85 14%
Net: Disagree	30 3%	6 2%	23 3%	12 2%	4 2%	13 8% DE	13 1%	17 17% G*	13 3%	17 3%
I tend to disagree (-1)	21 2%	5 2%	16 2%	9 2%	3 1%	8 5% D	8 1%	13 13% G*	10 3%	10 2%
I definitely disagree (-2)	10 1%	1 *	7 1%	3 *	1 *	5 3% D	5 1%	4 4% G*	3 1%	7 1%
Don't know	39 4%	14 5%	24 3%	15 3%	12 5%	8 5%	27 3%	12 12% G*	11 3%	28 5%
Mean score	1.16	1.23	1.13	1.26 EF	1.01	0.98	1.26 H	0.13 *	1.13	1.17
Standard Deviation	0.843	0.782	0.856	0.788	0.808	0.985	0.758	0.945	0.861	0.831
Standard Error	0.027	0.047	0.033	0.033	0.054	0.081	0.026	0.1	0.044	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I think there are too many children who are not a healthy weight for their age and height

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	774 77%	153 69%	515 86% D	258 65%	561 76%	398 75%	135 75%	213 79%
I definitely agree (2)	378 38%	74 33%	277 46% D	101 25%	257 35%	178 34%	65 37%	121 45% EF
I tend to agree (1)	395 39%	79 35%	238 40%	157 39%	304 41% H	220 42%	70 39%	92 34%
I neither agree nor disagree (0)	159 16%	51 23%	62 10%	97 24% C	126 17%	96 18% H	30 17%	33 12%
Net: Disagree	30 3%	10 4%	11 2%	20 5% C	26 4%	22 4%	11 6% H	4 1%
I tend to disagree (-1)	21 2%	6 3%	7 1%	14 3% C	19 3%	16 3%	8 4% H	2 1%
I definitely disagree (-2)	10 1%	4 2%	4 1%	6 1%	8 1%	6 1%	3 2%	2 1%
Don't know	39 4%	9 4%	14 2%	25 6% C	20 3%	14 3%	3 2%	19 7% EFG
Mean score	1.16	1	1.32 D	0.89	1.1	1.06	1.06	1.31 EFG
Standard Deviation	0.843	0.929	0.761	0.896	0.854	0.867	0.942	0.792
Standard Error	0.027	0.063	0.031	0.046	0.032	0.038	0.071	0.05

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - There are too many people who eat unhealthily in Scotland

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	742 74%	371 76%	372 72%	92 66% *	98 62%	108 71%	133 74% E	117 78% E	193 89% DEFGH	204 81% LMO	214 78% MO	128 69%	197 68%	417 79% LMO	325 68%	159 74%	297 76%	144 74%	143 71%	188 68%	554 76% T
I definitely agree (2)	368 37%	189 39%	178 35%	37 27% *	49 31%	59 39%	69 38%	57 38%	96 44% DE	108 43% MO	96 35%	64 34%	100 34%	204 39%	163 34%	85 39%	142 36%	65 33%	76 38%	92 33%	276 38%
I tend to agree (1)	375 37%	181 37%	194 38%	55 39% *	48 31%	50 33%	64 35%	60 40%	98 45% EF	95 38%	118 43% MO	65 35%	97 33%	213 40% O	162 34%	74 34%	155 40%	79 41%	67 33%	97 35%	278 38%
I neither agree nor disagree (0)	178 18%	85 17%	93 18%	24 17% I* FGHI*	47 29% DGHI	37 25% HI	33 18% I	20 13%	17 8%	32 13%	42 15%	40 22% JN	64 22% JN	74 14%	104 22% JKN	36 17%	65 16%	34 18%	43 22%	65 23% U	113 16%
Net: Disagree	55 6%	24 5%	32 6%	21 15% FGHI* I	11 7% I	5 3%	9 5%	5 4%	4 2%	8 3%	13 5%	14 7%	21 7%	21 4%	34 7% JN	15 7%	19 5%	11 6%	10 5%	17 6%	38 5%
I tend to disagree (-1)	40 4%	17 3%	23 4%	15 11% FGHI* HI	10 6% HI	5 3%	5 3%	2 1%	3 1%	6 2%	9 3%	11 6%	14 5%	14 3%	25 5%	9 4%	16 4%	9 5%	6 3%	12 5%	27 4%
I definitely disagree (-2)	15 2%	7 1%	9 2%	6 4% *	1 1% *	- -	4 2%	4 2%	1 *	2 1%	4 2%	3 1%	6 2%	7 1%	9 2%	6 3%	3 1%	2 1%	4 2%	5 2%	11 1%
Don't know	26 3%	9 2%	18 3%	3 2% *	3 2%	2 1%	6 3%	9 6%	4 2%	7 3%	7 3%	3 2%	9 3%	14 3%	12 3%	5 3%	12 3%	5 3%	4 2%	6 2%	20 3%
Mean score	1.06	1.1	1.03	0.74 *	0.87	1.08	1.09	1.16	1.32	1.24	1.09	0.96	0.96	1.16	0.96	1.06	1.09	1.03	1.05	0.96	1.11
Standard Deviation	0.928	0.912	0.944	1.11 *	0.959	0.874	0.942	0.894	0.725	0.837	0.884	0.973	0.995	0.864	0.985	1.003	0.882	0.912	0.955	0.959	0.914
Standard Error	0.03	0.042	0.042	0.095	0.077	0.071	0.071	0.075	0.049	0.054	0.054	0.072	0.059	0.038	0.046	0.069	0.045	0.066	0.068	0.058	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - There are too many people who eat unhealthily in Scotland

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	742 74%	185 71%	518 76%	40 70% *	462 74%	281 75%	123 76% I	264 76% I	60 63% *	446 74%	266 75%	31 67% *	179 70%	120 72%	298 77%	138 74%	557 79% R	185 62%
I definitely agree (2)	368 37%	89 34%	254 37%	24 43% *	225 36%	143 38%	74 45% H	110 31%	34 36% *	235 39%	120 34%	13 28% *	79 31%	58 35%	160 41% M	68 37%	294 42% R	73 25%
I tend to agree (1)	375 37%	96 37%	264 39%	16 28% *	237 38%	138 37%	50 31%	155 44% GI	25 27% *	211 35%	146 41%	18 39% *	99 39%	62 37%	139 36%	70 38%	263 37%	111 37%
I neither agree nor disagree (0)	178 18%	51 19%	114 17%	13 23% *	114 18%	64 17%	26 16%	57 16%	27 28% GH*	108 18%	59 17%	11 23% *	51 20%	33 20%	61 16%	32 17%	100 14%	79 26% Q
Net: Disagree	55 6%	17 7%	34 5%	4 6% *	37 6%	18 5%	13 8%	22 6%	2 2% *	34 6%	20 6%	1 2% *	15 6%	10 6%	21 5%	9 5%	34 5%	21 7%
I tend to disagree (-1)	40 4%	11 4%	25 4%	4 6% *	26 4%	14 4%	8 5%	16 5%	2 2% *	24 4%	15 4%	- - *	10 4%	7 4%	17 4%	5 3%	22 3%	18 6%
I definitely disagree (-2)	15 2%	6 2%	9 1%	- - *	11 2%	4 1%	5 3%	6 2%	- - *	10 2%	5 1%	1 2% *	6 2%	2 2%	4 1%	4 2%	12 2%	4 1%
Don't know	26 3%	9 3%	18 3%	- - *	14 2%	12 3%	- -	5 1%	7 7% GH*	15 2%	8 2%	4 8% *	9 3%	4 2%	5 1%	7 4%	12 2%	14 5% Q
Mean score	1.06	0.99	1.09	1.07 *	1.04	1.1	1.1	1.01	1.04 *	1.08	1.05	0.99 *	0.97	1.02	1.14 M	1.08	1.17 R	0.82
Standard Deviation	0.928	0.977	0.906	0.963	0.94	0.908	1.049	0.908	0.89	0.946	0.906	0.881	0.947	0.94	0.912	0.923	0.908	0.934
Standard Error	0.03	0.061	0.035	0.127	0.038	0.048	0.082	0.049	0.095	0.039	0.049	0.134	0.06	0.074	0.047	0.069	0.035	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - There are too many people who eat unhealthily in Scotland

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	742 74%	220 75%	517 75%	473 81% EF	147 62%	105 68%	720 80% H	23 22% *	282 71%	460 76%
I definitely agree (2)	368 37%	119 40%	246 35%	245 42% E	60 25%	51 33%	365 41% H	3 3% *	142 35%	226 38%
I tend to agree (1)	375 37%	101 34%	272 39%	228 39%	87 37%	54 35%	355 39% H	20 20% *	141 35%	234 39%
I neither agree nor disagree (0)	178 18%	52 18%	118 17%	78 13% D	68 29% D	31 20%	129 14%	49 48% G*	80 20%	98 16%
Net: Disagree	55 6%	15 5%	40 6%	27 5%	11 5%	17 11% DE	37 4%	19 18% G* J	32 8%	23 4%
I tend to disagree (-1)	40 4%	9 3%	31 4%	17 3%	9 4%	14 9% D	26 3%	14 14% G*	22 6%	18 3%
I definitely disagree (-2)	15 2%	6 2%	9 1%	10 2%	2 1%	3 2%	11 1%	5 5% G*	10 2%	6 1%
Don't know	26 3%	8 3%	17 2%	8 1%	11 5% D	3 2%	15 2%	11 11% G*	6 1%	21 3%
Mean score	1.06	1.11	1.06	1.18 EF	0.86	0.89	1.17 H	0.02 *	0.97	1.13 I
Standard Deviation	0.928	0.946	0.914	0.895	0.883	1.032	0.868	0.849	1.006	0.867
Standard Error	0.03	0.056	0.035	0.037	0.059	0.084	0.029	0.089	0.051	0.036

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - There are too many people who eat unhealthily in Scotland

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	742 74%	145 65%	497 83% D	246 61%	533 73%	365 69%	119 67%	209 78% FG
I definitely agree (2)	368 37%	65 29%	262 44% D	106 26%	256 35%	169 32%	51 28%	112 42% FG
I tend to agree (1)	375 37%	80 36%	235 39%	140 35%	277 38%	197 37%	68 38%	97 36%
I neither agree nor disagree (0)	178 18%	51 23%	72 12% C	106 26% C	146 20% H	120 23% H	40 22% H	32 12%
Net: Disagree	55 6%	22 10%	24 4% C	31 8% C	39 5%	35 7%	17 10%	16 6%
I tend to disagree (-1)	40 4%	17 8%	15 3% C	25 6% C	30 4%	27 5%	12 6%	10 4%
I definitely disagree (-2)	15 2%	5 2%	9 2%	6 2%	10 1%	7 1%	6 3%	6 2%
Don't know	26 3%	5 2%	9 1% C	18 4% C	15 2%	10 2%	3 1%	11 4%
Mean score	1.06	0.84	1.22 D	0.82	1.03 G	0.95	0.84	1.16 FG
Standard Deviation	0.928	1.011	0.87	0.964	0.92	0.943	1.02	0.946
Standard Error	0.03	0.068	0.036	0.049	0.034	0.041	0.077	0.059

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - Eating healthy food makes me feel good about myself

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	665 66%	286 59%	379 74% B	90 64% *	111 70%	110 72% H	122 67%	91 60%	142 65%	180 72% KMN	174 63%	140 76% KMO	170 59%	355 67% KM	310 65% M	138 64%	248 63%	133 69%	146 73% Q	207 75% U	458 63%
I definitely agree (2)	266 27%	95 19%	171 33% B	41 29% *	52 33% GI	47 31% I	41 23%	39 26%	47 21%	75 30% M	73 27%	60 32% MO	58 20%	149 28% M	117 25% M	55 26%	91 23%	62 32% Q	58 29% Q	86 31% Q	180 25%
I tend to agree (1)	399 40%	191 39%	208 41%	49 35% *	59 37%	63 41%	81 44%	52 34%	96 44%	105 42%	101 37%	80 43%	113 39%	206 39%	193 41%	83 39%	156 40%	71 37%	88 44%	120 43%	279 38%
I neither agree nor disagree (0)	258 26%	159 33% C	100 19%	31 22% *	36 23%	35 23%	50 27%	46 30%	61 28%	55 22%	74 27%	38 21%	91 31% JLNO	129 25%	130 27% L	55 26%	113 29%	47 24%	43 22%	59 21%	200 28%
Net: Disagree	69 7%	39 8%	30 6%	18 13% *	9 6%	7 5%	10 5%	11 7%	14 6%	16 6%	24 9% L	6 3%	24 8%	39 7%	30 6%	20 9%	26 7%	12 6%	11 6%	11 4%	58 8%
I tend to disagree (-1)	54 5%	31 6%	23 4%	15 11% E*	5 3%	6 4%	9 5%	9 6%	11 5%	8 3%	19 7%	5 3%	22 8% J	27 5%	28 6% L	13 6%	23 6%	9 5%	9 5%	8 3%	47 6% T
I definitely disagree (-2)	15 1%	8 2%	7 1%	3 2% *	4 2%	2 1%	1 1%	2 1%	3 2%	8 3% MO	5 2%	1 1%	1 *	13 2% O	2 2% Q	7 3%	3 1%	3 1%	2 1%	4 1%	11 2%
Don't know	9 1%	4 1%	5 1%	1 1% *	3 2%	- -	- -	4 3%	1 *	- -	3 1%	1 1%	5 2%	3 1%	6 1%	2 1%	5 1%	2 1%	- -	- -	9 1%
Mean score	0.85	0.69	1.01	0.79	0.96	0.97	0.84	0.79	0.79	0.93	0.8	1.04	0.71	0.86	0.84	0.78	0.8	0.94	0.95	1	0.8
Standard Deviation	0.928	0.915	0.913	1.048	0.961	0.892	0.851	0.945	0.89	0.958	0.973	0.833	0.89	0.967	0.882	1.009	0.892	0.938	0.884	0.872	0.942
Standard Error	0.029	0.042	0.04	0.089	0.077	0.072	0.063	0.078	0.06	0.061	0.059	0.061	0.053	0.042	0.041	0.069	0.045	0.068	0.063	0.052	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - Eating healthy food makes me feel good about myself

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	665 66%	173 66%	452 66%	41 71% *	449 72% F	216 58%	132 81% HI	252 72% I	57 59% *	423 70% L	231 65% L	11 25% *	152 60%	113 68%	276 72% M	118 64%	531 75% R	134 45%
I definitely agree (2)	266 27%	68 26%	179 26%	19 34% *	188 30% F	78 21%	74 46% HI	93 27%	18 19% *	185 31% KL	76 22%	5 11% *	54 21%	52 31% M	113 29% M	46 25%	226 32% R	40 13%
I tend to agree (1)	399 40%	104 40%	273 40%	21 37% *	261 42%	138 37%	58 36%	159 46% G	39 40% *	238 40% L	154 44% L	6 14% *	98 39%	62 37%	163 42%	72 39%	304 43% R	95 32%
I neither agree nor disagree (0)	258 26%	68 26%	179 26%	12 21% *	141 22%	118 31% E	23 14%	78 22% G	32 34% GH*	147 24%	91 26%	21 46% JK*	76 30%	36 22%	90 23%	50 27%	136 19%	122 41% Q
Net: Disagree	69 7%	20 8%	44 6%	5 8% *	32 5%	37 10%	7 5%	17 5%	4 5% *	30 5%	29 8%	10 22% JK*	21 8%	15 9% O	17 4%	15 8%	34 5%	35 12% Q
I tend to disagree (-1)	54 5%	16 6%	35 5%	3 6% *	25 4%	29 8% E	6 3%	16 4%	3 3% *	21 3%	24 7% J	9 20% JK*	14 6%	12 8%	16 4%	12 6%	28 4%	27 9% Q
I definitely disagree (-2)	15 1%	4 1%	10 1%	1 2% *	7 1%	8 2%	2 1%	1 *	2 2% *	10 2%	4 1%	1 2% *	7 3% O	3 2%	2 *	3 2%	7 1%	8 3%
Don't know	9 1%	1 *	8 1%	- - *	5 1%	4 1%	- -	1 *	2 2% *	3 *	3 1%	4 8% JK*	4 2%	1 1%	2 1%	2 1%	2 *	7 3% Q
Mean score	0.85	0.84	0.85	0.94 *	0.96 F	0.67	1.21 HI	0.94 I	0.73 *	0.95 KL	0.78 L	0.12 *	0.71	0.89	0.97 MP	0.8	1.02 R	0.45
Standard Deviation	0.928	0.934	0.919	1.005	0.888	0.964	0.895	0.835	0.873	0.912	0.906	0.962	0.958	0.994	0.856	0.953	0.873	0.932
Standard Error	0.029	0.058	0.035	0.133	0.036	0.05	0.07	0.045	0.09	0.037	0.048	0.147	0.061	0.077	0.044	0.07	0.033	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - Eating healthy food makes me feel good about myself

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	665 66%	183 62%	478 69%	450 77%	117 50%	87 56%	627 70%	38 38%	300 75%	365 61%
I definitely agree (2)	266 27%	80 27%	184 27%	206 35%	32 13%	23 15%	251 28%	15 15%	147 37%	119 20%
I tend to agree (1)	399 40%	103 35%	293 42%	245 42%	86 36%	63 41%	376 42%	23 23%	153 38%	245 41%
I neither agree nor disagree (0)	258 26%	88 30%	165 24%	112 19%	96 40%	42 27%	215 24%	43 43%	79 20%	180 30%
Net: Disagree	69 7%	23 8%	44 6%	21 4%	19 8%	25 16%	51 6%	18 17%	20 5%	49 8%
I tend to disagree (-1)	54 5%	16 5%	37 5%	16 3%	17 7%	21 13%	42 5%	12 12%	15 4%	39 7%
I definitely disagree (-2)	15 1%	7 2%	6 1%	5 1%	3 1%	4 3%	9 1%	5 5%	5 1%	10 2%
Don't know	9 1%	2 1%	6 1%	2 *	4 2%	2 1%	7 1%	2 2%	1 *	8 1%
Mean score	0.85	0.79	0.89	1.08 EF	0.54	0.52	0.91 H	0.31 *	1.06 J	0.72
Standard Deviation	0.928	0.984	0.894	0.852	0.86	0.997	0.893	1.053	0.911	0.914
Standard Error	0.029	0.057	0.034	0.035	0.056	0.08	0.03	0.106	0.046	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - Eating healthy food makes me feel good about myself

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	665 66%	153 68%	461 77%	204 51%	480 65%	348 66%	117 65%	185 69%
I definitely agree (2)	266 27%	72 32%	195 32%	71 18%	187 26%	137 26%	51 28%	79 29%
I tend to agree (1)	399 40%	81 36%	267 44%	132 33%	293 40%	212 40%	66 37%	106 40%
I neither agree nor disagree (0)	258 26%	49 22%	115 19%	144 36%	193 26%	141 27%	46 26%	66 24%
Net: Disagree	69 7%	17 7%	26 4%	43 11%	55 8%	40 7%	15 8%	14 5%
I tend to disagree (-1)	54 5%	13 6%	20 3%	35 9%	43 6%	30 6%	11 6%	11 4%
I definitely disagree (-2)	15 1%	3 1%	6 1%	9 2%	12 2%	9 2%	4 2%	3 1%
Don't know	9 1%	4 2%	- -	9 2%	5 1%	1 *	1 *	4 1%
Mean score	0.85	0.93	1.04	0.57	0.82	0.82	0.84	0.93
Standard Deviation	0.928	0.966	0.855	0.963	0.937	0.94	0.988	0.898
Standard Error	0.029	0.065	0.035	0.049	0.035	0.041	0.074	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Tb T446

Q56. How much do you agree or disagree with - I know that in Scotland, we have to make some significant changes to what we eat to be more healthy

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	788 79%	385 79%	403 78%	103 73% *	106 67%	113 74%	152 84% EF	120 80% E	193 88% DEFH	205 82% MO	226 82% MO	141 76%	216 74%	431 82% MO	357 75%	173 80%	306 78%	152 78%	157 78%	205 74%	583 80% T
I definitely agree (2)	346 35%	168 34%	179 35%	45 32% *	53 33%	50 33%	51 28%	58 38%	89 41% G	109 44% KLMNO	86 31%	58 31%	93 32%	195 37% K	151 32%	85 39%	129 33%	60 31%	72 36%	90 33%	256 35%
I tend to agree (1)	442 44%	217 45%	225 44%	58 41% *	53 34%	63 41%	101 56% DEFH	62 41% E	104 48% E	96 38%	140 51% JN	83 45%	123 42%	236 45% J	206 43%	88 41%	177 45%	92 47%	85 43%	114 41%	327 45%
I neither agree nor disagree (0)	160 16%	76 16%	84 16%	24 17% *	43 27% GHI	31 20% GI	20 11%	23 15%	20 9%	32 13%	39 14%	36 19%	53 18%	70 13%	89 19% JN	28 13%	61 16%	36 18%	35 17%	60 22% U	100 14%
Net: Disagree	39 4%	24 5%	15 3%	11 8% *	7 5%	6 4%	6 3%	3 2%	6 3%	12 5%	8 3%	6 3%	14 5%	19 4%	20 4%	11 5%	17 4%	5 2%	5 3%	8 3%	31 4%
I tend to disagree (-1)	27 3%	15 3%	11 2%	9 7% GH*	5 3%	6 4%	1 *	1 1%	5 2%	7 3%	6 2%	3 1%	12 4%	13 2%	14 3%	6 3%	13 3%	3 1%	5 2%	5 2%	22 3%
I definitely disagree (-2)	12 1%	9 2%	3 1%	1 1% *	2 1%	1 1%	5 3%	2 1%	1 *	5 2%	2 1%	3 2%	2 1%	7 1%	5 1%	5 2%	4 1%	2 1%	1 *	3 1%	9 1%
Don't know	15 2%	3 1%	12 2%	3 2% *	2 1%	2 1%	4 2%	5 3% I	- -	2 1%	4 1%	3 2%	7 3%	5 1%	10 2%	3 1%	8 2%	1 1%	3 1%	4 1%	12 2%
Mean score	1.1	1.07	1.12	0.99 *	0.96	1.04	1.09	1.19 E	1.26 DEFG	1.2 MO	1.11	1.04	1.04	1.15 O	1.04	1.14	1.08	1.06	1.13	1.04	1.12
Standard Deviation	0.849	0.888	0.81	0.93	0.933	0.861	0.807	0.816	0.752	0.902	0.77	0.854	0.866	0.836	0.86	0.923	0.849	0.804	0.813	0.849	0.849
Standard Error	0.027	0.04	0.036	0.079	0.075	0.07	0.061	0.067	0.051	0.057	0.047	0.063	0.051	0.037	0.04	0.063	0.043	0.058	0.058	0.051	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q56. How much do you agree or disagree with - I know that in Scotland, we have to make some significant changes to what we eat to be more healthy

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	788 79%	201 77%	543 79%	44 77% *	493 79%	295 79%	135 83% I	280 81% I	62 65% *	478 79%	279 79%	31 66% *	187 74%	130 78%	316 82% M	146 78%	593 84% R	195 65%
I definitely agree (2)	346 35%	83 32%	241 35%	22 38% *	217 35%	129 34%	72 44% H	109 31%	31 32% *	223 37%	111 32%	12 26% *	86 34%	54 33%	143 37%	59 32%	289 41% R	57 19%
I tend to agree (1)	442 44%	118 45%	302 44%	22 39% *	276 44%	166 44%	63 39% GI	172 49%	32 33% *	255 42%	168 47%	19 41% *	101 40%	75 45%	174 45%	86 46%	303 43%	139 46%
I neither agree nor disagree (0)	160 16%	44 17%	106 15%	10 18% *	105 17%	55 15%	22 14% GH*	54 15%	25 26% GH*	96 16%	54 15%	9 20% *	49 19%	26 15%	57 15%	27 14%	86 12%	74 25% Q
Net: Disagree	39 4%	10 4%	26 4%	3 5% *	21 3%	17 5%	5 3%	11 3%	4 4% *	18 3%	18 5%	3 6% *	14 6% O	8 5%	7 2%	10 5%	18 3%	21 7% Q
I tend to disagree (-1)	27 3%	5 2%	19 3%	3 5% *	15 2%	11 3%	4 2% J	7 2%	4 4% *	11 2%	15 4%	1 2% *	8 3%	8 5%	6 1%	5 3%	12 2%	15 5% Q
I definitely disagree (-2)	12 1%	5 2%	7 1%	- * *	6 1%	6 2%	1 1% HI	4 1%	- * *	7 1%	3 1%	2 4% *	6 2%	- *	2 *	4 2%	6 1%	6 2%
Don't know	15 2%	6 2%	9 1%	- * *	8 1%	7 2%	- * GH*	3 1%	4 4% JK*	10 2%	2 1%	4 8% JK*	3 1%	3 2%	5 1%	4 2%	7 1%	8 3%
Mean score	1.1	1.06	1.11	1.1 *	1.1	1.09	1.24 HI	1.08	0.98 *	1.14	1.05	0.88 *	1.01	1.08	1.18 M	1.05	1.23 R	0.78
Standard Deviation	0.849	0.864	0.842	0.877	0.834	0.874	0.82	0.806	0.884	0.838	0.845	0.993	0.943	0.824	0.77	0.895	0.796	0.887
Standard Error	0.027	0.054	0.032	0.116	0.034	0.046	0.064	0.043	0.093	0.034	0.045	0.152	0.06	0.065	0.039	0.066	0.03	0.052

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I know that in Scotland, we have to make some significant changes to what we eat to be more healthy

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	788 79%	243 82%	538 78%	480 82% E	169 71%	123 79%	754 84% H	34 34% *	318 80%	470 78%
I definitely agree (2)	346 35%	108 36%	235 34%	222 38% E	60 25%	53 34%	339 38% H	7 7% *	156 39% J	190 32%
I tend to agree (1)	442 44%	135 46%	302 44%	259 44%	109 46%	70 45%	415 46% H	27 27% *	162 41%	280 46%
I neither agree nor disagree (0)	160 16%	36 12%	119 17%	83 14%	56 24% DF	17 11%	117 13%	43 43% G*	62 15%	98 16%
Net: Disagree	39 4%	12 4%	25 4%	15 3%	8 4%	13 8% D	22 2%	17 17% G*	15 4%	23 4%
I tend to disagree (-1)	27 3%	7 2%	20 3%	10 2%	7 3%	10 6% D	14 2%	12 12% G*	12 3%	15 2%
I definitely disagree (-2)	12 1%	6 2%	5 1%	5 1%	2 1%	3 2%	7 1%	5 5% G*	3 1%	9 1%
Don't know	15 2%	4 1%	10 1%	7 1%	4 2%	2 2%	9 1%	7 6% G*	4 1%	11 2%
Mean score	1.1	1.14	1.09	1.18 E	0.93	1.04	1.19 H	0.21 *	1.15	1.06
Standard Deviation	0.849	0.861	0.836	0.803	0.825	0.952	0.781	0.946	0.853	0.845
Standard Error	0.027	0.05	0.032	0.033	0.054	0.077	0.026	0.097	0.043	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I know that in Scotland, we have to make some significant changes to what we eat to be more healthy

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	788 79%	155 69%	527 88%	261 65%	574 78%	405 76%	134 75%	214 79%
I definitely agree (2)	346 35%	69 31%	254 42%	92 23%	242 33%	167 31%	63 35%	105 39%
I tend to agree (1)	442 44%	86 39%	273 45%	169 42%	333 45%	238 45%	71 40%	109 41%
I neither agree nor disagree (0)	160 16%	53 24%	55 9%	104 26%	120 16%	93 18%	34 19%	40 15%
Net: Disagree	39 4%	9 4%	15 2%	24 6%	29 4%	25 5%	10 6%	10 4%
I tend to disagree (-1)	27 3%	8 4%	11 2%	16 4%	22 3%	18 3%	7 4%	5 2%
I definitely disagree (-2)	12 1%	1 *	4 1%	8 2%	7 1%	7 1%	3 2%	5 2%
Don't know	15 2%	6 3%	4 1%	12 3%	10 1%	6 1%	1 *	6 2%
Mean score	1.1	0.98	1.28	0.83	1.08	1.03	1.03	1.16
Standard Deviation	0.849	0.867	0.761	0.905	0.839	0.87	0.924	0.875
Standard Error	0.027	0.059	0.031	0.046	0.031	0.038	0.069	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Tb T450

Q56. How much do you agree or disagree with - It worries me that unhealthy foods seem to be on price promotion more often than healthy ones

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	688 69%	312 64%	376 73% B	107 76% I*	107 67%	107 70%	129 71%	99 66%	139 64%	169 68%	198 72%	127 69%	193 67%	367 70%	320 67%	140 65%	256 65%	144 74%	149 75% PQ	198 72%	490 68%
I definitely agree (2)	330 33%	139 28%	192 37% B	60 43% HI*	63 40% I	50 33%	61 34% I	44 29%	51 23%	71 28%	101 37%	60 32%	99 34%	172 33%	158 33%	72 33%	106 27%	71 37% Q	81 41% Q	102 37%	229 32%
I tend to agree (1)	358 36%	174 36%	184 36%	47 33% *	43 27%	57 38%	68 37%	55 36%	88 40% E	98 39%	98 35%	67 36%	95 33%	196 37%	162 34%	68 32%	150 38%	72 37%	68 34%	96 35%	261 36%
I neither agree nor disagree (0)	218 22%	119 24%	99 19%	23 16% *	34 22%	31 20%	35 20%	41 27%	54 25%	54 21%	56 20%	40 22%	68 23%	110 21%	108 23%	51 24%	98 25% R	34 17%	35 17%	60 22%	158 22%
Net: Disagree	86 9%	54 11% C	32 6%	8 6% *	15 10%	14 9%	16 9%	11 7%	22 10%	25 10%	17 6%	18 10%	26 9%	41 8%	44 9%	21 10%	35 9%	15 8%	15 7%	17 6%	68 9%
I tend to disagree (-1)	64 6%	38 8%	26 5%	8 6% *	10 7%	13 8%	9 5%	8 5%	16 8%	14 6%	13 5%	15 8%	22 7%	27 5%	37 8%	17 8%	25 6%	10 5%	12 6%	12 4%	52 7%
I definitely disagree (-2)	22 2%	15 3%	6 1%	- - *	5 3%	1 1%	6 4%	4 2%	6 3%	11 4% O	4 1%	3 2%	4 1%	14 3%	7 2%	4 2%	10 3%	5 3%	3 1%	6 2%	16 2%
Don't know	10 1%	3 1%	8 1%	3 2% *	2 1%	- -	2 1%	- -	4 2%	3 1%	4 2%	- -	3 1%	7 1%	3 1%	4 2%	3 1%	2 1%	1 1%	1 *	9 1%
Mean score	0.92	0.79	1.04 B	1.16 HI*	0.96	0.94	0.93	0.85	0.76	0.83	1.03 JN	0.89	0.91	0.93 J	0.9	0.88	0.81	1.01 Q	1.07 Q	1	0.89
Standard Deviation	1.001	1.042	0.944	0.899	1.089	0.963	1.03	0.983	0.986	1.045	0.945	1.003	1.006	0.998	1.004	1.026	0.991	0.997	0.976	0.971	1.011
Standard Error	0.032	0.047	0.042	0.077	0.087	0.078	0.077	0.08	0.067	0.066	0.057	0.074	0.059	0.044	0.046	0.071	0.05	0.072	0.069	0.058	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q56. How much do you agree or disagree with - It worries me that unhealthy foods seem to be on price promotion more often than healthy ones

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	688 69%	174 67%	470 69%	44 77% *	434 69%	254 68%	121 75% I	245 71%	57 60% *	415 69% L	249 70% L	24 52% *	166 65%	105 63%	273 71%	138 74% N	536 76% R	152 51%
I definitely agree (2)	330 33%	75 29%	232 34%	23 41% *	211 34%	119 32%	71 43% HI	108 31%	27 28% *	200 33%	119 34%	11 24% *	68 27%	52 31%	125 32%	83 45% MNO	269 38% R	61 21%
I tend to agree (1)	358 36%	99 38%	238 35%	21 36% *	223 36%	135 36%	51 31%	137 40%	30 32% *	216 36%	129 37%	13 28% *	98 38%	54 32%	148 38%	55 30%	267 38% R	90 30%
I neither agree nor disagree (0)	218 22%	58 22%	151 22%	9 16% *	142 23%	77 20%	26 16%	79 23%	31 33% G*	130 22%	75 21%	13 28% *	58 23%	43 26%	78 20%	35 19%	119 17% Q	99 33% Q
Net: Disagree	86 9%	29 11%	54 8%	3 5% *	44 7%	42 11% E	14 9%	20 6%	6 6% *	53 9%	27 8%	6 13% *	24 10%	17 10%	34 9%	11 6%	43 6% Q	42 14% Q
I tend to disagree (-1)	64 6%	21 8%	41 6%	2 3% *	31 5%	33 9% E	11 7%	16 5%	2 2% *	39 6%	21 6%	4 9% *	17 7%	12 7%	27 7%	9 5%	35 5% Q	29 10% Q
I definitely disagree (-2)	22 2%	7 3%	13 2%	1 2% *	12 2%	9 2%	3 2%	4 1%	4 4% *	14 2%	6 2%	2 4% *	7 3%	5 3%	7 2%	2 1%	8 1% Q	13 4% Q
Don't know	10 1%	1 *	8 1%	1 2% *	7 1%	3 1%	- -	4 1%	1 1% *	5 1%	2 1%	4 8% JK*	6 2% O	1 1%	1 *	3 1%	5 1% R	5 2%
Mean score	0.92	0.82	0.94	1.13 B*	0.95	0.86	1.08 I	0.96	0.79 *	0.92	0.96	0.64 *	0.82	0.82	0.93	1.14 MNO	1.08 R	0.54
Standard Deviation	1.001	1.031	0.991	0.933	0.976	1.04	1.021	0.913	1.01	1.009	0.971	1.105	1.01	1.053	0.985	0.955	0.926	1.068
Standard Error	0.032	0.064	0.038	0.125	0.039	0.054	0.08	0.049	0.104	0.041	0.052	0.169	0.064	0.082	0.05	0.07	0.035	0.062

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - It worries me that unhealthy foods seem to be on price promotion more often than healthy ones

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	688 69%	205 69%	479 69%	419 72% E	151 64%	105 67%	646 72% H	42 41% *	305 76% J	383 64%
I definitely agree (2)	330 33%	102 35%	227 33%	201 34%	69 29%	52 34%	314 35% H	16 16% *	163 41% J	167 28%
I tend to agree (1)	358 36%	102 35%	252 36%	218 37%	82 34%	52 34%	332 37% H	26 25% *	141 35%	216 36%
I neither agree nor disagree (0)	218 22%	60 20%	151 22%	113 19%	63 27% D	37 24%	179 20%	39 39% G*	65 16%	153 25% I
Net: Disagree	86 9%	28 9%	57 8%	50 9%	22 9%	11 7%	68 8%	18 18% G*	26 7%	59 10%
I tend to disagree (-1)	64 6%	20 7%	44 6%	37 6%	17 7%	9 6%	52 6%	12 12% G*	22 5%	42 7%
I definitely disagree (-2)	22 2%	8 3%	12 2%	13 2%	5 2%	2 1%	16 2%	6 5% *	5 1%	17 3%
Don't know	10 1%	3 1%	6 1%	4 1%	2 1%	2 2%	8 1%	2 2% *	3 1%	7 1%
Mean score	0.92	0.93	0.93	0.96	0.82	0.94	0.98 H	0.34 *	1.1 J	0.8
Standard Deviation	1.001	1.036	0.984	0.998	1.001	0.969	0.973	1.069	0.945	1.018
Standard Error	0.032	0.061	0.038	0.041	0.065	0.078	0.033	0.108	0.047	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - It worries me that unhealthy foods seem to be on price promotion more often than healthy ones

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	688 69%	159 71%	468 78%	220 55%	511 70%	364 69%	122 68%	177 66%
I definitely agree (2)	330 33%	92 41%	244 41%	86 21%	246 34%	169 32%	66 37%	84 31%
I tend to agree (1)	358 36%	68 30%	223 37%	134 34%	266 36%	195 37%	56 31%	92 34%
I neither agree nor disagree (0)	218 22%	43 19%	103 17%	115 29%	155 21%	117 22%	42 23%	63 23%
Net: Disagree	86 9%	16 7%	26 4%	60 15%	58 8%	46 9%	13 7%	27 10%
I tend to disagree (-1)	64 6%	15 7%	19 3%	45 11%	47 6%	36 7%	7 4%	17 6%
I definitely disagree (-2)	22 2%	1 *	6 1%	15 4%	11 2%	9 2%	7 4%	10 4%
Don't know	10 1%	5 2%	5 1%	5 1%	8 1%	3 1%	2 1%	2 1%
Mean score	0.92	1.07	1.14	0.58	0.95	0.91	0.95	0.84
Standard Deviation	1.001	0.967	0.89	1.065	0.975	0.986	1.048	1.065
Standard Error	0.032	0.065	0.036	0.054	0.036	0.043	0.079	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I know I need to do something to eat more healthily

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	583 58%	261 54%	322 63% B	99 70% HI*	101 64% I	92 61% I	109 60% I	81 54%	100 46%	126 50%	177 64% JN	116 62% J	164 56%	303 58% J	280 59% J	115 53%	217 55%	122 63%	129 64% P	175 63%	408 56%
I definitely agree (2)	182 18%	69 14%	113 22% B	28 20% *	47 29% GHI	30 20% I	31 17%	23 15%	24 11%	32 13%	61 22% JN	30 16%	59 20% J	93 18% J	89 19% J	43 20%	56 14%	40 20%	44 22% Q	68 25% U	114 16%
I tend to agree (1)	400 40%	192 39%	208 41%	71 50% EI*	55 34%	62 41%	78 43%	59 39%	76 35%	95 38%	115 42%	85 46%	105 36%	210 40%	190 40%	71 33%	162 41%	82 42%	85 43%	106 38%	294 41%
I neither agree nor disagree (0)	266 27%	138 28%	128 25%	20 14% *	37 23%	45 29% D	50 28% D	48 32% D	66 30% D	64 26%	61 22%	51 27%	90 31% KN	125 24%	141 30% K	63 29%	106 27%	46 24%	51 25%	73 26%	193 27%
Net: Disagree	148 15%	86 18% C	62 12%	19 13% *	19 12%	15 10%	22 12%	22 14%	51 23% EFGH	60 24% KLMNO	37 13%	18 10%	33 12%	96 18% KLMO	52 11%	37 17% S	68 17% S	24 12%	19 9%	29 10%	119 16% T
I tend to disagree (-1)	118 12%	65 13%	52 10%	16 11% *	17 11%	12 8%	18 10%	14 10%	40 18% FGH	45 18% KLMNO	28 10%	15 8%	29 10%	73 14% KO	44 9%	29 13%	55 14%	18 9%	16 8%	23 8%	95 13%
I definitely disagree (-2)	30 3%	21 4% C	10 2%	3 2% *	2 1%	3 2%	4 2%	7 5%	11 5%	15 6% MO	8 3%	3 2%	4 1%	23 4% O	7 2%	9 4%	13 3%	6 3%	3 1%	6 2%	25 3%
Don't know	5 1%	3 1%	2 *	3 2% *	1 1%	- -	- -	- -	1 *	- -	1 *	1 1%	3 1%	1 *	4 1%	- -	1 *	2 1%	2 1%	- -	5 1%
Mean score	0.59	0.46	0.71	0.76	0.8	0.69	0.63	0.5	0.29	0.33	0.7	0.68	0.64	0.53	0.66	0.52	0.49	0.68	0.76	0.75	0.53
Standard Deviation	1.014	1.03	B 0.984	HI* 0.973	HI 1.029	I 0.947	I 0.96	I 1.017	1.048	1.092	JN 1.025	J 0.901	J 0.967	J 1.072	JN 0.941	1.079	1.007	Q 1.006	PQ 0.936	U 0.987	1.018
Standard Error	0.032	0.047	0.043	0.083	0.082	0.077	0.071	0.083	0.071	0.069	0.062	0.066	0.057	0.047	0.043	0.074	0.051	0.073	0.066	0.059	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T455

Q56. How much do you agree or disagree with - I know I need to do something to eat more healthily

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	583 58%	148 57%	408 60%	28 48% *	361 58%	221 59%	102 63%	203 58%	50 52% *	345 57%	217 61%	21 45% *	159 63% O	90 54%	209 54%	121 65% O	448 64% R	135 45%
I definitely agree (2)	182 18%	39 15%	133 19%	11 19% *	117 19%	65 17%	41 25% H	54 16%	21 22% *	119 20%	57 16%	7 16% *	45 18%	24 14%	65 17%	47 25% NO	154 22% R	28 9%
I tend to agree (1)	400 40%	109 42%	274 40%	17 30% *	244 39%	156 42%	61 38%	149 43% I	29 30% *	226 38%	161 45% J	13 29% *	114 45%	66 40%	144 37%	74 40%	294 42%	107 36%
I neither agree nor disagree (0)	266 27%	77 29%	171 25%	18 32% *	177 28%	89 24%	35 22%	98 28%	35 36% G*	165 27%	84 24%	17 36% *	61 24%	50 30%	113 29% P	38 21%	164 23%	102 34% Q
Net: Disagree	148 15%	37 14%	100 15%	11 20% *	85 14%	63 17%	25 15%	45 13%	11 11% *	92 15%	51 14%	5 10% *	30 12%	25 15%	64 17%	25 14%	91 13%	57 19% Q
I tend to disagree (-1)	118 12%	27 10%	83 12%	8 15% *	72 11%	46 12%	22 13%	41 12%	7 7% *	74 12%	40 11%	4 8% *	22 9%	18 11%	55 14% M	21 11%	74 11%	44 15%
I definitely disagree (-2)	30 3%	10 4%	17 3%	3 5% *	14 2%	17 4%	3 2%	4 1%	4 4% *	19 3%	11 3%	1 2% *	9 3%	7 4%	9 2%	5 2%	17 2%	13 4%
Don't know	5 1%	- -	5 1%	- - *	3 1%	2 *	- -	1 *	- - *	- -	1 *	4 9% JK*	3 1%	1 1%	- -	1 1%	- -	5 2% Q
Mean score	0.59	0.53	0.62	0.42 *	0.61	0.56	0.71	0.6	0.59 *	0.59	0.6	0.54 *	0.66	0.49	0.52	0.75 NO	0.7 R	0.32
Standard Deviation	1.014	0.992	1.012	1.119	0.989	1.055	1.045	0.925	1.041	1.034	0.988	0.962	0.985	1.011	1.006	1.039	1.004	0.988
Standard Error	0.032	0.061	0.039	0.148	0.04	0.055	0.082	0.05	0.107	0.042	0.053	0.148	0.062	0.079	0.051	0.076	0.038	0.058

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I know I need to do something to eat more healthily

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	583 58%	171 58%	406 59%	288 49%	154 65%	128 82%	545 60%	38 38%	263 66%	320 53%
I definitely agree (2)	182 18%	61 21%	118 17%	78 13%	42 18%	58 37%	167 19%	15 15%	91 23%	91 15%
I tend to agree (1)	400 40%	110 37%	289 42%	210 36%	112 47%	70 45%	377 42%	23 23%	171 43%	229 38%
I neither agree nor disagree (0)	266 27%	84 28%	175 25%	172 29%	75 32%	15 10%	224 25%	41 41%	91 23%	175 29%
Net: Disagree	148 15%	40 14%	107 15%	125 21%	7 3%	11 7%	129 14%	19 18%	43 11%	105 17%
I tend to disagree (-1)	118 12%	32 11%	86 12%	102 17%	7 3%	6 4%	105 12%	13 13%	38 10%	79 13%
I definitely disagree (-2)	30 3%	9 3%	21 3%	23 4%	- -	5 3%	25 3%	6 6%	5 1%	26 4%
Don't know	5 1%	- -	4 1%	1 *	1 *	2 1%	2 *	3 3%	3 1%	2 *
Mean score	0.59	0.62	0.58	0.37	0.8	1.1	0.62	0.29	0.77	0.47
Standard Deviation	1.014	1.02	1.01	1.042	0.761	0.954	1.003	1.066	0.95	1.038
Standard Error	0.032	0.059	0.038	0.043	0.05	0.077	0.033	0.108	0.048	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I know I need to do something to eat more healthily

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	583 58%	153 69%	373 62%	210 52%	458 62%	349 66%	125 70%	125 46%
I definitely agree (2)	182 18%	58 26%	120 20%	62 16%	148 20%	118 22%	53 29%	35 13%
I tend to agree (1)	400 40%	96 43%	253 42%	147 37%	311 42%	231 44%	73 41%	90 33%
I neither agree nor disagree (0)	266 27%	48 22%	137 23%	129 32%	179 24%	118 22%	31 17%	87 32%
Net: Disagree	148 15%	19 9%	89 15%	59 15%	92 13%	61 11%	23 13%	56 21%
I tend to disagree (-1)	118 12%	17 8%	71 12%	47 12%	74 10%	49 9%	19 11%	44 16%
I definitely disagree (-2)	30 3%	2 1%	18 3%	12 3%	19 3%	12 2%	4 2%	12 4%
Don't know	5 1%	2 1%	2 *	3 1%	4 1%	2 *	- -	1 *
Mean score	0.59	0.86	0.64	0.51	0.68	0.75	0.84	0.35
Standard Deviation	1.014	0.931	1.024	0.993	0.99	0.977	1.043	1.04
Standard Error	0.032	0.063	0.042	0.05	0.037	0.043	0.078	0.064

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

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Tb T458

Q56. How much do you agree or disagree with - It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	284 28%	148 30%	137 27%	60 43% FGHI*	64 40% FGHI	33 21%	42 23%	36 24%	50 23%	61 24%	74 27%	65 35% JN	84 29%	135 26%	149 31%	43 20%	105 27%	69 36% PQ	66 33% P	93 34% U	191 26%
I definitely agree (2)	98 10%	51 11%	47 9%	23 16% GI*	21 13% I	13 9%	13 7%	15 10%	13 6%	21 8%	20 7%	27 15% JKN	30 10%	41 8%	58 12% N	14 7%	36 9%	21 11%	27 14% P	37 13% U	62 9%
I tend to agree (1)	186 19%	96 20%	90 17%	37 27% FH*	43 27% FGHI	20 13%	29 16%	21 14%	37 17%	41 16%	54 20%	37 20%	54 19%	95 18%	91 19%	29 14%	69 18%	48 25% P	39 20%	57 21%	129 18%
I neither agree nor disagree (0)	266 27%	127 26%	139 27%	34 24% *	50 31%	44 29%	48 27%	40 27%	50 23%	50 20%	72 26%	56 30% J	88 30% JN	122 23%	144 30% JN	53 25%	104 27%	55 28%	54 27%	81 29%	185 26%
Net: Disagree	434 43%	209 43%	225 44%	43 31% *	41 26%	73 48% DE	87 48% DE	72 48% DE	118 54% DE	138 55% KLMNO	123 45% LO	64 34%	110 38%	261 50% KLMO	173 36%	116 54% RS	177 45% R	67 34%	75 37%	95 34%	340 47% T
I tend to disagree (-1)	242 24%	107 22%	135 26%	29 21% *	24 15%	42 28% E	50 28% E	34 23%	63 29% E	69 28% LO	75 27% LO	34 18%	64 22%	144 27% LO	98 21%	58 27%	100 26%	40 20%	44 22%	60 22%	183 25%
I definitely disagree (-2)	192 19%	102 21%	90 18%	14 10% *	17 11%	31 20% DE	37 20% DE	38 25% DE	55 25% DE	69 28% KLMNO	48 17%	30 16%	46 16%	117 22% KMO	75 16%	58 27% RS	77 20%	27 14%	30 15%	35 13%	157 22% T
Don't know	17 2%	5 1%	13 2%	3 2% *	4 3%	3 2%	4 2%	3 2%	1 *	1 *	6 2%	1 1%	9 3% J	7 1%	10 2%	4 2%	6 1%	3 2%	5 3%	8 3%	10 1%
Mean score	-0.25	-0.23	-0.26	0.19 FGHI*	0.17 FGHI	-0.39	-0.39	-0.39	-0.51	-0.5	-0.28	-0.01	-0.15	-0.39	-0.09	-0.55	-0.29	-0.02	-0.06	*	-0.34
Standard Deviation	1.247	1.28	1.215	1.235	1.182	1.205	1.201	1.289	1.206	1.277	1.189	1.279	1.217	1.236	1.242	1.217	1.234	1.216	1.27	1.227	1.243
Standard Error	0.04	0.058	0.054	0.105	0.095	0.099	0.09	0.106	0.082	0.081	0.072	0.094	0.073	0.054	0.058	0.084	0.063	0.088	0.091	0.075	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

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Tb T459

Q56. How much do you agree or disagree with - It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	284 28%	72 28%	194 28%	18 32% *	198 32% F	86 23%	71 44% HI	96 28%	28 29% *	163 27%	105 30%	16 35% *	82 32%	51 31%	100 26%	52 28%	214 30% R	70 24%
I definitely agree (2)	98 10%	31 12%	61 9%	7 13% *	67 11%	31 8%	38 24% HI	22 6%	7 8% *	66 11%	25 7%	7 16% *	33 13% O	25 15% O	26 7%	14 8%	76 11%	23 8%
I tend to agree (1)	186 19%	42 16%	133 19%	11 19% *	131 21% F	55 15%	33 20%	74 21%	21 22% *	97 16%	80 23% J	9 19% *	49 19%	26 16%	74 19%	37 20%	138 20%	48 16%
I neither agree nor disagree (0)	266 27%	75 29%	180 26%	11 20% *	160 26%	106 28%	32 20%	94 27%	30 31% *	160 27%	90 26%	16 34% *	59 23%	51 31%	90 23%	62 33% MO	169 24%	97 32% Q
Net: Disagree	434 43%	111 42%	297 43%	27 47% *	255 41%	180 48% E	57 35%	154 44%	32 33% *	273 45% L	149 42%	12 26% *	109 43%	59 36%	191 49% NP	68 37%	309 44%	125 42%
I tend to disagree (-1)	242 24%	59 23%	174 25%	9 16% *	144 23%	98 26%	26 16%	96 28% GI	15 15% *	150 25%	86 24%	6 14% *	58 23%	30 18%	111 29% N	41 22%	173 25%	69 23%
I definitely disagree (-2)	192 19%	52 20%	123 18%	18 31% C*	111 18%	81 22%	32 19%	57 16%	17 18% *	124 21%	63 18%	6 12% *	51 20%	29 18%	79 21%	27 15%	136 19%	56 19%
Don't know	17 2%	3 1%	13 2%	1 2% *	14 2%	4 1%	2 1%	4 1%	6 7% GH*	6 1%	9 2%	2 5% *	3 1%	5 3%	5 1%	4 2%	11 2%	7 2%
Mean score	-0.25	-0.23	-0.25	-0.34 *	-0.16 F	-0.39	0.13 H	-0.27	-0.16 *	-0.28	-0.24	0.14 J*	-0.18	-0.08 O	-0.38	-0.16	-0.22	-0.3
Standard Deviation	1.247	1.272	1.222	1.432	1.259	1.215	1.451	1.161	1.216	1.268	1.205	1.245	1.324	1.301	1.205	1.152	1.275	1.178
Standard Error	0.04	0.079	0.047	0.191	0.051	0.063	0.115	0.063	0.129	0.052	0.065	0.188	0.084	0.103	0.062	0.085	0.048	0.069

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T460

Q56. How much do you agree or disagree with - It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	284 28%	92 31%	192 28%	170 29%	63 27%	42 27%	254 28%	30 30% *	145 36% J	140 23%
I definitely agree (2)	98 10%	39 13% C	60 9%	52 9%	22 9%	18 12%	88 10%	10 10% *	55 14% J	44 7%
I tend to agree (1)	186 19%	53 18%	132 19%	118 20%	41 17%	24 15%	166 18%	20 20% *	90 22% J	96 16%
I neither agree nor disagree (0)	266 27%	70 24%	189 27%	139 24%	79 33% D	43 28%	225 25%	41 41% G*	104 26%	162 27%
Net: Disagree	434 43%	130 44%	299 43%	270 46% E	89 38%	66 43%	409 45% H	26 25% *	145 36%	289 48% I
I tend to disagree (-1)	242 24%	71 24%	170 25%	142 24%	58 24%	39 25%	227 25% H	15 15% *	85 21%	157 26%
I definitely disagree (-2)	192 19%	59 20%	129 19%	128 22% E	32 13%	28 18%	181 20% H	11 11% *	60 15%	132 22% I
Don't know	17 2%	4 1%	12 2%	6 1%	5 2%	4 3%	13 1%	4 4% *	6 1%	12 2%
Mean score	-0.25	-0.2	-0.26	-0.3	-0.15	-0.23	-0.28	0.04 G*	-0.02 J	-0.4
Standard Deviation	1.247	1.315	1.221	1.267	1.155	1.257	1.258	1.107	1.269	1.209
Standard Error	0.04	0.077	0.047	0.053	0.076	0.102	0.042	0.112	0.064	0.05

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T461

Q56. How much do you agree or disagree with - It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	284 28%	76 34%	195 32% D	89 22%	229 31% H	177 33% H	82 46% EFH	55 21%
I definitely agree (2)	98 10%	26 11%	62 10%	37 9%	82 11% H	70 13% H	39 22% EFH	16 6%
I tend to agree (1)	186 19%	50 22%	133 22% D	52 13%	147 20%	107 20%	43 24% H	39 14%
I neither agree nor disagree (0)	266 27%	71 32%	142 24%	124 31% C	195 27%	145 27%	44 25%	71 26%
Net: Disagree	434 43%	70 31%	260 43%	174 43%	295 40% G	197 37% G	50 28%	139 52% EFG
I tend to disagree (-1)	242 24%	42 19%	154 26%	88 22%	169 23% G	119 22% G	25 14%	73 27% G
I definitely disagree (-2)	192 19%	28 13%	106 18%	86 21%	126 17%	78 15%	25 14%	66 25% EFG
Don't know	17 2%	7 3%	4 1%	13 3% C	14 2%	10 2%	3 2%	4 1%
Mean score	-0.25	0.01	-0.18 D	-0.35	-0.15 H	-0.06 H	0.26 EFH	-0.5
Standard Deviation	1.247	1.194	1.255	1.229	1.255	1.256	1.338	1.192
Standard Error	0.04	0.081	0.051	0.062	0.047	0.055	0.101	0.073

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	458 46%	205 42%	254 49%	85 61% FHI*	78 49% I	71 46%	87 48% I	59 39%	78 36%	93 37%	131 48% JN	98 53% JN	136 47% J	224 43% J	234 49% JN	92 43%	163 42%	99 51%	104 52% Q	139 50%	319 44%
I definitely agree (2)	133 13%	58 12%	74 14%	23 16% I*	31 19% HI	29 19% HI	25 14% I	11 7%	16 7%	24 10%	34 12%	29 16%	45 16%	59 11%	74 16% J	34 16%	42 11%	27 14%	30 15%	42 15%	91 13%
I tend to agree (1)	326 33%	146 30%	179 35%	62 44% EFI*	48 30%	42 28%	63 35%	48 32%	63 29%	68 27%	97 35%	69 37% J	91 31%	166 31%	160 34%	59 27%	121 31%	72 37%	74 37% P	98 35%	228 31%
I neither agree nor disagree (0)	209 21%	115 24%	94 18%	23 16% *	38 24%	37 25%	38 21%	32 21%	40 19%	47 19%	52 19%	42 22%	69 24%	99 19%	111 23%	41 19%	85 22%	47 24%	36 18%	64 23%	145 20%
Net: Disagree	327 33%	166 34%	161 31%	31 22% *	40 25%	44 29%	53 29%	60 40% DEG	98 45% DEFG	111 44% KLMNO	88 32%	44 24%	83 29%	199 38% KLMO	128 27%	80 37% R	141 36% R	47 24%	59 30%	73 26%	254 35% T
I tend to disagree (-1)	204 20%	100 21%	104 20%	23 16% *	27 17%	30 19%	32 18%	30 20%	62 28% DEG	64 26% LMO	60 22%	29 16%	50 17%	125 24% LO	80 17%	39 18%	88 23%	35 18%	41 21%	47 17%	157 22%
I definitely disagree (-2)	123 12%	65 13%	57 11%	8 6% *	12 8%	15 10%	21 11%	30 20% DEFG	36 17% DE	47 19% KLMNO	28 10%	15 8%	33 11%	75 14% K	48 10%	41 19% RS	53 13% R	12 6%	18 9%	26 10%	96 13%
Don't know	7 1%	2 *	5 1%	1 1% *	2 1%	- -	3 1%	- -	1 *	- -	4 1%	1 1%	2 1%	4 1%	3 1%	2 1%	3 1%	2 1%	- -	- -	7 1%
Mean score	0.14	0.07	0.22	0.49	0.36	0.26	0.21	-0.14	-0.19	-0.16	0.18	0.36	0.23	0.02	0.28	0.03	0.03	0.35	0.29	0.29	0.08
Standard Deviation	1.242	1.235	1.244	1.129	1.206	1.245	1.229	1.262	1.226	1.283	1.21	1.169	1.237	1.257	1.211	1.363	1.232	1.115	1.208	1.193	1.256
Standard Error	0.039	0.056	0.055	0.096	0.096	0.101	0.092	0.103	0.083	0.081	0.073	0.086	0.073	0.055	0.056	0.093	0.062	0.08	0.085	0.072	0.047

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 371

Tb T463

Q56. How much do you agree or disagree with - I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	458 46%	124 47%	311 45%	24 42% *	299 48%	159 42%	84 52%	168 48%	41 43% *	272 45%	164 46%	22 47% *	124 49% O	80 48%	151 39%	100 54% O	345 49% R	113 38%
I definitely agree (2)	133 13%	29 11%	94 14%	9 16% *	82 13%	51 14%	30 18% H	38 11%	14 15% *	78 13%	50 14%	5 12% *	34 13%	21 13%	47 12%	30 16%	105 15% R	28 9%
I tend to agree (1)	326 33%	95 36%	216 32%	15 26% *	217 35%	108 29%	54 33%	130 37%	26 27% *	195 32%	114 32%	17 36% *	90 36% O	58 35%	105 27%	71 38% O	240 34%	85 29%
I neither agree nor disagree (0)	209 21%	49 19%	150 22%	10 18% *	142 23%	67 18%	29 18%	89 26%	21 22% *	128 21%	74 21%	8 16% *	58 23%	31 19%	87 23%	32 17%	133 19%	76 26% Q
Net: Disagree	327 33%	87 33%	218 32%	22 39% *	179 29%	148 39% E	50 31%	89 26%	32 33% *	199 33%	113 32%	14 31% *	69 27%	55 33%	147 38% MP	52 28%	222 32%	105 35%
I tend to disagree (-1)	204 20%	50 19%	141 21%	14 24% *	107 17%	97 26% E	24 15%	60 17%	19 20% *	115 19%	81 23%	8 18% *	41 16%	32 19%	98 25% MP	31 17%	142 20%	62 21%
I definitely disagree (-2)	123 12%	38 14%	77 11%	8 15% *	72 12%	51 14%	26 16% H	29 8%	12 13% *	85 14% K	32 9%	6 13% *	28 11%	23 14%	49 13%	21 11%	80 11%	42 14%
Don't know	7 1%	1 *	5 1%	1 1% *	6 1%	1 *	- -	2 1%	2 2% *	3 *	2 1%	2 5% JK*	3 1%	1 1%	1 *	2 1%	3 *	4 1%
Mean score	0.14	0.11	0.16	0.05 *	0.21 F	0.03	0.24	0.25	0.12 *	0.11	0.2	0.16 *	0.24 O	0.14	0.01	0.32 O	0.21 R	-0.02
Standard Deviation	1.242	1.255	1.23	1.337	1.214	1.28	1.345	1.122	1.277	1.26	1.207	1.266	1.205	1.268	1.233	1.249	1.249	1.21
Standard Error	0.039	0.078	0.047	0.178	0.049	0.066	0.106	0.06	0.132	0.051	0.064	0.191	0.076	0.099	0.063	0.092	0.047	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 372

Tb T464

Q56. How much do you agree or disagree with - I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	458 46%	136 46%	318 46%	226 39%	117 50%	105 67%	420 47%	38 38% *	210 53%	248 41%
I definitely agree (2)	133 13%	50 17%	81 12%	51 9%	30 13%	46 30%	127 14%	5 5% *	66 16%	67 11%
I tend to agree (1)	326 33%	86 29%	237 34%	175 30%	87 37%	59 38%	293 32%	33 33% *	144 36%	181 30%
I neither agree nor disagree (0)	209 21%	61 21%	144 21%	118 20%	66 28%	20 13%	179 20%	30 30% G*	78 19%	132 22%
Net: Disagree	327 33%	96 32%	226 33%	239 41%	50 21%	30 19%	296 33%	30 30% *	109 27%	218 36%
I tend to disagree (-1)	204 20%	63 21%	136 20%	140 24%	37 16%	22 14%	183 20%	21 21% *	69 17%	135 22%
I definitely disagree (-2)	123 12%	33 11%	90 13%	99 17%	13 5%	7 5%	114 13%	9 9% *	40 10%	83 14%
Don't know	7 1%	2 1%	4 1%	2 *	3 1%	1 1%	5 1%	2 2% *	3 1%	4 1%
Mean score	0.14	0.2	0.12	-0.1	0.36	0.74	0.15	0.04	0.32	0.02
Standard Deviation	1.242	1.267	1.235	1.25	1.07	1.168	1.259	1.069	1.226	1.239
Standard Error	0.039	0.074	0.047	0.052	0.07	0.094	0.042	0.107	0.062	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	458 46%	123 55%	287 48%	172 43%	366 50%	278 52%	108 60%	93 34%
I definitely agree (2)	133 13%	41 18%	88 15%	45 11%	110 15%	87 16%	45 25%	23 8%
I tend to agree (1)	326 33%	83 37%	199 33%	127 32%	256 35%	191 36%	62 35%	70 26%
I neither agree nor disagree (0)	209 21%	43 19%	116 19%	94 23%	143 20%	114 21%	32 18%	66 25%
Net: Disagree	327 33%	54 24%	198 33%	129 32%	218 30%	135 25%	39 22%	109 41%
I tend to disagree (-1)	204 20%	42 19%	129 22%	75 19%	150 20%	99 19%	25 14%	54 20%
I definitely disagree (-2)	123 12%	12 5%	69 11%	54 14%	68 9%	36 7%	14 8%	55 20%
Don't know	7 1%	3 1%	1 *	6 2%	6 1%	4 1%	1 *	1 *
Mean score	0.14	0.44	0.18	0.08	0.26	0.37	0.56	-0.18
Standard Deviation	1.242	1.154	1.249	1.229	1.213	1.163	1.227	1.264
Standard Error	0.039	0.078	0.051	0.062	0.045	0.051	0.092	0.077

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I often go large, buy meal deals and add extras and sides when I’m eating out.

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	229 23%	109 22%	121 23%	59 42% FGHI*	67 42% FGHI	43 28% GHI	33 18% I	16 11% I	12 5% I	45 18%	69 25%	50 27% J	66 23%	114 22%	115 24%	34 16%	70 18%	61 31% PQ	64 32% PQ	100 36% U	129 18%
I definitely agree (2)	70 7%	33 7%	37 7%	16 12% HI*	21 13% GHI	13 9% I	11 6% I	5 3%	4 2%	13 5%	20 7%	17 9%	19 7%	33 6%	37 8%	11 5%	19 5%	10 5%	30 15% PQR	33 12% U	37 5%
I tend to agree (1)	160 16%	76 16%	84 16%	43 30% GHI*	46 29% GHI	30 20% HI	22 12% I	12 8%	8 4%	33 13%	49 18%	32 17%	46 16%	81 15%	79 17%	23 11%	51 13%	51 26% PQ	35 17% PQ	68 25% U	92 13%
I neither agree nor disagree (0)	171 17%	99 20% C	71 14%	32 23% I*	34 22% I	31 20% I	33 18% I	22 15%	18 8%	35 14%	35 13%	40 21% KN	61 21% JKN	70 13%	101 21% JKN	35 16%	66 17%	37 19%	33 16%	56 20%	114 16%
Net: Disagree	595 59%	276 57%	318 62%	46 32% *	56 35%	79 52% DE	114 63% DEF	112 74% DEFG	189 86% DEFGH	171 68%	167 61%	96 52%	161 55%	338 64% LMO	257 54%	144 67% RS	252 64% RS	96 49%	103 52%	120 43%	475 65% T
I tend to disagree (-1)	305 30%	149 31%	155 30%	31 22% *	32 20%	42 28%	71 39% DEF	46 30% E	83 38% DEF	62 25%	96 35% JN	56 30%	91 31%	158 30% J	147 31%	70 32%	123 31%	48 25%	64 32%	68 25% T	236 33% T
I definitely disagree (-2)	290 29%	127 26%	163 32%	15 10% *	24 15%	37 24% D	44 24% DE	66 43% DEFG	106 48% DEFG	109 43% KLMNO	71 26%	40 22%	70 24%	180 34% KLMO	110 23%	74 34% RS	129 33% S	48 25%	39 20%	52 19%	238 33% T
Don't know	7 1%	4 1%	4 1%	4 3% *	1 1%	- -	1 1%	1 1%	- -	- -	4 1%	- -	3 1%	4 1%	3 1%	2 1%	4 1%	1 1%	- -	- -	7 1%
Mean score	-0.59	-0.54	-0.63	0.11 FGHI*	0.06 FGHI	-0.39 HI	-0.64 HI	-1.04 I	-1.27	-0.88	-0.55 JN	-0.37 JN	-0.51 JN	-0.71 J	-0.45 JN	-0.81	-0.75	-0.38 PQ	-0.24 PQ	-0.14 U	-0.76
Standard Deviation	1.252	1.223	1.279	1.201	1.282	1.278	1.149	1.084	0.899	1.24	1.259	1.261	1.212	1.26	1.232	1.172	1.19	1.254	1.35	1.302	1.189
Standard Error	0.04	0.056	0.057	0.103	0.102	0.104	0.086	0.088	0.061	0.078	0.076	0.093	0.071	0.055	0.057	0.08	0.06	0.09	0.095	0.078	0.044

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q56. How much do you agree or disagree with - I often go large, buy meal deals and add extras and sides when I'm eating out.

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	229 23%	64 25%	150 22%	15 26% *	158 25% F	71 19%	59 37% HI	84 24% I	11 11% *	141 23%	82 23%	7 14% *	70 28% O	39 24%	76 20%	42 23%	165 23%	65 22%
I definitely agree (2)	70 7%	23 9%	44 6%	3 5% *	38 6%	32 8%	21 13% HI	15 4%	2 2% *	45 8%	21 6%	4 8% *	18 7%	21 13% O	19 5%	12 6%	54 8%	16 5%
I tend to agree (1)	160 16%	41 16%	106 16%	12 21% *	120 19% F	40 11%	38 24% I	69 20% I	9 9% *	95 16%	61 17%	3 7% *	51 20% N	19 11%	57 15%	30 16%	111 16%	49 16%
I neither agree nor disagree (0)	171 17%	39 15%	123 18%	8 15% *	107 17%	64 17%	21 13%	61 17%	22 23% G*	98 16%	62 18%	11 24% *	51 20%	27 16%	55 14%	36 20%	112 16%	59 20%
Net: Disagree	595 59%	155 60%	405 59%	34 59% *	356 57%	239 64% E	82 51%	201 58%	60 63% *	362 60%	206 58%	26 57% *	133 53%	98 59%	252 65% M	105 57%	424 60%	170 57%
I tend to disagree (-1)	305 30%	78 30%	208 30%	19 34% *	180 29%	125 33%	31 19%	112 32% G	30 31% G*	169 28%	119 34%	16 35% *	73 29%	48 29%	127 33%	58 31%	222 32%	83 28%
I definitely disagree (-2)	290 29%	78 30%	198 29%	15 26% *	176 28%	114 30%	51 32%	89 26%	30 31% *	193 32% K	87 25%	10 22% *	61 24%	50 30%	126 33% M	47 25%	202 29%	88 29%
Don't know	7 1%	2 1%	5 1%	- - *	6 1%	1 *	- -	2 1%	2 3% *	2 *	2 1%	2 5% J*	- -	2 1%	3 1%	2 1%	2 *	5 2%
Mean score	-0.59	-0.57	-0.6	-0.54 *	-0.54	-0.67	-0.33 I	-0.55 I	-0.83 *	-0.61	-0.54	-0.6 *	-0.42 O	-0.53	-0.74	-0.54	-0.58	-0.61
Standard Deviation	1.252	1.304	1.236	1.232	1.254	1.247	1.455	1.194	1.06	1.286	1.206	1.165	1.251	1.366	1.201	1.221	1.266	1.221
Standard Error	0.04	0.081	0.047	0.163	0.05	0.064	0.114	0.064	0.11	0.052	0.064	0.176	0.079	0.107	0.061	0.09	0.048	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I often go large, buy meal deals and add extras and sides when I'm eating out.

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	229 23%	67 23%	159 23%	134 23%	45 19%	43 28%	207 23%	23 22% *	138 34% J	92 15%
I definitely agree (2)	70 7%	26 9%	42 6%	37 6%	14 6%	14 9%	62 7%	8 8% *	46 12% J	23 4%
I tend to agree (1)	160 16%	42 14%	117 17%	97 17%	31 13%	29 19%	145 16%	15 15% *	91 23% J	68 11%
I neither agree nor disagree (0)	171 17%	52 18%	113 16%	77 13%	64 27% DF	25 16%	140 15%	31 31% G*	65 16%	106 18%
Net: Disagree	595 59%	175 59%	415 60%	372 64% E	126 53%	86 55%	551 61% H	44 43% *	193 48%	402 67% I
I tend to disagree (-1)	305 30%	83 28%	219 32%	185 32%	65 27%	52 34%	276 31%	28 28% *	111 28%	193 32%
I definitely disagree (-2)	290 29%	92 31%	196 28%	188 32% F	61 26%	34 22%	274 30% H	16 15% *	81 20%	209 35% I
Don't know	7 1%	1 *	5 1%	2 *	2 1%	1 1%	3 *	4 4% G*	5 1%	2 *
Mean score	-0.59	-0.59	-0.6	-0.67	-0.55	-0.41	-0.62	-0.3 G*	-0.23 J	-0.83
Standard Deviation	1.252	1.295	1.232	1.259	1.182	1.266	1.26	1.15	1.326	1.142
Standard Error	0.04	0.076	0.047	0.052	0.077	0.102	0.042	0.116	0.067	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I often go large, buy meal deals and add extras and sides when I'm eating out.

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	229 23%	78 35%	150 25%	80 20%	207 28% H	172 32% H	80 45% EFH	23 8%
I definitely agree (2)	70 7%	25 11%	44 7%	26 6%	63 9% H	58 11% H	34 19% EFH	7 2%
I tend to agree (1)	160 16%	54 24%	106 18%	54 13%	144 20% H	114 21% H	46 26% H	16 6%
I neither agree nor disagree (0)	171 17%	44 20%	78 13%	93 23% C	128 17%	104 20%	38 21%	42 16%
Net: Disagree	595 59%	97 43%	371 62%	223 56%	393 54% FG	251 47% G	62 34%	202 75% EFG
I tend to disagree (-1)	305 30%	59 26%	188 31%	117 29%	216 29%	146 27%	40 22%	88 33% G
I definitely disagree (-2)	290 29%	38 17%	184 31%	106 27%	176 24% G	105 20% G	22 12%	114 42% EFG
Don't know	7 1%	4 2%	2 *	5 1%	6 1%	3 1%	- -	1 1%
Mean score	-0.59	-0.14	-0.6	-0.57	-0.41 H	-0.24 EH	0.17 EFH	-1.07
Standard Deviation	1.252	1.28	1.284	1.205	1.282	1.295	1.306	1.022
Standard Error	0.04	0.086	0.052	0.061	0.048	0.056	0.098	0.063

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q56. How much do you agree or disagree with - I don't think restaurants, coffee shops and takeaways should encourage us to 'upsize'

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	655 65%	305 63%	350 68%	73 52% *	92 58%	89 58%	117 64%	111 73% DEF	174 80% DEFG	179 71% MO	177 64%	124 67%	176 60%	355 68%	300 63%	137 64%	268 68%	126 65%	124 62%	169 61%	487 67%
I definitely agree (2)	325 32%	139 28%	186 36% B	37 26% *	37 23%	40 27%	59 32%	62 41% DEF	90 41% DEF	105 42% KLMNO	80 29%	58 31%	83 28%	184 35% K	140 29%	68 31%	141 36%	57 29%	59 30%	79 29%	246 34%
I tend to agree (1)	331 33%	166 34%	164 32%	36 25% *	56 35%	48 32%	58 32%	49 32%	84 39% D	74 30%	97 35%	66 36%	93 32%	171 33%	160 34%	70 32%	128 33%	69 35%	65 32%	90 32%	241 33%
I neither agree nor disagree (0)	217 22%	118 24%	99 19%	39 28% I* I	40 26% I	42 28% HI	43 24% I	26 17%	27 12%	46 18%	61 22%	39 21%	71 25%	106 20%	111 23%	45 21%	78 20%	48 25%	46 23%	75 27% U	142 20%
Net: Disagree	116 12%	60 12%	56 11%	26 19% HI* I	23 14% I	21 14% I	19 11%	12 8%	15 7%	24 10%	33 12%	22 12%	37 13%	58 11%	59 12%	29 13%	39 10%	19 10%	29 15%	31 11%	85 12%
I tend to disagree (-1)	74 7%	36 7%	38 7%	22 16% GHI* *	13 9%	14 9%	10 5%	7 4%	8 4%	13 5%	21 8%	15 8%	25 9%	34 6%	40 8%	16 7%	27 7%	9 5%	21 11%	21 7%	53 7%
I definitely disagree (-2)	42 4%	24 5%	18 4%	4 3% *	9 6%	7 5%	9 5%	6 4%	7 3%	12 5%	12 4%	7 4%	12 4%	24 5%	19 4%	13 6%	12 3%	10 5%	8 4%	10 4%	32 4%
Don't know	13 1%	5 1%	9 2%	3 2% *	3 2%	- 2% -	3 1%	3 2%	2 1%	2 1%	5 2%	- -	7 2%	7 1%	7 1%	4 2%	7 2%	1 1%	1 *	2 1%	12 2%
Mean score	0.83	0.74	0.91	0.58	0.62	0.66	0.82	1.04	1.12	1	0.78	0.83	0.74	0.88	0.77	0.77	0.93	0.8	0.73	0.75	0.86
Standard Deviation	1.098		B	*	1.135	1.115	1.111	1.055	0.984	1.111	1.091	1.078	1.096	1.105	1.089	1.159	1.059	1.077	1.119	1.071	1.108
Standard Error	0.035	0.05	0.048	0.097	0.089	0.09	0.083	0.087	0.067	0.07	0.066	0.079	0.065	0.048	0.05	0.08	0.054	0.077	0.079	0.065	0.041

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q56. How much do you agree or disagree with - I don't think restaurants, coffee shops and takeaways should encourage us to 'upsize'

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	655 65%	166 63%	449 66%	41 72% *	406 65%	249 67%	114 71% I	234 67% I	50 52% *	399 66%	233 66%	24 52% *	150 59%	112 67%	261 68% M	123 66%	490 70% R	165 55%
I definitely agree (2)	325 32%	82 31%	218 32%	25 44% *	211 34%	114 30%	73 45% HI	107 31% I	28 29% *	204 34% L	113 32% I	8 18% *	59 23%	62 38% M	133 34% M	66 35% M	262 37% R	63 21%
I tend to agree (1)	331 33%	84 32%	231 34%	16 28% *	195 31%	135 36%	42 26% GI	127 36% GI	22 23% *	195 32%	120 34%	16 34% *	91 36%	49 30%	127 33%	58 31%	229 33%	102 34%
I neither agree nor disagree (0)	217 22%	61 23%	148 22%	8 13% *	141 23%	75 20%	28 18%	77 22%	26 28% *	127 21%	74 21%	16 35% *	61 24%	32 20%	82 21%	41 22%	129 18%	88 29% Q
Net: Disagree	116 12%	33 13%	76 11%	7 13% *	73 12%	44 12%	19 12%	33 10%	18 18% H*	70 12%	43 12%	4 8% *	36 14%	19 11%	41 11%	20 11%	79 11%	38 13%
I tend to disagree (-1)	74 7%	19 7%	50 7%	4 7% *	42 7%	32 9%	9 5%	23 7%	10 10% *	41 7%	31 9%	2 4% *	21 8%	10 6%	30 8%	14 7%	49 7%	25 8%
I definitely disagree (-2)	42 4%	13 5%	26 4%	3 6% *	31 5%	12 3%	11 7%	10 3%	8 8% H*	29 5%	12 3%	2 4% *	15 6%	9 5%	12 3%	7 4%	30 4%	13 4%
Don't know	13 1%	2 1%	10 2%	1 2% *	7 1%	7 2%	- -	4 1%	2 2% *	7 1%	4 1%	2 5% *	7 3% O	3 2%	2 *	1 1%	6 1%	8 3% Q
Mean score	0.83	0.78	0.84	0.99 *	0.83	0.84	0.97 I	0.87 I	0.55 *	0.85	0.83	0.61 *	0.64	0.9 M	0.89 M	0.88 M	0.92 R	0.61
Standard Deviation	1.098	1.125	1.079	1.193	1.122	1.059	1.2	1.027	1.25	1.117	1.079	0.984	1.117	1.147	1.066	1.092	1.104	1.054
Standard Error	0.035	0.07	0.042	0.159	0.045	0.055	0.094	0.055	0.129	0.046	0.058	0.148	0.071	0.09	0.054	0.08	0.042	0.062

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I don't think restaurants, coffee shops and takeaways should encourage us to 'upsize'

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	655 65%	198 67%	454 66%	408 70% EF	143 60%	90 58%	617 69% H	38 38% *	260 65%	395 66%
I definitely agree (2)	325 32%	111 38% C	211 31%	208 36% F	69 29%	41 26%	310 34% H	14 14% *	140 35%	185 31%
I tend to agree (1)	331 33%	88 30%	243 35%	200 34%	74 31%	49 32%	307 34%	24 24% *	120 30%	210 35%
I neither agree nor disagree (0)	217 22%	58 20%	153 22%	105 18%	69 29% D	38 24%	177 20%	40 40% G*	85 21%	132 22%
Net: Disagree	116 12%	37 13%	75 11%	69 12%	19 8%	26 17% E	97 11%	19 19% G*	52 13%	64 11%
I tend to disagree (-1)	74 7%	21 7%	51 7%	40 7%	15 6%	19 12%	62 7%	12 11% *	38 10%	36 6%
I definitely disagree (-2)	42 4%	17 6%	24 3%	29 5%	4 2%	7 4%	35 4%	8 8% *	14 4%	28 5%
Don't know	13 1%	2 1%	10 1%	5 1%	6 2%	2 1%	10 1%	3 3% *	2 *	11 2%
Mean score	0.83	0.87	0.83	0.89 F	0.81	0.64	0.89 H	0.26 *	0.84	0.83
Standard Deviation	1.098	1.165	1.058	1.116	0.997	1.132	1.08	1.102	1.118	1.085
Standard Error	0.035	0.068	0.041	0.046	0.066	0.091	0.036	0.111	0.056	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. How much do you agree or disagree with - I don't think restaurants, coffee shops and takeaways should encourage us to 'upsize'

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	655 65%	123 55%	459 76% D	196 49%	464 63%	323 61%	109 61%	191 71% EFG
I definitely agree (2)	325 32%	54 24%	246 41% D	79 20%	217 30%	148 28%	57 32%	108 40% EF
I tend to agree (1)	331 33%	69 31%	213 35%	118 29%	247 34%	175 33%	52 29%	83 31%
I neither agree nor disagree (0)	217 22%	60 27%	87 14% C	130 32%	168 23%	134 25% H	50 28% H	49 18%
Net: Disagree	116 12%	37 16%	53 9% C	63 16%	90 12%	67 13%	19 10%	26 10%
I tend to disagree (-1)	74 7%	26 11%	36 6% C	38 9%	61 8%	48 9% H	12 6%	13 5%
I definitely disagree (-2)	42 4%	11 5%	17 3% C	25 6% C	29 4%	19 4%	7 4%	14 5%
Don't know	13 1%	4 2%	2 * C	12 3% C	11 1%	6 1%	2 1%	3 1%
Mean score	0.83	0.59	1.06 D	0.48	0.78	0.73	0.79	0.98 EF
Standard Deviation	1.098	1.131	1.027	1.113	1.088	1.078	1.09	1.114
Standard Error	0.035	0.076	0.042	0.056	0.04	0.047	0.082	0.068

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q56. Summary table: Agreement with statements about healthy eating

Base: All respondents

	The experts contradict each other over what foods are good or bad for you	I get confused over what's supposed to be healthy and what isn't	As long as you take enough exercise you can eat whatever you want	I think my children are a healthy weight for their age and height	I'm worried about the possibility of me or my children getting diabetes later in life	I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease	I tend to eat more unhealthily at home than when eating out	I'm worried about the types of food my child(ren) is/are eating	I think the problems around people in Scotland being overweight or obese are exaggerated	Eating things like cakes, biscuits, chocolates or sweets makes me feel good	I think there are too many children who are not a healthy weight for their age and height	There are too many people who eat unhealthily in Scotland	Eating healthy food makes me feel good about myself	I know that in Scotland, we have to make some significant changes to what we eat to be more healthy	It worries me that unhealthy foods seem to be on price promotion more often than healthy ones	I know I need to do something to eat more healthily	It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier	I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day	I often go large, buy meal deals and add extras and sides when I'm eating out.	I don't think restaurants, coffee shops and takeaways should encourage us to 'upsize'
Unweighted Base	1002	1002	1002	274	274	1002	1002	274	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002
Base	1002	1002	1002	280	280	1002	1002	280	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002
Net: Agree	673	360	242	206	148	848	278	154	204	492	774	742	665	788	688	583	284	458	229	655
I definitely agree (2)	67%	36%	24%	74%	53%	85%	28%	55%	20%	49%	77%	74%	66%	79%	69%	58%	28%	46%	23%	65%
I tend to agree (1)	227	85	60	99	55	477	87	47	61	118	378	368	266	346	330	182	98	133	70	325
I neither agree nor disagree (0)	23%	8%	6%	35%	20%	48%	9%	17%	6%	12%	38%	37%	27%	35%	33%	18%	10%	13%	7%	32%
I tend to disagree (-1)	446	275	182	107	93	371	191	107	143	374	395	375	399	442	358	400	186	326	160	331
I definitely disagree (-2)	45%	27%	18%	38%	33%	37%	19%	38%	14%	37%	39%	37%	40%	44%	36%	40%	19%	16%	16%	33%
Net: Disagree	220	285	275	51	73	118	273	62	220	298	159	178	258	160	218	266	266	209	171	217
I tend to disagree (-1)	22%	28%	27%	18%	26%	12%	27%	22%	22%	30%	16%	18%	26%	16%	22%	27%	27%	21%	17%	22%
I definitely disagree (-2)	85	350	472	15	56	28	444	59	555	203	30	55	69	39	86	148	434	327	595	116
Don't know	8%	35%	47%	5%	20%	3%	44%	21%	55%	20%	3%	6%	7%	4%	9%	15%	43%	33%	59%	12%
Mean score	67	219	344	13	39	20	244	39	313	138	21	40	54	27	64	118	242	204	305	74
Standard Deviation	7%	22%	34%	5%	14%	2%	24%	14%	31%	14%	2%	4%	5%	3%	6%	12%	24%	20%	30%	7%
Standard Error	18	131	128	2	17	8	200	20	242	65	10	15	15	12	22	30	192	123	290	42
	2%	13%	13%	1%	6%	1%	20%	7%	24%	7%	1%	2%	1%	1%	2%	3%	19%	12%	29%	4%
	24	7	12	8	3	8	7	6	23	9	38	26	9	15	10	5	17	7	7	13
	2%	1%	1%	3%	1%	1%	1%	2%	2%	1%	4%	3%	1%	2%	1%	1%	2%	1%	1%	1%
	0.82	-0.04	-0.3	1.06	0.47	1.3	-0.28	0.45	-0.54	0.34	1.16	1.06	0.85	1.1	0.92	0.59	-0.25	0.14	-0.59	0.83
	0.929	1.168	1.097	0.9	1.142	0.813	1.23	1.148	1.187	1.066	0.843	0.928	0.928	0.849	1.001	1.014	1.247	1.242	1.252	1.098
	0.03	0.037	0.035	0.055	0.069	0.026	0.039	0.069	0.038	0.034	0.027	0.03	0.029	0.027	0.032	0.032	0.04	0.039	0.04	0.035

Prepared by Kantar TNS

Weighted by: WEIGHT

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
The experts contradict each other over what foods are good or bad for you	0.82	0.78	0.85	0.75	0.68	0.79	0.89	0.82	0.91	0.74	0.85	0.85	0.83	0.8	0.84	0.71	0.81	0.85	0.9	0.77	0.83
I get confused over what's supposed to be healthy and what isn't	-0.04	-0.01	-0.06	0.17	0.12	-0.06	-0.1	0.01	-0.24	-0.22	-0.07	0.17	0.03	-0.14	0.08	-0.2	-0.06	0.07	0.09	0.1	-0.05
As long as you take enough exercise you can eat whatever you want	-0.3	-0.23	-0.37	-0.15	0.13	-0.26	-0.36	-0.44	-0.59	-0.43	-0.35	-0.17	-0.23	-0.39	-0.2	-0.43	-0.31	-0.16	-0.29	-0.06	-0.39
I think my children are a healthy weight for their age and height	1.06	0.93	1.14	0.94	0.98	1.16	1.11	1.08	0.85	1.3	1.04	0.93	0.96	1.18	0.95	-0.07	1.04	0.99	1.14	1.07	-0.07
I'm worried about the possibility of me or my children getting diabetes later in life	0.47	0.54	0.42	0.44	0.65	0.34	0.41	0.5	-0.32	0.37	0.48	0.41	0.59	0.42	0.51	0.29	0.14	0.53	0.5	0.47	0.29
I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease	1.3	1.25	1.35	1.11	1.23	1.24	1.38	1.3	1.44	1.43	1.26	1.25	1.25	1.34	1.25	1.31	1.32	1.26	1.28	1.2	1.33
I tend to eat more unhealthily at home than when eating out	-0.28	-0.34	-0.22	0.13	*	-0.32	-0.28	-0.35	-0.66	-0.54	-0.26	-0.2	-0.13	-0.4	-0.15	-0.36	-0.3	-0.2	-0.25	-0.14	-0.33
I'm worried about the types of food my child(ren) is/are eating	0.45	0.51	0.4	0.54	0.54	0.45	0.5	-0.14	-0.92	0.36	0.38	0.55	0.49	0.37	0.52	0.29	0.26	0.45	0.49	0.45	0.29
I think the problems around people in Scotland being overweight or obese are exaggerated	-0.54	-0.6	-0.49	-0.24	-0.06	-0.36	-0.61	-0.59	-1.12	-0.76	-0.63	-0.38	-0.37	-0.69	-0.38	-0.78	-0.65	-0.25	-0.37	-0.1	-0.72
Eating things like cakes, biscuits, chocolates or sweets makes me feel good	0.34	0.36	0.33	0.4	0.55	0.37	0.45	0.19	0.16	0.24	0.31	0.47	0.39	0.28	0.42	0.32	0.25	0.42	0.48	0.49	0.29
I think there are too many children who are not a healthy weight for their age and height	1.16	1.16	1.15	0.96	0.98	1.1	1.23	1.17	1.38	1.32	1.16	1.11	1.04	1.23	1.07	1.16	1.21	1.1	1.1	1.03	1.21
There are too many people who eat unhealthily in Scotland	1.06	1.1	1.03	0.74	0.87	1.08	1.09	1.16	1.32	1.24	1.09	0.96	0.96	1.16	0.96	1.06	1.09	1.03	1.05	0.96	1.11
Eating healthy food makes me feel good about myself	0.85	0.69	1.01	0.79	0.96	0.97	0.84	0.79	0.79	0.93	0.8	1.04	0.71	0.86	0.84	0.78	0.8	0.94	0.95	1	0.8
I know that in Scotland, we have to make some significant changes to what we eat to be more healthy	1.1	1.07	1.12	0.99	0.96	1.04	1.09	1.19	1.26	1.2	1.11	1.04	1.04	1.15	1.04	1.14	1.08	1.06	1.13	1.04	1.12
It worries me that unhealthy foods seem to be on price promotion more often than healthy ones	0.92	0.79	1.04	1.16	0.96	0.94	0.93	0.85	0.76	0.83	1.03	0.89	0.91	0.93	0.9	0.88	0.81	1.01	1.07	1	0.89
I know I need to do something to eat more healthily	0.59	0.46	0.71	0.76	0.8	0.69	0.63	0.5	0.29	0.33	0.7	0.68	0.64	0.53	0.66	0.52	0.49	0.68	0.76	0.75	0.53
It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier	-0.25	-0.23	-0.26	0.19	0.17	-0.39	-0.39	-0.39	-0.51	-0.5	-0.28	-0.01	-0.15	-0.39	-0.09	-0.55	-0.29	-0.02	-0.06	*	-0.34
I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day	0.14	0.07	0.22	0.49	0.36	0.26	0.21	-0.14	-0.19	-0.16	0.18	0.36	0.23	0.02	0.28	0.03	0.03	0.35	0.29	0.29	0.08
I often go large, buy meal deals and add extras and sides when I'm eating out.	-0.59	-0.54	-0.63	0.11	0.06	-0.39	-0.64	-1.04	-1.27	-0.88	-0.55	-0.37	-0.51	-0.71	-0.45	-0.81	-0.75	-0.38	-0.24	-0.14	-0.76
I don't think restaurants, coffee shops and takeaways should encourage us to 'upsize'	0.83	0.74	0.91	0.58	0.62	0.66	0.82	1.04	1.12	1	0.78	0.83	0.74	0.88	0.77	0.77	0.93	0.8	0.73	0.75	0.86

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/ prep			Main concern					Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None	
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R		
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299	
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299	
The experts contradict each other over what foods are good or bad for you	0.82	0.86	0.8	0.81	0.75	0.92	0.67	0.76	0.91	0.81	0.83	0.79	0.86	0.85	0.78	0.83	0.85	0.72	
I get confused over what's supposed to be healthy and what isn't	-0.04	-0.05	-0.02	-0.14	-0.06	0.01	-0.03	-0.04	-0.08	-0.09	0.05	0.1	0.05	0.05	-0.14	0.02	-0.04	-0.03	
As long as you take enough exercise you can eat whatever you want	-0.3	-0.27	-0.31	-0.34	-0.23	-0.41	0.02	-0.32	-0.29	-0.36	-0.21	-0.17	-0.19	-0.14	-0.37	-0.45	-0.34	-0.2	
I think my children are a healthy weight for their age and height	1.06	1.03	1.08	0.86	1.05	1.08	1.21	0.98	0.9	1.14	0.98	-0.04	1.1	1.25	1	0.95	1.04	1.1	
I'm worried about the possibility of me or my children getting diabetes later in life	0.47	0.28	0.49	0.97	0.5	0.36	0.63	0.44	0.62	0.48	0.49	-0.12	0.62	0.47	0.3	0.62	0.63	0.02	
I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease	1.3	1.31	1.29	1.28	1.3	1.3	1.37	1.31	1.15	1.31	1.3	1.11	1.2	1.27	1.41	1.22	1.41	1.04	
I tend to eat more unhealthily at home than when eating out	-0.28	-0.22	-0.32	-0.14	-0.22	-0.38	-0.11	-0.26	-0.24	-0.27	-0.3	-0.21	-0.07	-0.2	-0.43	-0.28	-0.28	-0.28	
I'm worried about the types of food my child(ren) is/are eating	0.45	0.5	0.42	0.52	0.48	0.33	0.56	0.49	0.36	0.43	0.5	0.08	0.58	0.51	0.31	0.48	0.61	-0.04	
I think the problems around people in Scotland being overweight or obese are exaggerated	-0.54	-0.45	-0.57	-0.68	-0.45	-0.7	-0.27	-0.54	-0.35	-0.54	-0.55	-0.55	-0.42	-0.43	-0.63	-0.6	-0.58	-0.46	
Eating things like cakes, biscuits, chocolates or sweets makes me feel good	0.34	0.35	0.36	0.17	0.35	0.34	0.51	0.3	0.31	0.36	0.31	0.38	0.53	0.36	0.24	0.32	0.35	0.33	
I think there are too many children who are not a healthy weight for their age and height	1.16	1.18	1.15	1.11	1.14	1.18	1.23	1.15	0.97	1.15	1.19	0.87	1.03	1.16	1.28	1.05	1.24	0.95	
There are too many people who eat unhealthily in Scotland	1.06	0.99	1.09	1.07	1.04	1.1	1.1	1.01	1.04	1.08	1.05	0.99	0.97	1.02	1.14	1.08	1.17	0.82	
Eating healthy food makes me feel good about myself	0.85	0.84	0.85	0.94	0.96	0.67	1.21	0.94	0.73	0.95	0.78	0.12	0.71	0.89	0.97	0.8	1.02	0.45	
I know that in Scotland, we have to make some significant changes to what we eat to be more healthy	1.1	1.06	1.11	1.1	1.1	1.09	1.24	1.08	0.98	1.14	1.05	0.88	1.01	1.08	1.18	1.05	1.23	0.78	
It worries me that unhealthy foods seem to be on price promotion more often than healthy ones	0.92	0.82	0.94	1.13	0.95	0.86	1.08	0.96	0.79	0.92	0.96	0.64	0.82	0.82	0.93	1.14	1.08	0.54	
I know I need to do something to eat more healthily	0.59	0.53	0.62	0.42	0.61	0.56	0.71	0.6	0.59	0.59	0.6	0.54	0.66	0.49	0.52	0.75	0.7	0.32	
It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier	-0.25	-0.23	-0.25	-0.34	-0.16	-0.39	0.13	-0.27	-0.16	-0.28	-0.24	0.14	-0.18	-0.08	-0.38	-0.16	-0.22	-0.3	
I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day	0.14	0.11	0.16	0.05	0.21	0.03	0.24	0.25	0.12	0.11	0.2	0.16	0.24	0.14	0.01	0.32	0.21	-0.02	
I often go large, buy meal deals and add extras and sides when I'm eating out.	-0.59	-0.57	-0.6	-0.54	-0.54	-0.67	-0.33	-0.55	-0.83	-0.61	-0.54	-0.6	-0.42	-0.53	-0.74	-0.54	-0.58	-0.61	
I don't think restaurants, coffee shops and takeaways should encourage us to 'upsize'	0.83	0.78	0.84	0.99	0.83	0.84	0.97	0.87	0.55	0.85	0.83	0.61	0.64	0.9	0.89	0.88	0.92	0.61	

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

	Suffer from respiratory/lower immunity type condition			Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
	B	C		D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
The experts contradict each other over what foods are good or bad for you	0.82	0.89	0.79	0.79	0.8	0.85	0.82	0.74	0.76	0.85
I get confused over what's supposed to be healthy and what isn't	-0.04	0.05	-0.07	-0.18	0.15	0.18	-0.04	0.03	0.04	-0.08
As long as you take enough exercise you can eat whatever you want	-0.3	-0.24	-0.33	-0.37	-0.14	-0.29	-0.34	0.03	-0.19	-0.37
I think my children are a healthy weight for their age and height	1.06	1.17	1.03	1.1	0.93	0.95	1.09	0.76	1.04	1.08
I'm worried about the possibility of me or my children getting diabetes later in life	0.47	0.83	0.35	0.43	0.25	0.92	0.52	0.04	0.66	0.2
I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease	1.3	1.36	1.28	1.41	1.1	1.17	1.37	0.67	1.33	1.28
I tend to eat more unhealthily at home than when eating out	-0.28	-0.19	-0.32	-0.55	0.03	0.27	-0.3	-0.14	-0.09	-0.41
I'm worried about the types of food my child(ren) is/are eating	0.45	0.76	0.34	0.43	0.3	0.71	0.5	0.01	0.57	0.28
I think the problems around people in Scotland being overweight or obese are exaggerated	-0.54	-0.52	-0.56	-0.62	-0.38	-0.53	-0.63	0.34	-0.32	-0.69
Eating things like cakes, biscuits, chocolates or sweets makes me feel good	0.34	0.44	0.31	0.23	0.44	0.59	0.34	0.34	0.37	0.33
I think there are too many children who are not a healthy weight for their age and height	1.16	1.23	1.13	1.26	1.01	0.98	1.26	0.13	1.13	1.17
There are too many people who eat unhealthily in Scotland	1.06	1.11	1.06	1.18	0.86	0.89	1.17	0.02	0.97	1.13
Eating healthy food makes me feel good about myself	0.85	0.79	0.89	1.08	0.54	0.52	0.91	0.31	1.06	0.72
I know that in Scotland, we have to make some significant changes to what we eat to be more healthy	1.1	1.14	1.09	1.18	0.93	1.04	1.19	0.21	1.15	1.06
It worries me that unhealthy foods seem to be on price promotion more often than healthy ones	0.92	0.93	0.93	0.96	0.82	0.94	0.98	0.34	1.1	0.8
I know I need to do something to eat more healthily	0.59	0.62	0.58	0.37	0.8	1.1	0.62	0.29	0.77	0.47
It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier	-0.25	-0.2	-0.26	-0.3	-0.15	-0.23	-0.28	0.04	-0.02	-0.4
I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day	0.14	0.2	0.12	-0.1	0.36	0.74	0.15	0.04	0.32	0.02
I often go large, buy meal deals and add extras and sides when I'm eating out.	-0.59	-0.59	-0.6	-0.67	-0.55	-0.41	-0.62	-0.3	-0.23	-0.83
I don't think restaurants, coffee shops and takeaways should encourage us to 'upsized'	0.83	0.87	0.83	0.89	0.81	0.64	0.89	0.26	0.84	0.83

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

	Total	Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
		Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
The experts contradict each other over what foods are good or bad for you	0.82	0.75	0.82	0.8	0.82	0.82	0.9	0.8
I get confused over what's supposed to be healthy and what isn't	-0.04	0.14	-0.03	-0.04	0.04	0.12	0.31	-0.24
As long as you take enough exercise you can eat whatever you want	-0.3	-0.16	-0.37	-0.19	-0.24	-0.11	0.17	-0.47
I think my children are a healthy weight for their age and height	1.06	1.05	1.12	0.95	1.02	1.02	1.2	1.32
I'm worried about the possibility of me or my children getting diabetes later in life	0.47	0.53	0.65	0.14	0.54	0.58	0.89	*
I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease	1.3	1.23	1.42	1.12	1.27	1.22	1.2	1.38
I tend to eat more unhealthily at home than when eating out	-0.28	-0.03	-0.31	-0.24	-0.14	-0.02	0.29	-0.65
I'm worried about the types of food my child(ren) is/are eating	0.45	0.53	0.63	0.12	0.51	0.58	0.83	0.01
I think the problems around people in Scotland being overweight or obese are exaggerated	-0.54	-0.2	-0.65	-0.37	-0.41	-0.28	0.03	-0.89
Eating things like cakes, biscuits, chocolates or sweets makes me feel good	0.34	0.33	0.32	0.38	0.41	0.51	0.65	0.15
I think there are too many children who are not a healthy weight for their age and height	1.16	1	1.32	0.89	1.1	1.06	1.06	1.31
There are too many people who eat unhealthily in Scotland	1.06	0.84	1.22	0.82	1.03	0.95	0.84	1.16
Eating healthy food makes me feel good about myself	0.85	0.93	1.04	0.57	0.82	0.82	0.84	0.93
I know that in Scotland, we have to make some significant changes to what we eat to be more healthy	1.1	0.98	1.28	0.83	1.08	1.03	1.03	1.16
It worries me that unhealthy foods seem to be on price promotion more often than healthy ones	0.92	1.07	1.14	0.58	0.95	0.91	0.95	0.84
I know I need to do something to eat more healthily	0.59	0.86	0.64	0.51	0.68	0.75	0.84	0.35
It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier	-0.25	0.01	-0.18	-0.35	-0.15	-0.06	0.26	-0.5
I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day	0.14	0.44	0.18	0.08	0.26	0.37	0.56	-0.18
I often go large, buy meal deals and add extras and sides when I'm eating out.	-0.59	-0.14	-0.6	-0.57	-0.41	-0.24	0.17	-1.07
I don't think restaurants, coffee shops and takeaways should encourage us to 'upsize'	0.83	0.59	1.06	0.48	0.78	0.73	0.79	0.98

Prepared by Kantar TNS
- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q98. Looking at each of these statements, please indicate how regularly you do this? (HEALTHY) - Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Ever	956 95%	465 95%	491 96%	127 91% *	151 95%	150 99% DH	174 96%	142 94%	212 97% D	242 97%	259 94%	181 98%	274 94%	501 95%	455 96%	208 97%	372 95%	184 95%	192 96%	268 97%	688 95%
Net: Always or mostly	435 43%	206 42%	229 45%	49 35% *	60 38%	67 44%	79 44%	59 39%	121 55% DEFGH	142 57% KLMNO	111 40%	79 43%	103 35%	254 48% KMO	182 38%	101 47%	175 45%	81 42%	78 39%	126 45%	309 43%
Always or nearly always (4)	164 16%	81 17%	83 16%	21 15% *	21 13%	24 15%	24 13%	21 14%	54 25% EFGH	64 25% KLMNO	35 13%	26 14%	39 14%	99 19% KO	65 14%	44 20% S	74 19% S	27 14%	20 10%	39 14%	125 17%
Mostly (3)	271 27%	125 26%	146 28%	28 20% *	39 25%	44 29%	55 31%	38 25%	67 31% M	79 31% M	76 28%	53 29%	63 22%	155 29% M	116 24%	57 26%	102 26%	54 28%	59 29%	86 31%	185 25%
Sometimes (2)	340 34%	173 36%	167 32%	56 40% *	62 39% I	46 30%	58 32%	56 37%	62 28%	70 28%	101 37% JN	66 36%	102 35%	171 33% J	169 35%	64 30%	134 34%	71 36%	72 36%	92 33%	248 34%
Rarely (1)	181 18%	86 18%	95 19%	22 16% *	29 18%	37 24% I	37 20%	27 18%	29 13%	30 12%	46 17%	36 19% J	69 24% JN	76 14%	105 22% JN	44 20%	63 16%	32 16%	43 21%	51 18%	130 18%
Never (0)	40 4%	20 4%	20 4%	9 7% F*	7 5%	1 1%	7 4%	9 6% F	6 3%	7 3%	14 5%	4 2%	15 5%	21 4%	20 4%	7 3%	18 5%	9 5%	6 3%	7 2%	33 5%
Don't eat/buy/not applicable	5 1%	3 1%	2 *	4 3% *	- -	1 1%	- -	- -	- -	1 1%	3 1%	- -	1 *	4 1%	1 *	- -	2 1%	1 1%	1 1%	1 1%	4 1%
Mean score	2.34	2.33	2.34	2.22 *	2.23	2.34	2.29	2.23	2.61 DEFGH	2.65 KLMNO	2.27	2.33	2.14	2.45 KMO	2.22	2.4	2.39	2.3	2.21	2.37	2.33
Standard Deviation	1.077	1.076	1.079	1.103 *	1.044	1.034	1.062	1.086	1.087 DEFGH	1.072 KLMNO	1.049	1.012	1.095	1.076 KMO	1.066	1.117	1.103	1.057	0.995	1.021	1.099
Standard Error	0.034	0.049	0.048	0.095	0.083	0.084	0.079	0.088	0.074	0.068	0.064	0.074	0.064	0.047	0.049	0.076	0.056	0.076	0.071	0.062	0.041

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

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Tb T480

Q98. Looking at each of these statements, please indicate how regularly you do this? (HEALTHY) - Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Ever	956 95%	254 97%	649 95%	53 93% *	607 97% F	350 93%	161 99% I	339 98%	89 93% *	586 97% L	335 95% L	35 76% *	241 95%	160 96%	374 97% P	171 92%	678 96%	279 93%
Net: Always or mostly	435 43%	129 49% C	283 41%	23 41% *	310 49% F	125 33%	97 60% HI	166 48%	37 39% *	290 48% KL	138 39% L	7 16% *	94 37%	71 43% P	206 53% MNP	59 32%	337 48% R	99 33%
Always or nearly always (4)	164 16%	45 17%	110 16%	9 16% *	123 20% F	41 11%	40 25%	64 18%	13 14% *	116 19% KL	48 13%	1 2% *	38 15%	75 17%	75 19% P	20 11%	128 18% R	36 12%
Mostly (3)	271 27%	84 32% C	173 25%	14 25% *	186 30% F	85 23%	57 35%	102 29%	24 25% *	175 29%	90 25%	6 14% *	56 22%	43 26%	131 34% MP	39 21%	209 30% R	62 21%
Sometimes (2)	340 34%	78 30%	241 35%	20 36% *	206 33%	134 36%	45 28%	128 37%	30 31% *	191 32%	131 37%	19 40% *	98 39% O	59 36%	112 29%	69 37%	232 33%	108 36%
Rarely (1)	181 18%	47 18%	124 18%	10 17% *	91 15%	90 24% E	19 12%	45 13%	22 23% GH*	105 17%	67 19%	9 20% *	49 19%	30 18%	57 15%	43 23% O	109 15%	72 24% Q
Never (0)	40 4%	7 3%	31 5%	2 4% *	15 2%	25 7% E	1 1%	7 2%	6 6% G*	15 3%	16 5%	9 19% JK*	13 5%	4 3%	10 3%	13 7% O	24 3%	16 5%
Don't eat/buy/not applicable	5 1%	- -	4 1%	1 2% *	5 1%	- -	- -	1 *	1 1% *	1 *	1 *	2 5% JK*	- -	1 1%	1 *	2 1%	1 *	4 1%
Mean score	2.34	2.43	2.3	2.31 *	2.5 F	2.07	2.72 HI	2.49 I	2.18 *	2.45 KL	2.24 L	1.57 *	2.23	2.37 P	2.53 MP	2.06	2.44 R	2.1
Standard Deviation	1.077	1.054	1.085	1.078	1.042	1.081	0.985	1.004	1.126	1.065	1.058	1.037	1.081	1.051	1.049	1.08	1.063	1.078
Standard Error	0.034	0.065	0.042	0.145	0.042	0.056	0.077	0.054	0.116	0.043	0.056	0.156	0.068	0.082	0.053	0.08	0.04	0.063

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 389

Tb T481

Q98. Looking at each of these statements, please indicate how regularly you do this? (HEALTHY) - Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Ever	956 95%	282 95%	663 96%	578 99% EF	226 95% F	133 86%	868 96% H	88 87% *	391 98% J	566 94%
Net: Always or mostly	435 43%	129 44%	301 44%	346 59% EF	62 26% F	22 14%	403 45% H	33 32% *	200 50% J	235 39%
Always or nearly always (4)	164 16%	47 16%	115 17%	139 24% EF	17 7%	4 2%	155 17%	9 9% *	75 19%	89 15%
Mostly (3)	271 27%	82 28%	186 27%	207 35% EF	45 19%	18 12%	247 27%	24 23% *	125 31% J	146 24%
Sometimes (2)	340 34%	100 34%	235 34%	172 29% D	104 44% D	56 36%	310 34%	30 30% *	140 35%	200 33%
Rarely (1)	181 18%	52 18%	127 18%	60 10% D	61 26% D	56 36% D	156 17%	25 25% *	51 13%	130 22% I
Never (0)	40 4%	12 4%	28 4%	6 1% D	8 3% D	22 14% DE	31 3%	9 9% G*	8 2%	32 5% I
Don't eat/buy/not applicable	5 1%	1 *	1 *	1 *	2 1%	- -	1 *	4 4% G*	1 *	4 1%
Mean score	2.34	2.34	2.34	2.71 EF	2.01 F	1.52	2.38 H	1.97 *	2.52 J	2.22
Standard Deviation	1.077	1.073	1.082	0.977	0.94	0.958	1.065	1.123	1.001	1.109
Standard Error	0.034	0.063	0.041	0.04	0.061	0.077	0.036	0.114	0.05	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q98. Looking at each of these statements, please indicate how regularly you do this? (HEALTHY) - Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Ever	956 95%	212 95%	583 97% D	374 93%	697 95%	500 94%	167 93%	259 96%
Net: Always or mostly	435 43%	82 37%	302 50% D	133 33%	287 39%	208 39%	75 42%	148 55% EFG
Always or nearly always (4)	164 16%	23 10%	117 19% D	48 12%	97 13%	65 12%	22 12%	67 25% EFG
Mostly (3)	271 27%	59 26%	185 31% D	86 21%	190 26%	143 27%	53 30%	81 30%
Sometimes (2)	340 34%	89 40%	192 32%	148 37%	270 37% H	190 36% H	51 29%	70 26%
Rarely (1)	181 18%	41 18%	89 15%	93 23% C	140 19%	102 19%	41 23%	41 15%
Never (0)	40 4%	9 4%	17 3%	23 6% C	31 4%	26 5%	10 6%	10 4%
Don't eat/buy/not applicable	5 1%	2 1%	1 *	4 1%	5 1%	4 1%	2 1%	- -
Mean score	2.34	2.21	2.49 D	2.11	2.25	2.23	2.2	2.57 EFG
Standard Deviation	1.077	0.996	1.053	1.073	1.046	1.052	1.103	1.127
Standard Error	0.034	0.067	0.043	0.054	0.039	0.046	0.083	0.069

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 391

Tb T507

Q98. Looking at each of these statements, please indicate how regularly you do this? (HEALTHY) - Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Ever	961 96%	469 96%	492 96%	124 88% *	150 95%	149 98% D	179 99% D	146 96% D	212 97% D	245 98%	260 94%	182 98%	274 94%	505 96%	456 96%	211 98% R	377 96% R	178 92%	194 97% R	269 97%	692 95%
Net: Always or mostly	649 65%	322 66%	327 64%	95 68% *	99 63%	99 65%	123 68%	89 59%	144 66%	169 67%	182 66%	118 63%	181 62%	351 67%	298 63%	147 68%	253 65%	119 61%	130 65%	170 62%	479 66%
Always or nearly always (4)	354 35%	180 37%	174 34%	46 33% *	53 34%	50 33%	69 38%	50 33%	85 39%	106 42% KLNO	88 32%	55 30%	105 36%	194 37% K	160 34%	92 43% RS	142 36%	60 31%	59 30%	90 32%	264 36%
Mostly (3)	295 29%	143 29%	152 30%	49 35% *	46 29%	49 32%	53 29%	39 26%	60 27%	63 25%	93 34% JN	63 34%	76 26%	157 30% J	139 29%	55 26%	111 28%	59 30%	70 35%	81 29%	215 30%
Sometimes (2)	224 22%	106 22%	119 23%	19 13% *	41 26% D	38 25% D	38 21%	40 27% D	49 22%	51 20%	61 22%	41 22%	72 25%	112 21%	113 24%	45 21%	92 23%	42 22%	46 23%	76 28% U	148 20%
Rarely (1)	87 9%	41 8%	46 9%	11 7% *	11 7%	12 8%	18 10%	16 11%	19 9%	25 10%	18 6%	23 12% K	22 7%	43 8%	44 9%	19 9%	32 8%	17 9%	19 9%	22 8%	65 9%
Never (0)	35 4%	16 3%	19 4%	13 10% FGI*	6 4%	2 1%	2 1%	6 4%	6 3%	6 2%	13 5%	3 1%	14 5%	19 4%	17 4%	4 2%	13 3%	13 7% P	6 3%	5 2%	30 4%
Don't eat/buy/not applicable	6 1%	3 1%	3 1%	3 2% *	2 1%	1 1%	- -	- -	- -	- -	3 1%	1 1%	2 1%	3 1%	3 1%	- -	2 1%	4 2%	- -	2 1%	4 1%
Mean score	2.85	2.88	2.82	2.75 *	2.83	2.88	2.93	2.74	2.9	2.95	2.83	2.78	2.82	2.89	2.8	2.98	2.87	2.72	2.79	2.83	2.86
Standard Deviation	1.109	1.104	1.113	1.266 *	1.091	1.014	1.049	1.144	1.103	1.113	1.095	1.05	1.153	1.104	1.113	1.078 R	1.1	1.194	1.063	1.04	1.134
Standard Error	0.035	0.05	0.049	0.108	0.087	0.082	0.078	0.093	0.075	0.07	0.066	0.077	0.068	0.048	0.051	0.073	0.056	0.086	0.075	0.063	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 392

Tb T508

Q98. Looking at each of these statements, please indicate how regularly you do this? (HEALTHY) - Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Ever	961 96%	253 97%	651 95%	56 98% *	605 96%	356 95%	157 97%	339 97%	91 96% *	587 97% L	337 95% L	37 79% *	238 94%	164 99% MP	374 97%	174 94%	683 97% R	278 93%
Net: Always or mostly	649 65%	185 71% C	422 62%	43 75% *	409 65%	240 64%	119 73% H	219 63%	59 62% *	393 65% L	237 67% L	19 41% *	150 59%	115 69%	266 69% MP	110 59%	468 67%	181 61%
Always or nearly always (4)	354 35%	103 39%	222 32%	29 51% C*	221 35%	133 35%	68 42% H	112 32%	34 35% *	229 38%	114 32%	11 24% *	74 29%	68 41% M	144 37% M	60 32%	258 37%	96 32%
Mostly (3)	295 29%	82 31%	200 29%	13 24% *	188 30%	107 29%	51 31%	107 31%	25 26% *	164 27%	123 35% JL	8 17% *	77 30%	47 28%	121 31%	50 27%	211 30%	85 28%
Sometimes (2)	224 22%	52 20%	165 24%	8 13% *	148 24%	77 20%	33 21%	86 25%	26 27% *	137 23%	72 20%	15 33% *	66 26%	37 22%	76 20%	44 24%	156 22%	69 23%
Rarely (1)	87 9%	17 6%	64 9%	6 10% *	48 8%	39 10%	4 3%	33 10% G	7 7% *	57 9%	28 8%	3 5% *	21 8%	13 8%	33 8%	20 11%	59 8%	28 9%
Never (0)	35 4%	8 3%	27 4%	1 2% *	16 3%	19 5%	4 3%	8 2%	3 3% *	15 2%	14 4%	7 15% JK*	16 6% NO	1 1%	9 2%	9 5% N	18 3%	17 6% Q
Don't eat/buy/not applicable	6 1%	- -	6 1%	- - *	6 1%	- -	1 1%	1 *	1 1% *	1 *	3 1%	2 5% J*	- -	1 1%	3 1%	2 1%	2 *	4 1%
Mean score	2.85	2.98 C	2.78	3.13 C*	2.88	2.79	3.08 H	2.82	2.85 *	2.89 L	2.84 L	2.3 *	2.67	3.02 MP	2.94 MP	2.71	2.9 R	2.73
Standard Deviation	1.109	1.062	1.121	1.096	1.061	1.181	0.991	1.064	1.089	1.093	1.085	1.357	1.163	1.001	1.061	1.183	1.074	1.181
Standard Error	0.035	0.066	0.043	0.145	0.043	0.061	0.078	0.057	0.112	0.045	0.058	0.205	0.073	0.078	0.054	0.087	0.041	0.069

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Pg 393

Tb T509

Q98. Looking at each of these statements, please indicate how regularly you do this? (HEALTHY) - Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Ever	961 96%	282 96%	666 96%	577 99% EF	224 94%	139 89%	870 97% H	91 90% *	386 96%	575 95%
Net: Always or mostly	649 65%	195 66%	443 64%	425 73% EF	127 54%	84 54%	594 66% H	55 54% *	269 67%	380 63%
Always or nearly always (4)	354 35%	107 36%	242 35%	237 40% EF	62 26%	47 30%	326 36%	27 27% *	145 36%	209 35%
Mostly (3)	295 29%	88 30%	201 29%	188 32%	65 28%	37 24%	268 30%	27 27% *	125 31%	171 28%
Sometimes (2)	224 22%	60 20%	162 23%	116 20%	68 29% D	35 22%	199 22%	25 25% *	89 22%	136 23%
Rarely (1)	87 9%	26 9%	61 9%	37 6%	29 12% D	20 13% D	76 8%	11 11% *	28 7%	59 10%
Never (0)	35 4%	11 4%	24 4%	8 1%	9 4%	17 11% DE	30 3%	5 5% *	13 3%	22 4%
Don't eat/buy/not applicable	6 1%	2 1%	1 *	- -	5 2% D	- -	1 *	5 5% G*	1 *	5 1%
Mean score	2.85	2.87	2.83	3.04 EF	2.61	2.5	2.87 H	2.62 *	2.9	2.81
Standard Deviation	1.109	1.122	1.108	0.99	1.117	1.328	1.099	1.176	1.076	1.13
Standard Error	0.035	0.066	0.042	0.041	0.073	0.106	0.037	0.12	0.054	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 394

Tb T510

Q98. Looking at each of these statements, please indicate how regularly you do this? (HEALTHY) - Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Ever	961 96%	210 94%	583 97%	378 94%	705 96%	503 95%	164 91%	256 95%
Net: Always or mostly	649 65%	137 61%	411 68%	238 59%	469 64%	330 62%	104 58%	180 67%
Always or nearly always (4)	354 35%	66 29%	215 36%	139 35%	242 33%	168 32%	55 30%	111 41%
Mostly (3)	295 29%	72 32%	197 33%	99 25%	227 31%	161 30%	50 28%	69 26%
Sometimes (2)	224 22%	55 24%	125 21%	100 25%	168 23%	121 23%	43 24%	56 21%
Rarely (1)	87 9%	18 8%	47 8%	40 10%	68 9%	53 10%	16 9%	19 7%
Never (0)	35 4%	10 5%	17 3%	18 5%	23 3%	22 4%	14 8%	13 5%
Don't eat/buy/not applicable	6 1%	3 2%	1 *	5 1%	6 1%	5 1%	2 1%	- -
Mean score	2.85	2.74	2.91 D	2.76	2.82	2.76	2.65	2.92 G
Standard Deviation	1.109	1.112	1.064	1.169	1.089	1.129	1.221	1.158
Standard Error	0.035	0.075	0.043	0.059	0.04	0.049	0.092	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q98. Looking at each of these statements, please indicate how regularly you do this? (HEALTHY) - Looking at the front of pack traffic light, or colour coded labelling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Ever	915 91%	439 90%	475 92%	126 89% *	148 93%	141 93%	171 94% H	132 87%	197 90%	229 92%	255 92%	176 95% MO	255 88%	484 92%	431 90%	195 91%	358 91%	178 91%	185 92%	261 94% U	654 90%
Net: Always or mostly	488 49%	223 46%	264 51%	77 55% *	75 47%	75 50%	88 49%	66 44%	106 49%	147 59% KMNO	135 49% M	90 49%	115 40%	282 54% KMO	205 43%	101 47%	188 48%	95 49%	104 52%	142 52%	345 48%
Always or nearly always (4)	183 18%	74 15%	109 21% B	25 18% *	32 20%	26 17%	35 19%	21 14%	43 20%	56 22%	47 17%	36 19%	44 15%	103 20%	80 17%	45 21%	68 17%	28 14%	42 21%	49 18%	134 18%
Mostly (3)	305 30%	149 31%	156 30%	52 37% *	43 27%	49 32%	53 29%	45 29%	63 29%	91 36% MO	88 32%	54 29%	71 24%	179 34% MO	126 26%	56 26%	121 31%	67 34%	62 31%	94 34%	211 29%
Sometimes (2)	300 30%	150 31%	150 29%	31 22% *	61 38% DI	51 33%	55 30%	45 30%	58 26%	52 21%	85 31% JN	67 36% JN	96 33% J	138 26% J	162 34% JN	61 28%	118 30%	64 33%	57 29%	91 33%	209 29%
Rarely (1)	127 13%	66 14%	61 12%	18 13% *	12 8%	15 10%	28 15% E	21 14%	33 15% E	30 12%	34 12%	19 10%	44 15%	64 12%	63 13%	33 15%	51 13%	19 10%	24 12%	28 10%	99 14%
Never (0)	74 7%	44 9%	30 6%	13 10% *	8 5%	9 6%	9 5%	16 11%	18 8%	20 8%	18 6%	9 5%	27 9%	38 7%	36 8%	17 8%	29 7%	14 7%	14 7%	13 5%	61 8%
Don't eat/buy/not applicable	13 1%	5 1%	8 2%	1 1% *	2 1%	2 1%	1 1%	4 2%	3 1%	1 *	3 1%	1 1%	8 3% N	4 1%	10 2%	3 1%	6 1%	3 2%	1 1%	2 1%	11 2%
Mean score	2.4	2.3	2.5 B	2.41 *	2.5 H	2.46	2.43	2.24	2.37	2.53 MO	2.41	2.49 MO	2.22	2.47 M	2.32 M	2.37	2.38	2.4	2.47	2.5	2.36
Standard Deviation	1.147	1.156	1.132	1.206	1.07	1.075	1.12	1.187	1.206	1.195	1.112	1.064	1.173	1.153	1.138	1.208	1.141	1.081	1.162	1.051	1.181
Standard Error	0.036	0.053	0.05	0.102	0.086	0.088	0.083	0.098	0.082	0.076	0.067	0.078	0.07	0.05	0.053	0.083	0.058	0.078	0.082	0.063	0.044

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 396

Tb T512

Q98. Looking at each of these statements, please indicate how regularly you do this? (HEALTHY) - Looking at the front of pack traffic light, or colour coded labelling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Ever	915 91%	235 90%	627 92%	53 92% *	593 95% F	322 86%	153 94%	340 98%	85 89% I *	558 93% L	325 92% L	32 69% *	226 89%	151 91%	361 93%	166 89%	665 95% R	250 84%
Net: Always or mostly	488 49%	118 45%	345 50%	24 42% *	328 52% F	160 43%	98 60% I	182 52% I	38 40% *	315 52% KL	158 45% L	15 33% *	125 49%	73 44%	199 52%	86 46%	393 56% R	95 32%
Always or nearly always (4)	183 18%	36 14%	138 20% B	9 16% *	117 19%	66 18%	38 23%	63 18%	12 13% *	123 20% L	58 16% L	2 4% *	42 16%	29 18%	76 20%	35 19%	152 22% R	31 10%
Mostly (3)	305 30%	83 32%	207 30%	15 26% *	211 34% F	94 25%	60 37%	119 34%	26 27% *	192 32%	100 28%	13 29% *	83 33%	44 26%	124 32%	51 27%	241 34% R	64 21%
Sometimes (2)	300 30%	88 34%	196 29%	15 27% *	198 32%	102 27%	43 27%	120 35%	30 32% *	171 28%	121 34% L	7 15% *	71 28%	53 32%	118 31%	54 29%	204 29%	96 32%
Rarely (1)	127 13%	28 11%	86 13%	13 23% BC*	67 11%	60 16% E	12 7%	38 11%	16 17% G*	72 12%	45 13%	10 21% *	31 12%	25 15%	43 11%	27 14%	68 10%	60 20% Q
Never (0)	74 7%	24 9%	46 7%	3 6% *	24 4%	50 13% E	7 4%	7 2%	6 7% H*	38 6%	24 7%	12 26% JK*	24 10%	12 7%	23 6%	14 8%	30 4%	44 15% Q
Don't eat/buy/not applicable	13 1%	2 1%	10 2%	1 2% *	10 2%	3 1%	2 1%	1 *	4 4% H*	6 1%	5 1%	2 5% *	3 1%	3 2%	2 *	6 3% O	8 1%	5 2%
Mean score	2.4	2.3	2.45	2.24 *	2.53 F	2.18	2.68 I	2.56 I	2.24 *	2.49 L	2.35 L	1.61 *	2.35	2.33	2.48	2.37	2.6 R	1.93
Standard Deviation	1.147	1.128	1.151	1.163	1.039	1.278	1.056	0.979	1.114	1.134	1.111	1.299	1.179	1.158	1.112	1.18	1.065	1.197
Standard Error	0.036	0.07	0.044	0.155	0.042	0.066	0.083	0.053	0.117	0.046	0.06	0.196	0.074	0.091	0.057	0.088	0.04	0.07

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 397

Tb T513

Q98. Looking at each of these statements, please indicate how regularly you do this? (HEALTHY) - Looking at the front of pack traffic light, or colour coded labelling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Ever	915 91%	262 89%	641 93%	561 96% EF	210 88%	127 82%	839 93% H	76 75% *	383 96% J	532 88%
Net: Always or mostly	488 49%	152 51%	331 48%	334 57% EF	91 38%	54 35%	465 52% H	22 22% *	232 58% J	256 42%
Always or nearly always (4)	183 18%	67 23% C	115 17%	127 22% EF	32 14%	18 11%	175 19% H	8 8% *	91 23% J	92 15%
Mostly (3)	305 30%	85 29%	217 31%	207 35% EF	59 25%	36 23%	290 32% H	15 14% *	141 35% J	164 27%
Sometimes (2)	300 30%	68 23%	226 33% B	171 29% F	85 36%	36 23%	263 29% DE	37 36% *	115 29% I	185 31%
Rarely (1)	127 13%	42 14%	83 12%	57 10%	34 14%	37 24%	111 12% DE	16 16% *	35 9% I	92 15%
Never (0)	74 7%	29 10%	45 7%	19 3%	23 10% D	26 17% D	54 6% G*	20 20% G*	12 3% I	62 10% I
Don't eat/buy/not applicable	13 1%	5 2%	6 1%	5 1%	4 2%	3 2%	8 1% G*	6 6% G*	5 1% I	8 1%
Mean score	2.4	2.41	2.4	2.63 EF	2.19 F	1.89	2.47 H	1.73 *	2.67 J	2.22
Standard Deviation	1.147	1.262	1.101	1.032	1.15	1.272	1.119	1.193	1.023	1.191
Standard Error	0.036	0.074	0.042	0.043	0.075	0.103	0.037	0.122	0.051	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 398

Tb T514

Q98. Looking at each of these statements, please indicate how regularly you do this? (HEALTHY) - Looking at the front of pack traffic light, or colour coded labelling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Ever	915 91%	205 92%	565 94%	350 87%	674 92%	488 92%	160 90%	241 90%
Net: Always or mostly	488 49%	110 49%	334 56%	153 38%	352 48%	259 49%	83 47%	136 51%
Always or nearly always (4)	183 18%	39 17%	129 21%	54 13%	126 17%	84 16%	33 18%	57 21%
Mostly (3)	305 30%	72 32%	205 34%	100 25%	226 31%	175 33%	50 28%	79 29%
Sometimes (2)	300 30%	72 32%	162 27%	138 34%	227 31%	160 30%	59 33%	73 27%
Rarely (1)	127 13%	23 10%	68 11%	59 15%	95 13%	69 13%	18 10%	32 12%
Never (0)	74 7%	13 6%	31 5%	42 11%	52 7%	37 7%	17 9%	21 8%
Don't eat/buy/not applicable	13 1%	6 2%	5 1%	8 2%	7 1%	4 1%	2 1%	6 2%
Mean score	2.4	2.47	2.56	2.16	2.38	2.38	2.37	2.45
Standard Deviation	1.147	1.078	1.108	1.166	1.131	1.116	1.176	1.193
Standard Error	0.036	0.073	0.045	0.059	0.042	0.049	0.088	0.074

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q98. Summary table: Frequency of diet behaviours (HEALTHY)**Base: All respondents**

	Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)	Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)	Looking at the front of pack traffic light, or colour coded labelling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)
Unweighted Base	1002	1002	1002
Base	1002	1002	1002
Net: Ever	956 95%	961 96%	915 91%
Net: Always or mostly	435 43%	649 65%	488 49%
Always or nearly always (4)	164 16%	354 35%	183 18%
Mostly (3)	271 27%	295 29%	305 30%
Sometimes (2)	340 34%	224 22%	300 30%
Rarely (1)	181 18%	87 9%	127 13%
Never (0)	40 4%	35 4%	74 7%
Don't eat/buy/not applicable	5 1%	6 1%	13 1%
Mean score	2.34	2.85	2.4
Standard Deviation	1.077	1.109	1.147
Standard Error	0.034	0.035	0.036

Prepared by Kantar TNS

Weighted by: WEIGHT

Q98. Mean score summary table: Frequency of diet behaviours (HEALTHY)

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)	2.34	2.33	2.34	2.22	2.23	2.34	2.29	2.23	2.61	2.65	2.27	2.33	2.14	2.45	2.22	2.4	2.39	2.3	2.21	2.37	2.33
				*					DEFGH	KLMNO				KMO							
Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)	2.85	2.88	2.82	2.75	2.83	2.88	2.93	2.74	2.9	2.95	2.83	2.78	2.82	2.89	2.8	2.98	2.87	2.72	2.79	2.83	2.86
				*												R					
Looking at the front of pack traffic light, or colour coded labelling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)	2.4	2.3	2.5	2.41	2.5	2.46	2.43	2.24	2.37	2.53	2.41	2.49	2.22	2.47	2.32	2.37	2.38	2.4	2.47	2.5	2.36
			B	*	H					MO		MO		M	M						

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q98. Mean score summary table: Frequency of diet behaviours (HEALTHY)

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)	2.34	2.43	2.3	2.31	2.5	2.07	2.72	2.49	2.18	2.45	2.24	1.57	2.23	2.37	2.53	2.06	2.44	2.1
				*	F		HI	I	*	KL	L	*		P	MP		R	
Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)	2.85	2.98	2.78	3.13	2.88	2.79	3.08	2.82	2.85	2.89	2.84	2.3	2.67	3.02	2.94	2.71	2.9	2.73
		C		C*			H		*	L	L	*		MP	MP		R	
Looking at the front of pack traffic light, or colour coded labelling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)	2.4	2.3	2.45	2.24	2.53	2.18	2.68	2.56	2.24	2.49	2.35	1.61	2.35	2.33	2.48	2.37	2.6	1.93
				*	F		I	I	*	L	L	*					R	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q98. Mean score summary table: Frequency of diet behaviours (HEALTHY)

Base: All respondents

	Total	Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)	2.34	2.34	2.34	2.71 EF	2.01 F	1.52	2.38 H	1.97 *	2.52 J	2.22
Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)	2.85	2.87	2.83	3.04 EF	2.61	2.5	2.87 H	2.62 *	2.9	2.81
Looking at the front of pack traffic light, or colour coded labelling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)	2.4	2.41	2.4	2.63 EF	2.19 F	1.89	2.47 H	1.73 *	2.67 J	2.22

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q98. Mean score summary table: Frequency of diet behaviours (HEALTHY)**Base: All respondents**

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)	2.34	2.21	2.49	2.11	2.25	2.23	2.2	2.57
			D					EFG
Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)	2.85	2.74	2.91	2.76	2.82	2.76	2.65	2.92
			D					G
Looking at the front of pack traffic light, or colour coded labelling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)	2.4	2.47	2.56	2.16	2.38	2.38	2.37	2.45
			D					

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H (**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q98. Looking at each of these statements, please indicate how regularly you do this? - Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)

Base: All respondents who Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	998	488	510	92	157	158	196	165	230	270	294	175	259	564	434	219	400	189	190	270	728
Base	997	485	512	136	158	151	181	151	218	249	273	185	290	522	475	215	390	193	199	275	722
Net: Ever	956 96%	465 96%	491 96%	127 93% *	151 95%	150 99% DH	174 96%	142 94%	212 97%	242 97%	259 95%	181 98%	274 95%	501 96%	455 96%	208 97%	372 95%	184 95%	192 97%	268 98%	688 95%
Net: Always or mostly	435 44%	206 42%	229 45%	49 36% *	60 38%	67 44%	79 44%	59 39%	121 55% DEFGH	142 57% KLMNO	111 41%	79 43%	103 35%	254 49% KMO	182 38%	101 47%	175 45%	81 42%	78 39%	126 46%	309 43%
Always or nearly always (4)	164 16%	81 17%	83 16%	21 15% *	21 13%	24 16%	24 13%	21 14%	54 25% EFGH	64 26% KLMNO	35 13%	26 14%	39 14%	99 19% KO	65 14%	44 20% S	74 19% S	27 14%	20 10%	39 14%	125 17%
Mostly (3)	271 27%	125 26%	146 29%	28 21% *	39 25%	44 29%	55 31%	38 25%	67 31%	79 32% M	76 28%	53 29%	63 22%	155 30% M	116 24%	57 26%	102 26%	54 28%	59 29%	86 31%	185 26%
Sometimes (2)	340 34%	173 36%	167 33%	56 41% I* I	62 39% I	46 31%	58 32%	56 37%	62 28%	70 28%	101 37% JN	66 36%	102 35%	171 33% J	169 36%	64 30%	134 34%	71 37%	72 36%	92 33%	248 34%
Rarely (1)	181 18%	86 18%	95 19%	22 16% *	29 18%	37 24% I	37 20%	27 18%	29 13%	30 12%	46 17%	36 19%	69 24% JN	76 15%	105 22% JN	44 20%	63 16%	32 17%	43 21%	51 19%	130 18%
Never (0)	40 4%	20 4%	20 4%	9 7% F* F	7 5%	1 1%	7 4%	9 6% F	6 3%	7 3%	14 5%	4 2%	15 5%	21 4%	20 4%	7 3%	18 5%	9 5%	6 3%	7 2%	33 5%
Mean score	2.34	2.33	2.34	2.22 *	2.23	2.34	2.29	2.23	2.61 DEFGH	2.65 KLMNO	2.27	2.33	2.14	2.45 KMO	2.22	2.4	2.39	2.3	2.21	2.37	2.33
Standard Deviation	1.077	1.076	1.079	1.103 *	1.044	1.034	1.062	1.086	1.087 DEFGH	1.072 KLMNO	1.049	1.012	1.095	1.076 KMO	1.066	1.117	1.103	1.057	0.995	1.021	1.099
Standard Error	0.034	0.049	0.048	0.095	0.083	0.084	0.079	0.088	0.074	0.068	0.064	0.074	0.064	0.047	0.049	0.076	0.056	0.076	0.071	0.062	0.041

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 405

Tb T521

Q98. Looking at each of these statements, please indicate how regularly you do this? - Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)

Base: All respondents who Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	998	261	682	55	620	378	161	343	97	609	346	43	250	167	393	177	702	296
Base	997	261	680	56	622	375	162	346	94	601	352	44	254	165	384	184	702	295
Net: Ever	956 96%	254 97%	649 95%	53 96% *	607 98% F	350 93% F	161 99% I	339 98% I	89 94% *	586 97% L	335 95% L	35 80% *	241 95% P	160 97% P	374 97% P	171 93% P	678 97% R	279 95% R
Net: Always or mostly	435 44%	129 49% C	283 42% C	23 42% *	310 50% F	125 33% F	97 60% HI	166 48% HI	37 39% *	290 48% KL	138 39% L	7 17% *	94 37% P	71 43% P	206 53% MNP	59 32% P	337 48% R	99 33% R
Always or nearly always (4)	164 16%	45 17%	110 16%	9 16% *	123 20% F	41 11% F	40 25% F	64 19% F	13 14% *	116 19% KL	48 14% KL	1 2% *	38 15% P	75 17% P	20 20% P	20 11% P	128 18% R	36 12% R
Mostly (3)	271 27%	84 32%	173 25%	14 26% *	186 30% F	85 23% F	57 35% F	102 29% F	24 25% *	175 29% KL	90 26% KL	6 15% *	56 22% P	43 26% P	131 34% MP	39 21% MP	209 30% R	62 21% R
Sometimes (2)	340 34%	78 30%	241 35%	20 36% *	206 33% F	134 36% F	45 28% F	128 37% F	30 31% *	191 32% KL	131 37% KL	19 42% *	98 39% O	59 36% O	112 29% O	69 37% O	232 33% R	108 37% R
Rarely (1)	181 18%	47 18%	124 18%	10 18% *	91 15% E	90 24% E	19 12% E	45 13% E	22 24% GH*	105 17% KL	67 19% KL	9 22% *	49 19% P	30 18% P	57 15% P	43 24% O	109 16% R	72 25% Q
Never (0)	40 4%	7 3%	31 5%	2 4% *	15 2% E	25 7% E	1 1% E	7 2% E	6 6% G*	15 3% KL	16 5% L	9 20% JK*	13 5% P	4 3% P	10 3% MP	13 7% O	24 3% R	16 5% R
Mean score	2.34	2.43	2.3	2.31 *	2.5 F	2.07	2.72 HI	2.49 I	2.18 *	2.45 KL	2.24 L	1.57 *	2.23	2.37 P	2.53 MP	2.06	2.44 R	2.1
Standard Deviation	1.077	1.054	1.085	1.078	1.042	1.081	0.985	1.004	1.126	1.065	1.058	1.037	1.081	1.051	1.049	1.08	1.063	1.078
Standard Error	0.034	0.065	0.042	0.145	0.042	0.056	0.077	0.054	0.116	0.043	0.056	0.156	0.068	0.082	0.053	0.08	0.04	0.063

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 406

Tb T522

Q98. Looking at each of these statements, please indicate how regularly you do this? - Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)

Base: All respondents who Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	998	299	687	595	234	147	904	94	376	622
Base	997	294	691	584	235	156	899	97	399	598
Net: Ever	956 96%	282 96%	663 96%	578 99% EF	226 96% F	133 86%	868 97% H	88 90% *	391 98% J	566 95%
Net: Always or mostly	435 44%	129 44%	301 44%	346 59% EF	62 26% F	22 14%	403 45%	33 33% *	200 50% J	235 39%
Always or nearly always (4)	164 16%	47 16%	115 17%	139 24% EF	17 7%	4 2%	155 17%	9 9% *	75 19%	89 15%
Mostly (3)	271 27%	82 28%	186 27%	207 35% EF	45 19%	18 12%	247 28%	24 24% *	125 31% J	146 24%
Sometimes (2)	340 34%	100 34%	235 34%	172 29% D	104 44% D	56 36%	310 34%	30 31% *	140 35%	200 33%
Rarely (1)	181 18%	52 18%	127 18%	60 10% D	61 26% D	56 36% D	156 17%	25 26% *	51 13%	130 22% I
Never (0)	40 4%	12 4%	28 4%	6 1% D	8 4% D	22 14% DE	31 3%	9 10% G*	8 2%	32 5% I
Mean score	2.34	2.34	2.34	2.71 EF	2.01 F	1.52	2.38 H	1.97 *	2.52 J	2.22
Standard Deviation	1.077	1.073	1.082	0.977	0.94	0.958	1.065	1.123	1.001	1.109
Standard Error	0.034	0.063	0.041	0.04	0.061	0.077	0.036	0.114	0.05	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 407

Tb T523

Q98. Looking at each of these statements, please indicate how regularly you do this? - Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)

Base: All respondents who Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	998	198	601	397	719	511	168	279
Base	997	221	600	397	728	526	177	269
Net: Ever	956 96%	212 96%	583 97% D	374 94%	697 96%	500 95%	167 94%	259 96%
Net: Always or mostly	435 44%	82 37%	302 50% D	133 34%	287 39%	208 40%	75 42%	148 55% EFG
Always or nearly always (4)	164 16%	23 10%	117 19% D	48 12%	97 13%	65 12%	22 12%	67 25% EFG
Mostly (3)	271 27%	59 27%	185 31% D	86 22%	190 26%	143 27%	53 30%	81 30%
Sometimes (2)	340 34%	89 40%	192 32%	148 37%	270 37% H	190 36% H	51 29%	70 26%
Rarely (1)	181 18%	41 19%	89 15%	93 23% C	140 19%	102 19%	41 23%	41 15%
Never (0)	40 4%	9 4%	17 3%	23 6% C	31 4%	26 5%	10 6%	10 4%
Mean score	2.34	2.21	2.49 D	2.11	2.25	2.23	2.2	2.57 EFG
Standard Deviation	1.077	0.996	1.053	1.073	1.046	1.052	1.103	1.127
Standard Error	0.034	0.067	0.043	0.054	0.039	0.046	0.083	0.069

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 408

Tb T548

Q98. Looking at each of these statements, please indicate how regularly you do this? - Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)

Base: All respondents who Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	997	488	509	93	155	158	196	165	230	271	294	174	258	565	432	219	400	187	191	269	728
Base	996	485	511	138	156	151	181	151	218	251	273	184	288	523	473	215	390	191	200	274	722
Net: Ever	961 96%	469 97%	492 96%	124 90% *	150 96%	149 99% D	179 99% D	146 96%	212 97% D	245 98%	260 95%	182 99%	274 95%	505 96%	456 96%	211 98% R	377 97%	178 93%	194 97%	269 98%	692 96%
Net: Always or mostly	649 65%	322 66%	327 64%	95 69% *	99 63%	99 65%	123 68%	89 59%	144 66%	169 67%	182 67%	118 64%	181 63%	351 67%	298 63%	147 68%	253 65%	119 62%	130 65%	170 62%	479 66%
Always or nearly always (4)	354 36%	180 37%	174 34%	46 33% *	53 34%	50 33%	69 38%	50 33%	85 39%	106 42% KLNO	88 32%	55 30%	105 36%	194 37% K	160 34%	92 43% RS	142 37%	60 32%	59 30%	90 33%	264 37%
Mostly (3)	295 30%	143 29%	152 30%	49 36% *	46 29%	49 32%	53 29%	39 26%	60 27%	63 25%	93 34% JN	63 34%	76 26%	157 30% J	139 29%	55 26%	111 28%	59 31%	70 35%	81 29%	215 30%
Sometimes (2)	224 23%	106 22%	119 23%	19 14% *	41 26% D	38 25% D	38 21%	40 27% D	49 22%	51 20%	61 22%	41 22%	72 25%	112 21%	113 24%	45 21%	92 24%	42 22%	46 23%	76 28% U	148 21%
Rarely (1)	87 9%	41 8%	46 9%	11 8% *	11 7%	12 8%	18 10%	16 11%	19 9%	25 10%	18 6%	23 12% K	22 7%	43 8%	44 9%	19 9%	32 8%	17 9%	19 9%	22 8%	65 9%
Never (0)	35 4%	16 3%	19 4%	13 10% FGI*	6 4%	2 1%	2 1%	6 4%	6 3%	6 2%	13 5%	3 1%	14 5%	19 4%	17 4%	4 2%	13 3%	13 7% P	6 3%	5 2%	30 4%
Mean score	2.85	2.88	2.82	2.75 *	2.83	2.88	2.93	2.74	2.9	2.95	2.83	2.78	2.82	2.89	2.8	2.98	2.87	2.72	2.79	2.83	2.86
Standard Deviation	1.109	1.104	1.113	1.266 *	1.091	1.014	1.049	1.144	1.103	1.113	1.095	1.05	1.153	1.104	1.113	1.078 R	1.1	1.194	1.063	1.04	1.134
Standard Error	0.035	0.05	0.049	0.108	0.087	0.082	0.078	0.093	0.075	0.07	0.066	0.077	0.068	0.048	0.051	0.073	0.056	0.086	0.075	0.063	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS.

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 409

Tb T549

Q98. Looking at each of these statements, please indicate how regularly you do this? - Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)

Base: All respondents who Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	997	261	680	56	619	378	160	343	97	609	345	43	250	167	392	177	701	296
Base	996	261	678	57	621	375	161	347	94	601	351	44	254	165	383	184	701	295
Net: Ever	961 96%	253 97%	651 96%	56 98% *	605 97%	356 95%	157 97%	339 98%	91 97% *	587 98% L	337 96% L	37 84% *	238 94%	164 99% MP	374 98% M	174 95%	683 97% R	278 94%
Net: Always or mostly	649 65%	185 71% C	422 62%	43 75% *	409 66%	240 64%	119 74% H	219 63%	59 62% *	393 65% L	237 68% L	19 43% *	150 59%	115 70% M	266 69% MP	110 60%	468 67%	181 61%
Always or nearly always (4)	354 36%	103 39%	222 33%	29 51% C*	221 36%	133 35%	68 42% H	112 32%	34 36% *	229 38%	114 33%	11 25% *	74 29%	68 41% M	144 38% M	60 33%	258 37%	96 33%
Mostly (3)	295 30%	82 31%	200 29%	13 24% *	188 30%	107 29%	51 32%	107 31%	25 27% *	164 27%	123 35% JL	8 18% *	77 30%	47 28%	121 32%	50 27%	211 30%	85 29%
Sometimes (2)	224 23%	52 20%	165 24%	8 13% *	148 24%	77 20%	33 21%	86 25%	26 27% *	137 23%	72 20%	15 35% *	66 26%	37 22%	76 20%	44 24%	156 22%	69 23%
Rarely (1)	87 9%	17 6%	64 10%	6 10% *	48 8%	39 10%	4 3%	33 10% G	7 7% *	57 9%	28 8%	3 6% *	21 8%	13 8%	33 9%	20 11%	59 8%	28 10%
Never (0)	35 4%	8 3%	27 4%	1 2% *	16 3%	19 5%	4 3%	8 2%	3 3% *	15 2%	14 4%	7 16% JK*	16 6% NO	1 1%	9 2%	9 5% N	18 3%	17 6% Q
Mean score	2.85	2.98 C	2.78	3.13 C*	2.88	2.79	3.08 H	2.82	2.85 *	2.89 L	2.84 L	2.3 *	2.67	3.02 MP	2.94 MP	2.71	2.9 R	2.73
Standard Deviation	1.109	1.062	1.121	1.096	1.061	1.181	0.991	1.064	1.089	1.093	1.085	1.357	1.163	1.001	1.061	1.183	1.074	1.181
Standard Error	0.035	0.066	0.043	0.145	0.043	0.061	0.078	0.057	0.112	0.045	0.058	0.205	0.073	0.078	0.054	0.087	0.041	0.069

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 410

Tb T550

Q98. Looking at each of these statements, please indicate how regularly you do this? - Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)

Base: All respondents who Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	997	298	687	596	232	147	904	93	376	621
Base	996	293	691	585	232	156	900	96	399	597
Net: Ever	961 96%	282 96%	666 96%	577 99% F	224 96% F	139 89%	870 97%	91 94% *	386 97%	575 96%
Net: Always or mostly	649 65%	195 67%	443 64%	425 73% EF	127 55%	84 54%	594 66%	55 57% *	269 67%	380 64%
Always or nearly always (4)	354 36%	107 36%	242 35%	237 40% EF	62 27%	47 30%	326 36%	27 28% *	145 36%	209 35%
Mostly (3)	295 30%	88 30%	201 29%	188 32%	65 28%	37 24%	268 30%	27 28% *	125 31%	171 29%
Sometimes (2)	224 23%	60 21%	162 23%	116 20%	68 29% D	35 22%	199 22%	25 26% *	89 22%	136 23%
Rarely (1)	87 9%	26 9%	61 9%	37 6%	29 12% D	20 13% D	76 8%	11 11% *	28 7%	59 10%
Never (0)	35 4%	11 4%	24 4%	8 1%	9 4%	17 11% DE	30 3%	5 6% *	13 3%	22 4%
Mean score	2.85	2.87	2.83	3.04 EF	2.61	2.5	2.87 H	2.62 *	2.9	2.81
Standard Deviation	1.109	1.122	1.108	0.99	1.117	1.328	1.099	1.176	1.076	1.13
Standard Error	0.035	0.066	0.042	0.041	0.073	0.106	0.037	0.12	0.054	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 411
Tb T551

Q98. Looking at each of these statements, please indicate how regularly you do this? - Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)

Base: All respondents who Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	997	197	601	396	718	510	168	279
Base	996	220	600	396	727	525	177	269
Net: Ever	961 96%	210 95%	583 97%	378 95%	705 97% G	503 96%	164 92%	256 95%
Net: Always or mostly	649 65%	137 62%	411 69% D	238 60%	469 64%	330 63%	104 59%	180 67%
Always or nearly always (4)	354 36%	66 30%	215 36%	139 35%	242 33%	168 32%	55 31%	111 41% EFG
Mostly (3)	295 30%	72 33%	197 33% D	99 25%	227 31%	161 31%	50 28%	69 26%
Sometimes (2)	224 23%	55 25%	125 21%	100 25%	168 23%	121 23%	43 25%	56 21%
Rarely (1)	87 9%	18 8%	47 8%	40 10%	68 9%	53 10%	16 9%	19 7%
Never (0)	35 4%	10 5%	17 3%	18 5%	23 3%	22 4%	14 8% E	13 5%
Mean score	2.85	2.74	2.91 D	2.76	2.82	2.76	2.65	2.92 G
Standard Deviation	1.109	1.112	1.064	1.169	1.089	1.129	1.221	1.158
Standard Error	0.035	0.075	0.043	0.059	0.04	0.049	0.092	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 412

Tb T552

Q98. Looking at each of these statements, please indicate how regularly you do this? - Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)

Base: All respondents who Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	989	485	504	94	155	157	195	161	227	270	293	174	252	563	426	216	396	187	190	269	720
Base	989	483	506	139	156	150	180	148	215	250	273	184	282	522	466	212	386	191	199	274	714
Net: Ever	915 93%	439 91%	475 94%	126 90% *	148 95%	141 94%	171 95%	132 89%	197 92%	229 92%	255 93%	176 95%	255 90%	484 93%	431 92%	195 92%	358 93%	178 93%	185 93%	261 95%	654 92%
Net: Always or mostly	488 49%	223 46%	264 52%	77 55% *	75 48%	75 50%	88 49%	66 45%	106 49%	147 59% KMNO	135 50%	90 49%	115 41%	282 54% KMO	205 44%	101 48%	188 49%	95 49%	104 52%	142 52%	345 48%
Always or nearly always (4)	183 18%	74 15%	109 22% B	25 18% *	32 21%	26 17%	35 19%	21 15%	43 20%	56 22%	47 17%	36 19%	44 16%	103 20%	80 17%	45 21%	68 18%	28 15%	42 21%	49 18%	134 19%
Mostly (3)	305 31%	149 31%	156 31%	52 37% *	43 27%	49 33%	53 30%	45 30%	63 29%	91 37% MO	88 32%	54 30%	71 25%	179 34% MO	126 27%	56 26%	121 31%	67 35%	62 31%	94 34%	211 30%
Sometimes (2)	300 30%	150 31%	150 30%	31 22% *	61 39% DI	51 34%	55 30%	45 31%	58 27%	52 21%	85 31% JN	67 36% JN	96 34% JN	138 26% J	162 35% JN	61 29%	118 31%	64 33%	57 29%	91 33%	209 29%
Rarely (1)	127 13%	66 14%	61 12%	18 13% *	12 8%	15 10%	28 15%	21 14%	33 15% E	30 12%	34 13%	19 10%	44 16%	64 12%	63 14%	33 16%	51 13%	19 10%	24 12%	28 10%	99 14%
Never (0)	74 7%	44 9%	30 6%	13 10% *	8 5%	9 6%	9 5%	16 11%	18 8%	20 8%	18 7%	9 5%	27 10%	38 7%	36 8%	17 8%	29 7%	14 7%	14 7%	13 5%	61 8%
Mean score	2.4	2.3	2.5	2.41 *	2.5 H	2.46	2.43	2.24	2.37	2.53 MO	2.41 M	2.49 MO	2.22	2.47 M	2.32 M	2.37	2.38	2.4	2.47	2.5	2.36
Standard Deviation	1.147	1.156	1.132 B	1.206 *	1.07	1.075	1.12	1.187	1.206	1.195	1.112	1.064	1.173	1.153	1.138	1.208	1.141	1.081	1.162	1.051	1.181
Standard Error	0.036	0.053	0.05	0.102	0.086	0.088	0.083	0.098	0.082	0.076	0.067	0.078	0.07	0.05	0.053	0.083	0.058	0.078	0.082	0.063	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS.

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 413

Tb T553

Q98. Looking at each of these statements, please indicate how regularly you do this? - Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)

Base: All respondents who Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	989	259	675	55	614	375	159	343	94	604	342	43	247	165	392	174	695	294
Base	989	259	673	56	617	372	160	347	91	596	348	44	251	163	384	180	695	293
Net: Ever	915 93%	235 91%	627 93%	53 94% *	593 96% F	322 87%	153 96%	340 98%	85 93% *	558 94% L	325 93% L	32 72% *	226 90%	151 93%	361 94%	166 92%	665 96% R	250 85%
Net: Always or mostly	488 49%	118 46%	345 51%	24 43% *	328 53% F	160 43%	98 61% I	182 52%	38 42% *	315 53% KL	158 45%	15 34% *	125 50%	73 45%	199 52%	86 48%	393 57% R	95 32%
Always or nearly always (4)	183 18%	36 14%	138 20% B	9 16% *	117 19%	66 18%	38 24%	63 18%	12 13% *	123 21% L	58 17%	2 4% *	42 17%	29 18%	76 20%	35 20%	152 22% R	31 11%
Mostly (3)	305 31%	83 32%	207 31%	15 27% *	211 34% F	94 25%	60 37%	119 34%	26 29% *	192 32%	100 29%	13 30% *	83 33%	44 27%	124 32%	51 28%	241 35% R	64 22%
Sometimes (2)	300 30%	88 34%	196 29%	15 27% *	198 32%	102 27%	43 27%	120 35%	30 33% *	171 29%	121 35% L	7 16% *	71 28%	53 32%	118 31%	54 30%	204 29%	96 33%
Rarely (1)	127 13%	28 11%	86 13%	13 24% BC*	67 11%	60 16% E	12 8%	38 11%	16 18% G*	72 12%	45 13%	10 22% *	31 12%	25 15%	43 11%	27 15%	68 10%	60 20% Q
Never (0)	74 7%	24 9%	46 7%	3 6% *	24 4%	50 13% E	7 4%	7 2%	6 7% H*	38 6%	24 7%	12 28% JK*	24 10%	12 7%	23 6%	14 8%	30 4%	44 15% Q
Mean score	2.4	2.3	2.45	2.24 *	2.53 F	2.18	2.68 I	2.56 I	2.24 *	2.49 L	2.35 L	1.61 *	2.35	2.33	2.48	2.37	2.6 R	1.93
Standard Deviation	1.147	1.128	1.151	1.163	1.039	1.278	1.056	0.979	1.114	1.134	1.111	1.299	1.179	1.158	1.112	1.18	1.065	1.197
Standard Error	0.036	0.07	0.044	0.155	0.042	0.066	0.083	0.053	0.117	0.046	0.06	0.196	0.074	0.091	0.057	0.088	0.04	0.07

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q98. Looking at each of these statements, please indicate how regularly you do this? - Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)

Base: All respondents who Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	989	295	682	591	232	144	897	92	372	617
Base	989	291	686	581	233	153	893	96	395	594
Net: Ever	915 93%	262 90%	641 93%	561 97% EF	210 90%	127 83%	839 94% H	76 79% *	383 97% J	532 90%
Net: Always or mostly	488 49%	152 52%	331 48%	334 58% EF	91 39%	54 35%	465 52% H	22 23% *	232 59% J	256 43%
Always or nearly always (4)	183 18%	67 23% C	115 17%	127 22% EF	32 14%	18 12%	175 20% H	8 8% *	91 23% J	92 15%
Mostly (3)	305 31%	85 29%	217 32%	207 36% EF	59 25%	36 24%	290 32% H	15 15% *	141 36% J	164 28%
Sometimes (2)	300 30%	68 23%	226 33% B	171 29% F	85 36%	36 24%	263 29% DE	37 39% *	115 29%	185 31%
Rarely (1)	127 13%	42 15%	83 12%	57 10%	34 14%	37 24%	111 12%	16 17% *	35 9%	92 15% I
Never (0)	74 7%	29 10%	45 7%	19 3%	23 10% D	26 17% D	54 6%	20 21% G*	12 3%	62 10% I
Mean score	2.4	2.41	2.4	2.63 EF	2.19 F	1.89	2.47 H	1.73 *	2.67 J	2.22
Standard Deviation	1.147	1.262	1.101	1.032	1.15	1.272	1.119	1.193	1.023	1.191
Standard Error	0.036	0.074	0.042	0.043	0.075	0.103	0.037	0.122	0.051	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q98. Looking at each of these statements, please indicate how regularly you do this? - Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)

Base: All respondents who Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	989	195	597	392	716	510	168	273
Base	989	218	596	392	726	525	177	263
Net: Ever	915 93%	205 94%	565 95% D	350 89%	674 93%	488 93%	160 91%	241 92%
Net: Always or mostly	488 49%	110 51%	334 56% D	153 39%	352 48%	259 49%	83 47%	136 52%
Always or nearly always (4)	183 18%	39 18%	129 22% D	54 14%	126 17%	84 16%	33 19%	57 22%
Mostly (3)	305 31%	72 33%	205 34% D	100 25%	226 31%	175 33%	50 28%	79 30%
Sometimes (2)	300 30%	72 33%	162 27% C	138 35%	227 31%	160 30%	59 33%	73 28%
Rarely (1)	127 13%	23 10%	68 11%	59 15%	95 13%	69 13%	18 10%	32 12%
Never (0)	74 7%	13 6%	31 5% C	42 11%	52 7%	37 7%	17 9%	21 8%
Mean score	2.4	2.47	2.56 D	2.16	2.38	2.38	2.37	2.45
Standard Deviation	1.147	1.078	1.108	1.166	1.131	1.116	1.176	1.193
Standard Error	0.036	0.073	0.045	0.059	0.042	0.049	0.088	0.074

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q98. Summary table: Frequency of diet behaviours**Base: All applicable respondents**

	Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)	Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)	Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)
Unweighted Base	998	997	989
Base	997	996	989
Net: Ever	956 96%	961 96%	915 93%
Net: Always or mostly	435 44%	649 65%	488 49%
Always or nearly always (4)	164 16%	354 36%	183 18%
Mostly (3)	271 27%	295 30%	305 31%
Sometimes (2)	340 34%	224 23%	300 30%
Rarely (1)	181 18%	87 9%	127 13%
Never (0)	40 4%	35 4%	74 7%
Mean score	2.34	2.85	2.4
Standard Deviation	1.077	1.109	1.147
Standard Error	0.034	0.035	0.036

Prepared by Kantar TNS

Weighted by: WEIGHT

Q98. Mean score summary table: Frequency of diet behaviours

Base: All applicable respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)	2.34	2.33	2.34	2.22	2.23	2.34	2.29	2.23	2.61	2.65	2.27	2.33	2.14	2.45	2.22	2.4	2.39	2.3	2.21	2.37	2.33
				*					DEFGH	KLMNO				KMO							
Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)	2.85	2.88	2.82	2.75	2.83	2.88	2.93	2.74	2.9	2.95	2.83	2.78	2.82	2.89	2.8	2.98	2.87	2.72	2.79	2.83	2.86
				*												R					
Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)	2.4	2.3	2.5	2.41	2.5	2.46	2.43	2.24	2.37	2.53	2.41	2.49	2.22	2.47	2.32	2.37	2.38	2.4	2.47	2.5	2.36
			B	*	H					MO	M	MO		M	M						

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q98. Mean score summary table: Frequency of diet behaviours

Base: All applicable respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)	2.34	2.43	2.3	2.31	2.5	2.07	2.72	2.49	2.18	2.45	2.24	1.57	2.23	2.37	2.53	2.06	2.44	2.1
				*	F		HI	I	*	KL	L	*		P	MP		R	
Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)	2.85	2.98	2.78	3.13	2.88	2.79	3.08	2.82	2.85	2.89	2.84	2.3	2.67	3.02	2.94	2.71	2.9	2.73
		C		C*			H		*	L	L	*		MP	MP		R	
Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)	2.4	2.3	2.45	2.24	2.53	2.18	2.68	2.56	2.24	2.49	2.35	1.61	2.35	2.33	2.48	2.37	2.6	1.93
				*	F		I	I	*	L	L	*					R	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q98. Mean score summary table: Frequency of diet behaviours

Base: All applicable respondents

	Total	Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)	2.34	2.34	2.34	2.71 EF	2.01 F	1.52	2.38 H	1.97 *	2.52 J	2.22
Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)	2.85	2.87	2.83	3.04 EF	2.61	2.5	2.87 H	2.62 *	2.9	2.81
Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)	2.4	2.41	2.4	2.63 EF	2.19 F	1.89	2.47 H	1.73 *	2.67 J	2.22

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q98. Mean score summary table: Frequency of diet behaviours

Base: All applicable respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Eat at least 5 portions of a variety of fruit and vegetables each day (HEALTHY)	2.34	2.21	2.49 D	2.11	2.25	2.23	2.2	2.57 EFG
Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) (HEALTHY)	2.85	2.74	2.91 D	2.76	2.82	2.76	2.65	2.92 G
Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods (HEALTHY)	2.4	2.47	2.56 D	2.16	2.38	2.38	2.37	2.45

Weighted by: WEIGHT

Prepared by Kantar TNS
- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q98. Summary table: Frequency of correct behaviours (based on Always or nearly always / Never depending on behaviour)

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
1 correct behaviour	297 30%	155 32%	141 27%	27 20% *	46 29%	45 29%	55 30%	53 35% D	71 32% D	70 28%	94 34%	52 28%	81 28%	163 31%	133 28%	61 28%	124 32%	54 28%	58 29%	73 26%	224 31%
2 correct behaviours	123 12%	51 10%	72 14%	21 15% *	17 11%	20 13%	23 13%	14 10%	28 13%	43 17% KLNO	26 9%	18 10%	37 13%	69 13% K	54 11%	39 18% QR	44 11%	18 9%	23 12%	36 13%	87 12%
3 correct behaviours	52 5%	26 5%	27 5%	7 5% *	9 6%	5 3%	9 5%	4 2%	18 8% H	23 9% KMNO	8 3%	10 5%	11 4%	31 6% K	21 4%	14 7%	24 6%	8 4%	6 3%	11 4%	42 6%
4 correct behaviours	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
5 correct behaviours	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
6 correct behaviours	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
7 correct behaviours	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
8 correct behaviours	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
9 correct behaviours	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
None	530 53%	256 52%	274 53%	84 60% I*	86 55%	83 54%	95 52%	80 53%	101 46%	115 46%	147 54%	106 57% J	161 56% J	262 50%	267 56% J	102 47%	201 51%	114 59% P	113 57%	157 57%	373 51%
Mean score	1.48	1.44	1.52	1.64 H*	1.48 *	1.44 *	1.48 *	1.3 *	1.55 H	1.66 KMNO	1.33	1.47 *	1.46	1.5 K	1.46	1.59 S	1.48	1.43 *	1.39 *	1.48	1.48
Standard Deviation	0.688	0.686	0.688	0.709	0.709	0.636	0.686	0.563	0.748	0.755	0.597	0.706	0.653	0.7	0.672	0.703	0.712	0.679	0.608	0.66	0.697
Standard Error	0.031	0.045	0.044	0.115	0.084	0.074	0.071	0.064	0.067	0.062	0.05	0.081	0.061	0.041	0.049	0.065	0.051	0.076	0.066	0.061	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q98. Summary table: Frequency of correct behaviours (based on Always or nearly always / Never depending on behaviour)

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
1 correct behaviour	297 30%	84 32%	187 27%	25 44% C*	185 30%	111 30%	49 30%	106 31%	26 28% *	174 29%	112 32%	11 24% *	72 28%	57 35%	108 28%	55 30%	215 31%	82 27%
2 correct behaviours	123 12%	27 10%	89 13%	7 12% *	79 13%	44 12%	21 13%	40 12%	13 13% *	87 14% L	36 10%	- - *	25 10%	22 13%	54 14%	20 11%	102 15% R	21 7%
3 correct behaviours	52 5%	15 6%	34 5%	3 5% *	39 6%	13 4%	18 11% HI	18 5%	3 3% *	40 7% K	12 3%	1 2% *	10 4%	8 5%	26 7%	7 4%	39 6%	13 4%
4 correct behaviours	- -	- -	- -	- - *	- -	- -	- -	- -	- - *	- -	- -	- - *	- -	- -	- -	- -	- -	- -
5 correct behaviours	- -	- -	- -	- - *	- -	- -	- -	- -	- - *	- -	- -	- - *	- -	- -	- -	- -	- -	- -
6 correct behaviours	- -	- -	- -	- - *	- -	- -	- -	- -	- - *	- -	- -	- - *	- -	- -	- -	- -	- -	- -
7 correct behaviours	- -	- -	- -	- - *	- -	- -	- -	- -	- - *	- -	- -	- - *	- -	- -	- -	- -	- -	- -
8 correct behaviours	- -	- -	- -	- - *	- -	- -	- -	- -	- - *	- -	- -	- - *	- -	- -	- -	- -	- -	- -
9 correct behaviours	- -	- -	- -	- - *	- -	- -	- -	- -	- - *	- -	- -	- - *	- -	- -	- -	- -	- -	- -
None	530 53%	135 52%	372 54% D	22 39% *	323 52%	206 55%	74 45%	183 53%	54 56% *	302 50%	193 55%	34 74% JK*	146 58%	79 47%	198 51%	104 56%	347 49%	182 61% Q
Mean score	1.48	1.45	1.51	1.35 *	1.52	1.42	1.64 *	1.46	1.43 *	1.55 K	1.37	1.14 **	1.43	1.43 *	1.57	1.41 *	1.51	1.41
Standard Deviation	0.688	0.703	0.688	0.625	0.714	0.635	0.8	0.684	0.614	0.717	0.619	0.538	0.666	0.659	0.725	0.647	0.687	0.685
Standard Error	0.031	0.062	0.039	0.106	0.041	0.048	0.085	0.054	0.093	0.041	0.049	0.149	0.064	0.07	0.052	0.072	0.036	0.063

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q98. Summary table: Frequency of correct behaviours (based on Always or nearly always / Never depending on behaviour)

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
1 correct behaviour	297 30%	93 32%	201 29%	179 30%	67 28%	46 30%	266 29%	31 31% *	120 30%	177 29%
2 correct behaviours	123 12%	39 13%	83 12%	96 16% EF	15 6%	10 6%	118 13% H	5 5% *	51 13%	72 12%
3 correct behaviours	52 5%	16 6%	35 5%	44 8% EF	4 2%	1 1%	51 6%	1 1% *	30 7% J	23 4%
4 correct behaviours	- -	- -	- -	- -	- -	- -	- -	- * -	- -	- -
5 correct behaviours	- -	- -	- -	- -	- -	- -	- -	- * -	- -	- -
6 correct behaviours	- -	- -	- -	- -	- -	- -	- -	- * -	- -	- -
7 correct behaviours	- -	- -	- -	- -	- -	- -	- -	- * -	- -	- -
8 correct behaviours	- -	- -	- -	- -	- -	- -	- -	- * -	- -	- -
9 correct behaviours	- -	- -	- -	- -	- -	- -	- -	- * -	- -	- -
None	530 53%	146 50%	373 54%	267 46%	150 63% D	99 63% D	465 52%	64 63% G*	199 50%	330 55%
Mean score	1.48	1.48	1.48	1.58 EF	1.28 *	1.21 *	1.51 H	1.19 *	1.55	1.43
Standard Deviation	0.688	0.687	0.687	0.723	0.552	0.45	0.698	0.457	0.738	0.644
Standard Error	0.031	0.056	0.038	0.04	0.06	0.06	0.033	0.074	0.053	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q98. Summary table: Frequency of correct behaviours (based on Always or nearly always / Never depending on behaviour)

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
1 correct behaviour	297 30%	63 28%	171 28%	126 31%	224 31%	157 30%	52 29%	73 27%
2 correct behaviours	123 12%	25 11%	87 14% D	37 9%	76 10%	46 9%	16 9%	47 18% EFG
3 correct behaviours	52 5%	5 2%	39 6%	14 3%	30 4%	23 4%	9 5%	23 8% EF
4 correct behaviours	- -	- -	- -	- -	- -	- -	- -	- -
5 correct behaviours	- -	- -	- -	- -	- -	- -	- -	- -
6 correct behaviours	- -	- -	- -	- -	- -	- -	- -	- -
7 correct behaviours	- -	- -	- -	- -	- -	- -	- -	- -
8 correct behaviours	- -	- -	- -	- -	- -	- -	- -	- -
9 correct behaviours	- -	- -	- -	- -	- -	- -	- -	- -
None	530 53%	131 59%	305 51%	224 56%	404 55% H	304 57% H	103 57% H	126 47%
Mean score	1.48	1.38	1.55 D	1.36	1.41	1.41	1.44 *	1.65 EFG
Standard Deviation	0.688	0.589	0.715	0.622	0.651	0.666	0.691	0.742
Standard Error	0.031	0.064	0.041	0.046	0.036	0.045	0.08	0.061

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q100. According to Healthy Eating advice, how often should you eat oily fish (e.g. salmon, mackerel, sardines)?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Once a day	56 6%	32 6%	24 5%	8 5% *	14 9% I	11 7%	9 5%	9 6%	6 3%	11 4%	17 6%	13 7%	15 5%	28 5%	28 6%	10 5%	15 4%	10 5%	21 10% PQ	28 10% U	28 4%
Once a week (Correct)	738 74%	350 72%	388 75%	97 69% *	149 60% I	114 75% E	136 75% E	106 70%	190 87% DEFGH	201 80% KMNO	200 73%	136 74%	200 69%	402 76% M	336 71%	160 74%	289 74%	145 75%	143 71%	199 72%	539 74%
Once a fortnight	41 4%	19 4%	22 4%	12 8% HI*	14 9% GHI	5 3%	5 3%	3 2%	2 1%	11 4%	9 3%	11 6%	11 4%	19 4%	22 5%	5 2%	17 4%	10 5%	9 4%	17 6%	24 3%
Once a month	26 3%	12 2%	15 3%	8 5% *	8 5% F	1 1%	3 1%	3 2%	4 2%	4 2%	7 3%	3 2%	11 4%	12 2%	15 3%	6 3%	11 3%	3 2%	5 3%	6 2%	20 3%
Don't know	142 14%	76 15%	66 13%	16 12% *	28 17% I	22 14% I	29 16% I	31 20% I	16 8%	23 9%	43 16% JN	22 12%	54 18% JN	66 12% J	76 16% J	34 16%	60 15%	26 13%	22 11%	27 10%	114 16% T

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q100. According to Healthy Eating advice, how often should you eat oily fish (e.g. salmon, mackerel, sardines)?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Once a day	56 6%	15 6%	38 6%	2 4% *	39 6%	17 4%	20 12% H	15 4%	4 4% *	42 7%	12 3%	1 2% *	23 9% P	9 5%	18 5%	6 3%	43 6%	13 4%
Once a week (Correct)	738 74%	197 75%	501 73%	39 69% *	466 74%	271 72%	119 73%	269 77%	63 66% *	451 75%	259 73%	29 61% *	166 65%	123 74%	307 80% M	136 73%	542 77% R	196 66%
Once a fortnight	41 4%	13 5%	26 4%	2 4% *	31 5%	10 3%	11 7%	16 5%	4 4% *	24 4%	16 4%	2 4% *	14 5%	8 5%	12 3%	7 4%	29 4%	12 4%
Once a month	26 3%	5 2%	18 3%	3 5% *	22 3%	5 1%	4 3%	15 4%	1 1% *	10 2%	15 4% J	1 2% *	10 4%	3 2%	8 2%	5 3%	18 3%	8 3%
Don't know	142 14%	31 12%	100 15%	11 19% *	69 11%	73 19% E	9 5%	33 9%	24 25% GH*	75 12%	52 15%	14 30% JK*	41 16%	24 14%	41 11%	32 17% O	72 10%	70 23% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q100. According to Healthy Eating advice, how often should you eat oily fish (e.g. salmon, mackerel, sardines)?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Once a day	56 6%	19 6%	36 5%	36 6%	12 5%	6 4%	52 6%	4 4% *	31 8% J	25 4%
Once a week (Correct)	738 74%	224 76%	507 73%	461 79% EF	165 70%	99 63%	680 75% H	58 57% *	299 75%	439 73%
Once a fortnight	41 4%	15 5%	24 3%	18 3%	13 5%	10 6%	34 4%	7 7% *	25 6% J	16 3%
Once a month	26 3%	2 1%	24 3% B	13 2%	3 1%	8 5%	23 3%	3 3% *	15 4%	11 2%
Don't know	142 14%	35 12%	101 15%	57 10%	44 18% D	33 21% D	113 13%	29 29% G*	30 8%	111 18% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q100. According to Healthy Eating advice, how often should you eat oily fish (e.g. salmon, mackerel, sardines)?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Once a day	56 6%	9 4%	44 7% D	12 3%	49 7% H	42 8% H	21 12% EH	7 2%
Once a week (Correct)	738 74%	155 69%	459 76% D	278 69%	534 73% G	378 71% G	111 62%	203 76% G
Once a fortnight	41 4%	15 7%	26 4%	15 4%	34 5%	30 6%	13 7%	7 3%
Once a month	26 3%	8 4%	18 3%	8 2%	19 3%	14 3%	8 5%	7 2%
Don't know	142 14%	36 16%	53 9%	88 22% C	97 13%	66 12%	26 14%	44 17%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q102. Which of these, if any, do you eat/drink in an average week?

Base: All respondents

	Gender			Age							Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No	
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Unweighted Base	1002	480	512	95	157	159	166	165	230	271	296	178	260	547	435	219	402	190	191	271	731	
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	192	277	725	
Net: Any	952	464	488	138	150	145	170	143	207	235	258	177	282	492	460	202	369	185	196	268	684	
	95%	95%	95%	98%	95%	95%	94%	95%	95%	94%	94%	96%	97%	94%	94%	94%	94%	95%	98%	97%	94%	
Sub-Net: Any snack	925	448	477	135	146	143	163	139	198	223	252	174	275	476	449	191	361	184	189	262	663	
	92%	92%	93%	96%	92%	94%	90%	92%	91%	89%	92%	94%	95%	90%	94%	89%	92%	95%	94%	95%	91%	
Crisps and savoury snacks	585	264	320	87	93	102	113	89	100	131	172	109	173	303	282	116	226	107	135	165	420	
	58%	54%	62%	62%	59%	67%	62%	59%	46%	52%	63%	59%	60%	58%	59%	54%	58%	68%	60%	58%		
Savoury pies and pastries	194	130	64	16	36	30	30	37	44	42	44	43	65	86	108	50	64	46	35	53	141	
	19%	27%	12%	12%	23%	20%	17%	25%	20%	17%	16%	23%	22%	16%	23%	16%	23%	18%	19%	19%		
Chocolate bars and other sweets	493	230	264	71	78	88	93	65	98	114	136	91	153	249	244	106	184	96	107	141	352	
	49%	47%	51%	51%	49%	58%	51%	43%	45%	45%	49%	49%	53%	47%	51%	49%	47%	49%	54%	51%	49%	
Biscuits	559	300	259	68	76	87	104	81	143	137	152	108	163	288	271	113	219	121	106	148	411	
	56%	62%	50%	48%	48%	57%	57%	54%	66%	55%	55%	58%	56%	55%	57%	53%	56%	62%	53%	53%	57%	
Cakes and sweet pastries	319	160	159	43	51	53	53	47	73	85	78	58	98	163	156	54	133	70	62	94	225	
	32%	33%	31%	30%	32%	35%	29%	31%	33%	34%	28%	31%	34%	31%	33%	25%	34%	36%	31%	34%	31%	
Cereal bars	221	98	122	36	48	46	43	27	20	51	54	55	61	105	116	33	67	55	65	95	126	
	22%	20%	24%	26%	30%	30%	24%	18%	9%	20%	20%	30%	21%	20%	24%	16%	17%	28%	32%	34%	17%	
Ice cream	303	159	144	26	52	35	57	43	91	75	72	57	99	147	156	68	127	58	51	79	224	
	30%	33%	28%	18%	33%	23%	32%	29%	42%	30%	26%	31%	34%	28%	33%	32%	32%	30%	25%	29%	31%	
Sub-Net: Any drinks	732	374	357	119	129	121	128	104	131	172	192	141	226	365	367	155	252	160	165	228	503	
	73%	77%	70%	85%	81%	80%	70%	69%	60%	69%	70%	76%	78%	69%	77%	72%	64%	82%	82%	83%	69%	
Pure fruit juice	443	223	219	80	69	58	78	60	98	123	109	79	131	232	210	106	142	88	106	118	324	
	44%	46%	43%	44%	38%	43%	43%	40%	45%	49%	39%	43%	45%	44%	44%	36%	45%	53%	43%	45%		
Fizzy drinks with added sugar (non-diet)	202	117	85	36	53	43	30	19	20	27	55	47	73	82	120	28	58	55	61	81	120	
	20%	24%	16%	26%	33%	29%	16%	13%	9%	11%	20%	25%	25%	16%	25%	13%	15%	28%	30%	29%	17%	
Still drinks with added sugar (non-diet)	101	57	44	18	31	17	20	7	8	16	30	22	32	46	55	17	26	31	28	40	61	
	10%	12%	9%	13%	20%	11%	11%	5%	4%	6%	11%	12%	11%	9%	12%	8%	7%	16%	14%	15%	8%	
Sports drinks (non-diet)	77	47	30	16	29	12	11	4	5	21	14	20	22	35	42	13	20	17	27	38	39	
	8%	10%	6%	12%	18%	8%	6%	2%	2%	8%	5%	11%	8%	7%	9%	6%	5%	9%	13%	14%	5%	
Energy drinks	104	55	49	14	36	27	18	6	3	20	26	28	31	45	59	19	19	24	42	56	48	
	10%	11%	10%	10%	23%	18%	10%	4%	1%	8%	9%	15%	11%	9%	12%	9%	5%	13%	21%	20%	7%	
Squashes, cordials, diluting juice (non-diet)	348	169	179	54	65	74	98	42	45	73	90	79	105	164	184	65	118	83	82	124	224	
	35%	35%	35%	39%	35%	41%	48%	37%	28%	20%	29%	33%	43%	36%	31%	39%	30%	30%	42%	41%	45%	31%
Other types of sugary/non-diet drinks	56	27	29	7	14	13	8	8	6	10	17	11	19	26	30	11	12	17	16	21	35	
	6%	5%	6%	5%	9%	8%	4%	5%	3%	4%	6%	6%	6%	5%	6%	5%	3%	9%	8%	8%	5%	
Flavoured water	5	3	2	1	-	-	-	-	1	3	1	-	4	1	-	3	1	1	-	5		
	*	1%	+	1%	-	-	-	2%	-	1%	1%	1%	-	1%	+	-	1%	+	1%	-	1%	
Sub-Net: Other snack	27	12	15	-	-	7	8	5	7	8	9	1	9	17	10	14	9	2	2	5	22	
	3%	3%	3%	-	-	4%	5%	4%	3%	3%	3%	1%	3%	3%	2%	7%	2%	1%	1%	2%	3%	
Fruit/dried fruit	9	1	8	-	-	4	2	2	2	3	3	-	2	7	2	6	3	1	-	1	8	
	1%	+	2%	-	-	3%	1%	1%	1%	1%	1%	-	1%	1%	+	3%	1%	+	-	+	1%	
Other snack	10	7	4	-	-	2	3	2	4	2	4	1	3	6	4	7	3	-	1	2	8	
	1%	1%	1%	-	-	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	3%	1%	-	1%	1%	1%	
Nuts (all mentions)	14	6	8	-	-	3	5	5	1	3	4	-	6	8	6	7	5	2	1	3	11	
	1%	1%	2%	-	-	2%	3%	3%	1%	1%	2%	-	2%	1%	1%	3%	1%	1%	+	1%	2%	
Sub-Net: Other drinks	442	190	252	61	54	67	92	73	95	106	119	84	134	225	217	97	179	79	86	106	335	
	44%	39%	44%	44%	34%	44%	48%	43%	42%	43%	41%	46%	43%	46%	45%	41%	43%	41%	43%	39%	46%	
Tea/ coffee	30	13	18	4	2	1	8	6	8	4	13	4	9	17	13	10	13	4	4	5	25	
	3%	3%	3%	3%	1%	1%	5%	4%	4%	2%	5%	2%	3%	3%	3%	5%	3%	2%	2%	2%	3%	
Green/ herbal Tea	5	-	5	3	-	-	-	1	1	-	2	2	2	2	3	1	-	4	-	2	3	
	*	-	1%	2%	-	-	-	1%	+	-	1%	1%	1%	+	1%	+	-	2%	-	1%	+	
Water	49	17	32	4	2	6	10	10	18	10	12	9	18	22	27	18	21	3	8	9	40	
	5%	4%	6%	3%	1%	4%	6%	6%	8%	4%	4%	5%	6%	4%	6%	8%	5%	1%	4%	3%	5%	
Milk	8	3	5	1	-	2	3	1	3	1	-	4	4	4	4	4	4	2	1	1	7	
	1%	1%	1%	1%	1%	2%	1%	+	1%	+	-	1%	1%	1%	2%	+	1%	1%	+	+	1%	
Alcoholic drinks	8	4	4	-	1	2	1	1	3	4	3	1	-	7	1	4	2	1	1	2	6	
	1%	1%	1%	-	1%	1%	1%	1%	2%	2%	1%	1%	-	1%	+	2%	+	+	1%	1%	1%	
Other drinks	6	1	5	-	-	4	-	1	1	2	2	-	2	3	2	4	-	-	2	2	4	
	1%	+	1%	-	-	3%	-	1%	+	1%	-	-	1%	1%	+	2%	-	-	1%	1%	1%	
Diet drinks (e.g. sugar free, zero calories fizzy or still drinks)	378	167	211	54	53	58	81	62	68	89	100	75	114	189	189	74	156	69	79	98	279	
	38%	34%	41%	39%	34%	38%	45%	41%	31%	35%	36%	41%	39%	36%	40%	34%	40%	35%	39%	36%	38%	
None of these snack foods	68	36	32	5	12	8	16	11	16	24	21	11	12	45	23	18	28	11	11	15	53	
	7%	7%	6%	4%	8%	5%	9%	7%	7%	9%	8%	6%	4%	9%	5%	8%	7%	5%	6%	5%	7%	
None of these drinks	121	52	68	11	17	13	23	13	44	37	16	28	76	44	21	65	17	17	23	98		
	12%	11%	13%	8%	11%	8%	13%	9%	20%	16%	13%	9%	10%	14%	9%	10%	17%	9%	8%	14%	T	
Average number of snacks	2.9	3	2.8	2.57	2.96	3.12	3.04	2.83	2.84	2.83	2.83	2.99	2.95	2.83	2.97	2.83	2.83	3.02	2.99	2.98	2.87	
	C	+	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D		
Average number of drinks	2.06	2.07	2.06	2.28	2.51	2.26	2.11	1.69	1.63	1.91	1.99	2.23	2.14	1.95	2.18	1.93	1.8	2.24	2.5	2.36	1.94	
	HI*	GHI	GHI	HI	HI	HI	HI	HI	HI	HI	HI	HI	HI	HI	HI	HI	HI	HI	HI	HI	HI	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q102. Which of these, if any, do you eat/drink in an average week?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/ prep					Main concern				Any specific/ required diet	
		Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet		Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R		
Unweighted Base	1002	261	684	57	627	375	162	348	95	602	383	46	254	166	386	186	703	299		
Base	1002	261	684	57	627	375	162	348	95	602	383	46	254	166	386	186	703	299		
Net: Any	952	245	654	52	596	356	150	337	89	571	341	40	245	156	365	175	672	280		
	95%	94%	96%	92%	95%	95%	93%	97%	94%	96%	95%	87%	97%	94%	95%	94%	96%	94%		
Sub-Net: Any snack	925	240	635	51	585	340	149	330	88	553	333	38	241	154	354	168	655	270		
	92%	92%	93%	89%	93%	91%	92%	95%	92%	92%	94%	82%	95%	93%	92%	90%	93%	90%		
Crisps and savoury snacks	585	179	377	28	370	215	83	218	56	343	218	24	158	93	224	102	407	177		
	58%	68%	55%	49%	59%	57%	51%	63%	59%	57%	62%	52%	62%	56%	58%	55%	58%	59%		
Savoury pies and pastries	194	64	118	12	117	77	33	65	14	123	68	4	51	42	58	40	126	68		
	19%	24%	17%	21%	19%	21%	20%	19%	15%	20%	19%	8%	20%	15%	22%	18%	23%			
Chocolate bars and other sweets	493	127	341	25	306	188	73	175	53	292	179	22	131	82	184	92	351	143		
	49%	49%	50%	44%	49%	50%	45%	50%	55%	48%	51%	48%	52%	50%	48%	49%	50%	48%		
Biscuits	559	142	388	29	348	211	93	203	43	330	205	24	154	90	212	98	389	170		
	56%	54%	57%	51%	55%	56%	51%	58%	45%	55%	58%	52%	61%	54%	55%	53%	55%	57%		
Cakes and sweet pastries	319	84	214	21	190	129	47	110	29	189	115	15	101	45	108	63	223	96		
	32%	32%	31%	37%	30%	34%	29%	32%	30%	31%	32%	32%	40%	27%	28%	34%	32%	32%		
Cereal bars	221	58	151	11	170	50	62	90	16	139	77	5	58	35	87	39	176	44		
	22%	22%	22%	20%	27%	13%	38%	26%	17%	23%	22%	10%	23%	21%	22%	21%	25%	15%		
Ice cream	303	83	205	16	195	109	52	108	27	187	101	15	92	54	102	54	218	86		
	30%	32%	30%	28%	31%	29%	32%	31%	29%	31%	29%	32%	36%	33%	26%	29%	31%	29%		
Sub-Net: Any drinks	732	185	508	39	464	268	123	258	69	436	267	29	203	127	264	132	510	222		
	73%	71%	74%	68%	74%	71%	76%	74%	72%	72%	75%	63%	80%	76%	68%	71%	73%	74%		
Pure fruit juice	443	119	303	21	281	161	70	160	44	282	145	15	124	73	163	78	320	122		
	44%	45%	44%	37%	45%	43%	43%	46%	46%	47%	41%	41%	44%	44%	42%	42%	46%	41%		
Fizzy drinks with added sugar (non-diet)	202	53	145	4	121	81	38	64	15	121	70	11	63	29	67	42	121	81		
	20%	20%	21%	7%	19%	22%	24%	18%	16%	20%	20%	24%	25%	17%	17%	22%	17%	27%		
Still drinks with added sugar (non-diet)	101	28	68	5	71	30	28	34	6	61	37	3	32	23	34	12	73	28		
	10%	11%	10%	9%	11%	8%	18%	10%	7%	10%	10%	7%	13%	14%	9%	7%	10%	9%		
Sports drinks (non-diet)	77	19	53	5	60	16	24	28	6	51	23	2	20	19	23	14	63	13		
	8%	7%	8%	9%	10%	4%	15%	8%	7%	9%	7%	4%	8%	11%	6%	8%	9%	5%		
Energy drinks	104	28	73	3	77	27	23	43	8	64	37	3	30	15	40	19	62	22		
	10%	11%	11%	6%	12%	7%	14%	12%	9%	11%	11%	7%	12%	9%	10%	10%	12%	7%		
Squashes, cordials, diluting juice (non-diet)	348	103	220	25	221	126	60	127	28	192	141	15	96	60	133	59	244	104		
	35%	39%	32%	43%	35%	34%	37%	37%	30%	32%	33%	32%	38%	36%	34%	32%	35%	35%		
Other types of sugary/ non-diet drinks	56	17	36	3	36	20	13	19	3	30	23	3	21	13	11	10	41	15		
	6%	7%	5%	5%	6%	5%	8%	5%	3%	5%	7%	5%	8%	3%	6%	6%	5%			
Flavoured water	5	1	4	-	2	3	-	2	-	1	4	-	1	2	2	-	3	2		
	*	+	1%	-	+	1%	-	1%	-	+	1%	-	1%	1%	+	-	+	1%		
Sub-Net: Other snack	27	10	14	3	11	16	4	4	2	23	4	-	4	5	11	6	22	5		
	3%	4%	2%	5%	2%	4%	3%	1%	2%	4%	1%	-	2%	3%	3%	3%	3%	2%		
Fruit/dried fruit	9	6	3	1	6	3	3	2	1	8	1	-	2	2	3	2	9	-		
	1%	2%	+	1%	1%	1%	2%	1%	1%	1%	+	-	1%	1%	1%	1%	1%	-		
Other snack	10	3	7	1	2	8	1	1	1	9	1	-	3	1	5	2	8	3		
	1%	1%	1%	1%	+	2%	1%	+	-	2%	+	-	1%	1%	1%	1%	1%	1%		
Nuts (all mentions)	14	5	6	3	6	8	1	3	2	11	3	-	2	4	4	4	12	2		
	1%	2%	1%	5%	1%	2%	1%	1%	2%	1%	2%	1%	+	1%	3%	1%	2%	1%		
Sub-Net: Other drinks	442	116	306	20	286	156	73	162	43	274	148	19	121	64	171	81	332	110		
	44%	44%	45%	35%	46%	41%	45%	47%	45%	42%	41%	48%	39%	44%	44%	44%	47%	37%		
Tea/ coffee	30	9	17	4	17	13	4	8	4	18	12	-	8	5	11	6	19	12		
	3%	4%	3%	7%	3%	4%	3%	2%	4%	3%	3%	-	3%	3%	3%	3%	3%	4%		
Green/ herbal Tea	5	2	2	1	3	2	-	3	-	3	2	-	2	-	1	2	5	-		
	*	1%	+	1%	+	1%	+	1%	-	1%	+	-	1%	-	+	1%	1%	-		
Water	49	14	34	1	34	15	9	19	4	35	12	3	8	3	24	14	38	11		
	5%	5%	5%	2%	5%	4%	6%	5%	4%	6%	3%	6%	3%	2%	6%	7%	5%	4%		
Milk	8	1	7	-	4	4	1	2	1	3	5	-	2	3	1	-	6	2		
	1%	+	1%	1%	1%	1%	1%	1%	1%	+	1%	-	1%	2%	1%	-	1%	1%		
Alcoholic drinks	8	4	5	-	3	6	-	3	-	6	2	-	2	1	5	-	7	1		
	1%	1%	1%	+	+	1%	-	1%	-	1%	1%	-	1%	+	1%	-	1%	+		
Other drinks	6	2	3	1	3	3	1	-	1	6	-	-	1	3	-	2	6	-		
	1%	1%	+	1%	+	1%	1%	-	1%	+	-	-	+	2%	-	1%	1%	-		
Diet drinks (e.g. sugar free, zero calories fizzy or still drinks)	378	96	262	19	248	129	64	143	36	231	131	16	107	56	145	66	283	95		
	38%	37%	38%	34%	40%	35%	40%	41%	38%	38%	37%	35%	42%	34%	37%	36%	40%	32%		
None of these snack foods	68	18	44	5	39	29	9	18	8	41	19	8	12	11	27	15	39	29		
	7%	7%	7%	10%	6%	8%	6%	5%	8%	7%	5%	18%	5%	6%	7%	8%	6%	10%		
None of these drinks	121	35	74	11	69	52	17	38	11	67	44	9	19	23	52	24	82	38		
	12%	14%	11%	20%	11%	14%	11%	11%	11%	13%	19%	8%	14%	13%	13%	12%	13%			
Average number of snacks	2.9	3.08	2.83	2.85	2.91	2.89	2.93	2.96	2.75	2.9	2.9	2.85	3.11	2.89	2.75	2.91	2.89	2.92		
	C	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+		
Average number of drinks	2.06	2.19	2.02	1.99	2.12	1.97	2.32	2.12	1.87	2.06	2.08	1.9	2.21	2.12	1.98	2.01	2.11	1.95		
	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+		

Prepared by Kantar TNS
Overlap formula used - Column Means: B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) -
Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q102. Which of these, if any, do you eat/drink in an average week?

Base: All respondents

		Suffer from respiratory/lower immunity type conditions			Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J	
Unweighted Base	1002	300	688	596	236	147	905	97	377	623	
Base	1002	295	692	585	237	156	901	101	400	602	
Net: Any	952	281	659	553	230	150	865	87	385	567	
	95%	95%	95%	94%	97%	96%	96%	86%	96%	94%	
Sub-Net: Any snack	925	278	635	536	222	149	838	86	374	551	
	92%	94%	92%	92%	94%	96%	93%	85%	94%	91%	
Crisps and savoury snacks	585	176	402	325	147	99	526	58	233	352	
	58%	60%	58%	55%	62%	64%	58%	57%	58%	58%	
Savoury pies and pastries	194	70	118	95	54	39	170	24	77	117	
	19%	24%	17%	16%	23%	25%	19%	24%	19%	19%	
Chocolate bars and other sweets	493	159	330	263	121	101	454	40	199	295	
	49%	54%	48%	45%	51%	45%	50%	39%	50%	49%	
Biscuits	559	163	392	313	141	91	511	48	206	353	
	56%	55%	57%	53%	59%	58%	57%	48%	52%	59%	
Cakes and sweet pastries	319	95	220	166	76	72	289	30	126	192	
	32%	32%	32%	28%	32%	46%	32%	30%	32%	32%	
Cereal bars	221	63	157	144	49	25	207	14	119	102	
	22%	21%	23%	25%	21%	16%	23%	13%	30%	17%	
Ice cream	303	100	201	166	73	60	279	25	105	199	
	30%	34%	29%	28%	31%	38%	31%	24%	26%	33%	
Sub-Net: Any drinks	732	201	521	412	182	121	656	76	318	414	
	73%	68%	75%	70%	77%	78%	73%	75%	80%	69%	
Pure fruit juice	443	121	317	267	105	59	412	31	189	254	
	44%	41%	46%	46%	44%	38%	46%	31%	47%	42%	
Fizzy drinks with added sugar (non-diet)	202	62	137	77	62	55	175	27	93	109	
	20%	21%	20%	13%	26%	35%	19%	26%	23%	18%	
Still drinks with added sugar (non-diet)	101	32	66	64	20	14	86	15	67	34	
	10%	11%	10%	11%	9%	9%	10%	15%	17%	6%	
Sports drinks (non- diet)	77	26	50	47	13	13	69	8	57	19	
	8%	9%	7%	8%	5%	8%	8%	8%	14%	3%	
Energy drinks	104	31	69	56	23	21	99	6	70	34	
	10%	11%	10%	10%	10%	14%	11%	5%	18%	6%	
Squashes, cordials, diluting juice (non-diet)	348	100	244	188	92	61	309	39	162	186	
	35%	34%	35%	32%	39%	39%	34%	39%	41%	31%	
Other types of sugary/non-diet drinks	56	23	33	27	16	12	47	9	33	23	
	6%	8%	5%	5%	7%	8%	5%	9%	8%	4%	
Flavoured water	5	1	4	3	1	1	5	-	1	4	
	*	+	1%	+	1%	1%	1%	-	+	1%	
Sub-Net: Other snack	27	9	18	21	2	3	23	4	12	15	
	3%	3%	3%	4%	1%	2%	3%	4%	3%	2%	
Fruit/dried fruit	9	3	6	7	1	1	9	-	5	4	
	1%	1%	1%	1%	+	1%	1%	-	1%	1%	
Other snack	10	3	7	8	-	2	8	2	4	6	
	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	
Nuts (all mentions)	14	7	7	10	2	2	12	2	7	7	
	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	
Sub-Net: Other drinks	442	141	299	251	107	73	410	32	178	264	
	44%	48%	43%	43%	45%	47%	46%	32%	44%	44%	
Tea/ coffee	30	9	21	20	6	4	26	4	12	18	
	3%	3%	3%	3%	2%	2%	3%	4%	3%	3%	
Green/ herbal Tea	5	-	5	4	-	1	5	-	3	2	
	*	-	1%	1%	-	1%	1%	-	1%	*	
Water	49	15	34	32	11	5	42	7	17	32	
	5%	5%	5%	5%	5%	3%	5%	7%	4%	5%	
Milk	8	2	6	4	3	1	7	1	3	5	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Alcoholic drinks	8	2	6	5	1	1	6	2	2	6	
	1%	1%	1%	1%	+	1%	1%	2%	+	1%	
Other drinks	6	2	4	4	1	1	6	-	3	3	
	1%	1%	1%	1%	+	1%	1%	-	1%	+	
Diet drinks (e.g. sugar free, zero calories fizzy or still drinks)	378	123	252	207	94	66	354	23	155	222	
	38%	42%	36%	35%	40%	42%	39%	23%	39%	37%	
None of these snack foods	68	15	51	42	14	6	54	14	21	47	
	7%	5%	7%	7%	6%	4%	6%	14%	5%	8%	
None of these drinks	121	34	83	78	22	14	105	16	36	84	
	12%	11%	12%	13%	9%	9%	12%	16%	9%	14%	
Average number of snacks	2.9	2.99	2.87	2.75	2.98	3.28	2.91	2.78	2.85	2.93	
Average number of drinks	2.06	2.11	2.05	1.98	2.08	2.22	2.07	1.99	2.39	1.84	

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column
Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Continuity correction applied

Weighted by: WEIGHT

Q102. Which of these, if any, do you eat/drink in an average week?

Base: All respondents

		Women 16-44 C1C2DE		Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
		Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	114	170	239	
Base	1002	224	601	401	733	130	179	269	
Net: Any	952	217	579	373	708	517	175	244	
	95%	97%	96%	93%	97%	98%	98%	91%	
		D	H	H	H	H			
Sub-Net: Any snack	925	213	564	361	692	511	174	233	
	92%	95%	94%	90%	94%	96%	97%	87%	
		D	H	H	H	H			
Crisps and savoury snacks	585	162	344	240	448	340	116	137	
	58%	72%	57%	60%	61%	64%	65%	51%	
		H	H	H	H	H			
Savoury pies and pastries	194	29	104	90	148	116	40	46	
	19%	13%	17%	22%	20%	22%	23%	17%	
		H	H	H	H	H			
Chocolate bars and other sweets	493	125	307	186	381	285	104	112	
	49%	56%	51%	47%	52%	54%	58%	42%	
		H	H	H	H	H			
Biscuits	559	110	351	208	415	304	103	144	
	56%	49%	58%	52%	57%	57%	58%	54%	
		H	H	H	H	H			
Cakes and sweet pastries	319	60	197	122	241	188	80	78	
	32%	27%	33%	30%	33%	35%	44%	29%	
		EH							
Cereal bars	221	65	158	62	176	143	55	44	
	22%	29%	26%	16%	24%	27%	31%	17%	
		D	H	H	H	H			
Ice cream	303	52	182	121	231	170	61	72	
	30%	23%	30%	30%	32%	32%	34%	27%	
		H	H	H	H	H			
Sub-Net: Any drinks	732	179	433	298	564	422	157	168	
	73%	80%	72%	75%	77%	80%	87%	62%	
		H	H	H	H	H			
Pure fruit juice	443	97	272	170	328	236	85	114	
	44%	43%	45%	42%	45%	44%	48%	43%	
		H	H	H	H	H			
Fizzy drinks with added sugar (non-diet)	202	65	109	93	181	159	72	21	
	20%	29%	18%	23%	25%	30%	40%	8%	
		H	H	H	H	H			
Still drinks with added sugar (non-diet)	101	30	63	38	86	76	42	15	
	10%	14%	10%	10%	12%	14%	24%	5%	
		H	H	H	H	H			
Sports drinks (non-diet)	77	23	50	26	69	66	40	8	
	8%	10%	8%	7%	9%	12%	22%	3%	
		H	H	H	H	H			
Energy drinks	104	36	71	33	97	85	45	7	
	10%	16%	12%	8%	13%	16%	25%	3%	
		H	H	H	H	H			
Squashes, cordials, diluting juice (non-diet)	348	102	210	138	275	209	79	73	
	35%	46%	35%	34%	38%	39%	44%	27%	
		H	H	H	H	H			
Other types of sugary/non-diet drinks	56	15	29	27	50	42	20	6	
	6%	7%	5%	7%	7%	8%	11%	2%	
		H	H	H	H	H			
Flavoured water	5	-	5	-	2	1	-	3	
	*	-	1%	-	*	+	-	1%	
		H	H	H	H	H			
Sub-Net: Other snack	27	2	10	17	12	5	2	15	
	3%	1%	2%	4%	2%	1%	1%	6%	
		C							
Fruit/dried fruit	9	2	3	6	3	-	-	5	
	1%	1%	1%	1%	*	-	-	2%	
		EF							
Other snack	10	-	4	6	5	2	1	6	
	1%	-	1%	2%	1%	+	1%	2%	
		H	H	H	H	H			
Nuts (all mentions)	14	2	5	9	6	3	1	8	
	1%	1%	1%	2%	1%	1%	+	3%	
		EF							
Sub-Net: Other drinks	442	108	257	185	330	238	75	112	
	44%	48%	43%	46%	45%	45%	42%	42%	
		H	H	H	H	H			
Tea/ coffee	30	6	13	18	18	9	3	12	
	3%	3%	2%	4%	2%	2%	2%	5%	
		F							
Green/ herbal Tea	5	3	2	3	5	2	2	-	
	*	1%	+	1%	1%	+	1%	-	
		H	H	H	H	H			
Water	49	7	29	20	27	17	1	22	
	5%	3%	5%	5%	4%	3%	1%	8%	
		EFG							
Milk	8	2	4	4	6	4	4	2	
	1%	1%	1%	1%	1%	1%	2%	1%	
		H	H	H	H	H			
Alcoholic drinks	8	1	4	4	5	3	1	4	
	1%	+	1%	1%	1%	1%	1%	1%	
		H	H	H	H	H			
Other drinks	6	2	4	2	3	1	-	3	
	1%	1%	1%	+	+	+	-	1%	
		H	H	H	H	H			
Diet drinks (e.g. sugar free, zero calories fizzy or still drinks)	378	97	223	155	295	220	69	82	
	38%	43%	37%	39%	40%	41%	38%	31%	
		H	H	H	H	H			
None of these snack foods	68	10	34	33	38	18	5	30	
	7%	5%	6%	8%	5%	3%	3%	11%	
		EFG							
None of these drinks	121	20	78	43	67	40	12	53	
	12%	9%	13%	11%	9%	8%	7%	20%	
		EFG							
Average number of snacks	2.9	2.84	2.92	2.86	2.96	3.03	3.22	2.73	
		H	H	H	H	H			
Average number of drinks	2.06	2.4	2.08	2.04	2.17	2.3	2.77	1.72	
		H	H	H	H	H			

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q103. Still thinking of an average week, how regularly would you say you eat these snack foods?

Base: All who consume any snacks in the average week

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	921	448	473	91	145	149	176	152	208	240	272	164	245	512	409	193	369	179	180	256	665
Base	925	448	477	135	146	143	163	139	198	223	252	174	275	476	449	191	361	184	189	262	663
Net: Once a week or more	886 96%	433 97%	453 95%	132 98% *	141 96%	140 98%	157 96%	132 95%	185 94%	212 95%	246 98%	168 96%	260 95%	458 96%	428 95%	184 97%	344 95%	174 94%	185 98%	255 97%	632 95%
Sub-Net: Once a day or more	395 43%	189 42%	206 43%	74 55% GHI*	69 47% H	65 45%	64 39%	48 35%	75 38%	92 41%	113 45%	75 43%	115 42%	205 43%	190 42%	83 44%	146 40%	85 46%	82 43%	116 44%	280 42%
6 or more times a day	13 1%	9 2%	4 1%	5 3% *	3 2%	2 1%	3 2%	1 1%	- -	1 *	7 3%	4 2%	1 *	8 2%	5 1%	2 1%	6 2%	3 1%	3 1%	6 2%	7 1%
4 or 5 times a day	26 3%	9 2%	17 4%	7 5% I*	5 4%	7 5% I	3 2%	3 2%	1 1%	4 2%	7 3%	9 5%	7 3%	10 2%	16 3%	4 2%	6 2%	9 5%	7 4%	13 5% U	13 2%
2 or 3 times a day	152 16%	66 15%	85 18%	22 16% *	31 21%	30 21%	21 13%	18 13%	29 14%	38 17%	39 16%	21 12%	53 19%	78 16%	74 16%	31 16%	54 15%	26 14%	41 22%	54 21% U	98 15%
Once a day	205 22%	105 23%	100 21%	40 29% *	30 20%	26 18%	38 23%	26 19%	45 23%	49 22%	60 24%	41 24%	54 20%	109 23%	95 21%	47 25%	80 22%	47 25%	31 17%	42 16% T	163 25%
A few times a week	396 43%	191 43%	205 43%	48 35% *	55 37%	63 44%	79 49%	67 48%	84 42%	93 42%	114 45%	79 45%	109 40%	207 44%	188 42%	85 44%	159 44%	71 38%	81 43%	111 42%	285 43%
Once a week	95 10%	54 12%	42 9%	10 8% *	17 12%	12 8%	13 8%	17 12%	26 13%	26 12%	19 8%	14 8%	36 13%	45 10%	50 11%	16 8%	39 11%	18 10%	22 12%	28 11%	68 10%
Less than once a week	38 4%	14 3%	24 5%	3 2% *	6 4%	3 2%	7 4%	7 5%	13 6%	12 5%	6 2%	6 4%	14 5%	18 4%	21 5%	7 3%	17 5%	10 6%	4 2%	7 3%	31 5%

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q103. Still thinking of an average week, how regularly would you say you eat these snack foods?

Base: All who consume any snacks in the average week

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	921	238	634	49	580	341	147	325	90	557	327	37	236	156	360	161	652	269
Base	925	240	635	51	585	340	149	330	88	553	333	38	241	154	354	168	655	270
Net: Once a week or more	886 96%	228 95%	609 96%	49 96% *	557 95%	330 97%	137 92%	317 96%	86 98% *	531 96%	319 96%	36 95% *	232 96%	146 95%	337 95%	164 98%	628 96%	258 96%
Sub-Net: Once a day or more	395 43%	102 43%	274 43%	20 39% *	246 42%	149 44%	58 39%	136 41%	44 50% *	238 43%	142 43%	15 40% *	107 44%	58 37%	146 41%	81 48%	282 43%	113 42%
6 or more times a day	13 1%	2 1%	10 1%	1 2% *	8 1%	5 2%	4 2%	3 1%	1 1% *	9 2%	4 1%	- - *	6 2%	3 2%	2 1%	2 1%	10 1%	3 1%
4 or 5 times a day	26 3%	7 3%	18 3%	1 2% *	22 4% F	4 1%	8 6%	10 3%	2 2% *	16 3%	9 3%	1 3% *	7 3%	3 2%	10 3%	5 3%	17 3%	9 3%
2 or 3 times a day	152 16%	43 18%	104 16%	5 9% *	92 16%	60 18%	22 15%	46 14%	22 25% H*	92 17%	51 15%	9 23% *	38 16%	25 16%	53 15%	36 21%	104 16%	48 18%
Once a day	205 22%	49 20%	143 22%	13 26% *	124 21%	80 24%	24 16%	77 23%	19 21% *	121 22%	78 24%	6 15% *	56 23%	27 17%	81 23%	39 23%	152 23%	53 20%
A few times a week	396 43%	101 42%	271 43%	23 46% *	255 44%	141 41%	62 41%	147 45%	38 43% *	238 43%	142 43%	16 41% *	104 43%	71 46%	148 42%	69 41%	284 43%	112 41%
Once a week	95 10%	25 11%	64 10%	6 11% *	56 10%	39 12%	17 11%	33 10%	4 5% *	56 10%	35 10%	5 13% *	21 9%	17 11%	43 12%	14 8%	61 9%	34 13%
Less than once a week	38 4%	11 5%	25 4%	2 4% *	28 5%	10 3%	12 8%	13 4%	2 2% *	22 4%	14 4%	2 5% *	9 4%	8 5%	17 5%	4 2%	27 4%	12 4%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q103. Still thinking of an average week, how regularly would you say you eat these snack foods?

Base: All who consume any snacks in the average week

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	921	281	628	543	221	140	839	82	351	570
Base	925	278	635	536	222	149	838	86	374	551
Net: Once a week or more	886 96%	264 95%	610 96%	507 95%	214 96%	148 99% D	806 96%	81 94% *	352 94%	535 97% I
Sub-Net: Once a day or more	395 43%	127 46%	261 41%	219 41%	93 42%	77 52% D	359 43%	37 42% *	181 48% J	215 39%
6 or more times a day	13 1%	6 2%	7 1%	6 1%	5 2%	1 1%	11 1%	2 3% *	9 2%	4 1%
4 or 5 times a day	26 3%	6 2%	19 3%	17 3%	2 1%	6 4%	20 2%	6 7% *	15 4%	11 2%
2 or 3 times a day	152 16%	56 20%	95 15%	79 15%	38 17%	33 22% D	139 17%	12 14% *	66 18%	85 15%
Once a day	205 22%	59 21%	141 22%	117 22%	48 22%	37 25%	189 22%	16 19% *	90 24%	115 21%
A few times a week	396 43%	102 37%	289 45% B	231 43%	97 44%	59 40%	358 43%	38 44% *	138 37%	257 47% I
Once a week	95 10%	35 13%	61 10%	57 11%	23 11%	12 8%	89 11%	6 7% *	33 9%	63 11%
Less than once a week	38 4%	14 5%	24 4%	29 5% F	8 4%	1 1%	33 4%	6 6% *	22 6% J	16 3%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q103. Still thinking of an average week, how regularly would you say you eat these snack foods?

Base: All who consume any snacks in the average week

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	921	191	563	358	679	494	165	242
Base	925	213	564	361	692	511	174	233
Net: Once a week or more	886 96%	205 96%	535 95%	351 97%	671 97% H	501 98% H	169 97%	215 92%
Sub-Net: Once a day or more	395 43%	98 46%	249 44%	147 41%	302 44%	235 46%	89 51% H	93 40%
6 or more times a day	13 1%	2 1%	10 2%	3 1%	11 2%	9 2%	7 4%	2 1%
4 or 5 times a day	26 3%	10 5%	14 3%	12 3%	23 3%	19 4%	11 6% H	3 1%
2 or 3 times a day	152 16%	42 20%	99 18%	53 15%	114 16%	94 18%	29 17%	38 16%
Once a day	205 22%	44 21%	126 22%	79 22%	155 22%	113 22%	42 24%	50 21%
A few times a week	396 43%	93 44%	227 40%	169 47%	297 43% G	210 41%	59 34%	99 43%
Once a week	95 10%	14 7%	60 11%	36 10%	73 10%	56 11%	21 12%	23 10%
Less than once a week	38 4%	8 4%	29 5%	10 3%	20 3%	10 2%	5 3%	18 8% EF

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q104. And how regularly would you say you have these drinks?

Base: All who consume any sugary drinks in the average week

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	717	371	346	79	127	126	137	112	136	183	204	131	199	387	330	155	254	154	154	222	495
Base	729	374	355	118	129	121	128	102	131	171	192	140	226	363	366	155	252	159	164	228	500
Net: Once a week or more	706 97%	365 98%	341 96%	115 97% *	123 95%	118 97%	123 96%	99 97%	129 99%	163 95%	188 98%	138 99%	217 96%	351 97%	355 97%	150 97%	246 98%	153 96%	158 97%	222 97%	484 97%
Sub-Net: Once a day or more	413 57%	220 59%	193 54%	74 63% *	73 57%	73 60%	71 56%	52 51%	71 54%	98 57%	112 58%	79 56%	124 55%	210 58%	203 56%	84 54%	137 55%	101 64%	90 55%	136 60%	277 55%
6 or more times a day	21 3%	11 3%	10 3%	3 3% *	5 4%	3 2%	5 4%	1 1%	4 3%	2 1%	5 2%	5 3%	10 4%	6 2%	15 4%	6 4%	6 2%	4 3%	5 3%	10 4%	11 2%
4 or 5 times a day	49 7%	29 8%	19 5%	5 4% *	13 10% H	12 10%	8 6%	3 3%	9 7%	9 5%	12 6%	9 6%	19 8%	21 6%	28 8%	12 8%	17 7%	7 5%	13 8%	19 8%	30 6%
2 or 3 times a day	147 20%	69 18%	78 22%	32 27% *	20 16%	29 24%	25 19%	18 18%	23 18%	35 21%	38 20%	25 18%	49 22%	73 20%	74 20%	20 13%	56 22% P	35 22%	36 22%	51 22%	96 19%
Once a day	196 27%	111 30%	85 24%	34 29% *	34 26%	29 24%	34 27%	30 29%	35 26%	52 30% M	57 30% M	41 29%	46 21%	109 30% M	87 24%	46 30%	58 23%	55 35% QS	36 22%	57 25%	140 28%
A few times a week	228 31%	117 31%	111 31%	26 22% *	35 27%	37 31%	43 34%	36 36%	50 38% D	57 33%	57 30%	46 33%	69 30%	113 31%	115 31%	54 35% R	90 36% R	36 22%	48 29%	61 27%	167 33%
Once a week	65 9%	28 8%	37 10%	15 12% *	15 12%	8 6%	8 7%	11 11%	8 6%	8 5%	20 10%	13 9%	24 11%	28 8%	37 10%	11 7%	18 7%	16 10%	20 12%	25 11%	40 8%
Less than once a week	22 3%	8 2%	14 4%	3 3% *	6 5%	4 3%	5 4%	3 3%	2 1%	8 5%	3 2%	2 1%	9 4%	11 3%	11 3%	5 3%	6 2%	6 4%	6 3%	6 3%	16 3%

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q104. And how regularly would you say you have these drinks?

Base: All who consume any sugary drinks in the average week

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	717	179	500	38	453	264	120	250	69	434	256	27	196	124	265	125	501	216
Base	729	184	506	39	462	267	123	256	69	435	264	29	201	125	264	132	509	220
Net: Once a week or more	706 97%	180 98%	489 97%	38 98% *	450 97%	256 96%	117 95%	250 98%	69 100% *	421 97%	257 97%	28 96% **	193 96%	121 97%	256 97%	131 99%	495 97%	211 96%
Sub-Net: Once a day or more	413 57%	113 61%	283 56%	17 45% *	258 56%	155 58%	62 50%	148 58%	43 62% *	225 52%	167 63% J	21 70% **	109 54%	75 60%	142 54%	84 63%	284 56%	129 59%
6 or more times a day	21 3%	8 4%	13 2%	1 2% *	18 4%	4 1%	7 5%	6 2%	5 7% *	17 4%	3 1%	1 3% **	6 3%	6 5%	5 2%	4 3%	19 4%	2 1%
4 or 5 times a day	49 7%	14 8%	34 7%	1 2% *	29 6%	20 7%	8 7%	10 4%	11 16% H*	29 7%	17 6%	3 9% **	11 6%	12 9%	10 4%	16 12% O	26 5%	23 10% Q
2 or 3 times a day	147 20%	40 22%	98 19%	9 23% *	90 19%	57 22%	21 17%	59 23%	8 11% *	72 17%	68 26% J	7 23% **	42 21%	22 17%	52 20%	32 24%	105 21%	42 19%
Once a day	196 27%	51 28%	138 27%	7 17% *	122 26%	74 28%	26 21%	73 29%	19 27% *	107 25%	79 30%	10 35% **	49 25%	37 29%	76 29%	32 24%	134 26%	62 28%
A few times a week	228 31%	46 25%	164 32%	18 45% B*	148 32%	80 30%	41 34%	82 32%	19 28% *	155 36% K	69 26%	4 13% **	66 33%	33 26%	92 35%	36 27%	167 33%	62 28%
Once a week	65 9%	20 11%	42 8%	3 8% *	44 10%	21 8%	14 11%	20 8%	7 10% *	41 9%	21 8%	4 13% **	17 9%	13 11%	22 8%	12 9%	45 9%	21 9%
Less than once a week	22 3%	4 2%	17 3%	1 2% *	12 3%	10 4%	6 5%	6 2%	- - *	14 3%	7 3%	1 4% **	8 4%	4 3%	8 3%	1 1%	14 3%	9 4%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q104. And how regularly would you say you have these drinks?

Base: All who consume any sugary drinks in the average week

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	717	200	507	413	178	110	646	71	295	422
Base	729	200	519	411	180	120	653	76	317	412
Net: Once a week or more	706 97%	195 98%	501 97%	402 98%	174 97%	114 95%	634 97%	73 96% *	307 97%	400 97%
Sub-Net: Once a day or more	413 57%	117 59%	293 56%	229 56%	102 57%	71 59%	368 56%	45 59% *	185 58%	228 55%
6 or more times a day	21 3%	12 6% C	9 2%	12 3%	3 2%	6 5%	19 3%	2 3% *	13 4%	8 2%
4 or 5 times a day	49 7%	17 8%	31 6%	25 6%	14 8%	8 6%	40 6%	9 12% *	21 7%	28 7%
2 or 3 times a day	147 20%	35 18%	112 22%	79 19%	37 20%	28 23%	133 20%	14 18% *	72 23%	74 18%
Once a day	196 27%	53 26%	141 27%	114 28%	48 27%	29 24%	176 27%	20 26% *	78 25%	118 29%
A few times a week	228 31%	59 30%	163 31%	134 33%	60 33%	30 25%	208 32%	20 26% *	89 28%	139 34%
Once a week	65 9%	19 9%	45 9%	38 9%	12 7%	14 11%	57 9%	8 11% *	33 10%	32 8%
Less than once a week	22 3%	5 2%	18 3%	9 2%	6 3%	6 5%	19 3%	3 4% *	10 3%	12 3%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q104. And how regularly would you say you have these drinks?

Base: All who consume any sugary drinks in the average week

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	717	159	425	292	546	401	149	171
Base	729	179	430	298	562	420	157	167
Net: Once a week or more	706 97%	173 96%	421 98%	286 96%	545 97%	411 98%	155 99%	161 97%
Sub-Net: Once a day or more	413 57%	108 60%	243 56%	170 57%	324 58%	250 59%	97 62%	89 53%
6 or more times a day	21 3%	7 4%	12 3%	9 3%	16 3%	11 3%	11 7% EF	5 3%
4 or 5 times a day	49 7%	14 8%	29 7%	20 7%	38 7%	27 7%	10 6%	11 6%
2 or 3 times a day	147 20%	43 24%	86 20%	61 20%	119 21%	96 23%	29 18%	28 17%
Once a day	196 27%	43 24%	115 27%	81 27%	151 27%	115 27%	47 30%	45 27%
A few times a week	228 31%	43 24%	133 31%	95 32%	169 30%	120 29%	43 28%	59 35%
Once a week	65 9%	22 12%	45 10%	21 7%	52 9%	41 10%	14 9%	13 8%
Less than once a week	22 3%	7 4%	9 2%	13 4%	17 3%	9 2%	2 1%	6 3%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q113. How important are these to you when thinking about what you eat and drink? - Eating at least 5 portions of a variety of fruit and vegetables each day

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Important	843	403	440	109	130	136	156	124	188	223	225	161	234	448	395	173	333	164	173	243	600
	84%	83%	86%	78% *	82%	89% D	86%	82%	86%	89% KMNO	82%	87%	81%	85% K	83%	80%	85%	84%	87%	88%	83%
Very important (2)	401	177	224	48	58	65	75	56	99	114	102	79	107	216	185	89	160	80	72	125	276
	40%	36%	44% B	34% *	37%	43%	41%	37%	45%	45%	37%	42%	37%	41%	39%	42%	41%	41%	36%	45%	38%
Quite important (1)	442	226	216	61	72	71	81	69	89	109	123	83	128	232	210	84	173	84	101	118	324
	44%	46%	42%	43% *	45%	47%	45%	45%	41%	43%	45%	45%	44%	44%	44%	39%	44%	43%	50% P	43%	45%
Net: Not important	136	78	58	27	23	12	23	24	27	27	44	24	41	71	65	33	54	28	22	29	107
	14%	16% C	11%	19% F*	15%	8%	13%	16%	12%	11%	16%	13%	14%	14%	14%	15%	14%	14%	11%	10%	15%
Not very important (-1)	107	59	48	18	19	12	18	18	22	21	32	23	31	53	54	27	40	22	19	24	84
	11%	12%	9%	13% *	12%	8%	10%	12%	10%	8%	12%	12%	11%	10%	11%	12%	10%	11%	9%	9%	12%
Not at all important (-2)	29	19	10	9	4	-	6	6	5	6	12	1	10	18	11	6	13	6	3	5	24
	3%	4%	2%	6% F*	3%	-	3%	4% F	2%	2%	4% L	1%	3%	3%	2%	3%	3%	3%	2%	2%	3%
Don't know	23	7	15	4	5	4	2	4	3	1	6	-	16	7	16	9	5	3	5	5	18
	2%	1%	3%	3% *	3%	3%	1%	2%	1%	* JLNO	2%	-	5% JLNO	1%	3% JL	4% Q	1%	2%	3%	2%	2%
Mean scores	1.1	1.01	1.19	0.9	1.05	1.27	1.12	1.02	1.19	1.22	1.01	1.16	1.05	1.11	1.1	1.08	1.1	1.09	1.13	1.23	1.05
			B	*		DH			D	KN				K						U	
Standard Deviation	1.05	1.1	0.99	1.21	1.06	0.84	1.04	1.1	1.02	0.98	1.12	0.97	1.08	1.06	1.04	1.11	1.06	1.07	0.94	0.96	1.08
Standard Error	0.034	0.05	0.044	0.104	0.086	0.069	0.078	0.091	0.069	0.062	0.068	0.072	0.065	0.047	0.048	0.077	0.054	0.077	0.067	0.058	0.041

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 442

Tb T582

Q113. How important are these to you when thinking about what you eat and drink? - Eating at least 5 portions of a variety of fruit and vegetables each day

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Important	843 84%	225 86%	573 84%	46 81% *	550 88% F	293 78%	148 91% I	310 89% I	74 78% *	517 86% L	299 85% L	28 60% *	201 79%	143 86%	336 87% M	154 83%	626 89% R	218 73%
Very important (2)	401 40%	106 41%	268 39%	27 47% *	279 44% F	123 33%	92 57% HI	150 43% I	27 28% *	269 45% KL	125 35% L	7 15% *	101 40%	68 41%	165 43% P	62 33%	318 45% R	83 28%
Quite important (1)	442 44%	118 45%	304 44%	20 34% *	271 43%	171 46%	55 34%	160 46% G	47 50% G*	248 41%	174 49% J	21 45% *	100 39%	75 45%	171 44%	92 49%	307 44%	135 45%
Net: Not important	136 14%	32 12%	94 14%	9 16% *	67 11%	69 18% E	12 8%	34 10%	18 19% GH*	72 12%	48 14%	15 33% JK*	43 17%	21 13%	47 12%	24 13%	69 10%	67 23% Q
Not very important (-1)	107 11%	23 9%	76 11%	8 14% *	55 9%	53 14% E	9 5%	31 9%	14 15% G*	64 11%	36 10%	7 15% *	32 13%	17 10%	41 11%	18 9%	56 8%	51 17% Q
Not at all important (-2)	29 3%	9 4%	18 3%	1 2% *	12 2%	16 4% E	4 2%	3 1%	4 4% *	9 1%	12 3%	8 18% JK*	11 4%	5 3%	6 2%	7 4%	12 2%	16 5% Q
Don't know	23 2%	4 2%	17 2%	2 3% *	10 2%	13 3%	2 1%	4 1%	3 3% *	13 2%	6 2%	3 7% *	10 4% O	2 1%	3 1%	8 4% O	9 1%	13 4% Q
Mean scores	1.1	1.12	1.09	1.12 *	1.21 F	0.91	1.4 I	1.23 I	0.86 *	1.2 KL	1.05 L	0.26 *	1.01	1.13	1.17	1.04	1.24 R	0.76
Standard Deviation	1.05	1.04	1.05	1.13	0.97	1.15	0.92	0.91	1.13	0.99	1.04	1.42	1.16	1.03	0.99	1.04	0.94	1.21
Standard Error	0.034	0.065	0.041	0.152	0.039	0.06	0.073	0.049	0.118	0.041	0.056	0.217	0.074	0.081	0.051	0.078	0.036	0.072

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q113. How important are these to you when thinking about what you eat and drink? - Eating at least 5 portions of a variety of fruit and vegetables each day

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Important	843 84%	248 84%	586 85%	541 92% EF	179 75%	111 71%	780 87% H	63 62% *	358 90% J	485 81%
Very important (2)	401 40%	122 41%	275 40%	290 49% EF	66 28%	40 25%	373 41% H	29 28% *	201 50% J	200 33%
Quite important (1)	442 44%	126 43%	311 45%	252 43%	113 48%	71 46%	408 45% H	34 34% *	157 39%	285 47% I
Net: Not important	136 14%	40 14%	94 14%	42 7%	48 20% D	39 25% D	104 12%	32 31% G*	39 10%	97 16% I
Not very important (-1)	107 11%	34 12%	71 10%	37 6%	41 17% D	27 17% D	85 9%	22 22% G*	33 8%	75 12%
Not at all important (-2)	29 3%	6 2%	23 3%	5 1%	8 3% D	12 8% D	19 2%	10 10% G*	7 2%	22 4%
Don't know	23 2%	7 2%	12 2%	2 *	10 4% D	6 4% D	16 2%	7 6% G*	3 1%	20 3% I
Mean scores	1.1	1.12	1.09	1.34 EF	0.83	0.66	1.16 H	0.53 *	1.29 J	0.97
Standard Deviation	1.05	1.03	1.06	0.84	1.13	1.27	0.99	1.4	0.95	1.1
Standard Error	0.034	0.061	0.041	0.035	0.075	0.104	0.033	0.144	0.048	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q113. How important are these to you when thinking about what you eat and drink? - Eating at least 5 portions of a variety of fruit and vegetables each day

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Important	843 84%	188 84%	532 88% D	312 78%	612 84%	437 83%	144 81%	231 86%
Very important (2)	401 40%	85 38%	275 46% D	126 32%	280 38%	199 38%	74 42%	121 45% F
Quite important (1)	442 44%	103 46%	257 43%	185 46%	332 45%	238 45%	70 39%	110 41%
Net: Not important	136 14%	24 11%	66 11%	70 18% C	102 14%	80 15%	30 17%	34 13%
Not very important (-1)	107 11%	20 9%	52 9%	55 14% C	83 11%	66 12%	20 11%	24 9%
Not at all important (-2)	29 3%	4 2%	14 2%	15 4%	19 3%	14 3%	9 5%	10 4%
Don't know	23 2%	12 5%	4 1%	18 5% C	19 3%	13 2%	5 3%	4 1%
Mean scores	1.1	1.15	1.22 D	0.92	1.08	1.05	1.03	1.16
Standard Deviation	1.05	0.97	0.98	1.12	1.04	1.07	1.18	1.07
Standard Error	0.034	0.066	0.04	0.057	0.039	0.047	0.089	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q113. How important are these to you when thinking about what you eat and drink? - Only have foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Important	743 74%	339 70%	403 78% B	94 67% *	110 69%	119 78%	137 76%	120 79%	163 75%	199 80% MO	211 77% M	134 73%	198 68%	410 78% MO	332 70%	163 76%	283 72%	141 73%	155 78%	216 78%	527 73%
Very important (2)	316 32%	138 28%	178 35% B	40 28% *	42 26%	54 36%	51 28%	47 31%	82 37% E	90 36% M	84 30%	62 33%	80 27%	174 33%	142 30%	78 36%	116 30%	59 30%	63 31%	94 34%	222 31%
Quite important (1)	427 43%	202 41%	226 44%	54 39% *	68 43%	65 42%	86 48% I	72 48% I	82 37%	109 44%	127 46%	72 39%	118 41%	237 45%	190 40%	85 40%	167 43%	82 42%	92 46%	122 44%	305 42%
Net: Not important	214 21%	125 26% C	89 17%	38 27% *	40 25%	26 17%	36 20%	26 17%	48 22%	46 18%	47 17%	48 26% KN	73 25% KN	93 18%	121 25% JKN	39 18%	94 24%	43 22%	37 18%	52 19%	161 22%
Not very important (-1)	138 14%	78 16%	60 12%	24 17% *	27 17%	18 12%	23 13%	18 12%	30 14%	27 11%	29 10%	32 17% N	50 17% KN	56 11%	82 17% JKN	24 11%	58 15%	37 19% PS	19 10%	35 13%	103 14%
Not at all important (-2)	75 8%	47 10% C	28 6%	14 10% *	13 8%	9 6%	13 7%	8 6%	18 8%	18 7%	18 6%	16 9%	23 8%	36 7%	39 8%	15 7%	36 9%	7 3%	18 9%	17 6%	58 8%
Don't know	46 5%	23 5%	22 4%	9 6% *	9 5%	7 5%	8 5%	6 4%	7 3%	5 2%	18 6% JLN	3 2%	19 7% JL	23 4% J	22 5% L	13 6%	15 4%	10 5%	8 4%	9 3%	37 5%
Mean scores	0.8	0.66	0.94 B	0.62 *	0.66	0.95	0.81	0.9	0.85	0.92 MO	0.9 MO	0.73	0.67	0.91 MO	0.69	0.92	0.71	0.82	0.85	0.89	0.77
Standard Deviation	1.26	1.33	1.17	1.36	1.3	1.19	1.21	1.15	1.31	1.22	1.18	1.33	1.3	1.2	1.31	1.24	1.31	1.19	1.24	1.2	1.28
Standard Error	0.041	0.062	0.053	0.118	0.106	0.099	0.092	0.096	0.09	0.078	0.073	0.098	0.079	0.053	0.062	0.087	0.067	0.087	0.09	0.074	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 446

Tb T610

Q113. How important are these to you when thinking about what you eat and drink? - Only have foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Important	743 74%	195 75% D	515 75% D	33 58% *	486 78% F	257 68% F	137 84% I	271 78% I	65 68% *	475 79% KL	252 71% L	16 35% *	176 69% KL	120 72% L	307 80% MP	132 71% MP	560 80% R	182 61% R
Very important (2)	316 32%	94 36%	206 30%	16 27% *	222 35% F	94 25% F	83 51% HI	113 32% I	18 19% *	215 36% KL	95 27% L	5 11% *	67 26% KL	50 30% L	141 37% M	55 29% M	256 36% R	60 20% R
Quite important (1)	427 43%	101 39%	309 45%	17 30% *	264 42% G	163 44% G	53 33% G	158 45% G	47 49% G*	259 43% L	156 44% L	11 24% *	108 43% L	71 42% L	166 43% L	78 42% L	305 43% L	122 41% L
Net: Not important	214 21%	60 23%	134 20%	20 34% C*	119 19% E	95 25% E	24 15% E	66 19% E	23 24% *	105 17% J	85 24% J	24 51% JK*	65 26% O	36 22% O	66 17% O	45 24% O	116 16% Q	98 33% Q
Not very important (-1)	138 14%	40 15%	86 13%	12 22% *	82 13% E	56 15% E	14 9% E	49 14% E	16 17% *	69 11% J	61 17% J	9 20% *	40 16% J	24 14% J	46 12% J	27 14% J	70 10% Q	69 23% Q
Not at all important (-2)	75 8%	21 8%	48 7%	7 12% *	36 6% E	39 10% E	10 6% E	17 5% E	7 7% *	36 6% J	25 7% J	15 32% JK*	25 10% O	12 7% O	20 5% O	18 10% O	46 7% Q	29 10% Q
Don't know	46 5%	6 2%	35 5%	4 8% *	22 4% G	23 6% G	1 1% G	11 3% G	8 8% G*	23 4% KL	16 5% L	6 13% JK*	13 5% KL	10 6% L	13 3% MP	9 5% L	27 4% R	19 6% R
Mean scores	0.8	0.81	0.83	0.42 *	0.91 F	0.62 F	1.16 HI	0.9 I	0.6 *	0.95 KL	0.7 L	-0.42 *	0.63	0.78	0.97 MP	0.7	0.97 R	0.41 R
Standard Deviation	1.26	1.3	1.22	1.47	1.2	1.32	1.19	1.16	1.23	1.19	1.26	1.53	1.33	1.26	1.16	1.32	1.19	1.34
Standard Error	0.041	0.081	0.048	0.203	0.049	0.071	0.094	0.063	0.131	0.049	0.068	0.241	0.086	0.101	0.06	0.099	0.046	0.08

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q113. How important are these to you when thinking about what you eat and drink? - Only have foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Important	743 74%	223 76%	510 74%	473 81% EF	163 69%	92 59%	689 77% H	53 53% *	309 77%	434 72%
Very important (2)	316 32%	95 32%	218 31%	234 40% EF	51 21%	26 17%	301 33% H	14 14% *	147 37% J	169 28%
Quite important (1)	427 43%	128 43%	293 42%	239 41%	113 48%	67 43%	388 43%	39 38% *	162 40%	265 44%
Net: Not important	214 21%	58 20%	153 22%	97 17%	55 23% D	55 35% DE	178 20%	35 35% G*	80 20%	134 22%
Not very important (-1)	138 14%	33 11%	102 15%	60 10%	44 18% D	32 20% D	116 13%	23 23% G*	52 13%	87 14%
Not at all important (-2)	75 8%	25 8%	50 7%	37 6%	11 5%	23 15% DE	63 7%	12 12% *	28 7%	47 8%
Don't know	46 5%	14 5%	29 4%	15 3%	19 8% D	8 5%	33 4%	13 13% G*	11 3%	34 6%
Mean scores	0.8	0.84	0.79	1 EF	0.68 F	0.27	0.86 H	0.23 *	0.9	0.74
Standard Deviation	1.26	1.26	1.26	1.19	1.18	1.39	1.23	1.37	1.25	1.26
Standard Error	0.041	0.075	0.049	0.05	0.08	0.115	0.042	0.146	0.063	0.053

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q113. How important are these to you when thinking about what you eat and drink? - Only have foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Important	743 74%	163 73%	480 80% D	263 66%	548 75%	394 74%	132 74%	195 73%
Very important (2)	316 32%	68 30%	224 37% D	92 23%	218 30%	156 29%	55 31%	98 36%
Quite important (1)	427 43%	95 42%	256 43%	171 43%	330 45% H	237 45% H	78 43%	97 36%
Net: Not important	214 21%	46 21%	108 18%	105 26% C	155 21%	119 22%	39 22%	59 22%
Not very important (-1)	138 14%	35 16%	65 11%	73 18% C	106 14%	83 16%	25 14%	33 12%
Not at all important (-2)	75 8%	12 5%	43 7%	32 8%	49 7%	36 7%	14 8%	26 10%
Don't know	46 5%	14 6%	14 2%	32 8% C	30 4%	17 3%	7 4%	15 6%
Mean scores	0.8	0.82	0.94 D	0.59	0.8	0.77	0.78	0.82
Standard Deviation	1.26	1.21	1.22	1.29	1.23	1.24	1.27	1.34
Standard Error	0.041	0.084	0.05	0.067	0.046	0.055	0.097	0.084

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 449

Tb T613

Q113. How important are these to you when thinking about what you eat and drink? - Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Important	737 74%	348 71%	389 76%	104 74% *	116 73%	110 72%	134 74%	110 73%	164 75%	192 77%	197 72%	145 78%	203 70%	390 74%	347 73%	161 75%	282 72%	143 74%	150 75%	206 75%	531 73%
Very important (2)	291 29%	137 28%	154 30%	37 26% *	51 32%	48 32%	50 28%	37 25%	68 31%	84 34% M	74 27%	66 35% MO	67 23%	158 30%	133 28% M	67 31%	110 28%	58 30%	57 29%	83 30%	208 29%
Quite important (1)	446 44%	211 43%	235 46%	67 48% *	65 41%	62 41%	84 46%	73 48%	96 44%	108 43%	123 45%	79 42%	136 47%	231 44%	214 45%	95 44%	173 44%	85 44%	93 47%	123 45%	322 44%
Net: Not important	229 23%	121 25%	108 21%	32 23% *	33 21%	38 25%	43 24%	34 22%	49 22%	54 21%	68 25%	38 20%	70 24%	121 23%	108 23%	46 21%	97 25%	41 21%	45 22%	63 23%	166 23%
Not very important (-1)	171 17%	90 18%	81 16%	16 12% *	27 17%	29 19%	31 17%	24 16%	43 20%	41 16%	49 18%	32 17%	49 17%	89 17%	81 17%	33 15%	71 18%	33 17%	33 17%	52 19%	119 16%
Not at all important (-2)	58 6%	31 6%	27 5%	15 11% I*	6 4%	10 6%	12 7%	9 6%	6 3%	13 5%	19 7%	6 3%	21 7%	32 6%	27 6%	13 6%	26 7%	8 4%	12 6%	12 4%	47 6%
Don't know	36 4%	19 4%	17 3%	4 3% *	10 6%	4 3%	4 2%	8 5%	6 3%	4 2%	11 4%	3 2%	18 6% JLN	15 3%	21 4% L	8 4%	13 3%	10 5%	5 3%	7 3%	29 4%
Mean scores	0.77	0.71	0.82	0.69 *	0.85	0.75	0.72	0.73	0.83	0.85	0.7	0.91 MO	0.66	0.77	0.76	0.81	0.71	0.83	0.77	0.79	0.76
Standard Deviation	1.22	1.26	1.19	1.3	1.19	1.27	1.24	1.21	1.17	1.21	1.25	1.16	1.24	1.23	1.22	1.22	1.26	1.18	1.21	1.19	1.24
Standard Error	0.039	0.058	0.054	0.112	0.098	0.105	0.093	0.101	0.08	0.077	0.077	0.086	0.075	0.055	0.057	0.085	0.064	0.087	0.087	0.073	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS.

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 450

Tb T614

Q113. How important are these to you when thinking about what you eat and drink? - Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Important	737 74%	190 73%	509 74%	38 66% *	493 79% F	244 65%	133 82% I	286 82% I	61 64% *	463 77% L	250 71% L	25 53% *	182 72%	115 69%	296 77%	139 75%	567 81% R	170 57%
Very important (2)	291 29%	77 30%	195 28%	19 34% *	205 33% F	86 23%	79 49% HI	108 31% I	15 15% *	207 34% KL	76 22% L	8 18% *	73 29%	49 29%	116 30%	52 28%	241 34% R	50 17%
Quite important (1)	446 44%	113 43%	314 46%	18 32% *	288 46%	158 42%	55 34%	178 51% G	46 48% G*	256 42%	174 49%	16 35% *	108 43%	66 40%	180 47%	87 47%	325 46%	120 40%
Net: Not important	229 23%	66 25%	146 21%	17 30% *	114 18%	115 31% E	26 16%	53 15%	29 30% GH*	120 20%	91 26% J	17 38% J*	62 25%	42 25%	81 21%	41 22%	121 17%	108 36% Q
Not very important (-1)	171 17%	47 18%	108 16%	16 27% C*	87 14%	83 22% E	18 11%	45 13%	22 23% GH*	96 16%	66 19%	8 17% *	47 18%	27 16%	64 17%	31 17%	96 14%	75 25% Q
Not at all important (-2)	58 6%	19 7%	38 6%	1 2% *	27 4%	32 8% E	8 5%	8 2%	7 7% H*	24 4%	25 7%	10 21% JK*	16 6%	15 9%	17 4%	10 6%	25 3%	34 11% Q
Don't know	36 4%	5 2%	29 4%	2 4% *	20 3%	16 4%	3 2%	9 3%	6 6% *	20 3%	12 3%	4 9% *	9 4%	10 6%	9 2%	6 3%	16 2%	20 7% Q
Mean scores	0.77	0.71	0.79	0.71 *	0.92 F	0.51	1.12 I	0.98 I	0.44 *	0.9 KL	0.61 L	0.15 *	0.72	0.68	0.83	0.78	0.96 R	0.28
Standard Deviation	1.22	1.28	1.2	1.29	1.14	1.32	1.18	1.03	1.25	1.17	1.23	1.52	1.26	1.33	1.17	1.2	1.11	1.35
Standard Error	0.039	0.08	0.047	0.174	0.046	0.069	0.093	0.056	0.132	0.049	0.067	0.234	0.08	0.106	0.06	0.09	0.042	0.081

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q113. How important are these to you when thinking about what you eat and drink? - Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Important	737 74%	216 73%	512 74%	471 80% EF	153 65%	98 63%	686 76% H	51 50% *	322 80% J	415 69%
Very important (2)	291 29%	94 32%	197 29%	210 36% EF	44 19%	31 20%	283 31% H	9 9% *	147 37% J	144 24%
Quite important (1)	446 44%	122 41%	315 46%	261 45%	109 46%	66 43%	404 45%	42 42% *	175 44%	271 45%
Net: Not important	229 23%	61 21%	165 24%	105 18%	67 28% D	52 34% D	188 21%	41 40% G*	71 18%	158 26% I
Not very important (-1)	171 17%	44 15%	123 18%	89 15%	47 20%	32 20%	148 16%	23 22% *	56 14%	115 19%
Not at all important (-2)	58 6%	17 6%	42 6%	16 3%	19 8% D	21 13% D	40 4%	18 18% G*	16 4%	43 7%
Don't know	36 4%	19 6% C	15 2%	10 2%	18 7% D	6 4%	26 3%	10 10% G*	7 2%	29 5% I
Mean scores	0.77	0.84	0.74	0.97	0.51	0.38	0.85	0.01	0.97	0.63
Standard Deviation	1.22	1.22	1.23	1.11	1.27	1.38	1.18	1.38	1.14	1.26
Standard Error	0.039	0.074	0.047	0.046	0.086	0.113	0.04	0.144	0.058	0.053

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q113. How important are these to you when thinking about what you eat and drink? - Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Important	737 74%	164 73%	483 80% D	254 63%	544 74%	399 75%	130 73%	193 72%
Very important (2)	291 29%	59 26%	214 36% D	77 19%	210 29%	150 28%	57 32%	82 30%
Quite important (1)	446 44%	105 47%	269 45%	177 44%	335 46%	249 47%	74 41%	111 41%
Net: Not important	229 23%	50 23%	108 18% C	121 30% C	164 22%	115 22%	41 23%	65 24%
Not very important (-1)	171 17%	36 16%	82 14% C	88 22% C	124 17%	86 16%	33 18%	47 17%
Not at all important (-2)	58 6%	14 6%	26 4% C	33 8% C	40 6%	29 5%	8 4%	18 7%
Don't know	36 4%	9 4%	10 2% C	25 6% C	25 3%	16 3%	8 5%	11 4%
Mean scores	0.77	0.74	0.95 D	0.47	0.78	0.79	0.81	0.74
Standard Deviation	1.22	1.22	1.14	1.29	1.21	1.2	1.22	1.27
Standard Error	0.039	0.083	0.047	0.067	0.045	0.053	0.093	0.079

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q113. Summary: Importance of each statement when thinking about what you eat and drink**Base: All respondents**

	Eating at least 5 portions of a variety of fruit and vegetables each day	Only have foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts	Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods
Unweighted Base	1002	1002	1002
Base	1002	1002	1002
Net: Important	843 84%	743 74%	737 74%
Very important (2)	401 40%	316 32%	291 29%
Quite important (1)	442 44%	427 43%	446 44%
Net: Not important	136 14%	214 21%	229 23%
Not very important (-1)	107 11%	138 14%	171 17%
Not at all important (-2)	29 3%	75 8%	58 6%
Don't know	23 2%	46 5%	36 4%
Mean scores	1.1	0.8	0.77
Standard Deviation	1.05	1.26	1.22
Standard Error	0.034	0.041	0.039

Prepared by Kantar TNS

Weighted by: WEIGHT

Q113. Mean score summary table: Importance of each statement when thinking about what you eat and drink

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No	
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731	
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725	
Eating at least 5 portions of a variety of fruit and vegetables each day	1.1	1.01	1.19	0.9	1.05	1.27	1.12	1.02	1.19	1.22	1.01	1.16	1.05	1.11	1.1	1.08	1.1	1.09	1.13	1.23	1.05	
Only have foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts	0.8	0.66	B	*	0.66	DH	0.81	0.9	0.85	KN	0.9	0.73	0.67	K	0.69	0.92	0.71	0.82	0.85	U	0.89	0.77
			B	*						MO				MO								
Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods	0.77	0.71	0.82	0.69	0.85	0.75	0.72	0.73	0.83	0.85	0.7	0.91	0.66	0.77	0.76	0.81	0.71	0.83	0.77	0.79	0.76	
				*								MO										

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q113. Mean score summary table: Importance of each statement when thinking about what you eat and drink

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Eating at least 5 portions of a variety of fruit and vegetables each day	1.1	1.12	1.09	1.12	1.21	0.91	1.4	1.23	0.86	1.2	1.05	0.26	1.01	1.13	1.17	1.04	1.24	0.76
				*	F		I	I	*	KL	L	*					R	
Only have foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts	0.8	0.81	0.83	0.42	0.91	0.62	1.16	0.9	0.6	0.95	0.7	-0.42	0.63	0.78	0.97	0.7	0.97	0.41
			D	*	F		HI	I	*	KL	L	*			MP		R	
Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods	0.77	0.71	0.79	0.71	0.92	0.51	1.12	0.98	0.44	0.9	0.61	0.15	0.72	0.68	0.83	0.78	0.96	0.28
				*	F		I	I	*	KL	L	*					R	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q113. Mean score summary table: Importance of each statement when thinking about what you eat and drink

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Eating at least 5 portions of a variety of fruit and vegetables each day	1.1	1.12	1.09	1.34	0.83	0.66	1.16	0.53	1.29	0.97
				EF			H	*	J	
Only have foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts	0.8	0.84	0.79	1	0.68	0.27	0.86	0.23	0.9	0.74
				EF	F		H	*		
Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods	0.77	0.84	0.74	0.97	0.51	0.38	0.85	0.01	0.97	0.63
				EF			H	*	J	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q113. Mean score summary table: Importance of each statement when thinking about what you eat and drink**Base: All respondents**

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Eating at least 5 portions of a variety of fruit and vegetables each day	1.1	1.15	1.22	0.92	1.08	1.05	1.03	1.16
Only have foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts	0.8	0.82	0.94	0.59	0.8	0.77	0.78	0.82
Looking at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods	0.77	0.74	0.95	0.47	0.78	0.79	0.81	0.74

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - It's OK to reward children with chocolate, sweets and biscuits

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	288 29%	151 31%	138 27%	64 46% FGHI*	71 45% FGHI	48 31% HI	55 30% HI	26 17%	24 11%	75 30%	65 24%	60 33% K	88 30%	140 27%	149 31% K	49 23%	92 24%	68 35% PQ	79 39% PQ	126 46% U	162 22%
Strongly agree (2)	55 5%	29 6%	26 5%	9 6% *	20 13% FGHI	7 4%	9 5%	6 4%	4 2%	17 7%	9 3%	12 6%	17 6%	26 5%	29 6%	8 4%	14 3%	10 5%	24 12% PQR	29 11% U	26 4%
Agree (1)	234 23%	122 25%	112 22%	55 39% GHI*	51 32% HI	41 27% HI	46 25% HI	20 14%	20 9%	58 23%	56 20%	49 26%	71 25%	114 22%	120 25%	41 19%	79 20%	59 30% PQ	55 27% PQ	97 35% U	137 19%
Neither agree nor disagree (0)	352 35%	177 36%	175 34%	37 27% *	51 32% *	66 43% D	63 35% D	60 40% D	74 34%	77 31%	109 39% J	73 40%	93 32%	186 35% J	166 35%	70 32%	132 34%	73 37%	77 39%	100 36%	252 35%
Net: Disagree	338 34%	149 31%	189 37% B	35 25% *	30 19%	35 23%	59 32% E	62 41% DEF	117 53% DEFGH	92 37% L	95 34%	49 26%	102 35%	187 36% L	151 32%	87 40% RS	162 41% RS	49 25%	39 20%	46 17%	292 40% T
Disagree (-1)	238 24%	102 21%	136 26% B	26 18% *	25 16%	27 18%	41 23%	39 26% E	79 36% DEFGH	64 25%	69 25%	39 21%	65 22%	133 25%	105 22%	59 28% S	113 29% RS	39 20%	26 13%	37 13%	201 28% T
Strongly disagree (-2)	100 10%	48 10%	53 10%	9 7% *	5 3%	8 5%	17 10% E	23 15% EF	37 17% DEFG	29 12% L	25 9%	9 5%	37 13% LO	54 10%	46 10% L	28 13% R	49 12% R	11 5%	13 7%	9 3%	91 13% T
Don't know	24 2%	11 2%	13 3%	4 3% *	6 4%	3 2%	5 3%	3 2%	4 2%	6 3%	8 3%	3 2%	7 3%	14 3%	10 2%	9 4%	6 1%	4 2%	5 2%	5 2%	20 3%
Mean scores	-0.1	-0.04	-0.16	0.21 GHI*	0.36 FGHI	0.08 HI	-0.06 HI	-0.36 I	-0.58	-0.12	-0.17	0.07 KN	-0.12	-0.15	-0.04	-0.28	-0.27	0.09 PQ	0.25 PQ	0.37 U	-0.28
Standard Deviation	1.05	1.05	1.05	1.04	1.02	0.92	1.05	1.03	0.94	1.11	0.98	0.97	1.11	1.04	1.06	1.05	1.04	0.97	1.06	0.96	1.03
Standard Error	0.034	0.048	0.047	0.089	0.082	0.076	0.079	0.084	0.064	0.071	0.06	0.072	0.066	0.046	0.049	0.073	0.053	0.07	0.076	0.058	0.039

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - It's OK to reward children with chocolate, sweets and biscuits

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	288 29%	72 28%	197 29%	19 33% *	190 30%	99 26%	65 40% HI	99 28%	23 24% *	164 27%	113 32%	11 23% *	87 34%	48 29%	106 27%	47 25%	208 30%	80 27%
Strongly agree (2)	55 5%	15 6%	33 5%	6 11% *	48 8% F	7 2%	22 13% HI	24 7%	2 2% *	38 6%	16 4%	1 2% *	17 7%	7 4%	23 6%	7 4%	45 6% R	9 3%
Agree (1)	234 23%	58 22%	163 24%	13 22% *	142 23%	92 24%	43 26%	75 22%	21 22% *	126 21%	98 28% J	10 21% *	69 27%	41 25%	83 21%	39 21%	163 23%	71 24%
Neither agree nor disagree (0)	352 35%	86 33%	251 37%	15 26% *	214 34%	138 37%	44 27%	124 36%	38 40% *	208 35%	126 36%	18 38% *	78 31%	54 33%	144 37%	70 38%	224 32%	128 43% Q
Net: Disagree	338 34%	95 36%	220 32%	23 39% *	210 34%	127 34%	51 31%	120 35%	33 34% *	218 36%	107 30%	13 28% *	82 32%	60 36%	132 34%	61 33%	258 37% R	79 27%
Disagree (-1)	238 24%	67 26%	159 23%	12 21% *	146 23%	92 24%	30 18%	89 26%	24 25% *	151 25%	76 21%	11 24% *	59 23%	38 23%	97 25%	42 22%	179 25%	59 20%
Strongly disagree (-2)	100 10%	28 11%	62 9%	11 19% C*	65 10%	36 9%	21 13%	31 9%	9 10% *	67 11%	31 9%	2 4% *	23 9%	21 13%	35 9%	20 11%	80 11% R	20 7%
Don't know	24 2%	8 3%	16 2%	1 1% *	13 2%	11 3%	3 2%	4 1%	2 2% *	12 2%	7 2%	5 10% JK*	8 3%	4 2%	4 1%	8 4% O	13 2%	12 4%
Mean scores	-0.1	-0.14	-0.08	-0.14 *	-0.06	-0.16	0.09	-0.08	-0.19 *	-0.14	-0.03	-0.07 *	*	-0.16	-0.1	-0.15	-0.12	-0.04
Standard Deviation	1.05	1.07	1.02	1.29	1.09	0.97	1.24	1.06	0.97	1.08	1.02	0.89	1.09	1.08	1.03	1.02	1.1	0.93
Standard Error	0.034	0.067	0.04	0.171	0.044	0.051	0.098	0.057	0.1	0.044	0.055	0.138	0.069	0.085	0.053	0.076	0.042	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - It's OK to reward children with chocolate, sweets and biscuits

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	288 29%	97 33%	184 27%	169 29%	60 25%	52 34%	251 28%	38 37% *	141 35% J	147 24%
Strongly agree (2)	55 5%	22 8%	32 5%	39 7%	7 3%	8 5%	50 6%	5 5% *	36 9% J	18 3%
Agree (1)	234 23%	75 25%	152 22%	131 22%	53 22%	45 29%	201 22%	33 32% G*	105 26%	129 21%
Neither agree nor disagree (0)	352 35%	88 30%	257 37% B	172 29%	121 51% DF	51 33%	311 35%	41 40% *	123 31%	228 38% I
Net: Disagree	338 34%	104 35%	234 34%	233 40% E	52 22%	49 31%	321 36% H	17 16% *	128 32%	210 35%
Disagree (-1)	238 24%	71 24%	167 24%	159 27% E	39 16%	36 23%	227 25% H	11 11% *	90 22%	148 25%
Strongly disagree (-2)	100 10%	33 11%	67 10%	73 13% E	13 6%	12 8%	94 10%	6 6% *	38 9%	62 10%
Don't know	24 2%	6 2%	17 2%	11 2%	4 2%	4 2%	18 2%	6 6% G*	8 2%	17 3%
Mean scores	-0.1	-0.06	-0.12	-0.17	0.01 D	-0.01	-0.13	0.21 G*	0.03 J	-0.18
Standard Deviation	1.05	1.13	1.02	1.12	0.87	1.04	1.06	0.93	1.12	0.99
Standard Error	0.034	0.066	0.039	0.047	0.057	0.084	0.036	0.095	0.057	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - It's OK to reward children with chocolate, sweets and biscuits

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	288 29%	81 36%	160 27%	128 32%	244 33%	202 38%	80 45%	44 17%
Strongly agree (2)	55 5%	14 6%	39 7%	16 4%	48 7%	44 8%	27 15%	7 3%
Agree (1)	234 23%	67 30%	121 20%	113 28%	196 27%	158 30%	53 30%	38 14%
Neither agree nor disagree (0)	352 35%	76 34%	200 33%	152 38%	268 37%	195 37%	56 31%	83 31%
Net: Disagree	338 34%	58 26%	232 39%	105 26%	208 28%	126 24%	41 23%	130 48%
Disagree (-1)	238 24%	47 21%	166 28%	72 18%	158 22%	98 19%	36 20%	79 29%
Strongly disagree (-2)	100 10%	11 5%	66 11%	34 8%	49 7%	28 5%	6 3%	51 19%
Don't know	24 2%	8 3%	9 1%	16 4%	13 2%	6 1%	2 1%	11 4%
Mean scores	-0.1	0.12	-0.17	0.01	0.05	0.18	0.34	-0.5
Standard Deviation	1.05	0.99	1.08	1	1.01	1.01	1.06	1.05
Standard Error	0.034	0.067	0.044	0.051	0.038	0.044	0.08	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Tb T626

Q114. How much do you agree or disagree that - Children should avoid sugary drinks such as colas or lemonades

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	817 82%	387 79%	430 84%	111 79% *	117 74%	114 75%	150 83%	123 81%	201 92% DEFGH	219 87% MO	225 81%	150 81%	223 77%	443 84% MO	374 79%	174 81%	323 82%	156 80%	164 82%	218 79%	599 83%
Strongly agree (2)	437 44%	202 41%	235 46%	47 33% *	68 43%	68 44%	72 40%	70 46%	112 51% DG	130 52% KMNO	111 40%	84 45%	111 38%	242 46% K	195 41%	92 43%	174 44%	82 42%	89 44%	115 42%	322 44%
Agree (1)	380 38%	185 38%	196 38%	65 46% EF*	49 31%	47 31%	78 43% EF	53 35%	88 40%	89 35%	113 41%	66 36%	112 39%	202 38%	178 37%	82 38%	149 38%	74 38%	76 38%	103 37%	277 38%
Neither agree nor disagree (0)	131 13%	73 15%	58 11%	16 12% *	29 18% I	33 22% GI	22 12% I	20 13% I	11 5%	21 8%	40 14% JN	24 13%	46 16% J	60 11% J	71 15% J	28 13%	50 13%	28 14%	25 13%	46 17%	85 12%
Net: Disagree	40 4%	23 5%	16 3%	10 7% *	9 6%	4 3%	7 4%	5 3%	5 2%	8 3%	8 3%	9 5%	15 5%	16 3%	24 5%	10 5%	15 4%	6 3%	10 5%	9 3%	30 4%
Disagree (-1)	27 3%	15 3%	12 2%	5 3% *	7 4%	4 3%	6 3%	2 1%	3 1%	5 2%	6 2%	7 4%	9 3%	12 2%	15 3%	7 3%	10 3%	5 2%	5 3%	6 2%	21 3%
Strongly disagree (-2)	13 1%	8 2%	4 1%	5 3% *	2 1%	- -	1 *	3 2%	2 1%	2 1%	2 1%	2 1%	7 2%	4 1%	9 2%	3 1%	5 1%	1 *	4 2%	3 1%	9 1%
Don't know	14 1%	5 1%	10 2%	3 2% *	3 2%	1 1%	3 1%	3 2%	2 1%	3 1%	3 1%	2 1%	6 2%	6 1%	8 2%	4 2%	5 1%	5 2%	1 1%	4 1%	11 2%
Mean scores	1.22	1.15	1.28	1.05 *	1.13	1.18	1.2	1.25	1.42 DEFGH	1.37 KMNO	1.2	1.22	1.1	1.28 KMO	1.15	1.19	1.23	1.22	1.2	1.18	1.23
Standard Deviation	0.87	0.91	0.82 B	0.96 *	0.95	0.86	0.82	0.89	0.73 DEFGH	0.8 KMNO	0.82	0.89	0.94	0.81 KMO	0.92	0.89	0.86	0.82	0.91	0.87	0.87
Standard Error	0.028	0.041	0.037	0.082	0.077	0.07	0.061	0.073	0.05	0.051	0.05	0.066	0.055	0.036	0.042	0.061	0.044	0.06	0.065	0.053	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q114. How much do you agree or disagree that - Children should avoid sugary drinks such as colas or lemonades

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	817 82%	217 83%	554 81%	46 81% *	510 81%	307 82%	138 85% I	297 85% I	61 65% *	497 82%	288 82%	32 69% *	198 78%	132 79%	327 85% M	152 82%	605 86% R	212 71%
Strongly agree (2)	437 44%	114 43%	297 43%	26 46% *	277 44%	159 43%	90 55% HI	151 44%	30 32% *	278 46%	144 41%	15 32% *	94 37%	79 47%	178 46% M	81 44%	346 49% R	90 30%
Agree (1)	380 38%	103 39%	257 38%	20 35% *	233 37%	148 39%	48 30%	145 42% G	31 33% *	219 36%	144 41%	18 38% *	103 41%	53 32%	149 39%	71 38%	258 37%	122 41%
Neither agree nor disagree (0)	131 13%	31 12%	92 14%	8 14% *	80 13%	51 14%	15 9%	35 10%	24 25% GH*	77 13%	46 13%	8 17% *	32 12%	20 12%	50 13%	28 15%	68 10%	63 21% Q
Net: Disagree	40 4%	8 3%	30 4%	2 3% *	28 4%	11 3%	8 5%	11 3%	8 8% *	23 4%	15 4%	2 4% *	14 6% O	13 8% OP	9 2%	4 2%	23 3%	17 6%
Disagree (-1)	27 3%	7 3%	18 3%	2 3% *	22 4%	5 1%	7 5%	8 2%	6 6% *	15 2%	11 3%	1 2% *	8 3%	11 7% OP	5 1%	3 1%	16 2%	11 4%
Strongly disagree (-2)	13 1%	1 *	12 2%	- - *	6 1%	6 2%	1 1%	3 1%	2 2% *	8 1%	4 1%	1 2% *	7 3%	2 1%	3 1%	1 1%	7 1%	6 2%
Don't know	14 1%	6 2%	7 1%	2 3% *	9 1%	6 1%	1 1%	5 1%	2 2% *	6 1%	4 1%	5 10% JK*	10 4% O	2 1%	- -	2 1%	8 1%	7 2%
Mean scores	1.22	1.26	1.2	1.27 *	1.22	1.21	1.35 I	1.26 I	0.88 *	1.25	1.18	1.05 *	1.11	1.19	1.28 M	1.25	1.32 R	0.96
Standard Deviation	0.87	0.81	0.89	0.82	0.87	0.86	0.88	0.81	1.01	0.87	0.86	0.92	0.94	0.97	0.81	0.8	0.82	0.92
Standard Error	0.028	0.05	0.034	0.11	0.035	0.045	0.069	0.043	0.105	0.036	0.046	0.142	0.06	0.076	0.041	0.059	0.031	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Children should avoid sugary drinks such as colas or lemonades

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	817 82%	254 86%	556 80%	496 85% E	176 74%	128 82%	766 85% H	51 51% *	331 83%	486 81%
Strongly agree (2)	437 44%	132 45%	300 43%	283 48% E	81 34%	64 41%	417 46% H	20 19% *	180 45%	257 43%
Agree (1)	380 38%	122 41%	257 37%	213 36%	95 40%	64 41%	349 39%	32 31% *	151 38%	230 38%
Neither agree nor disagree (0)	131 13%	31 11%	94 14%	65 11%	47 20% D	18 12%	99 11%	32 32% G*	50 13%	81 13%
Net: Disagree	40 4%	6 2%	34 5%	20 3%	8 4%	9 6%	27 3%	13 13% G*	14 4%	25 4%
Disagree (-1)	27 3%	5 2%	22 3%	13 2%	6 2%	8 5%	20 2%	7 7% G*	11 3%	16 3%
Strongly disagree (-2)	13 1%	1 *	12 2%	7 1%	3 1%	2 1%	7 1%	6 6% G*	3 1%	9 2%
Don't know	14 1%	5 2%	9 1%	5 1%	5 2%	- -	9 1%	5 5% G*	5 1%	10 2%
Mean scores	1.22	1.3	1.19	1.3 E	1.06	1.16	1.29 H	0.55 *	1.25	1.2
Standard Deviation	0.87	0.75	0.91	0.84	0.87	0.9	0.81	1.08	0.84	0.88
Standard Error	0.028	0.044	0.035	0.035	0.057	0.072	0.027	0.11	0.042	0.036

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Children should avoid sugary drinks such as colas or lemonades

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	817 82%	170 76%	539 90%	278 69%	600 82%	417 79%	136 76%	217 81%
Strongly agree (2)	437 44%	92 41%	316 53%	121 30%	311 42%	210 40%	85 47%	126 47%
Agree (1)	380 38%	78 35%	223 37%	158 39%	289 39%	206 39%	52 29%	91 34%
Neither agree nor disagree (0)	131 13%	37 17%	39 7%	92 23%	94 13%	83 16%	30 17%	37 14%
Net: Disagree	40 4%	9 4%	20 3%	19 5%	30 4%	25 5%	9 5%	10 4%
Disagree (-1)	27 3%	8 4%	15 3%	11 3%	21 3%	16 3%	6 3%	6 2%
Strongly disagree (-2)	13 1%	1 *	5 1%	8 2%	9 1%	9 2%	3 2%	4 1%
Don't know	14 1%	7 3%	3 1%	11 3%	10 1%	5 1%	4 2%	5 2%
Mean scores	1.22	1.16	1.39	0.96	1.21	1.13	1.19	1.25
Standard Deviation	0.87	0.88	0.79	0.92	0.86	0.9	0.96	0.88
Standard Error	0.028	0.06	0.032	0.046	0.032	0.039	0.073	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Beans and fruit and vegetables are all good sources of fibre

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	880 88%	426 87%	454 88%	109 78% *	133 84%	130 86%	164 91%	133 88%	209 96%	229 92%	243 88%	165 89%	243 84%	472 90%	408 86%	194 90%	349 89%	163 84%	175 87%	235 85%	645 89%
Strongly agree (2)	494 49%	227 47%	267 52%	60 43% *	74 47%	70 46%	98 54%	75 50%	117 54%	152 61% KLMNO	130 47%	89 48%	124 43%	281 53% KMO	213 45%	116 54%	192 49%	91 47%	95 48%	128 46%	366 50%
Agree (1)	386 38%	199 41%	187 36%	49 35% *	59 37%	60 40%	67 37%	58 38%	92 42%	77 31%	113 41% JN	77 41% J	119 41% J	190 36% J	195 41% J	78 36%	157 40%	72 37%	80 40%	107 39%	279 38%
Neither agree nor disagree (0)	81 8%	42 9%	40 8%	22 16% GHI*	16 10% I	19 13% GI	9 5%	11 7% I	5 2%	15 6%	19 7%	16 9%	31 11%	34 7%	47 10%	12 6%	31 8%	22 11%	16 8%	30 11%	51 7%
Net: Disagree	20 2%	10 2%	10 2%	4 3% *	5 3%	1 1%	3 2%	3 2%	3 1%	2 1%	8 3%	3 2%	7 2%	10 2%	10 2%	4 2%	5 1%	5 3%	6 3%	7 3%	13 2%
Disagree (-1)	13 1%	6 1%	6 1%	3 2% *	3 2%	1 1%	3 1%	2 1%	1 1%	1 1%	4 2%	2 1%	5 2%	6 1%	7 1%	1 *	1 *	5 3% Q	6 3% Q	7 3% U	5 1%
Strongly disagree (-2)	7 1%	4 1%	3 1%	1 1% *	2 1%	- -	1 *	1 1%	2 1%	1 *	3 1%	1 1%	2 1%	4 1%	3 1%	3 1%	4 1%	- -	- -	- -	7 1%
Don't know	21 2%	10 2%	10 2%	4 3% *	4 3%	2 1%	5 3%	5 3%	1 *	4 1%	7 2%	1 1%	10 3%	10 2%	11 2%	5 2%	7 2%	5 3%	3 2%	4 1%	17 2%
Mean scores	1.37	1.34	1.41	1.2 *	1.3	1.32	1.46 D	1.39	1.48 DEF	1.53 KLMNO	1.34	1.36	1.27	1.43 KMO	1.31	1.44	1.38	1.31	1.34	1.31	1.4
Standard Deviation	0.75	0.76	0.75	0.86	0.83	0.72	0.7	0.74	0.66	0.67	0.78	0.73	0.79	0.74	0.77	0.75	0.73	0.78	0.76	0.77	0.74
Standard Error	0.024	0.035	0.033	0.074	0.067	0.059	0.053	0.061	0.045	0.043	0.048	0.054	0.047	0.032	0.035	0.052	0.037	0.056	0.054	0.047	0.028

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Beans and fruit and vegetables are all good sources of fibre

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	880 88%	230 88%	601 88%	49 87% *	547 87%	333 89%	149 92% I	310 89% I	73 76% *	541 90% L	305 86% L	34 73% *	218 86%	147 89%	351 91% P	154 83%	629 89% R	251 84%
Strongly agree (2)	494 49%	138 53%	327 48%	29 51% *	315 50%	180 48%	103 64% HI	163 47%	39 41% *	320 53% K	156 44%	18 39% *	119 47%	83 50%	201 52%	83 44%	373 53% R	121 41%
Agree (1)	386 38%	92 35%	274 40%	20 36% *	233 37%	153 41%	46 29% G	147 42%	33 35% *	221 37%	149 42%	16 34% *	99 39%	64 38%	150 39%	72 39%	256 36% Q	130 44%
Neither agree nor disagree (0)	81 8%	22 8%	56 8%	3 6% *	60 9%	22 6%	12 7%	30 9%	16 17% GH*	44 7%	32 9%	5 11% *	22 9%	14 8%	27 7%	17 9%	57 8%	25 8%
Net: Disagree	20 2%	2 1%	15 2%	3 6% B*	9 1%	10 3%	- -	5 1%	2 2% *	7 1%	10 3%	3 7% J*	5 2%	1 1%	4 1%	10 5% NO	11 2%	9 3%
Disagree (-1)	13 1%	1 *	10 1%	2 4% *	6 1%	7 2%	- -	5 1%	- -	4 1%	8 2%	1 2% *	4 1%	1 1%	3 1%	5 3%	8 1%	5 2%
Strongly disagree (-2)	7 1%	1 *	5 1%	1 2% *	3 1%	4 1%	- -	- -	2 2% *	3 *	2 1%	2 4% *	1 *	- -	1 *	5 3% O	3 *	4 1%
Don't know	21 2%	8 3%	12 2%	1 2% *	11 2%	10 3%	1 1%	2 1%	5 5% H*	11 2%	6 2%	4 9% JK*	9 3% O	4 3%	3 1%	5 2%	7 1%	14 5% Q
Mean scores	1.37	1.44	1.35	1.31 *	1.38	1.36	1.57 HI	1.35	1.19 *	1.44 KL	1.29	1.12 *	1.36	1.42 P	1.43 P	1.22	1.42 R	1.27 Q
Standard Deviation	0.75	0.7	0.76	0.92	0.74	0.77	0.63	0.7	0.88	0.7	0.78	1.04	0.74	0.67	0.69	0.93	0.73	0.8
Standard Error	0.024	0.044	0.029	0.123	0.03	0.04	0.049	0.038	0.092	0.029	0.042	0.16	0.047	0.053	0.035	0.069	0.028	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Beans and fruit and vegetables are all good sources of fibre

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	880 88%	263 89%	612 88%	539 92% E	188 79%	135 87%	814 90% H	66 65% *	344 86%	536 89%
Strongly agree (2)	494 49%	147 50%	346 50%	329 56% EF	83 35%	69 44%	463 51% H	31 31% *	215 54% J	280 46%
Agree (1)	386 38%	116 39%	266 38%	210 36% D	105 44%	66 43%	352 39%	34 34% *	130 32%	256 43% I
Neither agree nor disagree (0)	81 8%	21 7%	54 8%	36 6% DF	33 14%	10 7%	61 7%	20 20% G*	41 10%	41 7%
Net: Disagree	20 2%	4 1%	15 2%	7 1%	6 2%	6 4%	14 2%	6 6% G*	10 3%	9 2%
Disagree (-1)	13 1%	1 *	12 2%	4 1%	5 2%	3 2%	8 1%	4 4% G*	6 2%	7 1%
Strongly disagree (-2)	7 1%	3 1%	4 1%	3 1%	1 *	2 2%	5 1%	2 2% *	4 1%	3 *
Don't know	21 2%	7 2%	11 2%	3 1%	10 4% D	4 3%	11 1%	9 9% G*	5 1%	16 3%
Mean scores	1.37	1.39	1.38	1.47 EF	1.16	1.29	1.41 H	0.97 *	1.38	1.37
Standard Deviation	0.75	0.74	0.75	0.69	0.78	0.82	0.71	0.97	0.82	0.71
Standard Error	0.024	0.044	0.029	0.029	0.052	0.067	0.024	0.101	0.041	0.029

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Beans and fruit and vegetables are all good sources of fibre

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	880 88%	184 82%	550 92% D	330 82%	640 87%	456 86%	151 84%	240 90%
Strongly agree (2)	494 49%	100 45%	339 56% D	156 39%	348 47%	234 44%	79 44%	147 55% FG
Agree (1)	386 38%	84 38%	212 35% C	174 43%	292 40%	223 42%	72 40%	94 35%
Neither agree nor disagree (0)	81 8%	28 13%	39 7% C	42 11%	65 9%	54 10%	17 10%	16 6%
Net: Disagree	20 2%	6 2%	7 1% C	13 3%	18 2%	16 3%	9 5% H	2 1%
Disagree (-1)	13 1%	3 1%	4 1%	8 2%	12 2%	10 2%	3 2%	1 *
Strongly disagree (-2)	7 1%	2 1%	2 * D	5 1%	6 1%	6 1%	5 3%	1 *
Don't know	21 2%	5 2%	5 1% C	15 4%	11 1%	4 1%	2 1%	10 4% F
Mean scores	1.37	1.27	1.48 D	1.21	1.33	1.27	1.22	1.49 EFG
Standard Deviation	0.75	0.82	0.69	0.82	0.78	0.81	0.92	0.67
Standard Error	0.024	0.056	0.028	0.042	0.029	0.035	0.069	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - You should cut out bread, pasta, rice and potatoes to avoid gaining weight

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	314 31%	156 32%	158 31%	46 33% *	73 46% FGHI	50 33% I	55 31%	40 26%	49 23%	79 32%	85 31%	73 39% MO	77 27%	164 31%	150 32% M	58 27%	103 26%	79 41% PQ	74 37% PQ	120 44% U	194 27%
Strongly agree (2)	81 8%	34 7%	47 9%	14 10% *	20 13% HI	11 7%	17 9%	7 5%	12 6%	23 9%	15 5%	26 14% KMNO	18 6%	38 7%	44 9% M	23 11% Q	19 5%	20 10% Q	19 9% Q	27 10% U	54 7%
Agree (1)	233 23%	122 25%	111 22%	33 23% *	53 33% GHI	39 26% I	39 21%	33 21%	37 17%	56 22%	70 26%	48 26%	59 20%	126 24%	106 22%	34 16%	85 22%	59 30% PQ	55 28% P	93 34% U	140 19%
Neither agree nor disagree (0)	298 30%	143 29%	155 30%	34 25% *	41 26%	42 28%	62 34%	52 35%	67 30%	61 24%	81 29%	61 33%	94 32%	142 27%	156 33% J	60 28%	134 34% R	47 24%	56 28%	70 25%	227 31%
Net: Disagree	360 36%	173 35%	188 36%	52 37% *	42 26%	59 39% E	57 31%	53 35%	98 45% EG	107 43% LO	101 37% L	45 24%	108 37% LO	208 40% LO	152 32% L	89 41%	144 37%	62 32%	65 32%	80 29%	280 39% T
Disagree (-1)	299 30%	140 29%	159 31%	45 32% E*	30 19%	51 33% E	48 27%	38 25%	87 40% EGH	88 35% LO	82 30% L	37 20%	92 32% LO	170 32% L	129 27% L	72 33%	122 31%	51 26%	54 27%	64 23%	235 32% T
Strongly disagree (-2)	62 6%	33 7%	29 6%	7 5% *	12 8%	8 5%	8 5%	16 10%	11 5%	19 8%	19 7%	8 4%	16 5%	38 7%	23 5%	17 8%	23 6%	12 6%	10 5%	16 6%	45 6%
Don't know	30 3%	16 3%	13 3%	8 5% *	3 2%	1 1%	8 4%	6 4%	5 2%	4 1%	8 3%	6 3%	12 4%	12 2%	18 4%	8 4%	10 3%	7 3%	5 3%	6 2%	24 3%
Mean scores	-0.03	-0.03	-0.02	0.01 *	0.25 FHI	-0.04	0.04 I	-0.15	-0.22	-0.1	-0.08	0.26 JKMNO	-0.1	-0.09	0.04 M	-0.12	-0.12	0.13 PQ	0.09 Q	0.19 U	-0.11
Standard Deviation	1.07	1.06	1.07	1.1	1.14	1.06	1.04	1.05	0.98	1.12	1.03	1.07	1.01	1.08	1.05	1.13	0.98	1.12	1.08	1.09	1.04
Standard Error	0.034	0.049	0.048	0.096	0.092	0.086	0.079	0.087	0.067	0.072	0.063	0.08	0.061	0.048	0.049	0.079	0.05	0.081	0.077	0.066	0.039

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 471

Tb T635

Q114. How much do you agree or disagree that - You should cut out bread, pasta, rice and potatoes to avoid gaining weight

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	314 31%	86 33%	210 31%	19 33% *	234 37% F	80 21%	74 46% I	132 38% I	22 24% *	197 33%	105 30%	13 28% *	74 29%	59 35%	117 30%	64 34%	247 35% R	67 23%
Strongly agree (2)	81 8%	23 9%	53 8%	5 9% *	62 10% F	20 5%	32 20% HI	25 7%	3 3% *	55 9%	24 7%	2 4% *	15 6%	12 7%	42 11% M	12 7%	68 10% R	13 4%
Agree (1)	233 23%	62 24%	157 23%	13 24% *	173 28% F	60 16%	42 26%	107 31%	19 20% *	142 23%	81 23%	11 23% *	59 23%	47 28% O	75 20%	52 28% O	179 25% R	54 18%
Neither agree nor disagree (0)	298 30%	80 31%	201 29%	16 28% *	175 28%	123 33%	35 21%	95 27%	38 39% GH*	183 30%	101 29%	13 28% *	80 31%	44 26%	119 31%	51 28%	194 28%	103 35% Q
Net: Disagree	360 36%	88 34%	253 37%	20 34% *	200 32%	161 43% E	53 33%	111 32%	31 32% *	207 34%	140 40%	13 28% *	88 35%	61 37%	140 36%	66 36%	247 35%	114 38%
Disagree (-1)	299 30%	73 28%	209 31%	17 30% *	165 26%	134 36% E	41 26%	97 28%	22 23% *	169 28%	117 33%	12 26% *	69 27%	50 30%	121 31%	56 30%	208 30%	91 30%
Strongly disagree (-2)	62 6%	15 6%	44 6%	3 5% *	35 6%	26 7%	11 7%	14 4%	9 10% *	38 6%	23 6%	1 2% *	18 7%	11 7%	19 5%	10 5%	39 5%	23 8%
Don't know	30 3%	7 3%	20 3%	2 4% *	18 3%	12 3%	1 1%	10 3%	5 5% *	15 3%	7 2%	8 16% JK*	12 5%	3 2%	9 2%	5 2%	16 2%	14 5%
Mean scores	-0.03	0.02	-0.05	0.04 *	0.1 F	-0.24	0.26 I	0.1 I	-0.16 *	0.01	-0.1	0.02 *	-0.07	-0.01	*	*	0.04 R	-0.2
Standard Deviation	1.07	1.07	1.06	1.08	1.09	0.99	1.24	1.03	0.99	1.08	1.05	0.96	1.04	1.08	1.08	1.05	1.09	0.99
Standard Error	0.034	0.067	0.041	0.146	0.044	0.052	0.097	0.056	0.103	0.045	0.057	0.154	0.067	0.084	0.056	0.078	0.041	0.059

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - You should cut out bread, pasta, rice and potatoes to avoid gaining weight

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	314 31%	104 35%	207 30%	205 35% E	61 26%	45 29%	291 32%	23 23% *	171 43% J	143 24%
Strongly agree (2)	81 8%	23 8%	57 8%	58 10% E	12 5%	9 6%	76 8%	6 6% *	50 13% J	31 5%
Agree (1)	233 23%	81 27%	150 22%	147 25%	49 21%	36 23%	215 24%	18 17% *	121 30% J	112 19%
Neither agree nor disagree (0)	298 30%	76 26%	215 31%	144 25% DF	102 43% DF	46 30%	263 29%	34 34% *	96 24%	202 34% I
Net: Disagree	360 36%	104 35%	253 37%	227 39% E	62 26%	59 38% E	324 36%	36 36% *	122 31%	238 40% I
Disagree (-1)	299 30%	90 31%	205 30%	188 32% E	52 22%	49 32% E	276 31%	23 23% *	99 25%	199 33% I
Strongly disagree (-2)	62 6%	14 5%	48 7%	39 7%	10 4%	10 6%	48 5%	14 13% G*	23 6%	39 6%
Don't know	30 3%	11 4%	17 2%	9 2%	12 5% D	5 4%	22 2%	8 7% G*	11 3%	19 3%
Mean scores	-0.03	0.03	-0.05	*	0.01	-0.1	-0.01	-0.23 *	0.2 J	-0.18
Standard Deviation	1.07	1.06	1.07	1.12	0.91	1.04	1.06	1.1	1.13	0.99
Standard Error	0.034	0.063	0.041	0.047	0.061	0.084	0.036	0.114	0.057	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - You should cut out bread, pasta, rice and potatoes to avoid gaining weight

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	314 31%	77 34%	215 36% D	99 25%	247 34% H	196 37% H	90 50% EFH	68 25%
Strongly agree (2)	81 8%	25 11%	63 11% D	18 4%	58 8%	49 9%	26 14% E	24 9%
Agree (1)	233 23%	52 23%	152 25%	81 20%	189 26% H	147 28% H	64 36% EH	44 16%
Neither agree nor disagree (0)	298 30%	64 28%	159 26%	139 35% C	218 30%	156 29%	42 23%	80 30%
Net: Disagree	360 36%	78 35%	216 36%	145 36%	249 34% G	166 31% G	41 23%	111 41% EFG
Disagree (-1)	299 30%	63 28%	183 30%	116 29%	213 29% G	149 28%	37 21%	86 32% G
Strongly disagree (-2)	62 6%	15 7%	33 5%	29 7%	36 5%	18 3%	4 2%	26 9% EFG
Don't know	30 3%	5 2%	12 2%	18 4%	20 3%	11 2%	6 3%	10 4%
Mean scores	-0.03	0.04	0.05 D	-0.15	0.03 H	0.12 H	0.42 EFH	-0.17
Standard Deviation	1.07	1.12	1.1	0.99	1.04	1.04	1.05	1.11
Standard Error	0.034	0.076	0.045	0.051	0.039	0.045	0.08	0.069

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Too much sugar can lead to obesity

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	858 86%	404 83%	454 88% B	118 84% *	122 77%	130 85%	160 88% E	128 85%	200 91% E	229 91% LMO	238 86%	156 84%	234 81%	467 89% MO	390 82%	192 89% R	334 85%	158 81%	174 87%	228 82%	630 87%
Strongly agree (2)	506 50%	243 50%	263 51%	64 46% *	72 46%	74 49%	94 52%	80 53%	121 55%	155 62% KLMNO	139 50%	87 47%	125 43%	294 56% KLMO	212 45%	119 55%	202 52%	89 46%	95 48%	127 46%	379 52%
Agree (1)	352 35%	161 33%	191 37%	54 38% *	50 31%	56 37%	67 37%	47 31%	78 36%	74 29%	99 36%	69 37%	109 38%	173 33%	179 38% J	73 34%	132 34%	68 35%	78 39%	101 37%	251 35%
Neither agree nor disagree (0)	101 10%	58 12%	43 8%	15 11% *	27 17% GI	14 10%	16 9%	18 12% I	11 5%	16 6%	25 9%	24 13% J	36 12% J	41 8%	60 13% JN	17 8%	42 11%	27 14%	16 8%	36 13%	65 9%
Net: Disagree	26 3%	16 3%	10 2%	4 3% *	6 4%	5 3%	2 1%	4 3%	5 2%	4 1%	10 4%	3 2%	9 3%	14 3%	12 3%	4 2%	9 2%	6 3%	7 4%	9 3%	17 2%
Disagree (-1)	21 2%	11 2%	10 2%	3 2% *	5 3%	5 3%	2 1%	2 1%	5 2%	4 1%	9 3%	3 2%	5 2%	13 2%	8 2%	3 1%	7 2%	6 3%	6 3%	9 3%	12 2%
Strongly disagree (-2)	5 *	5 1%	- -	2 1% *	1 1%	- -	- -	2 1%	- -	- -	1 *	- -	4 1%	1 *	4 1%	1 *	2 1%	- -	2 1%	- -	5 1%
Don't know	17 2%	10 2%	7 1%	3 2% *	3 2%	3 2%	3 2%	2 1%	3 1%	2 1%	2 1%	2 1%	11 4% JKN	4 1%	13 3% N	2 1%	8 2%	4 2%	3 2%	4 1%	13 2%
Mean scores	1.35	1.31	1.39	1.28 *	1.21	1.33	1.41 E	1.35	1.47 DE	1.53 KLMNO	1.34	1.31	1.24	1.43 KMO	1.27	1.44 R	1.37	1.27	1.32	1.27	1.39 T
Standard Deviation	0.79	0.85	0.73	0.83	0.89	0.79	0.7	0.84	0.69	0.68	0.81	0.76	0.85	0.76	0.82	0.74	0.79	0.81	0.81	0.81	0.78
Standard Error	0.025	0.039	0.032	0.071	0.071	0.065	0.052	0.069	0.047	0.043	0.049	0.056	0.051	0.033	0.038	0.051	0.04	0.059	0.058	0.049	0.029

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Too much sugar can lead to obesity

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	858 86%	230 88%	578 85%	49 87% *	538 86%	319 85%	142 87% I	310 89% I	70 74% *	527 87% L	299 85% L	32 68% *	212 84%	138 83%	343 89%	156 84%	633 90% R	224 75%
Strongly agree (2)	506 50%	131 50%	339 50%	36 63% *	317 51%	189 50%	99 61% HI	169 49% I	41 43% *	333 55% K	155 44% L	18 39% *	112 44%	83 50%	211 55% M	95 51%	393 56% R	112 38%
Agree (1)	352 35%	99 38%	240 35%	13 23% *	221 35%	131 35%	42 26% G	141 40% G	29 31% *	194 32% J	144 41% J	14 30% *	100 39%	54 33%	132 34%	61 33%	240 34%	112 37%
Neither agree nor disagree (0)	101 10%	22 9%	72 11%	7 12% *	65 10%	36 10%	14 9% GH*	29 8% GH*	20 21% GH*	58 10%	36 10%	7 15% *	27 11%	17 11%	33 9%	22 12%	50 7%	51 17% Q
Net: Disagree	26 3%	5 2%	21 3%	- - *	14 2%	12 3%	4 3%	8 2%	2 2% *	12 2%	10 3%	3 7% *	8 3%	7 4%	8 2%	3 2%	10 1%	15 5% Q
Disagree (-1)	21 2%	4 2%	17 2%	- - *	12 2%	9 2%	3 2%	8 2%	2 2% *	11 2%	7 2%	2 5% *	5 2%	7 4%	7 2%	2 1%	9 1%	12 4% Q
Strongly disagree (-2)	5 *	1 *	4 1%	- - *	1 *	4 1%	1 1%	- -	- - *	1 *	3 1%	1 2% *	3 1%	- -	1 *	1 1%	1 *	4 1%
Don't know	17 2%	4 2%	12 2%	1 2% *	10 2%	7 2%	2 1%	2 1%	3 4% *	5 1%	8 2%	5 10% JK*	7 3% O	4 2%	1 *	6 3% O	10 1%	7 3%
Mean scores	1.35	1.38	1.33	1.53 *	1.36	1.34	1.47 I	1.36	1.19 *	1.42 KL	1.28	1.08 *	1.27	1.32	1.42 M	1.36	1.46 R	1.09
Standard Deviation	0.79	0.75	0.81	0.7	0.76	0.83	0.79	0.73	0.85	0.76	0.8	1.02	0.82	0.84	0.75	0.78	0.7	0.91
Standard Error	0.025	0.047	0.031	0.094	0.031	0.043	0.062	0.039	0.088	0.031	0.043	0.157	0.052	0.066	0.038	0.058	0.027	0.053

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Too much sugar can lead to obesity

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	858 86%	258 87%	591 85%	520 89% E	187 79%	135 87%	801 89% H	56 56% *	345 86%	512 85%
Strongly agree (2)	506 50%	154 52%	348 50%	329 56% EF	97 41%	70 45%	487 54% H	19 18% *	212 53%	294 49%
Agree (1)	352 35%	103 35%	243 35%	191 33%	90 38%	65 42%	314 35%	38 37% *	134 33%	218 36%
Neither agree nor disagree (0)	101 10%	29 10%	69 10%	51 9%	37 16% DF	10 6%	69 8%	32 32% G*	41 10%	61 10%
Net: Disagree	26 3%	4 1%	21 3%	10 2%	8 3%	7 4%	20 2%	6 5% *	10 3%	16 3%
Disagree (-1)	21 2%	3 1%	17 2%	9 1%	7 3%	5 3%	19 2%	2 2% *	10 3%	11 2%
Strongly disagree (-2)	5 *	1 *	4 1%	1 *	1 *	2 1%	1 *	4 4% G*	- -	5 1%
Don't know	17 2%	5 2%	11 2%	4 1%	5 2%	5 3%	10 1%	7 7% G*	4 1%	14 2%
Mean scores	1.35	1.4	1.34	1.44 E	1.19	1.3	1.42 H	0.7 *	1.38	1.34
Standard Deviation	0.79	0.74	0.8	0.73	0.84	0.82	0.74	0.94	0.77	0.8
Standard Error	0.025	0.043	0.031	0.03	0.055	0.067	0.025	0.097	0.039	0.033

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Too much sugar can lead to obesity

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	858 86%	187 84%	553 92% D	305 76%	632 86%	450 85%	150 84%	226 84%
Strongly agree (2)	506 50%	102 46%	360 60% D	146 36%	359 49%	246 46%	86 48%	147 55% F
Agree (1)	352 35%	85 38%	192 32%	159 40% C	273 37% H	204 39% H	64 36%	79 29%
Neither agree nor disagree (0)	101 10%	27 12%	35 6%	67 17% C	71 10%	59 11%	20 11%	30 11%
Net: Disagree	26 3%	3 1%	11 2%	15 4%	17 2%	13 2%	5 3%	9 3%
Disagree (-1)	21 2%	3 1%	11 2%	10 2%	14 2%	11 2%	5 3%	7 2%
Strongly disagree (-2)	5 *	- -	- -	5 1% C	3 * C	2 * C	- -	2 1%
Don't know	17 2%	6 3%	3 1%	14 4% C	13 2%	8 1%	4 2%	4 2%
Mean scores	1.35	1.32	1.51 D	1.12	1.35	1.31	1.32	1.37
Standard Deviation	0.79	0.74	0.69	0.87	0.77	0.78	0.79	0.84
Standard Error	0.025	0.051	0.028	0.044	0.029	0.034	0.06	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Too much fat can lead to obesity

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	829 83%	406 83%	423 82%	117 83% *	117 74%	124 82%	152 84%	120 79%	199 91%	214 86%	233 85%	150 81%	231 80%	448 85%	381 80%	180 83%	329 84%	154 79%	166 83%	219 79%	610 84%
Strongly agree (2)	437 44%	206 42%	231 45%	56 40% *	70 44%	69 45%	83 46%	59 39%	99 45%	116 46%	125 45%	77 41%	119 41%	241 46%	196 41%	101 47%	165 42%	83 42%	88 44%	112 41%	325 45%
Agree (1)	392 39%	200 41%	192 37%	61 43% E*	47 29%	55 36%	69 38%	60 40%	100 46% E	98 39%	108 39%	73 39%	112 39%	207 39%	185 39%	78 36%	163 42%	71 37%	79 39%	107 39%	285 39%
Neither agree nor disagree (0)	123 12%	59 12%	63 12%	18 12% *	30 19% GI	17 11%	19 11%	26 17% I	13 6%	26 10%	26 10%	26 14%	45 15% N	52 10%	71 15% KN	25 12%	49 13%	28 14%	20 10%	43 16%	79 11%
Net: Disagree	40 4%	19 4%	21 4%	5 3% *	9 6%	10 6%	8 4%	4 3%	4 2%	10 4%	14 5%	8 4%	9 3%	23 4%	17 4%	9 4%	10 3%	8 4%	13 6% Q	13 5%	28 4%
Disagree (-1)	27 3%	8 2%	19 4%	3 2% *	6 4%	7 5%	5 3%	3 2%	3 2%	6 2%	9 3%	7 4%	6 2%	15 3%	13 3%	4 2%	7 2%	7 4%	9 5%	10 3%	18 2%
Strongly disagree (-2)	13 1%	10 2% C	2 *	1 1% *	3 2%	2 1%	4 2%	2 1%	1 *	4 1%	5 2%	1 1%	3 1%	9 2%	4 1%	5 3%	3 1%	1 *	4 2%	3 1%	10 1%
Don't know	10 1%	4 1%	6 1%	1 1% *	2 1%	2 1%	2 1%	1 1%	2 1%	1 *	2 1%	2 1%	5 2%	3 1%	7 2%	1 *	4 1%	4 2%	1 1%	2 1%	9 1%
Mean scores	1.22	1.2	1.24	1.2 *	1.12	1.21	1.25	1.15	1.35 EH	1.27	1.24	1.19	1.18	1.26	1.19	1.24	1.24	1.19	1.19	1.15	1.25
Standard Deviation	0.86	0.88	0.85	0.82	0.98	0.93	0.89	0.86	0.71	0.85	0.89	0.85	0.85	0.87	0.85	0.91	0.8	0.86	0.93	0.88	0.85
Standard Error	0.027	0.04	0.038	0.07	0.079	0.076	0.067	0.07	0.048	0.054	0.054	0.063	0.051	0.038	0.039	0.062	0.04	0.063	0.066	0.053	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Too much fat can lead to obesity

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	829 83%	211 81%	570 83%	47 83% *	519 83%	310 83%	136 84% I	302 87% I	67 70% *	505 84% L	291 83%	32 70% *	205 81%	135 81%	333 86% P	147 79%	599 85% R	230 77%
Strongly agree (2)	437 44%	98 37%	309 45% B	30 53% *	274 44%	163 44%	87 54% HI	142 41%	36 38% *	275 46%	144 41%	18 39% *	101 40%	70 42%	179 46%	85 46%	337 48% R	100 33%
Agree (1)	392 39%	113 43%	262 38%	17 30% *	245 39%	146 39%	49 30%	160 46% GI	31 32% *	230 38%	148 42%	14 31% *	104 41%	64 39%	154 40%	62 33%	262 37%	130 43%
Neither agree nor disagree (0)	123 12%	39 15%	77 11%	8 13% *	76 12%	46 12%	17 11%	36 10%	21 22% GH*	68 11%	46 13%	8 17% *	31 12%	25 15%	40 10%	26 14%	74 10%	49 16% Q
Net: Disagree	40 4%	8 3%	30 4%	2 4% *	23 4%	17 5%	7 4%	8 2%	5 5% *	26 4%	12 3%	3 6% *	13 5%	4 3%	13 3%	10 5%	26 4%	14 5%
Disagree (-1)	27 3%	5 2%	22 3%	1 2% *	15 2%	12 3%	3 2%	7 2%	5 5% *	20 3%	8 2%	- - *	8 3%	4 3%	11 3%	4 2%	17 2%	10 3%
Strongly disagree (-2)	13 1%	3 1%	8 1%	1 2% *	8 1%	5 1%	4 2%	2 1%	- - *	6 1%	4 1%	3 6% *	5 2%	- -	2 1%	6 3% O	9 1%	4 1%
Don't know	10 1%	4 2%	7 1%	- - *	8 1%	2 1%	2 1%	1 *	3 3% *	3 1%	4 1%	3 7% JK*	5 2% O	2 1%	- -	3 2% O	5 1%	5 2%
Mean scores	1.22	1.16	1.24	1.29 *	1.23	1.21	1.32 I	1.25 I	1.05 *	1.25	1.2	1.05 *	1.16	1.22	1.29	1.18	1.29 R	1.06
Standard Deviation	0.86	0.83	0.87	0.94	0.85	0.88	0.92	0.76	0.92	0.86	0.83	1.09	0.9	0.8	0.81	0.98	0.85	0.88
Standard Error	0.027	0.052	0.033	0.124	0.034	0.045	0.073	0.041	0.095	0.035	0.045	0.167	0.057	0.063	0.041	0.072	0.032	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Too much fat can lead to obesity

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	829 83%	244 83%	577 83%	496 85% E	178 75%	137 88% E	775 86% H	53 53% *	334 84%	494 82%
Strongly agree (2)	437 44%	127 43%	306 44%	274 47% E	82 34%	72 46% E	422 47% H	15 14% *	185 46%	252 42%
Agree (1)	392 39%	117 39%	271 39%	222 38%	96 41%	65 42%	353 39%	39 38% *	149 37%	243 40%
Neither agree nor disagree (0)	123 12%	37 13%	80 12%	66 11% F	47 20% DF	7 4%	88 10%	35 34% G*	44 11%	78 13%
Net: Disagree	40 4%	11 4%	29 4%	20 3%	9 4%	10 6%	32 4%	8 8% *	18 4%	22 4%
Disagree (-1)	27 3%	4 1%	23 3%	12 2%	7 3%	8 5%	22 2%	5 5% *	10 3%	17 3%
Strongly disagree (-2)	13 1%	7 2%	6 1%	8 1%	3 1%	1 1%	10 1%	3 3% *	8 2%	5 1%
Don't know	10 1%	3 1%	6 1%	3 1%	3 1%	2 1%	5 1%	5 5% G*	3 1%	7 1%
Mean scores	1.22	1.21	1.24	1.27 E	1.06	1.29 E	1.29 H	0.6 *	1.25	1.21
Standard Deviation	0.86	0.89	0.85	0.85	0.87	0.85	0.83	0.92	0.89	0.84
Standard Error	0.027	0.052	0.032	0.035	0.057	0.069	0.028	0.094	0.045	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Too much fat can lead to obesity

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	829 83%	174 78%	526 87% D	303 76%	605 83%	437 83%	147 82%	223 83%
Strongly agree (2)	437 44%	94 42%	295 49% D	142 35%	315 43%	226 43%	83 46%	122 45%
Agree (1)	392 39%	80 36%	231 38%	161 40%	291 40%	211 40%	64 36%	101 38%
Neither agree nor disagree (0)	123 12%	30 13%	47 8% C	76 19%	90 12%	66 12%	22 12%	33 12%
Net: Disagree	40 4%	14 6%	27 4%	14 3%	30 4%	21 4%	8 4%	11 4%
Disagree (-1)	27 3%	11 5%	18 3%	10 2%	22 3%	14 3%	5 3%	6 2%
Strongly disagree (-2)	13 1%	2 1%	9 1%	4 1%	8 1%	8 1%	2 1%	5 2%
Don't know	10 1%	5 2%	2 * C	8 2%	8 1%	5 1%	3 2%	2 1%
Mean scores	1.22	1.16	1.31 D	1.09	1.22	1.21	1.25	1.24
Standard Deviation	0.86	0.93	0.85	0.86	0.85	0.87	0.88	0.88
Standard Error	0.027	0.063	0.035	0.043	0.032	0.038	0.066	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q114. How much do you agree or disagree that - Too much salt can raise your blood pressure

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	841 84%	401 82%	441 86%	110 78% *	123 78%	124 82%	154 85%	126 83%	204 93% DEFGH	223 89% MO	228 83%	159 86%	232 80%	451 86%	390 82%	190 88%	327 83%	159 82%	165 83%	220 79%	622 86% T
Strongly agree (2)	438 44%	207 42%	231 45%	51 36% *	65 41%	67 44%	79 44%	66 44%	109 50% D	123 49% O	119 43%	76 41%	119 41%	242 46%	195 41%	93 43%	179 46%	79 41%	87 44%	115 41%	323 45%
Agree (1)	404 40%	194 40%	210 41%	59 42% *	59 37%	57 37%	75 41%	60 39%	95 43%	100 40%	109 40%	82 44%	113 39%	209 40%	195 41%	97 45%	148 38%	80 41%	78 39%	105 38%	299 41%
Neither agree nor disagree (0)	104 10%	55 11%	49 10%	15 11% *	24 15% I	22 15% I	19 10% I	15 10%	10 5%	19 8%	34 12%	17 9%	34 12%	53 10%	51 11%	14 7%	41 10%	27 14% P	22 11%	42 15% U	62 9%
Net: Disagree	21 2%	14 3%	7 1%	10 7% GI*	3 2%	2 1%	1 *	3 2%	2 1%	2 1%	3 1%	3 2%	13 4% JKN	5 1%	16 3% N	2 1%	9 2%	3 1%	7 3%	9 3%	12 2%
Disagree (-1)	13 1%	10 2%	3 1%	8 6% GHI*	1 1%	1 1%	1 *	- -	2 1%	2 1%	1 *	1 1%	9 3% KN	3 1%	10 2%	- -	5 1%	3 1%	5 3%	6 2%	7 1%
Strongly disagree (-2)	8 1%	4 1%	3 1%	2 1% *	2 1%	1 1%	- -	3 2%	- -	- -	2 1%	2 1%	4 1%	2 *	6 1%	2 1%	4 1%	- -	2 1%	2 1%	5 1%
Don't know	36 4%	19 4%	17 3%	6 4% *	8 5%	4 3%	7 4%	7 5%	3 1%	6 3%	11 4%	7 4%	12 4%	17 3%	19 4%	9 4%	15 4%	7 4%	5 3%	6 2%	30 4%
Mean scores	1.29	1.26	1.33	1.11 *	1.22	1.27	1.34 D	1.3	1.44 DEF	1.41 MO	1.3	1.29	1.2	1.35 MO	1.23	1.35	1.31	1.25	1.26	1.2	1.33 T
Standard Deviation	0.77	0.81	0.74	0.91	0.84	0.78	0.69	0.82	0.63	0.68	0.75	0.75	0.87	0.72	0.83	0.7	0.8	0.74	0.83	0.85	0.74
Standard Error	0.025	0.037	0.033	0.079	0.068	0.064	0.052	0.068	0.043	0.043	0.046	0.056	0.052	0.032	0.039	0.049	0.041	0.054	0.059	0.051	0.028

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Too much salt can raise your blood pressure

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	841 84%	220 84%	574 84%	47 82% *	525 84%	316 84%	140 87% I	306 88% I	63 66% *	519 86% L	295 83% L	28 60% *	204 81%	137 83%	332 86%	159 86%	609 87% R	232 78%
Strongly agree (2)	438 44%	122 47%	290 42%	26 45% *	288 46%	150 40%	88 54% I	160 46% I	34 36% *	281 47% L	145 41% L	12 26% *	97 38%	70 42%	193 50% M	77 41%	342 49% R	96 32%
Agree (1)	404 40%	99 38%	283 41%	21 38% *	237 38%	167 44% E	52 32% G	146 42% G	29 30% *	238 40%	149 42%	16 34% *	107 42%	68 41%	139 36%	83 44%	267 38%	137 46% Q
Neither agree nor disagree (0)	104 10%	26 10%	71 10%	8 13% *	67 11%	37 10%	12 8% GH*	31 9%	22 23% GH*	55 9%	40 11%	9 19% *	26 10%	20 12%	41 11%	15 8%	63 9%	41 14% Q
Net: Disagree	21 2%	6 2%	15 2%	- - *	15 2%	5 1%	6 4%	4 1%	4 5% *	9 2%	8 2%	3 7% *	9 3%	5 3%	4 1%	3 2%	13 2%	8 3%
Disagree (-1)	13 1%	2 1%	11 2%	- - *	10 2%	3 1%	3 2%	4 1%	3 3% *	5 1%	7 2%	1 2% *	6 2%	3 2%	3 1%	2 1%	10 1%	3 1%
Strongly disagree (-2)	8 1%	4 1%	4 1%	- - *	6 1%	2 1%	4 2% H	- - H	2 2% *	4 1%	1 *	2 4% *	3 1%	3 2%	1 *	1 1%	3 *	5 2%
Don't know	36 4%	9 4%	24 4%	2 4% *	20 3%	16 4%	3 2%	7 2%	6 6% *	19 3%	10 3%	7 14% JK*	14 6% O	4 2%	9 2%	9 5%	18 3%	17 6% Q
Mean scores	1.29	1.32	1.28	1.33 *	1.3	1.28	1.37 I	1.36 I	1.01 *	1.35 L	1.25 L	0.87 *	1.21	1.22	1.38 MN	1.31	1.37 R	1.12 Q
Standard Deviation	0.77	0.81	0.77	0.71	0.8	0.73	0.88	0.69	0.97	0.75	0.77	1.04	0.82	0.85	0.73	0.72	0.74	0.82
Standard Error	0.025	0.051	0.03	0.097	0.032	0.038	0.07	0.037	0.102	0.031	0.041	0.165	0.053	0.067	0.038	0.054	0.028	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Too much salt can raise your blood pressure

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	841 84%	262 89% C	572 83%	512 87% E	185 78%	130 83%	787 87% H	55 54% *	341 85%	501 83%
Strongly agree (2)	438 44%	134 45%	301 43%	287 49% E	72 30%	69 44% E	419 46% H	19 19% *	190 48%	247 41%
Agree (1)	404 40%	128 43%	271 39%	225 38%	113 48% D	61 39%	368 41%	36 35% *	150 38%	253 42%
Neither agree nor disagree (0)	104 10%	22 7%	77 11%	50 8%	38 16% D	14 9%	73 8%	31 31% G*	41 10%	63 11%
Net: Disagree	21 2%	4 1%	16 2%	13 2%	1 *	4 3%	15 2%	5 5% G*	9 2%	12 2%
Disagree (-1)	13 1%	2 1%	11 2%	7 1%	- -	4 3% E	11 1%	3 3% *	6 2%	7 1%
Strongly disagree (-2)	8 1%	3 1%	5 1%	6 1%	1 *	- -	5 1%	3 3% *	3 1%	5 1%
Don't know	36 4%	8 3%	27 4%	11 2%	13 5% D	7 5%	26 3%	10 10% G*	10 2%	26 4%
Mean scores	1.29	1.35	1.28	1.36 E	1.14	1.31 E	1.35 H	0.72 *	1.33	1.27
Standard Deviation	0.77	0.73	0.79	0.77	0.71	0.77	0.73	0.93	0.78	0.77
Standard Error	0.025	0.043	0.031	0.032	0.048	0.063	0.025	0.098	0.039	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Too much salt can raise your blood pressure

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	841 84%	179 80%	538 89% D	303 76%	613 84%	435 82%	147 82%	228 85%
Strongly agree (2)	438 44%	96 43%	299 50% D	138 35%	318 43%	220 42%	81 45%	119 44%
Agree (1)	404 40%	84 37%	239 40%	165 41%	295 40%	215 41%	67 37%	109 40%
Neither agree nor disagree (0)	104 10%	28 13%	37 6% C	67 17%	80 11%	65 12%	22 12%	25 9%
Net: Disagree	21 2%	5 2%	11 2%	9 2%	18 2%	17 3%	4 2%	3 1%
Disagree (-1)	13 1%	3 1%	8 1%	6 1%	13 2%	12 2% H	1 1%	- -
Strongly disagree (-2)	8 1%	2 1%	4 1%	4 1%	5 1%	5 1%	3 1%	3 1%
Don't know	36 4%	11 5%	15 3%	21 5% C	22 3%	13 2%	7 4%	13 5%
Mean scores	1.29	1.26	1.4 D	1.13	1.28	1.23	1.28	1.34
Standard Deviation	0.77	0.82	0.72	0.82	0.79	0.82	0.82	0.74
Standard Error	0.025	0.056	0.03	0.042	0.029	0.036	0.063	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Tb T650

Q114. How much do you agree or disagree that - Snacks, such as biscuits, cakes, confectionery and savoury snacks between meals should only be eaten occasionally and in small amounts

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	836 83%	395 81%	440 86%	111 79% *	123 78%	122 80%	154 85%	123 81%	203 93% DEFGH	222 88% MO	232 84%	156 84%	226 78%	453 86% MO	382 80%	181 84%	330 84%	159 82%	166 83%	214 77%	621 86% T
Strongly agree (2)	292 29%	124 25%	169 33% B	36 25% *	45 28%	46 30%	54 30%	40 27%	72 33%	83 33%	78 28%	57 31%	75 26%	161 31%	132 28%	63 29%	111 28%	54 28%	64 32%	87 32%	205 28%
Agree (1)	543 54%	272 56%	272 53%	75 53% *	79 50%	76 50%	99 55%	83 55%	131 60%	139 55%	154 56%	99 53%	151 52%	293 56%	250 53%	119 55%	219 56%	104 54%	102 51%	127 46%	416 57% T
Neither agree nor disagree (0)	131 13%	79 16% C	52 10%	19 14% *	28 18% I	23 15% I	24 13% I	22 14% I	15 7%	24 9%	33 12%	25 14% JN	49 17% JN	56 11%	75 16% JN	27 12%	51 13%	29 15%	24 12%	50 18% U	81 11%
Net: Disagree	28 3%	10 2%	18 4%	9 7% GI*	5 3%	7 4% I	2 1%	4 3%	1 *	5 2%	8 3%	3 2%	12 4%	13 3%	15 3%	6 3%	8 2%	4 2%	9 5%	12 4%	17 2%
Disagree (-1)	21 2%	6 1%	15 3%	6 4% I*	4 2%	7 4% I	2 1%	3 2%	- -	4 1%	6 2%	3 2%	9 3%	9 2%	12 3%	2 1%	8 2%	4 2%	8 4%	12 4% U	10 1%
Strongly disagree (-2)	7 1%	4 1%	3 1%	3 2% *	1 1%	- -	- -	2 1%	1 *	2 1%	2 1%	- -	3 1%	4 1%	3 1%	4 2%	1 *	- -	2 1%	- -	7 1%
Don't know	7 1%	4 1%	4 1%	1 1% *	2 1%	- -	2 1%	2 1%	- -	- -	3 1%	1 1%	3 1%	3 1%	4 1%	1 *	3 1%	2 1%	1 1%	1 *	6 1%
Mean scores	1.1	1.04	1.15	0.96 *	1.04	1.06	1.15	1.05	1.25 DEFH	1.19 MO	1.1	1.14	1	1.14 M	1.05	1.09	1.11	1.09	1.1	1.05	1.12
Standard Deviation	0.75	0.73	0.76 B	0.88 *	0.79	0.8	0.68	0.78	0.61 DEFH	0.72 MO	0.75	0.7	0.8	0.73 M	0.77	0.79	0.71	0.72	0.82	0.82	0.72
Standard Error	0.024	0.033	0.034	0.075	0.063	0.064	0.051	0.063	0.041	0.045	0.045	0.052	0.047	0.032	0.035	0.054	0.036	0.052	0.058	0.049	0.027

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 487

Tb T651

Q114. How much do you agree or disagree that - Snacks, such as biscuits, cakes, confectionery and savoury snacks between meals should only be eaten occasionally and in small amounts

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	836 83%	221 84%	567 83%	48 84% *	515 82%	320 85%	133 82%	295 85%	71 75% I *	514 85%	291 82%	31 66% L *	200 79%	140 84%	335 87% M	152 82%	613 87% R	223 75%
Strongly agree (2)	292 29%	74 28%	196 29%	22 39% *	195 31%	98 26%	66 41% H	91 26%	31 33% *	192 32% K	89 25%	11 24% *	60 23%	46 28%	129 33% M	55 29%	236 34% R	56 19%
Agree (1)	543 54%	147 56%	371 54%	26 45% *	320 51%	223 59%	67 41%	205 59%	40 42% GI *	322 53%	202 57%	20 42% *	141 56%	94 57%	206 53%	98 52%	377 54%	167 56%
Neither agree nor disagree (0)	131 13%	27 10%	97 14%	8 13% *	90 14%	41 11%	23 14%	42 12%	22 23% H*	73 12%	49 14%	9 19% *	40 16%	20 12%	45 12%	25 13%	74 11% Q	56 19% Q
Net: Disagree	28 3%	11 4%	16 2%	1 2% *	17 3%	11 3%	6 3%	10 3%	1 1% *	13 2%	12 3%	3 6% O *	11 4%	5 3%	5 1%	6 3%	13 2%	15 5% Q
Disagree (-1)	21 2%	9 3%	12 2%	- - *	12 2%	9 2%	5 3%	7 2%	1 1% *	10 2%	9 3%	2 4% *	8 3%	4 2%	5 1%	4 2%	9 1%	12 4% Q
Strongly disagree (-2)	7 1%	2 1%	3 1%	1 2% *	5 1%	2 *	1 1%	3 1%	- - *	3 *	3 1%	1 2% *	3 1%	2 1%	- -	2 1%	4 1%	3 1%
Don't know	7 1%	3 1%	4 1%	- - *	5 1%	3 1%	1 1%	1 *	1 1% *	2 *	1 *	4 9% JK*	2 1%	1 1%	1 *	2 1%	3 *	4 1%
Mean scores	1.1	1.09	1.1	1.19 *	1.11	1.09	1.19	1.08	1.08 *	1.15	1.04	0.9 *	0.98	1.08	1.19 M	1.08	1.19 R	0.89
Standard Deviation	0.75	0.77	0.74	0.85	0.77	0.71	0.83	0.72	0.78	0.73	0.76	0.92	0.79	0.76	0.69	0.79	0.71	0.79
Standard Error	0.024	0.048	0.028	0.112	0.031	0.037	0.065	0.039	0.08	0.03	0.04	0.142	0.05	0.059	0.035	0.059	0.027	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 488

Tb T652

Q114. How much do you agree or disagree that - Snacks, such as biscuits, cakes, confectionery and savoury snacks between meals should only be eaten occasionally and in small amounts

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	836 83%	250 85%	578 83%	515 88% E	174 74%	129 83%	777 86% H	59 58% *	333 83%	503 84%
Strongly agree (2)	292 29%	102 34% C	190 27%	200 34% E	44 18%	42 27%	285 32% H	7 7% *	135 34% J	157 26%
Agree (1)	543 54%	149 50%	388 56%	315 54%	131 55%	86 55%	492 55%	52 51% *	197 49%	346 57% I
Neither agree nor disagree (0)	131 13%	35 12%	91 13%	61 10%	50 21% DF	19 12%	102 11%	29 28% G*	50 13%	81 13%
Net: Disagree	28 3%	8 3%	19 3%	7 1%	10 4% D	8 5% D	17 2%	11 11% G*	15 4%	13 2%
Disagree (-1)	21 2%	5 2%	15 2%	5 1%	9 4% D	7 4% D	13 1%	8 8% G*	11 3%	10 2%
Strongly disagree (-2)	7 1%	2 1%	5 1%	2 * *	2 1%	1 1%	4 * *	3 3% G*	4 1%	3 *
Don't know	7 1%	2 1%	4 1%	3 1%	2 1%	- -	5 1%	2 2% *	2 1%	5 1%
Mean scores	1.1	1.17	1.08	1.21 EF	0.88	1.04	1.16 H	0.53 *	1.13	1.08
Standard Deviation	0.75	0.76	0.74	0.68	0.77	0.8	0.71	0.86	0.81	0.71
Standard Error	0.024	0.045	0.028	0.028	0.05	0.064	0.024	0.087	0.04	0.029

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 489

Tb T653

Q114. How much do you agree or disagree that - Snacks, such as biscuits, cakes, confectionery and savoury snacks between meals should only be eaten occasionally and in small amounts

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	836 83%	179 80%	536 89% D	299 75%	611 83%	437 83%	148 83%	225 84%
Strongly agree (2)	292 29%	69 31%	215 36% D	77 19%	206 28%	144 27%	56 31%	86 32%
Agree (1)	543 54%	110 49%	321 53%	222 56%	405 55%	293 55%	92 51%	138 51%
Neither agree nor disagree (0)	131 13%	27 12%	57 9% C	74 18% C	98 13%	74 14%	21 12%	33 12%
Net: Disagree	28 3%	14 6%	6 1% C	22 5% C	18 2%	14 3%	9 5%	10 4%
Disagree (-1)	21 2%	11 5%	4 1% C	17 4% C	14 2%	11 2%	6 3%	8 3%
Strongly disagree (-2)	7 1%	3 1%	2 * C	4 1%	4 1%	3 1%	3 2%	3 1%
Don't know	7 1%	4 2%	2 * C	5 1%	6 1%	4 1%	1 1%	1 *
Mean scores	1.1	1.05	1.24 D	0.89	1.09	1.07	1.08	1.11
Standard Deviation	0.75	0.87	0.68	0.81	0.73	0.74	0.84	0.8
Standard Error	0.024	0.059	0.028	0.04	0.027	0.032	0.063	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q114. How much do you agree or disagree that - I should avoid sugary drinks such as colas or lemonade

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	778 78%	363 74%	414 81% B	92 65% *	115 73%	113 74%	144 80% D	118 78% D	195 89% DEFGH	209 84% MO	220 80% M	143 77%	206 71%	429 82% MO	348 73%	165 77%	308 79%	155 79%	149 75%	207 75%	570 79%
Strongly agree (2)	415 41%	189 39%	226 44% B	46 32% *	62 39%	56 37%	71 39% D	74 49% DF	106 48% DF	123 49% MO	117 42%	77 42%	98 34%	239 45% MO	176 37%	90 42%	169 43%	86 44%	71 35%	111 40%	304 42%
Agree (1)	363 36%	174 36%	188 37%	46 33% *	53 33%	57 38%	73 40% H	45 29% H	89 41% H	87 35%	103 37%	66 36%	107 37%	190 36%	173 36%	76 35%	139 36%	69 35%	79 39%	97 35%	266 37%
Neither agree nor disagree (0)	155 15%	83 17%	72 14%	27 19% I*	31 20% I	29 19% I	26 14% I	22 15%	20 9%	28 11%	36 13%	29 16%	62 21% JKN	64 12%	91 19% JKN	35 16%	65 17%	25 13%	30 15%	46 17%	109 15%
Net: Disagree	60 6%	39 8% C	21 4%	19 13% GI*	10 6%	9 6%	9 5%	10 7% I	4 2%	13 5%	17 6%	12 7%	18 6%	30 6%	31 6%	13 6%	17 4%	12 6%	19 10% Q	21 7%	40 5%
Disagree (-1)	44 4%	27 6%	17 3%	14 10% HI*	8 5%	6 4%	9 5%	3 2%	4 2%	10 4%	13 5%	10 6%	12 4%	22 4%	22 5%	8 4%	11 3%	9 5%	15 8% Q	18 6%	27 4%
Strongly disagree (-2)	16 2%	12 2%	4 1%	5 3% *	2 1%	3 2%	- - GI	6 4% GI	- -	3 1%	4 2%	2 1%	7 2%	8 1%	9 2%	5 2%	5 1%	2 1%	4 2%	3 1%	13 2%
Don't know	9 1%	2 *	7 1%	3 2% *	2 1%	1 1%	2 1%	1 1%	- -	- -	3 1%	1 1%	5 2%	3 1%	6 1%	2 1%	2 1%	4 2%	1 1%	2 1%	6 1%
Mean scores	1.12	1.03	1.21 B	0.83 *	1.06	1.04	1.15 D	1.17 D	1.36 DEFGH	1.26 MO	1.16 M	1.12	0.98	1.21 MO	1.03	1.11	1.17 S	1.19	0.99 1	1.07	1.14
Standard Deviation	0.94	1	0.87	1.11	0.95	0.95	0.85 D	1.05 D	0.72 DEFGH	0.9 MO	0.93 M	0.94	0.97	0.92 MO	0.96	0.97	0.9	0.92	1	0.96	0.93
Standard Error	0.03	0.045	0.039	0.095	0.076	0.077	0.064	0.085	0.049	0.057	0.056	0.07	0.057	0.04	0.044	0.066	0.046	0.067	0.071	0.058	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 491

Tb T655

Q114. How much do you agree or disagree that - I should avoid sugary drinks such as colas or lemonade

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	778 78%	210 80%	522 76%	46 81% *	493 79%	284 76%	129 79% I	285 82% I	62 65% *	480 80% L	268 76%	29 63% *	186 73%	123 74%	321 83% MNP	140 75%	593 84% R	185 62%
Strongly agree (2)	415 41%	101 39%	283 41%	30 53% *	266 42%	149 40%	85 52% H	134 39%	39 41% *	285 47% KL	116 33%	14 30% *	80 32%	73 44% M	183 47% M	74 40%	343 49% R	71 24%
Agree (1)	363 36%	108 41%	239 35%	16 27% *	227 36%	135 36%	44 27% GI	151 43%	23 24% *	195 32%	152 43% J	16 34% *	106 42% N	50 30%	138 36%	66 36%	249 35%	113 38%
Neither agree nor disagree (0)	155 15%	31 12%	117 17%	7 12% *	91 15%	64 17%	23 14%	42 12%	23 25% H*	87 14%	59 17%	8 18% *	40 16%	35 21% O	45 12%	32 17%	75 11%	80 27% Q
Net: Disagree	60 6%	18 7%	40 6%	2 4% *	35 6%	26 7%	9 5%	17 5%	8 8% *	32 5%	23 7%	5 11% *	22 9%	7 4%	20 5%	11 6%	31 4%	30 10% Q
Disagree (-1)	44 4%	12 5%	30 4%	2 4% *	27 4%	18 5%	7 4%	15 4%	3 4% *	24 4%	17 5%	3 7% *	13 5%	7 4%	17 4%	8 4%	22 3%	22 7% Q
Strongly disagree (-2)	16 2%	6 2%	11 2%	- - *	8 1%	8 2%	2 1%	2 *	5 5% H*	8 1%	6 2%	2 4% *	10 4% NO	- -	3 1%	4 2%	8 1%	8 3%
Don't know	9 1%	3 1%	4 1%	2 3% *	8 1%	1 *	1 1%	4 1%	2 2% *	3 *	2 1%	3 7% JK*	5 2% O	1 1%	- -	2 1%	5 1%	4 1%
Mean scores	1.12	1.11	1.11	1.33 *	1.16	1.07	1.26 I	1.16 I	0.95 *	1.21 KL	1.01	0.84 *	0.94	1.15 M	1.25 M	1.08	1.28 R	0.74
Standard Deviation	0.94	0.94	0.95	0.87	0.92	0.97	0.94	0.84	1.12	0.93	0.93	1.1	1.02	0.89	0.88	0.96	0.87	0.99
Standard Error	0.03	0.059	0.036	0.117	0.037	0.05	0.074	0.045	0.116	0.038	0.049	0.168	0.065	0.07	0.045	0.071	0.033	0.058

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - I should avoid sugary drinks such as colas or lemonade

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	778 78%	246 83% C	525 76%	488 83% EF	158 67%	117 75%	735 82% H	43 42% *	321 80%	457 76%
Strongly agree (2)	415 41%	140 47% C	273 39%	274 47% E	74 31%	60 38%	397 44% H	18 18% *	172 43%	243 40%
Agree (1)	363 36%	106 36%	252 36%	214 37%	84 35%	58 37%	338 38% H	25 24% *	149 37%	214 36%
Neither agree nor disagree (0)	155 15%	31 11%	118 17% B	72 12%	56 24% D	25 16%	120 13%	35 35% G*	54 14%	101 17%
Net: Disagree	60 6%	15 5%	46 7%	24 4%	18 8% D	13 9% D	41 5%	20 20% G*	21 5%	39 6%
Disagree (-1)	44 4%	11 4%	33 5%	16 3%	16 7% D	11 7% D	32 4%	12 12% G*	19 5%	25 4%
Strongly disagree (-2)	16 2%	4 1%	12 2%	8 1%	3 1%	3 2%	9 1%	7 7% G*	2 1%	14 2%
Don't know	9 1%	4 1%	4 1%	2 *	4 2%	- -	6 1%	3 3% G*	4 1%	5 1%
Mean scores	1.12	1.26 C	1.08	1.25 EF	0.91	1.03	1.21 H	0.34 *	1.18	1.08
Standard Deviation	0.94	0.89	0.96	0.87	0.97	0.99	0.87	1.15	0.89	0.97
Standard Error	0.03	0.052	0.037	0.036	0.063	0.079	0.029	0.116	0.045	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - I should avoid sugary drinks such as colas or lemonade

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	778 78%	163 73%	526 88%	251 63%	569 78%	395 75%	139 77%	209 78%
Strongly agree (2)	415 41%	94 42%	292 49%	123 31%	292 40%	199 37%	74 41%	123 46%
Agree (1)	363 36%	69 31%	234 39%	128 32%	277 38%	196 37%	65 36%	86 32%
Neither agree nor disagree (0)	155 15%	39 18%	50 8%	105 26%	108 15%	89 17%	22 12%	47 18%
Net: Disagree	60 6%	15 7%	24 4%	36 9%	49 7%	42 8%	16 9%	12 4%
Disagree (-1)	44 4%	12 6%	19 3%	25 6%	35 5%	32 6%	13 7%	9 3%
Strongly disagree (-2)	16 2%	3 1%	5 1%	12 3%	13 2%	11 2%	2 1%	3 1%
Don't know	9 1%	6 3%	1 *	8 2%	8 1%	4 1%	3 2%	1 *
Mean scores	1.12	1.1	1.32	0.83	1.1	1.03	1.1	1.18
Standard Deviation	0.94	0.98	0.82	1.04	0.95	0.99	0.98	0.91
Standard Error	0.03	0.066	0.033	0.052	0.035	0.043	0.073	0.056

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 494

Tb T658

Q114. How much do you agree or disagree that - I should only have fruit juice in small amounts

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	545 54%	226 46%	320 62% B	85 61% I*	94 60% I	82 54% F	100 55% G	80 53% H	104 48% I	142 57% J	159 58% K	105 57% L	139 48% M	301 57% N	244 51% O	114 53% P	195 50% Q	111 57% R	126 63% S	163 59% T	382 53% U
Strongly agree (2)	131 13%	49 10%	81 16% B	19 14% *	25 16% E	19 13% F	19 11% G	22 15% H	26 12% I	36 14% J	37 14% K	22 12% L	35 12% M	73 14% N	57 12% O	35 16% P	44 11% Q	20 10% R	32 16% S	35 13% T	96 13% U
Agree (1)	415 41%	176 36%	238 46% B	66 47% *	70 44% E	63 41% F	80 44% G	58 38% H	79 36% I	106 42% J	122 44% K	83 45% L	104 36% M	228 43% N	187 39% O	79 37% P	150 38% Q	91 47% R	94 47% S	128 46% T	287 40% U
Neither agree nor disagree (0)	251 25%	142 29% C	109 21% B	31 22% *	43 27% E	38 25% F	41 23% G	41 27% H	57 26% I	59 23% J	68 25% K	47 25% L	78 27% M	126 24% N	125 26% O	47 22% P	111 28% Q	51 26% R	41 21% S	73 26% T	178 25% U
Net: Disagree	175 17%	103 21% C	72 14% B	23 16% *	18 11% E	27 18% F	33 18% G	24 16% H	50 23% I	44 17% J	40 15% K	26 14% L	64 22% M	84 16% N	91 19% O	49 23% P	67 17% Q	29 15% R	30 15% S	39 14% T	136 19% U
Disagree (-1)	136 14%	77 16% C	59 11% B	15 11% *	14 9% E	23 15% F	27 15% G	16 10% H	41 19% I	34 14% J	30 11% K	19 10% L	53 18% M	65 12% N	72 15% O	38 17% P	51 13% Q	21 11% R	26 13% S	33 12% T	103 14% U
Strongly disagree (-2)	38 4%	25 5% C	13 3% B	7 5% *	4 3% E	4 2% F	5 3% G	9 6% H	9 4% I	9 4% J	10 4% K	7 4% L	12 4% M	19 4% N	19 4% O	11 5% P	16 4% Q	7 4% R	4 2% S	6 2% T	33 4% U
Don't know	31 3%	17 4% C	14 3% B	1 1% *	3 2% E	6 4% F	8 4% G	6 4% H	7 3% I	6 3% J	8 3% K	7 4% L	10 3% M	15 3% N	16 3% O	6 3% P	19 5% Q	3 2% R	3 2% S	2 1% T	29 4% U
Mean scores	0.48	0.31	0.63	0.54	0.63	0.48	0.46	0.48	0.34	0.51	0.55	0.53	0.35	0.53	0.42	0.43	0.42	0.5	0.63	0.56	0.45
Standard Deviation	1.02	1.04	0.98	1.04	0.94	1	0.99	1.07	1.05	1.03	0.99	0.98	1.05	1.01	1.03	1.12	1.01	0.96	0.97	0.93	1.05
Standard Error	0.033	0.048	0.044	0.088	0.076	0.082	0.075	0.088	0.072	0.066	0.061	0.073	0.063	0.045	0.048	0.077	0.052	0.069	0.069	0.056	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q114. How much do you agree or disagree that - I should only have fruit juice in small amounts

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	545 54%	157 60% C	359 53%	29 50% *	354 57%	191 51%	103 63% I	194 56%	42 44% *	338 56%	189 54%	19 40% *	127 50%	81 49%	219 57%	112 60% MN	430 61% R	115 39%
Strongly agree (2)	131 13%	33 12%	90 13%	8 15% *	88 14%	43 11%	31 19% H	36 10%	15 15% *	93 15% K	32 9%	6 13% *	26 10%	20 12%	64 17% M	21 11%	104 15% R	26 9%
Agree (1)	415 41%	125 48% C	270 39%	20 36% *	266 42%	149 40%	72 45% I	158 45% I	27 29% *	245 41% L	157 44%	13 27% *	100 40%	61 37%	155 40%	92 49% N	326 46% R	89 30%
Neither agree nor disagree (0)	251 25%	57 22%	180 26%	14 25% *	161 26%	90 24%	36 22% G*	87 25%	34 36% G*	137 23%	99 28%	14 31% *	70 28%	46 28%	94 24%	37 20%	152 22% Q	99 33%
Net: Disagree	175 17%	42 16%	119 17%	13 23% *	93 15%	82 22% E	21 13%	57 16%	15 15% *	110 18%	57 16%	7 15% *	42 17%	35 21%	69 18%	28 15%	106 15% Q	69 23%
Disagree (-1)	136 14%	32 12%	96 14%	9 15% *	73 12%	64 17% E	15 9%	50 14%	8 8% *	87 14%	46 13%	3 7% *	35 14%	24 15%	56 15%	21 12%	80 11% Q	56 19%
Strongly disagree (-2)	38 4%	10 4%	23 3%	4 8% *	20 3%	18 5%	6 4%	7 2%	7 7% H*	23 4%	11 3%	4 9% *	7 3%	11 7%	13 3%	7 4%	26 4% Q	13 4%
Don't know	31 3%	5 2%	25 4%	1 1% *	19 3%	12 3%	2 1%	10 3%	5 5% *	17 3%	8 2%	6 14% JK*	14 6% O	4 2%	4 1%	8 4% O	15 2% Q	16 5%
Mean scores	0.48	0.54	0.47	0.35 *	0.54 F	0.37	0.66	0.49	0.39 *	0.51	0.44	0.34 *	0.43	0.34	0.53	0.55	0.59 R	0.21
Standard Deviation	1.02	1	1.01	1.15	0.99	1.06	1.02	0.94	1.09	1.05	0.94	1.14	0.97	1.08	1.04	0.98	1	1.01
Standard Error	0.033	0.062	0.039	0.154	0.04	0.056	0.08	0.051	0.115	0.043	0.051	0.181	0.063	0.085	0.053	0.074	0.038	0.06

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - I should only have fruit juice in small amounts

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	545 54%	180 61% C	363 52% E	346 59% E	102 43% E	88 57% E	511 57% H	34 34% *	254 64% J	291 48% J
Strongly agree (2)	131 13%	48 16%	82 12%	95 16% E	17 7% E	15 10% E	124 14% H	7 7% *	60 15% J	71 12% J
Agree (1)	415 41%	131 44% C	281 41% E	251 43% E	85 36% E	73 47% E	387 43% H	28 27% *	194 49% J	221 37% J
Neither agree nor disagree (0)	251 25%	58 20% B	187 27% B	115 20% DF	93 39% DF	36 23% DF	215 24% H	35 35% G*	89 22% J	162 27% J
Net: Disagree	175 17%	47 16% C	123 18% E	108 18% E	34 14% E	27 17% E	150 17% H	24 24% *	51 13% J	124 21% I
Disagree (-1)	136 14%	35 12% C	99 14% E	86 15% E	27 11% E	20 13% E	119 13% H	17 17% *	37 9% J	100 17% I
Strongly disagree (-2)	38 4%	13 4% C	25 4% E	22 4% E	7 3% E	7 5% E	31 3% H	7 7% *	14 3% J	24 4% I
Don't know	31 3%	11 4% C	19 3% E	16 3% E	8 3% E	4 2% E	24 3% H	7 7% G*	6 1% J	25 4% I
Mean scores	0.48	0.59 C	0.44 E	0.55 E	0.34 E	0.45 E	0.52 H	0.1 *	0.63 J	0.37 I
Standard Deviation	1.02	1.04 C	1 E	1.06 E	0.89 E	1 E	1.01 H	1.03 *	0.97 J	1.04 I
Standard Error	0.033	0.062 C	0.039 E	0.044 E	0.059 E	0.081 E	0.034 H	0.106 *	0.049 J	0.043 I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - I should only have fruit juice in small amounts

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	545 54%	138 62%	372 62% D	173 43%	413 56%	303 57% H	113 63% H	133 49%
Strongly agree (2)	131 13%	34 15%	99 16% D	32 8%	92 13%	68 13%	30 17%	39 14%
Agree (1)	415 41%	104 47%	274 46% D	141 35%	321 44% H	236 44% H	83 46% H	94 35%
Neither agree nor disagree (0)	251 25%	49 22%	124 21% C	127 32%	181 25%	126 24%	34 19%	70 26%
Net: Disagree	175 17%	29 13%	95 16%	80 20%	121 17%	88 17%	28 15%	53 20%
Disagree (-1)	136 14%	24 11%	74 12%	63 16%	105 14%	78 15%	27 15%	32 12%
Strongly disagree (-2)	38 4%	5 2%	21 4%	17 4%	17 2%	10 2%	1 * EFG	21 8% EFG
Don't know	31 3%	7 3%	10 2% C	21 5%	18 2%	12 2%	5 3%	13 5%
Mean scores	0.48	0.64	0.6 D	0.29	0.51	0.53	0.65 H	0.38
Standard Deviation	1.02	0.95	1.02	0.99	0.97	0.96	0.95	1.14
Standard Error	0.033	0.065	0.042	0.051	0.036	0.042	0.072	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q114. How much do you agree or disagree that - Alcoholic drinks can be high in calories

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	859 86%	415 85%	444 86%	109 78% *	129 81%	129 85%	160 88% D	130 86%	204 93% DEFH	227 91% MO	240 87%	155 84%	237 82%	467 89% MO	393 83%	192 89%	328 84%	170 87%	170 85%	231 84%	628 87%
Strongly agree (2)	488 49%	223 46%	265 52%	72 51% *	74 47%	76 50%	95 52%	63 41%	109 50%	137 55% MO	136 49%	86 46%	129 44%	273 52% O	215 45%	117 55%	182 46%	91 47%	97 49%	127 46%	361 50%
Agree (1)	371 37%	192 39%	179 35%	37 26% *	55 34%	54 35%	65 36%	67 44% D	95 43% D	90 36%	104 38%	69 37%	108 37%	194 37%	178 37%	75 35%	145 37%	79 41%	72 36%	104 38%	267 37%
Neither agree nor disagree (0)	89 9%	50 10%	39 8%	16 12% *	20 13% I	17 11% I	11 6%	13 9%	10 5%	13 5%	24 9%	19 11%	33 11% J	37 7%	52 11% JN	15 7%	42 11%	17 9%	15 7%	29 10%	61 8%
Net: Disagree	22 2%	8 2%	14 3%	6 4% *	6 4% I	4 3%	1 1%	4 2%	1 *	4 2%	4 2%	5 2%	9 3%	8 2%	13 3%	3 1%	6 2%	3 1%	10 5%	12 4% U	10 1%
Disagree (-1)	15 1%	4 1%	11 2%	5 3% *	4 3%	2 1%	1 1%	3 2%	1 *	3 1%	4 1%	4 2%	5 2%	7 1%	8 2%	2 1%	5 1%	3 1%	6 3%	10 4% U	5 1%
Strongly disagree (-2)	7 1%	4 1%	3 1%	2 1% *	2 1%	2 1%	- -	1 1%	- -	1 *	1 *	1 1%	4 1%	2 *	5 1%	1 *	2 *	- -	4 2%	2 1%	5 1%
Don't know	32 3%	15 3%	17 3%	9 6% *	3 2%	2 1%	9 5%	5 3%	4 2%	7 3%	8 3%	6 3%	12 4%	14 3%	18 4%	5 2%	16 4%	5 3%	6 3%	5 2%	27 4%
Mean scores	1.36	1.33	1.39	1.31 *	1.25	1.32	1.47 EH	1.28	1.45 EH	1.47 LMO	1.38	1.31	1.27	1.42 MO	1.29	1.45	1.33	1.36	1.31	1.27	1.4
Standard Deviation	0.77	0.76	0.78	0.91 *	0.88	0.83	0.65	0.76	0.61	0.69	0.73	0.79	0.84	0.71	0.82	0.71	0.76	0.71	0.89	0.85	0.73 T
Standard Error	0.025	0.035	0.035	0.08	0.07	0.067	0.049	0.063	0.041	0.044	0.045	0.059	0.05	0.032	0.038	0.049	0.039	0.051	0.064	0.051	0.028

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Alcoholic drinks can be high in calories

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	859 86%	222 85%	593 87%	44 77% *	534 85%	326 87%	141 87%	301 86%	77 81% *	529 88% L	298 84% L	32 68% *	213 84%	145 88%	337 87%	154 83%	622 88% R	238 80%
Strongly agree (2)	488 49%	130 50%	328 48%	30 53% *	292 47%	195 52%	83 51%	161 46%	38 40% *	316 52% KL	157 44%	16 33% *	106 42%	87 52% M	193 50%	95 51%	370 53% R	118 40%
Agree (1)	371 37%	92 35%	265 39% D	14 24% *	241 38%	130 35%	57 35%	139 40%	39 41% *	214 35%	142 40%	16 35% *	107 42% P	58 35%	144 37%	59 31%	252 36%	120 40%
Neither agree nor disagree (0)	89 9%	24 9%	57 8%	8 14% *	58 9%	31 8%	13 8%	28 8%	14 15% *	50 8%	33 9%	6 13% *	23 9%	17 10%	27 7%	21 11%	50 7%	39 13% Q
Net: Disagree	22 2%	6 2%	14 2%	2 4% *	16 3%	6 2%	6 4%	9 2%	1 1% *	12 2%	9 3%	1 2% *	7 3%	1 1%	8 2%	5 3%	14 2%	8 3%
Disagree (-1)	15 1%	4 1%	9 1%	2 4% *	12 2%	3 1%	4 2%	7 2%	1 1% *	9 1%	6 2%	- - *	4 2%	1 1%	5 1%	4 2%	11 2%	4 1%
Strongly disagree (-2)	7 1%	2 1%	5 1%	- - *	4 1%	3 1%	2 1%	2 1%	- - *	3 1%	3 1%	1 2% *	3 1%	- -	3 1%	1 1%	3 *	4 1%
Don't know	32 3%	9 4%	19 3%	3 6% *	19 3%	13 3%	3 2%	10 3%	3 3% *	11 2%	13 4%	8 16% JK*	10 4%	3 2%	13 3%	6 3%	17 2%	15 5%
Mean scores	1.36	1.37	1.36	1.34 *	1.33	1.41	1.36	1.34	1.24 *	1.4	1.31	1.17 *	1.27	1.42	1.39	1.35	1.42 R	1.21
Standard Deviation	0.77	0.78	0.76	0.87	0.78	0.74	0.83	0.76	0.74	0.75	0.78	0.88	0.79	0.7	0.75	0.82	0.73	0.83
Standard Error	0.025	0.049	0.029	0.119	0.032	0.039	0.066	0.041	0.077	0.031	0.042	0.141	0.051	0.055	0.039	0.061	0.028	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Alcoholic drinks can be high in calories

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	859 86%	260 88%	593 86%	519 89% E	190 80%	133 85%	801 89% H	58 57% *	343 86%	517 86%
Strongly agree (2)	488 49%	147 50%	339 49%	296 51% E	98 41%	81 52%	463 51% H	25 24% *	201 50%	287 48%
Agree (1)	371 37%	113 38%	254 37%	223 38%	92 39%	52 33%	338 38%	33 33% *	142 35%	230 38%
Neither agree nor disagree (0)	89 9%	24 8%	59 9%	40 7%	34 15% D	13 8%	64 7%	25 24% G*	35 9%	55 9%
Net: Disagree	22 2%	3 1%	17 2%	12 2%	4 2%	5 3%	12 1%	9 9% G*	12 3%	10 2%
Disagree (-1)	15 1%	3 1%	11 2%	8 1%	4 2%	4 2%	11 1%	4 4% *	10 3%	5 1%
Strongly disagree (-2)	7 1%	1 *	6 1%	4 1%	- -	2 1%	2 *	5 5% G*	2 *	5 1%
Don't know	32 3%	8 3%	23 3%	15 3%	9 4%	4 3%	23 3%	9 9% G*	11 3%	21 3%
Mean scores	1.36	1.4	1.36	1.4 E	1.25	1.37	1.42 H	0.75 *	1.36	1.36
Standard Deviation	0.77	0.71	0.78	0.74	0.77	0.83	0.7	1.07	0.79	0.75
Standard Error	0.025	0.042	0.03	0.031	0.051	0.067	0.024	0.111	0.04	0.031

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Alcoholic drinks can be high in calories

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	859 86%	182 81%	545 91%	315 79%	631 86%	446 84%	146 82%	229 85%
Strongly agree (2)	488 49%	111 50%	325 54%	163 41%	349 48%	241 46%	79 44%	139 52%
Agree (1)	371 37%	71 32%	220 37%	152 38%	282 38%	205 39%	67 38%	90 33%
Neither agree nor disagree (0)	89 9%	26 12%	32 5%	57 14%	65 9%	55 10%	20 11%	25 9%
Net: Disagree	22 2%	8 4%	10 2%	12 3%	18 2%	13 2%	6 3%	4 1%
Disagree (-1)	15 1%	6 3%	7 1%	8 2%	13 2%	10 2%	6 3%	2 1%
Strongly disagree (-2)	7 1%	2 1%	3 *	4 1%	5 1%	3 *	- -	2 1%
Don't know	32 3%	7 3%	15 3%	17 4%	20 3%	16 3%	6 4%	12 4%
Mean scores	1.36	1.31	1.46	1.2	1.34	1.31	1.27	1.41
Standard Deviation	0.77	0.86	0.7	0.84	0.77	0.78	0.8	0.76
Standard Error	0.025	0.059	0.029	0.043	0.029	0.034	0.061	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Healthy eating is too expensive

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	495 49%	227 46%	268 52%	85 61% HI*	99 62% GHI	87 57% HI	92 51% I	67 45% I	65 30%	91 36%	144 52% JN	99 54% J	161 55% JN	235 45% J	260 55% JN	106 49%	160 41%	107 55% Q	122 61% PQ	162 59% U	333 46%
Strongly agree (2)	166 17%	71 15%	95 18%	34 24% HI*	38 24% HI	33 22% HI	27 15% I	16 10%	18 8%	30 12%	48 17%	28 15%	61 21% JN	77 15% J	88 19% J	40 19% Q	42 11%	40 21% Q	43 22% Q	60 22% U	106 15%
Agree (1)	329 33%	156 32%	174 34%	51 37% I*	61 39% I	54 35% I	65 36% I	52 34% I	47 22%	61 24%	96 35% JN	72 39% JN	100 35% J	157 30% J	172 36% JN	66 31%	118 30%	67 34%	79 40% Q	102 37%	227 31%
Neither agree nor disagree (0)	219 22%	101 21%	118 23%	34 25% *	32 20%	30 20%	42 23%	34 22%	47 21%	42 17%	59 21%	45 24%	73 25% J	101 19%	118 25% JN	46 21%	94 24%	39 20%	41 21%	57 21%	162 22%
Net: Disagree	276 28%	155 32% C	121 24%	20 14% *	25 16%	35 23%	43 23%	49 32% DE	104 48% DEFGH	115 46% KLMNO	70 25% M	39 21%	52 18%	185 35% KLMO	91 19%	61 28% S	134 34% RS	45 23%	36 18%	56 20%	219 30%
Disagree (-1)	186 19%	102 21%	84 16%	13 9% *	18 11%	26 17%	28 16%	27 18%	74 34% DEFGH	78 31% KLMNO	47 17%	26 14%	35 12%	125 24% KLMO	61 13%	32 15%	94 24% PRS	32 16%	28 14%	41 15%	145 20%
Strongly disagree (-2)	90 9%	53 11%	37 7%	6 5% *	7 5%	9 6%	14 8%	22 15% DEF	30 14% DEF	37 15% KLMNO	23 8%	13 7%	17 6%	60 11% KMO	30 6%	29 13% RS	40 10% S	13 7%	8 4%	15 6%	75 10%
Don't know	12 1%	6 1%	6 1%	1 1% *	2 1%	- -	5 3%	1 1%	3 1%	2 1%	3 1%	2 1%	5 2%	5 1%	7 2%	3 1%	4 1%	4 2%	1 1%	1 *	11 2%
Mean scores	0.3	0.19	0.4	0.67 *	0.67	0.49	0.36	0.08	-0.24	-0.13	0.36	0.41	0.54	0.13	0.49	0.26	0.07	0.47	0.61	0.54	0.2
Standard Deviation	1.21	1.24	B 1.18	GHI* 1.09	GHI 1.1	HI 1.19	HI 1.16	I 1.24	1.18	1.28	JN 1.2	JN 1.12	JN 1.13	J 1.26	JN 1.13	1.3	1.18	Q 1.19	PQ 1.09	U 1.15	1.22
Standard Error	0.038	0.056	0.052	0.092	0.088	0.096	0.087	0.101	0.081	0.081	0.073	0.083	0.067	0.055	0.052	0.089	0.06	0.086	0.077	0.069	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Healthy eating is too expensive

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	495 49%	131 50%	336 49%	29 50% *	313 50%	182 49%	93 57%	166 48%	48 51% *	301 50%	173 49%	21 44% *	126 50% O	80 48%	154 40%	131 70% MNO	361 51%	134 45%
Strongly agree (2)	166 17%	45 17%	109 16%	12 21% *	103 16%	63 17%	41 25% H	42 12%	18 19% *	105 17%	52 15%	9 20% *	44 17% O	29 17% O	41 11%	52 28% MNO	124 18%	41 14%
Agree (1)	329 33%	86 33%	227 33%	16 29% *	210 33%	120 32%	52 32%	124 36%	30 32% *	196 33%	122 34%	11 25% *	82 32%	51 31%	113 29%	79 42% MNO	237 34%	93 31%
Neither agree nor disagree (0)	219 22%	55 21%	154 23%	10 18% *	140 22%	79 21%	32 19%	82 24%	22 23% *	135 22%	74 21%	10 22% *	64 25% P	39 23%	85 22%	29 15%	142 20%	77 26%
Net: Disagree	276 28%	73 28%	184 27%	18 32% *	166 26%	110 29%	36 22%	98 28%	23 24% *	162 27%	101 29%	12 26% *	58 23% P	46 28% P	146 38% MNP	21 11%	196 28%	80 27%
Disagree (-1)	186 19%	51 20%	124 18%	11 19% *	107 17%	79 21%	19 12%	66 19%	16 17% *	102 17%	75 21%	8 18% *	40 16%	25 15%	101 26% MNP	18 10%	134 19%	52 17%
Strongly disagree (-2)	90 9%	22 8%	61 9%	8 13% *	58 9%	32 8%	17 10%	32 9%	7 7% *	60 10%	26 7%	4 8% *	18 7% P	21 13% P	45 12% P	4 2% MNO	62 9%	28 9%
Don't know	12 1%	2 1%	10 1%	- - *	8 1%	4 1%	2 1%	2 1%	2 2% *	4 1%	5 1%	3 7% JK*	5 2%	1 1%	1 *	5 3% O	5 1%	7 2%
Mean scores	0.3	0.31	0.3	0.26 *	0.31	0.28	0.5 H	0.22	0.39 *	0.31	0.28	0.32 *	0.38 O	0.25 O	0.01	0.87 MNO	0.33	0.23
Standard Deviation	1.21	1.21	1.2	1.35	1.21	1.21	1.28	1.16	1.19	1.23	1.18	1.27	1.17	1.27	1.2	1	1.22	1.18
Standard Error	0.038	0.075	0.046	0.179	0.049	0.063	0.101	0.063	0.124	0.05	0.063	0.193	0.074	0.099	0.061	0.075	0.046	0.069

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Healthy eating is too expensive

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	495 49%	151 51%	339 49%	246 42%	128 54%	108 69%	448 50%	47 46%	216 54%	279 46%
Strongly agree (2)	166 17%	61 21%	103 15%	68 12%	39 16%	52 34%	143 16%	23 22%	80 20%	85 14%
Agree (1)	329 33%	90 30%	236 34%	178 30%	89 37%	56 36%	305 34%	25 24%	136 34%	193 32%
Neither agree nor disagree (0)	219 22%	59 20%	152 22%	117 20%	71 30%	27 17%	192 21%	27 27%	91 23%	128 21%
Net: Disagree	276 28%	83 28%	192 28%	220 38%	33 14%	20 13%	253 28%	23 22%	90 23%	185 31%
Disagree (-1)	186 19%	54 18%	131 19%	138 24%	30 13%	16 10%	169 19%	17 17%	60 15%	126 21%
Strongly disagree (-2)	90 9%	29 10%	61 9%	82 14%	3 1%	4 2%	84 9%	6 6%	30 8%	59 10%
Don't know	12 1%	2 1%	9 1%	3 1%	6 2%	1 1%	8 1%	4 4%	2 1%	10 2%
Mean scores	0.3	0.34	0.28	0.02	0.57	0.89	0.28	0.43	0.44	0.2
Standard Deviation	1.21	1.27	1.19	1.25	0.96	1.07	1.21	1.19	1.19	1.22
Standard Error	0.038	0.074	0.046	0.052	0.063	0.086	0.041	0.121	0.06	0.05

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Healthy eating is too expensive

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	495 49%	139 62%	305 51%	190 47%	387 53%	287 54%	110 61%	108 40%
Strongly agree (2)	166 17%	58 26%	103 17%	62 16%	127 17%	95 18%	42 23%	38 14%
Agree (1)	329 33%	81 36%	202 34%	128 32%	260 35%	193 36%	68 38%	69 26%
Neither agree nor disagree (0)	219 22%	47 21%	109 18%	110 28%	162 22%	124 23%	41 23%	57 21%
Net: Disagree	276 28%	34 15%	184 31%	91 23%	175 24%	113 21%	25 14%	101 38%
Disagree (-1)	186 19%	23 10%	121 20%	64 16%	121 17%	81 15%	21 12%	64 24%
Strongly disagree (-2)	90 9%	11 5%	63 10%	27 7%	53 7%	31 6%	4 2%	37 14%
Don't know	12 1%	4 2%	3 *	9 2%	9 1%	6 1%	4 2%	3 1%
Mean scores	0.3	0.69	0.27	0.34	0.4	0.45	0.69	0.03
Standard Deviation	1.21	1.12	1.26	1.14	1.17	1.13	1.04	1.28
Standard Error	0.038	0.076	0.051	0.057	0.043	0.049	0.079	0.079

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Most people lack time to make healthy meals

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	455 45%	210 43%	245 48%	87 62% GHI*	104 66% FGHI	77 50% HI	77 42% I	52 34%	58 27%	93 37%	125 45%	94 51% JN	143 49% JN	218 41%	237 50% JN	75 35%	163 42%	110 56% PQ	108 54% PQ	157 57% U	298 41%
Strongly agree (2)	125 13%	53 11%	73 14%	28 20% GHI*	38 24% GHI	24 16% HI	16 9%	11 7%	8 4%	26 10%	33 12%	24 13%	43 15%	59 11%	67 14%	27 12%	37 9%	32 16% Q	30 15%	51 18% U	75 10%
Agree (1)	330 33%	158 32%	172 34%	59 42% HI*	67 42% HI	53 34% I	61 34% I	41 27%	50 23%	67 27%	93 34%	70 38% J	100 35% J	159 30% J	171 36% J	48 22%	126 32% P	78 40% P	78 39% P	107 39% U	223 31%
Neither agree nor disagree (0)	259 26%	135 28%	124 24%	30 22% *	30 19%	40 26%	49 27%	43 28%	67 30% E	59 24%	68 25%	57 31%	75 26%	127 24%	132 28%	69 32% S	102 26%	45 23%	43 22%	65 24%	194 27%
Net: Disagree	257 26%	130 27%	127 25%	21 15% *	21 13%	33 21%	47 26% E	49 32% DEF	87 40% DEFG	91 36% KLMNO	75 27% LO	27 15%	63 22%	167 32% KLMO	90 19%	62 29% R	117 30% R	34 17%	44 22%	50 18%	207 29% T
Disagree (-1)	189 19%	97 20%	92 18%	17 12% *	15 9%	21 14%	38 21% E	35 23% DEF	63 29% DEF	64 25% LMO	59 22% LO	21 11%	45 16%	123 23% LMO	66 14%	42 20% R	86 22% R	23 12%	38 19%	38 14%	152 21% T
Strongly disagree (-2)	68 7%	33 7%	35 7%	5 3% *	6 4%	12 8%	9 5%	13 9%	23 11% DEG	27 11% KLO	16 6%	6 3%	18 6%	43 8% KL	24 5%	20 9% S	31 8% S	11 6%	6 3%	12 4%	56 8%
Don't know	31 3%	12 3%	18 4%	1 1% *	3 2%	3 2%	9 5%	8 5%	7 3%	7 3%	7 3%	7 4%	9 3%	14 3%	16 3%	10 4%	10 3%	6 3%	5 2%	4 2%	26 4%
Mean scores	0.26	0.21	0.32	0.64 GHI*	0.74 FGHI	0.38 HI	0.22 I	*	-0.2	*	0.25 JN	0.48 JKN	0.37 JN	0.13 J	0.41 JN	0.09	0.14	0.51 PQ	0.45 PQ	0.54 U	0.16
Standard Deviation	1.12	1.1	1.14	1.04	1.05	1.15	1.05	1.1	1.05	1.19	1.11	0.98	1.12	1.16	1.07	1.16	1.12	1.09	1.07	1.08	1.12
Standard Error	0.036	0.051	0.051	0.088	0.085	0.094	0.08	0.092	0.072	0.076	0.068	0.073	0.067	0.051	0.05	0.081	0.057	0.079	0.077	0.065	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Most people lack time to make healthy meals

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	455 45%	116 44%	312 46%	27 48% *	298 47%	158 42%	87 54% I	170 49%	38 40% *	261 43%	171 48%	23 50% *	131 52% O	75 45%	152 39%	96 52% O	352 50% R	103 35%
Strongly agree (2)	125 13%	35 13%	83 12%	7 13% *	85 14%	40 11%	31 19% I	45 13%	8 9% *	78 13%	44 12%	3 7% *	24 9%	21 12%	48 13%	32 17% M	101 14% R	24 8%
Agree (1)	330 33%	81 31%	229 33%	20 35% *	213 34%	117 31%	56 35%	125 36%	29 31% *	183 30%	127 36%	20 43% *	107 42% O	54 33%	104 27%	64 34%	251 36% R	79 26%
Neither agree nor disagree (0)	259 26%	63 24%	182 27%	15 26% *	159 25%	100 27%	37 23%	87 25%	29 31% *	159 26%	88 25%	11 25% *	57 22%	39 23%	104 27%	57 30%	153 22% Q	107 36%
Net: Disagree	257 26%	73 28%	170 25%	14 25% *	151 24%	106 28%	36 22%	86 25%	23 25% *	160 27%	90 25%	7 16% *	54 21%	50 30% P	120 31% MP	29 16%	186 26%	71 24%
Disagree (-1)	189 19%	48 18%	129 19%	12 22% *	109 17%	80 21%	17 11%	72 21% G	17 18% *	112 19%	72 20%	5 12% *	37 14%	34 21% P	92 24% MP	22 12%	136 19%	53 18%
Strongly disagree (-2)	68 7%	25 10%	41 6%	2 3% *	42 7%	26 7%	18 11% H	14 4%	6 6% *	48 8%	18 5%	2 4% *	17 7%	15 9%	28 7%	7 4%	50 7%	18 6%
Don't know	31 3%	10 4%	20 3%	1 1% *	19 3%	12 3%	3 2%	6 2%	5 5% *	22 4% K	4 1%	5 10% K*	12 5%	3 2%	10 3%	4 2%	13 2% Q	17 6%
Mean scores	0.26	0.21	0.28	0.33 *	0.31	0.18	0.4	0.34	0.18 *	0.23	0.31	0.41 *	0.35 O	0.19	0.14	0.51 NO	0.32 R	0.14
Standard Deviation	1.12	1.2	1.1	1.06	1.13	1.11	1.24	1.07	1.07	1.15	1.09	0.98	1.08	1.18	1.15	1.04	1.16	1.03
Standard Error	0.036	0.075	0.043	0.142	0.046	0.058	0.099	0.058	0.112	0.048	0.058	0.152	0.069	0.093	0.059	0.077	0.044	0.061

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Most people lack time to make healthy meals

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	455 45%	133 45%	317 46%	250 43%	98 41%	96 62% DE	417 46%	38 38% *	224 56% J	231 38%
Strongly agree (2)	125 13%	45 15%	80 12%	69 12%	26 11%	26 17%	115 13%	11 11% *	68 17% J	58 10%
Agree (1)	330 33%	89 30%	238 34%	181 31%	72 30%	70 45% DE	303 34%	27 27% *	156 39% J	174 29%
Neither agree nor disagree (0)	259 26%	67 23%	184 27%	132 23%	90 38% DF	33 21%	226 25%	34 33% *	82 21%	177 29% I
Net: Disagree	257 26%	84 29%	173 25%	191 33% EF	40 17%	22 14%	237 26%	19 19% *	88 22%	169 28% I
Disagree (-1)	189 19%	61 21%	128 18%	134 23% EF	36 15%	17 11%	178 20% H	11 11% *	55 14%	134 22% I
Strongly disagree (-2)	68 7%	23 8%	45 6%	56 10% EF	5 2%	5 3%	59 7%	9 8% *	33 8%	35 6%
Don't know	31 3%	11 4%	18 3%	13 2%	9 4%	4 2%	21 2%	10 10% G*	6 2%	25 4% I
Mean scores	0.26	0.25	0.27	0.13	0.34	0.63	0.27	0.23	0.44	0.15
Standard Deviation	1.12	1.19	1.1	1.19	0.95	1	1.13	1.11	1.17	1.07
Standard Error	0.036	0.071	0.042	0.05	0.063	0.081	0.038	0.116	0.059	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Most people lack time to make healthy meals

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	455 45%	141 63%	299 50%	157 39%	367 50%	299 57%	119 66%	88 33%
			D		H	EH	EFH	
Strongly agree (2)	125 13%	50 22%	84 14%	42 10%	96 13%	82 15%	39 22%	29 11%
						EH		
Agree (1)	330 33%	91 41%	215 36%	115 29%	271 37%	217 41%	80 44%	59 22%
			D		H	H	H	
Neither agree nor disagree (0)	259 26%	42 19%	144 24%	115 29%	189 26%	131 25%	41 23%	70 26%
Net: Disagree	257 26%	34 15%	151 25%	106 27%	160 22%	90 17%	15 8%	97 36%
					FG	G		EFG
Disagree (-1)	189 19%	23 10%	112 19%	77 19%	125 17%	68 13%	11 6%	64 24%
					G	G		EFG
Strongly disagree (-2)	68 7%	12 5%	39 6%	29 7%	35 5%	22 4%	3 2%	33 12%
								EFG
Don't know	31 3%	7 3%	9 1%	22 6%	17 2%	9 2%	4 3%	14 5%
				C				EF
Mean scores	0.26	0.67	0.33	0.17	0.37	0.52	0.8	-0.05
			D		H	EH	EFH	
Standard Deviation	1.12	1.1	1.13	1.11	1.07	1.04	0.93	1.21
Standard Error	0.036	0.075	0.046	0.057	0.04	0.046	0.07	0.076

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 510

Tb T674

Q114. How much do you agree or disagree that - Healthy eating isn't appealing

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	249 25%	128 26%	121 24%	42 30% I*	50 32% I	34 22%	47 26%	34 23%	41 19%	48 19%	76 28% JN	52 28% J	73 25%	124 24% J	125 26% J	53 25%	77 20%	61 31% Q	58 29% Q	86 31% U	163 23%
Strongly agree (2)	76 8%	35 7%	41 8%	17 12% I*	17 11% I	11 7%	17 10% I	7 5%	7 3%	20 8%	16 6%	15 8%	26 9%	35 7%	41 9%	18 8% Q	13 3% Q	24 12% Q	21 11% Q	32 12% U	44 6%
Agree (1)	173 17%	92 19%	80 16%	26 18% *	34 21%	23 15%	30 16%	27 18%	34 15%	28 11%	61 22% JN	37 20% J	47 16%	89 17% J	84 18% J	35 16%	64 16%	37 19%	36 18%	54 19%	119 16%
Neither agree nor disagree (0)	258 26%	139 29%	118 23%	35 25% *	43 27%	38 25%	51 28%	42 28%	49 23%	54 21%	60 22%	53 29%	91 31% JKN	114 22% KLMO	144 30% JKN	48 22%	121 31% PR	39 20%	49 25%	70 25%	188 26%
Net: Disagree	483 48%	214 44%	269 52% B	60 43% *	61 39%	79 52% E	82 45%	73 48%	128 58% DEG	147 59% KLMNO	137 50% O	79 43%	120 41%	284 54% KLMO	199 42%	110 51%	190 49%	93 48%	90 45%	121 44%	362 50%
Disagree (-1)	306 30%	135 28%	171 33%	40 29% *	35 22%	47 31%	52 28%	50 33% E	82 38% E	89 36% LO	89 32%	47 25%	80 28%	178 34% LO	127 27%	63 29%	124 32%	58 30%	60 30%	80 29%	226 31%
Strongly disagree (-2)	178 18%	80 16%	98 19%	20 14% *	27 17%	33 21%	30 17%	23 15%	45 21%	58 23% MO	48 17%	32 17%	40 14%	106 20% MO	72 15%	47 22%	66 17%	35 18%	30 15%	42 15%	136 19%
Don't know	12 1%	7 1%	5 1%	3 2% *	3 2%	1 1%	2 1%	2 1%	1 *	2 1%	2 1%	1 1%	7 2%	4 1%	8 2%	4 2%	3 1%	2 1%	3 1%	- -	12 2%
Mean scores	-0.34	-0.27	-0.4	-0.16 I*	-0.13 FI	-0.44	-0.26 I	-0.37	-0.58	-0.56	-0.34 JN	-0.24 JN	-0.22 JN	-0.44 J	-0.22 JN	-0.4	-0.43	-0.22 Q	-0.21 Q	-0.16 U	-0.41
Standard Deviation	1.18	1.16	1.19	1.24	1.25	1.2	1.2	1.1	1.08	1.19	1.17	1.2	1.15	1.18	1.17	1.24	1.06	1.29	1.22	1.23	1.15
Standard Error	0.038	0.053	0.053	0.106	0.1	0.097	0.09	0.09	0.073	0.076	0.071	0.088	0.068	0.052	0.054	0.085	0.054	0.093	0.087	0.074	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q114. How much do you agree or disagree that - Healthy eating isn't appealing

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	249 25%	70 27%	169 25%	10 17% *	164 26%	85 23%	54 33% I	88 25%	17 17% *	144 24%	92 26%	12 26% *	80 32% O	45 27% O	72 19%	50 27% O	174 25%	75 25%
Strongly agree (2)	76 8%	24 9%	47 7%	5 9% *	52 8%	24 6%	24 15% HI	22 6%	4 4% *	56 9%	18 5%	2 5% *	29 11% O	12 7%	20 5%	16 9%	57 8%	19 6%
Agree (1)	173 17%	46 18%	122 18%	5 9% *	112 18%	61 16%	30 18%	66 19%	13 13% *	88 15%	74 21% J	10 21% *	52 20% O	33 20%	52 13%	34 18%	117 17%	56 19%
Neither agree nor disagree (0)	258 26%	60 23%	180 26%	18 31% *	154 25%	104 28%	26 16%	89 25% G	32 34% G*	154 26%	87 25%	17 36% *	64 25%	41 25%	99 26%	50 27%	159 23%	99 33% Q
Net: Disagree	483 48%	130 50%	324 47%	29 51% *	302 48%	181 48%	81 50%	168 48%	45 47% *	298 49% L	173 49% L	13 27% *	103 41%	79 48%	213 55% MP	83 44%	366 52% R	117 39%
Disagree (-1)	306 30%	76 29%	218 32%	11 20% *	186 30%	119 32%	42 26%	112 32%	29 31% *	175 29%	120 34%	11 23% *	72 28%	50 30%	132 34%	49 26%	226 32%	79 27%
Strongly disagree (-2)	178 18%	54 21%	106 16%	18 31% C*	116 18%	62 17%	39 24%	56 16%	15 16% *	123 20% KL	53 15%	2 4% *	31 12% O	29 18%	81 21% M	34 18%	140 20% R	38 13%
Don't know	12 1%	2 1%	10 1%	- - *	7 1%	5 1%	1 1%	3 1%	2 2% *	6 1%	1 *	5 11% JK*	6 3% O	1 1%	1 *	4 2%	4 1%	8 3% Q
Mean scores	-0.34	-0.35	-0.32	-0.56 *	-0.33	-0.36	-0.26	-0.33	-0.42 *	-0.37	-0.33	*	-0.1 O	-0.32	-0.53	-0.27 O	-0.39	-0.21 Q
Standard Deviation	1.18	1.25	1.15	1.27	1.21	1.13	1.4	1.15	1.05	1.23	1.12	0.96	1.21	1.19	1.12	1.22	1.21	1.1
Standard Error	0.038	0.077	0.044	0.168	0.049	0.059	0.11	0.062	0.109	0.05	0.06	0.149	0.077	0.092	0.057	0.09	0.046	0.064

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Healthy eating isn't appealing

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	249 25%	86 29% C	160 23%	119 20%	62 26%	60 38% DE	227 25%	22 21% *	116 29% J	133 22%
Strongly agree (2)	76 8%	35 12% C	42 6%	33 6%	22 9%	16 10%	67 7%	9 9% *	45 11% J	32 5%
Agree (1)	173 17%	52 18%	118 17%	86 15%	40 17%	43 28% DE	160 18%	13 12% *	71 18%	102 17%
Neither agree nor disagree (0)	258 26%	78 26%	172 25%	119 20%	93 39% DF	39 25%	215 24%	43 42% G*	84 21%	174 29% I
Net: Disagree	483 48%	126 43%	354 51% B	345 59% EF	78 33%	54 35%	452 50% H	31 31% *	197 49%	286 48%
Disagree (-1)	306 30%	74 25%	231 33% B	200 34% E	62 26%	40 26%	287 32% H	19 18% *	117 29%	188 31%
Strongly disagree (-2)	178 18%	53 18%	123 18%	145 25% EF	17 7%	14 9%	165 18%	12 12% *	80 20%	98 16%
Don't know	12 1%	4 1%	6 1%	2 *	4 2%	3 2%	6 1%	6 6% G*	4 1%	8 1%
Mean scores	-0.34	-0.2 C	-0.4	-0.58	-0.05 D	0.05 D	-0.36	-0.13 *	-0.29	-0.37
Standard Deviation	1.18	1.26	1.14	1.17	1.05	1.16	1.19	1.11	1.28	1.11
Standard Error	0.038	0.074	0.044	0.049	0.069	0.094	0.04	0.113	0.065	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Healthy eating isn't appealing

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	249 25%	62 28%	146 24%	103 26%	196 27% H	162 31% H	68 38% EH	53 20%
Strongly agree (2)	76 8%	24 11%	44 7%	32 8%	60 8%	52 10%	25 14% EH	16 6%
Agree (1)	173 17%	38 17%	102 17%	71 18%	136 19%	110 21% H	43 24% H	37 14%
Neither agree nor disagree (0)	258 26%	56 25%	126 21%	132 33% C	201 27% H	150 28% H	48 27%	56 21%
Net: Disagree	483 48%	101 45%	327 54% D	156 39%	325 44% G	212 40%	60 33%	158 59% EFG
Disagree (-1)	306 30%	63 28%	203 34% D	103 26%	223 30%	152 29%	43 24%	83 31%
Strongly disagree (-2)	178 18%	38 17%	124 21% D	53 13%	103 14%	61 11%	16 9%	75 28% EFG
Don't know	12 1%	5 2%	3 * C	9 2% C	11 2%	6 1%	3 2%	1 * C
Mean scores	-0.34	-0.24	-0.44	-0.19 C	-0.24 H	-0.11 H	0.1 EFH	-0.61
Standard Deviation	1.18	1.24	1.2	1.13	1.16	1.16	1.2	1.2
Standard Error	0.038	0.084	0.049	0.057	0.043	0.051	0.09	0.073

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Cafes and restaurants should display calories on menus

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	686 68%	318 65%	367 71% B	100 71% *	119 75% HI	103 68%	130 72%	96 63%	138 63%	168 67%	203 74% MO	136 73% MO	180 62%	371 70%	315 66% M	128 59%	266 68% P	138 71% P	153 77% PQ	200 72%	486 67%
Strongly agree (2)	278 28%	121 25%	156 30%	43 30% *	53 33%	36 23%	53 29%	40 26%	53 24%	77 31%	80 29%	55 29%	66 23%	157 30% M	121 25%	58 27%	101 26%	60 31%	59 29%	75 27%	203 28%
Agree (1)	408 41%	197 40%	211 41%	57 41% *	66 42%	68 44%	77 42%	56 37%	84 39%	90 36%	123 45% J	81 44%	113 39%	214 41% J	194 41%	70 33%	165 42% P	79 40%	94 47% P	125 45%	283 39%
Neither agree nor disagree (0)	207 21%	113 23%	94 18%	21 15% *	29 19%	32 21%	35 19%	40 26% D	50 23%	50 20%	46 17%	35 19%	77 26% KN	95 18%	112 23% K	62 29% QRS	82 21%	32 17%	31 15%	54 20%	153 21%
Net: Disagree	90 9%	48 10%	42 8%	18 13% E*	6 4%	15 10%	13 7%	11 7%	27 12% E	30 12%	24 9%	12 7%	25 8%	54 10%	37 8%	21 10%	35 9%	19 10%	15 7%	21 8%	69 10%
Disagree (-1)	65 6%	29 6%	36 7%	15 11% E*	4 3%	10 6%	9 5%	6 4%	20 9% E	18 7%	19 7%	9 5%	19 7%	36 7%	28 6%	15 7%	24 6%	14 7%	12 6%	15 5%	50 7%
Strongly disagree (-2)	25 3%	19 4% C	7 1%	3 2% *	2 1%	6 4%	4 2%	5 3%	7 3%	12 5% O	5 2%	3 2%	5 2%	17 3%	8 2%	7 3%	10 3%	5 3%	3 2%	6 2%	20 3%
Don't know	19 2%	8 2%	11 2%	1 1% *	3 2%	2 1%	4 2%	5 3%	4 2%	3 1%	3 1%	3 2%	10 3%	7 1%	13 3%	4 2%	9 2%	5 2%	1 1%	1 *	18 2%
Mean scores	0.86	0.78	0.94	0.88	1.06	0.79	0.94	0.82	0.73	0.82	0.93	0.96	0.77	0.88	0.84	0.75	0.84	0.91	0.98	0.9	0.85
Standard Deviation	0.99	1.02	0.95 B	1.03 *	0.87 FHI	1	0.94 I	0.99	1.04	1.1	0.95	0.92 MO	0.95	1.02	0.94	1.04	0.98	1.01	0.91 P	0.93	1.01
Standard Error	0.031	0.047	0.042	0.088	0.07	0.082	0.071	0.081	0.071	0.07	0.057	0.068	0.057	0.045	0.044	0.071	0.05	0.073	0.065	0.056	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Cafes and restaurants should display calories on menus

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	686 68%	170 65%	475 69%	41 71% *	451 72% F	234 62%	130 80% I	252 72%	61 64% *	415 69%	245 69%	25 54% *	167 66%	112 67%	265 69%	134 72%	536 76% R	149 50%
Strongly agree (2)	278 28%	69 26%	188 27%	21 37% *	189 30% F	88 24%	60 37% I	104 30%	22 24% *	180 30% L	91 26%	6 14% *	62 25%	52 31%	106 28%	56 30%	241 34% R	37 12%
Agree (1)	408 41%	101 39%	287 42%	20 34% *	262 42%	146 39%	70 43%	147 42%	38 40% *	235 39%	154 44%	19 40% *	104 41%	60 36%	159 41%	78 42%	295 42%	113 38%
Neither agree nor disagree (0)	207 21%	64 24%	133 19%	10 18% *	119 19%	88 23%	22 13%	63 18%	28 29% GH*	126 21%	68 19%	13 29% *	47 19%	41 25%	77 20%	39 21%	108 15%	99 33% Q
Net: Disagree	90 9%	22 8%	63 9%	5 9% *	43 7%	47 13% E	8 5%	25 7%	6 6% *	52 9%	34 10%	5 10% *	31 12% P	10 6%	40 10%	9 5%	52 7%	38 13% Q
Disagree (-1)	65 6%	14 5%	45 7%	5 9% *	32 5%	33 9% E	3 2%	24 7% G	2 2% *	38 6%	25 7%	1 2% *	21 8% P	6 4%	33 8% P	5 3%	41 6%	24 8%
Strongly disagree (-2)	25 3%	8 3%	17 3%	- - *	11 2%	15 4%	5 3% H	1 *	4 4% H*	13 2%	9 3%	3 7% *	11 4%	4 2%	7 2%	4 2%	12 2%	14 5% Q
Don't know	19 2%	5 2%	13 2%	1 2% *	13 2%	6 2%	2 1%	8 2%	1 1% *	9 2%	6 2%	3 7% J*	9 3%	3 2%	4 1%	3 2%	7 1%	12 4% Q
Mean scores	0.86	0.81	0.87	1 *	0.96 F	0.71	1.11 I	0.97	0.78 *	0.9 L	0.84	0.55 *	0.76	0.93	0.85	0.97 M	1.02 R	0.47
Standard Deviation	0.99	1	0.98	0.98	0.93	1.05	0.93	0.9	0.98	0.98	0.98	1.05	1.06	0.96	0.99	0.91	0.94	0.98
Standard Error	0.031	0.062	0.038	0.13	0.038	0.055	0.074	0.049	0.101	0.04	0.053	0.16	0.068	0.075	0.05	0.068	0.036	0.058

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Cafes and restaurants should display calories on menus

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	686 68%	201 68%	478 69%	424 72% E	143 60%	107 69%	642 71% H	43 43% *	310 78% J	375 62%
Strongly agree (2)	278 28%	92 31%	185 27%	178 30%	55 23%	39 25%	264 29% H	13 13% *	136 34% J	142 24%
Agree (1)	408 41%	109 37%	294 42%	245 42%	87 37%	68 44%	378 42% H	30 30% *	174 44%	234 39%
Neither agree nor disagree (0)	207 21%	62 21%	139 20%	107 18%	70 29% DF	27 17%	170 19%	37 37% G*	54 14%	153 25% I
Net: Disagree	90 9%	26 9%	65 9%	48 8%	20 8%	19 12%	75 8%	15 15% *	32 8%	58 10%
Disagree (-1)	65 6%	15 5%	50 7%	35 6%	14 6%	15 10%	59 7%	6 6% *	27 7%	38 6%
Strongly disagree (-2)	25 3%	11 4%	15 2%	13 2%	6 3%	4 2%	16 2%	9 9% G*	6 1%	20 3%
Don't know	19 2%	7 2%	11 2%	7 1%	5 2%	3 2%	14 2%	5 5% G*	3 1%	16 3%
Mean scores	0.86	0.89	0.86	0.93 E	0.74	0.81	0.92 H	0.34 *	1.03 J	0.75
Standard Deviation	0.99	1.03	0.97	0.97	0.97	1.01	0.96	1.1	0.94	1
Standard Error	0.031	0.061	0.037	0.04	0.064	0.082	0.032	0.113	0.047	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Cafes and restaurants should display calories on menus

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	686 68%	158 71%	481 80%	205 51%	516 70%	379 72%	135 75%	170 63%
Strongly agree (2)	278 28%	69 31%	206 34%	72 18%	209 28%	147 28%	54 30%	69 26%
Agree (1)	408 41%	89 40%	275 46%	133 33%	307 42%	232 44%	81 45%	101 38%
Neither agree nor disagree (0)	207 21%	42 19%	71 12%	136 34%	145 20%	102 19%	29 16%	62 23%
Net: Disagree	90 9%	19 8%	44 7%	46 11%	59 8%	40 8%	12 7%	31 11%
Disagree (-1)	65 6%	17 8%	35 6%	46 7%	46 6%	30 6%	10 6%	19 7%
Strongly disagree (-2)	25 3%	1 *	9 2%	16 4%	13 2%	10 2%	2 1%	12 4%
Don't know	19 2%	5 2%	6 1%	13 3%	13 2%	8 1%	3 2%	6 2%
Mean scores	0.86	0.95	1.06	0.55	0.9	0.91	0.99	0.75
Standard Deviation	0.99	0.93	0.91	1.01	0.95	0.93	0.9	1.07
Standard Error	0.031	0.063	0.037	0.051	0.035	0.041	0.068	0.066

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Being overweight or obese can cause some types of cancer

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	787 79%	380 78%	407 79%	113 81% *	112 70%	112 74%	149 82%	113 75%	188 86%	221 88%	219 79%	150 81%	198 68%	440 84%	347 73%	166 77%	298 76%	156 80%	167 83%	219 79%	568 78%
Strongly agree (2)	410 41%	203 42%	207 40%	60 43% *	57 36%	63 41%	70 39%	60 40%	100 46%	132 53% KLMNO	106 38%	76 41%	96 33%	238 45% KMO	172 36% M	91 42%	159 41%	68 35%	91 46%	103 37%	307 42%
Agree (1)	377 38%	177 36%	200 39%	53 38% *	54 34%	50 33%	79 44% F	53 35%	88 40%	89 35%	113 41%	73 40%	102 35%	202 38%	175 37%	75 35%	139 35%	88 45% PQ	75 38%	116 42%	261 36%
Neither agree nor disagree (0)	126 13%	69 14%	57 11%	11 8% *	29 18% DGI	30 19% DGI	15 8%	23 15% I	18 8%	10 4%	36 13% JN	26 14% J	53 18% JN	47 9% J	79 17% JN	29 13%	57 15%	21 11%	19 9%	37 14%	88 12%
Net: Disagree	33 3%	13 3%	20 4%	9 6% *	7 4%	3 2%	4 2%	5 4%	5 2%	9 3%	9 3%	6 3%	10 3%	17 3%	15 3%	6 3%	12 3%	9 4%	7 3%	9 3%	23 3%
Disagree (-1)	22 2%	6 1%	16 3%	6 4% *	5 3%	1 1%	3 2%	4 2%	4 2%	6 2%	6 2%	6 3%	4 1%	12 2%	10 2%	4 2%	7 2%	6 3%	5 2%	7 2%	15 2%
Strongly disagree (-2)	11 1%	7 1%	4 1%	3 2% *	2 1%	2 1%	1 *	2 1%	1 *	3 1%	3 1%	- -	6 2%	5 1%	6 1%	2 1%	4 1%	3 1%	2 1%	3 1%	8 1%
Don't know	56 6%	26 5%	30 6%	7 5% *	11 7%	8 5%	13 7%	10 6%	8 4%	11 4%	12 4%	4 2%	30 10% JKLNO	22 4%	34 7% L	14 7%	25 6%	9 5%	8 4%	11 4%	46 6%
Mean scores	1.22	1.22	1.22	1.21 *	1.08	1.18	1.28 E	1.17	1.34 EH	1.42 KLMNO	1.19	1.22	1.07	1.3 KMO	1.13	1.24	1.2	1.15	1.3	1.16	1.24
Standard Deviation	0.85	0.86	0.83	0.95 *	0.92	0.87	0.74	0.88	0.75	0.79	0.83	0.8	0.91	0.82	0.87	0.84	0.86	0.85	0.82	0.83	0.85
Standard Error	0.027	0.04	0.038	0.082	0.075	0.072	0.057	0.074	0.052	0.051	0.051	0.06	0.056	0.036	0.041	0.059	0.045	0.062	0.059	0.051	0.033

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Being overweight or obese can cause some types of cancer

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	787 79%	201 77%	542 79%	44 77% *	509 81% F	279 74%	135 84% I	299 86% I	59 62% *	468 78%	289 82% L	30 64% *	202 80%	124 75%	316 82% P	136 73%	578 82% R	209 70%
Strongly agree (2)	410 41%	95 36%	291 43%	24 41% *	265 42%	145 39%	75 46% I	148 43%	31 33% *	260 43%	137 39%	14 29% *	96 38%	56 34%	178 46% N	76 41%	323 46% R	87 29%
Agree (1)	377 38%	106 41%	251 37%	20 35% *	244 39%	134 36%	60 37%	151 43% I	27 29% *	209 35%	152 43% J	16 35% *	105 42%	69 41%	138 36%	60 32%	255 36%	122 41%
Neither agree nor disagree (0)	126 13%	31 12%	85 12%	9 16% *	76 12%	50 13%	16 10%	33 9%	24 25% GH*	82 14%	37 10%	7 15% *	25 10%	26 16%	46 12%	28 15%	71 10%	55 18% Q
Net: Disagree	33 3%	9 3%	23 3%	1 2% *	17 3%	15 4%	6 4%	5 1%	6 7% H*	20 3%	12 3%	1 2% *	13 5%	6 4%	9 2%	4 2%	19 3%	13 4%
Disagree (-1)	22 2%	5 2%	16 2%	1 2% *	12 2%	10 3%	3 2%	5 1%	4 4% *	13 2%	9 2%	- - *	6 2%	4 2%	8 2%	3 2%	14 2%	8 3%
Strongly disagree (-2)	11 1%	4 1%	7 1%	- - *	6 1%	5 1%	3 2%	- -	3 3% H*	6 1%	3 1%	1 2% *	7 3% O	3 2%	1 *	1 1%	5 1%	6 2%
Don't know	56 6%	20 8%	34 5%	3 5% *	24 4%	32 8% E	5 3%	11 3%	6 6% *	33 5%	15 4%	9 19% JK*	14 5%	9 5%	15 4%	18 10% O	35 5%	21 7%
Mean scores	1.22	1.18	1.24	1.23 *	1.25	1.17	1.28 I	1.31 I	0.91 *	1.23	1.21	1.1 **	1.16	1.09	1.31 MN	1.23	1.31 R	1
Standard Deviation	0.85	0.85	0.85	0.8	0.82	0.89	0.87	0.71	1.03	0.86	0.81	0.88	0.91	0.87	0.79	0.83	0.8	0.9
Standard Error	0.027	0.055	0.033	0.109	0.033	0.048	0.069	0.039	0.109	0.036	0.044	0.144	0.059	0.07	0.041	0.064	0.031	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Being overweight or obese can cause some types of cancer

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	787 79%	235 80%	547 79%	494 84% EF	163 69%	114 73%	742 82% H	45 45% *	329 82% J	458 76%
Strongly agree (2)	410 41%	128 43%	280 40%	276 47% EF	75 32%	51 33%	394 44% H	16 16% *	186 46% J	224 37%
Agree (1)	377 38%	107 36%	267 39%	218 37%	88 37%	63 41%	348 39%	29 29% *	144 36%	234 39%
Neither agree nor disagree (0)	126 13%	30 10%	89 13%	58 10%	49 21% DF	16 10%	94 10%	32 31% G*	46 12%	80 13%
Net: Disagree	33 3%	8 3%	24 3%	13 2%	8 3%	11 7% D	22 2%	11 11% G*	13 3%	20 3%
Disagree (-1)	22 2%	5 2%	16 2%	8 1%	7 3%	7 4%	17 2%	4 4% *	9 2%	13 2%
Strongly disagree (-2)	11 1%	3 1%	8 1%	5 1%	1 *	4 3%	4 *	7 6% G*	4 1%	7 1%
Don't know	56 6%	22 8%	32 5%	21 4%	17 7% D	15 9% D	43 5%	13 13% G*	12 3%	44 7% I
Mean scores	1.22	1.29	1.2	1.33 EF	1.04	1.06	1.29 H	0.5 *	1.29	1.18
Standard Deviation	0.85	0.81	0.85	0.78	0.85	0.97	0.78	1.09	0.83	0.85
Standard Error	0.027	0.049	0.033	0.033	0.058	0.082	0.027	0.116	0.042	0.036

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. How much do you agree or disagree that - Being overweight or obese can cause some types of cancer

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	787 79%	167 75%	514 85%	274 68%	583 80%	417 79%	134 75%	204 76%
Strongly agree (2)	410 41%	87 39%	299 50%	111 28%	295 40%	200 38%	67 37%	115 43%
Agree (1)	377 38%	80 36%	215 36%	163 41%	289 39%	217 41%	68 38%	88 33%
Neither agree nor disagree (0)	126 13%	32 14%	49 8%	77 19%	91 12%	71 13%	25 14%	35 13%
Net: Disagree	33 3%	7 3%	16 3%	17 4%	25 3%	18 3%	9 5%	8 3%
Disagree (-1)	22 2%	7 3%	13 2%	9 2%	19 3%	13 3%	8 4%	3 1%
Strongly disagree (-2)	11 1%	- -	3 *	8 2%	6 1%	4 1%	1 1%	5 2%
Don't know	56 6%	17 8%	23 4%	33 8%	34 5%	24 5%	11 6%	22 8%
Mean scores	1.22	1.2	1.37	0.98	1.21	1.18	1.13	1.24
Standard Deviation	0.85	0.82	0.77	0.9	0.83	0.83	0.88	0.88
Standard Error	0.027	0.057	0.032	0.047	0.032	0.037	0.068	0.056

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q114. Summary: Agreement with statements about healthy eating

Base: All respondents

	It's OK to reward children with chocolate, sweets and biscuits	Children should avoid sugary drinks such as colas or lemonades	Beans and fruit and vegetables are all good sources of fibre	You should cut out bread, pasta, rice and potatoes to avoid gaining weight	Too much sugar can lead to obesity	Too much fat can lead to obesity	Too much salt can raise your blood pressure	Snacks, such as biscuits, cakes, confectionery and savoury snacks between meals should only be eaten occasionally and in small amounts	I should avoid sugary drinks such as colas or lemonade	I should only have fruit juice in small amounts	Alcoholic drinks can be high in calories	Healthy eating is too expensive	Most people lack time to make healthy meals	Healthy eating isn't appealing	Cafes and restaurants should display calories on menus	Being overweight or obese can cause some types of cancer
Unweighted Base	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002
Base	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002
Net: Agree	288	817	880	314	858	829	841	836	778	545	859	495	455	249	686	787
	29%	82%	88%	31%	86%	83%	84%	83%	78%	54%	86%	49%	45%	25%	68%	79%
Strongly agree (2)	55	437	494	81	506	437	438	292	415	131	488	166	125	76	278	410
	5%	44%	49%	8%	50%	44%	44%	29%	41%	13%	49%	17%	13%	8%	28%	41%
Agree (1)	234	380	386	233	352	392	404	543	363	415	371	329	330	173	408	377
	23%	38%	38%	23%	35%	39%	40%	54%	36%	41%	37%	33%	33%	17%	41%	38%
Neither agree nor disagree (0)	352	131	81	298	101	123	104	131	155	251	89	219	259	258	207	126
	35%	13%	8%	30%	10%	12%	10%	13%	15%	25%	9%	22%	26%	26%	21%	13%
Net: Disagree	338	40	20	360	26	40	21	28	60	175	22	276	257	483	90	33
	34%	4%	2%	36%	3%	4%	2%	3%	6%	17%	2%	28%	26%	48%	9%	3%
Disagree (-1)	238	27	13	299	21	27	13	21	44	136	15	186	189	306	65	22
	24%	3%	1%	30%	2%	3%	1%	2%	4%	14%	1%	19%	19%	30%	6%	2%
Strongly disagree (-2)	100	13	7	62	5	13	8	7	16	38	7	90	68	178	25	11
	10%	1%	1%	6%	*	1%	1%	1%	2%	4%	1%	9%	7%	18%	3%	1%
Don't know	24	14	21	30	17	10	36	7	9	31	32	12	31	12	19	56
	2%	1%	2%	3%	2%	1%	4%	1%	1%	3%	3%	1%	3%	1%	2%	6%
Mean scores	-0.1	1.22	1.37	-0.03	1.35	1.22	1.29	1.1	1.12	0.48	1.36	0.3	0.26	-0.34	0.86	1.22
Standard Deviation	1.05	0.87	0.75	1.07	0.79	0.86	0.77	0.75	0.94	1.02	0.77	1.21	1.12	1.18	0.99	0.85
Standard Error	0.034	0.028	0.024	0.034	0.025	0.027	0.025	0.024	0.03	0.033	0.025	0.038	0.036	0.038	0.031	0.027

Prepared by Kantar TNS

Weighted by: WEIGHT

Q114. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
It's OK to reward children with chocolate, sweets and biscuits	-0.1	-0.04	-0.16	0.21	0.36	0.08	-0.06	-0.36	-0.58	-0.12	-0.17	0.07	-0.12	-0.15	-0.04	-0.28	-0.27	0.09	0.25	0.37	-0.28
				GHI*	FGHI	HI	HI	I				KN						PQ	PQ	U	
Children should avoid sugary drinks such as colas or lemonades	1.22	1.15	1.28	1.05	1.13	1.18	1.2	1.25	1.42	1.37	1.2	1.22	1.1	1.28	1.15	1.19	1.23	1.22	1.2	1.18	1.23
			B	*					DEFGH	KMNO				KMO							
Beans and fruit and vegetables are all good sources of fibre	1.37	1.34	1.41	1.2	1.3	1.32	1.46	1.39	1.48	1.53	1.34	1.36	1.27	1.43	1.31	1.44	1.38	1.31	1.34	1.31	1.4
				*			D		DEF	KLMNO				KMO							
You should cut out bread, pasta, rice and potatoes to avoid gaining weight	-0.03	-0.03	-0.02	0.01	0.25	-0.04	0.04	-0.15	-0.22	-0.1	-0.08	0.26	-0.1	-0.09	0.04	-0.12	-0.12	0.13	0.09	0.19	-0.11
				*	FHI		I					JKMNO			M			PQ	Q	U	
Too much sugar can lead to obesity	1.35	1.31	1.39	1.28	1.21	1.33	1.41	1.35	1.47	1.53	1.34	1.31	1.24	1.43	1.27	1.44	1.37	1.27	1.32	1.27	1.39
				*			E		DE	KLMNO				KMO							T
Too much fat can lead to obesity	1.22	1.2	1.24	1.2	1.12	1.21	1.25	1.15	1.35	1.27	1.24	1.19	1.18	1.26	1.19	1.24	1.24	1.19	1.19	1.15	1.25
				*					EH												
Too much salt can raise your blood pressure	1.29	1.26	1.33	1.11	1.22	1.27	1.34	1.3	1.44	1.41	1.3	1.29	1.2	1.35	1.23	1.35	1.31	1.25	1.26	1.2	1.33
				*			D		DEF	MO				MO							T
Snacks, such as biscuits, cakes, confectionery and savoury snacks between meals should only be eaten occasionally and in small amounts	1.1	1.04	1.15	0.96	1.04	1.06	1.15	1.05	1.25	1.19	1.1	1.14	1	1.14	1.05	1.09	1.11	1.09	1.1	1.05	1.12
			B	*					DEFH	MO				M							
I should avoid sugary drinks such as colas or lemonade	1.12	1.03	1.21	0.83	1.06	1.04	1.15	1.17	1.36	1.26	1.16	1.12	0.98	1.21	1.03	1.11	1.17	1.19	0.99	1.07	1.14
			B	*			D	D	DEFGH	MO	M			MO				S			
I should only have fruit juice in small amounts	0.48	0.31	0.63	0.54	0.63	0.48	0.46	0.48	0.34	0.51	0.55	0.53	0.35	0.53	0.42	0.43	0.42	0.5	0.63	0.56	0.45
			B	*	I						M			M					Q		
Alcoholic drinks can be high in calories	1.36	1.33	1.39	1.31	1.25	1.32	1.47	1.28	1.45	1.47	1.38	1.31	1.27	1.42	1.29	1.45	1.33	1.36	1.31	1.27	1.4
				*			EH		EH	LMO				MO							T
Healthy eating is too expensive	0.3	0.19	0.4	0.67	0.67	0.49	0.36	0.08	-0.24	-0.13	0.36	0.41	0.54	0.13	0.49	0.26	0.07	0.47	0.61	0.54	0.2
			B	GHI*	GHI	HI	HI	I			JN	JN	JN	J	JN			Q	PQ	U	
Most people lack time to make healthy meals	0.26	0.21	0.32	0.64	0.74	0.38	0.22	*	-0.2	*	0.25	0.48	0.37	0.13	0.41	0.09	0.14	0.51	0.45	0.54	0.16
				GHI*	FGHI	HI	I				JN	JKN	JN	J	JN			PQ	PQ	U	
Healthy eating isn't appealing	-0.34	-0.27	-0.4	-0.16	-0.13	-0.44	-0.26	-0.37	-0.58	-0.56	-0.34	-0.24	-0.22	-0.44	-0.22	-0.4	-0.43	-0.22	-0.21	-0.16	-0.41
				I*	FI		I				JN	JN	JN	J	JN			Q	Q	U	
Cafes and restaurants should display calories on menus	0.86	0.78	0.94	0.88	1.06	0.79	0.94	0.82	0.73	0.82	0.93	0.96	0.77	0.88	0.84	0.75	0.84	0.91	0.98	0.9	0.85
			B	*	FHI		I					MO							P		
Being overweight or obese can cause some types of cancer	1.22	1.22	1.22	1.21	1.08	1.18	1.28	1.17	1.34	1.42	1.19	1.22	1.07	1.3	1.13	1.24	1.2	1.15	1.3	1.16	1.24
				*			E		EH	KLMNO				KMO							

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/ prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
It's OK to reward children with chocolate, sweets and biscuits	-0.1	-0.14	-0.08	-0.14	-0.06	-0.16	0.09	-0.08	-0.19	-0.14	-0.03	-0.07	*	-0.16	-0.1	-0.15	-0.12	-0.04
Children should avoid sugary drinks such as colas or lemonades	1.22	1.26	1.2	1.27	1.22	1.21	1.35	1.26	0.88	1.25	1.18	1.05	1.11	1.19	1.28	1.25	1.32	0.96
				*			I	I	*			*		M		R		
Beans and fruit and vegetables are all good sources of fibre	1.37	1.44	1.35	1.31	1.38	1.36	1.57	1.35	1.19	1.44	1.29	1.12	1.36	1.42	1.43	1.22	1.42	1.27
You should cut out bread, pasta, rice and potatoes to avoid gaining weight	-0.03	0.02	-0.05	0.04	0.1	-0.24	0.26	0.1	-0.16	0.01	-0.1	0.02	-0.07	P	P	*	R	-0.2
				*	F	I	I	*			*		*		R			
Too much sugar can lead to obesity	1.35	1.38	1.33	1.53	1.36	1.34	1.47	1.36	1.19	1.42	1.28	1.08	1.27	1.32	1.42	1.36	1.46	1.09
Too much fat can lead to obesity	1.22	1.16	1.24	1.29	1.23	1.21	1.32	1.25	1.05	1.25	1.2	1.05	1.16	1.22	1.29	1.18	1.29	1.06
				*			I	I	*			*		M		R		
Too much salt can raise your blood pressure	1.29	1.32	1.28	1.33	1.3	1.28	1.37	1.36	1.01	1.35	1.25	0.87	1.21	1.22	1.38	1.31	1.37	1.12
				*			I	I	*	L	L	*		MN		R		
Snacks, such as biscuits, cakes, confectionery and savoury snacks between meals should only be eaten occasionally and in small amounts	1.1	1.09	1.1	1.19	1.11	1.09	1.19	1.08	1.08	1.15	1.04	0.9	0.98	1.08	1.19	1.08	1.19	0.89
				*				*	K		*		M		R			
I should avoid sugary drinks such as colas or lemonade	1.12	1.11	1.11	1.33	1.16	1.07	1.26	1.16	0.95	1.21	1.01	0.84	0.94	1.15	1.25	1.08	1.28	0.74
I should only have fruit juice in small amounts	0.48	0.54	0.47	0.35	0.54	0.37	0.66	0.49	0.39	0.51	0.44	0.34	0.43	0.34	0.53	0.55	0.59	0.21
				*	F		*		*		*				R			
Alcoholic drinks can be high in calories	1.36	1.37	1.36	1.34	1.33	1.41	1.36	1.34	1.24	1.4	1.31	1.17	1.27	1.42	1.39	1.35	1.42	1.21
				*			*		*		*		R					
Healthy eating is too expensive	0.3	0.31	0.3	0.26	0.31	0.28	0.5	0.22	0.39	0.31	0.28	0.32	0.38	0.25	0.01	0.87	0.33	0.23
Most people lack time to make healthy meals	0.26	0.21	0.28	0.33	0.31	0.18	0.4	0.34	0.18	0.23	0.31	0.41	0.35	0.19	0.14	0.51	0.32	0.14
				*			H	*		*	O	O		MNO				
Healthy eating isn't appealing	-0.34	-0.35	-0.32	-0.56	-0.33	-0.36	-0.26	-0.33	-0.42	-0.37	-0.33	*	-0.1	-0.32	-0.53	-0.27	-0.39	-0.21
				*			*		*		O		O		R			
Cafes and restaurants should display calories on menus	0.86	0.81	0.87	1	0.96	0.71	1.11	0.97	0.78	0.9	0.84	0.55	0.76	0.93	0.85	0.97	1.02	0.47
				*	F		I	*	L	*		M		R				
Being overweight or obese can cause some types of cancer	1.22	1.18	1.24	1.23	1.25	1.17	1.28	1.31	0.91	1.23	1.21	1.1	1.16	1.09	1.31	1.23	1.31	1
				*			I	I	*		**		MN		R			

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:
Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

	Total	Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
It's OK to reward children with chocolate, sweets and biscuits	-0.1	-0.06	-0.12	-0.17	0.01	-0.01	-0.13	0.21	0.03	-0.18
Children should avoid sugary drinks such as colas or lemonades	1.22	1.3	1.19	1.3	1.06	1.16	1.29	G* 0.55	J 1.25	1.2
Beans and fruit and vegetables are all good sources of fibre	1.37	1.39	1.38	1.47	1.16	1.29	1.41	H* 0.97	1.38	1.37
You should cut out bread, pasta, rice and potatoes to avoid gaining weight	-0.03	0.03	-0.05	* EF	0.01	-0.1	-0.01	-0.23	0.2	-0.18
Too much sugar can lead to obesity	1.35	1.4	1.34	1.44	1.19	1.3	1.42	0.7	1.38	1.34
Too much fat can lead to obesity	1.22	1.21	1.24	E 1.27	1.06	1.29	H 1.29	* 0.6	1.25	1.21
Too much salt can raise your blood pressure	1.29	1.35	1.28	E 1.36	1.14	E 1.31	H 1.35	* 0.72	1.33	1.27
Snacks, such as biscuits, cakes, confectionery and savoury snacks between meals should only be eaten occasionally and in small amounts	1.1	1.17	1.08	E 1.21	0.88	E 1.04	H 1.16	* 0.53	1.13	1.08
I should avoid sugary drinks such as colas or lemonade	1.12	1.26	1.08	EF 1.25	0.91	1.03	H 1.21	* 0.34	1.18	1.08
I should only have fruit juice in small amounts	0.48	C 0.59	0.44	EF 0.55	0.34	0.45	H 0.52	* 0.1	0.63	0.37
Alcoholic drinks can be high in calories	1.36	C 1.4	1.36	E 1.4	1.25	1.37	H 1.42	* 0.75	J 1.36	1.36
Healthy eating is too expensive	0.3	0.34	0.28	E 0.02	0.57	0.89	H 0.28	* 0.43	0.44	0.2
Most people lack time to make healthy meals	0.26	0.25	0.27	D 0.13	0.34	0.63	D 0.27	* 0.23	J 0.44	0.15
Healthy eating isn't appealing	-0.34	-0.2	-0.4	D -0.58	-0.05	0.05	D -0.36	* -0.13	J -0.29	-0.37
Cafes and restaurants should display calories on menus	0.86	C 0.89	0.86	D 0.93	0.74	0.81	D 0.92	* 0.34	J 1.03	0.75
Being overweight or obese can cause some types of cancer	1.22	1.29	1.2	E 1.33	1.04	1.06	H 1.29	* 0.5	J 1.29	1.18

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q114. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

	Total	Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
		Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
It's OK to reward children with chocolate, sweets and biscuits	-0.1	0.12	-0.17	0.01	0.05	0.18	0.34	-0.5
Children should avoid sugary drinks such as colas or lemonades	1.22	1.16	1.39	0.96	1.21	1.13	1.19	1.25
Beans and fruit and vegetables are all good sources of fibre	1.37	1.27	1.48	1.21	1.33	1.27	1.22	1.49
You should cut out bread, pasta, rice and potatoes to avoid gaining weight	-0.03	0.04	0.05	-0.15	0.03	0.12	0.42	-0.17
Too much sugar can lead to obesity	1.35	1.32	1.51	1.12	1.35	1.31	1.32	1.37
Too much fat can lead to obesity	1.22	1.16	1.31	1.09	1.22	1.21	1.25	1.24
Too much salt can raise your blood pressure	1.29	1.26	1.4	1.13	1.28	1.23	1.28	1.34
Snacks, such as biscuits, cakes, confectionery and savoury snacks between meals should only be eaten occasionally and in small amounts	1.1	1.05	1.24	0.89	1.09	1.07	1.08	1.11
I should avoid sugary drinks such as colas or lemonade	1.12	1.1	1.32	0.83	1.1	1.03	1.1	1.18
I should only have fruit juice in small amounts	0.48	0.64	0.6	0.29	0.51	0.53	0.65	0.38
Alcoholic drinks can be high in calories	1.36	1.31	1.46	1.2	1.34	1.31	1.27	1.41
Healthy eating is too expensive	0.3	0.69	0.27	0.34	0.4	0.45	0.69	0.03
Most people lack time to make healthy meals	0.26	0.67	0.33	0.17	0.37	0.52	0.8	-0.05
Healthy eating isn't appealing	-0.34	-0.24	-0.44	-0.19	-0.24	-0.11	0.1	-0.61
Cafes and restaurants should display calories on menus	0.86	0.95	1.06	0.55	0.9	0.91	0.99	0.75
Being overweight or obese can cause some types of cancer	1.22	1.2	1.37	0.98	1.21	1.18	1.13	1.24

Weighted by: WEIGHT

Prepared by Kantar TNS
- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H
Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Orange juice=30

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
0-10g	288 29%	151 31%	136 26%	48 34% *	53 33%	40 26%	45 25%	39 26%	63 29%	61 24%	76 28%	57 30%	94 32%	137 26%	151 32% J	57 26%	122 31%	58 30%	51 26%	83 30%	204 28%
11-20g	242 24%	123 25%	120 23%	31 22% *	36 23%	35 23%	42 23%	34 22%	64 29%	64 25%	68 25%	45 24%	65 22%	132 25%	110 23%	53 25%	104 26%	43 22%	42 21%	58 21%	185 25%
21-30g	205 20%	91 19%	114 22%	26 19% *	31 20%	32 21%	41 23%	33 22%	41 19%	56 22%	51 19%	40 22%	57 20%	108 20%	98 20%	39 18%	77 20%	40 21%	49 25%	64 23%	142 20%
31-40g	95 9%	43 9%	52 10%	10 7% *	16 10%	22 15% I	16 9%	14 9%	17 8%	23 9%	33 12%	19 10%	19 7%	56 11%	39 8%	25 12%	32 8%	18 9%	19 10%	24 9%	70 10%
41-50g	71 7%	31 6%	40 8%	9 6% *	8 5%	9 6%	19 10%	13 9%	13 6%	17 7%	21 8%	14 7%	19 6%	38 7%	32 7%	15 7%	23 6%	18 9%	15 8%	19 7%	52 7%
51-60g	19 2%	8 2%	11 2%	- - *	3 2%	4 3%	4 2%	4 2%	4 2%	2 1%	9 3%	1 1%	7 3%	10 2%	9 2%	8 4%	5 1%	3 1%	4 2%	5 2%	14 2%
61-70g	4 *	1 *	3 1%	- - *	1 1%	- -	2 1%	1 1%	- -	1 *	- -	1 1%	2 1%	1 *	3 1%	2 1%	1 *	1 1%	- -	2 1%	2 *
71-80g	29 3%	17 3%	12 2%	1 1% *	1 1%	4 3%	7 4%	7 5%	7 3%	8 3%	8 3%	4 2%	8 3%	16 3%	12 3%	6 3%	12 3%	5 3%	5 3%	5 2%	24 3%
81-90g	3 *	3 1%	- -	- - *	1 1%	- -	- -	1 1%	1 *	1 *	- -	2 1%	- -	1 *	2 *	2 1%	1 *	- -	- -	- -	3 *
91-100g	24 2%	10 2%	13 3%	9 6% *	3 2%	2 1%	3 1%	4 2%	4 2%	9 4% L	6 2%	- -	9 3%	15 3% L	9 2% L	5 2%	9 2%	6 3%	4 2%	8 3%	16 2%
101g-250g	16 2%	6 1%	10 2%	5 3% *	3 2%	3 2%	1 *	1 1%	3 2%	6 2%	1 *	3 1%	7 2%	7 1%	10 2%	3 1%	5 1%	1 1%	8 4%	6 2%	10 1%
250g+	7 1%	4 1%	3 1%	1 1% *	2 1%	1 1%	1 1%	1 1%	1 *	3 1%	2 1%	- -	2 1%	5 1%	2 *	- -	3 1%	2 1%	2 1%	3 1%	4 1%
Mean score	29.99	29.17	30.76	33.47 *	28.96	29.65	29.96	31.56	27.67	33.74	29.47	25.37	30.19	31.5	28.31	28.83	28.25	29.75	34.86	31.79	29.3
Standard Deviation	39.455	40.105	38.851	50.271	44.534	34.45	35.589	42.466	31.207	46.464	38.269	25.738	41.045	42.382	35.914	25.645	40.542	41.042	47.132	45.193	37.046
Standard Error	1.246	1.812	1.717	5.158	3.554	2.732	2.542	3.306	2.058	2.822	2.224	1.946	2.545	1.78	1.722	1.733	2.022	2.978	3.41	2.745	1.37

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:
Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Orange juice=30

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
0-10g	288 29%	77 29%	196 29%	15 26% *	177 28%	111 30%	49 30%	97 28%	26 28% *	169 28%	103 29%	15 33% *	74 29%	48 29%	101 26%	60 32%	192 27%	95 32%
11-20g	242 24%	78 30% C	151 22%	13 23% *	148 24%	94 25%	33 20%	89 26%	22 23% *	147 24%	83 24%	12 26% *	67 26%	42 25%	88 23%	43 23%	170 24%	72 24%
21-30g	205 20%	40 15%	149 22% B	16 28% B*	133 21%	72 19%	40 25%	67 19%	23 24% *	129 21%	69 20%	7 14% *	48 19%	30 18%	92 24%	32 17%	139 20%	66 22%
31-40g	95 9%	26 10%	63 9%	5 9% *	62 10%	33 9%	11 7%	36 10%	10 11% *	64 11%	28 8%	3 7% *	25 10%	15 9%	35 9%	20 11%	75 11%	20 7%
41-50g	71 7%	15 6%	51 7%	5 9% *	39 6%	31 8%	10 6%	22 6%	6 6% *	38 6%	30 9%	3 6% *	16 6%	17 10%	25 7%	12 7%	49 7%	21 7%
51-60g	19 2%	5 2%	14 2%	- - *	14 2%	5 1%	6 4%	3 1%	3 3% *	10 2%	7 2%	2 4% *	3 1%	3 2%	9 2%	4 2%	14 2%	5 2%
61-70g	4 *	- -	4 1%	- - *	3 *	1 *	2 1%	1 *	- - *	4 1%	- -	- - *	1 *	- -	2 1%	1 1%	4 1%	- -
71-80g	29 3%	5 2%	23 3%	1 2% *	16 3%	13 3%	2 1%	9 2%	4 5% *	17 3%	9 3%	3 6% *	7 3%	4 2%	11 3%	7 4%	19 3%	10 3%
81-90g	3 *	1 *	2 *	- - *	1 *	2 1%	1 1%	- -	- - *	2 *	1 *	- - *	- -	1 1%	1 *	- -	1 *	2 1%
91-100g	24 2%	7 3%	16 2%	- - *	16 3%	7 2%	3 2%	12 4%	1 1% *	14 2%	10 3%	- - *	5 2%	3 2%	12 3%	4 2%	20 3%	3 1%
101g-250g	16 2%	5 2%	10 2%	1 2% *	12 2%	4 1%	5 3%	8 2%	- - *	7 1%	9 2%	1 2% *	6 2%	3 2%	7 2%	1 *	13 2%	3 1%
250g+	7 1%	3 1%	4 1%	- - *	4 1%	3 1%	1 1%	3 1%	- - *	2 *	4 1%	1 2% *	2 1%	1 1%	3 1%	1 1%	6 1%	1 *
Mean score	29.99	30.23	30.31	24.99 *	30.52	29.1	30.5	31.94	25.03 *	28.02	32.91	33.2 *	29.9	28.75	31.66	28.13	31.77 R	25.79
Standard Deviation	39.455	42.746	39.334	21.108	39.869	38.79	38.927	44.954	20.013	31.378	47.738	58.941	40.953	38.636	40.399	36.878	42.379	31.177
Standard Error	1.246	2.646	1.503	2.821	1.596	1.995	3.068	2.424	2.022	1.27	2.563	8.786	2.59	2.981	2.035	2.756	1.598	1.803

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns
Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Orange juice=30

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
	B	C	D	E	F	G	H	I	J	
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
0-10g	288 29%	80 27%	204 29%	162 28%	79 33%	41 27%	244 27%	44 43% G*	111 28%	177 29%
11-20g	242 24%	68 23%	171 25%	140 24%	56 24%	38 25%	211 23%	31 30% *	88 22%	155 26%
21-30g	205 20%	60 20%	144 21%	120 21%	48 20%	33 21%	193 21% H	12 12% *	91 23%	114 19%
31-40g	95 9%	33 11%	58 8%	58 10%	18 7%	14 9%	86 10%	9 9% *	34 9%	61 10%
41-50g	71 7%	25 8%	45 6%	46 8%	12 5%	13 8%	67 7%	4 4% *	27 7%	44 7%
51-60g	19 2%	7 2%	12 2%	12 2%	6 2%	1 1%	18 2%	1 1% *	11 3%	8 1%
61-70g	4 *	- -	4 1%	3 1%	- -	1 1%	3 *	1 1% *	2 *	2 *
71-80g	29 3%	11 4%	17 3%	15 3%	10 4%	4 3%	29 3%	- - *	12 3%	17 3%
81-90g	3 *	1 *	2 *	- -	1 *	2 1%	3 *	- - *	1 *	2 *
91-100g	24 2%	7 2%	16 2%	17 3%	3 1%	2 1%	24 3%	- - *	9 2%	15 2%
101g-250g	16 2%	4 1%	12 2%	8 1%	4 2%	4 3%	16 2%	- - *	10 2%	7 1%
250g+	7 1%	1 *	5 1%	4 1%	1 *	2 2%	7 1%	- - *	4 1%	3 *
Mean score	29.99	29.26	29.95	30.24	27.44	33.34	31.43	17.15	33	27.99
Standard Deviation	39.455	31.054	41.335	39.164	35.783	47.131	41.098	14.148	46.633	33.749
Standard Error	1.246	1.793	1.576	1.604	2.329	3.887	1.366	1.437	2.402	1.35

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%):
B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Orange juice=30**Base: All respondents**

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
0-10g	288 29%	64 29%	160 27%	127 32%	218 30%	167 31%	54 30%	70 26%
11-20g	242 24%	51 23%	131 22%	111 28% C	161 22%	108 20%	41 23%	81 30% EF
21-30g	205 20%	47 21%	135 23%	70 17%	160 22%	121 23%	32 18%	45 17%
31-40g	95 9%	26 12%	60 10%	35 9%	68 9%	50 9%	21 12%	26 10%
41-50g	71 7%	16 7%	42 7%	29 7%	50 7%	36 7%	14 8%	20 8%
51-60g	19 2%	4 2%	14 2%	5 1%	16 2%	8 1%	- -	3 1%
61-70g	4 *	- -	2 *	2 *	3 *	3 1%	2 1%	1 *
71-80g	29 3%	4 2%	21 3%	8 2%	15 2%	9 2%	4 2%	14 5% EF
81-90g	3 *	- -	2 *	1 *	2 *	- -	- -	1 *
91-100g	24 2%	5 2%	20 3% D	3 1%	21 3%	14 3%	3 2%	3 1%
101g-250g	16 2%	4 2%	7 1%	9 2%	13 2%	10 2%	6 3%	4 1%
250g+	7 1%	1 *	7 1%	- -	6 1%	5 1%	2 1%	1 *
Mean score	29.99	28.21	33.02	25.43	30.58	30.17	32.24	28.38
Standard Deviation	39.455	34.078	45.423	27.655	41.59	42.358	45.422	32.947
Standard Error	1.246	2.41	1.851	1.383	1.547	1.868	3.484	1.973

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Smoothie=28

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
0-10g	270 27%	137 28%	133 26%	48 34% *	48 30%	35 23%	42 23%	37 25%	60 28%	56 22%	78 28%	48 26%	88 30%	134 25%	136 29%	56 26%	115 29%	56 29%	43 21%	74 27%	196 27%
11-20g	249 25%	122 25%	127 25%	29 20% *	41 26%	42 28%	49 27%	34 23%	54 25%	54 21%	67 24%	53 29%	75 26%	121 23%	128 27%	52 24%	104 27%	40 21%	52 26%	73 26%	176 24%
21-30g	233 23%	116 24%	116 23%	36 26% *	31 19%	37 25%	42 23%	38 25%	48 22%	68 27%	58 21%	46 25%	61 21%	125 24%	108 23%	53 25%	79 20%	49 25%	52 26%	57 21%	175 24%
31-40g	70 7%	27 6%	42 8%	4 3% *	16 10%	9 6%	16 9%	14 9%	11 5%	21 8%	20 7%	15 8%	14 5%	41 8%	29 6%	12 5%	32 8%	12 6%	13 7%	24 9%	46 6%
41-50g	71 7%	32 7%	38 7%	7 5% *	7 5%	11 7%	15 8%	13 9%	18 8%	15 6%	22 8%	10 6%	23 8%	38 7%	33 7%	21 10%	21 5%	15 8%	13 7%	17 6%	54 7%
51-60g	16 2%	9 2%	8 1%	- - *	2 1%	3 2%	5 3%	1 1%	6 3%	3 1%	4 2%	5 3%	4 1%	7 1%	9 2%	- -	9 2%	5 2%	3 1%	6 2%	11 1%
61-70g	4 *	2 *	2 *	1 1% *	- -	1 1%	2 1%	- -	- -	1 1%	2 1%	1 1%	- -	3 1%	1 *	- -	- -	2 1%	2 1%	- -	4 1%
71-80g	35 3%	15 3%	20 4%	7 5% *	4 3%	6 4%	5 3%	6 4%	6 3%	12 5%	11 4%	3 2%	8 3%	24 5%	11 2%	8 4%	11 3%	6 3%	10 5%	10 4%	25 3%
81-90g	2 *	2 *	- -	- - *	- -	- -	1 1%	- -	1 *	- -	- -	1 1%	1 *	- -	2 *	2 1%	- -	- -	- -	- -	2 *
91-100g	31 3%	18 4%	14 3%	3 2% *	4 3%	5 3%	3 2%	6 4%	9 4%	11 5%	7 3%	3 1%	10 4%	18 4%	13 3%	8 4%	12 3%	6 3%	5 3%	7 2%	25 3%
101g-250g	17 2%	4 1%	13 3%	3 2% *	5 3%	3 2%	2 1%	1 1%	4 2%	7 3%	3 1%	- -	6 2%	11 2%	6 1%	3 1%	8 2%	2 1%	4 2%	8 3%	9 1%
250g+	4 *	3 1%	1 *	1 1% *	- -	1 1%	- -	- -	2 1%	2 1%	2 1%	- -	- -	4 1%	- -	- -	1 *	2 1%	1 1%	1 1%	3 *
Mean score	30.3	29.47	31.08	28.88 *	27.26	32.34	29.11	29.23	33.71	36.49	30.7	24.36	28.36	33.46	26.8	29.08	29.35	31.6	32.19	29.85	30.47
Standard Deviation	40.51	37.231	43.416	39.068	28.485	42.834	27.977	27.962	59.155	57.371	38.624	18.657	33.78	48.503	28.89	27.128	46.784	43.911	35.722	34.426	42.621
Standard Error	1.28	1.682	1.919	4.008	2.273	3.397	1.998	2.177	3.901	3.485	2.245	1.41	2.095	2.037	1.385	1.833	2.333	3.186	2.585	2.091	1.576

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:
Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Smoothie=28

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
0-10g	270 27%	72 27%	179 26%	20 35% *	163 26%	107 29%	45 28%	84 24%	30 31% *	158 26%	97 27%	15 33% *	75 30%	45 27%	89 23%	57 30%	182 26%	88 30%
11-20g	249 25%	65 25%	170 25%	14 24% *	165 26%	84 22%	42 26%	97 28%	21 22% *	157 26%	81 23%	11 24% *	64 25%	40 24%	91 24%	53 28%	188 27% R	61 20%
21-30g	233 23%	63 24%	156 23%	13 23% *	137 22%	96 26%	37 23%	78 22%	16 16% *	144 24%	82 23%	6 14% *	56 22%	40 24%	107 28% P	28 15%	149 21%	84 28% Q
31-40g	70 7%	19 7%	49 7%	2 3% *	51 8%	19 5%	16 10%	23 7%	11 12% *	42 7%	27 8%	1 2% *	16 6%	11 6%	24 6%	19 10%	52 7%	17 6%
41-50g	71 7%	17 6%	49 7%	5 9% *	44 7%	27 7%	6 4%	24 7%	10 10% *	41 7%	24 7%	6 12% *	11 4%	16 10%	33 9%	9 5%	52 7%	18 6%
51-60g	16 2%	3 1%	13 2%	- - *	12 2%	5 1%	2 1%	9 3%	- - *	6 1%	9 3%	2 4% *	8 3%	1 1%	5 1%	2 1%	11 2%	5 2%
61-70g	4 *	2 1%	2 *	- - *	2 *	2 1%	1 1%	1 *	- - *	2 *	1 *	1 2% *	1 *	1 1%	- -	2 1%	3 *	1 *
71-80g	35 3%	8 3%	26 4%	1 2% *	17 3%	18 5%	1 1%	13 4%	4 4% *	22 4%	11 3%	2 4% *	7 3%	5 3%	14 4%	8 4%	22 3%	13 4%
81-90g	2 *	- -	2 *	- - *	2 *	- -	1 1%	1 *	- - *	2 *	- -	- - *	- -	- -	1 *	1 1%	1 *	1 *
91-100g	31 3%	6 2%	25 4%	1 2% *	20 3%	11 3%	6 4%	10 3%	4 5% *	17 3%	14 4%	1 2% *	11 4%	4 3%	13 3%	3 2%	27 4%	4 1%
101g-250g	17 2%	4 2%	11 2%	1 2% *	12 2%	5 1%	5 3%	7 2%	- - *	11 2%	4 1%	2 4% *	5 2%	2 1%	7 2%	3 2%	13 2%	4 1%
250g+	4 *	2 1%	2 *	- - *	2 *	2 *	1 1%	1 *	- - *	1 *	3 1%	- - *	- -	1 1%	2 *	1 1%	2 *	2 1%
Mean score	30.3	31.51	30.3	24.68 *	29.82	31.09	29.89	30.57	27.39 *	28.96	32.14	33.61 *	28.54	30.02	32.26	29.3	30.43	29.99
Standard Deviation	40.51	57.263	33.156	25.57	33.691	49.909	39.151	34.083	23.981	31.016	52.53	44.418	31.021	40.396	47.993	35.695	34.397	52.22
Standard Error	1.28	3.544	1.267	3.417	1.349	2.567	3.086	1.838	2.422	1.256	2.82	6.621	1.962	3.117	2.418	2.668	1.297	3.02

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns
Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Smoothie=28

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
	B	C	D	E	F	G	H	I	J	
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
0-10g	270 27%	75 26%	190 27%	157 27%	65 27%	42 27%	223 25%	47 47% G*	105 26%	165 27%
11-20g	249 25%	78 26%	166 24%	137 23%	66 28%	38 25%	226 25%	23 23% *	97 24%	152 25%
21-30g	233 23%	60 20%	170 25%	135 23%	55 23%	38 24%	218 24% H	15 14% *	94 24%	139 23%
31-40g	70 7%	19 6%	50 7%	46 8%	15 6%	8 5%	64 7%	6 6% *	29 7%	41 7%
41-50g	71 7%	24 8%	47 7%	46 8%	11 4%	11 7%	68 8%	3 3% *	23 6%	47 8%
51-60g	16 2%	8 3%	8 1%	10 2%	4 2%	1 1%	15 2%	1 1% *	8 2%	8 1%
61-70g	4 *	1 *	3 *	2 *	2 1%	- -	3 *	1 1% *	3 1%	1 *
71-80g	35 3%	13 4%	22 3%	20 3%	9 4%	6 4%	32 4%	3 3% *	15 4%	19 3%
81-90g	2 *	1 *	1 *	1 *	- -	1 1%	2 *	- - *	2 1%	- -
91-100g	31 3%	11 4%	19 3%	21 4%	7 3%	3 2%	30 3%	1 1% *	11 3%	20 3%
101g-250g	17 2%	4 1%	13 2%	7 1%	3 1%	6 4%	15 2%	2 2% *	10 2%	7 1%
250g+	4 *	2 1%	2 *	2 *	1 *	1 1%	4 *	- - *	2 1%	2 *
Mean score	30.3	32.77	29.41	30.72	29.04	31.77	31.34	21.06	31.37	29.58
Standard Deviation	40.51	52.569	34.388	42.771	36.837	39.824	41.83	24.214	36.926	42.74
Standard Error	1.28	3.035	1.311	1.752	2.398	3.285	1.39	2.459	1.902	1.71

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%):
B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Smoothie=28
Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
0-10g	270 27%	64 29%	146 24%	124 31% C	197 27%	148 28%	56 31%	73 27%
11-20g	249 25%	57 25%	154 26%	95 24%	185 25%	133 25%	49 27%	64 24%
21-30g	233 23%	50 22%	140 23%	92 23%	164 22%	123 23%	31 17%	68 25%
31-40g	70 7%	16 7%	47 8%	22 6%	51 7%	34 6%	12 7%	19 7%
41-50g	71 7%	15 7%	43 7%	27 7%	53 7%	34 6%	12 7%	17 6%
51-60g	16 2%	5 2%	12 2%	5 1%	13 2%	12 2%	3 2%	3 1%
61-70g	4 *	1 *	1 *	3 1%	4 1%	3 1%	- -	- -
71-80g	35 3%	7 3%	23 4%	12 3%	28 4%	21 4%	6 4%	7 3%
81-90g	2 *	- -	2 *	- -	1 *	- -	- -	1 *
91-100g	31 3%	6 2%	19 3%	12 3%	23 3%	13 2%	6 3%	8 3%
101g-250g	17 2%	4 2%	9 1%	8 2%	12 2%	9 2%	4 2%	5 2%
250g+	4 *	- -	4 1%	- -	2 *	2 *	- -	2 1%
Mean score	30.3	26.94	32.16	27.5	29.84	28.96	27.48	31.55
Standard Deviation	40.51	25.758	46.332	29.535	34.17	34.63	28.914	54.226
Standard Error	1.28	1.821	1.888	1.477	1.271	1.527	2.218	3.246

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Soft drink=35g

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
0-10g	98 10%	60 12% C	38 7%	17 12% *	26 16% FGI	10 6%	14 8%	13 9%	19 9%	18 7%	23 8%	27 15% JKN	30 10%	41 8%	57 12% N	16 8%	47 12%	21 11%	13 7%	31 11%	66 9%
11-20g	121 12%	67 14%	55 11%	22 16% *	17 10%	13 8%	16 9%	19 12%	35 16% FG	32 13%	33 12%	15 8%	40 14%	66 13%	55 12%	26 12%	53 14%	22 11%	20 10%	26 9%	96 13%
21-30g	218 22%	108 22%	110 21%	34 24% *	33 21%	28 18%	36 20%	31 20%	56 26%	54 22%	62 22%	43 23%	58 20%	116 22%	102 21%	42 20%	87 22%	38 20%	50 25%	53 19%	165 23%
31-40g	174 17%	77 16%	97 19%	27 19% *	20 12%	36 23% EI	38 21%	24 16%	29 13%	44 18%	45 16%	34 19%	50 17%	89 17%	85 18%	43 20%	58 15%	40 21%	32 16%	41 15%	133 18%
41-50g	168 17%	75 15%	93 18%	19 13% *	31 20%	29 19%	33 18%	18 12%	37 17%	37 15%	57 21%	27 14%	48 16%	93 18%	74 16%	42 20%	62 16%	27 14%	36 18%	56 20%	112 15%
51-60g	43 4%	22 4%	21 4%	- - *	6 4%	10 7% D	12 6% D	9 6% D	6 3%	9 4%	11 4%	10 5%	14 5%	19 4%	24 5%	9 4%	18 5%	7 3%	10 5%	13 5%	30 4%
61-70g	12 1%	4 1%	9 2%	- - *	1 1%	- -	2 1%	6 4% F	4 2%	3 1%	2 1%	4 2%	4 1%	4 1%	8 2%	1 *	7 2%	4 2%	1 *	3 1%	9 1%
71-80g	44 4%	20 4%	24 5%	1 1% *	6 4%	6 4%	12 7%	9 6%	10 4%	18 7% KN	6 2%	8 4%	11 4%	24 5% K	20 4%	11 5%	17 4%	7 3%	9 5%	13 5%	31 4%
81-90g	11 1%	3 1%	9 2%	2 1% *	2 1%	1 1%	4 2%	1 1%	2 1%	3 1%	5 2%	1 1%	3 1%	8 1%	4 1%	4 2%	3 1%	3 1%	2 1%	4 2%	7 1%
91-100g	42 4%	21 4%	21 4%	7 5% *	5 3%	5 4%	8 4%	11 7%	6 3%	13 5%	14 5%	7 4%	8 3%	27 5%	15 3%	9 4%	15 4%	11 6%	7 4%	13 5%	29 4%
101g-250g	57 6%	24 5%	33 6%	9 6% *	9 6%	11 7%	5 3%	9 6%	14 6%	16 6%	16 6%	7 4%	18 6%	32 6%	25 5%	10 5%	20 5%	12 6%	15 7%	19 7%	38 5%
250g+	14 1%	9 2%	5 1%	3 2% *	2 1%	5 3%	1 1%	2 1%	1 *	4 1%	3 1%	2 1%	5 2%	7 1%	7 1%	2 1%	5 1%	3 1%	4 2%	5 2%	9 1%
Mean score	50.21	50.02	50.4	54.05 *	46.24	56.83	47.65	52.14	46.82	52.61	49.27	48.07	50.41	50.86	49.5	47.26	48.29	49.63	57.74	55.11	48.35
Standard Deviation	62.847	72.534	52.082	104.621	49.323	64.524	42.837	49.286	56.941	60.364	48.164	85.98	59.99	54.289	71.17	41.283	59.458	52.77	91.106	81.386	54.088
Standard Error	1.985	3.277	2.302	10.734	3.936	5.117	3.06	3.837	3.755	3.667	2.799	6.5	3.72	2.28	3.412	2.79	2.965	3.828	6.592	4.944	2.001

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:
Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Soft drink=35g

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
0-10g	98 10%	29 11%	63 9%	6 10% *	68 11%	30 8%	22 14%	33 10%	9 10% *	50 8%	41 12%	7 15% *	29 12%	20 12%	31 8%	17 9%	62 9%	36 12%
11-20g	121 12%	27 10%	84 12%	10 18% *	71 11%	50 13%	16 10%	36 10%	14 15% *	70 12%	40 11%	10 23% *	36 14%	27 16%	38 10%	19 10%	87 12%	34 11%
21-30g	218 22%	65 25%	142 21%	10 18% *	137 22%	81 22%	44 27%	71 21%	21 22% *	132 22%	80 23%	6 13% *	52 20%	31 19%	87 22%	46 25%	150 21%	68 23%
31-40g	174 17%	43 17%	122 18%	8 15% *	114 18%	59 16%	22 14%	72 21%	15 15% *	110 18%	56 16%	8 17% *	49 20%	23 14%	65 17%	34 18%	126 18%	48 16%
41-50g	168 17%	42 16%	115 17%	10 18% *	100 16%	67 18%	24 15%	56 16%	18 18% *	102 17%	60 17%	6 12% *	39 16%	29 17%	71 18%	28 15%	106 15%	61 21% Q
51-60g	43 4%	15 6%	24 3%	4 7% *	23 4%	20 5%	10 6%	11 3%	3 3% *	33 6% K	8 2%	2 4% *	9 4%	8 5%	15 4%	11 6%	36 5%	7 2%
61-70g	12 1%	4 1%	9 1%	- - *	8 1%	5 1%	2 1%	4 1%	1 1% *	8 1%	5 1%	- - *	- - *	3 2%	6 2%	3 2%	8 1%	4 1%
71-80g	44 4%	8 3%	32 5%	3 5% *	28 4%	16 4%	6 4%	16 5%	5 5% *	28 5%	15 4%	1 2% *	7 3%	10 6%	20 5%	7 4%	32 5%	12 4%
81-90g	11 1%	- -	11 2%	- - *	6 1%	6 2%	1 1%	1 *	4 4% H*	7 1%	4 1%	- - *	1 *	- -	7 2%	4 2%	11 2%	1 *
91-100g	42 4%	8 3%	32 5%	3 4% *	27 4%	15 4%	7 4%	16 5%	3 3% *	26 4%	14 4%	2 5% *	10 4%	6 3%	20 5%	6 3%	29 4%	13 4%
101g-250g	57 6%	12 5%	42 6%	2 4% *	36 6%	21 6%	7 4%	24 7%	4 4% *	31 5%	22 6%	4 8% *	17 7%	6 4%	22 6%	12 6%	43 6%	14 5%
250g+	14 1%	7 3%	7 1%	- - *	10 2%	4 1%	3 2%	7 2%	- - *	4 1%	9 2% J	1 2% *	5 2%	3 2%	5 1%	1 1%	12 2%	2 1%
Mean score	50.21	50.36	50.84	42 *	50.41	49.89	46.57	54.54	43.86 *	46.85	55.39 J	54.46 *	51.86	46.99	51.45	48.61	52.06	45.87
Standard Deviation	62.847	65.105	63.854	33.496	66.35	56.594	52.142	78.674	37.508	42.316	85.014	83.214	84.996	55.103	55.113	48.831	65.688	55.446
Standard Error	1.985	4.03	2.44	4.476	2.656	2.911	4.109	4.242	3.789	1.713	4.564	12.405	5.376	4.251	2.777	3.65	2.477	3.207

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns
Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Soft drink=35g

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
	B	C	D	E	F	G	H	I	J	
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
0-10g	98 10%	34 12%	60 9%	63 11%	22 9%	9 6%	77 9%	21 21% G*	44 11%	54 9%
11-20g	121 12%	29 10%	91 13%	72 12%	27 11%	21 13%	105 12%	17 17% *	43 11%	79 13%
21-30g	218 22%	72 24%	143 21%	122 21%	55 23%	35 22%	202 22%	16 16% *	75 19%	143 24%
31-40g	174 17%	43 15%	129 19%	90 15%	48 20%	30 19%	159 18%	14 14% *	78 20%	95 16%
41-50g	168 17%	47 16%	119 17%	99 17%	35 15%	30 19%	152 17%	15 15% *	65 16%	102 17%
51-60g	43 4%	16 5%	26 4%	25 4%	11 5%	7 5%	38 4%	5 5% *	14 3%	30 5%
61-70g	12 1%	7 3% C	5 1%	7 1%	5 2%	1 1%	11 1%	2 2% *	5 1%	8 1%
71-80g	44 4%	11 4%	32 5%	37 6% EF	5 2%	2 1%	39 4%	5 5% *	21 5%	23 4%
81-90g	11 1%	6 2%	5 1%	6 1%	2 1%	1 1%	11 1%	1 1% *	6 2%	5 1%
91-100g	42 4%	10 3%	30 4%	30 5%	7 3%	3 2%	38 4%	5 5% *	16 4%	26 4%
101g-250g	57 6%	15 5%	43 6%	29 5%	15 6%	14 9%	56 6%	1 1% *	26 6%	31 5%
250g+	14 1%	5 2%	8 1%	6 1%	5 2%	3 2%	14 2%	- - *	8 2%	6 1%
Mean score	50.21	49.03	50.56	48.27	54.57	52.2	51.95	34.8	53.73	47.88
Standard Deviation	62.847	57.968	64.497	51.677	88.831	57.058	65.444	27.09	75.137	53.074
Standard Error	1.985	3.347	2.459	2.117	5.782	4.706	2.175	2.751	3.87	2.123

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Soft drink=35g

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
0-10g	98 10%	17 8%	51 8%	47 12%	75 10%	65 12%	29 16% EH	23 8%
11-20g	121 12%	19 9%	71 12%	51 13%	84 11%	57 11%	18 10%	37 14%
21-30g	218 22%	50 22%	126 21%	92 23%	162 22%	116 22%	37 21%	55 21%
31-40g	174 17%	47 21%	105 17%	68 17%	129 18%	100 19%	32 18%	44 16%
41-50g	168 17%	43 19%	108 18%	59 15%	125 17%	84 16%	28 16%	43 16%
51-60g	43 4%	8 3%	27 5%	16 4%	29 4%	21 4%	8 4%	14 5%
61-70g	12 1%	1 *	7 1%	5 1%	8 1%	6 1%	2 1%	4 1%
71-80g	44 4%	6 3%	27 4%	17 4%	33 5%	25 5%	6 3%	11 4%
81-90g	11 1%	5 2%	8 1%	4 1%	10 1%	7 1%	1 1%	2 1%
91-100g	42 4%	10 4%	27 4%	15 4%	29 4%	19 4%	7 4%	13 5%
101g-250g	57 6%	17 8%	35 6%	22 6%	36 5%	21 4%	8 4%	21 8% F
250g+	14 1%	1 *	9 1%	5 1%	12 2%	9 2%	4 2%	2 1%
Mean score	50.21	48.51	51.06	48.94	50.19	48.74	46.73	50.28
Standard Deviation	62.847	39.927	55.961	72.016	65.323	68.131	53.833	55.643
Standard Error	1.985	2.823	2.281	3.601	2.429	3.005	4.129	3.331

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Diet drink=0g

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
0-10g	614 61%	297 61%	317 62%	92 65% *	93 59%	84 55%	108 59%	91 60%	147 67%	162 65%	178 64%	108 58%	166 57%	339 65% O	274 58%	134 62%	262 67% RS	108 56%	110 55%	150 54%	464 64% T
11-20g	122 12%	59 12%	63 12%	18 13% *	11 7%	28 18% E	23 13%	18 12%	25 11%	23 9%	34 12%	25 14%	39 14%	58 11%	65 14%	25 12%	45 11%	30 15%	23 11%	38 14%	84 12%
21-30g	115 11%	54 11%	61 12%	12 8% *	24 15%	15 10%	25 14%	19 12%	22 10%	25 10%	25 9%	31 17% JKN	33 11%	50 10%	64 14%	27 13%	34 9%	29 15% Q	25 13%	34 12%	81 11%
31-40g	46 5%	21 4%	24 5%	3 2% I	11 7% I	7 5%	10 5%	10 7% I	5 2%	5 2%	15 6% J	6 3%	20 7% J	20 4% J	26 5% J	7 3%	16 4%	3 2%	19 9% PQR	21 8% U	25 3%
41-50g	44 4%	26 5%	18 4%	10 7% *	8 5%	8 6%	8 4%	3 2%	7 3%	16 7%	12 4%	6 3%	10 3%	28 5%	16 3%	7 3%	16 4%	11 6%	10 5%	12 4%	32 4%
51-60g	5 *	2 *	3 1%	- - *	1 1%	1 1%	1 1%	1 1%	1 1%	2 1%	- -	2 1%	1 *	2 *	3 1%	1 *	3 1%	- -	1 1%	1 *	4 1%
61-70g	7 1%	2 *	5 1%	2 1% *	2 1%	2 1%	- -	1 1%	1 *	1 *	2 1%	1 1%	4 1%	3 1%	5 1%	2 1%	3 1%	1 1%	1 1%	4 1%	3 *
71-80g	9 1%	2 *	8 1%	- - *	2 1%	2 1%	2 1%	2 1%	2 1%	4 2%	1 *	1 1%	3 1%	5 1%	4 1%	1 1%	4 1%	3 1%	2 1%	4 1%	5 1%
81-90g	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
91-100g	17 2%	12 2%	5 1%	- - *	5 3%	- -	2 1%	4 2%	6 3%	4 2%	3 1%	3 2%	6 2%	7 1%	10 2%	5 2%	4 1%	6 3%	2 1%	6 2%	11 1%
101g-250g	15 1%	8 2%	6 1%	1 1% *	1 1%	3 2%	3 2%	4 2%	3 1%	5 2%	4 2%	- -	5 2%	9 2%	5 1%	6 3%	4 1%	2 1%	3 2%	2 1%	13 2%
250g+	9 1%	6 1%	3 1%	3 2% *	1 1%	3 2%	1 1%	- -	1 *	4 1%	1 1%	2 1%	2 1%	5 1%	4 1%	1 *	2 1%	2 1%	4 2%	5 2%	4 1%
Mean score	19.88	22.04	17.83	23.75 *	20.01	22.78	18.46	18.17	17.63	21.6	16.67	19.89	21.44	19.02	20.83	18.83	16.12	21.43	26.87 Q	25.49 U	17.74
Standard Deviation	46.482	53.167	39.035	76.117	32.607	50.692	39.998	31.515	40.493	50.389	36.716	57.88	43.069	43.789	49.316	36.272	37.328	44.956	68.303	62.004	38.813
Standard Error	1.468	2.402	1.725	7.809	2.602	4.02	2.857	2.453	2.67	3.061	2.134	4.375	2.671	1.839	2.364	2.451	1.862	3.261	4.942	3.766	1.436

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:
Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Diet drink=0g

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
0-10g	614 61%	159 61%	419 61%	35 62% *	366 58%	248 66% E	88 54%	205 59%	58 61% *	366 61%	222 63%	26 56% *	156 62%	103 62%	233 60%	114 61%	440 63%	173 58%
11-20g	122 12%	36 14%	82 12%	5 8% *	84 13%	38 10%	23 14%	44 13%	15 16% *	78 13%	38 11%	6 13% *	34 13%	16 9%	48 12%	24 13%	79 11%	43 14%
21-30g	115 11%	34 13%	74 11%	7 13% *	76 12%	39 10%	19 12%	43 12%	12 13% *	71 12%	39 11%	5 10% *	22 8%	22 13%	48 13%	21 11%	81 11%	34 11%
31-40g	46 5%	9 3%	35 5%	2 3% *	33 5%	12 3%	15 9% H	14 4%	4 4% *	30 5%	13 4%	2 5% *	13 5%	10 6%	14 4%	8 4%	30 4%	16 5%
41-50g	44 4%	7 3%	33 5%	4 8% *	26 4%	19 5%	5 3%	16 4%	4 4% *	26 4%	15 4%	4 8% *	12 5%	8 5%	17 4%	7 4%	30 4%	15 5%
51-60g	5 *	- -	4 1%	1 2% *	4 1%	1 *	2 1%	2 1%	- - *	1 *	3 1%	1 2% *	1 *	- -	4 1%	- -	4 1%	1 *
61-70g	7 1%	- -	6 1%	1 2% *	6 1%	1 *	2 1%	5 1%	- - *	5 1%	3 1%	- - *	2 1%	- -	4 1%	2 1%	7 1%	1 *
71-80g	9 1%	5 2%	5 1%	- - *	5 1%	4 1%	1 1%	4 1%	1 1% *	7 1%	1 *	2 4% *	3 1%	1 1%	4 1%	1 *	7 1%	3 1%
81-90g	- -	- -	- -	- - *	- -	- -	- -	- -	- - *	- -	- -	- - *	- -	- -	- -	- -	- -	- -
91-100g	17 2%	3 1%	12 2%	1 2% *	11 2%	6 2%	4 3%	5 1%	2 2% *	11 2%	6 2%	- - *	5 2%	2 1%	6 2%	4 2%	9 1%	8 3%
101g-250g	15 1%	6 2%	8 1%	1 2% *	8 1%	6 2%	2 1%	5 2%	- - *	6 1%	9 3%	- - *	2 1%	4 2%	5 1%	4 2%	11 2%	4 1%
250g+	9 1%	4 1%	5 1%	- - *	7 1%	2 1%	1 1%	6 2%	- - *	2 *	6 2%	1 2% *	4 1%	1 1%	3 1%	1 1%	7 1%	2 1%
Mean score	19.88	21	19.55	18.7 *	21.31	17.49	20.33	24.1	14.15 *	17.19	23.89 J	24.26 *	22.33	19.15	19.02	19.4	19.88	19.87
Standard Deviation	46.482	50.045	46.333	28.301	50.251	39.334	35.153	61.86	18.469	32.526	62.497	55.525	61.507	38.413	40.416	42.212	48.498	41.422
Standard Error	1.468	3.098	1.77	3.782	2.012	2.023	2.77	3.335	1.866	1.317	3.355	8.277	3.89	2.964	2.036	3.155	1.829	2.395

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns
Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Diet drink=0g

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
	B	C	D	E	F	G	H	I	J	
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
0-10g	614 61%	191 65%	414 60%	359 61%	142 60%	95 61%	552 61%	62 61% *	235 59%	379 63%
11-20g	122 12%	31 10%	90 13%	69 12%	31 13%	19 12%	103 11%	19 19% *	44 11%	78 13%
21-30g	115 11%	32 11%	83 12%	68 12%	31 13%	14 9%	108 12%	7 7% *	50 13%	64 11%
31-40g	46 5%	8 3%	37 5%	25 4%	12 5%	8 5%	42 5%	3 3% *	22 6%	23 4%
41-50g	44 4%	13 4%	29 4%	30 5%	5 2%	8 5%	39 4%	5 5% *	20 5%	25 4%
51-60g	5 *	2 1%	3 *	2 *	2 1%	- -	5 1%	- - *	2 *	3 *
61-70g	7 1%	5 2%	3 *	5 1%	1 *	1 1%	4 *	3 3% G* J	6 2% J	1 *
71-80g	9 1%	3 1%	7 1%	6 1%	1 *	2 1%	8 1%	1 1% *	7 2%	3 *
81-90g	- -	- -	- -	- -	- -	- -	- -	- - *	- -	- -
91-100g	17 2%	5 2%	10 1%	10 2%	4 2%	3 2%	16 2%	1 1% *	6 2%	11 2%
101g-250g	15 1%	4 1%	11 2%	6 1%	5 2%	3 2%	15 2%	- - *	2 1%	12 2%
250g+	9 1%	3 1%	5 1%	5 1%	3 1%	1 1%	9 1%	- - *	6 1%	3 *
Mean score	19.88	18.88	19.84	19.07	22.3	20.63	20.46	14.72	22.57	18.09
Standard Deviation	46.482	43.819	46.528	41.482	59.629	44.614	48.574	19.184	55.503	39.311
Standard Error	1.468	2.53	1.774	1.699	3.882	3.68	1.615	1.948	2.859	1.572

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Diet drink=0g

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
0-10g	614 61%	134 60%	359 60%	254 64%	449 61%	324 61%	97 54%	164 61%
11-20g	122 12%	28 13%	68 11%	54 13%	87 12%	65 12%	30 17%	35 13%
21-30g	115 11%	29 13%	71 12%	43 11%	80 11%	58 11%	22 12%	35 13%
31-40g	46 5%	11 5%	31 5%	14 4%	39 5%	27 5%	13 7% H	6 2%
41-50g	44 4%	12 5%	31 5%	14 3%	34 5%	28 5%	8 4%	10 4%
51-60g	5 *	1 *	5 1%	- -	4 1%	4 1%	1 *	1 *
61-70g	7 1%	3 1%	5 1%	3 1%	6 1%	5 1%	2 1%	2 1%
71-80g	9 1%	3 1%	6 1%	3 1%	7 1%	3 1%	1 1%	3 1%
81-90g	- -	- -	- -	- -	- -	- -	- -	- -
91-100g	17 2%	2 1%	11 2%	6 1%	10 1%	6 1%	2 1%	7 3%
101g-250g	15 1%	1 *	8 1%	6 2%	10 1%	4 1%	1 1%	5 2%
250g+	9 1%	- -	6 1%	3 1%	8 1%	7 1%	3 2%	1 *
Mean score	19.88	15.39	20.79	18.5	20.46	20.41	21.05	18.29
Standard Deviation	46.482	20.613	44.894	48.793	49.249	52.461	42.968	37.95
Standard Error	1.468	1.458	1.83	2.44	1.832	2.314	3.295	2.272

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Energy drink=55g

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
0-10g	120 12%	68 14%	51 10%	23 16% *	27 17% G	14 9%	16 9%	16 10%	24 11%	26 11%	29 11%	24 13%	40 14%	56 11%	64 13%	21 10%	52 13%	29 15%	18 9%	41 15%	79 11%
11-20g	128 13%	66 14%	62 12%	19 13% *	15 10%	12 8%	24 13%	17 11%	40 18% EF	35 14%	41 15%	22 12%	30 10%	76 14%	52 11%	27 13%	57 14%	23 12%	21 11%	29 10%	99 14%
21-30g	180 18%	93 19%	87 17%	27 19% *	31 19%	25 16%	31 17%	26 17%	41 19%	47 19%	54 20%	29 15%	50 17%	101 19%	79 17%	36 17%	77 20%	34 17%	34 17%	38 14%	142 20% T
31-40g	135 13%	59 12%	75 15%	16 11% *	18 11%	28 19%	25 14%	18 12%	29 13%	27 11%	28 10%	32 17% KN	48 17% KN	55 10%	80 17% JKN	34 16%	44 11%	28 14%	29 15%	41 15%	93 13%
41-50g	177 18%	81 17%	96 19%	25 18% *	25 16%	27 18%	40 22%	28 18%	32 15%	46 18%	58 21% M	35 19%	39 13%	104 20% M	74 15%	40 19%	58 15%	33 17%	46 23% Q	50 18%	127 17%
51-60g	43 4%	19 4%	25 5%	5 3% *	8 5%	9 6%	5 3%	4 3%	12 6%	12 5%	7 3%	9 5%	14 5%	19 4%	24 5%	11 5%	17 4%	8 4%	7 3%	13 5%	31 4%
61-70g	17 2%	9 2%	8 1%	4 3% *	2 1%	5 4%	2 1%	1 1%	3 1%	5 2%	10 4% MO	1 1%	1 *	15 3% MO	2 *	2 1%	4 1%	7 3%	5 2%	8 3%	9 1%
71-80g	51 5%	25 5%	26 5%	- - *	8 5% D	5 3%	11 6% D	17 11% DFI	9 4%	10 4%	11 4%	12 6%	17 6%	22 4%	29 6%	14 7%	23 6%	5 2%	9 4%	11 4%	40 6%
81-90g	8 1%	4 1%	4 1%	2 1% *	1 1%	1 1%	2 1%	2 1%	- -	1 *	1 *	1 1%	5 2%	2 *	6 1%	3 1%	1 *	1 *	3 1%	1 *	7 1%
91-100g	63 6%	25 5%	38 7%	9 6% *	10 7%	12 8%	13 7%	8 5%	11 5%	15 6%	15 5%	13 7%	21 7%	29 6%	34 7%	12 6%	27 7%	12 6%	12 6%	25 9%	38 5% U
101g-250g	61 6%	26 5%	35 7%	9 6% *	12 8%	9 6%	11 6%	10 6%	11 5%	21 8% L	17 6%	6 3%	16 6%	39 7%	22 5%	12 6%	27 7%	11 6%	11 5%	13 5%	47 7%
250g+	20 2%	12 2%	9 2%	3 2% *	1 1%	4 3%	2 1%	5 3%	6 3%	4 2%	5 2%	2 1%	9 3%	9 2%	11 2%	4 2%	6 1%	5 2%	6 3%	7 3%	13 2%
Mean score	55.19	54.68	55.67	59.38 *	49.73	61.26	52.9	59.68	51.02	57.04	52.99	51.82	57.83	54.92	55.49	53.4	52.52	54.46	63.05	59.22	53.65
Standard Deviation	73.924	83.185	63.982	113.581	48.549	76.517	55.33	68.272	72.516	77.05	64.805	87.034	70.346	70.861	77.242	60.325	64.903	71.707	101.028	92.57	65.444
Standard Error	2.335	3.758	2.828	11.653	3.875	6.068	3.952	5.315	4.782	4.68	3.767	6.579	4.363	2.976	3.703	4.076	3.237	5.202	7.31	5.623	2.421

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:
Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Energy drink=55g

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
0-10g	120 12%	28 11%	81 12%	11 20% *	80 13%	39 11%	25 16%	40 11%	11 11% *	67 11%	48 14%	5 11% O	45 18% O	18 11%	36 9%	20 11%	83 12%	36 12%
11-20g	128 13%	33 13%	89 13%	6 11% *	79 13%	49 13%	15 9%	45 13%	17 18% *	79 13%	41 12%	8 17% *	37 15%	22 13%	42 11%	26 14%	83 12%	45 15%
21-30g	180 18%	52 20%	118 17%	10 17% *	106 17%	74 20%	30 18%	59 17%	15 16% *	104 17%	65 18%	11 23% *	42 17%	30 18%	68 18%	34 18%	129 18%	51 17%
31-40g	135 13%	31 12%	95 14%	8 14% *	88 14%	47 12%	24 15%	51 15%	10 10% *	89 15%	41 12%	5 10% *	29 11%	16 10%	54 14%	35 19% MN	93 13%	41 14%
41-50g	177 18%	48 18%	120 18%	10 17% *	107 17%	70 19%	30 18%	61 18%	16 17% *	100 17%	71 20%	7 15% *	43 17%	33 20%	75 19%	25 13%	120 17%	58 19%
51-60g	43 4%	11 4%	31 4%	1 2% *	29 5%	14 4%	5 3%	18 5%	4 4% *	31 5%	11 3%	1 2% *	8 3%	9 5%	19 5%	7 4%	32 4%	12 4%
61-70g	17 2%	5 2%	11 2%	- - *	15 2% F	2 *	4 2%	6 2%	4 4% *	5 1%	9 3%	2 5% *	- - *	3 2%	11 3% M	3 2%	14 2%	3 1%
71-80g	51 5%	18 7%	30 4%	3 5% *	32 5%	18 5%	6 4%	19 6%	5 6% *	36 6%	13 4%	1 2% *	11 4%	10 6%	24 6%	5 3%	38 5%	12 4%
81-90g	8 1%	- -	8 1%	- - *	5 1%	3 1%	2 1%	2 1%	1 1% *	6 1%	- -	2 4% K*	3 1%	- -	3 1%	2 1%	5 1%	3 1%
91-100g	63 6%	11 4%	47 7%	5 8% *	32 5%	31 8%	8 5%	17 5%	6 6% *	42 7%	20 6%	2 4% *	15 6%	11 7%	25 7%	11 6%	43 6%	21 7%
101g-250g	61 6%	17 6%	41 6%	3 5% *	38 6%	23 6%	10 6%	21 6%	6 6% *	38 6%	20 6%	3 6% *	13 5%	12 7%	21 6%	13 7%	46 7%	15 5%
250g+	20 2%	6 2%	13 2%	1 2% *	15 2%	6 2%	4 2%	10 3%	1 1% *	7 1%	13 4% J	1 2% *	7 3%	2 1%	9 2%	3 2%	18 3%	3 1%
Mean score	55.19	56.51	55.23	48.6 *	55.65	54.41	52.66	58.58	52.42 *	51.29	62.58 J	49.63 *	53.47	54.15	57.39	54.82	58.01	48.55
Standard Deviation	73.924	77.946	73.803	54.674	77.685	67.262	62.341	89.968	56.612	51.867	102.188	56.5	88.21	58.177	72.253	70.497	78.774	60.6
Standard Error	2.335	4.825	2.82	7.306	3.11	3.46	4.913	4.851	5.719	2.1	5.486	8.422	5.579	4.488	3.64	5.269	2.971	3.505

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns
Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Energy drink=55g

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
	B	C	D	E	F	G	H	I	J	
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
0-10g	120 12%	40 14%	76 11%	71 12%	28 12%	17 11%	97 11%	23 22% G*	63 16% J	56 9%
11-20g	128 13%	29 10%	98 14%	74 13%	35 15%	18 11%	115 13%	13 13% *	35 9%	93 15% I
21-30g	180 18%	52 17%	125 18%	103 18%	42 18%	30 19%	163 18%	18 17% *	66 16%	114 19%
31-40g	135 13%	40 13%	92 13%	80 14%	25 11%	24 16%	124 14%	11 11% *	51 13%	84 14%
41-50g	177 18%	49 17%	127 18%	101 17%	49 21%	25 16%	161 18%	16 16% *	69 17%	108 18%
51-60g	43 4%	16 5%	27 4%	30 5%	9 4%	4 3%	39 4%	4 4% *	20 5%	23 4%
61-70g	17 2%	6 2%	8 1%	10 2%	4 2%	1 1%	14 2%	3 3% *	10 2%	7 1%
71-80g	51 5%	21 7%	30 4%	29 5%	13 6%	7 5%	49 5%	2 2% *	13 3%	37 6%
81-90g	8 1%	2 1%	6 1%	3 1%	3 1%	2 1%	6 1%	2 2% *	5 1%	3 *
91-100g	63 6%	13 5%	49 7%	39 7%	12 5%	10 6%	58 6%	5 5% *	32 8%	32 5%
101g-250g	61 6%	22 7%	39 6%	35 6%	11 5%	15 10%	56 6%	5 5% *	28 7%	33 5%
250g+	20 2%	5 2%	15 2%	12 2%	6 2%	3 2%	20 2%	- - *	8 2%	12 2%
Mean score	55.19	55.35	54.86	53.72	57.72	58.73	56.82	40.67	59.13	52.57
Standard Deviation	73.924	71.242	73.934	65.865	93.636	73.673	76.727	38.654	85.185	65.324
Standard Error	2.335	4.113	2.819	2.698	6.095	6.076	2.55	3.925	4.387	2.613

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%):
B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Energy drink=55g

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
0-10g	120 12%	21 10%	61 10%	59 15% C	93 13%	74 14%	29 16%	27 10%
11-20g	128 13%	25 11%	78 13%	50 12%	84 11%	55 10%	20 11%	44 16% F
21-30g	180 18%	36 16%	104 17%	76 19%	128 17%	100 19%	34 19%	52 19%
31-40g	135 13%	38 17%	78 13%	56 14%	103 14%	74 14%	29 16%	32 12%
41-50g	177 18%	40 18%	113 19%	65 16%	132 18%	97 18%	28 16%	45 17%
51-60g	43 4%	12 5%	32 5%	11 3%	32 4%	17 3%	5 3%	11 4%
61-70g	17 2%	6 3%	10 2%	7 2%	13 2%	9 2%	3 2%	4 1%
71-80g	51 5%	6 3%	30 5%	21 5%	37 5%	25 5%	6 4%	13 5%
81-90g	8 1%	1 *	6 1%	2 *	5 1%	5 1%	- -	2 1%
91-100g	63 6%	22 10%	43 7%	21 5%	47 6%	33 6%	10 6%	17 6%
101g-250g	61 6%	15 7%	35 6%	25 6%	44 6%	29 6%	12 7%	16 6%
250g+	20 2%	1 *	13 2%	8 2%	15 2%	10 2%	3 2%	6 2%
Mean score	55.19	52.75	56.37	53.42	55.8	55.09	52.01	53.51
Standard Deviation	73.924	45.433	70.222	79.215	75.369	79.816	65.712	69.933
Standard Error	2.335	3.213	2.862	3.961	2.803	3.521	5.04	4.187

Weighted by: WEIGHT

Prepared by Kantar TNS
- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 547

Tb T711

Q105. Correct number of grams - Sports drink=18g

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
0-10g	159 16%	85 17%	74 14%	30 22% *	35 22% FG	18 12%	24 13%	21 14%	32 15%	31 12%	39 14%	29 15%	61 21% JN	70 13%	89 19% JN	29 13%	66 17%	39 20%	26 13%	53 19%	106 15%
11-20g	190 19%	95 20%	94 18%	35 25% *	28 17%	25 16%	30 17%	26 17%	46 21%	55 22% M	60 22% M	37 20%	38 13%	114 22% MO	75 16%	36 17%	87 22%	36 19%	31 15%	39 14%	151 21% T
21-30g	220 22%	107 22%	114 22%	26 19% *	36 23%	42 28% H	42 23%	26 17%	48 22%	40 16%	65 24% JN	43 23%	72 25% J	105 20% J	115 24% J	52 24%	80 20%	35 18%	52 26%	68 24%	153 21%
31-40g	123 12%	60 12%	63 12%	17 12% *	17 11%	18 12%	23 13%	22 15%	25 11%	31 12%	27 10%	26 14%	39 14%	58 11%	65 14%	30 14%	41 11%	29 15%	23 11%	33 12%	90 12%
41-50g	120 12%	53 11%	67 13%	5 4% *	18 11%	18 12% D	28 15% D	24 16% D	27 12% D	35 14%	31 11%	28 15%	26 9%	66 13%	54 11%	22 10%	49 12%	22 11%	27 13%	31 11%	89 12%
51-60g	34 3%	17 4%	17 3%	1 1% *	5 3%	8 6%	8 4%	5 3%	6 3%	11 4%	9 3%	7 4%	7 3%	20 4%	15 3%	10 5%	11 3%	8 4%	6 3%	8 3%	26 4%
61-70g	11 1%	5 1%	5 1%	3 2% *	2 1%	4 2%	2 1%	- -	1 *	4 2% O	6 2% MO	- -	- -	11 2% MO	- -	3 1%	4 1%	2 1%	2 1%	4 1%	7 1%
71-80g	32 3%	13 3%	19 4%	1 1% *	2 1%	5 3%	5 3%	13 9% DEGI	7 3%	10 4%	7 2%	7 4%	8 3%	17 3%	15 3%	4 2%	18 5%	4 2%	7 3%	7 2%	25 3%
81-90g	7 1%	2 *	5 1%	- - *	- -	3 2%	1 *	1 1%	2 1%	1 *	3 1%	- -	3 1%	4 1%	3 1%	1 *	2 1%	- -	4 2%	4 1%	3 *
91-100g	37 4%	21 4%	16 3%	6 4% *	2 1%	4 3%	9 5%	6 4%	9 4%	11 4%	11 4%	2 1%	12 4%	22 4%	14 3%	12 6%	12 3%	9 5%	4 2%	7 3%	29 4%
101g-250g	57 6%	23 5%	34 7%	12 8% *	10 7%	6 4%	9 5%	7 5%	13 6%	18 7%	14 5%	5 3%	20 7%	32 6%	25 5%	12 6%	20 5%	8 4%	17 8%	19 7%	38 5%
250g+	12 1%	6 1%	6 1%	3 2% *	3 2%	1 1%	1 1%	- -	4 2%	2 1%	5 2%	2 1%	3 1%	7 1%	5 1%	4 2%	2 *	3 2%	3 2%	4 2%	7 1%
Mean score	45.91	44.03	47.7	52.41 *	44.13	42.61	43.94	44.75	47.77	48.05	47.02	42.81	44.99	47.51	44.14	48.43	41.06	44.97	53.62	48.72	44.84
Standard Deviation	68.834	71.068	66.663	111.296	65.331	48.887	49.437	43.309	75.882	64.784	69.289	87.074	58.059	67.12	70.708	68.1	53.497	64.185	95.351	85.571	61.299
Standard Error	2.175	3.211	2.946	11.419	5.214	3.877	3.531	3.372	5.004	3.935	4.027	6.582	3.601	2.819	3.39	4.602	2.668	4.656	6.899	5.198	2.267

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Sports drink=18g

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
0-10g	159 16%	43 17%	106 15%	10 18% *	97 15%	63 17%	30 19%	47 13%	16 17% *	92 15%	60 17%	7 16% *	49 19% O	31 18%	50 13%	29 16%	116 17%	43 14%
11-20g	190 19%	49 19%	132 19%	9 15% *	113 18%	77 20%	26 16%	65 19%	18 19% *	111 18%	70 20%	9 19% *	46 18%	27 16%	83 22%	30 16%	132 19%	57 19%
21-30g	220 22%	55 21%	148 22%	17 30% *	143 23%	77 21%	32 20%	87 25%	20 21% *	133 22%	80 23%	7 16% *	61 24%	31 19%	77 20%	49 26%	146 21%	74 25%
31-40g	123 12%	31 12%	87 13%	5 10% *	84 13%	39 10%	26 16%	47 13%	10 11% *	75 13%	44 12%	4 8% *	29 11%	23 14%	47 12%	23 12%	82 12%	41 14%
41-50g	120 12%	38 15%	77 11%	5 9% *	68 11%	52 14%	16 10%	37 11%	12 13% *	80 13%	34 10%	7 15% *	26 10%	26 15%	48 13%	18 10%	87 12%	33 11%
51-60g	34 3%	10 4%	22 3%	2 4% *	24 4%	11 3%	8 5%	12 3%	4 5% *	27 4%	8 2%	- - *	7 3%	6 4%	18 5%	3 2%	29 4%	6 2%
61-70g	11 1%	3 1%	8 1%	- - *	9 1%	2 *	5 3%	3 1%	- - *	5 1%	3 1%	2 5% *	2 1%	2 1%	4 1%	3 2%	9 1%	2 1%
71-80g	32 3%	11 4%	20 3%	1 2% *	24 4%	8 2%	3 2%	13 4%	7 7% *	18 3%	13 4%	2 4% *	8 3%	3 2%	17 4%	4 2%	23 3%	9 3%
81-90g	7 1%	1 *	6 1%	- - *	5 1%	2 1%	- -	2 1%	1 1% *	5 1%	2 1%	- - *	- -	2 1%	2 *	3 2%	6 1%	1 *
91-100g	37 4%	7 3%	28 4%	2 3% *	19 3%	17 5%	8 5%	8 2%	3 3% *	23 4%	11 3%	3 6% *	12 5%	5 3%	11 3%	8 4%	20 3%	17 6%
101g-250g	57 6%	12 5%	41 6%	4 7% *	35 6%	22 6%	9 5%	22 6%	3 3% *	28 5%	24 7%	5 10% *	12 5%	8 5%	25 6%	12 7%	45 6%	12 4%
250g+	12 1%	2 1%	9 1%	1 2% *	7 1%	5 1%	- -	7 2%	- - *	6 1%	5 1%	1 2% *	3 1%	3 2%	4 1%	2 1%	9 1%	3 1%
Mean score	45.91	42.73	47.13	45.88 *	46.26	45.33	39.85	51.33	38.5 *	43.23	49.46	53.71 *	43.84	46.32	47.32	46.23	47.65	41.82
Standard Deviation	68.834	60.059	71.771	71.146	71.05	65.049	37.725	88.848	37.984	54.554	87.428	74.117	82.162	66.818	64.785	60.489	73.421	56.48
Standard Error	2.175	3.718	2.742	9.507	2.844	3.346	2.973	4.79	3.837	2.209	4.693	11.049	5.196	5.155	3.264	4.521	2.769	3.266

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns
Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Sports drink=18g

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
	B	C	D	E	F	G	H	I	J	
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
0-10g	159 16%	44 15%	112 16%	94 16%	37 15%	26 17%	131 15%	29 28% G*	70 17%	90 15%
11-20g	190 19%	62 21%	125 18%	118 20%	40 17%	29 19%	172 19%	18 18% *	68 17%	122 20%
21-30g	220 22%	53 18%	164 24%	121 21%	55 23%	37 24%	196 22%	24 24% *	80 20%	140 23%
31-40g	123 12%	38 13%	85 12%	73 13%	30 13%	16 10%	116 13%	7 7% *	55 14%	68 11%
41-50g	120 12%	40 14%	79 11%	66 11%	35 15%	17 11%	114 13%	6 6% *	43 11%	77 13%
51-60g	34 3%	9 3%	24 3%	18 3%	10 4%	5 3%	32 4%	2 2% *	14 3%	21 3%
61-70g	11 1%	3 1%	7 1%	8 1%	2 1%	- -	9 1%	2 2% *	7 2%	4 1%
71-80g	32 3%	12 4%	20 3%	20 3%	8 4%	2 1%	30 3%	2 2% *	12 3%	20 3%
81-90g	7 1%	5 2%	2 *	4 1%	2 1%	1 1%	6 1%	1 1% *	4 1%	3 *
91-100g	37 4%	9 3%	27 4%	26 4%	5 2%	6 4%	31 3%	5 5% *	16 4%	21 4%
101g-250g	57 6%	19 7%	38 5%	32 6%	8 3%	15 10% E	52 6%	5 5% *	28 7%	29 5%
250g+	12 1%	2 1%	10 1%	5 1%	5 2%	1 1%	12 1%	- - *	4 1%	8 1%
Mean score	45.91	45.1	46.52	44.13	50.4	46.67	47.36	33.07	48.05	44.49
Standard Deviation	68.834	57.212	73.808	58.318	95.214	61.591	71.664	32.131	76.017	63.641
Standard Error	2.175	3.303	2.814	2.389	6.198	5.08	2.382	3.262	3.915	2.546

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%):
B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Correct number of grams - Sports drink=18g

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
0-10g	159 16%	35 16%	90 15%	70 17%	119 16%	97 18%	44 24% EH	40 15%
11-20g	190 19%	45 20%	107 18%	82 21%	131 18%	92 17%	28 15%	58 22%
21-30g	220 22%	56 25%	139 23%	81 20%	169 23%	126 24%	43 24%	51 19%
31-40g	123 12%	29 13%	76 13%	47 12%	88 12%	64 12%	21 12%	35 13%
41-50g	120 12%	20 9%	78 13%	42 11%	88 12%	65 12%	17 9%	32 12%
51-60g	34 3%	6 3%	21 4%	13 3%	28 4%	18 3%	4 2%	7 2%
61-70g	11 1%	4 2%	7 1%	4 1%	9 1%	4 1%	1 1%	2 1%
71-80g	32 3%	4 2%	20 3%	13 3%	22 3%	10 2%	2 1%	10 4%
81-90g	7 1%	2 1%	3 *	4 1%	5 1%	5 1%	- -	2 1%
91-100g	37 4%	6 3%	20 3%	17 4%	24 3%	16 3%	5 3%	13 5%
101g-250g	57 6%	16 7%	33 5%	24 6%	42 6%	26 5%	13 7%	16 6%
250g+	12 1%	1 *	8 1%	4 1%	9 1%	7 1%	1 1%	3 1%
Mean score	45.91	42.76	46.42	45.15	46.48	44.64	40.73	44.37
Standard Deviation	68.834	53.278	66.269	72.592	71.854	73.153	52.616	59.914
Standard Error	2.175	3.767	2.701	3.63	2.672	3.227	4.035	3.587

Weighted by: WEIGHT

Prepared by Kantar TNS
- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q105. Summary table: Thoughts on amount of sugar per drink

Base: All respondents

	Orange juice=30	Smoothie =28	Soft drink=35g	Diet drink=0g	Energy drink=55g	Sports drink=18g
Unweighted Base Base	1002 1002	1002 1002	1002 1002	1002 1002	1002 1002	1002 1002
0-10g	288 29%	270 27%	98 10%	614 61%	120 12%	159 16%
11-20g	242 24%	249 25%	121 12%	122 12%	128 13%	190 19%
21-30g	205 20%	233 23%	218 22%	115 11%	180 18%	220 22%
31-40g	95 9%	70 7%	174 17%	46 5%	135 13%	123 12%
41-50g	71 7%	71 7%	168 17%	44 4%	177 18%	120 12%
51-60g	19 2%	16 2%	43 4%	5 *	43 4%	34 3%
61-70g	4 *	4 *	12 1%	7 1%	17 2%	11 1%
71-80g	29 3%	35 3%	44 4%	9 1%	51 5%	32 3%
81-90g	3 *	2 *	11 1%	- -	8 1%	7 1%
91-100g	24 2%	31 3%	42 4%	17 2%	63 6%	37 4%
101g-250g	16 2%	17 2%	57 6%	15 1%	61 6%	57 6%
250g+	7 1%	4 *	14 1%	9 1%	20 2%	12 1%
Mean score	29.99	30.3	50.21	19.88	55.19	45.91
Standard Deviation	39.455	40.51	62.847	46.482	73.924	68.834
Standard Error	1.246	1.28	1.985	1.468	2.335	2.175

Weighted by: WEIGHT

Prepared by Kantar TNS

Q106: How many calories should an average man have per day?

Base: All respondents

	Gender		Age								Social Grade					No in HH				Children in HH			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	A8	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No	Yes	No
Overall/Total Base Size	1002	499	503	102	187	150	184	165	234	271	290	185	150	547	455	215	262	180	181	271	271	271	271
1	1	-	1	-	-	-	1%	-	-	-	-	-	-	1	-	1	-	1	-	-	-	-	1
2	4	3	1	-	2	-	-	2	-	1	1	2	1	3	1	1	2	-	2	2	-	-	2
3	1	1	-	1%	-	-	-	-	-	-	1%	1%	-	-	1%	1%	-	1%	-	1%	-	-	-
15	1	1	-	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	1
30	2	-	2	-	1%	-	-	-	-	-	-	1%	-	-	2	-	-	-	1%	1%	-	-	-
30	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	1
30	1	-	1	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-
33	1	1	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	1
100	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-
200	4	2	2	-	1%	1%	-	-	-	1	1	-	2	2	2	-	-	1%	1%	1%	-	-	-
250	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1
300	4	1	3	-	1%	1%	-	-	1	1%	-	1%	1	2	2	-	-	1%	-	1%	1%	-	2
360	1	-	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	1
400	2	2	-	-	1%	-	-	-	-	1	1	-	-	2	-	-	-	-	2	2	-	-	-
440	1	-	1	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	1
500	3	2	1	-	1%	-	-	-	-	1	-	-	1%	-	1	1	-	1	1	1	1	1	2
600	4	1	3	2	1	1	-	-	1	-	-	3	1	2	-	2	-	2	2	2	2	2	2
900	2	2	-	-	-	1	1	-	-	1	-	1	1	1	-	1	1	-	-	-	-	-	2
1000	8	7	1	-	1	2	1	1	3	-	2	5	1	2	6	1	4	3	-	3	5	-	5
1100	1	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	1
1200	14	10	4	-	1	5	3	4	3	4	2	5	7	7	5	6	1	2	1	13	-	-	13
1300	1	-	1	-	1%	-	-	-	-	-	-	-	1	-	1	-	-	-	1	1	-	-	-
1400	6	1	6	-	2	1	-	1	-	2	1	3	3	4	-	4	2	1	4	2	-	-	2
1500	26	15	20	6	1	5	7	6	11	12	14	4	7	26	10	5	23	3	5	8	27	-	-
1750	2	2	-	-	-	-	1	-	2	-	-	-	-	2	-	1	8	-	1	-	-	-	2
1800	13	7	6	1	3	1	1	2	5	5	4	1	2	9	11	4	4	3	2	4	9	-	-
1900	3	1	2	-	-	1%	-	-	1	-	-	1	2	1	2	1	-	-	-	-	-	-	1
1999	1	1	-	-	-	-	-	1	-	-	-	1	-	1	1	-	-	-	-	-	-	-	1
2000	165	68	97	37	21	21	23	27	39	52	36	27	50	80	77	38	61	28	37	42	123	-	-
2100	11	4	7	2	1	3	2	1	3	3	2	1	6	4	7	4	2	2	4	4	8	-	-
2122	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
2200	23	10	13	3	6	6	4	2	4	5	11	1	5	17	6	7	9	5	3	6	18	-	-
2226	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
2250	1	1	-	-	-	1%	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	1
2300	5	3	4	-	-	-	-	-	1	4	-	2	3	5	3	1	2	-	2	-	-	-	7
2350	1%	1%	1%	-	-	1%	-	1%	2%	-	1%	1%	-	1%	1%	-	1%	-	1%	1%	-	-	1%
2400	13	8	5	1	1	1	3	2	5	4	7	1	1	11	2	4	4	3	3	4	9	-	-
2450	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	0	1%	-	2%	2%	1%	1%	2%	2%	2%	1%	-	-
2500	28%	13%	17%	4%	20%	18%	16%	14%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%
2600	2	2	-	-	1	1	-	-	1	-	-	1	-	1	1	1	1	-	-	-	-	-	2
2700	9	4	5	-	-	-	1%	-	2	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
2750	1%	1%	1%	-	1%	1%	1%	-	1%	1%	2%	1%	-	1%	-	1%	1%	1%	1%	1%	-	-	-
2800	5	2	3	-	-	1	2	1	1	1	2	1	1	3	2	1	2	-	2	2	3	-	-
2900	1	1	-	-	-	1%	1%	1%	1%	-	1%	1%	-	-	-	-	-	-	-	-	-	-	-
3000	42	18	24	5	9	9	10	5	5	12	12	11	7	24	18	10	20	4	8	7	35	-	-
3100	4%	4%	5%	4%	5%	6%	6%	3%	2%	5%	4%	6%	3%	5%	4%	5%	5%	2%	4%	2%	5%	-	-
3200	3	2	1	-	-	-	-	-	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	3
3300	2	2	-	-	-	-	-	1	1	-	-	1	1	-	1	-	-	1	1	1	1	-	-
3400	7	3	4	-	2	1%	2	1	1	-	2	1	-	2	2	1	2	-	1	2	6	-	-
3500	2	2	-	-	1	1	-	-	-	-	-	1	1	1	2	-	-	-	2	2	-	-	-
3600	1%	1%	1%	-	1%	1%	-	-	1%	-	-	1%	-	-	-	-	-	-	1%	1%	-	-	-
3700	1%	1%	1%	-	1%	1%	1%	-	1%	1	1	1	3	2	1%	-	1%	-	1%	1%	-	-	-
3800	1	1	-	-	-	-	-	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1
3900	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1
4000	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Don't know	293	171	123	37	48	35	48	51	77	92	89	51	101	141	112	63	119	63	47	71	223	-	-
Net: Correct (2,300)	289	119	170	40	44	55	63	67	89	106	101	59	106	141	112	63	119	63	47	71	223	-	-
Mean score	2366.75	2335.48	2392.1	2108.68	2147.23	2234.42	2430.64	2450.3	2175.45	2243.08	2207.49	2401.14	2234.92	2221.81	2311.38	2171.61	2233.13	2336.97	2343.49	2372.81	2366.27	-	-
Standard Deviation	1274.72	1266.21	1282.63	720.944	824.825	714.941	1999.87	1876.1	725.803	604.151	654.026	2056.58	1513.89	628.276	1797.05	594.044	730.214	1707.81	1938.2	1740.58	1626.48	-	-
Standard Error	47.808	70.763	64.806	88.189	78.213	63.692	166.38	178.979	59.48	41.394	55.904	182.492	116.784	39.804	162.289	46.912	43.639	140.767	180.407	122.168	45.552	-	-

Q106: How many calories should an average man have per day?

Base: All respondents

		Area			Aware of FSS			Trust FSS			Resp for cooking/prep			Main concern				Any specific/ requested diet	
		Total	North	Central	South	Yes	No	A lot	A little	Neither/ or	At most	About half of time	None	Food safety				Any	None
														Eating a healthy diet	Not knowing what's healthy	Not having to afford healthy diet	Other		
Unweighted Base Area	1002	263	685	58	824	278	161	344	98	610	347	45	210	166	384	179	763	239	
1	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	
2	4	2	-	2	4	-	2	2	-	4	-	-	-	1	1	2	4	-	
	4	1%	-	2%	1%	-	1%	1%	-	1%	-	-	-	1%	-	1%	1%	-	
5	1	-	1	-	1	-	1	-	-	1	-	-	-	1	-	-	1	-	
	1	-	1	-	1	-	1	-	-	1	-	-	-	1	-	-	1	-	
15	1	-	1	-	1	-	-	-	-	1	-	-	1%	-	-	-	-	1	
	1	-	1	-	1	-	-	-	-	1	-	-	1%	-	-	-	-	1	
20	2	2	-	-	2	-	2	-	-	2	-	-	-	2	-	-	2	-	
	2	1%	-	-	2	-	2	-	-	2	-	-	-	1%	-	-	-	2	
30	1	-	1	-	1	-	-	1	-	1	-	-	-	-	1	-	1	-	
	1	-	1	-	1	-	-	1	-	1	-	-	-	-	1	-	1	-	
33	1	-	1	-	1	-	1	-	-	1	-	-	1	-	-	-	1	-	
	1	-	1	-	1	-	1	-	-	1	-	-	1	-	-	-	1	-	
100	1	-	1	-	1	-	1	-	-	1	-	-	-	1	-	-	1	-	
	1	-	1	-	1	-	1	-	-	1	-	-	-	1	-	-	1	-	
200	4	1	3	-	4	-	1	2	1%	1	3	1%	-	-	2	1	2	2	
	4	1	3	-	4	-	1%	2	1%	1	3	1%	-	-	2%	1%	2	1%	
250	1	-	1	-	1	-	1	-	-	1	-	-	-	-	1	-	1	-	
	1	-	1	-	1	-	1	-	-	1	-	-	-	-	1	-	1	-	
300	4	1	2	1	2	2	1	1	-	-	1%	-	1	1	1	1	4	-	
	4	1	2	1	2	2	1%	1	-	-	1%	-	1	1	1	1	4	-	
360	1	-	-	1	1	-	1	-	-	1	1	-	1	-	-	-	1	-	
	1	-	-	1	1	-	1	-	-	1	1	-	1	-	-	-	1	-	
400	2	1	1	1	2	-	2	-	-	2	-	-	1	1	1	2	3	-	
	2	1	1	1	2	-	2	-	-	2	-	-	1	1	1	2	3	-	
440	1	1	-	-	1	-	1	-	-	1	-	-	-	-	1	-	1	-	
	1	1	-	-	1	-	1	-	-	1	-	-	-	-	1	-	1	-	
500	3	-	3	-	2	1	2	-	-	3	-	-	1	-	2	-	3	-	
	3	-	3	-	2	1	2	-	-	3	-	-	1	-	2	-	3	-	
600	4	-	4	-	4	-	1	3	-	-	4	-	1	1	2	-	4	-	
	4	-	1%	-	1%	-	1%	1%	-	-	1%	-	-	1%	-	-	1%	-	
900	2	1	1	-	1	1	-	1	-	-	1	1	1	1%	-	-	1	1	
	2	1	1	-	1	1	-	1	-	-	1	1	1	1%	-	-	1	1	
1000	8	2	6	-	4	4	2	2	-	3	5	-	1	2	5	-	7	1	
	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	-	1%	1%	-	-	1%	1	
1100	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	
	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	
1200	14	2	11	1	9	5	2	6	1	10	3	1	2	-	6	5	12	2	
	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%	-	2%	3%	2%	2%	1%	1	
1300	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	1	
	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	1	
1400	6	3	4	-	4	3	1	2	1	4	2	-	1	-	4	2	6	-	
	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	-	
1500	26	10	23	3	24	12	4	17	4	22	12	1	10	3	15	8	28	8	
	4%	2%	4%	2%	4%	2%	1%	4%	2%	4%	2%	1%	2%	1%	2%	1%	4%	2%	
1750	2	1	1	-	1	1	-	1	-	1	1	-	-	1	1	-	1	1	
	1	1	1	-	1	1	-	1	-	1	1	-	-	1	1	-	1	1	
1800	12	5	8	-	9	3	2	5	3	9	4	-	3	2	6	2	10	3	
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	
1900	3	1	2	-	1	2	1	-	-	3	-	-	-	-	1	2	2	1	
	1	1	2	-	1	2	1	-	-	3	-	-	-	-	1	2	2	1	
1950	1	-	1	-	1	-	-	1	-	1	-	-	1	-	-	-	1	-	
	1	-	1	-	1	-	-	1	-	1	-	-	1	-	-	-	1	-	
2000	165	45	113	7	91	73	27	54	8	101	53	-	10	40	57	37	31	120	45
	16%	17%	17%	12%	15%	20%	17%	15%	8%	17%	15%	22%	16%	20%	15%	17%	17%	17%	15%
2100	11	2	9	1	8	3	2	7	-	9	2	-	1	3	4	4	10	1	-
	1%	1%	1%	1%	2%	1%	1%	1%	2%	1	2%	1%	1	2%	1%	2%	1%	1	-
2122	1	-	-	-	1	-	-	1	-	-	-	-	2%	-	-	-	-	1	-
	1	-	-	-	1	-	-	1	-	-	-	-	2%	-	-	-	-	1	-
2200	23	5	18	1	17	6	4	8	5	19	5	-	6	3	12	3	20	3	-
	2%	2%	2%	2%	1%	2%	3%	2%	5%	3%	1%	-	2%	2%	3%	1%	3%	1%	-
2220	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-
	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-
2250	1	-	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	1	-
	1	-	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-	1	-
2300	5	2	5	-	5	2	-	5	-	4	3	-	3	-	4	-	5	2	-
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	1%	-	-	1%	1%	-
2400	13	4	9	-	10	4	1	6	2	6	7	-	1	2	8	2	12	1	-
	1%	2%	1%	-	2%	1%	1%	2%	1%	2%	1%	-	1	2%	2%	1%	2%	1	-
2450	299	79	182	17	183	106	78	103	18	248	84	8	67	124	42	218	72	299	79
	29%	30%	28%	28%	31%	29%	28%	24%	30%	34%	31%	27%	18%	28%	29%	32%	27%	31%	24%
2600	2	1	1	-	1	1	1	-	-	1	-	1	-	-	2	-	8	1	-
	1	1	1	-	1	1	1	-	-	1	-	1	-	-	2	-	8	1	-
2700	9	3	5	1	5	3	3	3	-	5	1	-	3	1	4	-	5	2	-
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	-
2800	5	-	4	1	3	2	1	1	1	4	1	-	1	1	1	2	5	-	-
	1	-	1%	2%	1	1%	1%	1	1%	1%	1	-	1	1%	1	1%	1%	-	-
2900	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	1	-
	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	1	-
3000	42	11	29	2	24	19	9	14	1	26	14	2	13	7	13	9	25	17	-
	4%	4%	4%	4%	4%	4%	5%	5%	4%	1%	4%	4%	4%	5%	5%	3%	5%	4%	6%
3200	3	1	-	-	2	-	-	-	-	1	2	-	1	-	2	-	3	-	-
	1	1%	-	-	2	-	-	-	-	1	2	-	1	-	2	-	3	-	-
3300	2	-	1	1	2	-	-	2	-	1	1	-	-	2	-	-	1	1	-
	1	-	1	1	2	-	-	2	-	1	1	-	-	2	-	-	1	1	-
3500	7	1	5	-	5	-	3	3	1	2	5	1	1	2	3	1	16	1	-
	1%	1%	1%	2%	1%	1%	3%	1%	1%	2	5	1	1	2	3	1	16	1	-
4000	2	-	2	-	1	1	1	-	-	1	1	-	-	1	-	-	1	1	-
	1	-	2	-	1	1	1	-	-	1	1	-	-	1	-	-	1	1	-
5000	6	3	3	-	3	2	1	2	-	6	-	-	2	-	4	-	3	3	-
	1%	1%	1%	-	1%	1%	1%	1%	-	1%	-	-	2	-	1%	-	3	1%	-
6000	1	-	1	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-	-
	1	-	1	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-	-
20000	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-
	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-
25000	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-
	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-			

Q106: How many calories should an average man have per day?

Base: All respondents

	Suffer from respiratory/heart immunity type		Healthiness of food normally eat					Seriousness of obesity		Aware of Eatwell Guide	
	Total		Yes	No	Very/ quite healthy	Neither/ fair	Not very/ not at all	Serious	Not serious/DK	Yes	No/DK
	B	C	D	E	F	G	H	I	J		
Unweighted Base	1002	1002	688	314	186	230	147	161	277	655	347
	1002	295	592	303	155	232	133	152	400	602	
1	1	-	-	-	1	-	-	1	-	1	-
2	4	3	1	3	1	-	4	-	2	2	-
	+	1%	+	2%	+	-	+	-	+	+	+
5	1	1	-	-	-	1	1	-	1	-	-
	+	+	-	-	-	1%	-	-	-	-	-
15	1	1	-	1	-	-	1	-	-	1	-
	+	+	-	+	-	-	+	-	-	+	+
30	2	2	-	2	-	-	-	2	-	2	-
	+	1%	-	-	1%	-	-	2%	-	+	+
30	1	-	1	1	-	-	1	-	1	-	-
	+	-	+	+	-	-	+	-	+	+	+
33	1	1	-	1	-	-	1	-	1	-	-
	+	+	-	+	-	-	+	-	+	-	-
100	1	1	-	-	1	-	1	-	1	-	-
	+	+	-	-	+	-	+	-	+	-	-
200	4	1	3	2	2	-	3	-	2	2	-
	+	+	+	+	1%	-	1%	-	+	+	+
250	1	-	1	1	-	-	1	-	1	-	-
	+	-	+	+	-	-	+	-	+	-	-
300	4	-	3	2	2	-	3	1	2	1	-
	+	-	+	+	1%	-	1%	1%	+	+	+
360	1	-	1	1	-	-	1	-	-	1	-
	+	-	+	+	-	-	+	-	-	+	+
400	2	1%	-	2	-	-	2	-	2	-	-
	+	+	-	+	-	-	+	-	+	-	-
440	1	1	-	1	-	-	1	-	1	-	-
	+	+	-	+	-	-	+	-	+	-	-
500	3	1	2	2	-	1	3	-	2	1	-
	+	+	+	+	-	1%	+	-	+	+	+
600	4	2	2	3	1	-	4	-	4	-	-
	+	1%	+	+	+	-	+	-	1%	-	-
900	2	-	2	1	1	-	2	-	1	1	-
	+	-	+	+	-	-	+	-	+	+	+
1000	8	4	4	5	1	2	8	-	3	5	-
	1%	1%	1%	1%	+	1%	1%	-	1%	1%	-
1100	1	1	-	1	-	-	1	-	-	1	-
	+	+	-	+	-	-	+	-	-	+	+
1200	14	7	7	11	2	1	13	1	5	9	-
	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	-
1300	1	1	-	-	-	1	1	-	1	-	-
	+	+	-	-	-	1%	+	-	+	-	-
1400	6	2	4	5	-	2	5	1	4	2	-
	1%	1%	1%	1%	-	1%	1%	1%	1%	+	+
1500	26	8	27	22	10	4	33	4	19	17	-
	4%	2%	4%	4%	4%	4%	4%	5%	3%	3%	-
1750	2	1	1	1	-	1	2	-	-	2	-
	+	+	+	+	-	1%	+	-	-	+	+
1800	13	2	11	8	1	3	11	2	3	10	-
	1%	1%	2%	1%	+	2%	1%	2%	1%	2%	-
1900	3	-	3	1	1	-	2	1	-	3	-
	+	-	+	+	+	-	+	1%	-	+	+
1999	1	1	-	-	1	-	1	-	1	-	-
	+	+	-	-	+	-	+	-	+	-	-
2000	165	42	121	93	44	33	157	7	63	101	-
	16%	14%	12%	10%	10%	13%	17%	7%	16%	17%	-
2100	11	3	8	8	2	1	10	1	3	9	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
2132	8	-	1	1	-	1	1	-	1	-	-
	+	-	+	-	-	1%	-	1%	-	+	+
2200	23	7	14	13	3	7	21	2	9	14	-
	2%	2%	2%	2%	1%	5%	2%	2%	2%	2%	-
2220	8	-	+	+	-	+	1	-	-	1	-
	+	-	+	-	+	-	+	-	-	+	+
2250	1	-	1	1	-	-	1	-	-	1	-
	+	-	+	+	-	-	+	-	-	+	+
2300	2	1	6	5	-	1	7	-	2	5	-
	1%	+	1%	1%	-	+	1%	-	+	1%	-
2400	13	4	9	11	1	1	13	-	6	7	-
	1%	2%	1%	2%	+	1%	1%	-	2%	1%	-
2500	81	20	272	185	49	272	17	128	161		
	28%	28%	30%	29%	27%	31%	30%	10%	23%	23%	-
2600	2	1	1	1	1	-	8	-	-	2	-
	+	+	+	+	+	-	+	-	-	+	+
2650	9	3	9	4	-	3	9	-	3	5	-
	+	+	+	+	-	+	+	-	+	+	+
2700	1%	1%	1%	1%	-	2%	1%	-	1%	1%	-
2800	5	-	4	1	4	-	5	-	3	2	-
	+	-	1%	+	2%	-	1%	-	1%	+	+
2900	1	-	1	1	-	-	1	-	1	-	-
	+	-	+	+	-	-	+	-	+	-	-
3000	42	15	27	26	9	5	39	3	18	25	-
	4%	5%	4%	5%	4%	3%	4%	3%	4%	4%	-
3200	3	-	3	2	1	-	3	-	1	2	-
	+	-	+	+	-	-	+	-	+	+	+
3300	2	-	2	3	-	-	2	-	1	1	-
	+	-	+	+	-	-	+	-	+	+	+
3500	2	1	6	4	1	2	7	-	5	3	-
	1%	+	1%	1%	1%	1%	1%	-	1%	+	+
4000	2	1	1	1	-	1	2	-	1	1	-
	+	+	+	+	-	1%	+	-	+	+	+
5000	6	3	4	5	-	3	4	2	3	3	-
	1%	1%	1%	1%	-	2%	1%	2%	1%	+	+
6000	1	-	1	1	-	-	1	-	-	1	-
	+	-	+	+	-	-	+	-	-	+	+
20000	1	1	-	1	-	-	1	-	1	-	-
	+	+	-	+	-	-	+	-	+	-	-
25000	1	-	1	1	-	-	1	-	1	-	-
	+	-	+	+	-	-	+	-	+	-	-
Don't know	293	95	197	160	78	45	238	58	93	200	-
	29%	30%	29%	27%	23%	29%	26%	55%	27%	32%	-
Net: Correct (2,300)	289	81	208	172	65	49	272	57	128	161	-
	29%	28%	30%	29%	27%	31%	30%	10%	32%	27%	-
Mean score	2366.75	2312.53	2298.07	2301.07	2346.01	2303.53	2278.07	2102.36	2301.43	2340.26	-
											-
Standard Deviation	1274.72	1469.58	1173.12	1553.16	600.178	686.972	1294.19	963.377	1803.64	419.974	-
Standard Error	47.898	103.008	52.728	74.469	52.321	67.042	56.111	142.219	105.55	30.288	-

Prepared by Kantar TNS
Overall Sample used - Columns Totalled (5%): B/C/D/E/F/G/H/I/J Minimum Base: 30
(**): Small Base: 100 (7) - Columns Prepared - Columns Totalled (5%): B/C/D/E/F/G/H/I/J Minimum Base: 30 (**), Small Base: 100 (7) Continuity correction applied

Weighted by: WEIGHT

Q106: How many calories should an average man have per day?

Base: All respondents

		Response 15-44 15-2004		Response restrictions on calorically food (Q117)		Takeaway/home delivery p3m (Q218)					
		Total	N=1002	Yes	No/DK	Any	At least once a month	At least once a week			None
		B	C	D	E	F	G	H			
Strengthened Base		1002	1002	602	400	723	514	179	279		
Base		1002	224	801	801	723	514	179	279		
1		1	-	1	-	-	-	-	1		
2		4	1	4	-	2	2	2	2		
3		1	-	1	-	1	1	1	-		
4		1	-	1	-	1	1	1	-		
5		1	-	1	-	1	1	1	-		
15		1	-	1	-	1	1	1	-		
20		2	2	2	-	2	2	2	-		
30		1	1	1	-	1	1	1	-		
30		1	-	1	-	1	1	1	-		
33		1	-	1	-	1	1	1	-		
100		1	1	1	-	1	1	1	-		
100		1	-	1	-	1	1	1	-		
200		4	2	3	1	2	2	2	1		
200		1	-	1	-	1	1	1	-		
250		1	-	1	-	1	1	1	-		
300		4	1	2	2	2	2	2	-		
360		1	-	1	-	1	1	1	-		
400		2	-	2	-	2	2	2	-		
440		1	-	1	-	1	1	1	-		
500		3	1	2	1	2	2	2	-		
600		4	3	4	-	4	4	4	-		
600		1	-	1	-	1	1	1	-		
900		2	-	2	-	2	2	2	-		
1000		8	1	7	1	8	8	8	2		
1100		1	-	1	-	1	1	1	-		
1200		14	2	9	5	11	8	2	3		
1300		1	1	1	-	1	1	1	-		
1400		6	4	5	2	5	4	1	1		
1500		26	9	25	11	30	16	4	5		
1750		2	-	2	-	2	1	-	-		
1800		13	1	10	2	8	5	1	5		
1900		3	1	2	1	2	3	-	-		
1950		1	-	1	-	1	1	1	-		
2000		165	36	109	55	123	90	30	42		
2100		11	4	8	3	7	5	3	5		
2132		1	-	1	-	1	1	1	-		
2200		23	8	11	12	19	9	2	5		
2220		1	-	1	-	1	1	1	-		
2230		1	-	1	-	1	1	1	-		
2250		2	1	5	2	8	5	2	1		
2300		13	1	10	3	8	4	1	5		
2400		289	75	179	110	212	161	56	76		
2500		2	-	2	-	2	1	-	2		
2700		5	-	5	-	5	4	1	2		
2800		1	-	1	-	1	1	1	-		
2900		42	8	25	17	34	30	11	9		
3000		3	-	3	-	3	2	-	-		
3200		2	-	2	-	2	1	-	-		
3300		7	2	9	2	9	5	2	1		
4000		6	3	3	4	3	3	2	1		
5000		1	-	1	-	1	1	1	-		
6000		1	-	1	-	1	1	1	-		
10000		1	-	1	-	1	1	1	-		
20000		1	-	1	-	1	1	1	-		
25000		293	52	133	160	204	137	45	89		
Don't know		289	75	179	110	212	161	56	76		
Net: Correct (2,800)		2366.75	2176.00	2235.43	2288.82	2279.24	2192.66	2111.2	2229.87		
Mean score		1274.72	720.262	1303	626.507	1423.03	723.519	780.273	668.204		
Standard Deviation		47.806	59.058	69.328	40.357	62.165	37.018	69.851	48.854		
Standard Error											

Base: All respondents

Weighted by: WEIGHT

FIELDWORK : 18/06/2018 - 05/07/2018

	Total	Asia				Europe of EEC				Trans EEC				Rate for working group				Main content				Not used				Any specific/ required day			
		North	Central	South	East	Y	F	A	H	Influence	Africa	About last group	None	Food production	Not knowing about	Dating a date	Not used in affect day	P	Q	R	S	T	U	V	W	X	Y	Z	
Overweight Data	1002	261	440	94	628	278	163	144	98	610	247	45	150	169	240	179	103	20	20	20	20	20	20	20	20	20	20	20	
Base	100	25	40	10	60	25	15	15	10	60	25	5	15	15	20	15	10	2	2	2	2	2	2	2	2	2	2	2	
3	+	-	-	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
4	+	-	-	1	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
15	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
20	+	2	1	-	3	-	2	1	+	3	-	-	2	1	-	3	1	-	3	-	-	-	-	-	-	-	-	-	
33	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
100	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
150	+	3	1	2	1	-	-	1	+	2	-	-	1	1	-	1	1	-	1	1	-	-	-	-	-	-	-	-	
200	+	-	-	-	-	2	2	2	-	4	1	-	-	-	-	1	3	1	3	1	3	1	3	1	3	1	3	1	
250	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
320	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
400	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
500	+	3	2	1	-	3	-	2	1	+	3	-	-	2	1	-	3	1	-	3	-	-	-	-	-	-	-	-	
550	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
600	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
650	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
700	+	1	1	-	1	-	-	-	+	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
750	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
800	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
850	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
900	+	3	1	2	-	3	-	1	2	+	3	-	2	1	-	3	1	-	3	-	-	-	-	-	-	-	-	-	
950	+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1000	12	4	8	-																									

KANTAR TNS.

FIELDWORK : 18/06/2018 - 05/07/2018

Base: All respondents

Prepared by Kartar TNS
 Overlap Formula used - Column Means: Columns Tested (5%): $\frac{8}{(C,D)(E,F,G,H,I)} \frac{1}{2}$ Minimum Base: 30
 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): $\frac{8}{(C,D)(E,F,G,H,I)} \frac{1}{2}$ Minimum
 Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q107. How many calories should an average woman have per day?

Base: All respondents

	Total	Women 18-44 CAC200		Support restrictions on unhealthy food (Q17)		Takes away/home delivery plan (Q18)					
		At least once a week		Any		At least once a month		At least once a week		None	
		A	C	A	C	A	C	A	C	A	C
Unweighted Base	1000	368	600	600	720	114	176	176	216	216	216
Base	2	1	2	1	2	2	2	2	2	2	2
2	8	+	+	+	+	+	+	1%	+	+	+
4	8	-	+	-	+	-	+	1%	-	-	-
15	8	-	1	-	1	1	1	-	-	-	-
20	8	-	+	-	+	-	+	1%	-	-	-
30	8	-	1	-	1	1	1	-	-	-	-
100	8	1	1	-	1	1	1	1	1	-	-
150	8	+	+	-	+	+	+	1%	+	-	-
200	8	1	1	1	1	1	1	-	1	-	-
250	8	1	1	1	1	1	1	1%	1%	-	-
300	8	-	1	-	1	1	1	-	-	-	-
350	8	-	1	-	-	-	-	-	-	1	+
400	8	-	+	-	-	-	-	-	-	+	+
450	8	-	1	-	1	1	1	2	2	-	-
500	8	-	1	-	1	1	1	1%	1%	-	-
550	8	-	1	-	1	1	1	-	-	-	-
600	8	-	1	-	1	1	1	-	-	-	-
650	8	-	1	-	1	1	1	-	-	-	-
700	8	-	1	-	1	1	1	-	-	-	-
750	8	-	1	-	1	1	1	-	-	-	-
800	8	-	1	-	1	1	1	-	-	-	-
850	8	-	1	-	-	-	-	-	-	1	+
900	8	-	1	-	1	1	1	1%	1%	-	-
950	8	-	1	-	1	1	1	-	-	-	-
1000	8	-	1	-	1	1	1	-	-	-	-
1100	8	-	1	-	1	1	1	-	-	-	-
1200	8	-	1	-	1	1	1	-	-	-	-
1300	8	-	1	-	1	1	1	-	-	-	-
1400	8	-	1	-	1	1	1	-	-	-	-
1500	8	-	1	-	1	1	1	-	-	-	-
1600	8	-	1	-	1	1	1	-	-	-	-
1700	8	-	1	-	1	1	1	-	-	-	-
1800	8	-	1	-	1	1	1	-	-	-	-
1900	8	-	1	-	1	1	1	-	-	-	-
2000	8	-	1	-	1	1	1	-	-	-	-
2100	8	-	1	-	1	1	1	-	-	-	-
2200	8	-	1	-	1	1	1	-	-	-	-
2300	8	-	1	-	1	1	1	-	-	-	-
2400	8	-	1	-	1	1	1	-	-	-	-
2500	8	-	1	-	1	1	1	-	-	-	-
2600	8	-	1	-	1	1	1	-	-	-	-
2700	8	-	1	-	1	1	1	-	-	-	-
2800	8	-	1	-	1	1	1	-	-	-	-
2900	8	-	1	-	1	1	1	-	-	-	-
3000	8	-	1	-	1	1	1	-	-	-	-
3100	8	-	1	-	1	1	1	-	-	-	-
3200	8	-	1	-	1	1	1	-	-	-	-
3300	8	-	1	-	1	1	1	-	-	-	-
3400	8	-	1	-	1	1	1	-	-	-	-
3500	8	-	1	-	1	1	1	-	-	-	-
3600	8	-	1	-	1	1	1	-	-	-	-
3700	8	-	1	-	1	1	1	-	-	-	-
3800	8	-	1	-	1	1	1	-	-	-	-
3900	8	-	1	-	1	1	1	-	-	-	-
4000	8	-	1	-	1	1	1	-	-	-	-
4100	8	-	1	-	1	1	1	-	-	-	-
4200	8	-	1	-	1	1	1	-	-	-	-
4300	8	-	1	-	1	1	1	-	-	-	-
4400	8	-	1	-	1	1	1	-	-	-	-
4500	8	-	1	-	1	1	1	-	-	-	-
4600	8	-	1	-	1	1	1	-	-	-	-
4700	8	-	1	-	1	1	1	-	-	-	-
4800	8	-	1	-	1	1	1	-	-	-	-
4900	8	-	1	-	1	1	1	-	-	-	-
5000	8	-	1	-	1	1	1	-	-	-	-
5100	8	-	1	-	1	1	1	-	-	-	-
5200	8	-	1	-	1	1	1	-	-	-	-
5300	8	-	1	-	1	1	1	-	-	-	-
5400	8	-	1	-	1	1	1	-	-	-	-
5500	8	-	1	-	1	1	1	-	-	-	-
5600	8	-	1	-	1	1	1	-	-	-	-
5700	8	-	1	-	1	1	1	-	-	-	-
5800	8	-	1	-	1	1	1	-	-	-	-
5900	8	-	1	-	1	1	1	-	-	-	-
6000	8	-	1	-	1	1	1	-	-	-	-
6100	8	-	1	-	1	1	1	-	-	-	-
6200	8	-	1	-	1	1	1	-	-	-	-
6300	8	-	1	-	1	1	1	-	-	-	-
6400	8	-	1	-	1	1	1	-	-	-	-
6500	8	-	1	-	1	1	1	-	-	-	-
6600	8	-	1	-	1	1	1	-	-	-	-
6700	8	-	1	-	1	1	1	-	-	-	-
6800	8	-	1	-	1	1	1	-	-	-	-
6900	8	-	1	-	1	1	1	-	-	-	-
7000	8	-	1	-	1	1	1	-	-	-	-
7100	8	-	1	-	1	1	1	-	-	-	-
7200	8	-	1	-	1	1	1	-	-	-	-
7300	8	-	1	-	1	1	1	-	-	-	-
7400	8	-	1	-	1	1	1	-	-	-	-
7500	8	-	1	-	1	1	1	-	-	-	-
7600	8	-	1	-	1	1	1	-	-	-	-
7700	8	-	1	-	1	1	1	-	-	-	-
7800	8	-	1	-	1	1	1	-	-	-	-
7900	8	-	1	-	1	1	1	-	-	-	-
8000	8	-	1	-	1	1	1	-	-	-	-
8100	8	-	1	-	1	1	1	-	-	-	-
8200	8	-	1	-	1	1	1	-	-	-	-
8300	8	-	1	-	1	1	1	-	-	-	-
8400	8	-	1	-	1	1	1	-	-	-	-
8500	8	-	1	-	1	1	1	-	-	-	-
8600	8	-	1	-	1	1	1	-	-	-	-
8700	8	-	1	-	1	1	1	-	-	-	-
8800	8	-	1	-	1	1	1	-	-	-	-
8900	8	-	1	-	1	1	1	-	-	-	-
9000	8	-	1	-	1	1	1	-	-	-	-
9100	8	-	1	-	1	1	1	-	-	-	-
9200	8	-	1	-	1	1	1	-	-	-	-
9300	8	-	1	-	1	1	1	-	-	-	-
9400	8	-	1	-	1	1	1	-	-	-	-
9500	8	-	1	-	1	1	1	-	-	-	-
9600	8	-	1	-	1	1	1	-	-	-	-
9700	8	-	1	-	1	1	1	-	-	-	-
9800	8	-	1	-	1	1	1	-	-	-	-
9900	8	-	1	-	1	1	1	-	-	-	-
10000	8	-	1	-	1	1	1	-	-	-	-
10100	8	-	1	-	1	1	1	-	-	-	-
10200	8	-	1	-	1	1	1	-	-	-	-
10300	8	-	1	-	1	1	1	-	-	-	-
10400	8	-	1	-	1	1	1	-	-	-	-
10500	8	-	1	-	1	1	1	-	-	-	-
10600	8	-	1	-	1	1	1	-	-	-	-
10700	8	-	1	-	1	1	1	-	-	-	-
10800	8	-	1	-	1	1	1	-	-	-	-
10900	8	-	1	-	1	1	1	-	-	-	-
11000	8	-	1	-	1	1	1	-	-	-	-
11100	8	-	1	-	1	1	1	-	-	-	-
11200	8	-	1	-	1	1	1	-	-	-	-
11300	8	-	1	-	1	1	1	-	-	-	-
11400	8	-	1	-	1	1	1	-	-	-	-
11500	8	-	1	-	1	1	1	-	-	-	-
11600	8	-	1	-	1	1	1	-	-	-	-
11700	8	-	1	-	1	1	1	-	-	-	-
11800	8	-	1	-	1	1	1	-	-	-	-
11900	8	-	1	-	1	1	1	-	-	-	-
12000	8	-	1	-	1	1	1	-	-	-	-
12100	8	-	1	-	1	1	1	-	-	-	-
12200	8	-	1	-	1	1	1	-	-	-	-
12300	8	-	1	-	1	1	1	-	-	-	-
12400	8	-	1	-	1	1	1	-	-	-	-
12500	8	-	1	-	1	1	1	-	-	-	-
12600	8	-	1	-	1	1	1	-	-	-	-
12700	8	-	1	-	1	1	1	-	-	-	-
12800	8	-	1	-	1	1	1	-	-	-	-
12900	8	-	1	-	1	1	1	-	-	-	-
13000	8	-	1	-	1	1	1	-	-	-	-
13100	8	-	1	-	1	1	1	-	-	-	-
13200	8	-	1	-	1	1	1	-	-	-	-
13300	8	-	1	-	1	1	1	-	-	-	-
13400	8	-	1	-	1	1	1	-	-	-	-
13500	8	-	1	-	1	1	1	-	-	-	-
13600	8	-	1	-	1	1	1	-	-	-	-
13700	8	-	1	-	1	1	1	-	-	-	-
13800	8	-	1	-	1	1	1	-	-	-	-
13900	8	-	1	-	1	1	1	-	-	-	-
14000	8	-	1	-	1	1	1	-	-	-	-
14100	8	-	1	-	1	1	1	-	-	-	-
14200	8	-	1	-	1	1	1	-	-	-	-
14300	8	-	1	-	1	1	1	-	-	-	-
14400	8	-	1	-	1	1	1	-	-	-	-
14500	8	-	1	-	1	1	1	-	-	-	-

Q108. If you drink alcoholic drinks, are you aware of how many calories are in them ?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Yes	359 36%	149 31%	209 41% B	65 46% GHI*	66 41% HI	66 43% GHI	59 32%	38 25%	65 30%	106 42% MO	102 37% M	69 37%	81 28%	209 40% MO	150 32%	72 33%	121 31%	79 41% Q	86 43% Q	129 47% U	230 32%
Yes – every time I drink them	90 9%	42 9%	48 9%	16 12% *	14 9%	13 9%	21 11%	13 8%	14 6%	25 10%	28 10%	16 9%	20 7%	53 10%	37 8%	23 11% Q	20 5%	25 13% Q	22 11% Q	40 15% U	50 7%
Yes – some of the time when I drink them	269 27%	107 22%	162 31% B	48 34% GH*	52 33% GH	53 35% GHI	38 21%	26 17%	51 24%	81 32% MO	74 27%	52 28%	61 21%	155 30% M	113 24%	48 23%	101 26%	55 28%	64 32% P	89 32% U	180 25%
No – never think of the calories when I drink them	396 40%	231 47% C	165 32%	44 31% *	59 37%	54 36%	82 45% D	67 44%	91 41%	96 38%	117 42%	74 40%	110 38%	212 40%	184 39%	84 39%	165 42%	79 40%	68 34%	96 35%	300 41%
I don't drink alcoholic drinks	215 21%	91 19%	124 24% B	26 18% *	27 17%	28 18%	36 20%	42 28% E	57 26% E	43 17%	52 19%	38 20%	82 28% JKN	95 18%	120 25% JN	52 24% R	93 24% R	29 15%	41 20%	46 16%	170 23% T
Don't know	32 3%	17 3%	15 3%	6 5% *	7 5%	4 3%	5 3%	4 2%	6 3%	5 2%	5 2%	5 3%	17 6% KN	10 2%	22 5% N	7 3%	13 3%	7 4%	5 2%	7 2%	26 4%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 561

Tb T725

Q108. If you drink alcoholic drinks, are you aware of how many calories are in them ?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Yes	359 36%	95 36%	245 36%	19 33% *	260 41% F	99 26% F	80 49% I	147 42% I	26 27% *	217 36% L	133 38% L	9 19% *	79 31% M	61 37% M	154 40% M	61 33% M	282 40% R	77 26% R
Yes – every time I drink them	90 9%	21 8%	62 9%	7 12% *	77 12% F	13 4% F	39 24% HI	32 9% HI	5 5% *	68 11% KL	22 6% KL	- - *	20 8% KL	22 13% P	39 10% P	9 5% P	71 10% R	19 6% R
Yes – some of the time when I drink them	269 27%	74 28%	182 27%	12 21% *	183 29% F	86 23% F	41 25% G	115 33% G	21 22% *	149 25% J	111 31% J	9 19% *	59 23% J	39 24% J	115 30% J	52 28% J	211 30% R	58 19% R
No – never think of the calories when I drink them	396 40%	102 39%	275 40%	19 34% *	232 37% E	165 44% E	46 28% G	138 40% G	39 40% *	227 38% K	150 42% K	19 41% *	102 40% K	64 39% K	151 39% K	75 40% K	246 35% Q	150 50% Q
I don't drink alcoholic drinks	215 21%	56 21%	144 21%	16 27% *	118 19% E	97 26% E	31 19% G	56 16% G	25 26% H*	139 23% K	60 17% K	17 36% K*	62 24% K	33 20% K	72 19% K	46 25% K	156 22% R	59 20% R
Don't know	32 3%	9 3%	20 3%	3 5% *	18 3% F	14 4% F	6 4% G	6 2% G	6 6% *	19 3% K	11 3% K	2 4% *	10 4% K	8 5% K	9 2% K	4 2% K	19 3% R	13 4% R

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q108. If you drink alcoholic drinks, are you aware of how many calories are in them ?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Yes	359 36%	100 34%	256 37%	248 42% EF	70 30%	36 23%	335 37% H	24 23% *	196 49% J	162 27%
Yes – every time I drink them	90 9%	35 12%	55 8%	71 12% EF	13 6%	4 3%	82 9%	8 8% *	56 14% J	34 6%
Yes – some of the time when I drink them	269 27%	65 22%	201 29% B	176 30% F	57 24%	31 20%	253 28% H	15 15% *	140 35% J	128 21%
No – never think of the calories when I drink them	396 40%	109 37%	279 40%	212 36%	101 43%	72 46% D	354 39%	42 42% *	119 30%	277 46% I
I don't drink alcoholic drinks	215 21%	82 28% C	133 19%	110 19%	56 24%	43 28% D	192 21%	23 23% *	75 19%	141 23%
Don't know	32 3%	5 2%	25 4%	16 3%	9 4%	5 3%	20 2%	12 12% G*	10 3%	22 4%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q108. If you drink alcoholic drinks, are you aware of how many calories are in them ?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Yes	359 36%	100 45%	246 41%	112 28%	282 39%	216 41%	81 45%	76 28%
Yes – every time I drink them	90 9%	20 9%	63 10%	27 7%	68 9%	58 11%	33 18%	22 8%
Yes – some of the time when I drink them	269 27%	80 36%	183 30%	85 21%	215 29%	158 30%	48 27%	54 20%
No – never think of the calories when I drink them	396 40%	74 33%	218 36%	178 44%	295 40%	219 41%	68 38%	101 37%
I don't drink alcoholic drinks	215 21%	41 19%	128 21%	87 22%	138 19%	81 15%	26 15%	78 29%
Don't know	32 3%	8 4%	9 2%	23 6%	18 2%	14 3%	4 2%	14 5%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 564

Tb T728

Q115. How much do you agree or disagree that - Placing foods high in sugar, fat or salt next to checkouts means people buy more of these items than they would otherwise

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	699 70%	333 68%	366 71%	96 69% *	104 65%	100 66%	123 68%	109 72%	167 77% EF	175 70%	190 69%	134 72%	201 69%	364 69%	334 70%	151 70%	273 70%	129 66%	146 73%	194 70%	505 70%
Strongly agree (2)	271 27%	127 26%	143 28%	43 31% *	45 28%	30 20%	45 25%	43 29%	64 29% F	74 29%	68 25%	63 34% KMO	66 23%	141 27%	130 27% M	63 29%	109 28%	48 24%	51 26%	64 23%	207 29%
Agree (1)	428 43%	206 42%	222 43%	53 38% *	59 37%	70 46%	78 43%	66 43%	103 47%	101 40%	122 44%	70 38%	135 46%	223 42%	205 43%	89 41%	164 42%	81 42%	94 47%	130 47%	298 41%
Neither agree nor disagree (0)	182 18%	92 19%	90 17%	28 20% *	37 23% I	26 17%	34 19%	25 17%	32 14%	42 17%	53 19%	31 17%	55 19%	95 18%	86 18%	40 18%	73 19%	37 19%	32 16%	53 19%	128 18%
Net: Disagree	99 10%	51 10%	48 9%	13 10% *	15 9%	24 16% I	21 12% I	13 9%	12 6%	24 10%	28 10%	18 9%	29 10%	52 10%	47 10%	20 9%	35 9%	24 12%	20 10%	26 9%	74 10%
Disagree (-1)	77 8%	40 8%	37 7%	13 10% *	10 6%	18 12%	15 8%	9 6%	12 6%	18 7%	23 8%	15 8%	22 8%	40 8%	37 8%	16 7%	29 7%	15 8%	18 9%	20 7%	57 8%
Strongly disagree (-2)	22 2%	11 2%	11 2%	- - *	5 3% I	7 4% I	6 4% I	4 2%	- -	6 3%	5 2%	3 2%	7 3%	12 2%	10 2%	5 2%	7 2%	8 4%	2 1%	6 2%	16 2%
Don't know	23 2%	12 2%	11 2%	3 2% *	3 2%	2 1%	3 2%	4 2%	7 3%	9 4%	5 2%	3 2%	5 2%	14 3%	8 2%	4 2%	11 3%	5 3%	2 1%	4 1%	19 3%
Mean scores	0.87	0.84	0.89	0.92 *	0.83	0.66	0.79	0.92	1.04 F EFG	0.9	0.83	0.97	0.81	0.86	0.87	0.89	0.89	0.76	0.89	0.83	0.88
Standard Deviation	0.98	0.99	0.97	0.95 *	1.02	1.06	1.03	0.97	0.83	1	0.97	0.99	0.97	0.98	0.98	0.99	0.96	1.06	0.93	0.94	1
Standard Error	0.031	0.045	0.043	0.081	0.082	0.087	0.077	0.08	0.057	0.065	0.059	0.074	0.057	0.043	0.045	0.068	0.049	0.077	0.066	0.057	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 565

Tb T729

Q115. How much do you agree or disagree that - Placing foods high in sugar, fat or salt next to checkouts means people buy more of these items than they would otherwise

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	699 70%	187 72%	469 69%	43 75% *	450 72%	249 66%	129 80% I	253 73% I	54 57% *	418 69%	252 71%	29 64% *	174 69%	108 65%	283 73%	126 67%	528 75% R	170 57%
Strongly agree (2)	271 27%	71 27%	182 27%	18 31% *	178 28%	93 25%	69 43% HI	84 24%	20 21% *	163 27%	96 27%	12 26% *	62 24%	50 30%	103 27%	53 28%	220 31% R	50 17%
Agree (1)	428 43%	116 44%	288 42%	25 43% *	272 43%	156 42%	60 37% GI	169 49% GI	34 36% *	255 42%	156 44%	18 38% *	112 44%	59 35%	179 46% N	73 39%	308 44%	120 40%
Neither agree nor disagree (0)	182 18%	41 16%	132 19%	8 15% *	110 18%	71 19%	22 13% G*	62 18%	25 26% G*	114 19%	60 17%	8 16% *	43 17%	35 21%	69 18%	33 18%	106 15%	75 25% Q
Net: Disagree	99 10%	29 11%	65 10%	5 8% *	52 8%	47 13% E	10 6%	26 8%	12 13% *	59 10%	34 10%	6 13% *	28 11%	16 10%	31 8%	23 13%	59 8%	40 13% Q
Disagree (-1)	77 8%	21 8%	51 8%	5 8% *	42 7%	35 9%	6 4%	24 7%	10 10% *	46 8%	27 8%	4 9% *	22 8%	10 6%	29 7%	16 9%	51 7%	26 9%
Strongly disagree (-2)	22 2%	8 3%	14 2%	- - *	10 2%	12 3%	4 3%	3 1%	3 3% *	13 2%	7 2%	2 4% *	6 3%	6 4% O	2 *	7 4% O	8 1%	13 5% Q
Don't know	23 2%	4 1%	17 3%	1 2% *	15 2%	8 2%	1 1%	6 2%	4 4% *	12 2%	7 2%	4 8% *	9 3%	6 4%	4 1%	4 2%	10 1%	13 4% Q
Mean scores	0.87	0.86	0.86	1 *	0.93 F	0.77	1.14 HI	0.9 I	0.64 *	0.86	0.89	0.79 *	0.82	0.85	0.92	0.81	0.98 R	0.59
Standard Deviation	0.98	1.02	0.97	0.91	0.94	1.04	0.96	0.88	1.04	0.98	0.97	1.09	0.99	1.05	0.89	1.07	0.93	1.03
Standard Error	0.031	0.063	0.038	0.122	0.038	0.054	0.076	0.047	0.108	0.04	0.052	0.167	0.063	0.083	0.046	0.08	0.035	0.061

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 566

Tb T730

Q115. How much do you agree or disagree that - Placing foods high in sugar, fat or salt next to checkouts means people buy more of these items than they would otherwise

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	699 70%	211 72%	482 70%	440 75% E	136 58%	106 68%	663 74% H	36 35% *	299 75% J	400 66%
Strongly agree (2)	271 27%	85 29%	185 27%	176 30% E	45 19%	41 26%	260 29% H	11 10% *	122 31% J	148 25%
Agree (1)	428 43%	127 43%	297 43%	264 45%	92 39%	65 42%	403 45% H	25 25% *	177 44%	252 42%
Neither agree nor disagree (0)	182 18%	50 17%	125 18%	83 14%	71 30% DF	25 16%	151 17%	31 31% G*	59 15%	122 20% I
Net: Disagree	99 10%	28 9%	70 10%	51 9%	24 10%	22 14%	72 8%	27 27% G*	37 9%	62 10%
Disagree (-1)	77 8%	19 7%	58 8%	40 7%	19 8%	18 12%	59 7%	18 18% G*	30 8%	47 8%
Strongly disagree (-2)	22 2%	8 3%	13 2%	12 2%	5 2%	4 2%	12 1%	10 10% G*	7 2%	15 3%
Don't know	23 2%	6 2%	15 2%	12 2%	6 2%	3 2%	15 2%	7 7% G*	4 1%	18 3%
Mean scores	0.87	0.9	0.86	0.96 E	0.66	0.79	0.95 H	0.1 *	0.95 J	0.81
Standard Deviation	0.98	0.99	0.97	0.95	0.95	1.05	0.92	1.15	0.96	0.99
Standard Error	0.031	0.058	0.037	0.04	0.062	0.085	0.031	0.118	0.048	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 567

Tb T731

Q115. How much do you agree or disagree that - Placing foods high in sugar, fat or salt next to checkouts means people buy more of these items than they would otherwise

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	699 70%	147 66%	496 83% D	203 51%	516 70%	370 70%	134 75%	183 68%
Strongly agree (2)	271 27%	57 26%	216 36% D	55 14%	187 25%	139 26%	55 31%	84 31%
Agree (1)	428 43%	89 40%	280 47% D	148 37%	329 45% H	230 43%	78 44%	99 37%
Neither agree nor disagree (0)	182 18%	41 18%	69 12% C	112 28%	130 18%	91 17%	26 15%	51 19%
Net: Disagree	99 10%	31 14%	30 5% C	69 17%	73 10%	58 11%	14 8%	27 10%
Disagree (-1)	77 8%	24 11%	28 5% C	49 12%	58 8%	46 9%	11 6%	19 7%
Strongly disagree (-2)	22 2%	6 3%	2 * C	20 5% C	14 2%	12 2%	3 2%	8 3%
Don't know	23 2%	5 2%	6 1% C	17 4% C	15 2%	11 2%	5 3%	7 3%
Mean scores	0.87	0.77	1.14 D	0.44	0.86	0.84	0.99	0.89
Standard Deviation	0.98	1.05	0.82	1.05	0.96	1	0.94	1.03
Standard Error	0.031	0.071	0.034	0.054	0.036	0.044	0.071	0.064

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 568

Tb T732

Q115. How much do you agree or disagree that - Promotional offers on foods high in fat, sugar and salt should be banned

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	501 50%	246 50%	255 50%	69 49% *	79 50%	61 40%	86 48%	80 53% F	125 57% F	123 49%	151 55% M	102 55% MO	125 43%	275 52% M	226 48% M	107 50%	190 49%	96 49%	107 54%	147 53%	354 49%
Strongly agree (2)	206 21%	100 21%	106 21%	21 15% *	31 20%	31 20%	31 17%	37 25%	54 25%	60 24%	54 20%	40 21%	52 18%	115 22%	91 19%	52 24%	72 18%	34 17%	48 24%	58 21%	148 20%
Agree (1)	295 29%	146 30%	149 29%	47 34% F*	48 31% F	30 20%	55 30% F	43 29%	71 32% F	63 25%	97 35% JMN	62 33%	73 25%	160 30% J	135 28%	55 26%	118 30%	62 32%	59 29%	89 32%	206 28%
Neither agree nor disagree (0)	280 28%	144 29%	136 27%	44 31% *	42 26%	41 27%	57 32%	40 26%	56 26%	68 27%	67 24%	50 27%	96 33% KN	135 26%	145 31%	59 27%	118 30%	53 27%	51 25%	71 26%	209 29%
Net: Disagree	206 21%	90 19%	116 23%	26 19% *	35 22%	46 30% GHI	36 20%	29 19%	33 15%	56 22%	52 19%	33 18%	66 23%	108 20%	99 21%	45 21%	80 20%	41 21%	40 20%	57 20%	150 21%
Disagree (-1)	156 16%	64 13%	93 18% B	23 17% *	23 14%	35 23% GHI	26 14%	21 14%	28 13%	43 17%	40 14%	28 15%	46 16%	83 16%	74 15%	31 14%	62 16%	29 15%	35 18%	46 17%	110 15%
Strongly disagree (-2)	50 5%	27 6%	23 5%	3 2% *	12 8% I	11 7%	11 6%	8 5%	6 3%	13 5%	12 4%	5 3%	20 7%	25 5%	25 5%	15 7%	18 5%	12 6%	5 3%	11 4%	40 5%
Don't know	15 1%	8 2%	7 1%	1 1% *	2 1%	4 2%	2 1%	2 1%	4 2%	4 1%	6 2%	1 1%	4 1%	9 2%	5 1%	4 2%	4 1%	5 3%	2 1%	3 1%	12 2%
Mean scores	0.46	0.48	0.44	0.44 *	0.4	0.23	0.39	0.53 F	0.65 EFG	0.46	0.53 M	0.56 MO	0.31	0.5 M	0.41 M	0.47	0.42	0.4	0.56	0.5	0.44
Standard Deviation	1.14	1.13	1.14	1.01	1.19	1.23	1.11	1.17	1.07	1.19	1.1	1.07	1.15	1.14	1.13	1.2	1.1	1.14	1.12	1.12	1.14
Standard Error	0.036	0.051	0.051	0.086	0.095	0.101	0.083	0.096	0.073	0.076	0.067	0.079	0.068	0.05	0.052	0.083	0.056	0.083	0.079	0.068	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 569

Tb T733

Q115. How much do you agree or disagree that - Promotional offers on foods high in fat, sugar and salt should be banned

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	501 50%	132 50%	333 49%	37 64% C*	332 53% F	169 45%	105 65% HI	185 53% I	36 38% *	295 49%	188 53%	18 39% *	110 44%	88 53%	207 54% M	92 50%	392 56% R	109 36%
Strongly agree (2)	206 21%	54 21%	130 19%	22 39% BC*	139 22%	67 18%	66 41% HI	55 16%	14 14% *	130 22%	68 19%	7 16% *	42 16%	34 20%	86 22%	43 23%	179 25% R	27 9%
Agree (1)	295 29%	78 30%	203 30%	14 25% *	193 31%	102 27%	39 24%	130 37% GI	22 23% *	165 27%	119 34% J	11 23% *	69 27%	54 33%	121 31%	49 26%	213 30%	82 27%
Neither agree nor disagree (0)	280 28%	68 26%	201 29%	11 20% *	180 29%	101 27%	39 24%	95 27%	39 41% GH*	172 28%	90 26%	18 39% *	75 29%	40 24%	113 29%	47 25%	184 26%	96 32%
Net: Disagree	206 21%	62 24%	135 20%	9 16% *	107 17%	99 27% E	18 11%	64 18%	19 20% *	130 22%	69 19%	8 17% *	65 26% O	34 20%	64 17%	42 22%	122 17% Q	84 28%
Disagree (-1)	156 16%	43 17%	104 15%	9 16% *	81 13%	75 20% E	11 7%	56 16% G	11 11% *	100 17%	52 15%	4 9% *	50 20%	21 13%	55 14%	29 15%	99 14%	57 19%
Strongly disagree (-2)	50 5%	19 7%	31 5%	- * B	26 4%	24 6%	7 4%	8 2%	8 9% H*	30 5%	17 5%	4 8% *	15 6% O	12 7% O	9 2%	13 7% O	23 3%	28 9% Q
Don't know	15 1%	- -	15 2% B	- * B	8 1%	7 2%	- -	4 1%	1 1% *	6 1%	7 2%	2 5% *	4 1%	4 2%	2 *	5 3%	5 1%	9 3% Q
Mean scores	0.46	0.4	0.44	0.87 BC*	0.55 F	0.3	0.89 HI	0.49 I	0.23 *	0.44	0.49	0.32 *	0.29	0.47	0.57 M	0.45	0.61 R	0.08 Q
Standard Deviation	1.14	1.19	1.11	1.11	1.1	1.17	1.15	1.02	1.12	1.15	1.11	1.13	1.14	1.18	1.06	1.22	1.11	1.11
Standard Error	0.036	0.074	0.043	0.147	0.044	0.061	0.09	0.055	0.115	0.047	0.06	0.171	0.072	0.093	0.054	0.091	0.042	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q115. How much do you agree or disagree that - Promotional offers on foods high in fat, sugar and salt should be banned

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	501 50%	150 51%	344 50%	322 55% EF	102 43%	69 44%	478 53% H	23 23% *	229 57% J	272 45%
Strongly agree (2)	206 21%	69 23%	134 19%	144 25% E	31 13%	27 17%	197 22% H	9 9% *	100 25% J	106 18%
Agree (1)	295 29%	81 28%	209 30%	178 30%	71 30%	41 27%	281 31% H	14 14% *	128 32%	166 28%
Neither agree nor disagree (0)	280 28%	81 27%	194 28%	151 26%	79 33% D	44 28%	246 27%	34 34% *	98 25%	182 30%
Net: Disagree	206 21%	61 21%	145 21%	108 19%	50 21%	41 27% D	166 18%	40 40% G*	69 17%	137 23%
Disagree (-1)	156 16%	40 13%	117 17%	79 14%	42 18%	32 20%	132 15%	24 24% G*	53 13%	103 17%
Strongly disagree (-2)	50 5%	21 7%	28 4%	29 5%	9 4%	10 6%	34 4%	16 16% G*	16 4%	34 6%
Don't know	15 1%	4 1%	9 1%	5 1%	6 2%	2 1%	10 1%	4 4% *	4 1%	11 2%
Mean scores	0.46	0.47	0.45	0.57 EF	0.32	0.29	0.53 H	-0.25 *	0.61 J	0.35
Standard Deviation	1.14	1.2	1.11	1.15	1.04	1.17	1.1	1.17	1.12	1.13
Standard Error	0.036	0.07	0.042	0.048	0.068	0.094	0.037	0.119	0.056	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q115. How much do you agree or disagree that - Promotional offers on foods high in fat, sugar and salt should be banned

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	501 50%	101 45%	416 69%	84 21%	358 49%	254 48%	103 57%	143 53%
Strongly agree (2)	206 21%	38 17%	183 30%	23 6%	137 19%	98 19%	49 27%	69 26%
Agree (1)	295 29%	64 28%	233 39%	62 15%	221 30%	156 29%	53 30%	74 28%
Neither agree nor disagree (0)	280 28%	57 26%	132 22%	148 37%	210 29%	152 29%	41 23%	70 26%
Net: Disagree	206 21%	62 28%	51 8%	155 39%	154 21%	119 22%	34 19%	52 19%
Disagree (-1)	156 16%	47 21%	46 8%	110 27%	122 17%	92 17%	26 15%	34 13%
Strongly disagree (-2)	50 5%	14 6%	5 1%	45 11%	33 4%	27 5%	8 4%	18 7%
Don't know	15 1%	3 2%	2 *	13 3%	11 1%	5 1%	2 1%	4 1%
Mean scores	0.46	0.28	0.91	-0.24	0.43	0.39	0.62	0.54
Standard Deviation	1.14	1.17	0.95	1.04	1.11	1.13	1.16	1.2
Standard Error	0.036	0.079	0.039	0.053	0.041	0.049	0.087	0.074

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q115. How much do you agree or disagree that - Shops should not be allowed to place foods high in fat, sugar or salt next to checkouts

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	612 61%	285 58%	328 64%	84 60% *	93 59%	86 56%	111 61%	96 63%	142 65%	153 61%	166 60%	118 63%	176 60%	319 61%	293 62%	126 58%	241 61%	116 59%	130 65%	177 64%	435 60%
Strongly agree (2)	265 26%	128 26%	137 27%	38 27% *	47 29%	34 22%	42 23%	39 26%	65 30%	71 28%	72 26%	51 27%	71 25%	143 27%	122 26%	56 26%	102 26%	55 28%	52 26%	73 26%	192 26%
Agree (1)	348 35%	157 32%	190 37%	46 33% *	47 30%	52 34%	70 38%	56 37%	76 35%	83 33%	94 34%	67 36%	104 36%	176 33%	171 36%	70 33%	139 35%	60 31%	78 39%	104 38%	243 34%
Neither agree nor disagree (0)	236 24%	130 27% C	106 21%	35 25% *	39 25%	35 23%	42 23%	36 23%	50 23%	54 22%	70 25%	44 24%	69 24%	124 24%	112 24%	55 26%	94 24%	49 25%	39 20%	60 22%	176 24%
Net: Disagree	137 14%	63 13%	75 15%	20 14% *	24 15%	31 20% HI	22 12%	17 11%	24 11%	40 16%	35 13%	22 12%	41 14%	75 14%	63 13%	30 14%	52 13%	26 14%	30 15%	37 13%	100 14%
Disagree (-1)	104 10%	43 9%	61 12%	17 12% *	15 10%	23 15% H	15 8%	10 7%	23 10%	31 12%	26 9%	18 10%	29 10%	57 11%	47 10%	22 10%	40 10%	16 8%	27 13%	28 10%	75 10%
Strongly disagree (-2)	34 3%	19 4%	14 3%	3 2% *	8 5% I	8 5% I	7 4% I	7 4% I	1 *	9 3%	9 3%	4 2%	12 4%	18 3%	16 3%	8 4%	12 3%	11 6%	3 2%	9 3%	25 3%
Don't know	16 2%	11 2%	5 1%	1 1% *	2 1%	1 1%	6 3%	3 2%	3 1%	4 1%	5 2%	2 1%	5 2%	8 2%	7 2%	5 2%	6 1%	4 2%	1 *	2 1%	14 2%
Mean scores	0.72	0.69	0.74	0.72 *	0.69	0.53	0.7	0.75	0.85 F	0.71	0.72	0.77	0.68	0.71	0.72	0.68	0.73	0.7	0.75	0.74	0.71
Standard Deviation	1.08	1.08	1.07	1.06 *	1.15	1.14	1.05	1.07	0.99	1.11	1.07	1.03	1.08	1.09	1.06	1.09	1.06	1.14	1.04	1.06	1.08
Standard Error	0.034	0.05	0.047	0.09	0.092	0.093	0.079	0.087	0.067	0.071	0.065	0.076	0.064	0.048	0.049	0.075	0.054	0.083	0.074	0.064	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q115. How much do you agree or disagree that - Shops should not be allowed to place foods high in fat, sugar or salt next to checkouts

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	612 61%	164 63%	413 60%	35 62% *	404 65% F	208 55%	124 76% HI	224 65% I	48 50% *	377 63%	213 60%	22 48% *	148 58%	102 61%	248 64%	110 59%	467 66% R	146 49%
Strongly agree (2)	265 26%	65 25%	178 26%	22 38% *	179 29%	86 23%	76 47% HI	74 21%	25 26% *	164 27%	92 26%	9 19% *	51 20%	48 29% M	109 28% M	55 29% M	216 31% R	48 16%
Agree (1)	348 35%	98 38%	236 34%	14 24% *	226 36%	122 33%	48 30%	151 43% GI	23 24% *	213 35%	121 34%	14 30% *	97 38%	54 32%	139 36%	55 30%	251 36%	97 32%
Neither agree nor disagree (0)	236 24%	60 23%	160 23%	16 28% *	141 22%	96 25%	26 16%	80 23%	31 33% G*	139 23%	79 22%	18 39% JK*	55 21%	37 22%	95 25%	45 24%	148 21%	88 29% Q
Net: Disagree	137 14%	35 14%	96 14%	6 10% *	73 12%	65 17% E	13 8%	41 12%	14 15% *	80 13%	54 15%	4 8% *	45 18% O	24 15%	41 11%	26 14%	82 12%	55 18% Q
Disagree (-1)	104 10%	23 9%	75 11%	6 10% *	54 9%	50 13% E	9 5%	35 10%	7 8% *	60 10%	42 12%	2 4% *	35 14%	16 10%	33 8%	20 11%	67 9%	37 13%
Strongly disagree (-2)	34 3%	12 5%	21 3%	- - *	19 3%	15 4%	4 2%	6 2%	7 8% H*	20 3%	12 3%	2 4% *	11 4%	8 5%	8 2%	6 3%	16 2%	18 6% Q
Don't know	16 2%	2 1%	14 2%	- - *	9 1%	7 2%	- -	3 1%	2 2% *	6 1%	8 2%	2 5% *	6 2%	3 2%	2 1%	5 3%	6 1%	10 3% Q
Mean scores	0.72	0.7	0.71	0.89 *	0.8 F	0.58	1.13 HI	0.73	0.55 *	0.74	0.69	0.58 *	0.58	0.72	0.8 M	0.73	0.84 R	0.42
Standard Deviation	1.08	1.09	1.07	1.04	1.05	1.11	1.02	0.97	1.19	1.07	1.1	1	1.09	1.14	1.01	1.11	1.04	1.1
Standard Error	0.034	0.068	0.041	0.137	0.042	0.058	0.08	0.052	0.123	0.044	0.059	0.15	0.07	0.089	0.052	0.082	0.039	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q115. How much do you agree or disagree that - Shops should not be allowed to place foods high in fat, sugar or salt next to checkouts

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	612 61%	187 63%	420 61%	377 64% E	124 52%	96 62%	578 64% H	34 34% *	272 68% J	341 57%
Strongly agree (2)	265 26%	94 32% C	169 24%	172 29% E	41 17%	43 28% E	254 28% H	11 11% *	123 31% J	142 24%
Agree (1)	348 35%	94 32%	251 36%	205 35%	83 35%	52 34%	325 36% H	23 23% *	149 37%	198 33%
Neither agree nor disagree (0)	236 24%	62 21%	169 24%	133 23%	69 29%	32 20%	203 23%	33 32% G*	70 17%	166 28% I
Net: Disagree	137 14%	43 14%	92 13%	70 12%	38 16%	27 17%	108 12%	30 30% G*	54 14%	83 14%
Disagree (-1)	104 10%	31 11%	71 10%	52 9%	30 13%	21 14%	88 10%	16 16% *	45 11%	59 10%
Strongly disagree (-2)	34 3%	11 4%	21 3%	18 3%	8 3%	5 4%	20 2%	14 14% G*	10 2%	24 4%
Don't know	16 2%	3 1%	11 2%	6 1%	6 2%	2 1%	12 1%	4 4% *	4 1%	12 2%
Mean scores	0.72	0.78	0.7	0.79 E	0.51	0.7	0.79 H	0.02 *	0.83 J	0.64
Standard Deviation	1.08	1.12	1.05	1.06	1.04	1.13	1.03	1.2	1.06	1.08
Standard Error	0.034	0.066	0.04	0.044	0.068	0.091	0.035	0.122	0.053	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q115. How much do you agree or disagree that - Shops should not be allowed to place foods high in fat, sugar or salt next to checkouts

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	612 61%	133 59%	457 76%	156 39%	449 61%	328 62%	125 70%	163 61%
Strongly agree (2)	265 26%	58 26%	216 36%	49 12%	184 25%	132 25%	60 33%	81 30%
Agree (1)	348 35%	75 33%	241 40%	106 27%	265 36%	196 37%	65 36%	82 31%
Neither agree nor disagree (0)	236 24%	48 21%	107 18%	129 32%	168 23%	122 23%	33 18%	68 25%
Net: Disagree	137 14%	41 18%	33 6%	104 26%	103 14%	72 14%	19 11%	34 13%
Disagree (-1)	104 10%	33 15%	30 5%	74 19%	84 11%	55 10%	14 8%	20 7%
Strongly disagree (-2)	34 3%	8 4%	4 1%	30 7%	19 3%	17 3%	5 3%	14 5%
Don't know	16 2%	2 1%	4 1%	12 3%	13 2%	8 1%	3 2%	3 1%
Mean scores	0.72	0.64	1.06	0.18	0.71	0.71	0.91	0.74
Standard Deviation	1.08	1.13	0.89	1.12	1.05	1.06	1.04	1.13
Standard Error	0.034	0.076	0.036	0.057	0.039	0.046	0.079	0.069

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Tb T740

Q115. How much do you agree or disagree that - Standard portion sizes of items such as chocolate bars, savoury snacks, crisps, sweets, cakes, muffins should be reduced

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	413 41%	188 38%	226 44%	76 54% GHI*	65 41%	69 45%	71 39%	54 36%	78 36%	112 45% M	110 40%	88 48% MO	103 35%	222 42%	191 40% M	81 38%	151 39%	85 43%	96 48% Q	134 49% U	279 38%
Strongly agree (2)	128 13%	53 11%	75 15%	25 18% I*	24 15% I	24 16% I	24 13%	14 9%	18 8%	28 11%	34 12%	31 17%	35 12%	62 12%	66 14%	30 14%	40 10%	24 13%	34 17% Q	39 14%	89 12%
Agree (1)	285 28%	135 28%	151 29%	51 36% *	42 26%	45 30%	47 26%	40 27%	60 28%	84 34% MO	76 28%	57 31%	68 23%	160 30% M	125 26%	52 24%	111 28%	60 31%	62 31% U	95 34% U	190 26%
Neither agree nor disagree (0)	307 31%	161 33%	146 28%	29 21% *	52 33%	37 24%	61 33% D	53 35% DF	75 34% DF	62 25%	88 32%	58 32%	99 34% J	149 28%	158 33% J	69 32%	124 32%	59 30%	55 27%	81 29%	226 31%
Net: Disagree	257 26%	126 26%	131 25%	28 20% *	37 23%	44 29%	48 26%	40 27%	60 28%	69 28%	70 25%	36 19%	82 28% L	139 27%	118 25% L	59 27%	105 27%	48 24%	46 23%	59 21%	198 27%
Disagree (-1)	195 19%	89 18%	106 21%	22 15% *	24 15%	35 23%	36 20%	27 18%	51 23%	49 20%	55 20%	28 15%	63 22%	105 20%	91 19%	43 20%	81 21%	36 19%	34 17%	44 16%	151 21%
Strongly disagree (-2)	62 6%	37 8%	25 5%	6 4% *	12 8%	10 6%	12 7%	13 9%	9 4%	20 8%	15 5%	8 4%	19 7%	35 7%	27 6%	16 7%	23 6%	11 6%	12 6%	15 5%	47 6%
Don't know	24 2%	12 3%	12 2%	7 5% *	4 2%	2 1%	2 1%	4 3%	6 3%	7 3%	8 3%	3 2%	6 2%	15 3%	9 2%	6 3%	12 3%	3 2%	3 2%	2 1%	22 3%
Mean scores	0.23	0.16	0.29	0.51 GHI*	0.26	0.26	0.2	0.1	0.12	0.21	0.22	0.42 MNO	0.13	0.21	0.24 M	0.17	0.17	0.26	0.37 Q	0.36 U	0.17
Standard Deviation	1.1	1.1	1.11	1.11	1.14	1.17	1.11	1.09	1.01	1.14	1.08	1.08	1.1	1.11	1.1	1.14	1.07	1.09	1.13	1.08	1.11
Standard Error	0.035	0.05	0.049	0.096	0.092	0.095	0.083	0.089	0.069	0.073	0.066	0.08	0.065	0.049	0.051	0.079	0.055	0.079	0.081	0.065	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 577

Tb T741

Q115. How much do you agree or disagree that - Standard portion sizes of items such as chocolate bars, savoury snacks, crisps, sweets, cakes, muffins should be reduced

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	413 41%	118 45%	267 39%	29 51% *	297 47% F	117 31%	96 59% I	173 50% I	23 24% *	255 42% L	146 41%	12 25% *	98 39%	65 39%	170 44%	77 41%	339 48% R	75 25%
Strongly agree (2)	128 13%	40 15%	82 12%	7 11% *	96 15% F	32 9%	47 29% HI	43 12%	5 5% *	88 15%	36 10%	5 11% *	30 12%	25 15%	47 12%	26 14%	111 16% R	17 6%
Agree (1)	285 28%	78 30%	185 27%	22 39% *	200 32% F	85 23%	50 31%	130 37% I	18 19% *	168 28%	111 31% L	7 15% *	67 27%	40 24%	123 32%	51 27%	227 32% R	58 19%
Neither agree nor disagree (0)	307 31%	68 26%	225 33% B	14 25% *	187 30%	120 32%	41 25%	102 29%	39 41% GH*	187 31%	107 30%	13 28% *	75 30%	46 27%	123 32%	60 32%	195 28%	113 38% Q
Net: Disagree	257 26%	70 27%	175 26%	13 22% *	128 20%	129 34% E	25 16%	63 18%	32 34% GH*	152 25%	88 25%	17 36% *	70 28%	50 30%	89 23%	46 25%	160 23% Q	97 33% Q
Disagree (-1)	195 19%	49 19%	135 20%	11 19% *	96 15%	99 26% E	16 10%	56 16%	18 19% *	115 19%	70 20%	10 22% *	48 19%	36 22%	76 20%	34 18%	125 18%	70 23%
Strongly disagree (-2)	62 6%	21 8%	39 6%	2 3% *	32 5%	30 8%	9 6% H	7 2%	14 15% GH*	37 6%	19 5%	6 14% *	22 9% O	14 9% O	12 3%	12 7%	35 5%	27 9% Q
Don't know	24 2%	6 2%	17 3%	1 2% *	14 2%	10 3%	- -	10 3%	1 1% *	8 1%	12 3%	5 10% J*	10 4% O	6 3%	4 1%	3 2%	11 2%	14 5% Q
Mean scores	0.23	0.26	0.2	0.37 *	0.38 F	-0.03	0.66 HI	0.43 I	-0.2 *	0.26 L	0.22	-0.15 *	0.15	0.16	0.3	0.24	0.37 R	-0.12
Standard Deviation	1.1	1.18	1.08	1.04	1.09	1.09	1.16	0.98	1.07	1.12	1.06	1.23	1.15	1.2	1.03	1.11	1.1	1.03
Standard Error	0.035	0.074	0.042	0.138	0.044	0.057	0.091	0.053	0.11	0.046	0.057	0.19	0.074	0.094	0.053	0.082	0.042	0.061

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 578

Tb T742

Q115. How much do you agree or disagree that - Standard portion sizes of items such as chocolate bars, savoury snacks, crisps, sweets, cakes, muffins should be reduced

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	413 41%	123 42%	285 41%	275 47% E	69 29%	62 40% E	390 43% H	24 23% *	217 54% J	197 33%
Strongly agree (2)	128 13%	46 15%	82 12%	90 15% E	15 6%	22 14% E	119 13%	10 9% *	80 20% J	48 8%
Agree (1)	285 28%	78 26%	204 29%	185 32% E	55 23%	40 25%	271 30% H	14 14% *	136 34% J	149 25%
Neither agree nor disagree (0)	307 31%	88 30%	212 31%	158 27% DF	99 42% DF	43 28%	278 31%	29 29% *	105 26%	202 34% I
Net: Disagree	257 26%	81 27%	175 25%	141 24%	61 26%	49 31%	215 24%	42 41% G*	69 17%	188 31% I
Disagree (-1)	195 19%	57 19%	138 20%	105 18%	49 21%	39 25%	173 19%	22 22% *	52 13%	143 24% I
Strongly disagree (-2)	62 6%	24 8%	37 5%	36 6%	12 5%	10 6%	43 5%	19 19% G*	17 4%	45 8% I
Don't know	24 2%	4 1%	19 3%	11 2%	8 4%	2 1%	18 2%	6 6% G*	9 2%	15 3%
Mean scores	0.23	0.22	0.23	0.33 E	0.05	0.17	0.28 H	-0.29 *	0.54 J	0.02
Standard Deviation	1.1	1.17	1.08	1.13	0.96	1.15	1.07	1.24	1.09	1.07
Standard Error	0.035	0.069	0.042	0.047	0.063	0.093	0.036	0.127	0.055	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 579
Tb T743

Q115. How much do you agree or disagree that - Standard portion sizes of items such as chocolate bars, savoury snacks, crisps, sweets, cakes, muffins should be reduced

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	413 41%	101 45%	327 54% D	86 22%	307 42%	234 44%	95 53% EH	106 40%
Strongly agree (2)	128 13%	40 18%	107 18% D	21 5%	95 13%	80 15%	41 23% EFH	33 12%
Agree (1)	285 28%	61 27%	220 37% D	65 16%	212 29%	154 29%	54 30%	73 27%
Neither agree nor disagree (0)	307 31%	57 26%	154 26% C	153 38% C	226 31%	158 30%	43 24%	81 30%
Net: Disagree	257 26%	59 26%	111 18% C	146 37% C	185 25%	130 25%	39 22%	72 27%
Disagree (-1)	195 19%	46 21%	92 15% C	103 26% C	145 20%	101 19%	29 16%	50 19%
Strongly disagree (-2)	62 6%	13 6%	19 3% C	43 11% C	40 5%	29 6%	10 5%	22 8%
Don't know	24 2%	7 3%	9 1% C	15 4% C	15 2%	7 1%	3 2%	9 3%
Mean scores	0.23	0.32	0.52 D	-0.21	0.25	0.3	0.49 EH	0.18
Standard Deviation	1.1	1.17	1.05	1.03	1.09	1.11	1.18	1.14
Standard Error	0.035	0.079	0.043	0.053	0.041	0.049	0.089	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q115. Summary: Agreement with statements about food and drink in the shops**Base: All respondents**

	Placing foods high in sugar, fat or salt next to checkouts means people buy more of these items than they would otherwise	Promotional offers on foods high in fat, sugar and salt should be banned	Shops should not be allowed to place foods high in fat, sugar or salt next to checkouts	Standard portion sizes of items such as chocolate bars, savoury snacks, crisps, sweets, cakes, muffins should be reduced
Unweighted Base	1002	1002	1002	1002
Base	1002	1002	1002	1002
Net: Agree	699	501	612	413
	70%	50%	61%	41%
Strongly agree (2)	271	206	265	128
	27%	21%	26%	13%
Agree (1)	428	295	348	285
	43%	29%	35%	28%
Neither agree nor disagree (0)	182	280	236	307
	18%	28%	24%	31%
Net: Disagree	99	206	137	257
	10%	21%	14%	26%
Disagree (-1)	77	156	104	195
	8%	16%	10%	19%
Strongly disagree (-2)	22	50	34	62
	2%	5%	3%	6%
Don't know	23	15	16	24
	2%	1%	2%	2%
Mean scores	0.87	0.46	0.72	0.23
Standard Deviation	0.98	1.14	1.08	1.1
Standard Error	0.031	0.036	0.034	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Q115. Mean score summary table: Agreement with statements about food and drink in the shops

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Placing foods high in sugar, fat or salt next to checkouts means people buy more of these items than they would otherwise	0.87	0.84	0.89	0.92	0.83	0.66	0.79	0.92	1.04	0.9	0.83	0.97	0.81	0.86	0.87	0.89	0.89	0.76	0.89	0.83	0.88
				*				F	EFG												
Promotional offers on foods high in fat, sugar and salt should be banned	0.46	0.48	0.44	0.44	0.4	0.23	0.39	0.53	0.65	0.46	0.53	0.56	0.31	0.5	0.41	0.47	0.42	0.4	0.56	0.5	0.44
				*				F	EFG		M	MO		M	M						
Shops should not be allowed to place foods high in fat, sugar or salt next to checkouts	0.72	0.69	0.74	0.72	0.69	0.53	0.7	0.75	0.85	0.71	0.72	0.77	0.68	0.71	0.72	0.68	0.73	0.7	0.75	0.74	0.71
				*					F												
Standard portion sizes of items such as chocolate bars, savoury snacks, crisps, sweets, cakes, muffins should be reduced	0.23	0.16	0.29	0.51	0.26	0.26	0.2	0.1	0.12	0.21	0.22	0.42	0.13	0.21	0.24	0.17	0.17	0.26	0.37	0.36	0.17
				GHI*								MNO			M				Q	U	

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q115. Mean score summary table: Agreement with statements about food and drink in the shops

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Placing foods high in sugar, fat or salt next to checkouts means people buy more of these items than they would otherwise	0.87	0.86	0.86	1	0.93	0.77	1.14	0.9	0.64	0.86	0.89	0.79	0.82	0.85	0.92	0.81	0.98	0.59
				*	F		HI	I	*			*					R	
Promotional offers on foods high in fat, sugar and salt should be banned	0.46	0.4	0.44	0.87	0.55	0.3	0.89	0.49	0.23	0.44	0.49	0.32	0.29	0.47	0.57	0.45	0.61	0.08
				BC*	F		HI	I	*			*			M		R	
Shops should not be allowed to place foods high in fat, sugar or salt next to checkouts	0.72	0.7	0.71	0.89	0.8	0.58	1.13	0.73	0.55	0.74	0.69	0.58	0.58	0.72	0.8	0.73	0.84	0.42
				*	F		HI		*			*			M		R	
Standard portion sizes of items such as chocolate bars, savory snacks, crisps, sweets, cakes, muffins should be reduced	0.23	0.26	0.2	0.37	0.38	-0.03	0.66	0.43	-0.2	0.26	0.22	-0.15	0.15	0.16	0.3	0.24	0.37	-0.12
				*	F		HI	I	*	L		*					R	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q115. Mean score summary table: Agreement with statements about food and drink in the shops

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Placing foods high in sugar, fat or salt next to checkouts means people buy more of these items than they would otherwise	0.87	0.9	0.86	0.96	0.66	0.79	0.95	0.1	0.95	0.81
				E			H	*	J	
Promotional offers on foods high in fat, sugar and salt should be banned	0.46	0.47	0.45	0.57	0.32	0.29	0.53	-0.25	0.61	0.35
				EF			H	*	J	
Shops should not be allowed to place foods high in fat, sugar or salt next to checkouts	0.72	0.78	0.7	0.79	0.51	0.7	0.79	0.02	0.83	0.64
				E			H	*	J	
Standard portion sizes of items such as chocolate bars, savoury snacks, crisps, sweets, cakes, muffins should be reduced	0.23	0.22	0.23	0.33	0.05	0.17	0.28	-0.29	0.54	0.02
				E			H	*	J	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q115. Mean score summary table: Agreement with statements about food and drink in the shops

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Placing foods high in sugar, fat or salt next to checkouts means people buy more of these items than they would otherwise	0.87	0.77	1.14 D	0.44	0.86	0.84	0.99	0.89
Promotional offers on foods high in fat, sugar and salt should be banned	0.46	0.28	0.91 D	-0.24	0.43	0.39	0.62 EF	0.54
Shops should not be allowed to place foods high in fat, sugar or salt next to checkouts	0.72	0.64	1.06 D	0.18	0.71	0.71	0.91 EF	0.74
Standard portion sizes of items such as chocolate bars, savoury snacks, crisps, sweets, cakes, muffins should be reduced	0.23	0.32	0.52 D	-0.21	0.25	0.3	0.49 EH	0.18

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q115. Number of statements about food and drink in the shops agreed with

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
None	186 19%	95 19%	91 18%	24 17% *	33 21%	39 26% GI	28 16%	28 18%	34 15%	39 16%	48 17%	31 17%	68 23% JN	87 16%	99 21%	46 21%	73 19%	34 17%	33 17%	47 17%	139 19%
1	138 14%	77 16%	62 12%	10 7% *	21 13%	16 10%	37 20% DF	23 15%	31 14%	43 17%	36 13%	25 13%	34 12%	79 15%	59 12%	30 14%	57 14%	32 17%	19 10%	33 12%	105 14%
2	209 21%	92 19%	117 23%	36 25% *	35 22%	32 21%	40 22%	30 20%	37 17%	45 18%	62 22%	35 19%	68 23%	106 20%	103 22%	41 19%	82 21%	45 23%	41 21%	57 21%	151 21%
3	206 21%	106 22%	100 19%	38 27% F*	26 17%	23 15%	30 17%	27 18%	61 28% EFGH	64 26% LMO	62 23%	32 17%	47 16%	127 24% MO	79 17%	40 19%	87 22%	31 16%	47 23%	53 19%	153 21%
4	263 26%	118 24%	145 28%	33 23% *	43 27%	41 27%	46 26%	44 29%	56 26%	60 24%	68 25%	63 34% JKN	73 25%	127 24%	136 29%	59 27%	93 24%	52 27%	59 30%	86 31% U	177 24%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q115. Number of statements about food and drink in the shops agreed with

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
None	186 19%	46 17%	133 19%	7 13% *	104 17%	83 22% E	18 11%	48 14%	31 33% GH*	111 18%	62 18%	13 28% *	51 20%	34 21%	56 15%	44 24% O	100 14%	87 29% Q
1	138 14%	37 14%	95 14%	6 10% *	77 12%	62 16%	14 8%	45 13%	13 13% *	81 13%	48 14%	9 19% *	40 16%	22 13%	55 14%	17 9%	85 12%	53 18% Q
2	209 21%	52 20%	147 22%	9 16% *	128 20%	80 21%	25 15%	77 22%	23 24% *	132 22%	68 19%	8 18% *	51 20%	32 19%	84 22%	39 21%	145 21%	64 21%
3	206 21%	46 18%	139 20%	20 35% BC*	123 20%	82 22%	32 20%	78 22% I	12 12% *	112 19%	85 24%	9 19% *	58 23%	35 21%	77 20%	34 18%	143 20%	63 21%
4	263 26%	80 31%	169 25%	15 26% *	195 31% F	68 18%	74 45% HI	101 29% I	17 18% *	166 28%	90 25%	7 16% *	53 21%	43 26%	113 29% M	52 28%	231 33% R	33 11%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q115. Number of statements about food and drink in the shops agreed with

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
None	186 19%	46 16%	136 20%	81 14%	69 29% D	31 20%	135 15%	51 51% G*	55 14%	131 22% I
1	138 14%	49 17%	87 13%	84 14%	32 13%	19 12%	124 14%	14 14% *	38 10%	100 17% I
2	209 21%	65 22%	140 20%	115 20%	51 21%	38 24%	194 22%	15 15% *	77 19%	132 22%
3	206 21%	48 16%	156 23% B	121 21%	44 19%	35 23%	194 22% H	12 12% *	95 24%	111 18%
4	263 26%	87 29%	174 25%	184 31% EF	41 17%	33 21%	254 28% H	9 9% *	135 34% J	128 21%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q115. Number of statements about food and drink in the shops agreed with

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
None	186 19%	52 23%	34 6%	152 38% C	134 18%	97 18%	27 15%	52 19%
1	138 14%	17 8%	58 10%	81 20% C	107 15%	79 15%	16 9%	31 12%
2	209 21%	55 25%	117 20%	91 23%	150 20%	103 19%	36 20%	59 22%
3	206 21%	41 18%	164 27% D	42 10%	149 20%	102 19%	30 17%	57 21%
4	263 26%	58 26%	228 38% D	35 9%	194 26%	148 28%	69 39% EFH	69 26%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q117. How easy or difficult is it for you to eat healthily outside the home?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Easy	586 59%	313 64% C	274 53%	63 45% *	88 55%	90 59% D	107 59% D	86 57%	152 70% DEFGH	157 63%	162 59%	108 58%	159 55%	319 61%	267 56%	132 61% S	247 63% S	110 57%	98 49%	157 57%	429 59%
Very easy	113 11%	57 12%	57 11%	12 9% *	18 11%	17 11%	19 10%	23 15%	24 11%	33 13%	31 11%	20 11%	28 10%	64 12%	49 10%	36 17% S	43 11%	22 12%	12 6%	29 10%	84 12%
Quite easy	473 47%	256 52% C	217 42%	51 36% *	69 44%	73 48%	88 48%	63 42%	129 59% DEFGH	124 49%	131 47%	88 47%	131 45%	255 48%	218 46%	96 44%	204 52%	88 45%	86 43%	128 46%	345 48%
Net: Difficult	416 41%	175 36%	240 47% B	77 55% FGI*	71 45% I	62 41% I	75 41% I	66 43% I	66 30%	93 37%	114 41%	77 42%	131 45%	207 39%	209 44%	84 39%	145 37%	84 43%	102 51% PQ	120 43%	296 41%
Quite difficult	343 34%	149 31%	193 38% B	56 40% I*	58 37%	54 36%	60 33%	55 36%	60 27%	84 33%	94 34%	60 32%	106 36%	178 34%	165 35%	66 30%	119 30%	76 39% Q	83 41% PQ	97 35%	246 34%
Very difficult	73 7%	26 5%	47 9% B	21 15% FI*	13 8%	8 5%	15 8% I	11 7%	6 3%	10 4%	20 7%	18 10% J	26 9% J	29 6%	43 9% JN	18 8%	27 7%	8 4%	20 10%	22 8%	51 7%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 590

Tb T754

Q117. How easy or difficult is it for you to eat healthily outside the home?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Easy	586 59%	159 61%	393 57%	34 59% *	372 59%	215 57%	104 64%	197 57%	57 60% *	362 60%	198 56%	26 56% *	139 55%	102 62% P	246 64% MP	92 49%	388 55%	198 66% Q
Very easy	113 11%	30 11%	74 11%	9 16% *	83 13% F	30 8%	34 21% HI	32 9%	10 11% *	81 13% K	29 8%	3 6% *	25 10%	21 13%	49 13%	17 9%	78 11%	35 12%
Quite easy	473 47%	129 49%	319 47%	25 44% *	288 46%	185 49%	69 43%	165 47%	47 50% *	281 47%	169 48%	23 50% *	114 45%	81 49%	197 51% P	75 40%	310 44%	163 55% Q
Net: Difficult	416 41%	102 39%	291 43%	23 41% *	255 41%	161 43%	59 36%	151 43%	38 40% *	240 40%	155 44%	20 44% *	114 45% O	64 38%	139 36%	94 51% NO	315 45% R	101 34%
Quite difficult	343 34%	78 30%	247 36%	18 31% *	213 34%	130 35%	47 29%	130 37%	30 32% *	190 32%	137 39% J	15 33% *	92 36%	47 28%	124 32%	77 41% N	261 37% R	82 27%
Very difficult	73 7%	24 9%	43 6%	5 9% *	42 7%	31 8%	12 7%	21 6%	7 8% *	50 8%	18 5%	5 11% *	22 9% O	16 10% O	15 4%	18 10% O	54 8%	19 6%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q117. How easy or difficult is it for you to eat healthily outside the home?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Easy	586 59%	172 58%	407 59%	378 64% F	135 57% F	63 40%	529 59%	57 57% *	211 53%	375 62% I
Very easy	113 11%	40 13%	72 10%	85 15% EF	17 7%	10 7%	102 11%	11 11% *	50 12%	63 10%
Quite easy	473 47%	132 45%	334 48%	293 50% F	119 50% F	53 34%	427 47%	46 46% *	161 40%	312 52% I
Net: Difficult	416 41%	124 42%	286 41%	208 36%	102 43%	93 60% DE	372 41%	44 43% *	189 47% J	227 38%
Quite difficult	343 34%	94 32%	245 35%	178 30%	86 36%	68 44% D	311 35%	32 31% *	155 39% J	188 31%
Very difficult	73 7%	29 10% C	40 6%	30 5%	15 6%	25 16% DE	61 7%	12 12% *	33 8%	39 7%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q117. How easy or difficult is it for you to eat healthily outside the home?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Easy	586 59%	108 48%	339 56%	247 62%	411 56%	291 55%	99 55%	176 65%
Very easy	113 11%	13 6%	73 12%	40 10%	75 10%	59 11%	28 16%	38 14%
Quite easy	473 47%	95 43%	266 44%	208 52%	336 46%	233 44%	71 39%	137 51%
Net: Difficult	416 41%	115 52%	263 44%	153 38%	323 44%	238 45%	80 45%	93 35%
Quite difficult	343 34%	85 38%	222 37%	121 30%	265 36%	197 37%	62 35%	78 29%
Very difficult	73 7%	30 13%	40 7%	32 8%	58 8%	41 8%	18 10%	15 6%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q118. Which, if any, of the following would make it easier for you to eat healthily outside the home?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Any	885 88%	418 86%	467 91%	136 97% B FGHI*	147 93% HI	134 88%	159 88%	123 82%	187 85%	223 89%	242 88%	168 91%	252 87%	465 88%	420 88%	182 85%	346 88%	175 90%	182 91%	255 92% U	630 87%
Showing the calories in food on menus	427 43%	191 39%	235 46% B	65 47% *	67 43%	58 38%	81 45%	61 40%	95 43%	118 47% MO	123 45%	77 42%	109 37%	241 46% MO	186 39%	93 43%	163 42%	85 44%	86 43%	119 43%	307 42%
Smaller portion sizes	309 31%	132 27%	177 34% B	33 23% *	38 24%	33 22%	57 32%	52 34% F	96 44% DEFG	78 31%	79 29%	64 34%	88 30%	156 30%	152 32%	64 30%	139 35% R	46 24%	60 30%	79 29%	230 32%
More healthy options	523 52%	220 45%	303 59% B	76 55% *	86 55%	70 46%	98 54%	71 47%	121 55%	146 58% KN	137 50%	92 50%	148 51%	283 54%	240 50%	113 52%	205 52%	96 49%	109 55%	141 51%	382 53%
Better promotion of healthy options	452 45%	215 44%	238 46%	84 60% EGHI*	68 43%	70 46%	81 45%	57 38%	92 42%	125 50%	120 44%	86 46%	122 42%	245 46%	208 44%	96 45%	162 41%	87 45%	107 54% Q	133 48%	319 44%
Being able spot healthy options quickly and easily	410 41%	182 37%	227 44% B	66 47% E*	51 33%	58 38%	78 43%	54 36%	103 47% EH	111 44%	105 38%	83 45%	111 38%	216 41%	194 41%	81 38%	167 43%	75 39%	86 43%	113 41%	297 41%
Lower prices for healthy options	530 53%	234 48%	296 58% B	88 63% HI*	87 55%	79 52%	106 58% HI	71 47%	98 45%	122 49%	153 56%	100 54%	155 53%	275 52%	255 53%	120 56%	190 48%	102 53%	118 59% Q	141 51%	388 54%
Vegetarian/vegan options	4 *	- -	4 1%	- - *	1 1%	1 1%	- -	2 1%	- -	1 *	1 *	1 1%	1 *	2 *	2 *	1 *	2 *	- -	1 *	1 *	3 *
Sub-net: Any Upsizing	322 32%	154 32%	168 33%	49 35% F*	56 35% F	34 23%	59 32%	46 30%	77 35% F	75 30%	81 29%	64 34%	101 35%	156 30%	165 35%	60 28%	129 33%	63 33%	70 35%	103 37% U	218 30%
Not being asked if I want to go large, make it a meal deal, or if I want to add sides or extras	242 24%	114 23%	129 25%	38 27% *	41 26%	29 19%	39 21%	38 25%	58 26%	58 23%	55 20%	46 25%	83 28% KN	113 22%	129 27% K	48 22%	101 26%	43 22%	50 25%	73 26%	169 23%
Being able to say no to upsizing	210 21%	102 21%	108 21%	30 22% F*	34 22% F	17 11%	38 21% F	35 23% F	56 26% F	55 22%	50 18%	46 25%	60 21%	105 20%	106 22%	38 18%	85 22%	40 21%	48 24%	64 23%	146 20%
Other	11 1%	6 1%	5 1%	- - *	1 1%	1 1%	1 *	3 2%	6 3%	4 2%	2 1%	1 1%	4 1%	6 1%	5 1%	6 3%	5 1%	1 *	- -	- -	11 2%
Nothing/none	75 8%	49 10% C	26 5%	2 1% *	6 4%	11 7%	17 9% D	17 12% DE	23 10% DE	20 8%	21 8%	11 6%	23 8%	41 8%	34 7%	23 11%	30 8%	11 6%	11 6%	14 5%	61 8%
Don't know	41 4%	21 4%	20 4%	3 2% *	5 3%	8 5%	6 3%	10 7%	9 4%	7 3%	13 5%	6 3%	16 5%	20 4%	22 5%	10 4%	16 4%	8 4%	7 4%	7 3%	34 5%

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:
Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q118. Which, if any, of the following would make it easier for you to eat healthily outside the home?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/ prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Any	885 88%	227 87%	605 89%	52 92% *	568 91% F	317 84%	152 94% I	324 93% I	79 83% *	539 89%	310 88%	37 79% *	227 89%	148 89%	339 88%	165 89%	659 94% R	226 76%
Showing the calories in food on menus	427 43%	119 45%	283 41%	25 43% *	278 44% 40%	149	81 50% I	164 47% I	29 31% *	272 45%	140 40%	15 33% *	115 45%	68 41%	175 45%	67 36%	357 51% R	70 23%
Smaller portion sizes	309 31%	85 32%	200 29%	24 42% *	215 34% F	93	58 36% I	131 38% I	21 22% *	197 33%	101 29%	10 22% *	79 31%	49 30%	125 33%	53 29%	254 36% R	55 18%
More healthy options	523 52%	152 58%	347 51%	24 43% *	330 53% 52%	193	82 51% I	198 57% I	42 44% *	326 54% L	182 52% L	15 33% *	121 48%	81 49%	220 57% M	97 52%	419 60% R	104 35%
Better promotion of healthy options	452 45%	125 48%	305 45%	22 38% *	292 47% 43%	161	86 53% I	166 48% I	35 36% *	271 45%	160 45%	21 45% *	114 45%	69 42%	180 47%	87 47%	348 49% R	104 35%
Being able spot healthy options quickly and easily	410 41%	113 43%	276 40%	20 36% *	272 43% F	138	75 46% I	162 47% I	30 31% *	243 40%	153 43%	13 29% *	103 41%	70 42%	165 43%	69 37%	326 46% R	83 28%
Lower prices for healthy options	530 53%	142 54%	360 53%	28 48% *	334 53% 52%	196	89 55% 53%	184 53% 56%	54 56% *	319 53%	191 54%	20 43% *	127 50%	79 47%	203 53%	119 64% MNO	402 57% R	128 43%
Vegetarian/vegan options	4 *	- -	3 *	1 2% *	2 * *	2 *	- -	1 * 1%	1 1% *	4 1%	- -	- - *	- -	1 1%	1 *	1 1%	4 1%	- -
Sub-net: Any Upsizing	322 32%	82 31%	223 33%	16 29% *	226 36% F	96	67 41% I	132 38% I	24 25% *	204 34%	107 30%	11 23% *	88 35%	55 33%	119 31%	58 31%	256 36% R	65 22%
Not being asked if I want to go large, make it a meal deal, or if I want to add sides or extras	242 24%	60 23%	168 25%	15 25% *	161 26% 22%	81	46 29% 29%	93 27% 27%	20 21% *	147 24%	84 24%	11 23% *	66 26%	42 25%	93 24%	41 22%	196 28% R	47 16%
Being able to say no to upsizing	210 21%	55 21%	147 21%	9 16% *	148 24% F	63	45 28% I	89 26% I	12 13% *	131 22%	74 21%	6 13% *	61 24%	35 21%	73 19%	39 21%	168 24% R	43 14%
Other	11 1%	2 1%	7 1%	3 5% *	6 1% 1%	6	3 2% 2%	1 * 1%	1 1% *	8 1%	3 1%	- - *	3 1%	3 2%	2 1%	4 2%	9 1%	2 1%
Nothing/none	75 8%	24 9%	50 7%	2 3% *	40 6% 9%	35	8 5% 5%	17 5% 5%	10 10% *	42 7%	31 9%	3 6% *	18 7%	12 7%	33 8%	10 5%	32 5%	43 14% Q
Don't know	41 4%	10 4%	28 4%	3 5% *	18 3% E	23	2 1% 1%	7 2% 2%	6 6% *	22 4%	12 3%	7 15% JK*	9 3%	6 4%	14 4%	11 6%	12 2%	29 10% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q118. Which, if any, of the following would make it easier for you to eat healthily outside the home?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Any	885 88%	256 87%	619 89%	527 90%	205 86%	136 88%	818 91% H	67 67% *	380 95% J	505 84%
Showing the calories in food on menus	427 43%	147 50% C	276 40%	263 45% E	87 37%	68 44%	408 45% H	19 19% *	199 50% J	228 38%
Smaller portion sizes	309 31%	97 33%	206 30%	186 32%	68 29%	48 31%	295 33% H	13 13% *	131 33%	177 29%
More healthy options	523 52%	154 52%	365 53%	319 55% E	104 44%	90 58% E	488 54% H	35 35% *	225 56%	298 50%
Better promotion of healthy options	452 45%	136 46%	311 45%	272 46%	95 40%	75 48%	429 48% H	23 23% *	207 52% J	246 41%
Being able spot healthy options quickly and easily	410 41%	124 42%	282 41%	261 45% E	79 33%	60 39%	388 43% H	22 22% *	177 44%	233 39%
Lower prices for healthy options	530 53%	161 54%	363 52%	296 51%	122 52%	97 63% D	498 55% H	31 31% *	231 58% J	299 50%
Vegetarian/vegan options	4 *	- -	4 1%	4 1%	- -	- -	4 * *	- - *	1 * *	3 *
Sub-net: Any Upsizing	322 32%	116 39% C	202 29%	190 33%	68 28%	55 35%	303 34% H	19 19% *	157 39% J	164 27%
Not being asked if I want to go large, make it a meal deal, or if I want to add sides or extras	242 24%	97 33% C	143 21%	141 24%	49 21%	45 29%	229 25% H	14 14% *	121 30% J	122 20%
Being able to say no to upsizing	210 21%	67 23%	140 20%	130 22%	42 18%	33 21%	202 22% H	9 9% *	99 25% J	111 19%
Other	11 1%	5 2%	6 1%	5 1%	5 2%	1 1%	9 1% 1%	2 2% *	3 1%	8 1%
Nothing/none	75 8%	25 9%	50 7%	44 7%	14 6%	16 10%	59 7%	17 17% G*	14 4%	61 10% I
Don't know	41 4%	15 5%	23 3%	15 3%	18 8% DF	3 2%	24 3%	17 17% G*	5 1%	36 6% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q118. Which, if any, of the following would make it easier for you to eat healthily outside the home?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Any	885 88%	206 92%	565 94% D	320 80%	664 91% H	487 92% H	165 92% H	221 82%
Showing the calories in food on menus	427 43%	97 43%	293 49% D	134 33%	318 43%	228 43%	83 46%	109 40%
Smaller portion sizes	309 31%	60 27%	228 38% D	81 20%	217 30%	142 27%	50 28%	91 34% F
More healthy options	523 52%	122 54%	363 60% D	160 40%	383 52%	266 50%	95 53%	140 52%
Better promotion of healthy options	452 45%	102 46%	310 52% D	143 36%	342 47%	256 48%	90 50%	110 41%
Being able spot healthy options quickly and easily	410 41%	91 41%	302 50% D	108 27%	299 41%	224 42%	77 43%	111 41%
Lower prices for healthy options	530 53%	134 60%	355 59% D	174 43%	398 54%	291 55%	90 50%	132 49%
Vegetarian/vegan options	4 *	1 *	2 *	2 *	2 *	2 *	- -	2 1%
Sub-net: Any Upsizing	322 32%	71 32%	225 37% D	96 24%	239 33%	177 33%	72 40%	83 31%
Not being asked if I want to go large, make it a meal deal, or if I want to add sides or extras	242 24%	56 25%	176 29% D	66 16%	177 24%	131 25%	57 32% E	65 24%
Being able to say no to upsizing	210 21%	41 18%	154 26% D	57 14%	155 21%	113 21%	46 26%	55 21%
Other	11 1%	1 *	6 1%	6 1%	5 1%	1 *	1 *	7 3% EF
Nothing/none	75 8%	8 4%	24 4%	51 13% C	45 6%	31 6%	10 5%	31 11% EFG
Don't know	41 4%	10 4%	12 2%	29 7% C	25 3%	12 2%	5 3%	16 6% F

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - I don't want to think about healthy choices when I eat out

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	308 31%	149 31%	159 31%	65 46% FGHI*	64 40% FHI	37 24%	58 32%	34 22%	51 23%	63 25%	90 33%	62 33%	92 32%	154 29%	154 32%	76 35% Q	98 25%	67 35% Q	68 34% Q	93 34%	215 30%
Strongly agree (2)	70 7%	33 7%	36 7%	16 12% I*	15 10% I	9 6%	13 7%	8 6%	8 4%	15 6%	16 6%	15 8%	24 8%	31 6%	38 8%	17 8%	19 5%	16 8%	17 9%	24 9%	46 6%
Agree (1)	238 24%	116 24%	122 24%	49 35% FHI*	49 31% FHI	28 18%	45 25%	25 17%	43 20%	48 19%	74 27% JN	47 26%	69 24%	122 23% J	116 24%	58 27%	79 20%	51 26%	50 25%	69 25%	169 23%
Neither agree nor disagree (0)	324 32%	162 33%	162 32%	37 26% *	54 34%	45 29%	53 29%	52 35%	83 38%	79 32%	80 29%	56 30%	109 38% KN	159 30%	165 35%	61 28%	149 38% PR	55 28%	60 30%	84 30%	240 33%
Net: Disagree	362 36%	174 36%	188 37%	37 27% *	40 25%	70 46% DE	69 38% E	63 42% DE	83 38% E	108 43% MO	102 37%	66 36%	85 29%	211 40% MO	151 32%	76 35%	143 37%	70 36%	72 36%	98 36%	263 36%
Disagree (-1)	268 27%	130 27%	138 27%	27 20% *	30 19%	51 34% DE	53 29% E	38 25%	69 31% DE	81 32% MO	77 28%	50 27%	60 21%	158 30% MO	110 23%	50 23%	103 26%	54 28%	61 30%	77 28%	191 26%
Strongly disagree (-2)	94 9%	44 9%	50 10%	10 7% *	10 6%	19 12%	16 9%	25 16% DEGI	14 6%	28 11%	25 9%	16 9%	25 9%	53 10%	41 9%	26 12% S	40 10%	17 9%	11 6%	22 8%	72 10%
Don't know	8 1%	3 1%	5 1%	1 1% *	1 1%	1 1%	2 1%	2 1%	1 *	- -	3 1%	1 1%	4 1%	3 1%	5 1%	3 1%	2 *	2 1%	1 1%	1 *	7 1%
Mean scores	-0.08	-0.07	-0.08	0.25 FGHI*	0.19 FGHI	-0.28	-0.08	-0.31	-0.18	-0.23	-0.08	-0.03	0.02 JN	-0.15	* JN	-0.04	-0.17	-0.02	0.01	-0.01	-0.1
Standard Deviation	1.08	1.07	1.09	1.12	1.05	1.09	1.09	1.11	0.94	1.07	1.08	1.09	1.06	1.08	1.07	1.15	1.02	1.11	1.07	1.09	1.07
Standard Error	0.034	0.048	0.048	0.095	0.084	0.089	0.081	0.091	0.064	0.068	0.065	0.081	0.063	0.047	0.05	0.079	0.052	0.08	0.076	0.066	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - I don't want to think about healthy choices when I eat out

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	308 31%	73 28%	214 31%	21 37% *	200 32%	108 29%	56 35%	110 31%	30 31% *	180 30%	115 33%	12 26% *	81 32%	56 33%	103 27%	68 36% O	207 29%	101 34%
Strongly agree (2)	70 7%	22 8%	42 6%	6 10% *	40 6%	30 8%	22 14% HI	11 3%	4 4% *	50 8%	17 5%	3 6% *	18 7%	18 11% O	15 4%	19 10% O	51 7%	19 6%
Agree (1)	238 24%	52 20%	172 25%	15 27% *	160 25%	79 21%	34 21%	98 28%	26 27% *	131 22%	98 28% J	9 20% *	63 25%	37 22%	88 23%	49 26%	156 22%	82 28%
Neither agree nor disagree (0)	324 32%	85 33%	225 33%	13 24% *	188 30%	136 36% E	40 24%	111 32%	29 30% *	197 33%	108 31%	18 40% *	95 38% P	47 28%	127 33%	48 26%	212 30%	112 37% Q
Net: Disagree	362 36%	103 39%	237 35%	22 38% *	232 37%	130 35%	66 41%	125 36%	36 38% *	220 36%	129 36%	13 29% *	75 30%	63 38%	154 40% M	67 36%	284 40% R	78 26%
Disagree (-1)	268 27%	77 29%	175 26%	16 29% *	171 27%	97 26%	37 23%	103 30%	28 29% *	158 26%	101 29%	9 19% *	55 22%	45 27%	124 32% MP	42 23%	214 30% R	54 18%
Strongly disagree (-2)	94 9%	26 10%	62 9%	6 10% *	61 10%	33 9%	29 18% H	22 6%	8 9% *	62 10%	28 8%	5 10% *	21 8%	18 11%	30 8%	25 13%	70 10%	24 8%
Don't know	8 1%	- -	7 1%	1 1% *	7 1%	1 *	- -	3 1%	1 1% *	5 1%	1 *	2 5% K*	2 1%	1 1%	2 *	3 2%	1 *	7 2% Q
Mean scores	-0.08	-0.13	-0.06	-0.02 *	-0.09	-0.07	-0.1	-0.07	-0.11 *	-0.09	-0.07	-0.06 *	0.01 O	-0.04	-0.17	-0.03	-0.14	0.06 Q
Standard Deviation	1.08	1.1	1.06	1.17	1.09	1.07	1.31	0.98	1.04	1.11	1.03	1.05	1.04	1.17	0.99	1.21	1.09	1.03
Standard Error	0.034	0.068	0.041	0.156	0.044	0.055	0.102	0.053	0.107	0.045	0.055	0.158	0.066	0.091	0.051	0.089	0.041	0.06

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - I don't want to think about healthy choices when I eat out

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	308 31%	113 38% C	192 28%	159 27%	63 27%	76 49% DE	275 30%	33 33% *	134 33%	174 29%
Strongly agree (2)	70 7%	32 11% C	36 5%	25 4%	21 9% D	20 13% D	60 7%	10 10% *	38 10% J	31 5%
Agree (1)	238 24%	81 27%	157 23%	134 23%	42 18%	56 36% DE	215 24%	23 23% *	96 24%	143 24%
Neither agree nor disagree (0)	324 32%	87 30%	230 33%	174 30%	105 44% DF	36 23%	282 31%	42 42% *	105 26%	219 36% I
Net: Disagree	362 36%	94 32%	264 38%	251 43% EF	64 27%	43 28%	337 37% H	24 24% *	159 40%	203 34%
Disagree (-1)	268 27%	67 23%	200 29% B	180 31% EF	52 22%	34 22%	257 28% H	11 11% *	111 28%	157 26%
Strongly disagree (-2)	94 9%	28 9%	64 9%	71 12% E	11 5%	9 6%	80 9%	13 13% *	48 12% J	45 8%
Don't know	8 1%	1 *	6 1%	2 *	5 2%	- -	7 1%	1 1% *	2 1%	6 1%
Mean scores	-0.08	0.08 C	-0.15	-0.24	0.04 D	0.28 DE	-0.09	0.06 *	-0.09	-0.07
Standard Deviation	1.08	1.14	1.04	1.07	0.99	1.12	1.07	1.13	1.18	1.01
Standard Error	0.034	0.067	0.04	0.044	0.065	0.09	0.036	0.113	0.059	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - I don't want to think about healthy choices when I eat out

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	308 31%	82 37%	177 30%	131 33%	258 35%	200 38%	89 50%	50 19%
					H	H	EFH	
Strongly agree (2)	70 7%	20 9%	43 7%	27 7%	60 8%	46 9%	25 14%	10 4%
					H	H	EH	
Agree (1)	238 24%	61 27%	135 22%	104 26%	198 27%	153 29%	64 36%	40 15%
					H	H	EH	
Neither agree nor disagree (0)	324 32%	70 31%	167 28%	157 39%	230 31%	163 31%	46 25%	95 35%
				C			G	
Net: Disagree	362 36%	68 30%	256 43%	105 26%	240 33%	164 31%	43 24%	122 45%
			D		G		EFG	
Disagree (-1)	268 27%	54 24%	190 32%	78 20%	186 25%	130 24%	32 18%	82 30%
			D		G		G	
Strongly disagree (-2)	94 9%	14 6%	66 11%	27 7%	53 7%	35 7%	11 6%	40 15%
			D				EFG	
Don't know	8 1%	3 2%	1 *	7 2%	6 1%	3 1%	2 1%	2 1%
				C				
Mean scores	-0.08	0.09	-0.17	0.06	0.04	0.09	0.34	-0.39
				C	H	H	EFH	
Standard Deviation	1.08	1.07	1.11	1.01	1.07	1.07	1.12	1.03
Standard Error	0.034	0.072	0.045	0.051	0.04	0.047	0.084	0.063

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 601

Tb T765

Q119. How much do you agree or disagree that - There are not enough healthy choices when eating out

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	550 55%	238 49%	312 61% B	94 67% FGHI*	88 56%	77 50%	97 54%	79 52%	114 52%	143 57%	151 55%	95 51%	161 55%	294 56%	256 54%	121 56%	203 52%	110 57%	115 58%	151 55%	398 55%
Strongly agree (2)	166 17%	63 13%	103 20% B	32 23% I*	38 24% GI	28 18% I	26 14%	24 16%	18 8%	39 16%	42 15%	39 21%	46 16%	81 15%	85 18%	36 17%	53 13%	40 21% Q	37 18%	55 20%	111 15%
Agree (1)	384 38%	175 36%	208 40%	62 44% *	50 32%	48 32%	72 39%	55 36%	97 44% EF	104 41% L	109 40% L	55 30%	116 40% L	213 40% L	171 36% L	84 39%	150 38%	70 36%	79 39%	96 35%	288 40%
Neither agree nor disagree (0)	249 25%	146 30% C	103 20%	21 15% *	45 28% D	40 26%	41 23%	44 29% D	59 27% D	57 23%	67 24%	49 27%	76 26%	124 24%	125 26%	57 26%	104 26%	44 23%	44 22%	66 24%	183 25%
Net: Disagree	173 17%	89 18%	84 16%	19 13% *	23 15%	34 22%	38 21%	21 14%	38 18%	45 18%	50 18%	36 20%	41 14%	96 18%	77 16%	29 13%	73 19%	35 18%	36 18%	54 19%	120 16%
Disagree (-1)	139 14%	73 15%	66 13%	13 10% *	16 10%	28 19%	29 16%	16 11%	35 16%	31 12%	42 15%	30 16%	35 12%	73 14%	65 14%	28 13%	54 14%	27 14%	29 15%	44 16%	95 13%
Strongly disagree (-2)	35 3%	16 3%	18 4%	5 4% *	7 4%	6 4%	8 4%	5 3%	4 2%	14 6%	8 3%	6 3%	6 2%	22 4%	12 3%	1 *	19 5% P	8 4% P	7 4%	10 4%	25 3%
Don't know	30 3%	15 3%	16 3%	6 4% *	2 1%	2 1%	6 3%	7 5%	7 3%	5 2%	7 3%	5 3%	12 4%	12 2%	18 4%	9 4%	12 3%	5 3%	4 2%	6 2%	24 3%
Mean scores	0.52	0.41	0.63	0.76 B FGI*	0.62	0.43	0.44	0.53	0.43	0.5	0.5	0.51	0.57	0.5	0.55	0.61 Q	0.43	0.57	0.55	0.53	0.52
Standard Deviation	1.04	1.01	1.07	1.06	1.1	1.11	1.08	1	0.92	1.08	1.03	1.11	0.98	1.06	1.03	0.94	1.05	1.1	1.07	1.1	1.02
Standard Error	0.034	0.046	0.048	0.091	0.088	0.091	0.081	0.084	0.063	0.069	0.063	0.083	0.059	0.047	0.048	0.066	0.054	0.08	0.077	0.067	0.039

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 602

Tb T766

Q119. How much do you agree or disagree that - There are not enough healthy choices when eating out

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	550 55%	141 54%	373 55%	35 62% *	361 58% F	189 50%	91 56%	208 60%	54 57% *	336 56% L	197 56% L	16 35% *	134 53%	90 54%	205 53%	119 64% MO	448 64% R	102 34%
Strongly agree (2)	166 17%	47 18%	103 15%	16 29% C*	122 19% F	44 12%	47 29% HI	56 16%	15 16% *	107 18%	57 16%	2 5% *	37 15%	31 19%	55 14%	41 22% O	143 20% R	23 8%
Agree (1)	384 38%	95 36%	270 39%	19 33% *	239 38%	144 39%	44 27%	152 44% G	39 41% G*	229 38%	141 40%	14 30% *	97 38%	59 35%	149 39%	77 41%	305 43% R	79 26%
Neither agree nor disagree (0)	249 25%	63 24%	172 25%	14 24% *	142 23%	107 29%	30 19%	83 24%	24 25% *	148 25%	84 24%	17 36% *	61 24%	41 25%	99 26%	44 24%	138 20%	112 37% Q
Net: Disagree	173 17%	47 18%	118 17%	8 14% *	107 17%	66 18%	37 23% H	51 15%	15 16% *	102 17%	62 18%	9 19% *	49 19% P	26 16%	76 20% P	19 10%	107 15%	66 22% Q
Disagree (-1)	139 14%	35 14%	97 14%	6 10% *	88 14%	50 13%	31 19%	43 12%	11 12% *	83 14%	49 14%	7 15% *	36 14% P	23 14%	65 17% P	14 7%	88 13%	50 17%
Strongly disagree (-2)	35 3%	12 4%	21 3%	2 4% *	19 3%	16 4%	6 4%	7 2%	4 4% *	19 3%	13 4%	2 4% *	13 5%	4 2%	12 3%	5 3%	19 3%	15 5%
Don't know	30 3%	10 4%	20 3%	- - *	16 3%	14 4%	4 2%	6 2%	3 3% *	16 3%	9 3%	5 10% JK*	9 4%	8 5%	6 2%	4 2%	11 2%	19 6% Q
Mean scores	0.52	0.51	0.51	0.74 *	0.58 F	0.42	0.6	0.6	0.55 *	0.55	0.52	0.2 *	0.44	0.58	0.45	0.75 MO	0.67 R	0.16 Q
Standard Deviation	1.04	1.09	1.02	1.1	1.06	1.01	1.22	0.97	1.03	1.05	1.05	0.94	1.08	1.04	1.03	0.98	1.03	1
Standard Error	0.034	0.069	0.04	0.145	0.043	0.053	0.097	0.053	0.107	0.043	0.057	0.146	0.069	0.082	0.053	0.073	0.039	0.06

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - There are not enough healthy choices when eating out

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	550 55%	183 62% C	362 52%	334 57% E	109 46%	94 60% E	529 59% H	20 20% *	262 66% J	287 48%
Strongly agree (2)	166 17%	54 18%	109 16%	101 17%	32 13%	29 18%	163 18% H	3 3% *	87 22% J	79 13%
Agree (1)	384 38%	130 44% C	254 37%	233 40%	77 32%	65 42%	366 41% H	17 17% *	176 44% J	208 35%
Neither agree nor disagree (0)	249 25%	60 20%	183 26% B	129 22%	78 33% D	37 24%	200 22%	49 49% G*	62 15%	188 31% I
Net: Disagree	173 17%	43 15%	127 18%	115 20%	37 15%	19 12%	151 17%	22 22% *	69 17%	104 17%
Disagree (-1)	139 14%	34 11%	103 15%	90 15%	33 14%	15 10%	122 14%	17 16% *	58 14%	81 13%
Strongly disagree (-2)	35 3%	9 3%	25 4%	25 4%	4 2%	4 3%	29 3%	6 6% *	11 3%	23 4%
Don't know	30 3%	9 3%	19 3%	8 1%	14 6% D	6 4%	20 2%	10 9% G*	7 2%	23 4%
Mean scores	0.52	0.65 C	0.47	0.51	0.45	0.66	0.58 H	-0.05 *	0.68 J	0.41
Standard Deviation	1.04	1.02	1.05	1.08	0.97	0.99	1.04	0.87	1.06	1.02
Standard Error	0.034	0.06	0.04	0.045	0.065	0.081	0.035	0.09	0.054	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - There are not enough healthy choices when eating out

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	550 55%	134 60%	396 66%	154 38%	417 57%	302 57%	113 63%	132 49%
Strongly agree (2)	166 17%	53 24%	123 20%	43 11%	125 17%	94 18%	43 24%	41 15%
Agree (1)	384 38%	81 36%	273 45%	110 28%	292 40%	208 39%	69 39%	91 34%
Neither agree nor disagree (0)	249 25%	49 22%	107 18%	143 36%	172 23%	126 24%	39 22%	78 29%
Net: Disagree	173 17%	34 15%	88 15%	85 21%	126 17%	94 18%	25 14%	47 17%
Disagree (-1)	139 14%	28 13%	73 12%	65 16%	102 14%	74 14%	20 11%	37 14%
Strongly disagree (-2)	35 3%	5 2%	15 3%	19 5%	25 3%	20 4%	4 2%	10 4%
Don't know	30 3%	6 3%	10 2%	20 5%	18 2%	8 1%	3 2%	12 4%
Mean scores	0.52	0.68	0.7	0.24	0.55	0.54	0.72	0.45
Standard Deviation	1.04	1.06	1.01	1.03	1.04	1.06	1.04	1.04
Standard Error	0.034	0.072	0.042	0.053	0.039	0.046	0.078	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 605

Tb T769

Q119. How much do you agree or disagree that - The type of food that is the most convenient to buy outside of the home is usually the least healthy e.g. crisps, burgers, sweets.

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	695 69%	322 66%	372 72% B	112 80% EFH*	100 63%	98 64%	128 71%	99 65%	157 72%	165 66%	215 78% JLMNO	125 67%	190 65%	380 72% JO	314 66%	147 68%	266 68%	134 69%	148 74%	191 69%	503 69%
Strongly agree (2)	239 24%	110 23%	129 25%	41 29% *	41 26%	40 26%	41 22%	31 20%	46 21%	59 23%	73 26%	42 22%	66 23%	132 25%	108 23%	58 27%	85 22%	42 21%	55 27%	62 23%	177 24%
Agree (1)	455 45%	212 44%	243 47%	71 51% *	59 37%	58 38%	88 48% E	68 45%	111 51% EF	106 42%	142 52% JMNO	83 45%	124 43%	249 47% J	207 43%	90 42%	181 46%	92 47%	93 46%	129 47%	327 45%
Neither agree nor disagree (0)	183 18%	109 22% C	74 14%	11 7% *	37 23% D	31 20% D	38 21% D	29 19% D	37 17% D	46 18%	33 12%	38 21% K	65 23% KN	79 15%	104 22% KN	43 20%	72 18%	34 17%	34 17%	59 21%	124 17%
Net: Disagree	107 11%	47 10%	60 12%	16 12% *	18 12%	21 14%	14 8%	17 11%	21 10%	35 14% KN	22 8%	19 10%	30 10%	58 11% K	49 10%	20 9%	46 12%	23 12%	18 9%	25 9%	82 11%
Disagree (-1)	76 8%	34 7%	42 8%	12 8% *	9 6%	18 12% G	8 4%	10 7%	19 9%	24 9%	18 7%	16 9%	18 6%	42 8%	34 7%	9 4%	33 8%	21 11% P	13 7%	21 8%	55 8%
Strongly disagree (-2)	31 3%	14 3%	18 3%	4 3% *	9 6% I	3 2%	6 3%	7 5% I	2 1%	12 5%	4 2%	3 2%	12 4%	16 3%	15 3%	11 5% R	13 3%	2 1%	5 3%	4 1%	27 4%
Don't know	18 2%	10 2%	8 2%	1 1% *	3 2%	2 1%	2 1%	6 4%	3 1%	4 2%	5 2%	3 2%	5 2%	9 2%	8 2%	5 2%	8 2%	4 2%	- -	1 *	17 2%
Mean scores	0.81	0.78	0.84	0.96 *	0.73	0.76	0.83	0.73	0.84	0.72	0.96 JMNO	0.79	0.75	0.85 J	0.76	0.83	0.76	0.79	0.9	0.81	0.81
Standard Deviation	0.99	0.97	1.01	1 *	1.1	1.04	0.93	1.03	0.89	1.08	0.9	0.95	1.02	0.99 J	0.99	1.05	1	0.94	0.96	0.92	1.02
Standard Error	0.032	0.044	0.045	0.085	0.088	0.085	0.07	0.086	0.061	0.069	0.055	0.07	0.06	0.044	0.046	0.072	0.051	0.068	0.068	0.056	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 606

Tb T770

Q119. How much do you agree or disagree that - The type of food that is the most convenient to buy outside of the home is usually the least healthy e.g. crisps, burgers, sweets.

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	695 69%	180 69%	473 69%	42 73% *	435 69%	259 69%	118 73% I	255 73% I	52 54% *	425 70%	242 68%	28 61% *	164 65%	103 62%	285 74% MN	137 73% N	523 74% R	172 57%
Strongly agree (2)	239 24%	64 24%	154 22%	22 38% C*	149 24%	90 24%	55 34% HI	68 19%	20 21% *	142 24%	82 23%	15 31% *	52 20%	40 24%	86 22% MO	58 31% MO	193 27% R	46 15%
Agree (1)	455 45%	116 44%	319 47%	20 35% *	286 46%	170 45%	63 39% GI	187 54% GI	31 33% *	282 47% L	159 45%	14 29% *	112 44%	62 38%	199 52% N	79 42%	330 47%	126 42%
Neither agree nor disagree (0)	183 18%	51 20%	120 17%	12 21% *	114 18%	69 18%	29 18%	56 16%	24 26% H*	113 19%	60 17%	9 20% *	46 18%	35 21%	68 18%	31 17%	102 14%	81 27% Q
Net: Disagree	107 11%	24 9%	81 12%	2 3% *	69 11%	39 10%	15 9%	34 10%	17 18% H*	56 9%	46 13%	5 11% *	37 15% O	23 14% O	31 8%	15 8%	74 11%	33 11%
Disagree (-1)	76 8%	16 6%	58 9%	2 3% *	51 8%	25 7%	8 5%	30 9%	13 13% G*	37 6%	36 10% J	3 7% *	24 10%	16 10%	26 7%	10 5%	55 8%	21 7%
Strongly disagree (-2)	31 3%	8 3%	23 3%	- - *	17 3%	14 4%	7 5%	4 1%	5 5% *	19 3%	10 3%	2 4% *	12 5% O	7 4%	6 2%	5 3%	19 3%	12 4%
Don't know	18 2%	6 2%	10 2%	2 3% *	9 1%	8 2%	- -	3 1%	2 2% *	9 1%	5 1%	4 9% JK*	7 3%	5 3% O	2 *	4 2%	5 1%	13 4% Q
Mean scores	0.81	0.83	0.78	1.11 C*	0.81	0.81	0.93 I	0.82 I	0.53 *	0.83	0.77	0.85 *	0.68	0.7	0.87 M	0.96 MN	0.89 R	0.6
Standard Deviation	0.99	0.98	1	0.86	0.99	1	1.06	0.89	1.12	0.97	1.02	1.12	1.07	1.09	0.89	0.97	0.99	0.98
Standard Error	0.032	0.061	0.039	0.115	0.04	0.052	0.083	0.048	0.116	0.04	0.054	0.172	0.068	0.086	0.045	0.072	0.037	0.058

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 607

Tb T771

Q119. How much do you agree or disagree that - The type of food that is the most convenient to buy outside of the home is usually the least healthy e.g. crisps, burgers, sweets.

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	695 69%	210 71%	478 69%	414 71% E	140 59%	125 80% DE	653 73% H	42 41% *	291 73%	403 67%
Strongly agree (2)	239 24%	84 28% C	150 22%	138 24%	43 18%	47 30% E	231 26% H	8 8% *	114 28% J	125 21%
Agree (1)	455 45%	126 43%	327 47%	276 47%	96 41%	78 50%	422 47% H	33 33% *	177 44%	278 46%
Neither agree nor disagree (0)	183 18%	55 19%	123 18%	98 17%	64 27% DF	17 11%	144 16%	38 38% G*	59 15%	124 21% I
Net: Disagree	107 11%	27 9%	78 11%	67 11%	27 11%	12 7%	92 10%	15 15% *	48 12%	59 10%
Disagree (-1)	76 8%	20 7%	54 8%	46 8%	22 9%	8 5%	66 7%	10 10% *	36 9%	41 7%
Strongly disagree (-2)	31 3%	7 2%	24 4%	21 4%	5 2%	4 2%	26 3%	5 5% *	13 3%	19 3%
Don't know	18 2%	3 1%	13 2%	7 1%	6 3%	2 1%	11 1%	6 6% G*	2 1%	15 3% I
Mean scores	0.81	0.89	0.77	0.8	0.65	1.02 DE	0.86 H	0.31 *	0.86	0.77
Standard Deviation	0.99	0.98	1	1.01	0.97	0.92	0.98	0.96	1.03	0.97
Standard Error	0.032	0.057	0.038	0.042	0.064	0.074	0.033	0.099	0.052	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 608

Tb T772

Q119. How much do you agree or disagree that - The type of food that is the most convenient to buy outside of the home is usually the least healthy e.g. crisps, burgers, sweets.

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	695 69%	163 73%	470 78%	225 56%	517 71%	368 69%	129 72%	177 66%
Strongly agree (2)	239 24%	61 27%	183 30%	56 14%	180 25%	131 25%	57 32%	59 22%
Agree (1)	455 45%	102 45%	287 48%	169 42%	337 46%	237 45%	72 40%	118 44%
Neither agree nor disagree (0)	183 18%	33 15%	74 12%	108 27%	130 18%	98 18%	31 17%	53 20%
Net: Disagree	107 11%	22 10%	53 9%	54 14%	75 10%	60 11%	18 10%	32 12%
Disagree (-1)	76 8%	16 7%	35 6%	41 10%	57 8%	45 8%	14 8%	19 7%
Strongly disagree (-2)	31 3%	6 3%	18 3%	13 3%	18 3%	15 3%	4 2%	13 5%
Don't know	18 2%	5 2%	4 1%	13 3%	11 1%	4 1%	2 1%	7 2%
Mean scores	0.81	0.9	0.97	0.55	0.84	0.8	0.92	0.73
Standard Deviation	0.99	0.99	0.97	0.98	0.97	1	1.01	1.05
Standard Error	0.032	0.067	0.04	0.05	0.036	0.044	0.076	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 609

Tb T773

Q119. How much do you agree or disagree that - Portions when eating out of the home (e.g. in cafes, restaurants and takeaways) are too big

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	403 40%	160 33%	243 47% B	66 47% H*	61 39%	61 40%	72 40%	51 33%	93 42%	108 43%	102 37%	86 47%	107 37%	210 40%	194 41%	72 33%	162 41%	79 40%	91 45% P	131 47% U	273 38%
Strongly agree (2)	104 10%	43 9%	61 12%	19 13% *	19 12%	14 9%	22 12%	11 7%	20 9%	35 14% KN	22 8%	22 12%	25 9%	57 11% K	47 10%	22 10%	34 9%	19 10%	29 15% Q	39 14% U	65 9%
Agree (1)	299 30%	117 24%	182 35% B	47 34% *	43 27%	46 30%	50 28%	40 26%	73 33%	73 29%	80 29%	64 35%	83 28%	152 29%	147 31%	50 23%	128 33% P	60 31%	62 31%	91 33%	208 29%
Neither agree nor disagree (0)	350 35%	181 37%	169 33%	38 27% *	55 34%	51 33%	61 33%	62 41% D	84 38%	72 29%	99 36%	66 36%	112 39% J	171 33%	178 37% J	80 37%	144 37%	63 32%	62 31%	88 32%	261 36%
Net: Disagree	225 22%	136 28% C	89 17%	30 22% *	39 25%	39 26% I	47 26% I	33 22%	37 17%	67 27% LO	67 24% L	29 16%	63 22%	133 25% LO	92 19%	57 26%	75 19%	48 24%	46 23%	55 20%	170 23%
Disagree (-1)	177 18%	104 21% C	73 14%	25 18% *	28 18%	31 20%	37 20%	24 16%	32 15%	54 21% LO	54 20% L	22 12%	47 16%	108 21% LO	69 14%	39 18%	62 16%	37 19%	39 20%	46 17%	130 18%
Strongly disagree (-2)	48 5%	32 7% C	16 3%	6 4% *	11 7% I	8 5%	10 5%	9 6%	5 2%	13 5%	13 5%	7 4%	16 6%	25 5%	23 5%	18 8% Q	14 4%	10 5%	7 3%	9 3%	39 5%
Don't know	24 2%	11 2%	13 3%	6 4% *	3 2%	2 1%	2 1%	6 4%	5 2%	4 2%	8 3%	4 2%	8 3%	12 2%	12 3%	7 3%	11 3%	5 3%	1 1%	2 1%	22 3%
Mean scores	0.24	0.07	0.4 B	0.36 *	0.19	0.19	0.21	0.13	0.33	0.26	0.17	0.4 KMNO	0.19	0.21	0.27	0.1	0.28 P	0.21	0.34 P	0.39 U	0.18
Standard Deviation	1.03	1.05	0.98	1.06	1.09	1.04	1.08	0.98	0.92	1.11	1	0.98	1	1.05	1	1.09	0.96	1.04	1.06	1.03	1.02
Standard Error	0.033	0.048	0.044	0.092	0.088	0.085	0.08	0.081	0.063	0.071	0.061	0.073	0.06	0.046	0.046	0.076	0.049	0.076	0.075	0.062	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q119. How much do you agree or disagree that - Portions when eating out of the home (e.g. in cafes, restaurants and takeaways) are too big

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	403 40%	109 42%	265 39%	29 51% *	288 46% F	115 31%	86 53% I	161 46%	33 35% *	256 43% L	139 39% L	8 18% *	99 39%	62 38%	158 41%	80 43%	333 47% R	71 24%
Strongly agree (2)	104 10%	28 11%	64 9%	12 21% C*	78 12% F	26 7%	31 19% I	41 12%	5 5% *	70 12%	34 10%	1 2% *	18 7%	25 15% M	41 11%	18 10%	93 13% R	12 4%
Agree (1)	299 30%	80 31%	201 29%	17 31% *	210 34% F	89 24%	55 34%	120 34%	28 30% *	186 31%	105 30%	7 16% *	81 32% N	37 22%	116 30%	62 33% N	240 34% R	59 20%
Neither agree nor disagree (0)	350 35%	87 33%	245 36%	17 31% *	198 32% E	151 40%	41 26%	115 33%	36 38% *	206 34%	126 36%	18 39% *	85 34%	55 33%	142 37%	62 33%	219 31% Q	130 44%
Net: Disagree	225 22%	58 22%	158 23%	10 17% *	126 20% E	99 26%	33 20%	65 19%	22 24% *	130 22%	80 23%	15 33% *	63 25%	42 25%	80 21%	38 21%	141 20%	84 28% Q
Disagree (-1)	177 18%	40 15%	129 19%	9 15% *	91 15% E	85 23%	25 15%	55 16%	8 9% *	97 16%	65 18%	14 31% J*	49 19%	32 19%	66 17%	28 15%	113 16%	64 21%
Strongly disagree (-2)	48 5%	18 7%	29 4%	1 2% *	35 6% F	14 4%	8 5%	10 3%	14 15% GH*	33 5%	15 4%	1 2% *	14 5%	10 6%	14 4%	10 5%	28 4%	20 7%
Don't know	24 2%	8 3%	15 2%	1 2% *	14 2% C*	10 3%	2 1%	6 2%	4 4% *	11 2%	9 2%	5 10% JK*	6 2%	6 4%	6 2%	5 3%	10 1% R	14 5% Q
Mean scores	0.24	0.24	0.21	0.54 C*	0.34 F	0.08	0.47 I	0.37 I	0.02 *	0.28 L	0.23 L	-0.17 *	0.16	0.23	0.28	0.28	0.37 R	-0.07
Standard Deviation	1.03	1.08	1	1.05	1.06	0.95	1.12	0.99	1.11	1.05	1	0.83	1.01	1.13	0.99	1.03	1.04	0.93
Standard Error	0.033	0.068	0.039	0.14	0.043	0.05	0.088	0.054	0.116	0.043	0.054	0.128	0.064	0.089	0.051	0.077	0.039	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - Portions when eating out of the home (e.g. in cafes, restaurants and takeaways) are too big

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	403 40%	129 44%	270 39%	264 45% E	74 31%	59 38%	391 43% H	12 12% *	195 49% J	208 35%
Strongly agree (2)	104 10%	42 14% C	59 9%	70 12% E	15 7%	16 11%	101 11% H	4 4% *	62 15% J	43 7%
Agree (1)	299 30%	86 29%	211 30%	195 33% E	58 25%	43 27%	291 32% H	8 8% *	134 33%	165 27%
Neither agree nor disagree (0)	350 35%	90 30%	251 36%	183 31% DF	106 45% DF	52 34%	299 33%	50 49% G*	123 31%	226 38% I
Net: Disagree	225 22%	72 24%	153 22%	127 22%	48 20%	43 28%	189 21%	36 36% G*	72 18%	153 25% I
Disagree (-1)	177 18%	54 18%	123 18%	96 16%	40 17%	36 23%	156 17%	21 21% *	58 14%	119 20% I
Strongly disagree (-2)	48 5%	18 6%	31 4%	31 5%	8 3%	7 4%	33 4%	15 15% G*	14 4%	34 6%
Don't know	24 2%	5 2%	18 3%	11 2%	9 4%	2 1%	21 2%	3 3% *	9 2%	15 2%
Mean scores	0.24	0.28	0.22	0.31	0.15	0.17	0.31 H	-0.36 *	0.44 J	0.11
Standard Deviation	1.03	1.11	0.99	1.06	0.9	1.05	1.01	0.97	1.04	1
Standard Error	0.033	0.065	0.038	0.044	0.06	0.084	0.034	0.098	0.053	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - Portions when eating out of the home (e.g. in cafes, restaurants and takeaways) are too big

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	403 40%	107 48%	303 50% D	101 25%	305 42%	216 41%	82 46%	99 37%
Strongly agree (2)	104 10%	30 14%	78 13% D	26 7%	82 11%	57 11%	29 16% H	22 8%
Agree (1)	299 30%	77 34%	225 37% D	74 19%	222 30%	159 30%	53 30%	77 28%
Neither agree nor disagree (0)	350 35%	73 33%	185 31% C	164 41% C	251 34%	182 34%	58 32%	99 37%
Net: Disagree	225 22%	39 17%	104 17% C	121 30% C	166 23%	125 24%	36 20%	59 22%
Disagree (-1)	177 18%	31 14%	84 14% C	93 23% C	138 19%	102 19%	31 17%	38 14%
Strongly disagree (-2)	48 5%	7 3%	20 3% C	28 7% C	28 4%	22 4%	5 3%	21 8% E
Don't know	24 2%	4 2%	9 2% C	15 4% C	12 2%	7 1%	3 2% EF	12 4%
Mean scores	0.24	0.42	0.43 D	-0.06	0.27	0.24	0.4 H	0.16
Standard Deviation	1.03	1.01	1	1	1.02	1.03	1.05	1.05
Standard Error	0.033	0.068	0.041	0.051	0.038	0.045	0.079	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 613

Tb T777

Q119. How much do you agree or disagree that - Children's menus should offer more healthy choices

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	785 78%	364 75%	421 82% B	107 76% *	104 66%	115 76%	147 81% E	118 78% E	194 89% DEFGH	206 82% MO	223 81%	140 76%	216 74%	429 82% MO	356 75%	175 82%	299 76%	155 80%	155 77%	207 75%	578 80%
Strongly agree (2)	297 30%	124 26%	172 34% B	44 32% *	40 25%	47 31%	53 29%	52 35%	60 28%	77 31%	76 28%	55 29%	89 31%	153 29%	143 30%	80 37% RS	115 29%	53 27%	49 24%	75 27%	222 31%
Agree (1)	488 49%	240 49%	248 48%	63 45% *	64 40%	69 45%	94 52% E	65 43%	134 61% DEFH	129 51%	147 53% MO	86 46%	127 44%	276 52% MO	213 45%	96 44%	184 47%	102 53%	106 53%	132 48%	356 49%
Neither agree nor disagree (0)	142 14%	85 17% C	57 11%	16 11% *	38 24% DGI	25 17% I	19 10%	24 16%	20 9%	22 9%	34 12%	31 17% JN	55 19% JN	56 11%	86 18% JN	28 13%	60 15%	25 13%	29 15%	43 16%	99 14%
Net: Disagree	46 5%	21 4%	26 5%	11 8% HI*	14 9% HI	9 6% I	7 4%	3 2%	2 1%	14 6%	10 4%	10 5%	12 4%	24 5%	22 5%	4 2%	20 5%	10 5%	12 6%	21 8% U	25 3%
Disagree (-1)	29 3%	14 3%	15 3%	7 5% *	6 4%	7 4%	5 3%	2 1%	2 1%	11 4% M	7 2%	8 4%	3 1%	18 3%	11 2%	2 1%	9 2%	8 4%	9 5%	15 5% U	14 2%
Strongly disagree (-2)	18 2%	7 1%	10 2%	4 3% *	8 5% HI	2 1%	2 1%	1 1%	- -	3 1%	3 1%	2 1%	9 3%	6 1%	11 2%	2 1%	10 3%	2 1%	3 2%	6 2%	12 2%
Don't know	28 3%	18 4%	10 2%	6 4% *	2 1%	3 2%	8 5% I	7 5% I	2 1%	8 3%	9 3%	4 2%	8 3%	16 3%	12 3%	8 4%	13 3%	4 2%	3 2%	5 2%	23 3%
Mean scores	1.05	0.98	1.11	1.01	0.78	1.01	1.1	1.15	1.17	1.1	1.07	1.01	1	1.08	1	1.2	1.01	1.03	0.96	0.94	1.09
Standard Deviation	0.85	0.84	0.87	0.98	1.04	0.89	0.8	0.79	0.62	0.84	0.79	0.87	0.92	0.81	0.9	0.78	0.9	0.83	0.85	0.93	0.82
Standard Error	0.027	0.039	0.039	0.084	0.083	0.073	0.061	0.066	0.042	0.054	0.048	0.064	0.055	0.036	0.042	0.054	0.046	0.06	0.061	0.056	0.031

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q119. How much do you agree or disagree that - Children's menus should offer more healthy choices

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	785 78%	213 81%	526 77%	46 81% *	489 78%	296 79%	131 81%	278 80%	67 70% *	478 79%	276 78%	31 66% *	185 73%	130 78%	314 81% M	150 81%	593 84% R	192 64%
Strongly agree (2)	297 30%	78 30%	197 29%	22 38% *	204 33% F	93 25%	82 50% HI	92 26%	25 26% *	200 33% K	87 25%	10 21% *	63 25%	53 32%	110 28%	68 37% M	241 34% R	56 19%
Agree (1)	488 49%	135 52%	329 48%	25 43% *	285 46%	203 54% E	50 31%	186 53% G	42 44% G*	278 46%	189 54% J	21 44% *	121 48%	77 46%	204 53%	82 44%	352 50%	136 46%
Neither agree nor disagree (0)	142 14%	32 12%	106 15%	4 8% *	82 13%	60 16%	14 8%	44 13%	19 20% G*	80 13%	51 14%	11 23% *	46 18%	25 15%	49 13%	20 11%	70 10%	72 24% Q
Net: Disagree	46 5%	10 4%	33 5%	4 7% *	38 6% F	8 2%	15 10%	18 5%	5 6% *	27 4%	18 5%	2 4% *	18 7%	6 4%	14 4%	8 4%	29 4%	18 6%
Disagree (-1)	29 3%	6 2%	21 3%	2 4% *	24 4% F	5 1%	8 5%	13 4%	3 4% *	17 3%	11 3%	1 2% *	9 4%	5 3%	10 3%	3 2%	16 2%	13 4%
Strongly disagree (-2)	18 2%	4 1%	12 2%	2 4% *	15 2%	3 1%	7 5%	5 1%	2 2% *	9 2%	7 2%	1 2% *	8 3%	1 1%	4 1%	4 2%	13 2%	5 2%
Don't know	28 3%	7 3%	19 3%	2 4% *	17 3%	11 3%	2 1%	8 2%	4 4% *	17 3%	8 2%	3 7% *	5 2%	5 3%	8 2%	8 4%	11 2%	17 6% Q
Mean scores	1.05	1.09	1.02	1.13 *	1.05	1.04	1.18	1.02	0.92 *	1.1	0.98	0.88 *	0.89	1.09 M	1.07 M	1.16 M	1.15 R	0.8
Standard Deviation	0.85	0.8	0.86	0.98	0.92	0.74	1.09	0.83	0.91	0.86	0.84	0.87	0.94	0.81	0.79	0.87	0.83	0.87
Standard Error	0.027	0.05	0.033	0.132	0.037	0.039	0.086	0.045	0.095	0.035	0.045	0.133	0.06	0.064	0.041	0.065	0.031	0.052

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - Children's menus should offer more healthy choices

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	785 78%	233 79%	545 79%	484 83% E	162 68%	124 80% E	742 82% H	43 43% *	319 80%	466 77%
Strongly agree (2)	297 30%	96 33%	197 28%	188 32% E	50 21%	52 33% E	281 31% H	16 16% *	137 34% J	160 27%
Agree (1)	488 49%	137 46%	348 50%	295 50%	112 47%	72 46%	461 51% H	27 27% *	182 46%	306 51%
Neither agree nor disagree (0)	142 14%	40 14%	98 14%	65 11%	51 22% D	24 16%	101 11%	41 40% G*	44 11%	98 16% I
Net: Disagree	46 5%	12 4%	34 5%	25 4%	15 7%	5 3%	37 4%	10 10% G*	26 7% J	20 3%
Disagree (-1)	29 3%	5 2%	23 3%	12 2%	14 6% D	3 2%	26 3%	3 3% *	16 4%	13 2%
Strongly disagree (-2)	18 2%	7 2%	11 2%	13 2%	2 1%	2 1%	10 1%	7 7% G*	10 3%	7 1%
Don't know	28 3%	11 4%	16 2%	12 2%	9 4%	2 1%	21 2%	7 7% G*	10 3%	18 3%
Mean scores	1.05	1.09	1.03	1.11 E	0.85	1.1 E	1.11 H	0.45 *	1.08	1.02
Standard Deviation	0.85	0.87	0.85	0.85	0.86	0.83	0.81	1.06	0.93	0.8
Standard Error	0.027	0.052	0.033	0.035	0.057	0.067	0.027	0.109	0.047	0.033

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - Children's menus should offer more healthy choices

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	785 78%	166 74%	529 88% D	256 64%	571 78%	402 76%	129 72%	214 80%
Strongly agree (2)	297 30%	66 30%	224 37% D	73 18%	209 28%	142 27%	58 32%	88 33%
Agree (1)	488 49%	100 45%	305 51%	183 46%	363 49% G	259 49%	72 40%	126 47%
Neither agree nor disagree (0)	142 14%	38 17%	40 7%	102 25% C	107 15%	84 16%	28 16%	35 13%
Net: Disagree	46 5%	14 6%	24 4%	23 6%	38 5%	34 6%	18 10% EH	8 3%
Disagree (-1)	29 3%	7 3%	14 2%	14 4%	23 3%	22 4%	10 6%	6 2%
Strongly disagree (-2)	18 2%	7 3%	9 2%	8 2%	16 2%	12 2%	7 4% H	2 1%
Don't know	28 3%	5 2%	8 1%	20 5% C	17 2%	11 2%	4 2%	12 4%
Mean scores	1.05	0.96	1.21 D	0.78	1.01	0.96	0.93	1.13 FG
Standard Deviation	0.85	0.95	0.8	0.87	0.87	0.9	1.05	0.79
Standard Error	0.027	0.064	0.033	0.045	0.033	0.04	0.079	0.05

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 617

Tb T781

Q119. How much do you agree or disagree that - Children should always be offered smaller portions from the adult menu

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	700 70%	327 67%	373 72%	86 61% *	99 62%	104 69%	127 70%	111 73%	173 79% DEFG	186 74% MO	198 72% M	133 72%	184 63%	384 73% MO	316 66%	152 70%	270 69%	126 65%	152 76% R	198 71%	502 69%
Strongly agree (2)	237 24%	102 21%	135 26%	31 22% *	31 20%	39 25%	39 21%	38 25%	59 27%	65 26%	65 24%	39 21%	68 23%	130 25%	107 22%	55 25%	88 23%	41 21%	53 27%	66 24%	171 24%
Agree (1)	463 46%	226 46%	237 46%	54 39% *	68 43%	66 43%	89 49%	72 48%	115 53% D	121 48%	133 48%	94 51% MO	116 40%	253 48% M	210 44% M	97 45%	182 46%	85 44%	99 50%	131 48%	332 46%
Neither agree nor disagree (0)	206 21%	109 22%	96 19%	36 25% *	34 21%	31 21%	40 22%	27 18%	38 17%	41 16%	53 19%	32 17%	80 27% JKLNO	94 18%	111 23% JLN	45 21%	87 22% S	45 23% S	27 14% S	50 18%	156 22%
Net: Disagree	70 7%	36 7%	34 7%	16 11% HI*	21 14% GHI	12 8% I	10 6%	6 4%	6 3%	16 6%	20 7%	18 9%	17 6%	35 7%	35 7%	7 3%	25 6%	19 10% P	19 10% P	26 10%	44 6%
Disagree (-1)	56 6%	25 5%	31 6%	13 9% HI*	15 10% HI	10 7%	8 4%	4 2%	6 3%	13 5%	13 5%	17 9%	13 4%	26 5%	30 6%	5 2%	19 5%	17 9% P	15 8% P	24 9% U	32 4%
Strongly disagree (-2)	15 1%	12 2% C	3 1%	3 2% *	6 4% I	2 1%	2 1%	2 1%	- -	2 1%	7 3%	1 1%	4 1%	9 2%	5 1%	3 1%	5 1%	2 1%	4 2%	3 1%	12 2%
Don't know	26 3%	15 3%	11 2%	3 2% *	4 3%	5 3%	4 2%	8 5% I	2 1%	8 3%	5 2%	3 2%	10 4%	13 2%	13 3%	11 5% S	10 3%	4 2%	1 * *	3 1%	23 3%
Mean scores	0.87	0.81	0.94	0.72	0.66	0.88	0.87	0.99	1.05	0.96	0.87	0.84	0.82	0.91	0.83	0.96	0.86	0.76	0.91	0.86	0.88
Standard Deviation	0.9	0.92	0.87	0.99	1.03	0.92	0.84	0.83	0.74	0.86	0.92	0.88	0.9	0.89	0.9	0.84	0.88	0.93	0.95	0.92	0.89
Standard Error	0.029	0.042	0.039	0.085	0.083	0.076	0.063	0.069	0.05	0.055	0.056	0.065	0.054	0.039	0.042	0.059	0.045	0.067	0.067	0.056	0.033

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 618

Tb T782

Q119. How much do you agree or disagree that - Children should always be offered smaller portions from the adult menu

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	700 70%	177 68%	479 70%	44 78% *	442 71%	258 69%	112 69%	259 74%	61 64% *	426 71%	245 69%	30 64% *	173 68%	106 64%	283 73% N	134 72%	529 75% R	171 57%
Strongly agree (2)	237 24%	68 26%	152 22%	17 30% *	155 25%	82 22%	57 35% HI	78 22%	15 16% *	155 26%	73 21%	9 19% *	53 21%	34 20%	100 26%	49 27%	183 26% R	54 18%
Agree (1)	463 46%	109 42%	327 48%	27 48% *	287 46%	176 47%	56 34%	181 52% G	46 49% G*	270 45%	172 49%	21 45% *	120 47%	73 44%	183 47%	85 45%	346 49% R	117 39%
Neither agree nor disagree (0)	206 21%	60 23%	138 20%	8 13% *	120 19%	86 23%	29 18%	64 18%	20 21% *	127 21%	66 19%	12 26% *	52 20%	44 27% O	68 18%	37 20%	120 17% Q	85 29%
Net: Disagree	70 7%	17 7%	48 7%	5 9% *	50 8%	20 5%	19 12% H	21 6%	10 11% *	34 6%	35 10% J	2 4% *	19 7%	11 7%	32 8%	9 5%	43 6%	28 9%
Disagree (-1)	56 6%	16 6%	36 5%	4 7% *	42 7%	14 4%	15 9%	20 6%	7 7% *	26 4%	28 8% J	1 2% *	13 5%	10 6%	28 7% P	5 2%	34 5%	22 7%
Strongly disagree (-2)	15 1%	1 *	12 2%	1 2% *	8 1%	6 2%	4 2%	1 *	3 4% H*	7 1%	6 2%	1 2% *	6 2%	1 1%	3 1%	4 2%	9 1%	5 2%
Don't know	26 3%	8 3%	18 3%	- - *	15 2%	11 3%	2 1%	4 1%	4 4% *	16 3%	8 2%	2 5% *	10 4% O	5 3%	3 1%	7 4% O	11 2% Q	15 5%
Mean scores	0.87	0.89	0.86	0.97 *	0.88	0.86	0.91	0.92	0.68	0.92	0.8	0.82 *	0.82	0.79	0.91	0.95	0.95 R	0.68 Q
Standard Deviation	0.9	0.89	0.9	0.95	0.91	0.87	1.06	0.82	0.96	0.88	0.93	0.86	0.92	0.87	0.9	0.89	0.87	0.93
Standard Error	0.029	0.056	0.035	0.125	0.037	0.045	0.084	0.044	0.1	0.036	0.05	0.13	0.059	0.068	0.046	0.066	0.033	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - Children should always be offered smaller portions from the adult menu

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	700 70%	215 73%	479 69%	430 73% E	137 58%	118 76% E	663 74% H	37 36% *	283 71%	417 69%
Strongly agree (2)	237 24%	85 29% C	148 21%	157 27% E	39 16%	32 21%	230 26% H	7 7% *	109 27% J	127 21%
Agree (1)	463 46%	130 44%	331 48%	273 47%	98 42%	86 55% E	433 48% H	30 29% *	174 43%	289 48%
Neither agree nor disagree (0)	206 21%	53 18%	147 21%	100 17%	76 32% DF	25 16%	161 18%	45 44% G*	77 19%	129 21%
Net: Disagree	70 7%	20 7%	48 7%	43 7%	17 7%	10 6%	59 7%	12 11% *	35 9%	35 6%
Disagree (-1)	56 6%	17 6%	36 5%	33 6%	14 6%	9 5%	47 5%	8 8% *	28 7%	27 5%
Strongly disagree (-2)	15 1%	3 1%	12 2%	10 2%	3 1%	1 1%	12 1%	3 3% *	7 2%	8 1%
Don't know	26 3%	7 2%	18 3%	13 2%	7 3%	3 2%	18 2%	8 8% G*	5 1%	21 3%
Mean scores	0.87	0.96	0.84	0.93 E	0.68	0.92 E	0.93 H	0.31 *	0.89	0.86
Standard Deviation	0.9	0.9	0.89	0.91	0.87	0.81	0.88	0.87	0.95	0.86
Standard Error	0.029	0.053	0.034	0.038	0.057	0.066	0.03	0.09	0.048	0.036

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - Children should always be offered smaller portions from the adult menu

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	700 70%	147 66%	475 79% D	225 56%	511 70%	360 68%	134 75%	189 70%
Strongly agree (2)	237 24%	52 23%	182 30% D	55 14%	167 23%	114 21%	57 32% EF	70 26%
Agree (1)	463 46%	95 43%	294 49%	169 42%	344 47%	247 47%	77 43%	119 44%
Neither agree nor disagree (0)	206 21%	47 21%	87 15% C	118 30%	150 20%	117 22%	28 16%	56 21%
Net: Disagree	70 7%	22 10%	33 5% C	37 9%	57 8%	46 9%	14 8%	13 5%
Disagree (-1)	56 6%	20 9%	28 5%	28 7%	44 6%	37 7%	12 7%	11 4%
Strongly disagree (-2)	15 1%	2 1%	5 1%	9 2%	13 2%	10 2%	2 1%	2 1%
Don't know	26 3%	6 3%	6 1%	20 5% C	16 2%	6 1%	3 2%	10 4% F
Mean scores	0.87	0.8	1.04 D	0.61	0.85	0.8	0.99 F	0.94 F
Standard Deviation	0.9	0.94	0.85	0.91	0.91	0.92	0.93	0.86
Standard Error	0.029	0.064	0.035	0.047	0.034	0.04	0.07	0.053

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 621

Tb T785

Q119. How much do you agree or disagree that - Everyone (children and adults) should be able to select smaller portion sizes of items on a menu

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	788 79%	358 73%	430 84% B	104 74% *	115 73%	116 76%	141 77%	115 76%	198 91% DEFGH	211 84% LMO	227 82% MO	139 75%	211 73%	438 83% LMO	350 74%	169 79%	310 79%	150 77%	159 79%	209 75%	579 80%
Strongly agree (2)	262 26%	99 20%	162 32% B	32 23% *	38 24%	43 28%	46 26%	46 31%	55 25%	70 28%	61 22%	53 29%	77 27%	131 25%	131 27%	61 28%	105 27%	44 23%	52 26%	75 27%	187 26%
Agree (1)	526 53%	259 53%	267 52%	71 51% *	77 49%	73 48%	94 52%	68 45%	143 65% DEFGH	141 56% MO	166 60% LMO	86 46%	134 46%	307 58% LMO	220 46%	108 50%	206 53%	106 54%	106 53%	134 48%	393 54%
Neither agree nor disagree (0)	149 15%	94 19% C	55 11%	18 13% *	31 20% I	22 14%	34 19% I	27 18% I	16 7%	27 11%	33 12%	36 19% JKN	53 18% JKN	60 11%	89 19% JKN	35 16%	58 15%	32 16%	25 12%	49 18%	100 14%
Net: Disagree	54 5%	30 6%	24 5%	14 10% I*	10 6% I	13 9% I	7 4%	7 5%	3 1%	12 5%	15 5%	7 4%	20 7%	27 5%	27 6%	7 3%	23 6%	11 6%	14 7%	18 7%	36 5%
Disagree (-1)	31 3%	17 3%	14 3%	6 5% *	5 3%	10 6% I	5 3%	4 2%	2 1%	6 2%	9 3%	6 3%	10 4%	15 3%	16 3%	1 *	13 3%	7 3%	11 5% P	13 5%	18 3%
Strongly disagree (-2)	23 2%	13 3%	10 2%	7 5% I*	5 3%	4 2%	2 1%	4 2%	1 1%	6 2%	6 2%	1 1%	10 3%	12 2%	11 2%	6 3%	10 3%	4 2%	3 1%	5 2%	18 2%
Don't know	11 1%	6 1%	5 1%	5 3% *	2 1%	1 1%	- -	2 1%	1 *	- -	1 *	4 2%	6 2% N	1 *	10 2% N	5 2%	1 *	2 1%	3 1%	1 *	10 1%
Mean scores	0.98	0.86	1.1	0.84 *	0.89	0.94	0.98	1	1.15 DEFG	1.05	0.97	1.01	0.91	1.01	0.95	1.03	0.98	0.93	0.99	0.94	1
Standard Deviation	0.87	0.88	0.84 B	1.02 *	0.92	0.95	0.8	0.91	0.63	0.84	0.82	0.82	0.95	0.83	0.91	0.85	0.88	0.85	0.86	0.9	0.85
Standard Error	0.027	0.04	0.037	0.087	0.074	0.077	0.06	0.074	0.042	0.053	0.049	0.061	0.057	0.036	0.042	0.059	0.045	0.061	0.061	0.054	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q119. How much do you agree or disagree that - Everyone (children and adults) should be able to select smaller portion sizes of items on a menu

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	788 79%	208 80%	534 78%	46 80% *	492 79%	296 79%	125 77%	285 82%	67 71% I *	473 79%	284 80%	31 66% L *	190 75%	124 75%	319 83% MN	147 79%	578 82% R	210 70%
Strongly agree (2)	262 26%	73 28%	174 25%	15 26% *	183 29% F	79 21%	67 42% HI	87 25%	21 22% *	164 27%	86 24%	11 23% *	63 25%	46 28%	97 25%	52 28%	208 30% R	54 18%
Agree (1)	526 53%	135 52%	360 53%	31 54% *	310 49%	217 58% E	58 36%	198 57% G	46 49% *	309 51%	198 56%	20 43% *	128 50%	78 47%	222 58% N	94 51%	370 53%	156 52%
Neither agree nor disagree (0)	149 15%	36 14%	106 15%	7 12% *	92 15%	56 15%	25 16%	47 14%	17 17% *	98 16%	43 12%	8 17% *	40 16%	28 17%	53 14%	26 14%	93 13%	56 19% Q
Net: Disagree	54 5%	13 5%	36 5%	5 8% *	36 6%	18 5%	12 7%	15 4%	9 10% *	25 4%	25 7%	4 9% *	21 8% O	12 7%	13 3%	7 4%	30 4%	24 8% Q
Disagree (-1)	31 3%	6 2%	22 3%	4 6% *	21 3%	10 3%	6 4%	9 3%	6 6% *	15 3%	15 4%	1 3% *	11 4%	8 5%	10 2%	2 1%	16 2%	15 5% Q
Strongly disagree (-2)	23 2%	8 3%	14 2%	1 2% *	15 2%	8 2%	6 4%	6 2%	4 4% *	10 2%	10 3%	3 6% *	10 4% O	3 2%	4 1%	5 3%	13 2%	10 3%
Don't know	11 1%	3 1%	8 1%	- - *	6 1%	5 1%	- -	1 *	2 2% *	6 1%	1 *	4 9% JK*	2 1%	3 2%	- -	6 3% O	3 *	8 3% Q
Mean scores	0.98	1.01	0.97	0.96 *	1	0.94	1.08 I	1.01 I	0.81 *	1.01	0.95	0.81 *	0.88	0.95	1.03 M	1.04	1.06 R	0.79
Standard Deviation	0.87	0.89	0.86	0.9	0.9	0.81	1.02	0.8	0.98	0.83	0.89	1.06	0.97	0.92	0.76	0.86	0.83	0.92
Standard Error	0.027	0.055	0.033	0.119	0.036	0.042	0.08	0.043	0.102	0.034	0.048	0.163	0.061	0.072	0.039	0.064	0.031	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - Everyone (children and adults) should be able to select smaller portion sizes of items on a menu

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	788 79%	241 82%	539 78%	486 83% E	159 67%	126 81% E	737 82% H	51 50% *	321 80%	467 78%
Strongly agree (2)	262 26%	92 31% C	166 24%	164 28% E	44 18%	48 31% E	250 28% H	12 12% *	119 30% J	142 24%
Agree (1)	526 53%	149 51%	373 54%	322 55%	115 48%	78 50%	487 54% H	39 39% *	202 50%	325 54%
Neither agree nor disagree (0)	149 15%	44 15%	100 14%	78 13%	55 23% DF	12 8%	120 13%	29 29% G*	53 13%	95 16%
Net: Disagree	54 5%	10 3%	44 6%	19 3%	19 8% D	16 10% D	37 4%	18 17% G*	23 6%	31 5%
Disagree (-1)	31 3%	2 1%	29 4% B	10 2%	11 5% D	10 6% D	23 3%	8 8% G*	10 3%	21 3%
Strongly disagree (-2)	23 2%	8 3%	15 2%	8 1%	8 3%	6 4%	14 2%	9 9% G*	13 3%	10 2%
Don't know	11 1%	1 *	8 1%	3 1%	5 2%	2 1%	7 1%	4 4% G*	2 1%	9 1%
Mean scores	0.98	1.07 C	0.94	1.07 E	0.76	0.99 E	1.05 H	0.37 *	1.02	0.96
Standard Deviation	0.87	0.85	0.87	0.78	0.93	1	0.81	1.11	0.91	0.83
Standard Error	0.027	0.05	0.033	0.032	0.061	0.081	0.027	0.112	0.046	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - Everyone (children and adults) should be able to select smaller portion sizes of items on a menu

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	788 79%	171 77%	515 86%	273 68%	576 79%	406 77%	134 75%	212 79%
Strongly agree (2)	262 26%	63 28%	182 30%	79 20%	180 25%	126 24%	57 32%	81 30%
Agree (1)	526 53%	108 48%	332 55%	194 48%	396 54%	280 53%	77 43%	131 49%
Neither agree nor disagree (0)	149 15%	35 16%	59 10%	90 22%	110 15%	84 16%	29 16%	39 14%
Net: Disagree	54 5%	12 5%	26 4%	28 7%	37 5%	34 7%	13 7%	17 6%
Disagree (-1)	31 3%	8 4%	11 2%	20 5%	23 3%	20 4%	6 4%	8 3%
Strongly disagree (-2)	23 2%	4 2%	15 3%	8 2%	14 2%	14 3%	6 3%	8 3%
Don't know	11 1%	5 2%	2 *	9 2%	10 1%	5 1%	4 2%	1 *
Mean scores	0.98	1	1.09	0.81	0.97	0.92	0.98	1
Standard Deviation	0.87	0.87	0.84	0.88	0.84	0.89	0.98	0.93
Standard Error	0.027	0.059	0.034	0.045	0.031	0.039	0.074	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 625

Tb T789

Q119. How much do you agree or disagree that - Portion sizes of drinks and snacks in cinemas should be reduced

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	508 51%	243 50%	265 51%	71 51% *	68 43%	71 47%	89 49%	80 53%	128 59%	140 56%	154 56%	86 46%	128 44%	294 56%	214 45%	101 47%	202 52%	91 47%	113 57%	149 54%	359 50%
Strongly agree (2)	182 18%	85 17%	97 19%	28 20% *	19 12%	26 17%	33 18%	33 22% E	44 20%	49 20%	50 18%	35 19%	49 17%	99 19%	83 18%	54 25% QRS	66 17%	30 15%	33 16%	46 17%	136 19%
Agree (1)	325 32%	158 32%	167 33%	43 31% *	49 31%	45 29%	56 31%	48 31%	85 39%	91 36% MO	104 38% LMO	51 28%	79 27%	195 37% LMO	131 27%	46 22%	136 35% P	62 32% P	81 40% P	102 37%	223 31%
Neither agree nor disagree (0)	255 25%	124 26%	130 25%	26 18% *	46 29%	44 29%	53 29%	38 25%	48 22%	55 22%	63 23%	53 29%	83 29%	119 23%	136 29% N	60 28%	104 26%	52 27%	39 19%	65 24%	189 26%
Net: Disagree	169 17%	85 17%	85 16%	42 30% GHI*	37 23% HI	30 20% I	29 16% I	18 12%	14 6%	30 12%	42 15%	38 21% JN	58 20% JN	73 14%	97 20% JN	34 16%	49 13%	43 22% Q	43 22% Q	58 21%	112 15%
Disagree (-1)	127 13%	56 12%	70 14%	37 27% FGHI*	25 16% HI	21 14% I	18 10%	11 8%	13 6%	21 8%	33 12%	30 16% J	42 15% J	55 10%	72 15% JN	23 11%	33 8%	34 17% Q	37 18% PQ	46 17% U	80 11%
Strongly disagree (-2)	43 4%	28 6% C	14 3%	5 3% *	12 7% I	9 6% I	10 6% I	7 4% I	1 1%	9 4%	9 3%	9 5%	16 5% 5%	18 3%	25 5%	11 5%	16 4%	10 5%	6 3%	11 4%	31 4%
Don't know	70 7%	36 7%	34 7%	1 1% *	7 5%	8 5%	11 6%	15 10% D	28 13% DEFG	25 10% L	16 6%	8 4%	21 7%	41 8%	29 6%	21 10% RS	37 9% RS	8 4%	4 2%	5 2%	65 9% T
Mean scores	0.51	0.48	0.55	0.38 *	0.26	0.4	0.48	0.65 E	0.83 DEFG	0.66 LMO	0.59 MO	0.41	0.38	0.62 LMO	0.39	0.57	0.57 R	0.37	0.49	0.46	0.53
Standard Deviation	1.09	1.12	1.06	1.18	1.12	1.12	1.1	1.08	0.88	1.05	1.05	1.13	1.13	1.05	1.13	1.17	1.04	1.11	1.08	1.09	1.09
Standard Error	0.036	0.053	0.049	0.1	0.091	0.094	0.085	0.093	0.064	0.07	0.065	0.085	0.069	0.048	0.053	0.084	0.055	0.081	0.077	0.066	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q119. How much do you agree or disagree that - Portion sizes of drinks and snacks in cinemas should be reduced

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	508 51%	126 48%	356 52%	26 45% *	343 55% F	165 44%	94 58% I	206 59% I	34 36% *	299 50%	188 53%	21 45% *	112 44%	90 54%	205 53% M	96 52%	404 57% R	104 35%
Strongly agree (2)	182 18%	49 19%	119 17%	14 25% *	132 21% F	50 13%	52 32% HI	66 19%	11 11% *	121 20%	55 16%	7 14% *	31 12%	37 22% M	80 21% M	33 18%	150 21% R	32 11%
Agree (1)	325 32%	77 30%	237 35% D	11 20% *	211 34%	114 30%	42 26%	140 40% GI	24 25% *	178 30%	133 38% J	14 30% *	81 32%	53 32%	126 33%	63 34%	254 36% R	72 24%
Neither agree nor disagree (0)	255 25%	63 24%	174 25%	18 32% *	155 25%	100 27%	36 22%	85 24%	31 32% *	163 27%	80 23%	11 25% *	65 26%	35 21%	106 28%	46 25%	161 23% Q	94 31%
Net: Disagree	169 17%	52 20%	109 16%	9 15% *	97 16%	72 19%	28 17%	42 12%	23 24% H*	96 16%	65 18%	8 17% *	57 23% O	30 18%	52 13%	30 16%	98 14% Q	71 24% Q
Disagree (-1)	127 13%	37 14%	82 12%	7 12% *	68 11%	59 16% E	18 11%	32 9%	14 15% *	72 12%	49 14%	5 11% *	46 18% O	18 11%	39 10%	23 12%	75 11% Q	52 17% Q
Strongly disagree (-2)	43 4%	15 6%	27 4%	2 3% *	29 5%	13 4%	10 6%	9 3%	8 9% H*	24 4%	16 5%	3 6% *	11 4%	12 7%	12 3%	7 4%	24 3% Q	19 6% Q
Don't know	70 7%	21 8%	45 7%	4 8% *	31 5%	39 10% E	5 3%	15 4%	7 8% *	43 7%	21 6%	6 13% *	19 7%	11 7%	22 6%	14 8%	40 6% Q	30 10% Q
Mean scores	0.51	0.45	0.53	0.57 *	0.59 F	0.38	0.68 I	0.66 I	0.16 *	0.54	0.49	0.42 *	0.32	0.55	0.61 M	0.53	0.65 R	0.17
Standard Deviation	1.09	1.15	1.06	1.12	1.1	1.06	1.22	0.99	1.13	1.1	1.08	1.13	1.08	1.2	1.05	1.07	1.06	1.09
Standard Error	0.036	0.074	0.042	0.155	0.045	0.058	0.097	0.055	0.121	0.046	0.059	0.178	0.071	0.096	0.055	0.082	0.041	0.067

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - Portion sizes of drinks and snacks in cinemas should be reduced

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	508 51%	160 54%	343 50%	336 57% E	87 37%	78 50% E	490 54% H	17 17% *	231 58% J	276 46%
Strongly agree (2)	182 18%	63 21%	116 17%	122 21% E	25 11%	32 21% E	174 19% H	8 8% *	99 25% J	84 14%
Agree (1)	325 32%	97 33%	227 33%	214 37% E	61 26%	46 30%	316 35% H	9 9% *	132 33%	193 32%
Neither agree nor disagree (0)	255 25%	68 23%	180 26%	130 22% DF	85 36% DF	35 22%	218 24% H	37 37% G*	87 22%	168 28% I
Net: Disagree	169 17%	43 15%	124 18%	85 15%	44 19%	32 21%	130 14%	40 39% G*	73 18%	97 16%
Disagree (-1)	127 13%	27 9%	97 14%	62 11%	35 15%	27 17% D	105 12%	22 21% G*	54 14%	72 12%
Strongly disagree (-2)	43 4%	16 5%	27 4%	23 4%	9 4%	5 3%	25 3%	18 18% G*	19 5%	24 4%
Don't know	70 7%	24 8%	45 7%	34 6%	21 9%	11 7%	63 7%	7 7% *	9 2%	61 10% I
Mean scores	0.51	0.61	0.48	0.64 E	0.27	0.5	0.61 H	-0.34 *	0.61 J	0.44
Standard Deviation	1.09	1.12	1.08	1.07	1.01	1.14	1.04	1.16	1.14	1.05
Standard Error	0.036	0.068	0.042	0.046	0.069	0.094	0.036	0.12	0.058	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - Portion sizes of drinks and snacks in cinemas should be reduced

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	508 51%	105 47%	386 64% D	122 30%	369 50%	258 49%	98 55%	138 52%
Strongly agree (2)	182 18%	40 18%	149 25% D	34 8%	118 16%	77 15%	35 20%	64 24% EF
Agree (1)	325 32%	65 29%	238 40% D	88 22%	251 34%	181 34%	63 35%	74 28%
Neither agree nor disagree (0)	255 25%	54 24%	113 19% C	142 35% C	192 26%	143 27%	37 21%	63 23%
Net: Disagree	169 17%	54 24%	66 11% C	104 26% C	133 18%	114 22% H	38 21%	36 13%
Disagree (-1)	127 13%	44 20%	50 8% C	77 19% C	105 14% H	88 17% H	25 14%	22 8%
Strongly disagree (-2)	43 4%	10 5%	16 3% C	27 7% C	28 4%	26 5%	12 7%	15 5%
Don't know	70 7%	10 5%	36 6%	34 8%	39 5% F	15 3%	6 4%	31 12% EFG
Mean scores	0.51	0.38	0.8 D	0.07	0.47	0.38	0.48	0.64 F
Standard Deviation	1.09	1.15	1.01	1.05	1.07	1.09	1.18	1.15
Standard Error	0.036	0.078	0.043	0.055	0.04	0.048	0.09	0.075

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

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Pg 629

Tb T793

Q119. How much do you agree or disagree that - Having calories for meals displayed on a restaurant or café menu would make me more likely to choose to eat there

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	505 50%	227 47%	277 54% B	73 52% *	87 55%	73 48%	98 54%	67 44%	107 49%	131 52%	147 53% M	100 54%	127 44%	278 53% M	227 48%	108 50%	186 47%	105 54%	106 53%	150 54%	354 49%
Strongly agree (2)	183 18%	70 14%	113 22% B	32 23% *	35 22%	29 19%	32 18%	23 15%	31 14%	44 18%	52 19%	40 22%	46 16%	96 18%	86 18%	45 21%	62 16%	35 18%	41 20%	61 22%	122 17%
Agree (1)	322 32%	158 32%	164 32%	41 29% *	51 32%	43 28%	67 37%	44 29%	75 35%	87 35%	94 34%	60 32%	81 28%	181 34%	141 30%	63 29%	124 32%	70 36%	66 33%	89 32%	233 32%
Neither agree nor disagree (0)	284 28%	149 31%	135 26%	35 25% *	42 26%	41 27%	55 31%	51 34%	61 28%	62 25%	73 27%	57 31%	92 32%	135 26%	149 31%	60 28%	126 32%	48 25%	49 25%	76 27%	208 29%
Net: Disagree	191 19%	102 21%	89 17%	30 21% *	27 17%	33 22%	25 14%	29 19%	47 21%	56 22% L	48 17%	25 14%	62 21%	104 20%	87 18%	41 19%	73 19%	36 18%	41 20%	45 16%	145 20%
Disagree (-1)	121 12%	61 13%	60 12%	21 15% *	10 7%	20 13%	18 10%	18 12%	33 15% L	36 15% L	33 12%	14 7%	38 13%	69 13%	52 11%	24 11%	45 12%	25 13%	26 13%	28 10%	93 13%
Strongly disagree (-2)	70 7%	41 8%	29 6%	9 6% *	16 10% G	13 8%	7 4%	12 8%	14 7%	19 8%	15 6%	12 6%	23 8%	35 7%	35 7%	17 8%	28 7%	11 6%	15 7%	17 6%	53 7%
Don't know	22 2%	10 2%	13 2%	3 2% *	3 2%	6 4%	3 1%	4 3%	4 2%	2 1%	7 3%	3 2%	10 4%	9 2%	13 3%	7 3%	7 2%	5 3%	4 2%	5 2%	18 2%
Mean scores	0.44	0.32	0.54 B	0.49 *	0.51	0.38	0.55	0.33	0.36	0.4	0.51	0.56 MO	0.32	0.46	0.41 M	0.46	0.38	0.49	0.47	0.55	0.39
Standard Deviation	1.14	1.13	1.14	1.19 *	1.22	1.2	1.02	1.12	1.11	1.17	1.11	1.11	1.15	1.14	1.14	1.18	1.11	1.11	1.18	1.14	1.14
Standard Error	0.036	0.052	0.051	0.101	0.098	0.1	0.076	0.092	0.076	0.074	0.068	0.082	0.069	0.05	0.053	0.082	0.057	0.081	0.084	0.069	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 630

Tb T794

Q119. How much do you agree or disagree that - Having calories for meals displayed on a restaurant or café menu would make me more likely to choose to eat there

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	505 50%	129 49%	353 52%	23 40% *	343 55% F	162 43% F	98 61% I	197 57% I	42 44% *	316 52% L	174 49% L	15 31% *	119 47% M	82 50% M	194 50% M	107 58% M	413 59% R	92 31% R
Strongly agree (2)	183 18%	55 21%	118 17%	10 17% *	131 21% F	51 14% F	56 35% HI	59 17% HI	14 15% *	123 20% HI	53 15% L	7 15% *	41 16% O	33 20% O	64 16% O	45 24% O	158 22% R	25 8% R
Agree (1)	322 32%	74 28%	235 34%	13 22% *	211 34% G	111 30% G	42 26% G	138 40% G	28 30% *	193 32% L	121 34% L	8 17% *	78 31% O	49 30% O	130 34% O	63 34% O	255 36% R	67 22% R
Neither agree nor disagree (0)	284 28%	66 25%	193 28%	25 44% BC*	175 28% BC*	110 29% BC*	42 26% BC*	96 28% BC*	27 28% *	171 28% BC*	96 27% BC*	17 37% *	68 27% BC*	50 30% BC*	117 30% BC*	43 23% BC*	177 25% Q	107 36% Q
Net: Disagree	191 19%	63 24% C	120 18% C	7 13% *	99 16% E	92 24% E	22 13% E	52 15% E	20 21% *	103 17% E	78 22% E	10 21% *	56 22% O	32 19% O	71 18% O	30 16% O	105 15% Q	86 29% Q
Disagree (-1)	121 12%	37 14% C	79 12% C	5 8% *	67 11% E	54 14% E	12 7% E	39 11% E	12 13% *	67 11% E	47 13% E	6 14% *	31 12% O	17 10% O	50 13% O	21 11% O	67 10% Q	53 18% Q
Strongly disagree (-2)	70 7%	26 10% C	41 6% C	3 5% *	32 5% E	38 10% E	9 6% E	13 4% E	8 8% *	36 6% E	31 9% E	3 7% *	26 10% O	14 9% O	21 5% O	9 5% O	38 5% Q	32 11% Q
Don't know	22 2%	4 1% C	17 2% C	2 3% *	11 2% E	12 3% E	- - GH*	3 1% GH*	6 6% GH*	12 2% GH*	5 1% GH*	5 11% JK*	10 4% JK*	2 1% JK*	5 1% JK*	6 3% JK*	9 1% Q	14 5% Q
Mean scores	0.44	0.37	0.46	0.4 *	0.56 F	0.23 F	0.76 HI	0.55 HI	0.31 *	0.51 K	0.34 K	0.21 *	0.32	0.42	0.44	0.62 M	0.62 R	-0.01 Q
Standard Deviation	1.14	1.25	1.1	1.05	1.1	1.18	1.18	1.02	1.16	1.12	1.16	1.14	1.2	1.18	1.08	1.13	1.1	1.11
Standard Error	0.036	0.078	0.043	0.141	0.044	0.062	0.092	0.055	0.123	0.046	0.062	0.177	0.077	0.092	0.055	0.084	0.042	0.066

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Pg 631

Tb T795

Q119. How much do you agree or disagree that - Having calories for meals displayed on a restaurant or café menu would make me more likely to choose to eat there

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	505 50%	152 52%	345 50%	326 56% E	87 37%	82 53% E	481 53% H	24 23% *	232 58% J	273 45%
Strongly agree (2)	183 18%	67 23% C	111 16%	122 21% E	23 10%	34 22% E	173 19% H	10 10% *	100 25% J	83 14%
Agree (1)	322 32%	86 29%	234 34%	204 35% E	64 27%	48 31%	308 34% H	14 13% *	132 33%	189 31%
Neither agree nor disagree (0)	284 28%	84 28%	196 28%	148 25% DF	97 41% DF	34 22%	244 27% H	40 39% G*	100 25%	184 31%
Net: Disagree	191 19%	54 18%	135 20%	101 17%	46 19%	36 23%	160 18%	31 30% G*	62 16%	128 21% I
Disagree (-1)	121 12%	31 11%	89 13%	62 11%	31 13%	24 15%	104 12%	17 17% *	36 9%	85 14% I
Strongly disagree (-2)	70 7%	23 8%	47 7%	39 7%	15 6%	13 8%	56 6%	14 14% G*	26 7%	44 7%
Don't know	22 2%	5 2%	16 2%	11 2%	7 3%	4 2%	15 2%	7 7% G*	6 1%	17 3%
Mean scores	0.44	0.49	0.41	0.54 E	0.21	0.44	0.49 H	-0.12 *	0.62 J	0.31
Standard Deviation	1.14	1.19	1.12	1.14	1.02	1.23	1.12	1.16	1.15	1.11
Standard Error	0.036	0.07	0.043	0.047	0.067	0.1	0.038	0.119	0.058	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 632

Tb T796

Q119. How much do you agree or disagree that - Having calories for meals displayed on a restaurant or café menu would make me more likely to choose to eat there

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	505 50%	110 49%	373 62%	131 33%	378 52%	284 54%	102 57%	127 47%
Strongly agree (2)	183 18%	51 23%	139 23%	43 11%	135 18%	104 20%	51 29%	47 18%
Agree (1)	322 32%	59 26%	234 39%	88 22%	243 33%	180 34%	51 29%	79 30%
Neither agree nor disagree (0)	284 28%	63 28%	127 21%	157 39%	203 28%	139 26%	42 23%	81 30%
Net: Disagree	191 19%	44 20%	94 16%	96 24%	139 19%	98 18%	30 17%	52 19%
Disagree (-1)	121 12%	27 12%	64 11%	57 14%	89 12%	62 12%	20 11%	31 12%
Strongly disagree (-2)	70 7%	17 8%	30 5%	40 10%	49 7%	36 7%	11 6%	21 8%
Don't know	22 2%	6 3%	6 1%	16 4%	14 2%	9 2%	5 3%	8 3%
Mean scores	0.44	0.46	0.65	0.1	0.45	0.49	0.64	0.39
Standard Deviation	1.14	1.2	1.1	1.11	1.13	1.14	1.19	1.15
Standard Error	0.036	0.082	0.045	0.057	0.042	0.05	0.09	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 633

Tb T797

Q119. How much do you agree or disagree that - I find it hard to say no when I'm asked if I want to go large, make it a meal deal or add sides or extras

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	222 22%	107 22%	115 22%	50 35% GHI*	62 39% FGHI	35 23% HI	40 22% HI	14 9%	21 10%	49 20%	62 23%	53 28% J	58 20%	111 21%	111 23%	39 18%	63 16%	54 28% PQ	66 33% PQ	100 36% U	122 17%
Strongly agree (2)	69 7%	29 6%	41 8%	16 12% HI*	21 13% HI	10 7% I	12 7% I	6 4%	3 2%	10 4%	18 7%	22 12% JN	19 6%	28 5%	41 9% J	11 5%	19 5%	17 9% Q	22 11% Q	32 11% U	37 5%
Agree (1)	153 15%	78 16%	74 14%	33 24% HI*	41 26% FGHI	24 16% HI	28 16% HI	8 5%	17 8%	39 16%	44 16%	30 16%	39 13%	83 16%	69 15%	27 13%	45 11%	37 19% Q	44 22% PQ	68 25% U	85 12%
Neither agree nor disagree (0)	170 17%	97 20% C	73 14%	25 18% *	42 26% GI	29 19% I	23 13%	30 20% I	22 10%	30 12%	40 14%	33 18% JKN	67 23% JKN	70 13%	100 21% JKN	31 14%	74 19%	31 16%	34 17%	54 20%	116 16%
Net: Disagree	596 59%	277 57%	319 62%	63 45% *	52 33% *	86 57% E	118 65% DE	104 69% DEF	173 79% DEFGH	169 68% LMO	171 62% O	97 52%	158 54%	341 65% LMO	255 54%	141 66% RS	249 63% S	106 55%	99 50%	122 44%	475 65% T
Disagree (-1)	308 31%	145 30%	163 32%	35 25% *	25 16%	50 33% E	61 33% E	48 32% E	89 41% DE	74 30%	94 34%	56 30%	84 29%	168 32%	140 29%	68 32%	130 33%	49 25%	61 31%	75 27%	234 32%
Strongly disagree (-2)	288 29%	132 27%	156 30%	28 20% *	27 17%	37 24%	57 32% DE	56 37% DEF	83 38% DEF	95 38% KLMNO	77 28%	41 22%	74 25%	172 33% KLMO	115 24%	73 34% S	119 30% S	58 30% S	38 19%	47 17%	241 33% T
Don't know	14 1%	7 1%	7 1%	3 2% *	2 1%	2 1%	- -	4 3%	3 1%	2 1%	2 1%	2 1%	7 3%	4 1%	10 2%	4 2%	6 1%	3 2%	1 1%	1 *	13 2%
Mean scores	-0.6	-0.57	-0.63	-0.18	0.03	-0.52	-0.68	-0.95	-1.07	-0.83	-0.62	-0.35	-0.55	-0.72	-0.47	-0.78	-0.74	-0.49	-0.25	-0.13	-0.78
Standard Deviation	1.25	1.22	1.27	1.33	1.3	1.22	1.25	1.07	0.97	1.21	1.24	1.32	1.2	1.23	1.26	1.21	1.15	1.33	1.3	1.28	1.18
Standard Error	0.04	0.055	0.057	0.113	0.104	0.1	0.093	0.088	0.066	0.077	0.075	0.098	0.072	0.054	0.058	0.083	0.059	0.096	0.092	0.077	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 634

Tb T798

Q119. How much do you agree or disagree that - I find it hard to say no when I'm asked if I want to go large, make it a meal deal or add sides or extras

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	222 22%	65 25%	148 22%	9 16% *	160 26% F	62 16%	52 32% I	91 26% I	12 12% *	131 22%	85 24%	6 14% *	60 24%	47 28% O	72 19%	41 22%	178 25% R	44 15%
Strongly agree (2)	69 7%	17 7%	47 7%	4 8% *	51 8%	18 5%	25 15% HI	21 6%	4 4% *	45 8%	21 6%	2 5% *	18 7%	18 11%	23 6%	10 5%	57 8% R	12 4%
Agree (1)	153 15%	48 18%	100 15%	5 9% *	109 17% F	43 12%	28 17%	71 20% I	8 8% *	85 14%	63 18%	4 9% *	42 16%	29 17%	49 13%	31 17%	121 17% R	31 11%
Neither agree nor disagree (0)	170 17%	39 15%	123 18%	9 16% *	113 18%	57 15%	17 10%	69 20% G	22 23% G*	97 16%	63 18%	10 21% *	44 17%	29 18%	68 18%	29 15%	115 16% R	56 19%
Net: Disagree	596 59%	152 58%	405 59%	39 68% *	346 55%	250 67% E	92 56%	186 53%	59 62% *	369 61%	200 57%	28 60% *	146 58%	89 53%	243 63% N	110 59%	406 58%	190 64%
Disagree (-1)	308 31%	75 29%	216 32%	18 31% *	178 28%	130 35% E	46 28%	101 29%	29 30% *	191 32%	102 29%	16 34% *	79 31%	38 23%	125 32% N	61 33%	213 30%	95 32%
Strongly disagree (-2)	288 29%	78 30%	189 28%	21 36% *	168 27%	120 32%	46 28%	85 25%	30 32% *	178 30%	98 28%	12 25% *	67 26%	51 30%	118 31%	49 26%	193 27%	95 32%
Don't know	14 1%	5 2%	9 1%	- - *	8 1%	6 2%	1 1%	2 1%	2 2% *	6 1%	6 2%	2 5% *	4 2%	1 1%	3 1%	6 3%	5 1%	9 3% Q
Mean scores	-0.6	-0.58	-0.59	-0.8 *	-0.49 F	-0.79	-0.37 I	-0.46 I	-0.79 *	-0.62	-0.55	-0.7 *	-0.54	-0.45 O	-0.7	-0.6	-0.52 R	-0.79 Q
Standard Deviation	1.25	1.28	1.23	1.24	1.28	1.16	1.45	1.23	1.12	1.26	1.24	1.13	1.25	1.37	1.2	1.22	1.28	1.14
Standard Error	0.04	0.08	0.048	0.164	0.051	0.061	0.114	0.066	0.116	0.051	0.067	0.171	0.079	0.107	0.061	0.091	0.048	0.067

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - I find it hard to say no when I'm asked if I want to go large, make it a meal deal or add sides or extras

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	222 22%	83 28% C	133 19%	132 23%	42 18%	41 26%	207 23%	15 15% *	128 32% J	94 16%
Strongly agree (2)	69 7%	32 11% C	34 5%	37 6%	17 7%	12 8%	64 7%	5 5% *	49 12% J	20 3%
Agree (1)	153 15%	51 17%	99 14%	95 16%	26 11%	29 18%	143 16%	10 10% *	79 20% J	74 12%
Neither agree nor disagree (0)	170 17%	46 15%	121 17%	82 14%	61 26% DF	24 15%	136 15%	34 33% G*	69 17%	102 17%
Net: Disagree	596 59%	163 55%	430 62% B	366 63% E	128 54%	90 58%	547 61% H	49 49% *	200 50%	396 66% I
Disagree (-1)	308 31%	80 27%	227 33%	179 31%	75 32%	48 31%	284 32%	24 24% *	104 26%	204 34% I
Strongly disagree (-2)	288 29%	82 28%	203 29%	187 32% E	53 22%	42 27%	262 29%	25 25% *	96 24%	192 32% I
Don't know	14 1%	4 1%	9 1%	5 1%	5 2%	1 1%	11 1%	3 3% *	3 1%	11 2%
Mean scores	-0.6	-0.44 C	-0.68	-0.66	-0.53	-0.51	-0.6	-0.56 *	-0.3 J	-0.8
Standard Deviation	1.25	1.35	1.18	1.26	1.17	1.29	1.26	1.13	1.35	1.12
Standard Error	0.04	0.079	0.045	0.052	0.077	0.103	0.042	0.114	0.068	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - I find it hard to say no when I'm asked if I want to go large, make it a meal deal or add sides or extras

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	222 22%	68 30%	161 27%	60 15%	188 26%	161 30%	80 44%	33 12%
			D		H	H	EFH	
Strongly agree (2)	69 7%	29 13%	46 8%	23 6%	62 8%	56 11%	35 20%	7 3%
					H	H	EFH	
Agree (1)	153 15%	39 17%	115 19%	38 9%	126 17%	105 20%	44 25%	27 10%
			D		H	H	EH	
Neither agree nor disagree (0)	170 17%	42 19%	81 14%	89 22%	138 19%	107 20%	26 15%	33 12%
			C		H	H		
Net: Disagree	596 59%	110 49%	356 59%	240 60%	398 54%	257 48%	71 40%	198 74%
					G			EFG
Disagree (-1)	308 31%	63 28%	194 32%	114 28%	220 30%	147 28%	41 23%	88 33%
							G	
Strongly disagree (-2)	288 29%	47 21%	162 27%	126 31%	178 24%	109 21%	30 17%	110 41%
					G			EFG
Don't know	14 1%	3 2%	2 *	12 3%	9 1%	5 1%	2 1%	5 2%
			C					
Mean scores	-0.6	-0.28	-0.52	-0.73	-0.45	-0.28	0.08	-1.01
			D		H	EH	EFH	
Standard Deviation	1.25	1.33	1.28	1.18	1.27	1.29	1.4	1.09
Standard Error	0.04	0.09	0.052	0.06	0.047	0.056	0.105	0.067

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - I am asked to upsize food and drinks too frequently

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	301 30%	130 27%	171 33% B	60 43% HI*	66 41% HI	48 32% I	60 33% HI	34 23%	33 15%	69 27%	84 30%	62 34%	86 29%	153 29%	148 31%	47 22%	99 25%	63 33% P	91 46% PQR	134 48% U	167 23%
Strongly agree (2)	94 9%	46 10%	48 9%	18 13% *	24 15% HI	16 11%	17 9%	7 5%	12 5%	22 9%	23 8%	26 14%	23 8%	45 9%	49 10%	16 7%	27 7%	22 11%	28 14% PQ	42 15% U	52 7%
Agree (1)	207 21%	84 17%	123 24% B	42 30% HI*	42 26% I	32 21% I	43 24% I	27 18% I	21 10%	47 19%	61 22%	37 20%	62 21%	108 21%	99 21%	31 15%	71 18%	41 21%	63 31% PQR	92 33% U	115 16%
Neither agree nor disagree (0)	273 27%	141 29%	132 26%	30 22% *	40 25%	40 26%	50 28%	39 26%	74 34% D	60 24%	66 24%	54 29%	93 32% KN	126 24%	147 31% N	60 28% S	118 30% S	60 31% S	36 18%	72 26%	201 28%
Net: Disagree	401 40%	205 42%	196 38%	45 32% *	50 32%	60 40%	69 38%	71 47% DE	105 48% DEG	117 47%	120 43% O	63 34%	102 35%	236 45% LMO	165 35%	98 46% RS	165 42%	68 35%	70 35%	68 25%	333 46% T
Disagree (-1)	263 26%	138 28%	126 24%	31 22% *	36 22%	42 27%	46 25%	41 27%	68 31%	65 26%	87 32% MO	48 26%	63 22%	153 29% M	111 23%	67 31% R	100 26%	42 21%	55 27%	51 19%	212 29% T
Strongly disagree (-2)	138 14%	67 14%	71 14%	15 10% *	14 9%	19 12%	23 13%	30 20% E	37 17% E	51 20% KLMNO	32 12%	15 8%	39 13%	83 16% KL	55 11%	32 15% S	64 16% S	26 14%	16 8%	17 6%	121 17% T
Don't know	27 3%	12 2%	15 3%	4 3% *	3 2%	4 3%	3 1%	7 4%	6 3%	5 2%	6 2%	6 3%	10 3%	11 2%	16 3%	10 4%	11 3%	3 2%	2 1%	2 1%	25 3% T
Mean scores	-0.15	-0.2	-0.1	0.13	0.16	-0.1	-0.09	-0.41	-0.46	-0.31	-0.16	0.05	-0.11	-0.24	-0.05	-0.32	-0.27	-0.05	0.17	0.33	-0.33
Standard Deviation	1.19	1.18	1.2	1.22	1.21	1.2	1.18	1.16	1.07	1.25	1.16	1.18	1.15	1.2	1.16	1.14	1.16	1.21	1.21	1.13	1.16
Standard Error	0.038	0.054	0.054	0.104	0.097	0.099	0.088	0.097	0.073	0.08	0.071	0.088	0.069	0.053	0.054	0.08	0.059	0.087	0.086	0.068	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q119. How much do you agree or disagree that - I am asked to upsize food and drinks too frequently

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	301 30%	79 30%	207 30%	15 26% *	225 36% F	76 20%	71 44% I	125 36%	24 25% *	177 29%	116 33%	8 18% *	80 32%	42 26%	110 29%	65 35%	250 36% R	51 17%
Strongly agree (2)	94 9%	20 8%	69 10%	5 10% *	68 11%	26 7%	35 22% HI	26 7%	6 6% *	54 9%	37 10%	3 6% *	25 10%	13 8%	33 9%	23 12%	83 12% R	11 4%
Agree (1)	207 21%	59 23%	138 20%	10 17% *	157 25% F	50 13%	36 22%	99 29%	18 19% *	123 20%	79 22%	5 11% *	55 22%	30 18%	77 20%	42 22%	167 24% R	40 13%
Neither agree nor disagree (0)	273 27%	64 25%	195 29%	14 25% *	173 28%	100 27%	34 21%	107 31% G	28 30% *	181 30% K	80 23%	13 27% *	64 25%	50 30%	110 29%	47 25%	184 26%	89 30%
Net: Disagree	401 40%	111 42%	264 39%	26 46% *	214 34%	188 50%	57 35%	108 31%	38 40% *	228 38%	150 42%	23 50% *	105 41%	72 43%	159 41%	63 34%	256 36%	145 49% Q
Disagree (-1)	263 26%	68 26%	177 26%	18 31% *	143 23%	120 32% E	34 21%	80 23%	24 25% *	155 26%	96 27%	12 25% *	65 26%	43 26%	114 30%	41 22%	180 26%	84 28%
Strongly disagree (-2)	138 14%	42 16%	87 13%	8 14% *	71 11%	67 18% E	23 14%	28 8%	14 15% *	73 12%	53 15%	11 25% J*	40 16%	29 18%	45 12%	22 12%	77 11%	61 21% Q
Don't know	27 3%	7 3%	18 3%	2 3% *	15 2%	11 3%	- -	7 2%	5 5% G*	16 3%	8 2%	2 5% *	4 2%	2 1%	6 2%	11 6% MNO	13 2%	14 5% Q
Mean scores	-0.15	-0.21	-0.11	-0.25 *	0.01 F	-0.42	0.16 I	0.05 I	-0.25 *	-0.12 L	-0.15	-0.54 *	-0.16	-0.28	-0.16	0.01 N	* R	-0.51 Q
Standard Deviation	1.19	1.2	1.18	1.2	1.18	1.15	1.36	1.08	1.15	1.15	1.24	1.19	1.23	1.18	1.14	1.23	1.2	1.09
Standard Error	0.038	0.075	0.046	0.162	0.048	0.06	0.107	0.058	0.121	0.048	0.067	0.18	0.078	0.092	0.059	0.093	0.046	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - I am asked to upsize food and drinks too frequently

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	301 30%	96 33%	201 29%	185 32% E	52 22%	57 37% E	286 32% H	14 14% *	173 43% J	127 21%
Strongly agree (2)	94 9%	43 14% C	49 7%	52 9%	16 7%	21 13%	88 10%	6 6% *	60 15% J	34 6%
Agree (1)	207 21%	54 18%	152 22%	133 23% E	36 15%	37 24%	199 22% H	8 8% *	113 28% J	93 16%
Neither agree nor disagree (0)	273 27%	79 27%	189 27%	158 27% F	75 32% F	32 21%	241 27%	32 32% *	98 24%	176 29%
Net: Disagree	401 40%	113 38%	285 41%	234 40%	97 41%	63 40%	353 39%	48 48% *	121 30%	280 47% I
Disagree (-1)	263 26%	66 22%	194 28%	154 26%	70 30%	35 22%	234 26%	29 29% *	83 21%	180 30% I
Strongly disagree (-2)	138 14%	47 16%	91 13%	80 14%	26 11%	28 18%	119 13%	19 19% *	38 9%	100 17% I
Don't know	27 3%	7 2%	18 3%	8 1%	13 5% D	4 2%	20 2%	7 7% G*	8 2%	18 3%
Mean scores	-0.15	-0.08	-0.19	-0.13	-0.24	-0.08	-0.11 H	-0.5 *	0.19 J	-0.38
Standard Deviation	1.19	1.29	1.14	1.18	1.09	1.32	1.19	1.11	1.21	1.12
Standard Error	0.038	0.076	0.044	0.049	0.073	0.107	0.04	0.114	0.061	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - I am asked to upsize food and drinks too frequently

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	301 30%	85 38%	225 37% D	75 19%	247 34% H	201 38% H	92 51% EFH	53 20%
Strongly agree (2)	94 9%	27 12%	72 12% D	22 5%	77 10% H	68 13% H	44 24% EFH	17 6%
Agree (1)	207 21%	59 26%	153 25% D	53 13%	171 23% H	133 25% H	48 27% H	36 13%
Neither agree nor disagree (0)	273 27%	54 24%	147 24% C	126 32% C	210 29%	149 28%	43 24%	63 23%
Net: Disagree	401 40%	78 35%	223 37% C	179 45% C	262 36% G	174 33% G	42 23% G	139 52% EFG
Disagree (-1)	263 26%	55 25%	152 25% C	112 28% C	177 24% G	120 23% G	26 14% G	86 32% EFG
Strongly disagree (-2)	138 14%	23 10%	71 12% C	67 17% C	85 12% C	55 10% C	16 9% C	53 20% EFG
Don't know	27 3%	7 3%	6 1% C	20 5% C	14 2% C	5 1% C	3 2% C	13 5% EF
Mean scores	-0.15	0.05	0.01 D	-0.39	-0.03 H	0.08 H	0.44 EFH	-0.47
Standard Deviation	1.19	1.2	1.22	1.1	1.18	1.19	1.26	1.17
Standard Error	0.038	0.082	0.05	0.057	0.044	0.052	0.095	0.073

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - Promotional offers on foods high in fat, sugar and salt should be banned

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	482 48%	229 47%	253 49%	62 45% *	66 42%	55 36%	91 50% F	76 50% F	131 60% DEF	141 56% MO	135 49% M	95 51% MO	112 38% MO	276 52% MO	207 43% M	105 49%	191 49%	93 48%	93 47%	125 45%	357 49%
Strongly agree (2)	169 17%	76 16%	93 18%	18 13% *	23 15%	19 12%	32 18%	25 17%	51 23% DF	49 20%	41 15%	36 19%	43 15%	90 17%	79 17%	46 21% S	61 16%	35 18%	26 13%	40 15%	128 18%
Agree (1)	314 31%	154 32%	160 31%	45 32% *	43 27%	36 24%	59 33%	51 34%	81 37% F	91 36% MO	95 34% MO	59 32%	69 24%	186 35% MO	128 27%	59 27%	130 33%	58 30%	67 33%	85 31%	229 32%
Neither agree nor disagree (0)	272 27%	134 27%	139 27%	43 31% *	42 27%	46 30%	52 29%	41 27%	47 22%	46 18%	75 27% JN	53 29% J	98 34% JN	121 23% J	152 32% JN	51 24%	114 29%	52 27%	55 28%	82 30%	190 26%
Net: Disagree	228 23%	116 24%	112 22%	34 24% *	47 30% HI	49 32% GHI	36 20%	28 18%	35 16%	61 24%	60 22%	34 19%	73 25%	121 23%	107 23%	54 25%	78 20%	47 24%	49 25%	68 25%	160 22%
Disagree (-1)	159 16%	79 16%	81 16%	27 19% *	33 21% H	32 21% HI	25 14%	16 10%	28 13%	39 16%	47 17%	26 14%	46 16%	86 16%	73 15%	35 16%	53 14%	33 17%	38 19%	51 18%	108 15%
Strongly disagree (-2)	69 7%	37 8%	32 6%	7 5% *	14 9% I	17 11% I	11 6%	12 8%	8 3%	22 9%	13 5%	8 4%	26 9%	35 7%	34 7%	19 9%	25 6%	14 7%	11 5%	17 6%	52 7%
Don't know	19 2%	9 2%	10 2%	1 1% *	3 2%	2 1%	2 1%	6 4%	5 2%	3 1%	6 2%	3 2%	7 3%	8 2%	10 2%	6 3%	9 2%	2 1%	2 1%	1 *	18 2%
Mean scores	0.36	0.32	0.4	0.28 *	0.18	0.06	0.43 F	0.43 F	0.65 DEFG	0.43 M	0.38	0.48 MO	0.19	0.41 M	0.31 M	0.37	0.39	0.35	0.3	0.29	0.39
Standard Deviation	1.15	1.15	1.14	1.08 *	1.2	1.19	1.12	1.15	1.09	1.22	1.08	1.1	1.16	1.15	1.15	1.25	1.11	1.17	1.1	1.12	1.16
Standard Error	0.037	0.053	0.051	0.091	0.096	0.097	0.084	0.095	0.074	0.078	0.066	0.081	0.069	0.051	0.053	0.086	0.057	0.085	0.078	0.067	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 642

Tb T806

Q119. How much do you agree or disagree that - Promotional offers on foods high in fat, sugar and salt should be banned

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	482 48%	125 48%	328 48%	29 51% *	325 52% F	157 42%	101 62% HI	177 51%	39 41% *	294 49%	170 48%	19 41% *	104 41%	79 47%	199 51% M	97 52% M	377 54% R	106 35%
Strongly agree (2)	169 17%	45 17%	111 16%	12 21% *	119 19% F	50 13%	53 33% HI	48 14%	13 14% *	111 18%	52 15%	6 12% *	35 14%	30 18%	65 17%	36 19%	142 20% R	27 9%
Agree (1)	314 31%	79 30%	217 32%	17 30% *	207 33%	107 29%	48 29%	129 37%	26 27% *	183 30%	117 33%	13 29% *	69 27%	49 29%	134 35%	61 33%	235 33% R	79 26%
Neither agree nor disagree (0)	272 27%	66 25%	189 28%	17 30% *	163 26%	109 29%	31 19%	92 27%	35 37% G*	162 27%	95 27%	15 33% *	70 28%	49 30%	101 26%	48 26%	171 24% Q	101 34%
Net: Disagree	228 23%	66 25%	151 22%	11 19% *	127 20%	102 27% E	29 18%	74 21%	18 19% *	137 23%	84 24%	8 17% *	73 29% P	33 20%	84 22%	36 19%	152 22%	77 26%
Disagree (-1)	159 16%	42 16%	110 16%	8 14% *	85 14%	74 20% E	19 12%	56 16%	8 8% *	97 16%	57 16%	5 11% *	52 21% P	24 15%	63 16% P	17 9%	107 15%	52 18%
Strongly disagree (-2)	69 7%	24 9%	42 6%	3 5% *	41 7%	28 7%	10 6%	18 5%	10 11% *	40 7%	27 8%	3 6% *	20 8%	9 5%	21 5%	19 10%	45 6%	24 8%
Don't know	19 2%	4 2%	15 2%	- - *	12 2%	7 2%	1 1%	5 1%	3 3% *	9 2%	5 1%	5 10% JK*	7 3% O	5 3% O	2 *	6 3% O	4 1% R	15 5% Q
Mean scores	0.36	0.31	0.37	0.47 *	0.45 F	0.21	0.71 HI	0.39	0.27 *	0.38	0.32	0.33 *	0.19	0.41	0.41 M	0.43 M	0.46 R	0.11 Q
Standard Deviation	1.15	1.21	1.13	1.13	1.15	1.14	1.22	1.08	1.16	1.16	1.15	1.07	1.17	1.12	1.11	1.21	1.16	1.09
Standard Error	0.037	0.075	0.044	0.15	0.046	0.059	0.096	0.058	0.12	0.048	0.061	0.165	0.074	0.088	0.057	0.09	0.044	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - Promotional offers on foods high in fat, sugar and salt should be banned

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	482 48%	142 48%	334 48%	309 53% E	96 41%	70 45%	461 51% H	21 21% *	201 50%	281 47%
Strongly agree (2)	169 17%	57 19%	109 16%	114 20% E	27 11%	24 15%	163 18% H	6 6% *	75 19%	93 16%
Agree (1)	314 31%	85 29%	226 33%	195 33%	69 29%	47 30%	299 33% H	15 15% *	126 31%	188 31%
Neither agree nor disagree (0)	272 27%	77 26%	189 27%	142 24%	83 35% D	42 27%	228 25%	44 44% G*	108 27%	165 27%
Net: Disagree	228 23%	71 24%	157 23%	127 22%	51 22%	41 27%	196 22%	33 32% G*	88 22%	141 23%
Disagree (-1)	159 16%	39 13%	120 17%	83 14%	41 17%	29 19%	143 16%	17 16% *	61 15%	98 16%
Strongly disagree (-2)	69 7%	31 11% C	37 5%	44 8%	10 4%	12 8%	53 6%	16 16% G*	26 7%	43 7%
Don't know	19 2%	6 2%	12 2%	8 1%	7 3%	2 1%	15 2%	3 3% *	4 1%	15 2%
Mean scores	0.36	0.33	0.37	0.44	0.27	0.26	0.42 H	-0.22 *	0.41	0.33
Standard Deviation	1.15	1.24	1.11	1.18	1.03	1.17	1.14	1.09	1.15	1.15
Standard Error	0.037	0.073	0.043	0.049	0.068	0.094	0.038	0.11	0.058	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - Promotional offers on foods high in fat, sugar and salt should be banned

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	482 48%	91 41%	394 66% D	88 22%	336 46%	238 45%	90 50%	146 54% EF
Strongly agree (2)	169 17%	36 16%	147 25% D	21 5%	100 14%	71 13%	36 20% E	69 26% EF
Agree (1)	314 31%	54 24%	247 41% D	67 17%	236 32%	167 32%	54 30%	78 29%
Neither agree nor disagree (0)	272 27%	66 30%	129 21% C	144 36% C	207 28%	148 28%	43 24%	65 24%
Net: Disagree	228 23%	62 28%	74 12% C	154 39% C	178 24% H	139 26% H	43 24%	51 19%
Disagree (-1)	159 16%	45 20%	60 10% C	99 25% C	128 17% H	95 18% H	33 18%	31 12%
Strongly disagree (-2)	69 7%	17 8%	14 2% C	55 14% C	50 7%	44 8%	10 6%	20 7%
Don't know	19 2%	5 2%	5 1% C	14 4% C	12 2%	5 1%	3 2%	7 3%
Mean scores	0.36	0.22	0.76 D	-0.26	0.29	0.24	0.41	0.55 EF
Standard Deviation	1.15	1.18	1.01	1.07	1.12	1.15	1.17	1.21
Standard Error	0.037	0.08	0.041	0.055	0.042	0.05	0.088	0.075

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 645

Tb T809

Q119. How much do you agree or disagree that - Cheap fast food is too easily available

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	726 72%	337 69%	389 76% B	113 81% EF*	107 68%	100 66%	131 72%	108 72%	166 76% F	183 73%	210 76% M	136 73%	197 68%	393 75%	333 70%	152 71%	285 73%	140 72%	148 74%	201 73%	525 72%
Strongly agree (2)	313 31%	140 29%	173 34%	53 38% F*	51 32%	36 24%	59 33%	42 28%	72 33%	74 30%	89 32%	64 35%	85 29%	163 31%	149 31%	81 37%	115 29%	59 30%	58 29%	72 26%	240 33% T
Agree (1)	413 41%	198 41%	216 42%	61 43% *	57 36%	64 42%	72 40%	66 43%	94 43%	109 43%	121 44%	72 39%	112 39%	230 44%	184 39%	72 33%	170 43% P	82 42%	90 45% P	129 47% U	284 39%
Neither agree nor disagree (0)	165 16%	91 19%	74 14%	15 11% *	31 19%	34 22% D	27 15%	24 16%	34 16%	39 16%	38 14%	34 19%	53 18%	77 15%	87 18%	40 19%	65 17%	28 15%	31 16%	45 16%	120 17%
Net: Disagree	90 9%	48 10%	42 8%	7 5% *	16 10%	17 11%	22 12%	14 9%	14 6%	23 9%	20 7%	13 7%	34 12%	43 8%	47 10%	15 7%	35 9%	21 11%	19 9%	27 10%	63 9%
Disagree (-1)	69 7%	35 7%	34 7%	7 5% *	11 7%	15 10%	18 10% H	6 4%	12 5%	18 7%	15 5%	12 6%	25 9%	32 6%	37 8%	10 5%	22 6%	20 10%	17 8%	24 9%	45 6%
Strongly disagree (-2)	21 2%	13 3%	8 2%	- - *	5 3%	2 1%	4 2%	8 5% DI	2 1%	5 2%	5 2%	1 1%	9 3%	11 2%	10 2%	5 2%	13 3%	1 1%	2 1%	3 1%	18 2%
Don't know	21 2%	12 2%	10 2%	4 3% *	4 3%	2 1%	2 1%	5 3%	5 2%	5 2%	8 3%	2 1%	6 2%	13 2%	9 2%	8 4%	6 2%	5 3%	2 1%	3 1%	18 2%
Mean scores	0.95	0.87	1.02	1.17	0.88	0.78	0.91	0.87	1.04	0.93	1.02	1.02	0.84	0.98	0.91	1.02	0.91	0.94	0.94	0.89	0.97
Standard Deviation	0.98	1.01	0.95 B	0.83 EFGH*	1.06	0.96	1.04	1.06	0.89 F	0.97	0.93 M	0.92	1.05	0.95	1.01	1	1	0.96	0.94	0.93	1
Standard Error	0.031	0.046	0.042	0.071	0.085	0.079	0.077	0.087	0.061	0.062	0.057	0.068	0.063	0.042	0.047	0.07	0.051	0.07	0.067	0.057	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q119. How much do you agree or disagree that - Cheap fast food is too easily available

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	726 72%	172 66%	508 74%	46 81% B*	469 75% F	257 68%	125 77%	267 77%	66 70% *	441 73% L	261 74% L	24 51% *	171 67%	123 74%	286 74%	139 75%	550 78% R	176 59%
Strongly agree (2)	313 31%	74 28%	218 32%	20 35% *	202 32%	110 29%	67 41% H	96 28%	31 32% *	198 33%	105 30%	9 20% *	69 27%	51 31%	120 31%	70 38% M	249 35% R	63 21%
Agree (1)	413 41%	97 37%	290 42%	26 46% *	267 43%	146 39%	58 36%	171 49% G	36 37% *	242 40%	157 44%	14 31% *	101 40%	72 43%	167 43%	69 37%	301 43%	113 38%
Neither agree nor disagree (0)	165 16%	58 22% C	100 15%	6 11% *	100 16%	64 17%	23 14%	54 16%	19 20% *	97 16%	56 16%	11 24% *	51 20% P	27 16%	64 17%	20 11%	98 14%	67 22% Q
Net: Disagree	90 9%	26 10%	60 9%	5 8% *	46 7%	44 12% E	13 8%	22 6%	7 7% *	53 9%	31 9%	7 15% *	25 10%	13 8%	30 8%	22 12%	51 7%	39 13% Q
Disagree (-1)	69 7%	21 8%	46 7%	3 5% *	37 6%	32 9%	11 7%	18 5%	5 5% *	42 7%	23 6%	4 9% *	19 8%	11 7%	26 7%	13 7%	41 6%	28 10% Q
Strongly disagree (-2)	21 2%	5 2%	14 2%	2 3% *	9 1%	12 3%	2 1%	4 1%	2 2% *	11 2%	8 2%	3 6% *	6 2%	2 1%	4 1%	9 5% O	11 2%	10 3%
Don't know	21 2%	6 2%	15 2%	- - *	12 2%	10 3%	1 1%	4 1%	3 3% *	11 2%	5 1%	5 10% JK*	7 3%	3 2%	5 1%	5 3%	5 1%	17 6% Q
Mean scores	0.95	0.84	0.98	1.04 *	1 F	0.85	1.1	0.98	0.96 *	0.97 L	0.94 L	0.56 *	0.85	0.98	0.98	0.99	1.05 R	0.68
Standard Deviation	0.98	1	0.97	0.99	0.93	1.05	0.97	0.87	0.98	0.97	0.96	1.15	0.99	0.93	0.92	1.11	0.93	1.05
Standard Error	0.031	0.062	0.038	0.131	0.037	0.055	0.076	0.047	0.102	0.04	0.052	0.178	0.063	0.073	0.047	0.083	0.035	0.062

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - Cheap fast food is too easily available

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	726 72%	207 70%	512 74%	444 76% E	146 62%	122 79% E	680 76% H	45 45% *	306 77% J	420 70%
Strongly agree (2)	313 31%	99 34%	209 30%	195 33%	62 26%	50 32%	301 33% H	12 12% *	139 35%	174 29%
Agree (1)	413 41%	108 37%	303 44% B	250 43%	85 36%	73 47% E	380 42%	33 33% *	167 42%	246 41%
Neither agree nor disagree (0)	165 16%	51 17%	108 16%	90 15%	50 21% F	19 12%	133 15%	32 31% G*	56 14%	108 18%
Net: Disagree	90 9%	33 11%	56 8%	44 7%	29 12% D	14 9%	73 8%	18 17% G*	32 8%	58 10%
Disagree (-1)	69 7%	23 8%	46 7%	33 6%	24 10% D	10 6%	59 7%	10 10% *	25 6%	44 7%
Strongly disagree (-2)	21 2%	10 4%	11 2%	11 2%	5 2%	4 3%	13 1%	8 8% G*	7 2%	14 2%
Don't know	21 2%	4 1%	16 2%	7 1%	11 5% DF	- -	15 2%	7 7% G*	5 1%	16 3%
Mean scores	0.95	0.9	0.97	1.01 E	0.77	0.99	1.01 H	0.34 *	1.03 J	0.89
Standard Deviation	0.98	1.07	0.94	0.94	1.03	0.97	0.95	1.09	0.95	0.99
Standard Error	0.031	0.063	0.036	0.039	0.069	0.078	0.032	0.112	0.048	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. How much do you agree or disagree that - Cheap fast food is too easily available

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	726 72%	166 74%	503 84% D	223 56%	529 72%	382 72%	134 75%	197 73%
Strongly agree (2)	313 31%	72 32%	230 38% D	82 21%	222 30%	149 28%	63 35%	91 34%
Agree (1)	413 41%	95 42%	273 45% D	141 35%	308 42%	233 44%	70 39%	106 39%
Neither agree nor disagree (0)	165 16%	32 14%	68 11% C	97 24%	123 17%	83 16%	24 14%	41 15%
Net: Disagree	90 9%	20 9%	26 4% C	64 16%	71 10%	60 11%	17 10%	19 7%
Disagree (-1)	69 7%	18 8%	19 3% C	50 13%	54 7%	47 9%	13 7%	15 5%
Strongly disagree (-2)	21 2%	2 1%	7 1% C	14 4% C	16 2%	13 3%	5 3%	5 2%
Don't know	21 2%	5 2%	5 1% C	17 4% C	10 1%	5 1%	4 2%	11 4% EF
Mean scores	0.95	0.99	1.17 D	0.59	0.92	0.87	1	1.02
Standard Deviation	0.98	0.95	0.84	1.08	0.99	1.01	1.02	0.95
Standard Error	0.031	0.064	0.034	0.055	0.037	0.044	0.077	0.06

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 649

Tb T813

Q119. How much do you agree or disagree that - Large portion sizes of drinks and snacks such as muffins, cakes and pastries and popcorn should be reduced

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	525 52%	241 49%	284 55%	69 49% *	70 44%	75 49%	89 49%	82 54%	141 64% DEFG	144 58%	152 55% MO	100 54%	128 44%	296 56%	228 48%	112 52%	216 55%	93 48%	104 52%	137 49%	388 54%
Strongly agree (2)	154 15%	65 13%	89 17%	22 16% *	20 12%	22 15%	27 15%	28 18%	35 16% M	48 19%	39 14%	31 17%	36 13%	87 17%	67 14%	37 17%	53 14%	29 15%	34 17%	41 15%	113 16%
Agree (1)	371 37%	176 36%	195 38%	47 33% *	50 32%	53 35%	61 34%	54 36%	106 48% DEFGH	96 38%	113 41% M	69 37%	92 32%	210 40% M	161 34%	75 35%	162 41%	64 33%	70 35%	95 34%	276 38%
Neither agree nor disagree (0)	264 26%	130 27%	134 26%	37 27% *	48 30%	36 23%	51 28%	42 28%	49 22%	54 21%	66 24%	52 28%	92 32% JN	120 23%	144 30% JN	60 28%	99 25%	56 29%	49 25%	76 28%	188 26%
Net: Disagree	189 19%	106 22% C	83 16%	28 20% *	36 23% I	38 25% I	37 20% I	23 16%	26 12%	45 18%	52 19%	30 16%	62 21%	96 18%	92 19%	37 17%	67 17%	42 22%	43 22%	59 21%	130 18%
Disagree (-1)	129 13%	68 14%	60 12%	22 16% *	23 14%	28 18% HI	26 14%	12 8%	18 8%	26 10%	39 14%	25 14%	38 13%	65 12%	64 13%	19 9%	44 11%	27 14%	38 19% PQ	45 16%	83 11%
Strongly disagree (-2)	60 6%	38 8% C	22 4%	6 4% *	14 9%	10 7%	11 6%	12 8%	8 3%	19 7%	12 4%	5 3%	24 8% L	31 6%	29 6% L	17 8% S	23 6%	15 8% S	5 2%	13 5%	47 6%
Don't know	25 2%	11 2%	14 3%	6 4% *	4 3%	4 2%	5 3%	4 3%	3 1%	8 3%	6 2%	3 2%	8 3%	14 3%	11 2%	7 3%	11 3%	3 2%	3 2%	5 2%	20 3%
Mean scores	0.44	0.34	0.54	0.42 *	0.26	0.33	0.39	0.51	0.66 EFG	0.53 M	0.47 M	0.52 MO	0.28 1.11	0.5 M	0.37 M	0.46	0.47	0.34	0.46	0.39	0.46
Standard Deviation	1.09	1.12	1.06 B	1.09 *	1.13	1.14	1.1	1.13	0.97	1.15	1.05	1.02	1.11	1.1	1.08	1.14	1.06	1.14	1.07	1.08	1.1
Standard Error	0.035	0.051	0.047	0.094	0.091	0.094	0.083	0.093	0.066	0.074	0.064	0.076	0.066	0.049	0.05	0.079	0.054	0.082	0.076	0.066	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 650

Tb T814

Q119. How much do you agree or disagree that - Large portion sizes of drinks and snacks such as muffins, cakes and pastries and popcorn should be reduced

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	525 52%	143 55%	353 52%	29 50% *	353 56% F	172 46%	94 58% I	208 60% I	42 44% *	311 52%	197 56% L	17 38% *	120 48%	89 54%	212 55%	97 52%	414 59% R	111 37%
Strongly agree (2)	154 15%	38 15%	109 16%	7 12% *	116 19% F	38 10%	48 30% HI	54 16%	13 13% *	99 16%	51 14%	4 8% *	35 14%	33 20%	59 15%	24 13%	131 19% R	23 8%
Agree (1)	371 37%	105 40%	244 36%	22 38% *	236 38%	135 36%	46 29%	154 44% GI	29 30% *	211 35%	146 41%	14 29% *	85 34%	56 34%	154 40%	73 39%	284 40% R	87 29%
Neither agree nor disagree (0)	264 26%	57 22%	190 28%	17 29% *	155 25%	108 29%	32 20%	88 25%	30 32% *	178 29% K	73 21%	13 28% *	71 28%	44 26%	102 26%	44 24%	164 23% Q	100 33%
Net: Disagree	189 19%	50 19%	127 19%	12 20% *	106 17%	83 22%	33 20%	47 13%	22 23% H*	101 17%	77 22%	11 23% *	57 22%	30 18%	65 17%	37 20%	119 17% Q	69 23%
Disagree (-1)	129 13%	28 11%	90 13%	10 17% *	66 11% E	63 17%	23 14%	32 9%	9 9% *	66 11%	56 16% J	7 16% *	38 15%	17 10%	50 13%	25 13%	85 12% Q	43 15%
Strongly disagree (-2)	60 6%	22 8%	37 5%	2 3% *	40 6%	20 5%	10 6%	14 4%	13 14% H*	36 6%	21 6%	4 8% *	19 7%	13 8%	16 4%	12 7%	34 5% Q	26 9%
Don't know	25 2%	11 4%	14 2%	- - *	13 2%	12 3%	3 2%	5 1%	2 2% *	13 2%	7 2%	5 10% JK*	6 2%	4 2%	6 2%	8 4%	6 1% Q	19 6% Q
Mean scores	0.44	0.44	0.45	0.4 *	0.53 F	0.3	0.62 I	0.59 I	0.21 *	0.46	0.43	0.17 *	0.32	0.49	0.5 M	0.41	0.56 R	0.14 Q
Standard Deviation	1.09	1.14	1.08	1.01	1.11	1.05	1.23	1	1.21	1.08	1.11	1.11	1.13	1.16	1.04	1.1	1.08	1.08
Standard Error	0.035	0.072	0.042	0.134	0.045	0.055	0.097	0.054	0.126	0.045	0.059	0.172	0.072	0.091	0.053	0.083	0.041	0.064

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 651

Tb T815

Q119. How much do you agree or disagree that - Large portion sizes of drinks and snacks such as muffins, cakes and pastries and popcorn should be reduced

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	525 52%	164 55%	356 51%	345 59% EF	97 41%	74 48%	504 56% H	21 21% *	239 60% J	286 47%
Strongly agree (2)	154 15%	53 18%	97 14%	106 18% E	25 11%	20 13%	147 16% H	7 7% *	91 23% J	63 10%
Agree (1)	371 37%	111 38%	259 37%	239 41% E	71 30%	54 35%	357 40% H	14 13% *	148 37%	222 37%
Neither agree nor disagree (0)	264 26%	80 27%	177 26%	131 22% D	84 35% D	41 26%	226 25% H	37 37% G*	92 23%	171 28%
Net: Disagree	189 19%	47 16%	140 20%	101 17%	46 19%	37 24%	152 17%	37 36% G*	62 15%	127 21% I
Disagree (-1)	129 13%	22 7%	105 15% B	69 12%	34 15%	25 16%	111 12%	18 18% *	44 11%	85 14%
Strongly disagree (-2)	60 6%	26 9% C	34 5%	32 5%	12 5%	12 7%	41 5%	19 19% G*	18 4%	42 7%
Don't know	25 2%	4 1%	19 3%	9 1% D	10 4% D	4 2%	19 2% H	6 6% G*	7 2% J	18 3%
Mean scores	0.44	0.49	0.42	0.55 EF	0.28	0.31	0.52 H	-0.29 *	0.64 J	0.31
Standard Deviation	1.09	1.14	1.07	1.09	1.02	1.13	1.06	1.17	1.09	1.07
Standard Error	0.035	0.067	0.041	0.045	0.068	0.092	0.036	0.12	0.055	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 652
Tb T816

Q119. How much do you agree or disagree that - Large portion sizes of drinks and snacks such as muffins, cakes and pastries and popcorn should be reduced

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	525 52%	105 47%	413 69% D	112 28%	369 50%	251 47%	93 52%	155 58% EF
Strongly agree (2)	154 15%	28 13%	131 22% D	22 6%	110 15%	74 14%	42 23% EF	44 16%
Agree (1)	371 37%	77 34%	282 47% D	89 22%	259 35%	177 33%	51 29%	111 41% FG
Neither agree nor disagree (0)	264 26%	63 28%	105 18% C	158 39% C	205 28%	159 30% H	48 27%	58 22%
Net: Disagree	189 19%	49 22%	76 13% C	112 28% C	143 19%	112 21% H	32 18%	46 17%
Disagree (-1)	129 13%	36 16%	56 9% C	72 18% C	104 14% H	79 15% H	22 12%	24 9%
Strongly disagree (-2)	60 6%	13 6%	20 3% C	40 10% C	39 5%	33 6%	10 5%	21 8%
Don't know	25 2%	6 3%	7 1% C	18 5% C	16 2%	7 1%	6 3%	9 3%
Mean scores	0.44	0.33	0.75 D	-0.05	0.42	0.35	0.54	0.51
Standard Deviation	1.09	1.09	1.01	1.04	1.08	1.09	1.15	1.13
Standard Error	0.035	0.074	0.041	0.053	0.04	0.048	0.088	0.07

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. Summary: Agreement with statements about making healthy choices

Base: All respondents

	I don't want to think about healthy choices when I eat out	There are not enough healthy choices when eating out	The type of food that is the most convenient to buy outside of the home is usually the least healthy e.g. crisps, burgers, sweets.	Portions when eating out of the home (e.g. in cafes, restaurants and takeaways) are too big	Children's menus should offer more healthy choices	Children should always be offered smaller portions from the adult menu	Everyone (children and adults) should be able to select smaller portion sizes of items on a menu	Portion sizes of drinks and snacks in cinemas should be reduced	Having calories for meals displayed on a restaurant or café menu would make me more likely to choose to eat there	I find it hard to say no when I'm asked if I want to go large, make it a meal deal or add sides or extras	I am asked to upsize food and drinks too frequently	Promotional offers on foods high in fat, sugar and salt should be banned	Cheap fast food is too easily available	Large portion sizes of drinks and snacks such as muffins, cakes and pastries and popcorn should be reduced
Unweighted Base	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002
Base	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002	1002
Net: Agree	308	550	695	403	785	700	788	508	505	222	301	482	726	525
	31%	55%	69%	40%	78%	70%	79%	51%	50%	22%	30%	48%	72%	52%
Strongly agree (2)	70	166	239	104	297	237	262	182	183	69	94	169	313	154
	7%	17%	24%	10%	30%	24%	26%	18%	18%	7%	9%	17%	31%	15%
Agree (1)	238	384	455	299	488	463	526	325	322	153	207	314	413	371
	24%	38%	45%	30%	49%	46%	53%	32%	32%	15%	21%	31%	41%	37%
Neither agree nor disagree (0)	324	249	183	350	142	206	149	255	284	170	273	272	165	264
	32%	25%	18%	35%	14%	21%	15%	25%	28%	17%	27%	27%	16%	26%
Net: Disagree	362	173	107	225	46	70	54	169	191	596	401	228	90	189
	36%	17%	11%	22%	5%	7%	5%	17%	19%	59%	40%	23%	9%	19%
Disagree (-1)	268	139	76	177	29	56	31	127	121	308	263	159	69	129
	27%	14%	8%	18%	3%	6%	3%	13%	12%	31%	26%	16%	7%	13%
Strongly disagree (-2)	94	35	31	48	18	15	23	43	70	288	138	69	21	60
	9%	3%	3%	5%	2%	1%	2%	4%	7%	29%	14%	7%	2%	6%
Don't know	8	30	18	24	28	26	11	70	22	14	27	19	21	25
	1%	3%	2%	2%	3%	3%	1%	7%	2%	1%	3%	2%	2%	2%
Mean scores	-0.08	0.52	0.81	0.24	1.05	0.87	0.98	0.51	0.44	-0.6	-0.15	0.36	0.95	0.44
Standard Deviation	1.08	1.04	0.99	1.03	0.85	0.9	0.87	1.09	1.14	1.25	1.19	1.15	0.98	1.09
Standard Error	0.034	0.034	0.032	0.033	0.027	0.029	0.027	0.036	0.036	0.04	0.038	0.037	0.031	0.035

Prepared by Kantar TNS

Weighted by: WEIGHT

Q119. Mean score summary table: Agreement with statements about making healthy choices

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
I don't want to think about healthy choices when I eat out	-0.08	-0.07	-0.08	0.25	0.19	-0.28	-0.08	-0.31	-0.18	-0.23	-0.08	-0.03	0.02	-0.15	*	-0.04	-0.17	-0.02	0.01	-0.01	-0.1
				FGHI*	FGHI								JN		JN						
There are not enough healthy choices when eating out	0.52	0.41	0.63	0.76	0.62	0.43	0.44	0.53	0.43	0.5	0.5	0.51	0.57	0.5	0.55	0.61	0.43	0.57	0.55	0.53	0.52
			B	FGI*												Q					
The type of food that is the most convenient to buy outside of the home is usually the least healthy e.g. crisps, burgers, sweets.	0.81	0.78	0.84	0.96	0.73	0.76	0.83	0.73	0.84	0.72	0.96	0.79	0.75	0.85	0.76	0.83	0.76	0.79	0.9	0.81	0.81
				*							JMNO			J							
Portions when eating out of the home (e.g. in cafes, restaurants and takeaways) are too big	0.24	0.07	0.4	0.36	0.19	0.19	0.21	0.13	0.33	0.26	0.17	0.4	0.19	0.21	0.27	0.1	0.28	0.21	0.34	0.39	0.18
			B	*					H			KMNO			M		P		P	U	
Children's menus should offer more healthy choices	1.05	0.98	1.11	1.01	0.78	1.01	1.1	1.15	1.17	1.1	1.07	1.01	1	1.08	1	1.2	1.01	1.03	0.96	0.94	1.09
			B	*		E	E	E	EF							QRS					T
Children should always be offered smaller portions from the adult menu	0.87	0.81	0.94	0.72	0.66	0.88	0.87	0.99	1.05	0.96	0.87	0.84	0.82	0.91	0.83	0.96	0.86	0.76	0.91	0.86	0.88
			B	*			E	DE	DEG							R					
Everyone (children and adults) should be able to select smaller portion sizes of items on a menu	0.98	0.86	1.1	0.84	0.89	0.94	0.98	1	1.15	1.05	0.97	1.01	0.91	1.01	0.95	1.03	0.98	0.93	0.99	0.94	1
			B	*					DEFG												
Portion sizes of drinks and snacks in cinemas should be reduced	0.51	0.48	0.55	0.38	0.26	0.4	0.48	0.65	0.83	0.66	0.59	0.41	0.38	0.62	0.39	0.57	0.57	0.37	0.49	0.46	0.53
				*				E	DEFG	LMO	MO			LMO			R				
Having calories for meals displayed on a restaurant or café menu would make me more likely to choose to eat there	0.44	0.32	0.54	0.49	0.51	0.38	0.55	0.33	0.36	0.4	0.51	0.56	0.32	0.46	0.41	0.46	0.38	0.49	0.47	0.55	0.39
			B	*								MO			M						
I find it hard to say no when I'm asked if I want to go large, make it a meal deal or add sides or extras	-0.6	-0.57	-0.63	-0.18	0.03	-0.52	-0.68	-0.95	-1.07	-0.83	-0.62	-0.35	-0.55	-0.72	-0.47	-0.78	-0.74	-0.49	-0.25	-0.13	-0.78
				FGHI*	FGHI	HI	HI				JN	JKN	J	J	JN			PQ	PQ	U	
I am asked to upsize food and drinks too frequently	-0.15	-0.2	-0.1	0.13	0.16	-0.1	-0.09	-0.41	-0.46	-0.31	-0.16	0.05	-0.11	-0.24	-0.05	-0.32	-0.27	-0.05	0.17	0.33	-0.33
				HI*	HI	HI	HI					JN			JN			PQ	PQ	U	
Promotional offers on foods high in fat, sugar and salt should be banned	0.36	0.32	0.4	0.28	0.18	0.06	0.43	0.43	0.65	0.43	0.38	0.48	0.19	0.41	0.31	0.37	0.39	0.35	0.3	0.29	0.39
				*			F	F	DEFG	M		MO		M	M						
Cheap fast food is too easily available	0.95	0.87	1.02	1.17	0.88	0.78	0.91	0.87	1.04	0.93	1.02	1.02	0.84	0.98	0.91	1.02	0.91	0.94	0.94	0.89	0.97
			B	EFGH*					F		M										
Large portion sizes of drinks and snacks such as muffins, cakes and pastries and popcorn should be reduced	0.44	0.34	0.54	0.42	0.26	0.33	0.39	0.51	0.66	0.53	0.47	0.52	0.28	0.5	0.37	0.46	0.47	0.34	0.46	0.39	0.46
			B	*					EFG	M	M	MO		M	M						

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. Mean score summary table: Agreement with statements about making healthy choices

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
I don't want to think about healthy choices when I eat out	-0.08	-0.13	-0.06	-0.02	-0.09	-0.07	-0.1	-0.07	-0.11	-0.09	-0.07	-0.06	0.01	-0.04	-0.17	-0.03	-0.14	0.06
				*					*			*	O					Q
There are not enough healthy choices when eating out	0.52	0.51	0.51	0.74	0.58	0.42	0.6	0.6	0.55	0.55	0.52	0.2	0.44	0.58	0.45	0.75	0.67	0.16
				*	F				*			*				MO	R	
The type of food that is the most convenient to buy outside of the home is usually the least healthy e.g. crisps, burgers, sweets.	0.81	0.83	0.78	1.11	0.81	0.81	0.93	0.82	0.53	0.83	0.77	0.85	0.68	0.7	0.87	0.96	0.89	0.6
				C*			I	I	*			*			M	MN	R	
Portions when eating out of the home (e.g. in cafes, restaurants and takeaways) are too big	0.24	0.24	0.21	0.54	0.34	0.08	0.47	0.37	0.02	0.28	0.23	-0.17	0.16	0.23	0.28	0.28	0.37	-0.07
				C*	F		I	I	*	L	L	*					R	
Children's menus should offer more healthy choices	1.05	1.09	1.02	1.13	1.05	1.04	1.18	1.02	0.92	1.1	0.98	0.88	0.89	1.09	1.07	1.16	1.15	0.8
				*					*			*		M	M	M	R	
Children should always be offered smaller portions from the adult menu	0.87	0.89	0.86	0.97	0.88	0.86	0.91	0.92	0.68	0.92	0.8	0.82	0.82	0.79	0.91	0.95	0.95	0.68
				*			I	I	*			*					R	
Everyone (children and adults) should be able to select smaller portion sizes of items on a menu	0.98	1.01	0.97	0.96	1	0.94	1.08	1.01	0.81	1.01	0.95	0.81	0.88	0.95	1.03	1.04	1.06	0.79
				*			I	I	*			*			M		R	
Portion sizes of drinks and snacks in cinemas should be reduced	0.51	0.45	0.53	0.57	0.59	0.38	0.68	0.66	0.16	0.54	0.49	0.42	0.32	0.55	0.61	0.53	0.65	0.17
				*	F		I	I	*			*			M		R	
Having calories for meals displayed on a restaurant or café menu would make me more likely to choose to eat there	0.44	0.37	0.46	0.4	0.56	0.23	0.76	0.55	0.31	0.51	0.34	0.21	0.32	0.42	0.44	0.62	0.62	-0.01
				*	F		HI		*	K		*				M	R	
I find it hard to say no when I'm asked if I want to go large, make it a meal deal or add sides or extras	-0.6	-0.58	-0.59	-0.8	-0.49	-0.79	-0.37	-0.46	-0.79	-0.62	-0.55	-0.7	-0.54	-0.45	-0.7	-0.6	-0.52	-0.79
				*	F		I	I	*			*		O			R	
I am asked to upsize food and drinks too frequently	-0.15	-0.21	-0.11	-0.25	0.01	-0.42	0.16	0.05	-0.25	-0.12	-0.15	-0.54	-0.16	-0.28	-0.16	0.01	*	-0.51
				*	F		I	I	*	L		*				N	R	
Promotional offers on foods high in fat, sugar and salt should be banned	0.36	0.31	0.37	0.47	0.45	0.21	0.71	0.39	0.27	0.38	0.32	0.33	0.19	0.41	0.41	0.43	0.46	0.11
				*	F		HI		*			*			M	M	R	
Cheap fast food is too easily available	0.95	0.84	0.98	1.04	1	0.85	1.1	0.98	0.96	0.97	0.94	0.56	0.85	0.98	0.98	0.99	1.05	0.68
				*	F				*			*					R	
Large portion sizes of drinks and snacks such as muffins, cakes and pastries and popcorn should be reduced	0.44	0.44	0.45	0.4	0.53	0.3	0.62	0.59	0.21	0.46	0.43	0.17	0.32	0.49	0.5	0.41	0.56	0.14
				*	F		I	I	*			*			M		R	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. Mean score summary table: Agreement with statements about making healthy choices

Base: All respondents

	Total	Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
I don't want to think about healthy choices when I eat out	-0.08	0.08	-0.15	-0.24	0.04	0.28	-0.09	0.06	-0.09	-0.07
		C			D	DE		*		
There are not enough healthy choices when eating out	0.52	0.65	0.47	0.51	0.45	0.66	0.58	-0.05	0.68	0.41
		C					H	*	J	
The type of food that is the most convenient to buy outside of the home is usually the least healthy e.g. crisps, burgers, sweets.	0.81	0.89	0.77	0.8	0.65	1.02	0.86	0.31	0.86	0.77
						DE	H	*		
Portions when eating out of the home (e.g. in cafes, restaurants and takeaways) are too big	0.24	0.28	0.22	0.31	0.15	0.17	0.31	-0.36	0.44	0.11
							H	*	J	
Children's menus should offer more healthy choices	1.05	1.09	1.03	1.11	0.85	1.1	1.11	0.45	1.08	1.02
				E		E	H	*		
Children should always be offered smaller portions from the adult menu	0.87	0.96	0.84	0.93	0.68	0.92	0.93	0.31	0.89	0.86
				E		E	H	*		
Everyone (children and adults) should be able to select smaller portion sizes of items on a menu	0.98	1.07	0.94	1.07	0.76	0.99	1.05	0.37	1.02	0.96
		C		E		E	H	*		
Portion sizes of drinks and snacks in cinemas should be reduced	0.51	0.61	0.48	0.64	0.27	0.5	0.61	-0.34	0.61	0.44
				E			H	*	J	
Having calories for meals displayed on a restaurant or café menu would make me more likely to choose to eat there	0.44	0.49	0.41	0.54	0.21	0.44	0.49	-0.12	0.62	0.31
				E			H	*	J	
I find it hard to say no when I'm asked if I want to go large, make it a meal deal or add sides or extras	-0.6	-0.44	-0.68	-0.66	-0.53	-0.51	-0.6	-0.56	-0.3	-0.8
		C						*	J	
I am asked to upsize food and drinks too frequently	-0.15	-0.08	-0.19	-0.13	-0.24	-0.08	-0.11	-0.5	0.19	-0.38
							H	*	J	
Promotional offers on foods high in fat, sugar and salt should be banned	0.36	0.33	0.37	0.44	0.27	0.26	0.42	-0.22	0.41	0.33
							H	*		
Cheap fast food is too easily available	0.95	0.9	0.97	1.01	0.77	0.99	1.01	0.34	1.03	0.89
				E			H	*	J	
Large portion sizes of drinks and snacks such as muffins, cakes and pastries and popcorn should be reduced	0.44	0.49	0.42	0.55	0.28	0.31	0.52	-0.29	0.64	0.31
				EF			H	*	J	

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q119. Mean score summary table: Agreement with statements about making healthy choices

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
I don't want to think about healthy choices when I eat out	-0.08	0.09	-0.17	0.06	0.04	0.09	0.34	-0.39
There are not enough healthy choices when eating out	0.52	0.68	0.7	0.24	0.55	0.54	0.72	0.45
The type of food that is the most convenient to buy outside of the home is usually the least healthy e.g. crisps, burgers, sweets.	0.81	0.9	0.97	0.55	0.84	0.8	0.92	0.73
Portions when eating out of the home (e.g. in cafes, restaurants and takeaways) are too big	0.24	0.42	0.43	-0.06	0.27	0.24	0.4	0.16
Children's menus should offer more healthy choices	1.05	0.96	1.21	0.78	1.01	0.96	0.93	1.13
Children should always be offered smaller portions from the adult menu	0.87	0.8	1.04	0.61	0.85	0.8	0.99	0.94
Everyone (children and adults) should be able to select smaller portion sizes of items on a menu	0.98	1	1.09	0.81	0.97	0.92	0.98	1
Portion sizes of drinks and snacks in cinemas should be reduced	0.51	0.38	0.8	0.07	0.47	0.38	0.48	0.64
Having calories for meals displayed on a restaurant or café menu would make me more likely to choose to eat there	0.44	0.46	0.65	0.1	0.45	0.49	0.64	0.39
I find it hard to say no when I'm asked if I want to go large, make it a meal deal or add sides or extras	-0.6	-0.28	-0.52	-0.73	-0.45	-0.28	0.08	-1.01
I am asked to upsize food and drinks too frequently	-0.15	0.05	0.01	-0.39	-0.03	0.08	0.44	-0.47
Promotional offers on foods high in fat, sugar and salt should be banned	0.36	0.22	0.76	-0.26	0.29	0.24	0.41	0.55
Cheap fast food is too easily available	0.95	0.99	1.17	0.59	0.92	0.87	1	1.02
Large portion sizes of drinks and snacks such as muffins, cakes and pastries and popcorn should be reduced	0.44	0.33	0.75	-0.05	0.42	0.35	0.54	0.51

Weighted by: WEIGHT

Prepared by Kantar TNS
- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q120. How serious a problem do you think obesity is in Scotland today?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Serious	901 90%	437 89%	464 90%	123 88% *	135 85%	133 87%	166 92%	135 89%	209 95% DEFH	233 93% MO	254 92% MO	169 91% MO	244 84%	487 93% MO	414 87%	191 89%	354 90%	174 90%	182 91%	245 89%	655 90%
Very serious	433 43%	232 48% C	201 39%	41 29% *	64 40%	57 38%	73 40%	69 46% D	129 59% DEFGH	134 53% KLMNO	122 44%	74 40%	104 36%	255 49% KMO	178 37%	106 49% R	175 45%	73 38%	79 39%	107 39%	327 45%
Fairly serious	467 47%	204 42%	263 51% B	83 59% EHI*	71 45%	75 49% I	93 51% I	66 44%	79 36%	99 40%	133 48% J	95 51% J	141 48%	232 44% J	235 49% J	84 39%	179 46%	101 52% P	103 51% P	138 50%	329 45%
Net: Not serious	65 6%	37 7%	28 6%	9 7% *	15 9% I	14 9% I	10 5%	10 7%	7 3%	13 5%	13 5%	13 7%	25 9%	26 5%	39 8%	15 7%	28 7%	11 6%	11 5%	22 8%	43 6%
Not very serious	55 5%	29 6%	26 5%	6 4% *	14 9% I	12 8%	9 5%	8 5%	6 3%	11 4%	12 4%	10 5%	23 8%	23 4%	32 7%	14 6%	25 6%	9 5%	7 4%	18 7%	37 5%
Not at all serious	10 1%	8 2%	2 *	3 2% *	1 1%	2 1%	1 1%	2 1%	1 *	3 1%	1 *	4 2%	3 1%	4 1%	6 1%	1 *	4 1%	2 1%	3 2%	3 1%	7 1%
Don't know	36 4%	15 3%	21 4%	8 5% *	8 5%	6 4%	6 3%	6 4%	3 1%	4 2%	8 3%	3 2%	21 7% JKLNO	13 2%	24 5% LN	10 4%	9 2%	10 5%	8 4%	10 4%	27 4%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q120. How serious a problem do you think obesity is in Scotland today?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Serious	901 90%	226 87%	625 91%	50 87% B	568 91%	333 89%	146 90%	331 95%	75 78% I	545 91%	318 90%	38 81% *	223 88%	146 88%	360 93% MP	163 87%	657 93% R	244 82%
Very serious	433 43%	108 41%	296 43%	30 52% *	289 46% F	145 39%	88 54% H	149 43%	40 42% *	278 46% L	143 40%	13 27% *	116 46%	73 44%	168 44%	71 38%	340 48% R	94 31%
Fairly serious	467 47%	118 45%	329 48%	20 35% *	279 45%	188 50%	58 36%	182 52% GI	34 36% *	267 44%	175 50%	25 54% *	107 42%	73 44%	191 50%	91 49%	317 45%	150 50%
Net: Not serious	65 6%	24 9%	37 5%	3 6% *	39 6%	26 7%	12 7%	12 4%	12 13% H*	37 6%	27 8%	1 2% *	22 9% O	15 9% O	15 4%	13 7%	33 5%	32 11% Q
Not very serious	55 5%	19 7%	33 5%	3 6% *	35 6%	20 5%	10 6%	11 3%	11 12% H*	31 5%	24 7%	- - *	18 7% O	13 8% O	13 3%	12 6%	29 4%	26 9% Q
Not at all serious	10 1%	5 2%	5 1%	- - *	4 1%	6 2%	2 1%	1 *	1 1% *	5 1%	4 1%	1 2% *	5 2%	2 1%	2 1%	1 1%	5 1%	5 2%
Don't know	36 4%	11 4%	22 3%	4 7% *	20 3%	16 4%	5 3%	5 1%	9 9% H*	20 3%	8 2%	8 17% JK*	9 3%	5 3%	11 3%	10 6%	13 2%	23 8% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q120. How serious a problem do you think obesity is in Scotland today?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Serious	901 90%	269 91%	623 90%	549 94% EF	201 85%	133 86%	901 100% H	- * H	363 91%	538 89%
Very serious	433 43%	146 50% C	283 41%	286 49% E	74 31%	64 41%	433 48% H	- * H	182 46%	251 42%
Fairly serious	467 47%	122 41%	340 49% B	263 45%	127 53% D	70 45%	467 52% H	- * H	181 45%	286 48%
Net: Not serious	65 6%	19 6%	44 6%	25 4%	23 10% D	15 10% D	- * D	65 64% G*	30 8%	35 6%
Not very serious	55 5%	15 5%	38 5%	22 4%	20 8% D	13 8% D	- * D	55 54% G*	29 7%	26 4%
Not at all serious	10 1%	3 1%	7 1%	3 1%	3 1%	3 2%	- * D	10 10% G*	2 *	8 1%
Don't know	36 4%	8 3%	25 4%	12 2%	13 5% D	7 4%	- * D	36 36% G*	7 2%	30 5% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q120. How serious a problem do you think obesity is in Scotland today?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Serious	901 90%	189 84%	580 96% D	320 80%	663 90%	472 89%	160 89%	238 89%
Very serious	433 43%	65 29%	337 56% D	96 24%	302 41%	206 39%	73 41%	132 49% EF
Fairly serious	467 47%	124 55%	243 40%	224 56% C	361 49% H	266 50% H	87 48%	107 40%
Net: Not serious	65 6%	21 9%	12 2%	53 13% C	49 7%	40 8%	12 7%	16 6%
Not very serious	55 5%	20 9%	11 2%	44 11% C	44 6%	36 7%	9 5%	11 4%
Not at all serious	10 1%	2 1%	2 *	8 2% C	5 1%	4 1%	3 1%	5 2%
Don't know	36 4%	14 6%	9 1%	28 7% C	22 3%	18 3%	7 4%	15 5%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q121. And how serious a problem do you think type 2 diabetes is in Scotland today?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Serious	880	416	463	118	134	133	162	132	202	227	246	169	238	473	407	188	350	170	172	244	636
	88%	85%	90%	84%	84%	87%	89%	87%	92%	91%	89%	91%	82%	90%	86%	87%	89%	87%	86%	88%	88%
			B	*					DE	M	M	MO		M	M						
Very serious	430	221	209	41	57	67	78	70	117	121	127	78	105	247	183	104	170	75	81	107	323
	43%	45%	41%	29%	36%	44%	43%	46%	54%	48%	46%	42%	36%	47%	38%	48%	43%	38%	41%	39%	45%
				*		D	D	D	DEG	MO	M			MO							
Fairly serious	450	195	255	77	77	65	84	62	85	106	119	91	134	225	224	84	180	95	91	137	313
	45%	40%	50%	55%	48%	43%	46%	41%	39%	42%	43%	49%	46%	43%	47%	39%	46%	49%	46%	49%	43%
			B	HI*																	
Net: Not serious	47	32	16	12	8	8	7	6	7	10	10	11	16	20	27	7	18	9	14	18	30
	5%	7%	3%	9%	5%	5%	4%	4%	3%	4%	4%	6%	6%	4%	6%	3%	5%	5%	7%	6%	4%
		C		*																	
Not very serious	40	27	12	9	6	6	7	6	6	6	9	11	14	15	24	7	15	6	12	15	25
	4%	6%	2%	7%	4%	4%	4%	4%	3%	2%	3%	6%	5%	3%	5%	3%	4%	3%	6%	5%	3%
		C		*																	
Not at all serious	8	4	3	3	2	2	-	-	1	4	1	-	3	5	3	-	3	3	2	3	5
	1%	1%	1%	2%	1%	1%	-	-	*	2%	*	-	1%	1%	1%	-	1%	1%	1%	1%	1%
				*																	
Don't know	75	40	35	10	17	12	13	14	9	13	20	6	36	33	42	20	24	16	14	15	60
	7%	8%	7%	7%	10%	8%	7%	9%	4%	5%	7%	3%	12%	6%	9%	10%	6%	8%	7%	6%	8%
				*	I							JLNO		L							

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 663

Tb T827

Q121. And how serious a problem do you think type 2 diabetes is in Scotland today?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Serious	880 88%	223 86%	607 89%	49 85% *	560 89%	320 85%	144 89%	322 92%	78 82% I	538 89%	307 87%	34 73% *	223 88%	143 86%	344 89%	159 86%	649 92% R	231 77%
Very serious	430 43%	109 42%	291 43%	30 52% *	287 46% F	142 38%	86 53% I	157 45%	35 37% *	280 47% K	134 38%	15 33% *	122 48%	70 42%	160 42%	76 41%	333 47% R	97 33%
Fairly serious	450 45%	114 44%	317 46%	19 33% *	272 43%	178 47%	58 36%	164 47% G	43 45% *	258 43%	173 49%	19 40% *	101 40%	74 44%	184 48%	84 45%	316 45%	134 45%
Net: Not serious	47 5%	16 6%	28 4%	4 6% *	31 5%	16 4%	11 7%	11 3%	7 8% *	27 4%	19 5%	2 4% *	16 6%	6 4%	15 4%	10 6%	23 3%	25 8% Q
Not very serious	40 4%	12 5%	24 3%	4 6% *	29 5%	11 3%	10 6%	11 3%	6 6% *	25 4%	14 4%	1 2% *	11 4%	4 3%	15 4%	9 5%	19 3%	20 7% Q
Not at all serious	8 1%	3 1%	5 1%	- - *	2 *	5 1%	1 1%	- -	1 1% *	2 *	5 1%	1 2% *	5 2% O	2 1%	- -	1 1%	3 *	4 1%
Don't know	75 7%	22 9%	48 7%	5 8% *	36 6%	39 10% E	7 4%	15 4%	10 11% H*	37 6%	27 8%	10 22% JK*	14 6%	17 10%	27 7%	16 9%	32 5%	43 14% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q121. And how serious a problem do you think type 2 diabetes is in Scotland today?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Serious	880 88%	271 92% C	597 86%	537 92% E	193 81%	135 87%	851 94% H	29 28% *	363 91% J	516 86%
Very serious	430 43%	152 51% C	273 39%	284 49% EF	81 34%	60 39%	430 48% H	- - *	174 44%	255 42%
Fairly serious	450 45%	119 40%	324 47%	252 43%	112 47%	75 48%	421 47% H	29 28% *	189 47%	261 43%
Net: Not serious	47 5%	12 4%	35 5%	17 3%	19 8% D	10 6%	12 1%	35 35% G*	21 5%	26 4%
Not very serious	40 4%	9 3%	30 4%	14 2%	17 7% D	7 5%	11 1%	29 28% G*	19 5%	21 3%
Not at all serious	8 1%	3 1%	5 1%	2 * *	2 1%	3 2%	1 *	6 6% G*	2 1%	5 1%
Don't know	75 7%	13 4%	60 9% B	32 6%	25 11% D	10 7%	37 4%	38 37% G*	15 4%	60 10% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q121. And how serious a problem do you think type 2 diabetes is in Scotland today?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Serious	880 88%	194 87%	561 93% D	318 80%	658 90% H	475 90% H	160 90%	222 83%
Very serious	430 43%	76 34%	328 55% D	101 25%	296 40%	207 39%	79 44%	133 50% EF
Fairly serious	450 45%	118 53%	233 39%	217 54% C	362 49% H	268 51% H	81 45% H	88 33%
Net: Not serious	47 5%	10 5%	17 3%	31 8% C	33 4%	27 5%	12 6%	15 5%
Not very serious	40 4%	9 4%	14 2%	26 6% C	28 4%	23 4%	9 5%	12 4%
Not at all serious	8 1%	1 *	2 *	5 1%	5 1%	4 1%	2 1%	3 1%
Don't know	75 7%	19 9%	24 4%	51 13% C	42 6%	28 5%	7 4%	32 12% EFG

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 666

Tb T830

Q122. How much do you agree or disagree that - Being overweight is something you inherit from your parents

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	197 20%	104 21%	93 18%	37 26% HI*	54 34% FGHI	27 17%	33 18%	18 12%	28 13%	45 18%	56 20%	39 21%	57 20%	101 19%	96 20%	37 17%	67 17%	45 23%	48 24%	81 29% U	116 16%
Strongly agree (2)	44 4%	27 6%	17 3%	12 9% HI*	17 11% GHI	7 5% I	6 3% I	2 1%	- -	9 4%	13 5%	14 7%	9 3%	22 4%	22 5%	5 2%	8 2%	19 10% PQ	13 6% Q	28 10% U	17 2%
Agree (1)	153 15%	77 16%	76 15%	25 18% *	37 23% FHI	19 13%	27 15%	16 11%	28 13%	36 14%	43 16%	25 14%	48 17%	79 15%	74 15%	31 15%	59 15%	27 14%	35 18%	53 19% U	100 14%
Neither agree nor disagree (0)	297 30%	155 32%	142 28%	39 28% *	55 35% F	36 23%	52 29%	48 32%	67 31%	70 28%	76 28%	46 25%	105 36% KLNO	146 28%	151 32% L	74 34% S	124 32%	51 26%	48 24%	68 24% T	229 32%
Net: Disagree	477 48%	219 45%	257 50%	58 41% E*	44 28%	85 56% DE	92 51% E	81 54% E	117 53% E	132 53% M	131 48%	91 49%	123 42%	262 50%	214 45%	100 46%	193 49%	88 45%	96 48%	118 43%	358 49%
Disagree (-1)	320 32%	139 28%	181 35% B	40 29% E*	27 17%	57 37% E	65 36% E	43 29% E	88 40% EH	81 32%	89 32%	60 33%	89 31%	171 32%	149 31%	70 32%	122 31%	58 30%	70 35%	74 27%	246 34% T
Strongly disagree (-2)	157 16%	80 16%	76 15%	17 12% *	17 11%	29 19%	27 15%	38 25% DEGI	29 13%	50 20% MO	41 15%	31 17%	34 12%	92 17% M	65 14%	30 14%	71 18%	30 15%	26 13%	44 16%	113 16%
Don't know	32 3%	10 2%	22 4%	7 5% *	5 3%	5 3%	5 3%	4 2%	7 3%	4 1%	13 5%	9 5%	6 2%	16 3% J	15 3%	5 2%	8 2%	10 5%	8 4%	10 4%	22 3%
Mean scores	-0.4	-0.35	-0.46	-0.2 FHI*	0.06 FGHI	-0.54	-0.46	-0.67	-0.55	-0.52	-0.4	-0.4	-0.32	-0.45 J	-0.35	-0.42	-0.49	-0.29 Q	-0.32 U	-0.2	-0.48
Standard Deviation	1.07	1.11	1.04	1.16	1.14	1.1	1.03	1.02	0.89	1.09	1.08	1.16	0.99	1.09	1.06	0.99	1.03	1.2	1.12	1.23	1
Standard Error	0.034	0.051	0.047	0.1	0.092	0.09	0.078	0.084	0.061	0.069	0.067	0.087	0.059	0.048	0.049	0.068	0.052	0.088	0.081	0.075	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q122. How much do you agree or disagree that - Being overweight is something you inherit from your parents

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	197 20%	52 20%	132 19%	13 22% *	137 22% F	60 16%	56 35% HI	65 19%	13 13% *	113 19%	77 22%	7 15% *	54 21%	37 22%	72 19%	33 17%	151 21% R	46 15%
Strongly agree (2)	44 4%	12 4%	27 4%	6 10% *	38 6% F	6 2%	21 13% HI	13 4%	1 1% *	33 6%	11 3%	- - *	8 3%	12 7%	18 5%	7 4%	39 6% R	5 2%
Agree (1)	153 15%	40 15%	105 15%	7 12% *	98 16%	54 14%	35 22%	51 15%	12 12% *	80 13%	66 19% J	7 15% *	46 18%	25 15%	55 14%	26 14%	111 16%	41 14%
Neither agree nor disagree (0)	297 30%	78 30%	205 30%	15 26% *	181 29%	116 31%	29 18%	108 31% G	37 39% G*	180 30%	100 28%	17 36% *	66 26%	52 31%	105 27%	69 37% MO	202 29%	95 32%
Net: Disagree	477 48%	120 46%	329 48%	28 49% *	288 46%	189 50%	77 48%	163 47%	39 41% *	299 50%	158 45%	19 42% *	125 49%	72 44%	199 52% P	77 41%	333 47%	144 48%
Disagree (-1)	320 32%	76 29%	226 33%	17 31% *	185 30%	134 36%	46 29%	114 33%	22 23% *	199 33%	112 32%	9 19% *	81 32%	46 28%	144 37% NP	48 26%	229 33%	90 30%
Strongly disagree (-2)	157 16%	43 17%	103 15%	10 18% *	103 16%	54 14%	31 19%	49 14%	18 19% *	101 17%	46 13%	11 23% *	44 17%	26 16%	55 14%	29 15%	104 15%	53 18%
Don't know	32 3%	12 5%	18 3%	2 4% *	21 3%	11 3%	- -	12 3% G	6 7% G*	10 2%	19 5% J	4 8% J*	8 3%	5 3%	10 3%	8 5%	18 2%	14 5%
Mean scores	-0.4	-0.4	-0.41	-0.36 *	-0.36	-0.49	-0.19	-0.4	-0.48 *	-0.43	-0.34	-0.54 *	-0.43	-0.31	-0.44	-0.37	-0.36	-0.51
Standard Deviation	1.07	1.09	1.06	1.23	1.13	0.97	1.32	1.04	1	1.09	1.05	1.04	1.09	1.14	1.05	1.04	1.1	1.01
Standard Error	0.034	0.069	0.041	0.165	0.046	0.051	0.104	0.057	0.106	0.045	0.057	0.159	0.07	0.09	0.054	0.078	0.042	0.06

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q122. How much do you agree or disagree that - Being overweight is something you inherit from your parents

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	197 20%	65 22%	129 19%	117 20%	41 17%	32 20%	184 20%	13 13% *	116 29% J	81 13%
Strongly agree (2)	44 4%	18 6%	25 4%	30 5%	8 4%	4 2%	41 5%	4 3% *	38 9% J	6 1%
Agree (1)	153 15%	46 16%	104 15%	87 15%	33 14%	28 18%	143 16%	9 9% *	78 20% J	74 12%
Neither agree nor disagree (0)	297 30%	81 27%	212 31%	156 27%	92 39% DF	40 26%	255 28%	42 41% G*	108 27%	189 31%
Net: Disagree	477 48%	141 48%	330 48%	297 51% E	93 39%	79 51% E	441 49% H	36 35% *	164 41%	312 52% I
Disagree (-1)	320 32%	95 32%	220 32%	193 33%	66 28%	57 36%	293 33%	26 26% *	109 27%	211 35% I
Strongly disagree (-2)	157 16%	46 16%	110 16%	105 18% E	28 12%	22 14%	147 16%	9 9% *	55 14%	102 17%
Don't know	32 3%	8 3%	22 3%	15 3%	10 4%	4 3%	21 2%	11 11% G*	12 3%	20 3%
Mean scores	-0.4	-0.36	-0.43	-0.45	-0.32	-0.44	-0.41	-0.32 *	-0.17 J	-0.56
Standard Deviation	1.07	1.12	1.05	1.11	0.99	1.03	1.09	0.94	1.19	0.96
Standard Error	0.034	0.066	0.041	0.047	0.066	0.084	0.037	0.098	0.06	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q122. How much do you agree or disagree that - Being overweight is something you inherit from your parents

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	197 20%	45 20%	138 23% D	59 15%	163 22% H	135 25% H	67 37% EFH	34 13%
Strongly agree (2)	44 4%	13 6%	36 6% D	8 2%	41 6% H	39 7% H	25 14% EFH	3 1%
Agree (1)	153 15%	32 14%	101 17%	51 13%	122 17%	96 18% H	42 23% H	31 11%
Neither agree nor disagree (0)	297 30%	66 30%	149 25% C	148 37% C	204 28%	144 27%	41 23%	93 35% EFG
Net: Disagree	477 48%	97 43%	297 49%	179 45%	344 47%	239 45%	69 38%	133 49% G
Disagree (-1)	320 32%	74 33%	188 31%	131 33%	237 32%	163 31%	44 25%	83 31%
Strongly disagree (-2)	157 16%	22 10%	109 18% D	48 12%	107 15%	77 14%	25 14%	50 19%
Don't know	32 3%	15 7%	18 3%	14 3%	22 3%	12 2%	3 1%	10 4%
Mean scores	-0.4	-0.29	-0.4	-0.42	-0.35 H	-0.27 H	-0.01 EFH	-0.56
Standard Deviation	1.07	1.06	1.16	0.94	1.1	1.15	1.27	0.97
Standard Error	0.034	0.073	0.048	0.048	0.041	0.051	0.096	0.06

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q122. How much do you agree or disagree that - Most overweight people have put on weight because of a low metabolism

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	225 22%	109 22%	116 23%	46 32% FHI*	63 40% FGHI	27 18%	38 21% I	23 15%	29 13%	45 18%	54 20%	54 29% JKN	73 25% N	99 19%	127 27% JKN	34 16%	78 20%	54 28% PQ	59 29% PQ	92 33% U	133 18%
Strongly agree (2)	58 6%	33 7%	25 5%	11 7% I*	20 12% GHI	11 7% I	10 6% I	6 4% I	1 1%	8 3%	16 6%	14 8%	18 6% N	25 5%	33 7%	11 5%	16 4%	10 5% Q	21 10% Q	27 10% U	31 4%
Agree (1)	168 17%	76 16%	92 18%	35 25% FHI*	44 28% FGHI	17 11%	28 15%	17 11%	28 13%	36 14%	38 14%	39 21% KN	54 19%	74 14%	94 20% KN	22 10%	63 16%	45 23% P	38 19% P	65 24% U	102 14%
Neither agree nor disagree (0)	294 29%	156 32%	139 27%	39 28% *	39 25%	47 31%	51 28%	52 34%	67 31%	61 25%	77 28%	54 29%	103 35% JN	138 26%	156 33% JN	75 35% S	122 31%	51 26%	46 23%	67 24% T	227 31%
Net: Disagree	411 41%	190 39%	222 43%	45 32% *	47 29%	73 48%	80 44% DE	63 42% E	103 47% DE	128 51% LMO	124 45% MO	67 36%	92 32%	252 48% LMO	159 33%	89 41%	162 41%	76 39%	84 42%	101 37%	310 43%
Disagree (-1)	287 29%	132 27%	155 30%	32 23% *	33 21%	49 32% E	56 31%	40 26%	77 35% DE	75 30%	99 36% LMO	48 26%	65 22%	173 33% MO	114 24%	55 25%	118 30%	53 27%	61 31%	71 26%	216 30%
Strongly disagree (-2)	124 12%	58 12%	67 13%	13 9% *	14 9%	24 16%	24 13%	24 16%	26 12%	54 21% KLMNO	26 9%	19 10%	26 9%	79 15% KMO	45 10%	35 16%	44 11%	23 12%	23 11%	30 11%	94 13%
Don't know	71 7%	33 7%	37 7%	10 7% *	9 6%	5 3%	13 7%	14 9% F	20 9% F	16 6%	21 8%	10 6%	23 8%	37 7%	34 7%	17 8%	29 7%	13 7%	11 5%	16 6%	55 8%
Mean scores	-0.27	-0.23	-0.31	-0.02 FGHI*	0.15 FGHI	-0.4	-0.33	-0.43	-0.5	-0.55	-0.31	-0.1	-0.1	-0.43	-0.1	-0.4	-0.31	-0.19	-0.14	-0.05	-0.36
Standard Deviation	1.09	1.1	1.09	1.12	1.18	1.11	1.1	1.04	0.91	1.11	1.05	1.12	1.06	1.08	1.08	1.08	1.03	1.11	1.2 P	1.18 U	1.05
Standard Error	0.036	0.052	0.05	0.098	0.097	0.091	0.085	0.089	0.065	0.073	0.066	0.085	0.065	0.049	0.051	0.077	0.054	0.082	0.087	0.073	0.04

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 671

Tb T835

Q122. How much do you agree or disagree that - Most overweight people have put on weight because of a low metabolism

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	225 22%	60 23%	145 21%	21 37% C*	166 27% F	59 16%	58 36% I	97 28% I	8 9% *	135 22%	83 24%	7 16% *	54 21%	45 27%	80 21%	46 25%	182 26% R	43 14%
Strongly agree (2)	58 6%	19 7%	32 5%	7 12% *	50 8% F	7 2%	23 14% HI	21 6%	3 3% *	39 7%	17 5%	1 2% *	15 6%	16 10% O	16 4%	11 6%	49 7% R	8 3%
Agree (1)	168 17%	41 16%	113 16%	14 25% *	116 19%	51 14%	35 22% I	76 22% I	5 5% *	96 16%	66 19%	6 13% *	39 15%	29 18%	64 17%	35 19%	133 19% R	35 12%
Neither agree nor disagree (0)	294 29%	68 26%	213 31%	13 23% *	184 29%	110 29%	43 26% I	99 28% I	35 37% *	179 30%	98 28%	18 39% *	81 32% O	46 28%	93 24%	69 37% O	194 28%	101 34%
Net: Disagree	411 41%	112 43%	283 41%	16 29% *	242 39%	169 45%	56 34%	136 39%	43 45% *	253 42%	145 41%	13 29% *	93 37%	62 37%	188 49% MNP	65 35%	292 42%	119 40%
Disagree (-1)	287 29%	81 31%	194 28%	12 21% *	163 26%	124 33% E	33 20%	99 28%	29 30% *	167 28%	110 31%	10 21% *	63 25%	36 21%	142 37% MNP	44 24%	206 29%	81 27%
Strongly disagree (-2)	124 12%	31 12%	89 13%	5 8% *	79 13%	45 12%	23 14%	37 11%	15 15% *	86 14%	35 10%	4 8% *	30 12%	26 16%	46 12%	21 11%	86 12%	38 13%
Don't know	71 7%	21 8%	43 6%	7 12% *	34 5%	37 10% E	6 4%	16 5%	9 9% *	36 6%	27 8%	8 16% J*	26 10% P	13 8%	24 6%	6 3%	35 5%	36 12% Q
Mean scores	-0.27	-0.27	-0.3	0.13 BC*	-0.18 F	-0.44	0.02 I	-0.17 I	-0.54 *	-0.29	-0.25	-0.22 *	-0.24	-0.17	-0.38	-0.16 O	-0.22 R	-0.4 Q
Standard Deviation	1.09	1.13	1.07	1.2	1.15	0.98	1.27	1.1	0.97	1.12	1.06	0.93	1.09	1.23	1.05	1.06	1.13	0.99
Standard Error	0.036	0.073	0.042	0.169	0.047	0.053	0.102	0.06	0.104	0.047	0.059	0.149	0.072	0.099	0.055	0.079	0.044	0.061

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q122. How much do you agree or disagree that - Most overweight people have put on weight because of a low metabolism

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	225 22%	67 23%	154 22%	136 23%	49 21%	34 22%	205 23%	21 20% *	134 34% J	91 15%
Strongly agree (2)	58 6%	22 7%	35 5%	37 6%	9 4%	7 5%	50 5%	8 8% *	39 10% J	19 3%
Agree (1)	168 17%	45 15%	120 17%	99 17%	40 17%	27 17%	155 17%	13 12% *	95 24% J	73 12%
Neither agree nor disagree (0)	294 29%	96 33%	192 28%	150 26%	87 37% D	51 33%	253 28%	41 40% G*	102 25%	193 32% I
Net: Disagree	411 41%	112 38%	297 43%	264 45% E	83 35%	57 37%	387 43% H	24 24% *	146 37%	265 44% I
Disagree (-1)	287 29%	69 23%	217 31% B	187 32% E	56 23%	40 25%	269 30% H	18 18% *	100 25%	187 31% I
Strongly disagree (-2)	124 12%	43 15%	80 12%	78 13%	27 12%	17 11%	119 13%	6 6% *	47 12%	78 13%
Don't know	71 7%	21 7%	49 7%	35 6%	17 7%	14 9%	55 6%	16 16% G*	18 5%	53 9% I
Mean scores	-0.27	-0.24	-0.29	-0.31	-0.24	-0.24	-0.3	-0.01 G*	-0.05 J	-0.42
Standard Deviation	1.09	1.14	1.07	1.12	1.03	1.05	1.1	1.01	1.19	1
Standard Error	0.036	0.069	0.042	0.048	0.069	0.089	0.038	0.109	0.061	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q122. How much do you agree or disagree that - Most overweight people have put on weight because of a low metabolism

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	225 22%	64 28%	159 26% D	67 17%	194 27% H	165 31% H	75 42% EFH	31 11%
Strongly agree (2)	58 6%	18 8%	45 7% D	13 3%	53 7% H	49 9% H	23 13% EH	5 2%
Agree (1)	168 17%	45 20%	114 19% D	54 13%	142 19% H	116 22% H	52 29% EH	26 10%
Neither agree nor disagree (0)	294 29%	64 28%	154 26% C	140 35% C	205 28%	147 28%	47 26%	90 33%
Net: Disagree	411 41%	80 36%	259 43%	153 38%	289 39% G	195 37% G	50 28%	122 45% FG
Disagree (-1)	287 29%	56 25%	177 30%	110 27%	210 29% G	141 27%	34 19%	77 29% G
Strongly disagree (-2)	124 12%	24 11%	81 14%	43 11%	80 11%	55 10%	15 9%	45 17% EFG
Don't know	71 7%	16 7%	30 5%	41 10% C	45 6%	22 4%	7 4%	26 10% FG
Mean scores	-0.27	-0.1	-0.24	-0.32	-0.18 H	-0.07 H	0.19 EFH	-0.54
Standard Deviation	1.09	1.14	1.16	0.99	1.12	1.15	1.17	0.98
Standard Error	0.036	0.079	0.048	0.052	0.043	0.051	0.089	0.063

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q122. How much do you agree or disagree that - Most people who are overweight have put on weight because they eat too much

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	742 74%	365 75%	377 73%	90 65% *	108 68%	112 74%	135 75%	110 73%	185 85% DEFGH	214 85% KLMNO	204 74% M	133 71%	192 66%	418 79% KLMO	324 68%	160 74%	297 76%	136 70%	149 74%	201 73%	541 75%
Strongly agree (2)	280 28%	145 30%	135 26%	36 26% *	48 30%	39 26%	52 29%	41 27%	64 29% KLMNO	93 37% KLMNO	73 26%	50 27%	64 22%	166 32% KMO	114 24%	53 25%	106 27%	53 27%	68 34%	88 32%	192 26%
Agree (1)	462 46%	220 45%	242 47%	54 39% *	60 38%	73 48%	83 46%	70 46%	121 55% DE	120 48%	132 48%	83 45%	127 44%	252 48%	210 44%	107 50%	191 49%	83 43%	80 40%	113 41%	349 48%
Neither agree nor disagree (0)	159 16%	79 16%	80 16%	27 19% I*	37 23% FI	20 13%	33 18% I	23 15%	19 9%	19 7%	46 17% JN	37 20% JN	58 20% JN	65 12% J	94 20% JN	35 16%	58 15%	33 17%	33 16%	46 17%	113 16%
Net: Disagree	78 8%	36 7%	42 8%	20 14% GI*	11 7%	16 10%	10 6%	12 8%	9 4%	14 6%	18 7%	13 7%	32 11% JN	32 6%	46 10%	13 6%	29 7%	19 10%	17 9%	26 9%	52 7%
Disagree (-1)	62 6%	27 5%	35 7%	19 13% EGI*	7 5%	13 8%	7 4%	10 7%	6 3%	9 4%	14 5%	11 6%	27 9% JN	24 4%	38 8% JN	10 5%	21 5%	17 9%	14 7%	20 7%	42 6%
Strongly disagree (-2)	16 2%	9 2%	7 1%	1 1% *	4 2%	3 2%	3 2%	2 1%	3 1%	5 2%	4 1%	2 1%	5 2%	9 2%	7 2%	3 1%	8 2%	2 1%	3 2%	5 2%	11 1%
Don't know	23 2%	7 2%	15 3%	3 2% *	2 1%	5 3%	3 1%	6 4%	5 2%	4 2%	7 2%	3 2%	9 3%	11 2%	12 3%	6 3%	9 2%	7 4%	1 * *	4 1%	19 3%
Mean scores	0.95	0.97	0.93	0.77 *	0.9	0.9	0.97	0.94	1.11 DEF	1.17 KLMNO	0.95 M	0.91	0.78	1.05 KMO	0.83	0.94	0.95	0.9	0.99	0.95	0.95
Standard Deviation	0.92	0.93	0.91	1.02	0.97	0.95	0.89	0.91	0.79	0.86	0.89	0.9	0.97	0.88	0.95	0.87	0.91	0.95	0.97	0.98	0.9
Standard Error	0.029	0.042	0.041	0.087	0.078	0.079	0.067	0.075	0.054	0.055	0.054	0.067	0.058	0.039	0.044	0.06	0.046	0.069	0.069	0.059	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q122. How much do you agree or disagree that - Most people who are overweight have put on weight because they eat too much

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	742 74%	194 74%	503 74%	45 79% *	471 75%	271 72%	134 83% I	269 77% I	56 58% *	458 76% L	258 73% L	26 57% *	177 70%	122 74%	307 79% MP	131 70%	560 80% R	182 61%
Strongly agree (2)	280 28%	62 24%	202 29%	16 29% *	180 29%	100 27%	59 36% HI	92 26%	22 23% *	173 29%	97 27%	11 23% *	67 27%	40 24%	123 32%	48 26%	223 32% R	57 19%
Agree (1)	462 46%	132 50%	302 44%	28 50% *	292 47%	170 45%	76 47%	177 51% I	34 35% *	286 47%	161 46%	16 34% *	110 43%	82 49%	184 48%	83 45%	337 48%	124 42%
Neither agree nor disagree (0)	159 16%	41 16%	111 16%	7 12% *	97 16%	62 16%	18 11%	48 14%	25 26% GH*	92 15%	57 16%	11 23% *	44 17%	30 18%	51 13%	29 16%	93 13%	66 22% Q
Net: Disagree	78 8%	22 8%	52 8%	4 7% *	46 7%	32 8%	10 6%	25 7%	11 11% *	41 7%	31 9%	6 13% *	24 9%	8 5%	27 7%	20 11%	41 6%	37 12% Q
Disagree (-1)	62 6%	17 6%	42 6%	3 6% *	40 6%	22 6%	7 4%	24 7%	10 10% *	33 5%	26 7%	3 6% *	20 8%	7 4%	20 5%	15 8%	34 5%	28 9% Q
Strongly disagree (-2)	16 2%	5 2%	10 1%	1 2% *	6 1%	10 3%	3 2%	2 1%	1 1% *	8 1%	5 1%	3 7% JK*	4 2%	1 1%	7 2%	4 2%	7 1%	9 3% Q
Don't know	23 2%	5 2%	17 3%	1 2% *	12 2%	11 3%	- -	5 1%	4 4% *	12 2%	8 2%	3 7% *	9 4% O	6 4% O	1 *	7 4% O	9 1%	14 5% Q
Mean scores	0.95	0.89	0.96	1 *	0.97	0.91	1.11 I	0.97 I	0.72 *	0.99 L	0.92	0.63 *	0.89	0.96	1.03	0.86	1.06 R	0.67
Standard Deviation	0.92	0.91	0.92	0.91	0.9	0.96	0.9	0.86	0.99	0.89	0.93	1.17	0.95	0.82	0.91	0.98	0.86	1.01
Standard Error	0.029	0.057	0.036	0.121	0.036	0.05	0.071	0.046	0.103	0.037	0.05	0.178	0.061	0.065	0.046	0.073	0.033	0.06

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q122. How much do you agree or disagree that - Most people who are overweight have put on weight because they eat too much

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	742 74%	222 75%	514 74%	475 81% EF	153 65%	100 65%	707 79% H	35 34% *	297 74%	445 74%
Strongly agree (2)	280 28%	92 31%	188 27%	184 31% E	48 20%	42 27%	273 30% H	8 8% *	117 29%	163 27%
Agree (1)	462 46%	130 44%	326 47%	291 50% F	105 44%	58 37%	435 48% H	27 27% *	180 45%	282 47%
Neither agree nor disagree (0)	159 16%	47 16%	107 15%	67 11% D	60 25% D	25 16%	121 13% G*	38 37% G*	66 17%	93 15%
Net: Disagree	78 8%	22 7%	54 8%	32 6% DE	17 7%	28 18% DE	58 6% G*	20 19% G*	35 9%	43 7%
Disagree (-1)	62 6%	17 6%	45 7%	27 5% DE	12 5%	22 14% DE	48 5% G*	14 13% G*	30 8%	32 5%
Strongly disagree (-2)	16 2%	5 2%	9 1%	5 1% D	4 2%	6 4% D	10 1% G*	6 6% G*	4 1%	11 2%
Don't know	23 2%	5 2%	17 2%	11 2% I	7 3%	2 1%	14 2% G*	9 9% G*	2 1%	21 3% I
Mean scores	0.95	0.99	0.95	1.08 EF	0.78	0.71	1.03 H	0.18 *	0.94	0.95
Standard Deviation	0.92	0.93	0.91	0.84	0.9	1.13	0.87	1	0.93	0.91
Standard Error	0.029	0.054	0.035	0.035	0.059	0.091	0.029	0.104	0.047	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q122. How much do you agree or disagree that - Most people who are overweight have put on weight because they eat too much

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	742 74%	151 68%	488 81%	254 63%	544 74%	377 71%	130 73%	198 74%
Strongly agree (2)	280 28%	55 24%	209 35%	71 18%	198 27%	148 28%	57 32%	82 31%
Agree (1)	462 46%	96 43%	279 46%	182 46%	346 47%	230 43%	73 41%	116 43%
Neither agree nor disagree (0)	159 16%	44 20%	65 11%	94 23%	117 16%	96 18%	31 17%	42 16%
Net: Disagree	78 8%	21 10%	40 7%	38 9%	62 8%	51 10%	15 9%	16 6%
Disagree (-1)	62 6%	18 8%	35 6%	27 7%	51 7%	44 8%	12 6%	11 4%
Strongly disagree (-2)	16 2%	3 1%	5 1%	11 3%	11 1%	7 1%	4 2%	5 2%
Don't know	23 2%	7 3%	7 1%	15 4%	10 1%	5 1%	3 1%	12 5%
Mean scores	0.95	0.84	1.1	0.72	0.93	0.89	0.95	1.01
Standard Deviation	0.92	0.95	0.88	0.94	0.92	0.95	0.98	0.92
Standard Error	0.029	0.064	0.036	0.048	0.034	0.042	0.074	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 678

Tb T842

Q122. How much do you agree or disagree that - Most people who are overweight have put on weight because they do too little exercise

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	719 72%	361 74%	358 70%	92 65% *	115 73%	104 68%	134 74%	97 64%	176 81% DFH	194 77% LMO	203 74%	126 68%	196 67%	397 75%	322 68%	154 71%	285 73%	134 69%	147 73%	192 69%	527 73%
Strongly agree (2)	196 20%	110 23% C	86 17%	22 16% *	34 22%	36 24%	35 19%	24 16%	45 20%	54 22%	58 21%	29 16%	54 18%	113 21%	83 17%	47 22%	67 17%	45 23%	37 19%	60 22%	136 19%
Agree (1)	523 52%	251 51%	273 53%	69 50% *	81 51%	68 45%	99 55%	74 49%	131 60% FH	139 56%	145 53%	97 52%	142 49%	284 54%	239 50%	107 50%	218 56% R	89 45%	110 55%	132 48%	391 54%
Neither agree nor disagree (0)	177 18%	84 17%	93 18%	29 21% *	33 21% I	32 21% I	30 17%	25 16%	27 13%	32 13%	47 17%	38 20%	60 21% J	79 15%	97 20% JN	37 17%	66 17%	43 22%	31 16%	57 20%	120 17%
Net: Disagree	79 8%	33 7%	46 9%	15 11% *	7 5%	12 8%	13 7%	21 14% EI	11 5%	19 8%	17 6%	17 9%	26 9%	36 7%	43 9%	18 8%	31 8%	14 7%	16 8%	22 8%	58 8%
Disagree (-1)	65 6%	23 5%	41 8%	12 8% *	5 3%	9 6%	12 6%	16 10% E	11 5%	18 7%	13 5%	13 7%	21 7%	30 6%	34 7%	17 8%	20 5%	13 7%	14 7%	18 6%	47 6%
Strongly disagree (-2)	15 1%	10 2%	5 1%	3 2% *	2 1%	3 2%	2 1%	5 3% I	- -	2 1%	4 1%	4 2%	5 2%	6 1%	9 2%	1 *	11 3%	1 *	2 1%	4 1%	11 1%
Don't know	27 3%	10 2%	17 3%	5 3% *	3 2%	4 2%	3 2%	8 6%	4 2%	5 2%	8 3%	4 2%	9 3%	14 3%	14 3%	7 3%	10 3%	4 2%	6 3%	6 2%	21 3%
Mean scores	0.84	0.9	0.79	0.71 *	0.9 H	0.85	0.87 H	0.67 1	0.97 DH	0.93 LO	0.9 O	0.74	0.78	0.91 LMO	0.76	0.87	0.81	0.86	0.86	0.84	0.84
Standard Deviation	0.87	0.88	0.86	0.92 *	0.82	0.93	0.84	1	0.74	0.84	0.85	0.89	0.9	0.84	0.9	0.87	0.88	0.88	0.84	0.9	0.86
Standard Error	0.028	0.04	0.039	0.079	0.066	0.076	0.063	0.083	0.051	0.053	0.052	0.066	0.054	0.037	0.042	0.06	0.045	0.063	0.061	0.055	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 679

Tb T843

Q122. How much do you agree or disagree that - Most people who are overweight have put on weight because they do too little exercise

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	719 72%	175 67%	497 73%	46 81% *	450 72%	269 72%	130 80% I	252 72% I	57 60% *	437 73%	254 72%	28 60% *	173 68%	113 68%	294 76% M	134 72%	539 77% R	180 60%
Strongly agree (2)	196 20%	47 18%	135 20%	14 24% *	129 21%	67 18%	41 25%	62 18%	20 21% *	127 21%	60 17%	8 18% *	42 17%	39 24%	81 21%	32 17%	157 22% R	39 13%
Agree (1)	523 52%	129 49%	362 53%	33 58% *	321 51%	202 54%	89 55% I	190 55% I	37 39% *	309 51%	194 55%	20 43% *	131 51%	74 44%	214 55% N	102 55%	383 54% R	141 47%
Neither agree nor disagree (0)	177 18%	53 20%	115 17%	9 15% *	115 18%	61 16%	20 12%	67 19%	25 26% G*	107 18%	63 18%	7 14% *	47 19%	35 21%	58 15%	31 17%	110 16% Q	66 22%
Net: Disagree	79 8%	22 9%	56 8%	1 2% *	48 8%	31 8%	12 7%	22 6%	11 12% *	46 8%	28 8%	6 12% *	22 9%	14 9%	27 7%	15 8%	47 7%	32 11%
Disagree (-1)	65 6%	16 6%	47 7%	1 2% *	41 6%	24 6%	9 6%	21 6%	7 8% *	40 7%	21 6%	4 8% *	16 6%	10 6%	26 7%	12 6%	41 6%	24 8%
Strongly disagree (-2)	15 1%	6 2%	9 1%	- - *	8 1%	7 2%	2 1%	2 1%	4 4% H*	6 1%	7 2%	2 4% *	6 2%	4 2%	2 *	3 2%	7 1%	8 3%
Don't know	27 3%	10 4%	16 2%	1 2% *	13 2%	14 4%	1 1%	6 2%	3 3% *	13 2%	8 2%	6 13% JK*	12 5% O	3 2%	6 2%	6 3%	6 1%	21 7% Q
Mean scores	0.84	0.77	0.85	1.05 B*	0.85	0.83	0.97 I	0.85	0.67 *	0.87	0.81	0.71 *	0.77	0.83	0.91	0.82	0.92 R	0.64
Standard Deviation	0.87	0.91	0.87	0.69	0.87	0.87	0.86	0.8	1.03	0.86	0.86	1.06	0.9	0.95	0.82	0.86	0.84	0.92
Standard Error	0.028	0.057	0.034	0.092	0.035	0.046	0.068	0.044	0.107	0.035	0.047	0.166	0.058	0.075	0.042	0.064	0.032	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q122. How much do you agree or disagree that - Most people who are overweight have put on weight because they do too little exercise

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	719 72%	213 72%	501 72%	452 77% EF	147 62%	104 67%	676 75% H	43 42% *	297 74%	422 70%
Strongly agree (2)	196 20%	59 20%	135 19%	127 22% E	35 15%	28 18%	188 21% H	8 8% *	81 20%	115 19%
Agree (1)	523 52%	154 52%	366 53%	325 56% E	112 47%	77 49%	489 54% H	35 34% *	216 54%	308 51%
Neither agree nor disagree (0)	177 18%	55 19%	116 17%	87 15% DF	62 26%	23 15%	146 16% G*	30 30% G*	64 16%	113 19%
Net: Disagree	79 8%	23 8%	54 8%	36 6%	21 9%	21 14% D	64 7% D	15 15% G*	34 9%	45 8%
Disagree (-1)	65 6%	18 6%	46 7%	31 5% D	17 7%	17 11% D	54 6% D	10 10% *	29 7%	36 6%
Strongly disagree (-2)	15 1%	5 2%	9 1%	5 1%	4 2%	5 3%	10 1% G*	5 5% G*	5 1%	10 2%
Don't know	27 3%	5 2%	21 3%	10 2%	7 3%	7 5%	14 2% G*	13 12% G*	5 1%	22 4%
Mean scores	0.84	0.84	0.85	0.93 EF	0.68	0.71	0.89 H	0.35 *	0.86	0.83
Standard Deviation	0.87	0.88	0.86	0.82	0.88	1	0.84	1	0.87	0.87
Standard Error	0.028	0.051	0.033	0.034	0.058	0.082	0.028	0.106	0.044	0.036

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q122. How much do you agree or disagree that - Most people who are overweight have put on weight because they do too little exercise

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	719 72%	146 65%	463 77%	256 64%	527 72%	372 70%	133 74%	192 71%
Strongly agree (2)	196 20%	39 17%	132 22%	64 16%	131 18%	97 18%	37 21%	65 24%
Agree (1)	523 52%	108 48%	331 55%	192 48%	397 54%	274 52%	96 53%	127 47%
Neither agree nor disagree (0)	177 18%	48 21%	89 15%	87 22%	128 17%	101 19%	27 15%	49 18%
Net: Disagree	79 8%	20 9%	39 6%	41 10%	63 9%	48 9%	16 9%	17 6%
Disagree (-1)	65 6%	17 8%	35 6%	30 7%	54 7%	40 8%	14 8%	10 4%
Strongly disagree (-2)	15 1%	3 2%	4 1%	11 3%	8 1%	8 2%	2 1%	6 2%
Don't know	27 3%	9 4%	11 2%	16 4%	16 2%	9 2%	4 2%	11 4%
Mean scores	0.84	0.75	0.93	0.7	0.82	0.79	0.86	0.91
Standard Deviation	0.87	0.9	0.82	0.93	0.86	0.89	0.88	0.91
Standard Error	0.028	0.061	0.034	0.048	0.032	0.039	0.066	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q122. Summary: Agreement with statements about being overweight

Base: All respondents

	Being overweight is something you inherit from your parents	Most overweight people have put on weight because of a low metabolism	Most people who are overweight have put on weight because they eat too much	Most people who are overweight have put on weight because they do too little exercise
Unweighted Base	1002	1002	1002	1002
Base	1002	1002	1002	1002
Net: Agree	197 20%	225 22%	742 74%	719 72%
Strongly agree (2)	44 4%	58 6%	280 28%	196 20%
Agree (1)	153 15%	168 17%	462 46%	523 52%
Neither agree nor disagree (0)	297 30%	294 29%	159 16%	177 18%
Net: Disagree	477 48%	411 41%	78 8%	79 8%
Disagree (-1)	320 32%	287 29%	62 6%	65 6%
Strongly disagree (-2)	157 16%	124 12%	16 2%	15 1%
Don't know	32 3%	71 7%	23 2%	27 3%
Mean scores	-0.4	-0.27	0.95	0.84
Standard Deviation	1.07	1.09	0.92	0.87
Standard Error	0.034	0.036	0.029	0.028

Weighted by: WEIGHT

Prepared by Kantar TNS

Q122. Mean score summary table: Agreement with statements about being overweight

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Being overweight is something you inherit from your parents	-0.4	-0.35	-0.46	-0.2	0.06	-0.54	-0.46	-0.67	-0.55	-0.52	-0.4	-0.4	-0.32	-0.45	-0.35	-0.42	-0.49	-0.29	-0.32	-0.2	-0.48
Most overweight people have put on weight because of a low metabolism	-0.27	-0.23	-0.31	FHI*	FGHI	-0.4	-0.33	-0.43	-0.5	-0.55	-0.31	-0.1	-0.1	-0.43	-0.1	-0.4	-0.31	-0.19	-0.14	-0.05	-0.36
				FGHI*	FGHI																
Most people who are overweight have put on weight because they eat too much	0.95	0.97	0.93	0.77	0.9	0.9	0.97	0.94	1.11	1.17	0.95	0.91	0.78	1.05	0.83	0.94	0.95	0.9	0.99	0.95	0.95
Most people who are overweight have put on weight because they do too little exercise	0.84	0.9	0.79	*	0.9	0.85	0.87	0.67	0.97	0.93	0.9	0.74	0.78	0.91	0.76	0.87	0.81	0.86	0.86	0.84	0.84
				*																	

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q122. Mean score summary table: Agreement with statements about being overweight

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Being overweight is something you inherit from your parents	-0.4	-0.4	-0.41	-0.36	-0.36	-0.49	-0.19	-0.4	-0.48	-0.43	-0.34	-0.54	-0.43	-0.31	-0.44	-0.37	-0.36	-0.51
				*					*			*						
Most overweight people have put on weight because of a low metabolism	-0.27	-0.27	-0.3	0.13	-0.18	-0.44	0.02	-0.17	-0.54	-0.29	-0.25	-0.22	-0.24	-0.17	-0.38	-0.16	-0.22	-0.4
				BC*	F		I	I	*			*				O	R	
Most people who are overweight have put on weight because they eat too much	0.95	0.89	0.96	1	0.97	0.91	1.11	0.97	0.72	0.99	0.92	0.63	0.89	0.96	1.03	0.86	1.06	0.67
				*			I	I	*	L		*					R	
Most people who are overweight have put on weight because they do too little exercise	0.84	0.77	0.85	1.05	0.85	0.83	0.97	0.85	0.67	0.87	0.81	0.71	0.77	0.83	0.91	0.82	0.92	0.64
				B*			I		*			*					R	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q122. Mean score summary table: Agreement with statements about being overweight

Base: All respondents

	Total	Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Being overweight is something you inherit from your parents	-0.4	-0.36	-0.43	-0.45	-0.32	-0.44	-0.41	-0.32	-0.17	-0.56
								*	J	
Most overweight people have put on weight because of a low metabolism	-0.27	-0.24	-0.29	-0.31	-0.24	-0.24	-0.3	-0.01	-0.05	-0.42
								G*	J	
Most people who are overweight have put on weight because they eat too much	0.95	0.99	0.95	1.08	0.78	0.71	1.03	0.18	0.94	0.95
				EF			H	*		
Most people who are overweight have put on weight because they do too little exercise	0.84	0.84	0.85	0.93	0.68	0.71	0.89	0.35	0.86	0.83
				EF			H	*		

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q122. Mean score summary table: Agreement with statements about being overweight

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Being overweight is something you inherit from your parents	-0.4	-0.29	-0.4	-0.42	-0.35	-0.27	-0.01	-0.56
Most overweight people have put on weight because of a low metabolism	-0.27	-0.1	-0.24	-0.32	H	H	EFH	-0.54
Most people who are overweight have put on weight because they eat too much	0.95	0.84	1.1	0.72	0.93	0.89	0.95	1.01
Most people who are overweight have put on weight because they do too little exercise	0.84	0.75	0.93	0.7	0.82	0.79	0.86	0.91

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. How much do you agree or disagree that - Taxing sugary drinks

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: In favour	557 56%	274 56%	283 55%	82 58% *	91 57% G	77 50%	83 46%	80 53%	144 66% FGH	163 65% KMNO	148 54%	108 58% MO	137 47%	311 59% KMO	246 52% M	117 55%	223 57%	102 52%	114 57%	160 58%	397 55%
Strongly in favour (2)	243 24%	128 26%	116 22%	29 21% *	38 24%	36 24%	29 16%	39 26%	73 33% DG	85 34% KMNO	64 23%	46 25%	49 17%	149 28% KMO	94 20%	65 30%	83 21%	47 24%	48 24%	62 23%	181 25%
Slightly in favour (1)	314 31%	147 30%	167 33%	53 38% *	53 33%	41 27%	54 30%	41 27%	71 33%	78 31%	85 31%	63 34%	88 30%	163 31%	151 32%	53 24%	140 36% P	55 28%	66 33%	98 35%	216 30%
Neither in favour nor against (0)	177 18%	91 19%	86 17%	24 17% *	26 16%	26 17%	42 23%	24 16%	35 16%	23 9%	51 18% JN	40 22% JN	63 22% JN	74 14% J	103 22% JN	47 22%	68 17%	32 16%	30 15%	46 16%	131 18%
Net: Against	250 25%	114 23%	136 26%	31 22% *	40 25%	48 31%	52 28% I	42 28% I	37 17%	63 25%	71 26% L	32 17%	85 29% LO	134 25% L	116 24% L	48 22%	95 24%	55 28%	52 26%	65 24%	185 25%
Slightly against (-1)	117 12%	49 10%	69 13%	17 12% *	17 11%	26 17% I	22 12%	19 12%	17 8%	23 9%	46 17% JLNO	15 8%	33 11%	69 13% J	48 10%	23 10%	39 10%	27 14%	28 14%	34 12%	84 12%
Strongly against (-2)	133 13%	65 13%	67 13%	15 11% *	23 15%	22 14%	30 16% I	23 16%	20 9%	39 16% KN	25 9%	17 9%	52 18% KLO	65 12% K	68 14% KL	25 12%	55 14%	28 15%	24 12%	32 11%	101 14%
Don't know	18 2%	9 2%	10 2%	3 2% *	2 1%	2 1%	5 3%	5 3%	2 1%	2 1%	6 2%	5 3%	6 2%	7 1%	11 2%	3 2%	6 1%	5 3%	4 2%	6 2%	13 2%
Mean scores	0.42	0.46	0.39	0.47 *	0.42	0.29	0.18	0.36	0.74 EFGH	0.59 MO	0.43 M	0.59 MO	0.18	0.5	0.33 M	0.52	0.4	0.35	0.44	0.46	0.41
Standard Deviation	1.34	1.34	1.33	1.25 *	1.36	1.38	1.32	1.41	1.26	1.44	1.27	1.22	1.35	1.36	1.31	1.34	1.32	1.39	1.33	1.29	1.36
Standard Error	0.043	0.061	0.059	0.107	0.109	0.113	0.099	0.116	0.085	0.091	0.078	0.091	0.08	0.06	0.061	0.092	0.067	0.101	0.095	0.078	0.051

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q125. How much do you agree or disagree that - Taxing sugary drinks

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: In favour	557 56%	138 53%	384 56%	35 61% *	362 58%	195 52%	116 72% HI	200 57% I	39 41% *	336 56% L	203 57% L	18 39% *	130 51%	88 53%	243 63% MNP	89 48%	431 61% R	126 42%
Strongly in favour (2)	243 24%	60 23%	171 25%	12 20% *	167 27% F	76 20%	69 43% HI	78 22%	17 18% *	161 27% L	77 22%	4 9% *	61 24% P	40 24% P	114 30% P	26 14%	205 29% R	38 13%
Slightly in favour (1)	314 31%	78 30%	213 31%	23 40% *	194 31%	119 32%	47 29%	122 35% I	22 24% *	175 29%	125 35% J	14 30% *	69 27%	48 29%	129 33%	63 34%	225 32%	88 30%
Neither in favour nor against (0)	177 18%	56 21%	114 17%	7 13% *	118 19%	58 16%	17 11%	66 19% G	29 31% GH*	111 18%	55 16%	11 23% *	49 19%	24 14%	64 17%	37 20%	112 16% Q	65 22%
Net: Against	250 25%	61 23%	175 26%	14 25% *	139 22%	111 30% E	28 17%	77 22% G	27 28% *	147 24%	89 25%	14 31% *	73 29% O	49 30% O	73 19%	55 29% O	153 22% Q	97 33%
Slightly against (-1)	117 12%	27 10%	82 12%	8 15% *	68 11%	49 13%	11 7%	47 14% G	7 8% *	67 11%	44 12%	7 15% *	35 14%	19 11%	34 9%	30 16% O	77 11%	41 14%
Strongly against (-2)	133 13%	34 13%	93 14%	6 11% *	71 11%	62 16% E	17 10%	30 9%	19 20% GH*	80 13%	45 13%	7 16% *	37 15%	31 18% O	40 10%	25 13%	76 11%	57 19% Q
Don't know	18 2%	7 2%	11 2%	1 2% *	8 1%	10 3%	1 1%	5 1%	- - *	8 1%	7 2%	3 7% J*	3 1%	5 3%	6 1%	5 3%	8 1%	10 3% Q
Mean scores	0.42	0.41	0.43	0.46 *	0.52 F	0.27	0.88 HI	0.49 I	0.11 *	0.45	0.42	0.02 *	0.32	0.3	0.64 MNP	0.2	0.59 R	0.04
Standard Deviation	1.34	1.32	1.35	1.28	1.3	1.38	1.32	1.23	1.36	1.35	1.32	1.26	1.37	1.45	1.28	1.27	1.31	1.33
Standard Error	0.043	0.083	0.052	0.171	0.052	0.072	0.104	0.066	0.139	0.055	0.071	0.193	0.087	0.114	0.066	0.094	0.05	0.078

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. How much do you agree or disagree that - Taxing sugary drinks

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: In favour	557 56%	161 54%	392 57%	359 61% EF	112 47%	74 48%	529 59% H	28 28% *	250 62% J	307 51%
Strongly in favour (2)	243 24%	82 28%	160 23%	168 29% EF	40 17%	29 19%	236 26% H	7 7% *	121 30% J	122 20%
Slightly in favour (1)	314 31%	79 27%	232 33% B	190 33%	72 30%	45 29%	292 32% H	21 21% *	129 32%	185 31%
Neither in favour nor against (0)	177 18%	57 19%	113 16%	91 16%	61 26% DF	23 15%	154 17%	23 22% *	66 17%	111 18%
Net: Against	250 25%	73 25%	175 25%	126 22%	58 24%	59 38% DE	205 23%	45 45% G*	80 20%	170 28% I
Slightly against (-1)	117 12%	25 8%	91 13% B	54 9%	31 13%	31 20% D	105 12%	13 13% *	36 9%	82 14% I
Strongly against (-2)	133 13%	48 16%	84 12%	72 12%	27 11%	28 18%	100 11%	33 32% G*	45 11%	88 15%
Don't know	18 2%	5 2%	12 2%	9 2%	7 3%	- -	13 1%	5 5% G*	4 1%	15 2%
Mean scores	0.42	0.42	0.43	0.57 EF	0.3	0.11	0.52 H	-0.45 *	0.62 J	0.29
Standard Deviation	1.34	1.4	1.32	1.33	1.24	1.4	1.3	1.35	1.31	1.34
Standard Error	0.043	0.082	0.05	0.055	0.081	0.112	0.044	0.137	0.066	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. How much do you agree or disagree that - Taxing sugary drinks

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: In favour	557 56%	118 53%	433 72% D	124 31%	411 56%	291 55%	105 59%	146 54%
Strongly in favour (2)	243 24%	43 19%	217 36% D	26 6%	173 24%	118 22%	46 26%	70 26%
Slightly in favour (1)	314 31%	75 34%	215 36% D	98 25%	238 33%	173 33%	59 33%	75 28%
Neither in favour nor against (0)	177 18%	38 17%	82 14% C	94 24%	120 16%	86 16%	24 14%	57 21%
Net: Against	250 25%	63 28%	81 13% C	169 42%	191 26%	147 28%	47 26%	59 22%
Slightly against (-1)	117 12%	32 14%	43 7% C	75 19%	93 13%	72 14%	18 10%	24 9%
Strongly against (-2)	133 13%	31 14%	38 6% C	95 24%	97 13%	75 14%	29 16%	35 13%
Don't know	18 2%	5 2%	6 1% C	13 3%	11 1%	6 1%	3 2%	7 3%
Mean scores	0.42	0.31	0.89 D	-0.29	0.41	0.36	0.43	0.47
Standard Deviation	1.34	1.33	1.16	1.27	1.34	1.35	1.4	1.34
Standard Error	0.043	0.09	0.048	0.064	0.05	0.059	0.106	0.083

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. How much do you agree or disagree that - Taxing other high sugar foods such as chocolate bars, sweets, biscuits and cakes

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: In favour	491 49%	238 49%	253 49%	71 51% *	74 47%	68 45%	74 41%	75 50%	129 59% EFG	146 58%	139 50% M	93 50% MO	114 39%	285 54% MO	206 43% M	108 50%	190 48%	88 45%	105 53%	136 49%	355 49%
Strongly in favour (2)	210 21%	109 22%	101 20%	24 17% *	32 20%	37 24%	28 16%	33 22%	56 26% G	65 26% MO	65 24% MO	39 21%	40 14%	131 25% MO	80 17% MO	57 26% Q	72 18%	36 18%	45 23%	56 20%	154 21%
Slightly in favour (1)	281 28%	129 26%	152 30%	47 34% F*	42 27%	31 20%	46 25%	42 27%	73 34% F	81 32%	73 27%	53 29%	73 25%	155 29%	127 27%	51 24%	118 30%	52 27%	60 30%	80 29%	201 28%
Neither in favour nor against (0)	205 20%	105 22%	100 19%	31 22% *	40 25% I	27 18%	45 25% I	27 18%	35 16%	33 13%	52 19%	46 25% JN	74 25% JN	85 16%	120 25% JN	45 21%	85 22%	38 19%	37 19%	59 21%	146 20%
Net: Against	289 29%	137 28%	152 30%	36 25% *	43 27%	54 36% I	59 33% I	45 30%	52 24%	71 28%	79 29%	43 23%	96 33% L	149 28%	139 29% L	58 27%	112 29%	64 33%	55 27%	77 28%	211 29%
Slightly against (-1)	140 14%	59 12%	80 16%	21 15% *	19 12%	27 18%	25 14%	17 11%	30 14%	25 10%	47 17% JN	23 13%	45 16%	71 14% J	68 14%	30 14%	52 13%	31 16%	27 13%	38 14%	102 14%
Strongly against (-2)	149 15%	78 16%	71 14%	14 10% *	23 15%	28 18% I	34 19% I	28 19% I	21 10%	46 18% KLN	32 12%	20 11%	51 18%	78 15% K	71 15%	28 13%	60 15%	33 17%	28 14%	40 14%	109 15%
Don't know	18 2%	8 2%	10 2%	3 2% *	2 1%	3 2%	3 2%	4 3%	3 1%	1 *	6 2%	4 2%	7 2%	7 1%	11 2%	5 2%	5 1%	5 3%	3 1%	5 2%	13 2%
Mean scores	0.27	0.28	0.26	0.33 *	0.26	0.15	0.05	0.24	0.52 FGH	0.38 MO	0.35 M	0.38 MO	0.02 1.31	0.36 MO	0.16 M	0.38	0.23	0.14	0.34	0.28	0.26
Standard Deviation	1.35	1.37	1.33	1.23	1.32	1.45	1.34	1.42	1.29	1.44	1.33	1.26	1.31	1.38	1.3	1.37	1.33	1.37	1.35	1.33	1.36
Standard Error	0.043	0.063	0.059	0.105	0.106	0.119	0.101	0.117	0.088	0.091	0.081	0.093	0.078	0.061	0.06	0.094	0.067	0.1	0.096	0.081	0.051

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q125. How much do you agree or disagree that - Taxing other high sugar foods such as chocolate bars, sweets, biscuits and cakes

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: In favour	491 49%	129 49%	336 49%	27 47% *	321 51%	170 45%	108 67% HI	175 50% I	33 35% *	302 50% L	176 50% L	14 29% *	110 43%	74 44%	219 57% MNP	84 45%	390 55% R	101 34%
Strongly in favour (2)	210 21%	54 21%	144 21%	13 22% *	147 24% F	63 17%	58 36% HI	71 21%	15 16% *	139 23% L	69 19% L	3 6% *	47 18%	36 22%	101 26% MP	26 14%	180 26% R	30 10%
Slightly in favour (1)	281 28%	75 29%	192 28%	14 25% *	174 28%	107 29%	50 31% I	103 30% I	18 19% *	163 27%	107 30%	11 24% *	63 25%	38 23%	118 31%	58 31%	210 30%	71 24%
Neither in favour nor against (0)	205 20%	49 19%	145 21%	11 20% *	136 22%	69 18%	24 15%	77 22%	29 30% G*	121 20%	70 20%	14 31% *	54 21%	32 19%	74 19%	41 22%	130 18%	75 25% Q
Net: Against	289 29%	75 29%	196 29%	17 31% *	158 25%	130 35% E	29 18%	90 26%	32 33% G*	172 29%	101 29%	15 33% *	84 33% O	56 34% O	91 24%	56 30%	176 25%	112 38% Q
Slightly against (-1)	140 14%	32 12%	98 14%	9 16% *	81 13%	59 16%	14 8%	53 15% G	13 14% *	84 14%	49 14%	6 13% *	39 15%	25 15%	44 11%	31 17%	87 12%	53 18% Q
Strongly against (-2)	149 15%	43 16%	98 14%	8 15% *	77 12%	72 19% E	16 10%	37 11%	18 19% GH*	88 15%	52 15%	9 20% *	45 18%	31 19%	47 12%	26 14%	89 13%	60 20% Q
Don't know	18 2%	9 3% C	7 1%	2 3% *	12 2%	6 2%	1 1%	5 2%	2 2% *	8 1%	6 2%	3 7% J*	6 2%	5 3%	2 *	5 3%	7 1%	10 3% Q
Mean scores	0.27	0.26	0.27	0.24 *	0.38 F	0.08	0.75 HI	0.35 I	-0.02 *	0.3 L	0.26	-0.19 *	0.11	0.14	0.47 MNP	0.15	0.44 R	-0.14
Standard Deviation	1.35	1.38	1.34	1.38	1.32	1.38	1.29	1.27	1.34	1.36	1.33	1.22	1.37	1.43	1.32	1.27	1.34	1.29
Standard Error	0.043	0.087	0.051	0.186	0.053	0.072	0.102	0.069	0.138	0.056	0.072	0.186	0.087	0.113	0.067	0.094	0.051	0.076

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. How much do you agree or disagree that - Taxing other high sugar foods such as chocolate bars, sweets, biscuits and cakes

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: In favour	491 49%	139 47%	348 50%	318 54% EF	104 44%	59 38%	473 53% H	18 18% *	228 57% J	263 44%
Strongly in favour (2)	210 21%	70 24%	138 20%	147 25% EF	33 14%	25 16%	205 23% H	5 5% *	109 27% J	101 17%
Slightly in favour (1)	281 28%	70 24%	209 30% B	171 29%	71 30%	34 22%	269 30% H	12 12% *	120 30%	161 27%
Neither in favour nor against (0)	205 20%	64 22%	134 19%	105 18%	64 27% D	31 20%	178 20%	26 26% *	73 18%	132 22%
Net: Against	289 29%	87 30%	199 29%	152 26%	64 27%	65 42% DE	238 26%	50 49% G*	94 24%	195 32% I
Slightly against (-1)	140 14%	36 12%	102 15%	69 12%	32 13%	37 24% DE	122 14%	17 17% *	44 11%	95 16% I
Strongly against (-2)	149 15%	51 17%	97 14%	83 14%	32 14%	29 18%	116 13%	33 32% G*	50 12%	99 16%
Don't know	18 2%	5 2%	11 2%	9 2%	5 2%	1 1%	10 1%	7 7% G*	5 1%	13 2%
Mean scores	0.27	0.24	0.28	0.4 EF	0.17	-0.07	0.36 H	-0.63 *	0.49 J	0.12
Standard Deviation	1.35	1.41	1.33	1.36	1.24	1.36	1.32	1.24	1.34	1.34
Standard Error	0.043	0.082	0.051	0.057	0.082	0.109	0.044	0.128	0.067	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. How much do you agree or disagree that - Taxing other high sugar foods such as chocolate bars, sweets, biscuits and cakes

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: In favour	491 49%	103 46%	395 66% D	96 24%	359 49%	253 48%	94 52%	133 49%
Strongly in favour (2)	210 21%	41 18%	182 30% D	28 7%	145 20%	101 19%	43 24%	65 24%
Slightly in favour (1)	281 28%	62 28%	213 35% D	68 17%	214 29%	152 29%	51 28%	68 25%
Neither in favour nor against (0)	205 20%	46 21%	101 17% C	104 26% C	149 20%	111 21%	28 16%	55 21%
Net: Against	289 29%	68 30%	101 17% C	188 47% C	214 29%	160 30%	54 30%	75 28%
Slightly against (-1)	140 14%	36 16%	65 11% C	74 19% C	106 14%	81 15%	24 13%	34 13%
Strongly against (-2)	149 15%	32 14%	36 6% C	113 28% C	108 15%	80 15%	30 17%	41 15%
Don't know	18 2%	6 3%	5 1% C	13 3% C	11 2%	6 1%	3 2%	6 2%
Mean scores	0.27	0.2	0.74 D	-0.46	0.25	0.22	0.3	0.31
Standard Deviation	1.35	1.33	1.17	1.27	1.34	1.33	1.42	1.38
Standard Error	0.043	0.09	0.048	0.065	0.05	0.058	0.107	0.085

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q125. How much do you agree or disagree that - Taxing other kinds of flavoured drinks or milkshakes which are high in added sugar

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: In favour	537 54%	264 54%	273 53%	80 57% *	78 49%	75 50%	81 45%	83 55%	139 64% EFG	157 63% MO	152 55% M	101 55% MO	127 44%	309 59% MO	228 48%	118 55%	218 56%	95 49%	106 53%	137 50%	400 55%
Strongly in favour (2)	222 22%	120 25%	102 20%	25 18% *	29 18%	35 23%	27 15%	40 27% G	66 30% DEG	72 29% MO	67 24% MO	37 20%	46 16%	139 26% MO	83 17%	58 27% R	86 22%	32 16%	46 23%	50 18%	172 24%
Slightly in favour (1)	315 31%	144 30%	171 33%	56 40% F*	49 31%	40 26%	54 30%	42 28%	73 34%	86 34%	85 31%	64 34%	81 28%	170 32%	145 30%	61 28%	132 34%	63 32%	60 30%	88 32%	227 31%
Neither in favour nor against (0)	191 19%	92 19%	99 19%	32 23% *	39 24% I	26 17%	40 22%	23 15%	31 14%	29 12%	48 18%	42 23% JN	72 25% JN	78 15%	114 24% JN	38 18%	72 18%	42 21%	39 19%	64 23%	127 17%
Net: Against	256 26%	123 25%	133 26%	27 19% *	40 25%	48 31% DI	56 31% DI	40 27%	46 21%	62 25%	69 25%	38 21%	87 30% L	131 25%	125 26% L	54 25%	96 25%	52 27%	54 27%	71 26%	185 26%
Slightly against (-1)	124 12%	54 11%	69 13%	16 12% *	16 10%	23 15%	30 17% H	12 8%	25 12%	23 9%	41 15%	20 11%	40 14%	64 12%	60 13%	28 13%	41 10%	26 13%	29 14%	34 12%	89 12%
Strongly against (-2)	133 13%	69 14%	64 12%	10 7% *	23 15%	25 16%	26 14%	28 19% DI	21 10%	39 16%	28 10%	18 10%	47 16%	68 13%	65 14%	26 12%	55 14%	26 14%	25 13%	37 13%	96 13%
Don't know	18 2%	9 2%	9 2%	1 1% *	2 1%	3 2%	5 3%	5 3%	2 1%	2 1%	7 2%	4 2%	5 2%	8 2%	9 2%	5 2%	6 1%	6 3%	1 *	4 1%	14 2%
Mean scores	0.38	0.4	0.35	0.49 G*	0.28	0.25	0.15	0.37	0.64 EFG	0.51 MO	0.46 M	0.45 MO	0.14 1.31	0.48 MO	0.26 M	0.46	0.4	0.25	0.37	0.29	0.41
Standard Deviation	1.32	1.35	1.29	1.13	1.3	1.4	1.29	1.46	1.29	1.4	1.3	1.22	1.31	1.35	1.28	1.34	1.33	1.29	1.33	1.28	1.34
Standard Error	0.042	0.062	0.057	0.096	0.104	0.115	0.097	0.12	0.087	0.089	0.079	0.091	0.077	0.059	0.059	0.093	0.067	0.094	0.094	0.077	0.05

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q125. How much do you agree or disagree that - Taxing other kinds of flavoured drinks or milkshakes which are high in added sugar

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: In favour	537 54%	139 53%	369 54%	29 50% *	347 55%	191 51%	102 63% I	197 57% I	42 44% *	319 53%	196 55%	23 49% *	119 47%	86 52%	232 60% MP	93 50%	414 59% R	123 41%
Strongly in favour (2)	222 22%	59 23%	150 22%	12 22% *	141 22%	81 22%	57 35% HI	64 18%	16 17% *	143 24%	72 20%	8 17% *	54 21%	37 22%	103 27% P	27 14%	188 27% R	34 11%
Slightly in favour (1)	315 31%	80 31%	219 32%	16 28% *	206 33%	109 29%	45 28%	133 38% G	26 27% *	176 29%	124 35%	15 32% *	65 26%	49 30%	129 33%	66 36% M	226 32%	89 30%
Neither in favour nor against (0)	191 19%	49 19%	132 19%	10 18% *	126 20%	65 17%	28 17%	72 21%	21 22% *	121 20%	63 18%	7 15% *	58 23%	26 16%	66 17%	38 21%	124 18%	67 22%
Net: Against	256 26%	66 25%	174 25%	17 29% *	143 23%	113 30% E	32 20%	76 22%	29 30% *	154 26%	89 25%	13 29% *	72 28%	51 30% O	82 21%	52 28%	157 22% Q	99 33%
Slightly against (-1)	124 12%	30 11%	83 12%	10 18% *	70 11%	53 14%	13 8%	46 13%	10 10% *	72 12%	45 13%	7 15% *	33 13%	20 12%	41 11%	29 16%	79 11%	45 15%
Strongly against (-2)	133 13%	36 14%	90 13%	6 11% *	73 12%	60 16%	19 12%	30 9%	19 20% H*	82 14%	44 12%	6 14% *	39 15%	30 18% O	41 11%	22 12%	78 11%	55 18% Q
Don't know	18 2%	7 3%	9 1%	2 3% *	11 2%	7 2%	1 1%	4 1%	3 3% *	8 1%	6 2%	3 7% J*	5 2%	4 2%	5 1%	3 2%	8 1%	9 3%
Mean scores	0.38	0.38	0.38	0.32 *	0.44	0.27	0.67 I	0.45 I	0.11 *	0.38	0.39	0.25 *	0.25	0.26	0.56 MNP	0.25	0.53 R	0.01
Standard Deviation	1.32	1.34	1.32	1.33	1.28	1.38	1.34	1.19	1.39	1.34	1.29	1.35	1.35	1.42	1.29	1.24	1.3	1.3
Standard Error	0.042	0.084	0.051	0.178	0.052	0.072	0.106	0.064	0.145	0.055	0.069	0.205	0.086	0.112	0.066	0.092	0.049	0.076

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. How much do you agree or disagree that - Taxing other kinds of flavoured drinks or milkshakes which are high in added sugar

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: In favour	537 54%	148 50%	384 55%	341 58% E	110 46%	76 49%	512 57% H	26 25% *	239 60% J	298 50%
Strongly in favour (2)	222 22%	75 26%	146 21%	152 26% E	33 14%	32 20%	218 24% H	4 4% *	112 28% J	110 18%
Slightly in favour (1)	315 31%	73 25%	238 34% B	190 32%	76 32%	45 29%	294 33% H	21 21% *	127 32%	188 31%
Neither in favour nor against (0)	191 19%	53 18%	132 19%	101 17%	59 25% D	26 17%	168 19%	23 23% *	70 18%	121 20%
Net: Against	256 26%	87 29%	168 24%	135 23%	62 26%	52 34% D	210 23%	47 46% G*	87 22%	169 28% I
Slightly against (-1)	124 12%	39 13%	84 12%	54 9%	37 15% D	30 20% D	108 12%	16 16% *	44 11%	79 13%
Strongly against (-2)	133 13%	48 16%	84 12%	80 14%	25 11%	22 14%	102 11%	31 30% G*	43 11%	90 15%
Don't know	18 2%	7 3%	9 1%	9 1%	6 3%	1 1%	11 1%	6 6% G*	3 1%	14 2%
Mean scores	0.38	0.31	0.41	0.48 EF	0.24	0.22	0.47 H	-0.5 *	0.56 J	0.26
Standard Deviation	1.32	1.42	1.29	1.34	1.21	1.35	1.29	1.28	1.3	1.32
Standard Error	0.042	0.084	0.049	0.056	0.079	0.109	0.043	0.131	0.065	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. How much do you agree or disagree that - Taxing other kinds of flavoured drinks or milkshakes which are high in added sugar

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: In favour	537 54%	111 50%	418 69% D	119 30%	388 53%	276 52%	102 57%	150 56%
Strongly in favour (2)	222 22%	42 19%	198 33% D	24 6%	153 21%	101 19%	42 23%	69 26% F
Slightly in favour (1)	315 31%	69 31%	220 37% D	95 24%	235 32%	174 33%	60 33%	80 30%
Neither in favour nor against (0)	191 19%	49 22%	95 16% C	96 24%	144 20%	106 20%	28 16%	47 18%
Net: Against	256 26%	59 26%	83 14% C	173 43% C	191 26%	141 27%	47 26%	65 24%
Slightly against (-1)	124 12%	29 13%	50 8% C	74 18% C	94 13%	71 13%	24 13%	30 11%
Strongly against (-2)	133 13%	30 13%	33 5% C	100 25% C	97 13%	70 13%	23 13%	36 13%
Don't know	18 2%	4 2%	6 1% C	12 3% C	11 2%	7 1%	3 2%	6 2%
Mean scores	0.38	0.29	0.84 D	-0.33	0.35	0.32	0.42	0.45
Standard Deviation	1.32	1.29	1.14	1.27	1.31	1.3	1.33	1.35
Standard Error	0.042	0.087	0.047	0.064	0.049	0.057	0.1	0.083

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. How much do you agree or disagree that - Taxing high fat foods like crisps and chocolate

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: In favour	481 48%	238 49%	243 47%	72 51% *	69 43%	70 46%	71 39%	71 47%	130 59%	141 56%	130 47%	99 53%	112 38%	271 52%	210 44%	104 48%	199 51%	78 40%	102 51%	130 47%	351 48%
Strongly in favour (2)	197 20%	107 22%	90 18%	22 16% *	26 16%	30 20%	24 13%	35 23%	60 27%	64 26%	52 19%	39 21%	43 15%	116 22%	81 17%	44 21%	78 20%	31 16%	44 22%	51 19%	146 20%
Slightly in favour (1)	284 28%	131 27%	153 30%	50 36% *	43 27%	40 26%	47 26%	35 23%	70 32%	77 31%	79 29%	60 32%	69 24%	155 30%	129 27%	59 27%	121 31%	47 24%	58 29%	79 29%	205 28%
Neither in favour nor against (0)	211 21%	105 22%	106 21%	31 22% *	44 28% FI	26 17%	44 24%	29 19%	37 17%	41 16%	54 20%	43 23%	73 25% JN	95 18%	116 24% JN	40 19%	79 20%	52 27%	40 20%	68 25%	142 20%
Net: Against	293 29%	138 28%	155 30%	34 24% *	43 27%	53 35%	63 35%	49 32%	50 23%	68 27%	86 31%	40 22%	99 34%	154 29%	140 29%	66 31%	111 28%	60 31%	56 28%	73 26%	220 30%
Slightly against (-1)	147 15%	61 12%	86 17%	22 16% *	20 13%	24 16%	30 16%	20 13%	31 14%	28 11%	52 19% JLN	20 11%	46 16%	80 15% J	67 14%	35 16%	51 13%	31 16%	30 15%	36 13%	110 15%
Strongly against (-2)	147 15%	77 16%	69 13%	12 8% *	23 15%	30 19%	33 18%	29 19%	20 9%	40 16%	34 12%	20 11%	53 18% L	74 14%	73 15% L	31 15%	60 15%	29 15%	26 13%	37 13%	110 15%
Don't know	17 2%	7 1%	10 2%	3 2% *	2 1%	3 2%	4 2%	3 2%	2 1%	1 *	6 2%	3 2%	7 2%	7 1%	10 2%	5 3%	3 1%	5 3%	3 1%	5 2%	12 2%
Mean scores	0.24	0.27	0.22	0.35 G*	0.18	0.12	-0.01	0.19	0.55 EFGH	0.39 MO	0.23	0.43 MO	0.01 1.33	0.31 1.35	0.17 1.31	0.24	0.27	0.1	0.32	0.26	0.23
Standard Deviation	1.33	1.36	1.3	1.18	1.28	1.42	1.31	1.44	1.28	1.39	1.31	1.24	1.33	1.35	1.31	1.36	1.34	1.3	1.33	1.29	1.35
Standard Error	0.042	0.062	0.058	0.101	0.102	0.117	0.099	0.119	0.087	0.088	0.079	0.092	0.079	0.059	0.061	0.094	0.068	0.094	0.095	0.078	0.051

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q125. How much do you agree or disagree that - Taxing high fat foods like crisps and chocolate

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: In favour	481 48%	125 48%	324 47%	32 57% *	324 52% F	157 42%	105 65% HI	179 51% I	34 36% *	290 48%	175 50%	16 35% *	104 41%	74 45%	213 55% MNP	84 45%	386 55% R	96 32%
Strongly in favour (2)	197 20%	56 21%	126 18%	15 26% *	144 23% F	53 14%	58 35% HI	67 19%	15 16% *	129 21% L	65 18%	3 6% *	43 17%	38 23% P	91 24% P	24 13%	167 24% R	31 10%
Slightly in favour (1)	284 28%	69 27%	198 29%	18 31% *	180 29%	104 28%	47 29%	112 32% I	18 19% *	160 27%	110 31%	14 29% *	61 24%	36 22%	122 32% N	60 32% N	219 31% R	65 22%
Neither in favour nor against (0)	211 21%	53 20%	151 22%	8 13% *	140 22%	71 19%	25 15%	81 23%	29 30% G*	126 21%	74 21%	11 23% *	54 21%	32 19%	80 21%	40 22%	132 19%	78 26% Q
Net: Against	293 29%	76 29%	201 29%	16 28% *	151 24%	142 38% E	30 19%	83 24%	30 32% G*	178 30%	98 28%	17 36% *	90 36% O	55 33% O	90 23%	58 31%	177 25%	116 39% Q
Slightly against (-1)	147 15%	34 13%	102 15%	10 18% *	75 12%	71 19% E	12 7%	51 15% G	11 12% *	91 15%	47 13%	9 19% *	47 19% O	25 15%	44 11%	31 17%	92 13%	55 18% Q
Strongly against (-2)	147 15%	42 16%	99 14%	6 10% *	76 12%	70 19% E	19 12%	32 9%	19 20% H*	87 15%	51 14%	8 18% *	43 17%	31 19%	46 12%	27 14%	85 12%	61 21% Q
Don't know	17 2%	8 3%	8 1%	1 2% *	12 2%	5 1%	2 1%	5 1%	2 2% *	8 1%	6 2%	2 5% *	5 2%	5 3%	3 1%	4 2%	8 1%	8 3%
Mean scores	0.24	0.25	0.22	0.45 *	0.39 F	*	0.71 HI	0.38 I	*	0.26	0.26	-0.14 *	0.06	0.16	0.44 MNP	0.13	0.42 R	-0.18
Standard Deviation	1.33	1.38	1.32	1.35	1.3	1.35	1.34	1.22	1.35	1.35	1.31	1.23	1.35	1.44	1.3	1.27	1.31	1.29
Standard Error	0.042	0.086	0.051	0.18	0.053	0.07	0.105	0.066	0.14	0.055	0.07	0.185	0.086	0.113	0.066	0.094	0.05	0.075

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. How much do you agree or disagree that - Taxing high fat foods like crisps and chocolate

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: In favour	481 48%	139 47%	337 49%	312 53% EF	96 41%	65 42%	466 52% H	16 15% *	222 55% J	260 43%
Strongly in favour (2)	197 20%	68 23%	126 18%	141 24% EF	26 11%	24 15%	195 22% H	2 2% *	101 25% J	96 16%
Slightly in favour (1)	284 28%	72 24%	211 30%	170 29%	70 29%	41 26%	271 30% H	13 13% *	120 30%	164 27%
Neither in favour nor against (0)	211 21%	57 19%	147 21%	113 19%	65 28% DF	27 18%	185 21%	26 26% *	81 20%	130 22%
Net: Against	293 29%	94 32%	197 28%	153 26%	70 30%	63 40% DE	241 27%	53 52% G*	92 23%	201 33% I
Slightly against (-1)	147 15%	42 14%	104 15%	70 12%	38 16%	36 23% D	128 14%	19 19% *	46 11%	101 17% I
Strongly against (-2)	147 15%	53 18%	93 13%	82 14%	32 13%	26 17%	113 13%	34 33% G*	46 11%	101 17% I
Don't know	17 2%	5 2%	10 2%	9 1%	6 2%	1 1%	9 1%	7 7% G*	6 1%	11 2%
Mean scores	0.24	0.21	0.25	0.38 EF	0.09	*	0.34 H	-0.73 *	0.47 J	0.09
Standard Deviation	1.33	1.42	1.3	1.35	1.21	1.34	1.31	1.17	1.3	1.33
Standard Error	0.042	0.083	0.05	0.056	0.08	0.108	0.044	0.12	0.066	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. How much do you agree or disagree that - Taxing high fat foods like crisps and chocolate

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: In favour	481 48%	101 45%	396 66%	86 21%	349 48%	241 46%	90 50%	133 49%
Strongly in favour (2)	197 20%	32 14%	174 29%	23 6%	137 19%	94 18%	41 23%	61 23%
Slightly in favour (1)	284 28%	69 31%	221 37%	63 16%	212 29%	147 28%	49 27%	72 27%
Neither in favour nor against (0)	211 21%	46 21%	103 17%	108 27%	159 22%	125 24%	41 23%	51 19%
Net: Against	293 29%	70 31%	98 16%	195 49%	215 29%	158 30%	46 26%	78 29%
Slightly against (-1)	147 15%	36 16%	67 11%	80 20%	109 15%	81 15%	18 10%	38 14%
Strongly against (-2)	147 15%	34 15%	31 5%	115 29%	106 14%	76 14%	28 16%	41 15%
Don't know	17 2%	6 3%	5 1%	12 3%	10 1%	6 1%	3 2%	6 2%
Mean scores	0.24	0.13	0.74	-0.52	0.23	0.19	0.31	0.28
Standard Deviation	1.33	1.3	1.15	1.23	1.32	1.31	1.36	1.38
Standard Error	0.042	0.088	0.047	0.063	0.049	0.057	0.103	0.085

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. Summary: Agreement with statements about taxation**Base: All respondents**

	Taxing sugary drinks	Taxing other high sugar foods such as chocolate bars, sweets, biscuits and cakes	Taxing other kinds of flavoured drinks or milkshakes which are high in added sugar	Taxing high fat foods like crisps and chocolate
Unweighted Base	1002	1002	1002	1002
Base	1002	1002	1002	1002
Net: In favour	557 56%	491 49%	537 54%	481 48%
Strongly in favour (2)	243 24%	210 21%	222 22%	197 20%
Slightly in favour (1)	314 31%	281 28%	315 31%	284 28%
Neither in favour nor against (0)	177 18%	205 20%	191 19%	211 21%
Net: Against	250 25%	289 29%	256 26%	293 29%
Slightly against (-1)	117 12%	140 14%	124 12%	147 15%
Strongly against (-2)	133 13%	149 15%	133 13%	147 15%
Don't know	18 2%	18 2%	18 2%	17 2%
Mean scores	0.42	0.27	0.38	0.24
Standard Deviation	1.34	1.35	1.32	1.33
Standard Error	0.043	0.043	0.042	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Q125. Mean score summary table: Agreement with statements about taxation

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Taxing sugary drinks	0.42	0.46	0.39	0.47	0.42	0.29	0.18	0.36	0.74	0.59	0.43	0.59	0.18	0.5	0.33	0.52	0.4	0.35	0.44	0.46	0.41
Taxing other high sugar foods such as chocolate bars, sweets, biscuits and cakes	0.27	0.28	0.26	*	0.26	0.15	0.05	0.24	EFGH	MO	M	MO	0.02	M	M	0.38	0.23	0.14	0.34	0.28	0.26
				*					FGH	MO	M	MO		MO	M						
Taxing other kinds of flavoured drinks or milkshakes which are high in added sugar	0.38	0.4	0.35	0.49	0.28	0.25	0.15	0.37	0.64	0.51	0.46	0.45	0.14	0.48	0.26	0.46	0.4	0.25	0.37	0.29	0.41
				G*					EFG	MO	M	MO		MO	M						
Taxing high fat foods like crisps and chocolate	0.24	0.27	0.22	0.35	0.18	0.12	-0.01	0.19	0.55	0.39	0.23	0.43	0.01	0.31	0.17	0.24	0.27	0.1	0.32	0.26	0.23
				G*					EFGH	MO		MO		M	M						

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q125. Mean score summary table: Agreement with statements about taxation

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Taxing sugary drinks	0.42	0.41	0.43	0.46	0.52	0.27	0.88	0.49	0.11	0.45	0.42	0.02	0.32	0.3	0.64	0.2	0.59	0.04
				*	F		HI	I	*			*			MNP		R	
Taxing other high sugar foods such as chocolate bars, sweets, biscuits and cakes	0.27	0.26	0.27	0.24	0.38	0.08	0.75	0.35	-0.02	0.3	0.26	-0.19	0.11	0.14	0.47	0.15	0.44	-0.14
				*	F		HI	I	*	L		*			MNP		R	
Taxing other kinds of flavoured drinks or milkshakes which are high in added sugar	0.38	0.38	0.38	0.32	0.44	0.27	0.67	0.45	0.11	0.38	0.39	0.25	0.25	0.26	0.56	0.25	0.53	0.01
				*			I	I	*			*			MNP		R	
Taxing high fat foods like crisps and chocolate	0.24	0.25	0.22	0.45	0.39	*	0.71	0.38	*	0.26	0.26	-0.14	0.06	0.16	0.44	0.13	0.42	-0.18
				*	F		HI	I	*			*			MNP		R	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. Mean score summary table: Agreement with statements about taxation

Base: All respondents

	Total	Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Taxing sugary drinks	0.42	0.42	0.43	0.57	0.3	0.11	0.52	-0.45	0.62	0.29
				EF			H	*	J	
Taxing other high sugar foods such as chocolate bars, sweets, biscuits and cakes	0.27	0.24	0.28	0.4	0.17	-0.07	0.36	-0.63	0.49	0.12
				EF			H	*	J	
Taxing other kinds of flavoured drinks or milkshakes which are high in added sugar	0.38	0.31	0.41	0.48	0.24	0.22	0.47	-0.5	0.56	0.26
				EF			H	*	J	
Taxing high fat foods like crisps and chocolate	0.24	0.21	0.25	0.38	0.09	*	0.34	-0.73	0.47	0.09
				EF			H	*	J	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. Mean score summary table: Agreement with statements about taxation

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Taxing sugary drinks	0.42	0.31	0.89	-0.29	0.41	0.36	0.43	0.47
			D					
Taxing other high sugar foods such as chocolate bars, sweets, biscuits and cakes	0.27	0.2	0.74	-0.46	0.25	0.22	0.3	0.31
			D					
Taxing other kinds of flavoured drinks or milkshakes which are high in added sugar	0.38	0.29	0.84	-0.33	0.35	0.32	0.42	0.45
			D					
Taxing high fat foods like crisps and chocolate	0.24	0.13	0.74	-0.52	0.23	0.19	0.31	0.28
			D					

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q125. Number of taxation options in favour of

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
None	370 37%	181 37%	189 37%	36 26% *	61 38%	66 43%	83 46%	61 41%	64 29%	73 29%	97 35%	65 35%	134 46%	171 32%	199 42%	83 38%	142 36%	77 39%	68 34%	97 35%	273 38%
						DI	DI	DI					JKLNO		JLN						
1	70 7%	33 7%	37 7%	15 11% *	11 7%	7 5%	14 8%	9 6%	13 6%	15 6%	22 8%	12 6%	21 7%	37 7%	33 7%	18 8%	20 5%	17 9%	14 7%	20 7%	49 7%
2	85 8%	38 8%	46 9%	24 17% HI*	14 9%	12 8%	16 9%	7 4%	11 5%	17 7%	26 10%	16 9%	25 9%	44 8%	41 9%	10 5%	35 9%	20 11% P	19 9%	33 12% U	52 7%
3	83 8%	39 8%	43 8%	19 14% *	17 10%	10 7%	12 6%	11 7%	14 6%	21 8%	25 9%	13 7%	23 8%	46 9%	36 8%	8 4%	37 9% P	17 9%	21 10% P	29 10%	54 7%
4	395 39%	197 40%	198 39%	46 33% *	56 35%	57 37%	57 31%	63 42%	116 53% DEFGH	124 49% KMNO	105 38%	80 43% MO	87 30%	228 43% KMO	167 35% M	96 45% R	157 40%	63 33%	78 39%	98 35%	297 41%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q125. Number of taxation options in favour of

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
None	370 37%	97 37%	254 37%	19 33% *	213 34%	157 42% E	35 22%	114 33% G	49 51% GH*	224 37%	124 35%	22 46% *	109 43% O	67 41% O	115 30%	77 41% O	212 30%	158 53% Q
1	70 7%	26 10% C	39 6%	4 8% *	46 7%	24 6%	11 7%	27 8%	7 8% *	40 7%	24 7%	6 12% *	19 7%	12 7%	25 7%	12 7%	55 8%	15 5%
2	85 8%	15 6%	64 9%	6 10% *	57 9%	27 7%	14 9%	37 11%	6 6% *	51 8%	31 9%	3 7% *	18 7%	13 8%	34 9%	19 10%	59 8%	26 9%
3	83 8%	15 6%	61 9%	7 12% *	50 8%	33 9%	17 10%	27 8%	5 5% *	43 7%	35 10%	5 11% *	25 10%	13 8%	31 8%	12 7%	64 9%	19 6%
4	395 39%	108 41%	266 39%	21 37% *	261 42%	134 36%	85 52% HI	142 41%	29 30% *	244 41% L	140 40%	11 23% *	83 33%	61 37%	180 47% MNP	65 35%	314 45% R	81 27%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. Number of taxation options in favour of

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
None	370 37%	117 40%	244 35%	182 31%	109 46% D	67 43% D	303 34%	67 67% G*	112 28%	258 43% I
1	70 7%	17 6%	52 8%	43 7%	16 7%	10 7%	60 7%	10 10% *	28 7%	42 7%
2	85 8%	24 8%	59 9%	50 9%	12 5%	20 13% E	77 9%	8 8% *	43 11%	42 7%
3	83 8%	25 9%	57 8%	55 9%	17 7%	10 7%	80 9%	3 3% *	44 11% J	38 6%
4	395 39%	112 38%	280 40%	256 44% EF	82 35%	48 31%	382 42% H	13 13% *	173 43%	222 37%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q125. Number of taxation options in favour of**Base: All respondents**

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
None	370 37%	85 38%	116 19%	254 63% C	271 37%	196 37%	59 33%	99 37%
1	70 7%	14 6%	44 7%	26 6%	49 7%	39 7%	13 7%	21 8%
2	85 8%	27 12%	56 9%	29 7%	67 9%	56 11%	17 9%	17 7%
3	83 8%	24 11%	58 10%	25 6%	62 8%	47 9%	18 10%	21 8%
4	395 39%	74 33%	328 55% D	67 17%	285 39%	193 36%	72 40%	110 41%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q126. Are you in favour or against increased prices on unhealthy food and drinks as a result of this type of tax?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: In favour	494 49%	240 49%	254 49%	80 57% G*	78 49%	73 48%	70 39%	72 48%	121 56% G	140 56% MO	142 52% M	104 56% MO	107 37%	283 54% MO	211 44% M	109 51%	183 47%	91 47%	110 55%	143 52%	350 48%
Strongly in favour (2)	205 20%	99 20%	107 21%	30 21% *	27 17%	30 20%	27 15%	34 23%	57 26% G	62 25% M	55 20%	42 22%	47 16%	117 22%	88 19%	54 25% Q	70 18%	38 20%	43 21%	55 20%	150 21%
Slightly in favour (1)	288 29%	141 29%	147 29%	50 36% *	50 32%	43 28%	43 24%	38 25%	64 29%	78 31% M	87 32% M	63 34% MO	60 21%	166 31% M	123 26% M	55 26%	113 29%	53 27%	67 34%	88 32%	200 28%
Neither in favour nor against (0)	238 24%	112 23%	126 25%	31 22% *	41 26%	40 26%	48 27%	35 23%	42 19%	50 20%	60 22%	42 23%	86 30% JKN	110 21%	128 27% JN	51 24%	97 25%	54 28% S	35 18%	68 25%	170 23%
Net: Against	233 23%	121 25%	112 22%	22 16% *	32 20%	34 22%	56 31% DE	41 27%	48 22%	57 23%	62 22%	33 18%	81 28% LO	119 23%	113 24% L	48 22%	93 24%	45 23%	47 23%	56 20%	177 24%
Slightly against (-1)	115 11%	52 11%	63 12%	13 10% *	16 10%	12 8%	31 17% F	15 10%	28 13%	18 7%	34 12%	22 12%	40 14% J	53 10%	62 13% J	24 11%	47 12%	16 8%	28 14%	24 9%	91 13%
Strongly against (-2)	118 12%	69 14% C	49 10%	9 6% *	16 10%	22 15%	25 14% DI	26 17%	20 9%	39 16% L	28 10%	11 6%	40 14% LO	67 13% L	51 11% L	24 11%	46 12%	29 15%	19 9%	32 12%	86 12%
Don't know	38 4%	15 3%	23 4%	7 5% *	7 4%	6 4%	7 4%	3 2%	7 3%	3 1%	12 4% J	6 3%	17 6% J	15 3% J	23 5% J	7 3%	18 5%	4 2%	8 4%	9 3%	28 4%
Mean scores	0.36	0.32	0.41	0.59 G*	0.37 G	0.32	0.09	0.27	0.52 G	0.43 M	0.41 M	0.57 MO	0.12	0.42 M	0.3 M	0.44	0.31	0.3	0.45	0.41	0.34
Standard Deviation	1.28	1.32	1.24	1.13	1.21	1.31	1.27	1.38	1.28	1.36	1.25	1.15	1.28	1.3	1.25	1.3	1.26	1.3	1.26	1.25	1.29
Standard Error	0.041	0.06	0.056	0.098	0.098	0.108	0.096	0.113	0.088	0.086	0.077	0.086	0.077	0.058	0.059	0.09	0.065	0.094	0.091	0.076	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q126. Are you in favour or against increased prices on unhealthy food and drinks as a result of this type of tax?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: In favour	494 49%	144 55% C	319 47%	31 54% *	329 53% F	164 44%	99 61% I	192 55% I	33 34% *	297 49% L	186 53% L	11 24% *	110 43%	75 45%	214 56% MN	87 46%	393 56% R	100 34%
Strongly in favour (2)	205 20%	58 22%	133 19%	14 25% *	152 24% F	53 14%	62 38% HI	72 21%	15 16% *	127 21% L	76 22% L	3 6% *	43 17%	33 20%	99 26% MP	29 16%	184 26% R	21 7%
Slightly in favour (1)	288 29%	86 33%	185 27%	17 29% *	177 28%	111 30%	37 23%	120 34% GI	17 18% *	170 28%	110 31%	8 18% *	68 27%	42 25%	115 30%	57 31%	209 30%	79 26%
Neither in favour nor against (0)	238 24%	50 19%	179 26% B	9 16% *	156 25%	82 22%	41 25%	79 23%	30 31% *	149 25%	73 21%	16 34% *	63 25%	40 24%	85 22%	48 26%	147 21% Q	91 30%
Net: Against	233 23%	61 23%	158 23%	14 25% *	120 19%	112 30% E	19 12%	68 20%	27 29% G*	135 22%	84 24%	13 28% *	69 27% O	45 27%	76 20%	42 23%	143 20%	89 30% Q
Slightly against (-1)	115 11%	30 11%	78 11%	8 13% *	58 9%	57 15% E	4 2%	44 13% G	9 10% G*	68 11%	43 12%	4 10% *	33 13%	18 11%	42 11%	21 11%	77 11%	37 12%
Strongly against (-2)	118 12%	31 12%	80 12%	7 12% *	62 10%	56 15% E	15 9%	24 7%	18 19% H*	68 11%	42 12%	9 18% *	35 14%	27 16% O	34 9%	21 11%	66 9%	52 17% Q
Don't know	38 4%	6 2%	29 4%	3 5% *	22 3%	16 4%	3 2%	9 3%	6 6% *	21 4%	10 3%	7 15% JK*	11 5%	6 3%	11 3%	10 5%	20 3%	18 6% Q
Mean scores	0.36	0.43	0.33	0.45 *	0.49 F	0.14	0.79 HI	0.51 I	0.03 *	0.38 L	0.4 L	-0.2 *	0.2	0.23	0.54 MNP	0.3	0.54 R	-0.07
Standard Deviation	1.28	1.29	1.27	1.35	1.25	1.29	1.26	1.17	1.34	1.27	1.29	1.2	1.29	1.36	1.25	1.22	1.26	1.21
Standard Error	0.041	0.081	0.049	0.183	0.051	0.068	0.1	0.063	0.141	0.053	0.07	0.191	0.083	0.107	0.064	0.092	0.048	0.072

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q126. Are you in favour or against increased prices on unhealthy food and drinks as a result of this type of tax?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: In favour	494 49%	141 48%	348 50%	336 57% EF	94 40%	57 37%	479 53% H	15 15% *	238 60% J	256 42%
Strongly in favour (2)	205 20%	76 26% C	127 18%	158 27% EF	23 10%	22 14%	205 23% H	- - *	112 28% J	94 16%
Slightly in favour (1)	288 29%	65 22%	222 32% B	178 30%	72 30%	35 22%	273 30% H	15 15% *	127 32%	162 27%
Neither in favour nor against (0)	238 24%	65 22%	169 24%	116 20%	79 33% D	38 25%	208 23%	30 29% *	89 22%	149 25%
Net: Against	233 23%	81 27%	150 22%	117 20%	54 23%	53 34% DE	188 21%	44 44% G*	66 17%	166 28% I
Slightly against (-1)	115 11%	38 13%	75 11%	54 9%	30 13%	28 18% D	98 11%	17 16% *	34 8%	81 13% I
Strongly against (-2)	118 12%	43 15%	74 11%	63 11%	25 10%	25 16%	90 10%	28 28% G*	33 8%	85 14% I
Don't know	38 4%	9 3%	26 4%	17 3%	9 4%	7 4%	26 3%	12 12% G*	7 2%	31 5% I
Mean scores	0.36	0.32	0.38	0.55 EF	0.17	0.01	0.46 H	-0.64 *	0.64 J	0.17
Standard Deviation	1.28	1.39	1.23	1.29	1.12	1.31	1.25	1.1	1.21	1.29
Standard Error	0.041	0.082	0.048	0.054	0.074	0.107	0.042	0.116	0.061	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q126. Are you in favour or against increased prices on unhealthy food and drinks as a result of this type of tax?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: In favour	494 49%	115 51%	410 68%	83 21%	354 48%	249 47%	99 55%	140 52%
Strongly in favour (2)	205 20%	50 22%	189 31%	17 4%	145 20%	96 18%	44 25%	61 23%
Slightly in favour (1)	288 29%	64 29%	222 37%	66 17%	209 29%	153 29%	55 30%	79 29%
Neither in favour nor against (0)	238 24%	56 25%	115 19%	123 31%	173 24%	127 24%	33 19%	65 24%
Net: Against	233 23%	43 19%	66 11%	167 42%	180 25%	135 26%	41 23%	52 19%
Slightly against (-1)	115 11%	22 10%	37 6%	77 19%	95 13%	72 14%	20 11%	20 7%
Strongly against (-2)	118 12%	22 10%	28 5%	90 22%	86 12%	63 12%	21 12%	32 12%
Don't know	38 4%	10 4%	11 2%	27 7%	27 4%	19 3%	6 3%	11 4%
Mean scores	0.36	0.47	0.86	-0.42	0.33	0.29	0.47	0.45
Standard Deviation	1.28	1.24	1.08	1.16	1.28	1.27	1.31	1.28
Standard Error	0.041	0.085	0.045	0.06	0.048	0.056	0.1	0.08

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Tb T880

Q127. Would you be more or less in favour if the price of unhealthy foods was increased so that the price of healthy foods could go down?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: More in favour	576 57%	269 55%	306 60%	94 67% GH*	93 59%	90 59%	92 51%	79 52%	128 59%	159 63% MO	170 62% MO	102 55%	144 50%	329 63% MO	247 52%	123 57%	223 57%	108 56%	121 61%	162 59%	413 57%
I would be much more in favour (2)	311 31%	139 29%	171 33%	55 39% G*	51 32%	43 28%	45 25%	42 28%	73 34%	86 34% MO	99 36% MO	53 29%	72 25%	185 35% MO	125 26%	78 36% QR	110 28%	49 25%	74 37% QR	80 29%	231 32%
I would be slightly more in favour (1)	265 26%	130 27%	135 26%	39 28% *	41 26%	46 30%	47 26%	37 24%	55 25%	72 29%	72 26%	49 27%	72 25%	144 27%	121 25%	45 21%	113 29% P	60 31% P	47 24%	82 30%	183 25%
It makes no difference (0)	282 28%	144 30%	138 27%	24 17% *	40 25%	46 30% D	58 32% D	44 29% D	71 32% D	70 28%	71 26%	58 31%	83 29%	141 27%	141 30%	58 27%	113 29%	59 30%	52 26%	73 27%	209 29%
Net: Less in favour	101 10%	55 11%	45 9%	16 11% *	21 13% FI	8 5%	22 12% F	21 14% FI	14 6%	18 7%	25 9%	20 11%	38 13% JN	42 8%	59 12% JN	23 11%	36 9%	22 11%	20 10%	31 11%	70 10%
I would be slightly less in favour (-1)	47 5%	22 5%	25 5%	6 4% *	12 7%	4 3%	11 6%	7 5%	7 3%	6 2%	11 4%	11 6%	19 6% J	17 3%	30 6% JN	7 3%	19 5%	10 5%	10 5%	17 6%	30 4%
I would be much less in favour (-2)	54 5%	33 7%	21 4%	10 7% *	9 6%	4 2%	11 6%	13 9% FI	7 3%	12 5%	13 5%	9 5%	20 7%	25 5%	29 6%	16 7%	17 4%	12 6%	10 5%	14 5%	40 5%
Don't know	44 4%	19 4%	25 5%	6 5% *	5 3%	9 6%	9 5%	8 5%	6 3%	4 2%	9 3%	5 3%	25 9% JKLN	14 3%	30 6% JLN	11 5%	20 5%	6 3%	7 4%	10 4%	34 5%
Mean scores	0.76	0.68	0.84	0.92	0.75	0.85	0.61	0.6	0.85	0.87	0.87	0.7	0.6	0.87	0.64	0.79	0.75	0.65	0.86	0.74	0.77
Standard Deviation	1.12	1.15	1.09	1.21	1.17	0.98	1.13	1.22	1.04	1.07	1.11	1.11	1.17	1.09	1.15	1.21	1.07	1.11	1.14	1.11	1.13
Standard Error	0.036	0.053	0.049	0.104	0.095	0.082	0.086	0.102	0.071	0.069	0.068	0.083	0.072	0.048	0.054	0.085	0.056	0.081	0.082	0.068	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q127. Would you be more or less in favour if the price of unhealthy foods was increased so that the price of healthy foods could go down?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: More in favour	576 57%	143 55%	395 58%	37 64% *	363 58%	212 57%	92 56%	221 64%	43 45% *	347 58%	211 60%	18 38% *	127 50%	86 52%	241 62% MN	112 60%	454 65% R	121 41%
I would be much more in favour (2)	311 31%	84 32%	204 30%	23 40% *	204 33%	106 28%	67 41% HI	107 31%	26 27% *	192 32%	111 31%	8 17% *	63 25%	44 27%	134 35% M	66 35% M	263 37% R	47 16%
I would be slightly more in favour (1)	265 26%	59 23%	192 28%	14 24% *	159 25%	106 28%	24 15%	114 33% GI	17 18% *	155 26%	100 28%	9 20% *	64 25%	42 25%	107 28%	47 25%	191 27%	74 25%
It makes no difference (0)	282 28%	75 29%	193 28%	14 25% *	172 27%	110 29%	42 26%	88 25%	32 33% *	171 28%	95 27%	16 35% *	74 29%	50 30%	112 29%	45 24%	167 24%	115 38% Q
Net: Less in favour	101 10%	33 13%	63 9%	4 7% *	69 11%	32 9%	23 14%	30 9%	13 14% *	57 9%	38 11%	6 12% *	37 15% O	25 15% O	24 6%	15 8%	62 9%	39 13%
I would be slightly less in favour (-1)	47 5%	15 6%	31 5%	1 2% *	36 6%	11 3%	12 7%	18 5%	5 5% *	25 4%	21 6%	1 2% *	15 6%	12 7%	12 3%	8 4%	32 5%	15 5%
I would be much less in favour (-2)	54 5%	18 7%	32 5%	3 5% *	33 5%	21 6%	11 7%	12 3%	8 9% *	32 5%	17 5%	5 10% *	22 9% O	13 8% O	12 3%	7 4%	30 4%	24 8% Q
Don't know	44 4%	10 4%	32 5%	2 3% *	23 4%	21 5%	5 3%	9 2%	7 7% H*	28 5%	9 3%	7 15% JK*	15 6% O	5 3%	9 2%	14 7% O	20 3%	24 8% Q
Mean scores	0.76	0.7	0.77	0.96 *	0.77	0.75	0.79	0.84	0.53	0.78	0.77	0.4	0.55	0.57	0.9	0.9	0.92	0.39
Standard Deviation	1.12	1.2	1.09	1.13	1.14	1.1	1.27	1.04	1.24	1.12	1.11	1.2	1.21	1.2	1.03	1.09	1.1	1.1
Standard Error	0.036	0.076	0.043	0.152	0.046	0.058	0.101	0.057	0.132	0.047	0.06	0.19	0.078	0.095	0.053	0.083	0.042	0.066

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q127. Would you be more or less in favour if the price of unhealthy foods was increased so that the price of healthy foods could go down?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: More in favour	576 57%	163 55%	408 59%	373 64% EF	113 48%	79 51%	551 61% H	25 24% *	262 66% J	313 52%
I would be much more in favour (2)	311 31%	100 34%	208 30%	214 37% EF	48 20%	39 25%	305 34% H	5 5% *	159 40% J	152 25%
I would be slightly more in favour (1)	265 26%	64 22%	200 29% B	159 27%	64 27%	39 25%	245 27%	19 19% *	104 26%	161 27%
It makes no difference (0)	282 28%	84 28%	191 28%	147 25%	85 36% D	45 29%	241 27%	41 40% G*	93 23%	189 31% I
Net: Less in favour	101 10%	39 13%	62 9%	48 8%	24 10%	26 16% D	83 9%	18 18% G*	37 9%	64 11%
I would be slightly less in favour (-1)	47 5%	17 6%	30 4%	24 4%	14 6%	8 5%	44 5%	3 3% *	19 5%	28 5%
I would be much less in favour (-2)	54 5%	22 7%	32 5%	25 4%	10 4%	17 11% DE	39 4%	15 15% G*	18 4%	36 6%
Don't know	44 4%	10 3%	30 4%	17 3%	15 6% D	6 4%	26 3%	18 17% G*	8 2%	36 6% I
Mean scores	0.76	0.71	0.79	0.9 EF	0.57	0.5	0.84 H	-0.04 *	0.93 J	0.65
Standard Deviation	1.12	1.22	1.09	1.09	1.04	1.26	1.1	1.12	1.12	1.12
Standard Error	0.036	0.072	0.042	0.046	0.07	0.103	0.037	0.122	0.056	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q127. Would you be more or less in favour if the price of unhealthy foods was increased so that the price of healthy foods could go down?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: More in favour	576 57%	139 62%	431 72% D	145 36%	419 57%	292 55%	98 55%	156 58%
I would be much more in favour (2)	311 31%	85 38%	258 43% D	52 13%	212 29%	145 27%	57 32%	99 37% EF
I would be slightly more in favour (1)	265 26%	54 24%	172 29%	93 23%	207 28% H	146 28%	42 23%	58 22%
It makes no difference (0)	282 28%	50 22%	108 18%	174 43% C	196 27%	146 27%	42 23%	86 32%
Net: Less in favour	101 10%	21 10%	50 8%	51 13% C	85 12% H	69 13% H	29 16% H	16 6%
I would be slightly less in favour (-1)	47 5%	11 5%	27 4%	20 5%	40 6%	33 6% H	13 7% H	7 2%
I would be much less in favour (-2)	54 5%	10 5%	23 4%	31 8% C	44 6%	36 7%	16 9% H	10 4%
Don't know	44 4%	13 6%	13 2%	30 8% C	34 5%	23 4%	10 5%	10 4%
Mean scores	0.76	0.92	1.05 D	0.31	0.72	0.66	0.65	0.88 EF
Standard Deviation	1.12	1.13	1.07	1.05	1.14	1.17	1.28	1.07
Standard Error	0.036	0.078	0.044	0.055	0.043	0.052	0.098	0.066

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 720

Tb T884

Q128. How likely would you be to buy / eat less of these kinds of foods (e.g. sugary drinks, chocolate bars, biscuits, sweets and cakes) if the price was raised because of added taxes?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Likely	492 49%	245 50%	246 48%	79 56% I*	87 55% I	78 51%	83 46%	72 48%	92 42%	122 49%	138 50%	106 57% MO	125 43%	260 49%	232 49% M	102 47%	179 46%	96 49%	114 57% Q	157 57% U	335 46%
Very likely (2)	183 18%	93 19%	90 18%	30 21% *	34 22% *	26 17%	30 17%	23 15%	40 18%	54 22% M	54 19% M	39 21% MO	36 12%	108 20% M	75 16% M	36 17%	60 15%	41 21%	45 23% Q	61 22%	121 17%
Quite likely (1)	309 31%	153 31%	156 30%	49 35% *	53 34% I	52 34% I	53 29%	50 33%	52 24%	68 27%	84 31%	68 37% J	89 31%	152 29%	157 33%	66 31%	119 30%	55 28%	69 35%	95 34%	213 29%
Net: Unlikely	321 32%	161 33%	159 31%	50 36% *	48 30%	40 26%	55 31%	50 33%	76 35%	81 32%	87 32%	51 27%	102 35%	168 32%	153 32%	52 24%	137 35% P	68 35% P	65 32%	77 28%	244 34%
Quite unlikely (-1)	209 21%	101 21%	108 21%	35 25% *	33 21%	24 16%	38 21%	29 19%	49 23%	49 20%	54 19%	34 18%	72 25%	103 20%	106 22%	32 15%	89 23% P	48 25% P	40 20%	53 19%	156 21%
Very unlikely (-2)	112 11%	61 12%	51 10%	15 10% *	15 10%	16 11%	17 10%	21 14%	27 12%	32 13%	33 12%	17 9%	30 10%	65 12%	47 10%	20 9%	47 12%	20 10%	25 12%	24 9%	88 12%
Don't know	108 11%	44 9%	64 12%	7 5% *	14 9%	23 15% D	29 16% D	15 10%	21 10%	21 8%	31 11%	16 9%	40 14%	52 10%	57 12%	33 15% QS	38 10%	22 11%	15 8%	27 10%	82 11%
Don't buy this type of food	81 8%	37 8%	44 9%	4 3% *	9 6%	12 8%	14 8%	14 9%	29 13% DE	26 10%	20 7%	12 6%	23 8%	46 9%	35 7%	28 13% RS	39 10% RS	9 4%	6 3%	16 6%	66 9%
Mean scores	0.3	0.28	0.31	0.34 *	0.43	0.4 *	0.29	0.19	0.17	0.31	0.32	0.5 MO	0.13	0.31	0.28 M	0.43	0.18	0.31	0.39	0.5 U	0.22
Standard Deviation	1.41	1.43	1.4	1.39 *	1.39	1.39 *	1.4	1.43	1.48	1.48	1.44	1.35 MO	1.37	1.46	1.37 M	1.38	1.41	1.43	1.43	1.36 U	1.43
Standard Error	0.05	0.071	0.069	0.122	0.119	0.128	0.119	0.129	0.114	0.104	0.096	0.108	0.091	0.07	0.07	0.111	0.08	0.112	0.107	0.089	0.059

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 721

Tb T885

Q128. How likely would you be to buy / eat less of these kinds of foods (e.g. sugary drinks, chocolate bars, biscuits, sweets and cakes) if the price was raised because of added taxes?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Likely	492 49%	120 46%	338 49%	34 60% *	338 54% F	154 41%	91 56% I	203 58% I	35 36% *	296 49% L	183 52% L	13 29% *	123 49%	73 44%	192 50%	101 54%	379 54% R	113 38%
Very likely (2)	183 18%	42 16%	125 18%	16 27% *	129 21% F	54 14%	44 27%	66 19%	16 17% *	119 20%	61 17%	3 7% *	48 19%	35 21%	71 18%	28 15%	154 22% R	29 10%
Quite likely (1)	309 31%	78 30%	213 31%	19 33% *	209 33% F	100 27%	48 29%	137 40% GI	18 19% *	177 29%	122 35%	10 22% *	75 30%	38 23%	120 31%	73 39% N	225 32%	84 28%
Net: Unlikely	321 32%	83 32%	224 33%	14 24% *	179 29% E	142 38%	50 31%	91 26%	30 32% *	182 30%	117 33%	21 46% *	92 36%	53 32%	122 32%	51 27%	214 30%	107 36%
Quite unlikely (-1)	209 21%	52 20%	150 22%	7 12% *	116 19% E	92 25%	30 18%	69 20%	15 16% *	123 20%	75 21%	11 23% *	56 22%	30 18%	89 23%	32 17%	146 21%	63 21%
Very unlikely (-2)	112 11%	32 12%	73 11%	7 12% *	62 10% H	49 13%	20 12% H	22 6%	15 16% H*	59 10%	42 12%	10 22% J*	36 14% O	23 14%	33 8%	19 10%	68 10%	44 15% Q
Don't know	108 11%	31 12%	76 11%	2 3% *	63 10%	45 12%	6 4%	32 9%	21 22% GH*	70 12%	35 10%	3 6% *	28 11%	24 15%	40 10%	15 8%	67 10%	41 14%
Don't buy this type of food	81 8%	28 11%	47 7%	7 13% *	47 8%	34 9%	15 9%	21 6%	9 10% *	54 9% K	18 5%	9 19% K*	10 4% M	16 9% M	33 9% M	19 10% M	44 6% Q	38 13% Q
Mean scores	0.3	0.23	0.3	0.61 *	0.44 F	0.05	0.46	0.53 I	0.08 *	0.36	0.28	-0.42 **	0.2	0.27 *	0.35	0.39	0.42 R	-0.04
Standard Deviation	1.41	1.43	1.41	1.44	1.39	1.43	1.47	1.27	1.58	1.41	1.4	1.44	1.46	1.53	1.37	1.34	1.39	1.42
Standard Error	0.05	0.1	0.059	0.208	0.061	0.083	0.124	0.074	0.196	0.065	0.081	0.245	0.1	0.136	0.077	0.109	0.057	0.096

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q128. How likely would you be to buy / eat less of these kinds of foods (e.g. sugary drinks, chocolate bars, biscuits, sweets and cakes) if the price was raised because of added taxes?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Likely	492 49%	158 54%	329 47%	296 51%	113 48%	75 48%	460 51% H	32 31% *	241 60% J	251 42%
Very likely (2)	183 18%	69 23% C	112 16%	120 20%	37 16%	22 14%	173 19% H	10 10% *	110 27% J	73 12%
Quite likely (1)	309 31%	90 30%	216 31%	176 30%	76 32%	53 34%	287 32%	22 21% *	131 33%	178 30%
Net: Unlikely	321 32%	91 31%	225 33%	175 30%	75 32%	63 40% D	285 32%	35 35% *	111 28%	210 35% I
Quite unlikely (-1)	209 21%	52 18%	154 22%	119 20%	49 21%	38 24%	190 21%	19 18% *	72 18%	137 23%
Very unlikely (-2)	112 11%	39 13%	71 10%	56 10%	26 11%	25 16% D	95 11%	17 17% *	39 10%	73 12%
Don't know	108 11%	27 9%	81 12%	57 10%	32 13%	16 10%	89 10%	19 19% G*	28 7%	80 13% I
Don't buy this type of food	81 8%	19 6%	58 8%	57 10% F	17 7% F	2 1%	66 7%	15 15% G*	20 5%	61 10% I
Mean scores	0.3	0.39	0.26	0.39 F	0.26	0.07	0.34 H	-0.16 *	0.57 J	0.09
Standard Deviation	1.41	1.47	1.39	1.4	1.39	1.43	1.4	1.49	1.4	1.39
Standard Error	0.05	0.093	0.059	0.065	0.102	0.122	0.051	0.181	0.074	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q128. How likely would you be to buy / eat less of these kinds of foods (e.g. sugary drinks, chocolate bars, biscuits, sweets and cakes) if the price was raised because of added taxes?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Likely	492 49%	125 56%	364 61% D	127 32%	376 51% H	277 52% H	97 54% H	116 43%
Very likely (2)	183 18%	46 21%	149 25% D	34 8%	139 19%	104 20%	48 27% EH	44 16%
Quite likely (1)	309 31%	79 35%	215 36% D	94 23%	238 32%	173 33%	49 27%	71 27%
Net: Unlikely	321 32%	67 30%	152 25% C	169 42% C	247 34%	178 34%	63 35%	74 28%
Quite unlikely (-1)	209 21%	49 22%	105 17% C	104 26% C	159 22%	111 21%	38 21%	49 18%
Very unlikely (-2)	112 11%	17 8%	47 8% C	65 16% C	87 12%	67 13%	26 14%	25 9%
Don't know	108 11%	24 11%	43 7% C	65 16% C	73 10%	57 11%	15 8%	35 13%
Don't buy this type of food	81 8%	8 4%	42 7% C	39 10% C	38 5%	18 3%	4 2%	44 16% EFG
Mean scores	0.3	0.46	0.61 D	-0.25	0.29	0.3	0.35	0.32
Standard Deviation	1.41	1.34	1.33	1.39	1.42	1.43	1.51	1.41
Standard Error	0.05	0.097	0.059	0.081	0.057	0.067	0.119	0.103

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q129. Are you in favour or against the government limiting the amount of sugar, fat or salt that is added to manufactured foods?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: In favour	734 73%	346 71%	388 76%	104 74% *	105 66%	108 71%	130 72%	108 71%	179 82% EFGH	184 73%	213 77% M	139 75%	198 68%	397 75% M	338 71%	156 73%	295 75%	138 71%	145 73%	198 72%	536 74%
Strongly in favour (2)	380 38%	179 37%	201 39%	50 35% *	48 30%	56 37%	63 35%	58 38%	105 48% EFG	104 42% M	113 41% M	69 37%	94 32%	217 41% MO	162 34%	89 41%	151 39%	65 33%	75 37%	90 33%	289 40% T
Slightly in favour (1)	355 35%	167 34%	188 37%	55 39% *	57 36%	52 34%	67 37%	50 33%	74 34%	79 32%	100 36%	71 38%	105 36%	179 34%	175 37%	67 31%	144 37%	73 37%	71 35%	108 39%	247 34%
Net: Against	189 19%	105 22% C	83 16%	24 17% *	40 26% I	26 17%	40 22% I	28 18%	30 14%	57 23% KN	39 14%	31 17%	61 21%	96 18% K	93 19%	35 16%	68 17%	46 24%	39 20%	63 23%	126 17%
Slightly against (-1)	105 10%	56 12%	48 9%	12 8% *	23 15%	16 10%	21 12%	14 9%	19 9%	29 12%	27 10%	14 8%	35 12%	56 11%	49 10%	15 7%	39 10%	26 14% P	25 12%	38 14%	67 9%
Strongly against (-2)	84 8%	49 10%	35 7%	12 9% *	17 11%	11 7%	19 10%	14 9%	11 5%	28 11% KN	13 5%	17 9%	27 9%	40 8% K	44 9% K	21 10%	29 8%	20 10%	14 7%	25 9%	59 8%
Don't know	79 8%	37 7%	42 8%	12 9% *	13 8%	18 12% I	11 6%	16 11% I	9 4%	10 4%	23 8%	15 8%	31 11% JN	33 6%	46 10% J	24 11%	29 7%	11 6%	15 8%	15 6%	63 9%
Mean scores	0.91	0.82	1	0.92 *	0.65	0.94	0.79	0.92	1.16 EG	0.85	1.08 JMNO	0.93	0.79	0.97 J	0.84	0.99	0.96	0.74	0.9	0.77	0.97 T
Standard Deviation	1.3	1.36	1.23	1.27	1.39	1.27	1.35	1.33	1.15	1.39	1.15	1.28	1.33	1.28	1.32	1.32	1.25	1.36	1.28	1.32	1.28
Standard Error	0.043	0.064	0.057	0.112	0.115	0.109	0.104	0.114	0.08	0.09	0.072	0.098	0.083	0.058	0.063	0.096	0.066	0.1	0.094	0.082	0.05

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q129. Are you in favour or against the government limiting the amount of sugar, fat or salt that is added to manufactured foods?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: In favour	734 73%	186 71%	500 73%	48 85% *	476 76% F	258 69%	123 76% I	281 81% I	59 62% *	445 74% L	266 75% L	23 49% *	172 68%	121 73%	307 80% MP	126 68%	557 79% R	177 59%
Strongly in favour (2)	380 38%	94 36%	263 38%	23 41% *	248 40%	132 35%	81 50% HI	127 37%	32 34% *	245 41%	121 34%	14 29% *	80 31%	67 40%	172 44% MP	59 32%	318 45% R	62 21%
Slightly in favour (1)	355 35%	93 35%	237 35%	25 44% *	229 36%	126 34%	42 26%	154 44% GI	27 29% *	200 33%	145 41% JL	9 20% *	92 36%	54 33%	135 35%	67 36%	240 34%	115 39%
Net: Against	189 19%	52 20%	130 19%	6 10% *	111 18%	77 21%	34 21%	48 14%	24 26% H*	113 19%	63 18%	13 28% *	60 24% O	33 20%	61 16%	34 18%	108 15%	80 27% Q
Slightly against (-1)	105 10%	27 10%	75 11%	3 5% *	58 9%	47 12%	15 9%	33 9%	9 9% *	58 10%	38 11%	9 20% *	33 13%	17 10%	35 9%	20 11%	65 9%	39 13%
Strongly against (-2)	84 8%	26 10%	55 8%	3 5% *	53 9%	31 8%	20 12% H	15 4%	16 17% H*	55 9%	26 7%	4 8% *	27 11%	16 10%	26 7%	14 8%	43 6%	41 14% Q
Don't know	79 8%	22 9%	53 8%	3 5% *	39 6%	39 10% E	5 3%	19 5%	12 12% GH*	45 7%	23 7%	11 23% JK*	22 9%	12 7%	18 5%	25 14% O	38 5%	41 14% Q
Mean scores	0.91	0.84	0.92	1.15 *	0.95	0.84	0.95	1.05 I	0.61 *	0.94	0.91	0.56 **	0.71	0.9	1.07 M	0.85	1.09 R	0.46
Standard Deviation	1.3	1.34	1.3	1.07	1.28	1.32	1.42	1.09	1.54	1.32	1.23	1.48	1.37	1.35	1.22	1.28	1.2	1.41
Standard Error	0.043	0.087	0.052	0.145	0.053	0.072	0.114	0.06	0.169	0.056	0.068	0.248	0.09	0.109	0.063	0.101	0.047	0.088

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q129. Are you in favour or against the government limiting the amount of sugar, fat or salt that is added to manufactured foods?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: In favour	734 73%	212 72%	514 74%	457 78% EF	154 65%	108 69%	697 77% H	37 37% *	313 78% J	422 70%
Strongly in favour (2)	380 38%	116 39%	260 38%	251 43% E	65 27%	57 37%	371 41% H	9 9% *	174 43% J	206 34%
Slightly in favour (1)	355 35%	96 32%	254 37%	206 35%	89 38%	50 32%	327 36%	28 28% *	139 35%	215 36%
Net: Against	189 19%	57 19%	131 19%	104 18%	48 20%	33 21%	147 16%	42 41% G*	72 18%	116 19%
Slightly against (-1)	105 10%	27 9%	78 11%	55 9%	31 13%	18 11%	91 10%	14 14% *	40 10%	65 11%
Strongly against (-2)	84 8%	30 10%	54 8%	49 8%	17 7%	15 10%	56 6%	28 28% G*	33 8%	52 9%
Don't know	79 8%	27 9%	47 7%	25 4%	35 15% D	15 10% D	57 6%	22 22% G*	15 4%	64 11% I
Mean scores	0.91	0.89	0.91	0.99 E	0.76	0.83	1.03 H	-0.3 *	0.99	0.86
Standard Deviation	1.3	1.36	1.28	1.28	1.29	1.37	1.21	1.54	1.28	1.31
Standard Error	0.043	0.083	0.05	0.054	0.09	0.115	0.042	0.173	0.065	0.056

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q129. Are you in favour or against the government limiting the amount of sugar, fat or salt that is added to manufactured foods?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: In favour	734 73%	166 74%	522 87% D	213 53%	533 73%	381 72%	128 72%	202 75%
Strongly in favour (2)	380 38%	75 33%	320 53% D	60 15%	257 35%	176 33%	61 34%	123 46% EFG
Slightly in favour (1)	355 35%	92 41%	202 34%	153 38%	276 38% H	205 39% H	67 37%	79 29%
Net: Against	189 19%	37 17%	60 10%	128 32% C	146 20%	111 21%	36 20%	43 16%
Slightly against (-1)	105 10%	19 9%	38 6% C	66 17% C	80 11%	56 11%	19 10%	24 9%
Strongly against (-2)	84 8%	18 8%	22 4% C	62 16% C	65 9%	54 10%	17 10%	19 7%
Don't know	79 8%	20 9%	20 3%	59 15% C	55 7%	38 7%	15 8%	24 9%
Mean scores	0.91	0.91	1.3 D	0.24	0.85	0.8	0.83	1.07 EF
Standard Deviation	1.3	1.24	1.03	1.42	1.3	1.33	1.33	1.26
Standard Error	0.043	0.087	0.043	0.077	0.05	0.06	0.104	0.081

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Multi-buy promotions (e.g. 2 for price of 1 or 2 for £2)

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	588 59%	273 56%	315 61%	95 68% HI*	102 64% HI	104 68% GHI	103 57% GHI	73 48%	112 51%	133 53%	175 63% JN	120 65% J	160 55%	308 59% J	280 59%	110 51%	218 56%	125 64% P	135 67% PQ	176 64%	412 57%
Strongly agree (2)	154 15%	72 15%	83 16%	34 24% HI*	36 23% HI	25 16% I	28 16% I	15 10%	16 8%	36 14%	43 16%	34 19%	41 14%	79 15%	76 16%	28 13%	58 15%	26 13% P	43 21% P	53 19%	102 14%
Agree (1)	433 43%	201 41%	232 45%	61 43% *	66 41% *	79 52% H	75 41% F	58 38%	95 44%	98 39%	131 48% J	86 46%	118 41%	229 44%	204 43%	82 38%	160 41%	99 51% PQ	92 46%	123 44%	310 43%
Neither agree nor disagree (0)	216 22%	111 23%	105 20%	31 22% *	40 25% F	21 14% F	44 24% F	34 22%	47 21%	46 18%	47 17%	44 24% JKN	79 27% JKN	93 18%	124 26% JKN	54 25%	87 22%	35 18%	40 20%	61 22%	155 21%
Net: Disagree	184 18%	98 20%	86 17%	10 7% *	15 9%	25 16%	34 19% DE	43 28% DEFG	57 26% DEF	69 27% KLMNO	49 18%	20 11%	46 16%	118 22% KLMO	66 14%	49 23% S	86 22% S	30 15%	20 10%	32 12%	151 21% T
Disagree (-1)	101 10%	52 11%	49 10%	6 4% *	11 7%	13 8%	22 12% D	18 12% D	32 15% DE	31 12%	29 11%	12 6%	29 10%	60 11%	41 9%	24 11%	39 10%	22 11%	16 8%	24 9%	78 11%
Strongly disagree (-2)	83 8%	46 9%	37 7%	4 3% *	4 2%	12 8%	12 7% DEFG	24 16% DE	25 12% DE	38 15% KLMNO	20 7%	8 4%	17 6%	57 11% KLMO	25 5%	25 11% RS	46 12% RS	8 4%	4 2%	9 3%	74 10% T
Don't know	14 1%	5 1%	9 2%	4 3% *	2 1%	3 2%	- - *	2 1%	3 1%	2 1%	5 2%	1 1%	5 2%	8 1%	6 1%	3 1%	1 *	4 2%	6 3% Q	7 2%	7 1%
Mean score	0.48	0.42	0.54	0.84	0.76	0.61	0.47	0.14	0.21	0.25	0.55	0.69	0.48	0.41	0.56	0.3	0.37	0.6	0.79	0.7	0.4
Standard Deviation	1.127	1.154	1.098	0.959	0.969	1.11	1.105	1.249	1.15	1.282	1.107	0.991	1.053	1.202	1.033	1.182	1.204	0.996	0.942	0.988	1.165
Standard Error	0.036	0.053	0.049	0.082	0.078	0.091	0.082	0.102	0.078	0.081	0.067	0.073	0.062	0.053	0.048	0.081	0.061	0.072	0.068	0.06	0.043

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q215. How much do you agree that the following led you to buy unhealthy food - Multi-buy promotions (e.g. 2 for price of 1 or 2 for £2)

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	588 59%	156 60%	399 58%	33 57% *	377 60%	211 56%	103 64%	217 63%	51 54% *	354 59%	211 60%	22 47% *	153 60%	91 55%	235 61%	107 58%	443 63% R	144 48%
Strongly agree (2)	154 15%	34 13%	109 16%	11 19% *	99 16%	55 15%	38 24% HI	50 14%	8 9% *	97 16%	50 14%	7 16% *	46 18%	22 14%	57 15%	29 15%	130 18% R	25 8%
Agree (1)	433 43%	122 47%	289 42%	22 38% *	277 44%	156 42%	65 40%	168 48%	43 45% *	257 43%	161 46%	15 32% *	106 42%	68 41%	178 46%	78 42%	314 45%	120 40%
Neither agree nor disagree (0)	216 22%	55 21%	149 22%	12 21% *	140 22%	76 20%	29 18%	80 23%	24 26% *	131 22%	76 22%	9 19% *	48 19%	41 25%	81 21%	43 23%	137 19%	79 27% Q
Net: Disagree	184 18%	50 19%	123 18%	11 19% *	101 16%	83 22% E	30 19%	47 13%	17 18% *	112 19%	60 17%	12 25% *	50 20%	33 20%	65 17%	30 16%	119 17%	65 22%
Disagree (-1)	101 10%	25 10%	70 10%	7 11% *	62 10%	39 11%	20 12%	30 9%	9 10% *	57 10%	38 11%	6 14% *	25 10%	18 11%	39 10%	19 10%	66 9%	35 12%
Strongly disagree (-2)	83 8%	25 9%	53 8%	5 8% *	39 6%	43 11% E	10 6%	17 5%	7 8% *	55 9%	23 6%	5 11% *	26 10%	16 9%	27 7%	11 6%	53 7%	30 10%
Don't know	14 1%	- -	13 2%	1 2% *	8 1%	6 1%	- -	3 1%	3 3% *	5 1%	5 1%	4 8% JK*	3 1%	1 1%	5 1%	5 3%	4 1%	10 3% Q
Mean score	0.48	0.45	0.49	0.5 *	0.54 F	0.38	0.62	0.59	0.38 *	0.48	0.51	0.29 *	0.49	0.39	0.53	0.53	0.57 R	0.26
Standard Deviation	1.127	1.126	1.124	1.179	1.075	1.204	1.155	1.003	1.054	1.148	1.071	1.276	1.197	1.142	1.083	1.072	1.122	1.108
Standard Error	0.036	0.07	0.043	0.158	0.043	0.063	0.091	0.054	0.11	0.047	0.057	0.196	0.076	0.089	0.055	0.08	0.042	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Tb T894

Q215. How much do you agree that the following led you to buy unhealthy food - Multi-buy promotions (e.g. 2 for price of 1 or 2 for £2)

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	588 59%	173 59%	409 59%	339 58%	124 53%	110 71%	545 61%	42 42%	271 68%	317 53%
Strongly agree (2)	154 15%	59 20%	94 14%	92 16%	21 9%	34 22%	142 16%	13 13%	91 23%	63 10%
Agree (1)	433 43%	114 39%	315 46%	247 42%	103 44%	76 49%	404 45%	30 29%	179 45%	254 42%
Neither agree nor disagree (0)	216 22%	62 21%	148 21%	116 20%	72 31%	24 15%	182 20%	35 34%	77 19%	139 23%
Net: Disagree	184 18%	57 19%	126 18%	126 21%	33 14%	21 14%	163 18%	21 21%	47 12%	137 23%
Disagree (-1)	101 10%	27 9%	75 11%	63 11%	22 9%	14 9%	91 10%	11 10%	24 6%	77 13%
Strongly disagree (-2)	83 8%	30 10%	51 7%	63 11%	11 5%	7 5%	72 8%	10 10%	23 6%	60 10%
Don't know	14 1%	3 1%	10 1%	4 1%	7 3%	1 1%	11 1%	3 3%	6 1%	8 1%
Mean score	0.48	0.49	0.48	0.42	0.44	0.75	0.51	0.24	0.74	0.31
Standard Deviation	1.127	1.209	1.093	1.194	0.957	1.048	1.122	1.145	1.06	1.137
Standard Error	0.036	0.071	0.042	0.05	0.063	0.084	0.038	0.116	0.053	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Multi-buy promotions (e.g. 2 for price of 1 or 2 for £2)

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	588 59%	146 66%	392 65%	196 49%	463 63%	343 65%	116 65%	125 47%
Strongly agree (2)	154 15%	42 19%	111 18%	44 11%	127 17%	100 19%	46 25%	27 10%
Agree (1)	433 43%	104 47%	281 47%	152 38%	336 46%	243 46%	71 39%	98 36%
Neither agree nor disagree (0)	216 22%	50 22%	100 17%	117 29%	153 21%	113 21%	42 23%	63 24%
Net: Disagree	184 18%	22 10%	106 18%	78 19%	109 15%	69 13%	17 9%	75 28%
Disagree (-1)	101 10%	13 6%	60 10%	42 10%	63 9%	41 8%	10 5%	38 14%
Strongly disagree (-2)	83 8%	9 4%	46 8%	36 9%	45 6%	28 5%	7 4%	37 14%
Don't know	14 1%	5 2%	4 1%	10 3%	9 1%	4 1%	4 2%	5 2%
Mean score	0.48	0.72	0.59	0.32	0.6	0.66	0.79	0.15
Standard Deviation	1.127	0.979	1.131	1.103	1.069	1.04	1.024	1.214
Standard Error	0.036	0.066	0.046	0.056	0.04	0.045	0.077	0.075

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q215. How much do you agree that the following led you to buy unhealthy food - Previous (higher) price displayed along with new (lower) price

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	425 42%	190 39%	235 46% B	84 60% GHI*	92 58% GHI	72 48% GHI	63 34%	45 30%	68 31%	98 39%	118 43%	93 50% JMNO	116 40%	216 41%	209 44%	69 32%	154 39%	94 48% PQ	108 54% PQ	146 53% U	278 38%
Strongly agree (2)	99 10%	45 9%	54 10%	27 19% FGHI*	29 18% FGHI	13 9% I	14 8% I	11 7%	6 3%	21 9%	30 11%	22 12%	25 9%	52 10%	47 10%	16 7%	38 10%	18 9%	27 13%	38 14% U	61 8%
Agree (1)	325 32%	144 30%	181 35%	58 41% GHI*	63 40% GHI	59 39% GHI	49 27%	34 23%	63 29%	77 31%	87 32%	71 38%	91 31%	164 31%	161 34%	52 24%	116 30%	76 39% PQ	81 40% PQ	109 39% U	217 30%
Neither agree nor disagree (0)	285 28%	143 29%	142 28%	30 21% *	40 25%	41 27%	69 38% DEFI	48 32%	57 26%	58 23%	72 26%	54 29%	101 35% JKN	130 25%	154 32% JN	75 35% S	112 28%	51 26%	48 24%	78 28%	207 29%
Net: Disagree	267 27%	145 30%	122 24% C	22 16% *	23 15%	36 24%	45 25% E	56 37% DEFG	85 39% DEFG	91 36%	78 28% LO	35 19%	63 22%	169 32% LMO	98 21%	63 29%	119 30% S	43 22%	41 21%	47 17%	219 30% T
Disagree (-1)	155 15%	81 17%	74 14%	18 13% *	15 10%	18 12%	26 14%	27 18%	52 24% DEFG	42 17%	47 17%	23 13%	44 15%	88 17%	67 14%	32 15%	63 16%	30 16%	30 15%	28 10%	127 18% T
Strongly disagree (-2)	112 11%	63 13%	48 9%	4 3% *	8 5%	18 12%	19 11% DE	29 19% DEG	33 15% DE	49 20% KLMNO	31 11% O	12 6%	20 7%	80 15% KLMO	32 7%	31 14% RS	57 14% RS	13 7%	12 6%	20 7%	92 13% T
Don't know	26 3%	11 2%	15 3%	4 3% *	3 2%	3 2%	5 3%	2 1%	8 4%	4 1%	8 3%	3 2%	11 4%	12 2%	14 3%	9 4%	7 2%	6 3%	3 2%	5 2%	21 3%
Mean score	0.15	0.06	0.24	0.62	0.58	0.21	0.07	-0.19	-0.21	-0.08	0.15	0.37	0.21	0.04	0.27	-0.04	0.04	0.3	0.41	0.43	0.04
Standard Deviation	1.156		B	FGHI*	FGHI	HI	HI				JN	JKN	J	J	JN			PQ	PQ	U	
		1.176	1.13	1.041	1.06	1.15	1.083	1.203	1.119	1.274	1.183	1.065	1.04	1.232	1.052	1.15	1.205	1.066	1.085	1.08	1.166
Standard Error	0.037	0.054	0.051	0.089	0.085	0.094	0.082	0.098	0.077	0.081	0.072	0.079	0.062	0.054	0.049	0.08	0.061	0.078	0.077	0.066	0.044

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q215. How much do you agree that the following led you to buy unhealthy food - Previous (higher) price displayed along with new (lower) price

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	425 42%	112 43%	286 42%	27 47% *	276 44%	148 40%	85 53% I	156 45% I	30 32% *	254 42%	155 44%	15 33% *	109 43%	64 39%	157 41%	92 49%	336 48% R	89 30%
Strongly agree (2)	99 10%	26 10%	67 10%	6 11% *	64 10%	36 9%	30 19% HI	27 8%	3 3% *	65 11%	29 8%	5 11% *	28 11%	21 13%	32 8%	19 10%	83 12% R	17 6%
Agree (1)	325 32%	86 33%	219 32%	20 36% *	213 34%	113 30%	55 34%	128 37%	27 29% *	189 31%	126 36%	10 22% *	80 32%	43 26%	125 32%	73 39% N	253 36% R	72 24%
Neither agree nor disagree (0)	285 28%	74 28%	198 29%	12 21% *	192 31%	93 25%	39 24%	107 31%	37 39% G*	183 30%	90 26%	11 24% *	74 29%	52 32%	109 28%	48 26%	180 26% Q	105 35%
Net: Disagree	267 27%	68 26%	182 27%	17 30% *	145 23%	122 32% E	37 23%	77 22%	25 26% *	154 26%	98 28%	15 32% *	66 26%	45 27%	110 29%	41 22%	174 25%	92 31%
Disagree (-1)	155 15%	34 13%	112 16%	10 17% *	86 14%	70 19%	20 12%	50 14%	15 16% *	84 14%	63 18%	8 17% *	39 15%	24 14%	68 18%	22 12%	98 14%	57 19%
Strongly disagree (-2)	112 11%	34 13%	70 10%	8 13% *	60 10%	52 14% E	17 11%	28 8%	10 10% *	70 12%	35 10%	7 15% *	27 11%	21 13%	42 11%	18 10%	76 11%	36 12%
Don't know	26 3%	7 3%	17 3%	1 2% *	14 2%	12 3%	1 1%	8 2%	3 3% *	11 2%	10 3%	5 11% JK*	5 2%	5 3%	10 3%	6 3%	13 2%	13 4%
Mean score	0.15	0.14	0.15	0.15 *	0.22 F	0.03	0.38 I	0.23	-0.02 *	0.16	0.15	-0.03 *	0.18	0.12	0.1	0.28	0.24 R	-0.08
Standard Deviation	1.156	1.184	1.139	1.238	1.115	1.213	1.225	1.059	1.019	1.162	1.129	1.286	1.157	1.202	1.137	1.13	1.171	1.086
Standard Error	0.037	0.074	0.044	0.165	0.045	0.064	0.096	0.057	0.106	0.048	0.061	0.2	0.073	0.095	0.059	0.084	0.045	0.064

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Previous (higher) price displayed along with new (lower) price

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	425 42%	125 42%	292 42%	256 44% E	77 33%	83 53% E	394 44% H	31 31% *	224 56% J	201 33%
Strongly agree (2)	99 10%	34 12%	64 9%	50 9%	18 7%	26 16% DE	87 10%	12 12% *	65 16% J	35 6%
Agree (1)	325 32%	91 31%	228 33%	205 35% E	60 25%	57 37% E	307 34% H	19 18% *	159 40% J	166 28%
Neither agree nor disagree (0)	285 28%	91 31%	189 27%	145 25% DF	100 42% DF	33 21%	241 27%	44 43% G*	90 22%	195 32% I
Net: Disagree	267 27%	72 25%	193 28%	175 30% E	51 22%	34 22%	246 27%	21 21% *	81 20%	185 31% I
Disagree (-1)	155 15%	38 13%	117 17%	95 16% E	34 15%	23 15%	147 16% H	8 8% *	48 12%	107 18% I
Strongly disagree (-2)	112 11%	35 12%	76 11%	81 14% E	17 7%	12 7%	98 11%	13 13% *	33 8%	79 13% I
Don't know	26 3%	7 2%	17 3%	9 2%	8 3%	6 4%	20 2%	5 5% *	5 1%	21 3%
Mean score	0.15	0.18	0.13	0.09	0.12	0.42 DE	0.16	0.09 *	0.44 J	-0.05
Standard Deviation	1.156	1.171	1.153	1.193	1.001	1.168	1.155	1.164	1.151	1.118
Standard Error	0.037	0.069	0.044	0.05	0.066	0.095	0.039	0.119	0.058	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Previous (higher) price displayed along with new (lower) price

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	425 42%	124 55%	295 49%	130 32%	345 47%	267 50%	107 60%	80 30%
			D		H	H	EFH	
Strongly agree (2)	99 10%	32 14%	64 11%	35 9%	87 12%	68 13%	34 19%	13 5%
					H	H	EH	
Agree (1)	325 32%	92 41%	230 38%	95 24%	258 35%	199 38%	73 41%	67 25%
			D		H	H	H	
Neither agree nor disagree (0)	285 28%	55 25%	143 24%	142 35%	202 27%	148 28%	42 23%	83 31%
			C					
Net: Disagree	267 27%	37 17%	155 26%	112 28%	171 23%	106 20%	30 17%	96 36%
							EFG	
Disagree (-1)	155 15%	25 11%	96 16%	60 15%	106 14%	67 13%	19 11%	50 18%
							FG	
Strongly disagree (-2)	112 11%	12 5%	59 10%	53 13%	65 9%	39 7%	10 6%	46 17%
							EFG	
Don't know	26 3%	7 3%	9 2%	16 4%	16 2%	9 2%	1 1%	10 4%
			C					
Mean score	0.15	0.49	0.25	*	0.27	0.36	0.56	-0.19
			D		H	H	EFH	
Standard Deviation	1.156	1.057	1.151	1.149	1.133	1.096	1.095	1.154
Standard Error	0.037	0.072	0.047	0.059	0.042	0.048	0.082	0.072

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q215. How much do you agree that the following led you to buy unhealthy food - Extra free (e.g. 25%)

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	470 47%	223 46%	248 48%	81 57% GHI*	92 58% GHI	77 51% H	78 43% H	49 32% H	94 43% H	114 45% H	141 51% M	95 51% M	120 41% M	255 49% M	215 45% M	92 43% M	173 44% M	98 50% M	108 54% PQ	149 54% U	321 44% U
Strongly agree (2)	99 10%	51 10%	48 9%	21 15% HI*	28 18% GHI	17 11% I	16 9% H	8 5% H	9 4% H	22 9% H	26 9% H	27 14% H	25 9% H	48 9% H	51 11% H	17 8% H	38 10% H	18 9% H	26 13% H	40 14% U	60 8% U
Agree (1)	371 37%	172 35%	200 39%	60 43% H*	64 40% H	60 39% H	62 34% H	41 27% H	85 39% H	92 37% H	116 42% MO	68 37% MO	95 33% MO	208 39% MO	164 34% MO	75 35% MO	135 34% MO	80 41% MO	82 41% MO	110 40% MO	262 36% MO
Neither agree nor disagree (0)	250 25%	127 26%	124 24%	27 19% *	40 26% *	38 25% *	52 29% I	46 31% I	46 21% I	46 18% I	59 21% JN	54 29% JN	91 31% JKN	105 20% JKN	145 30% JKN	57 27% JKN	96 25% JKN	51 26% JKN	46 23% JKN	74 27% JKN	176 24% JKN
Net: Disagree	263 26%	130 27%	133 26%	28 20% *	24 15% *	34 22% *	50 28% E	53 35% DEF	74 34% DEF	89 35% KLMNO	68 25% KLMNO	34 19% KLMNO	72 25% KLMNO	157 30% KLO	107 22% KLO	62 29% KLO	120 31% RS	41 21% RS	41 21% RS	48 17% T	216 30% T
Disagree (-1)	162 16%	82 17%	80 16%	24 17% *	17 11% *	18 12% *	33 18% *	25 16% *	45 21% EF	44 18% KLMO	43 16% KLMO	24 13% KLMO	51 17% KLMO	87 17% KLMO	74 16% KLMO	31 15% KLMO	65 17% KLMO	32 17% KLMO	33 16% KLMO	33 12% T	128 18% T
Strongly disagree (-2)	102 10%	48 10%	53 10%	4 3% *	7 4% *	16 11% D	17 10% D	28 19% DEG	29 13% DE	44 18% KLMO	25 9% KLMO	11 6% KLMO	22 7% KLMO	69 13% KLMO	32 7% KLMO	30 14% RS	55 14% RS	8 4% RS	8 4% RS	14 5% T	87 12% T
Don't know	18 2%	8 2%	10 2%	4 3% *	2 1% *	3 2% *	1 * *	4 2% *	4 2% *	2 1% *	7 3% *	2 1% *	7 2% *	9 2% *	9 2% *	5 2% *	3 1% *	5 3% *	5 3% *	5 2% *	12 2% *
Mean score	0.21	0.2	0.22	0.51	0.58	0.3	0.14	-0.16	*	0.01	0.28	0.42	0.18	0.15	0.27	0.08	0.09	0.35	0.44	0.47	0.11
Standard Deviation	1.147	1.149	1.146	GHI*	FGHI	HI	H	1.186	1.148	1.274	JN	JMNO	1.068	J	JM	1.183	1.21	1.013	1.055	1.052	1.167
Standard Error	0.037	0.052	0.051	0.09	0.084	0.095	0.083	0.098	0.078	0.081	0.069	0.079	0.063	0.053	0.05	0.082	0.061	0.074	0.076	0.064	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Extra free (e.g. 25%)

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	470 47%	130 50%	313 46%	27 48% *	296 47%	174 47%	82 51% I	176 51% I	34 36% *	271 45%	178 50%	21 46% *	121 48%	85 51%	174 45%	88 47%	367 52% R	104 35%
Strongly agree (2)	99 10%	24 9%	69 10%	6 10% *	70 11%	29 8%	29 18% HI	32 9%	6 7% *	66 11%	31 9%	2 5% *	25 10%	19 11%	35 9%	20 11%	83 12% R	16 5%
Agree (1)	371 37%	106 41%	243 36%	22 38% *	226 36%	145 39%	53 33% I	144 41% I	28 29% *	206 34%	147 42% J	19 40% *	96 38%	66 39%	139 36%	68 37%	283 40% R	88 29%
Neither agree nor disagree (0)	250 25%	59 23%	182 27%	9 16% *	166 26%	84 22%	40 25%	93 27%	27 29% *	168 28% K	75 21%	8 17% *	62 25%	33 20%	101 26%	53 28%	156 22% Q	94 31%
Net: Disagree	263 26%	72 28%	174 25%	18 31% *	154 25%	109 29%	40 25%	74 21%	30 32% *	157 26%	93 26%	14 29% *	67 26%	46 28%	104 27%	40 21%	176 25%	88 29%
Disagree (-1)	162 16%	39 15%	111 16%	12 21% *	98 16%	64 17%	25 16%	50 14%	18 19% *	90 15%	65 18%	7 16% *	40 16%	25 15%	70 18%	23 13%	108 15%	54 18%
Strongly disagree (-2)	102 10%	33 13%	63 9%	6 10% *	57 9%	45 12%	15 9%	24 7%	12 13% *	67 11%	29 8%	6 14% *	27 11%	21 13%	34 9%	16 9%	68 10%	33 11%
Don't know	18 2%	- -	15 2% B	3 5% B*	11 2%	7 2%	- -	5 1%	4 4% *	7 1%	7 2%	4 8% J*	4 1%	3 2%	6 2%	5 3%	5 1%	13 4% Q
Mean score	0.21	0.19	0.22	0.18 *	0.25	0.14	0.34 I	0.32 I	-0.01 *	0.19	0.25	0.08 *	0.21	0.22	0.19	0.29	0.3 R	-0.01
Standard Deviation	1.147	1.185	1.129	1.203	1.134	1.167	1.211	1.058	1.149	1.162	1.114	1.211	1.155	1.223	1.118	1.109	1.158	1.092
Standard Error	0.037	0.073	0.044	0.163	0.046	0.061	0.095	0.057	0.12	0.048	0.06	0.186	0.073	0.096	0.057	0.083	0.044	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Extra free (e.g. 25%)

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	470 47%	152 51%	313 45%	278 48%	95 40%	86 56%	442 49%	28 28%	236 59%	235 39%
Strongly agree (2)	99 10%	43 15%	54 8%	59 10%	15 7%	19 12%	88 10%	11 11%	66 17%	33 5%
Agree (1)	371 37%	109 37%	259 37%	219 37%	80 34%	67 43%	354 39%	17 17%	169 42%	202 34%
Neither agree nor disagree (0)	250 25%	66 22%	180 26%	127 22%	84 36%	32 21%	211 23%	39 39%	78 19%	172 29%
Net: Disagree	263 26%	73 25%	188 27%	174 30%	51 22%	34 22%	235 26%	28 28%	81 20%	182 30%
Disagree (-1)	162 16%	42 14%	118 17%	101 17%	33 14%	25 16%	147 16%	15 15%	52 13%	109 18%
Strongly disagree (-2)	102 10%	31 10%	70 10%	73 13%	18 7%	9 6%	88 10%	14 13%	29 7%	73 12%
Don't know	18 2%	5 2%	11 2%	6 1%	6 3%	3 2%	12 1%	6 6%	5 1%	13 2%
Mean score	0.21	0.31	0.16	0.16	0.18	0.41	0.23	-0.03	0.49	0.02
Standard Deviation	1.147	1.201	1.122	1.203	1.018	1.086	1.142	1.169	1.137	1.117
Standard Error	0.037	0.071	0.043	0.05	0.067	0.088	0.038	0.12	0.057	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Extra free (e.g. 25%)

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	470 47%	119 53%	325 54% D	145 36%	379 52% H	295 56% H	112 62% EH	92 34%
Strongly agree (2)	99 10%	29 13%	70 12% D	29 7%	88 12% H	74 14% H	39 22% EFH	11 4%
Agree (1)	371 37%	89 40%	255 42% D	116 29%	291 40% H	221 42% H	73 41% H	81 30%
Neither agree nor disagree (0)	250 25%	53 24%	119 20% C	132 33% C	176 24%	124 23%	36 20%	74 27%
Net: Disagree	263 26%	47 21%	151 25%	113 28%	166 23%	105 20%	28 15%	97 36% EFG
Disagree (-1)	162 16%	35 16%	95 16%	67 17%	111 15%	69 13%	18 10%	51 19% FG
Strongly disagree (-2)	102 10%	12 5%	56 9%	46 11%	55 8%	35 7%	9 5%	46 17% EFG
Don't know	18 2%	5 2%	7 1%	11 3%	12 2%	7 1%	4 2%	6 2%
Mean score	0.21	0.41	0.32 D	0.04	0.34 H	0.44 H	0.65 EFH	-0.15
Standard Deviation	1.147	1.077	1.156	1.114	1.112	1.096	1.101	1.165
Standard Error	0.037	0.073	0.047	0.056	0.041	0.048	0.083	0.072

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q215. How much do you agree that the following led you to buy unhealthy food - Food/drink displayed at check-outs or at end of aisles

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	399 40%	174 36%	226 44%	74 53% GHI*	82 52% GHI	80 53% GHI	70 39% HI	38 25%	55 25%	87 35%	110 40%	95 51% JKMNO	107 37%	197 37%	203 43% JM	67 31%	142 36%	87 44% P	104 52% PQ	161 58% U	239 33%
Strongly agree (2)	103 10%	49 10%	54 11%	24 17% HI*	23 15% I	19 13% I	16 9%	12 8%	9 4%	22 9%	26 10%	25 13%	30 10%	48 9%	55 12%	16 7%	30 8%	22 11%	36 18% PQ	47 17% U	56 8%
Agree (1)	296 30%	125 26%	172 33% B	50 35% HI*	59 37% HI	61 40% HI	54 30% H	26 17%	46 21%	65 26%	84 30%	70 38% JMNO	77 27%	149 28%	148 31% M	51 24%	112 29%	65 33% P	68 34% P	114 41% U	183 25%
Neither agree nor disagree (0)	220 22%	122 25% C	98 19%	26 18% *	39 24%	26 17%	45 25%	40 26%	44 20%	35 14%	62 23% JN	45 24% J	77 27% JN	97 18% J	123 26% JN	54 25%	89 23%	37 19%	40 20%	56 20%	164 23%
Net: Disagree	368 37%	186 38%	182 35%	36 26% *	36 22%	43 28%	65 36% E	72 48% DEFG	116 53% DEFG	128 51% KLMNO	97 35% L	43 23%	100 34% LO	225 43% KLMO	143 30% L	88 41% S	160 41% S	66 34%	54 27%	57 21%	311 43% T
Disagree (-1)	216 22%	106 22%	111 22%	25 18% *	26 16%	24 15%	38 21%	33 22%	71 33% DEFGH	67 27% LO	62 22%	30 16%	58 20%	128 24% LO	88 18%	40 19%	89 23%	46 24%	40 20%	39 14%	177 24% T
Strongly disagree (-2)	152 15%	81 17%	71 14%	12 8% *	10 6%	19 12%	28 15% E	39 26% DEFG	45 20% DE	62 25% KLMNO	36 13%	13 7%	42 14% L	97 18% KLO	55 11% L	48 22% RS	71 18% RS	20 10%	14 7%	18 7%	134 18% T
Don't know	15 2%	6 1%	9 2%	4 3% *	2 1%	3 2%	1 1%	2 1%	3 1%	1 *	6 2%	2 1%	6 2%	7 1%	8 2%	6 3% Q	1 *	5 3% Q	2 1%	3 1%	12 2%
Mean score	-0.02	-0.09	0.05	0.37 GHI*	0.38 GHI	0.25 GHI	-0.04 HI	-0.41	-0.45	-0.33	0.01 JN	0.35 JKMNO	-0.01 J	-0.15 J	0.13 JMN	-0.26	-0.15	0.12 PQ	0.37 PQ	0.48 U	-0.21
Standard Deviation	1.246	1.245	1.245	1.217	1.119	1.238	1.217	1.261	1.16	1.327	1.21	1.121	1.22	1.278	1.195	1.261	1.234	1.207	1.196	1.13	1.236
Standard Error	0.04	0.057	0.055	0.104	0.09	0.101	0.091	0.103	0.079	0.084	0.074	0.083	0.072	0.056	0.055	0.087	0.062	0.088	0.085	0.068	0.046

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q215. How much do you agree that the following led you to buy unhealthy food - Food/drink displayed at check-outs or at end of aisles

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	399 40%	111 42%	265 39%	23 41% *	280 45% F	120 32%	85 53% I	166 48% I	24 25% *	252 42% L	138 39% L	9 20% *	117 46% N	56 34%	155 40%	70 37%	306 44% R	93 31%
Strongly agree (2)	103 10%	31 12%	67 10%	5 8% *	74 12% F	29 8%	36 22% HI	32 9%	3 3% *	70 12%	27 8%	6 13% *	28 11%	18 11%	38 10%	19 10%	85 12% R	18 6%
Agree (1)	296 30%	80 30%	198 29%	19 33% *	205 33% F	91 24%	49 31%	134 38% I	21 22% *	182 30% L	111 31% L	3 7% *	89 35% N	38 23%	117 30%	50 27%	221 31%	75 25%
Neither agree nor disagree (0)	220 22%	55 21%	155 23%	10 17% *	135 21% F	85 23%	31 19%	73 21% I	25 26% *	137 23% L	70 20% L	12 26% *	49 19%	44 27%	78 20%	46 25%	140 20%	80 27% Q
Net: Disagree	368 37%	93 36%	252 37%	23 41% *	203 32% E	165 44%	46 28%	105 30%	43 46% GH*	206 34%	140 40%	21 46% *	85 33%	63 38%	150 39%	64 34%	252 36%	116 39%
Disagree (-1)	216 22%	49 19%	154 23%	13 23% *	121 19% E	95 25% E	18 11%	72 21% G	28 30% G*	111 18%	93 26% J	12 26% *	44 17%	32 19%	95 25% M	44 23%	150 21%	66 22%
Strongly disagree (-2)	152 15%	44 17%	98 14%	10 18% *	82 13% E	70 19% E	28 17% H	32 9%	15 16% *	96 16%	47 13%	9 20% *	41 16%	31 19%	55 14%	20 11%	102 15%	50 17%
Don't know	15 2%	3 1%	11 2%	1 2% *	10 2% F	5 1%	- -	5 1%	3 3% *	6 1%	5 1%	4 8% JK*	3 1%	3 2%	3 1%	6 3%	5 1%	10 3% Q
Mean score	-0.02	0.02	-0.03	-0.09 *	0.11 F	-0.23	0.3 I	0.18 I	-0.34 *	0.03	-0.06	-0.35 *	0.08	-0.13	-0.03	0.03	0.05 R	-0.19
Standard Deviation	1.246	1.291	1.227	1.282	1.237	1.234	1.38	1.151	1.104	1.266	1.199	1.309	1.276	1.273	1.236	1.188	1.266	1.181
Standard Error	0.04	0.08	0.047	0.171	0.05	0.064	0.108	0.062	0.115	0.052	0.064	0.201	0.081	0.1	0.063	0.089	0.048	0.069

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Food/drink displayed at check-outs or at end of aisles

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	399 40%	117 39%	278 40%	254 43% E	73 31%	65 42% E	375 42% H	24 24% *	204 51% J	195 32%
Strongly agree (2)	103 10%	40 14% C	62 9%	63 11% E	13 5%	22 14% E	93 10%	10 9% *	65 16% J	38 6%
Agree (1)	296 30%	76 26%	216 31%	191 33%	60 25%	43 28%	281 31% H	15 15% *	139 35% J	157 26%
Neither agree nor disagree (0)	220 22%	56 19%	156 23%	98 17%	80 34% DF	36 23%	184 20%	36 35% G*	78 19%	142 24%
Net: Disagree	368 37%	117 40%	249 36%	227 39%	79 33%	54 35%	331 37%	37 37% *	113 28%	255 42% I
Disagree (-1)	216 22%	61 21%	155 22%	131 22%	49 21%	32 20%	198 22%	18 18% *	66 17%	150 25% I
Strongly disagree (-2)	152 15%	57 19% C	94 14%	96 16%	30 12%	22 14%	133 15%	19 19% *	47 12%	105 17% I
Don't know	15 2%	5 2%	9 1%	6 1%	6 2%	1 1%	11 1%	4 4% *	5 1%	10 2%
Mean score	-0.02	-0.06	-0.01	-0.01	-0.1	0.07	0.01	-0.23 *	0.27 J	-0.21
Standard Deviation	1.246	1.346	1.207	1.288	1.095	1.273	1.248	1.217	1.258	1.201
Standard Error	0.04	0.079	0.046	0.054	0.072	0.102	0.042	0.123	0.063	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Food/drink displayed at check-outs or at end of aisles

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	399 40%	120 54%	296 49%	103 26%	324 44%	264 50%	113 63%	75 28%
			D		H	H	EFH	
Strongly agree (2)	103 10%	30 13%	78 13%	25 6%	89 12%	76 14%	41 23%	14 5%
			D		H	H	EFH	
Agree (1)	296 30%	90 40%	219 36%	78 19%	235 32%	188 35%	72 40%	61 23%
			D		H	H	H	
Neither agree nor disagree (0)	220 22%	40 18%	99 16%	120 30%	162 22%	118 22%	31 17%	58 21%
			C					
Net: Disagree	368 37%	58 26%	202 34%	166 42%	239 33%	146 28%	35 19%	129 48%
			C		G	G		EFG
Disagree (-1)	216 22%	42 19%	127 21%	89 22%	151 21%	95 18%	23 13%	65 24%
					G			FG
Strongly disagree (-2)	152 15%	16 7%	74 12%	77 19%	88 12%	51 10%	12 7%	64 24%
			C					EFG
Don't know	15 2%	6 3%	4 1%	11 3%	8 1%	2 *	1 1%	7 3%
				C				F
Mean score	-0.02	0.35	0.16	-0.29	0.12	0.27	0.6	-0.4
			D		H	EH	EFH	
Standard Deviation	1.246	1.154	1.255	1.183	1.223	1.195	1.166	1.233
Standard Error	0.04	0.078	0.051	0.06	0.045	0.052	0.087	0.076

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q215. How much do you agree that the following led you to buy unhealthy food - Use of celebrities or cartoon characters on packs

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	211 21%	110 22%	101 20%	43 31% GHI*	59 37% GHI	40 26% HI	31 17%	15 10%	23 10%	48 19%	54 20%	52 28% JKMN	56 19%	102 19%	109 23%	37 17%	58 15%	46 24%	69 35% PQR	101 36% U	110 15%
Strongly agree (2)	69 7%	33 7%	36 7%	16 12% HI*	25 16% FGHI	9 6%	9 5%	4 2%	6 3%	19 8%	19 7%	14 8%	17 6%	38 7%	31 7%	14 7%	22 5%	16 8%	17 9%	33 12% U	36 5%
Agree (1)	142 14%	76 16%	65 13%	27 19% HI*	34 22% GHI	31 20% HI	22 12%	11 7%	16 8%	29 11%	36 13%	38 21% JKN	39 13%	64 12%	77 16%	23 10%	37 9%	30 15% Q	52 26% PQR	68 25% U	74 10%
Neither agree nor disagree (0)	205 20%	108 22%	97 19%	29 21% *	33 21%	31 20%	40 22%	30 20%	41 19%	36 14%	50 18%	48 26% JN	71 24% JN	86 16%	119 25% JKN	32 15%	93 24% P	44 23%	37 18%	66 24%	139 19%
Net: Disagree	564 56%	258 53%	306 60% B	64 46% *	63 40%	78 51% E	107 59% E	103 68% DEF	149 68% DEF	166 66% LMO	162 59% LO	82 44%	154 53%	328 62% LMO	236 50%	138 64% RS	239 61% RS	99 51%	88 44%	105 38%	459 63% T
Disagree (-1)	243 24%	92 19%	151 29% B	35 25% *	33 21%	40 27%	42 23%	32 21%	60 28%	60 24%	69 25%	44 24%	71 24%	129 24%	114 24%	47 22%	96 24%	52 26%	49 25%	55 20%	188 26%
Strongly disagree (-2)	321 32%	167 34%	155 30%	29 21% *	30 19%	38 25%	65 36% DEF	71 47% DEFG	89 41% DEF	106 42% KLMO	93 34% LO	38 21%	84 29%	199 38% LMO	122 26%	91 42% RS	144 37% RS	47 24%	39 20%	50 18%	271 37% T
Don't know	22 2%	12 2%	10 2%	4 3% *	3 2%	3 2%	3 2%	3 2%	6 3%	1 * J	9 3% J	3 2%	8 3%	10 2% J	12 2%	9 4% Q	2 * Q	5 3%	6 3% Q	5 2%	17 2%
Mean score	-0.62	-0.59	-0.64	-0.25 GHI*	-0.06 FGHI	-0.45 GHI	-0.74 HI	-1.05	-0.98	-0.82	-0.69	-0.29 JKMNO	-0.58 J	-0.75	-0.47 JKMN	-0.86	-0.78	-0.44 PQ	-0.21 PQ	-0.08 U	-0.82
Standard Deviation	1.267	1.298	1.238	1.321	1.358	1.245	1.216	1.099	1.089	1.301	1.269	1.23	1.22	1.285	1.231	1.284	1.197	1.259	1.282	1.292	1.196
Standard Error	0.04	0.059	0.055	0.113	0.109	0.102	0.091	0.09	0.075	0.082	0.078	0.091	0.073	0.057	0.057	0.089	0.061	0.091	0.092	0.078	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Use of celebrities or cartoon characters on packs

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	211 21%	56 22%	143 21%	11 20% *	153 24% F	58 15%	60 37% HI	81 23% I	8 8% *	127 21%	79 22%	5 11% *	57 23%	37 22%	80 21%	35 19%	160 23%	51 17%
Strongly agree (2)	69 7%	15 6%	48 7%	6 10% *	53 8% F	16 4%	30 18% HI	21 6% I	- - *	46 8%	23 7%	- - *	16 6%	17 10%	27 7%	10 5%	58 8% R	11 4%
Agree (1)	142 14%	41 16%	95 14%	5 9% *	100 16% F	42 11%	31 19% I	60 17% I	8 8% *	81 13%	55 16%	5 11% *	42 16%	21 12%	53 14%	26 14%	102 14%	40 13%
Neither agree nor disagree (0)	205 20%	54 21%	142 21%	9 16% *	147 23% F	58 16%	24 15% G	101 29% I	19 20% *	115 19%	77 22%	13 27% *	60 24%	28 17%	79 20%	37 20%	144 20%	61 21%
Net: Disagree	564 56%	148 57%	382 56%	34 59% *	315 50% E	249 67%	78 48%	160 46%	65 68% GH*	350 58%	190 54%	25 54% *	133 53%	98 59%	219 57%	106 57%	391 56%	173 58%
Disagree (-1)	243 24%	56 22%	173 25%	13 23% *	143 23%	100 27%	29 18%	82 24%	29 31% G*	144 24%	94 27% L	5 11% *	57 22%	30 18%	97 25%	56 30% N	173 25%	70 23%
Strongly disagree (-2)	321 32%	92 35%	209 31%	20 36% *	172 27% E	149 40%	49 30%	79 23%	36 38% H*	206 34%	96 27% K	20 43% K*	76 30%	67 41% MP	122 32%	50 27%	218 31%	104 35%
Don't know	22 2%	2 1%	17 2%	3 5% *	12 2%	10 3%	- -	5 1%	3 3% *	11 2%	7 2%	4 8% J*	3 1%	3 2%	8 2%	7 4%	9 1%	13 4% Q
Mean score	-0.62	-0.65	-0.6	-0.69 *	-0.46 F	-0.89	-0.23 I	-0.4 I	-1.01 *	-0.65	-0.53	-0.94 *	-0.55	-0.69	-0.62	-0.62	-0.56 R	-0.75
Standard Deviation	1.267	1.272	1.259	1.36	1.286	1.189	1.505	1.193	0.977	1.29	1.238	1.124	1.253	1.385	1.262	1.193	1.292	1.195
Standard Error	0.04	0.079	0.049	0.185	0.052	0.062	0.118	0.064	0.102	0.053	0.067	0.172	0.079	0.109	0.065	0.089	0.049	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Use of celebrities or cartoon characters on packs

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	211 21%	73 25%	137 20%	140 24% E	32 13%	33 21%	192 21%	18 18% *	123 31% J	88 15%
Strongly agree (2)	69 7%	30 10% C	39 6%	46 8%	11 5%	9 6%	63 7%	6 6% *	52 13% J	17 3%
Agree (1)	142 14%	42 14%	98 14%	94 16% E	21 9%	24 16%	130 14%	12 12% *	71 18% J	71 12%
Neither agree nor disagree (0)	205 20%	53 18%	147 21%	103 18% DF	77 33% DF	21 13%	173 19%	32 32% G*	70 18%	135 22%
Net: Disagree	564 56%	162 55%	396 57%	335 57%	119 50%	99 63% E	518 58% H	46 46% *	202 51%	362 60% I
Disagree (-1)	243 24%	59 20%	180 26%	135 23%	54 23%	51 33% DE	228 25% H	15 15% *	93 23%	150 25%
Strongly disagree (-2)	321 32%	103 35%	216 31%	200 34%	66 28%	48 31%	290 32%	31 31% *	109 27% J	212 35% I
Don't know	22 2%	7 2%	12 2%	8 1%	9 4%	3 2%	18 2%	4 4% *	4 1%	17 3%
Mean score	-0.62	-0.56	-0.64	-0.6	-0.62	-0.68	-0.63	-0.55 *	-0.34 J	-0.8
Standard Deviation	1.267	1.376	1.224	1.317	1.136	1.234	1.27	1.245	1.391	1.14
Standard Error	0.04	0.081	0.047	0.055	0.075	0.1	0.043	0.126	0.07	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Use of celebrities or cartoon characters on packs

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	211 21%	66 29%	153 25% D	58 14%	188 26% H	165 31% EH	72 40% EFH	23 9%
Strongly agree (2)	69 7%	24 11%	48 8%	21 5%	62 8% H	57 11% H	30 17% EH	8 3%
Agree (1)	142 14%	42 19%	105 17% D	37 9%	126 17% H	107 20% H	42 23% H	16 6%
Neither agree nor disagree (0)	205 20%	50 22%	109 18% C	96 24%	149 20%	112 21%	40 23%	56 21%
Net: Disagree	564 56%	103 46%	330 55%	234 59%	386 53% G	249 47% G	66 37%	178 66% EFG
Disagree (-1)	243 24%	61 27%	152 25%	91 23%	180 25% G	123 23%	30 17%	63 23%
Strongly disagree (-2)	321 32%	43 19%	178 30%	143 36%	206 28% G	126 24%	35 20%	115 43% EFG
Don't know	22 2%	5 2%	10 2%	12 3%	10 1%	5 1%	1 1%	12 4% EFG
Mean score	-0.62	-0.25	-0.52 D	-0.77	-0.47 H	-0.29 EH	0.01 EFH	-1.02
Standard Deviation	1.267	1.277	1.302	1.197	1.297	1.325	1.375	1.084
Standard Error	0.04	0.086	0.054	0.061	0.048	0.058	0.103	0.068

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

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Tb T912

Q215. How much do you agree that the following led you to buy unhealthy food - Purchase rewards (e.g. collectibles/toys, on-pack promotions to win a prize)

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No	
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731	
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725	
Net: Agree	283 28%	129 27%	154 30%	54 38% GHI*	71 45% GHI	57 37% GHI	42 23%	22 15%	37 17%	69 27%	77 28%	63 34%	75 26%	145 28%	138 29%	42 19%	102 26%	59 30% P	80 40% PQ	124 45% U	159 22%	
Strongly agree (2)	80 8%	32 7%	48 9%	19 13% GHI*	27 17% GHI	18 12% GHI	9 5% H	1 1%	6 3%	18 7%	22 8%	24 13% MO	17 6%	40 8%	40 8% M	15 7%	23 6%	17 9%	25 13% Q	41 15% U	39 5%	
Agree (1)	203 20%	97 20%	106 21%	35 25% HI*	45 28% GHI	39 26% HI	33 18%	21 14%	31 14%	51 20%	55 20%	39 21%	58 20%	106 20%	97 20%	27 13%	79 20% P	42 21% P	55 27% P	83 30% U	120 17%	
Neither agree nor disagree (0)	235 23%	124 25%	111 22%	26 19% *	40 25%	37 24%	49 27%	40 27%	42 19%	43 17%	50 18%	52 28% JKN	90 31% JKN	93 18%	142 30% JKN	45 21%	99 25%	48 25%	43 21%	74 27%	161 22%	
Net: Disagree	461 46%	222 46%	239 46%	57 41% E*	44 28%	56 37%	87 48% EF	85 56% DEF	132 60% DEFG	137 55% LMO	139 50% LMO	67 36%	119 41%	276 52% LMO	186 39%	123 57% QRS	185 47% S	81 41%	73 37%	73 27%	388 53% T	
Disagree (-1)	238 24%	107 22%	132 26%	38 27% *	25 16%	29 19%	45 25%	33 22%	68 31% EFH	54 22%	78 28% M	45 25%	60 21%	133 25%	106 22%	55 26%	83 21%	50 25%	50 25%	42 15%	196 27% T	
Strongly disagree (-2)	223 22%	116 24%	107 21%	19 14% *	18 12%	27 18%	42 23% E	53 35% DEFG	63 29% DEF	82 33% KLMNO	61 22% L	21 12%	59 20% LO	143 27% KLMO	80 17% L	67 31% RS	102 26% RS	31 16%	23 11%	31 11%	192 26% T	
Don't know	23 2%	12 2%	11 2%	3 2% *	3 2%	3 2%	3 2%	4 2%	8 3%	3 1%	10 4%	3 2%	7 3%	12 2%	10 2%	6 3%	6 1%	7 4%	4 2%	5 2%	18 2%	
Mean score	-0.33	-0.37	-0.29	-0.03	0.23	-0.06	-0.44	-0.78	-0.72	-0.54	-0.38	-0.01	-0.31	-0.45	-0.19	-0.64	-0.42	-0.19	0.05	0.22	-0.54	
Standard Deviation	1.258	1.241	1.274	GHI*	FGHI	GHI	HI	1.186	1.102	1.127	1.326	1.267	1.209	1.182	1.297	1.2	1.252	1.243	1.217	1.233	1.216	1.21
Standard Error	0.04	0.057	0.057	0.11	0.101	0.106	0.089	0.091	0.078	0.084	0.078	0.09	0.07	0.057	0.056	0.087	0.063	0.089	0.088	0.074	0.045	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 749

Tb T913

Q215. How much do you agree that the following led you to buy unhealthy food - Purchase rewards (e.g. collectibles/toys, on-pack promotions to win a prize)

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	283 28%	75 29%	195 28%	14 24% *	201 32% F	82 22%	68 42% I	114 33% I	17 18% *	168 28%	106 30%	8 18% *	83 33%	45 27%	99 26%	54 29%	227 32% R	56 19%
Strongly agree (2)	80 8%	21 8%	54 8%	4 8% *	55 9%	25 7%	30 18% HI	19 5%	4 4% *	55 9%	22 6%	3 6% *	23 9%	16 10%	28 7%	13 7%	71 10% R	10 3%
Agree (1)	203 20%	53 20%	140 21%	9 16% *	146 23% F	57 15%	38 23%	95 27% I	13 14% *	113 19%	84 24%	6 12% *	60 24%	29 17%	72 19%	41 22%	156 22% R	47 16%
Neither agree nor disagree (0)	235 23%	57 22%	165 24%	12 21% *	154 25%	80 21%	29 18%	92 27%	28 29% *	146 24%	75 21%	14 29% *	57 22%	39 23%	91 24%	46 25%	159 23%	76 25%
Net: Disagree	461 46%	127 49%	305 45%	28 50% *	259 41%	202 54% E	64 40%	136 39%	48 50% *	278 46%	162 46%	21 44% *	109 43%	77 46%	188 49%	80 43%	309 44%	152 51%
Disagree (-1)	238 24%	61 24%	163 24%	14 24% *	139 22%	100 27%	28 17%	83 24%	25 26% *	141 23%	87 25%	10 22% *	52 21%	31 19%	103 27%	51 27%	166 24%	72 24%
Strongly disagree (-2)	223 22%	66 25%	142 21%	15 26% *	121 19%	102 27% E	37 23%	53 15%	23 24% *	137 23%	76 21%	10 22% *	56 22%	46 28% P	86 22%	29 16%	143 20%	80 27% Q
Don't know	23 2%	2 1%	18 3%	3 5% *	12 2%	11 3%	1 1%	5 1%	3 3% *	9 2%	10 3%	4 8% J*	5 2%	6 3%	7 2%	5 3%	8 1% Q	15 5% Q
Mean score	-0.33	-0.38	-0.3	-0.46 *	-0.2 F	-0.54	-0.02 I	-0.16 I	-0.54 *	-0.32	-0.32	-0.46 *	-0.23	-0.39	-0.39	-0.23	-0.22 R	-0.59
Standard Deviation	1.258	1.286	1.246	1.282	1.252	1.241	1.439	1.157	1.135	1.274	1.24	1.191	1.299	1.333	1.23	1.183	1.282	1.158
Standard Error	0.04	0.08	0.048	0.174	0.05	0.065	0.113	0.063	0.118	0.052	0.067	0.183	0.082	0.105	0.063	0.088	0.049	0.069

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 750

Tb T914

Q215. How much do you agree that the following led you to buy unhealthy food - Purchase rewards (e.g. collectibles/toys, on-pack promotions to win a prize)

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	283 28%	86 29%	194 28%	172 29%	57 24%	47 30%	261 29%	22 22% *	164 41% J	119 20%
Strongly agree (2)	80 8%	31 10%	48 7%	46 8%	15 6%	16 10%	71 8%	9 9% *	56 14% J	24 4%
Agree (1)	203 20%	55 19%	146 21%	126 22%	42 18%	32 20%	190 21%	13 13% *	108 27% J	95 16%
Neither agree nor disagree (0)	235 23%	67 23%	164 24%	122 21%	82 34% DF	26 17%	199 22%	36 35% G*	83 21%	152 25%
Net: Disagree	461 46%	135 46%	320 46%	284 49% E	89 38%	80 51% E	422 47%	39 39% *	149 37%	313 52% I
Disagree (-1)	238 24%	59 20%	174 25%	137 23%	50 21%	48 31%	221 25%	17 17% *	78 20%	160 27% I
Strongly disagree (-2)	223 22%	76 26%	146 21%	147 25% E	39 16%	32 20%	201 22%	22 22% *	71 18%	152 25% I
Don't know	23 2%	8 3%	14 2%	8 1%	9 4% D	3 2%	19 2%	4 4% *	4 1%	18 3%
Mean score	-0.33	-0.33	-0.33	-0.37	-0.25	-0.31	-0.33	-0.31 *	* J	-0.55
Standard Deviation	1.258	1.334	1.229	1.288	1.139	1.292	1.262	1.232	1.325	1.159
Standard Error	0.04	0.079	0.047	0.054	0.075	0.104	0.042	0.125	0.067	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 751
Tb T915

Q215. How much do you agree that the following led you to buy unhealthy food - Purchase rewards (e.g. collectibles/toys, on-pack promotions to win a prize)

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	283 28%	82 37%	203 34% D	80 20%	234 32% H	196 37% H	86 48% EFH	49 18%
Strongly agree (2)	80 8%	28 12%	54 9%	26 6%	74 10% H	68 13% H	34 19% EH	6 2%
Agree (1)	203 20%	55 24%	149 25% D	54 13%	160 22% H	128 24% H	52 29% H	43 16%
Neither agree nor disagree (0)	235 23%	54 24%	118 20%	117 29% C	171 23%	130 24%	42 23%	64 24%
Net: Disagree	461 46%	83 37%	270 45%	192 48%	314 43% G	196 37% G	49 28%	148 55% EFG
Disagree (-1)	238 24%	53 24%	145 24%	93 23%	169 23% G	112 21%	26 14%	69 26% G
Strongly disagree (-2)	223 22%	30 13%	124 21%	99 25%	145 20%	85 16%	24 13%	79 29% EFG
Don't know	23 2%	4 2%	10 2%	13 3%	15 2%	8 1%	2 1%	8 3%
Mean score	-0.33	-0.01	-0.23 D	-0.48	-0.21 H	-0.03 EH	0.27 EFH	-0.66
Standard Deviation	1.258	1.244	1.287	1.199	1.279	1.277	1.295	1.139
Standard Error	0.04	0.084	0.053	0.061	0.048	0.056	0.097	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Loyalty card points

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	356 35%	161 33%	195 38%	66 47% GHI*	80 50% GHI	64 42% GHI	57 31% GHI	36 24% GHI	53 24% GHI	86 34% JKMNO	87 32% JKMNO	85 46% JKMNO	98 34% JKMNO	173 33% JKMNO	183 38% M	55 26% M	123 31% PQ	82 42% PQ	96 48% PQ	140 51% U	216 30% U
Strongly agree (2)	89 9%	39 8%	50 10%	20 15% HI*	26 16% GHI	16 11% I	15 8% I	7 5% I	4 2% I	21 8% JKMNO	23 8% JKMNO	28 15% JKMNO	18 6% JKMNO	43 8% JKMNO	46 10% M	13 6% M	24 6% Q	22 11% Q	30 15% PQ	45 16% U	44 6% U
Agree (1)	267 27%	122 25%	145 28%	45 32% H*	54 34% GHI	48 32% H	42 23% H	28 19% H	49 22% H	65 26% JKMNO	64 23% JKMNO	57 31% JKMNO	80 27% JKMNO	130 25% JKMNO	137 29% JKMNO	43 20% S	99 25% S	59 31% P	66 33% P	95 34% U	172 24% U
Neither agree nor disagree (0)	264 26%	127 26%	137 27%	30 22% *	41 26% *	33 22% *	52 29% *	39 26% *	68 31% *	44 17% JN	71 26% JN	49 26% J	100 34% JKN	114 22% J	149 31% JN	64 30% S	116 29% S	46 24% S	37 19% S	64 23% T	199 27% T
Net: Disagree	365 36%	192 39%	174 34%	40 28% *	37 23% *	52 34% *	71 39% E	73 48% DEF	93 43% DE	119 48% LMO	110 40% LMO	49 27% LMO	87 30% LMO	229 44% LMO	136 29% LMO	91 42% R	149 38% R	61 31% R	65 32% R	68 24% T	298 41% T
Disagree (-1)	203 20%	97 20%	105 20%	25 18% *	22 14% *	29 19% *	41 23% E	35 23% E	50 23% E	56 22% KLMO	67 24% L	34 18% L	45 16% L	123 23% KLO	80 17% MO	38 18% RS	79 20% RS	40 21% RS	46 23% RS	47 17% T	156 22% T
Strongly disagree (-2)	163 16%	94 19% C	68 13% C	15 11% *	15 10% *	22 15% *	30 16% DEF	38 25% DEF	43 20% E	63 25% KLMNO	43 16% L	15 8% L	42 14% L	106 20% KLO	57 12% MO	54 25% RS	70 18% RS	20 10% RS	19 9% RS	21 8% T	142 20% T
Don't know	18 2%	9 2%	9 2%	4 3% *	1 1% *	3 2% *	1 1% *	4 2% *	5 2% *	2 1% KLMO	8 3% L	2 1% L	6 2% L	10 2% KLO	8 2% MO	4 2% RS	5 1% RS	6 3% RS	2 1% RS	5 2% T	13 2% T
Mean score	-0.08	-0.18	0.01	0.23	0.34	0.04	-0.16	-0.45	-0.37	-0.31	-0.16	0.26	-0.04	-0.23	0.08	-0.36	-0.18	0.12	0.21	0.35	-0.25
Standard Deviation	1.222	1.24	B 1.198	GHI* 1.23	FGHI 1.191	HI 1.25	H 1.197	1.207	1.098	1.321	1.203	JKMNO 1.17	JN 1.131	1.262	JKMN 1.155	1.229	1.183	PQ 1.193	PQ 1.23	U 1.172	1.199
Standard Error	0.039	0.057	0.053	0.106	0.095	0.102	0.089	0.099	0.075	0.084	0.074	0.086	0.067	0.056	0.053	0.085	0.06	0.087	0.087	0.071	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Loyalty card points

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	356 35%	102 39%	230 34%	23 41% *	249 40% F	106 28%	80 49% I	138 40% I	26 27% *	223 37%	120 34%	13 27% *	100 39% O	58 35%	120 31%	75 40%	279 40% R	77 26%
Strongly agree (2)	89 9%	21 8%	60 9%	8 14% *	62 10%	27 7%	37 23% HI	20 6%	1 1% *	66 11% K	21 6%	2 5% *	28 11%	14 9%	36 9%	11 6%	69 10%	20 7%
Agree (1)	267 27%	82 31%	170 25%	15 27% *	187 30% F	79 21%	43 27%	118 34%	25 26% *	156 26%	100 28%	11 23% *	72 29%	44 26%	84 22%	64 34% O	209 30% R	57 19%
Neither agree nor disagree (0)	264 26%	71 27%	179 26%	14 24% *	171 27%	93 25%	33 20%	102 29%	30 31% *	162 27%	93 26%	9 19% *	59 23%	42 25%	116 30%	45 24%	171 24% Q	92 31%
Net: Disagree	365 36%	87 33%	259 38%	19 33% *	198 32%	168 45% E	49 30%	105 30%	36 37% *	212 35%	132 37%	21 46% *	91 36%	63 38%	144 37%	62 33%	245 35%	120 40%
Disagree (-1)	203 20%	44 17%	153 22%	6 11% *	115 18%	88 23%	24 15%	67 19%	22 23% *	111 18%	79 22%	12 27% *	51 20%	23 14%	89 23% N	38 21%	145 21%	58 19%
Strongly disagree (-2)	163 16%	43 17%	106 16%	13 23% *	83 13%	80 21% E	25 15%	38 11%	14 14% *	101 17%	53 15%	9 19% *	40 16%	40 24% OP	54 14%	24 13%	100 14%	62 21% Q
Don't know	18 2%	1 *	16 2%	1 2% *	10 2%	8 2%	- -	3 1%	4 4% GH*	6 1%	8 2%	4 8% J*	4 1%	4 2%	6 2%	4 2%	8 1%	10 3%
Mean score	-0.08	-0.03	-0.11	-0.02 *	0.05 F	-0.31	0.26 I	0.05 I	-0.25 *	-0.04	-0.13	-0.36 *	-0.01	-0.18	-0.11	*	*R	-0.3
Standard Deviation	1.222	1.212	1.212	1.381	1.194	1.235	1.373	1.1	1.054	1.253	1.165	1.211	1.257	1.312	1.185	1.152	1.22	1.203
Standard Error	0.039	0.075	0.047	0.184	0.048	0.064	0.108	0.059	0.11	0.051	0.063	0.186	0.079	0.103	0.061	0.085	0.046	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Loyalty card points

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	356 35%	111 38%	240 35%	226 39% E	67 28%	57 36%	323 36%	33 32% *	196 49% J	160 27%
Strongly agree (2)	89 9%	31 10%	56 8%	53 9% E	9 4%	20 13% E	79 9%	10 10% *	59 15% J	30 5%
Agree (1)	267 27%	80 27%	184 27%	173 30%	57 24%	37 24%	243 27%	23 23% *	137 34% J	130 22%
Neither agree nor disagree (0)	264 26%	75 26%	182 26%	138 24% DF	86 36% DF	32 21%	230 26%	33 33% *	84 21%	179 30% I
Net: Disagree	365 36%	105 36%	257 37%	215 37%	79 33%	63 40%	333 37%	32 31% *	115 29%	251 42% I
Disagree (-1)	203 20%	51 17%	150 22%	115 20%	49 21%	35 22%	189 21%	13 13% *	67 17%	136 23% I
Strongly disagree (-2)	163 16%	54 18%	108 16%	101 17%	30 12%	28 18%	144 16%	18 18% *	47 12%	115 19% I
Don't know	18 2%	4 1%	13 2%	6 1%	5 2%	4 3%	14 2%	3 3% *	5 1%	13 2%
Mean score	-0.08	-0.06	-0.1	-0.06	-0.14	-0.09	-0.09	-0.08 *	0.23 J	-0.3
Standard Deviation	1.222	1.27	1.202	1.247	1.059	1.319	1.221	1.236	1.242	1.161
Standard Error	0.039	0.074	0.046	0.052	0.07	0.107	0.041	0.125	0.063	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Loyalty card points

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	356 35%	107 48%	251 42%	105 26%	289 39%	228 43%	92 51%	66 25%
			D		H	H	EH	
Strongly agree (2)	89 9%	31 14%	63 11%	25 6%	79 11%	68 13%	36 20%	10 4%
			D		H	H	EFH	
Agree (1)	267 27%	76 34%	187 31%	79 20%	210 29%	160 30%	55 31%	56 21%
			D		H	H	H	
Neither agree nor disagree (0)	264 26%	63 28%	138 23%	126 31%	181 25%	134 25%	41 23%	83 31%
			C					
Net: Disagree	365 36%	52 23%	206 34%	160 40%	252 34%	161 30%	45 25%	113 42%
					G			EFG
Disagree (-1)	203 20%	34 15%	121 20%	82 20%	151 21%	96 18%	26 14%	52 19%
Strongly disagree (-2)	163 16%	18 8%	84 14%	78 19%	102 14%	64 12%	20 11%	61 23%
			C					EFG
Don't know	18 2%	2 1%	7 1%	11 3%	11 1%	7 1%	1 1%	7 3%
Mean score	-0.08	0.31	0.04	-0.28	0.02	0.14	0.35	-0.38
			D		H	H	EH	
Standard Deviation	1.222	1.138	1.231	1.184	1.225	1.22	1.265	1.166
Standard Error	0.039	0.077	0.05	0.06	0.046	0.053	0.095	0.072

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q215. How much do you agree that the following led you to buy unhealthy food - Being asked at till if you want, for example, confectionery or a larger size

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Agree	265 26%	117 24%	149 29%	60 42% GHI*	62 39% GHI	49 32% GHI	39 22%	21 14%	34 16%	66 26% M	72 26%	73 39% JKMNO	54 19%	138 26% M	127 27% M	40 19%	88 22%	59 30% P	78 39% PQ	110 40% U	156 21%
Strongly agree (2)	81 8%	35 7%	46 9%	25 18% FGHI*	21 13% HI	10 7%	14 8% I	5 3%	7 3%	17 7%	25 9%	25 13% JMNO	14 5%	42 8% M	39 8% M	14 7%	26 7%	13 7%	27 14% PQ	30 11%	51 7%
Agree (1)	184 18%	81 17%	103 20%	35 25% GHI*	41 26% GHI	39 26% GHI	25 14%	17 11%	28 13%	49 20%	47 17%	48 26% KMNO	40 14%	96 18% M	88 18% M	26 12%	61 16%	46 23% PQ	51 26% PQ	80 29% U	104 14%
Neither agree nor disagree (0)	235 23%	122 25%	113 22%	31 22% *	44 28% I	33 22%	50 28% I	35 23%	40 18%	37 15%	56 20%	50 27% JN	92 32% JKN	93 18%	142 30% JKN	46 21%	103 26%	45 23%	41 20%	70 25%	165 23%
Net: Disagree	478 48%	236 48%	242 47%	47 33% *	48 30%	69 45% E	90 50% DE	89 59% DEF	135 62% DEFG	143 57% LMO	138 50% LO	60 32%	138 47% LO	281 53% LO	197 41% L	124 57% RS	194 50% S	85 44%	75 38%	90 33%	388 53% T
Disagree (-1)	259 26%	121 25%	139 27%	32 23% *	31 19%	39 26%	46 25%	36 24%	75 34% EH	62 25%	75 27%	39 21%	84 29%	137 26%	123 26%	56 26%	99 25%	51 26%	54 27%	55 20%	204 28% T
Strongly disagree (-2)	219 22%	116 24%	103 20%	15 11% *	17 11%	30 20% E	44 24% DE	53 35% DEFG	60 28% DE	81 32% KLMNO	63 23% LO	21 11%	54 19%	144 27% KLMO	75 16% JMN	68 32% RS	95 24% S	34 18%	22 11%	35 13%	184 25% T
Don't know	24 2%	13 3%	11 2%	3 2% *	4 3%	1 1%	2 1%	5 4%	8 4%	4 2%	10 4%	3 2%	6 2%	14 3%	9 2%	6 3%	7 2%	5 3%	5 3%	6 2%	17 2%
Mean score	-0.36	-0.42	-0.3	0.16	0.12	-0.26	-0.45	-0.8	-0.73	-0.57	-0.39	0.1	-0.43	-0.48	-0.23	-0.66	-0.45	-0.25	0.05	0.05	-0.52
Standard Deviation	1.247	1.234	1.257	FGHI*	FGHI	HI	HI	1.148	1.109	1.315	1.277	JKMNO	1.102	1.298	1.175	1.239	1.215	1.21	1.244	1.211	1.225
Standard Error	0.04	0.057	0.056	0.108	0.097	0.1	0.091	0.095	0.077	0.084	0.078	0.09	0.065	0.057	0.054	0.086	0.062	0.088	0.089	0.074	0.046

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q215. How much do you agree that the following led you to buy unhealthy food - Being asked at till if you want, for example, confectionery or a larger size

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Agree	265 26%	82 32%	171 25%	12 20% *	187 30% F	78 21%	64 40% I	105 30% I	13 14% *	160 26%	98 28%	8 17% *	78 31%	36 21%	102 26%	48 26%	207 29% R	58 19%
Strongly agree (2)	81 8%	22 8%	54 8%	6 10% *	61 10% F	20 5%	27 16% HI	28 8%	3 3% *	57 10%	21 6%	3 7% *	18 7%	13 8%	40 10%	11 6%	67 10% R	14 5%
Agree (1)	184 18%	60 23%	118 17%	6 10% *	127 20%	58 15%	38 23% I	77 22% I	10 11% *	102 17%	77 22%	4 9% *	60 24% NO	23 14%	61 16%	37 20%	140 20%	44 15%
Neither agree nor disagree (0)	235 23%	45 17%	175 26% B	16 27% *	154 25%	81 21%	27 17%	88 25% I	31 33% G*	143 24%	79 22%	13 27% *	57 22%	48 29%	85 22%	44 23%	152 22%	83 28%
Net: Disagree	478 48%	131 50%	319 47%	29 51% *	272 43%	206 55% E	69 43%	147 42%	48 50% *	290 48%	166 47%	22 48% *	115 46%	81 49%	187 48%	89 48%	334 47%	145 48%
Disagree (-1)	259 26%	62 24%	183 27%	14 25% *	148 24%	111 30% E	38 23%	84 24%	25 26% *	154 26%	96 27%	9 20% *	55 22%	37 23%	99 26%	66 36% MNO	186 26%	73 25%
Strongly disagree (-2)	219 22%	69 26% C	136 20%	14 25% *	124 20%	95 25% E	32 19%	63 18%	23 24% *	136 22%	70 20%	13 28% *	60 24% P	43 26% P	88 23% P	23 12%	148 21%	71 24%
Don't know	24 2%	4 1%	19 3%	1 2% *	14 2%	10 3%	1 1%	7 2%	3 3% *	10 2%	10 3%	4 8% J*	4 1%	2 1%	12 3%	5 3%	10 1%	13 4% Q
Mean score	-0.36	-0.37	-0.35	-0.46 *	-0.24 F	-0.56	-0.06 I	-0.23 I	-0.59 *	-0.35	-0.34	-0.57 *	-0.32	-0.46	-0.36	-0.29	-0.3 R	-0.5
Standard Deviation	1.247	1.324	1.214	1.272	1.263	1.193	1.386	1.222	1.09	1.27	1.205	1.252	1.268	1.236	1.296	1.111	1.274	1.166
Standard Error	0.04	0.083	0.047	0.17	0.051	0.062	0.109	0.066	0.113	0.052	0.065	0.192	0.08	0.097	0.067	0.083	0.048	0.069

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Being asked at till if you want, for example, confectionery or a larger size

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Agree	265 26%	87 29%	175 25%	164 28% E	45 19%	50 32% E	248 28% H	17 17% *	151 38% J	114 19%
Strongly agree (2)	81 8%	29 10%	52 8%	46 8%	16 7%	16 10%	74 8%	7 7% *	54 14% J	27 4%
Agree (1)	184 18%	58 20%	122 18%	118 20% E	29 12%	34 22% E	175 19% H	9 9% *	97 24% J	87 14%
Neither agree nor disagree (0)	235 23%	63 21%	168 24%	117 20% DF	81 34% DF	30 19%	197 22%	38 37% G*	72 18%	163 27% I
Net: Disagree	478 48%	142 48%	331 48%	295 50%	103 43%	73 47%	436 48%	42 42% *	171 43%	307 51% I
Disagree (-1)	259 26%	71 24%	185 27%	151 26%	56 23%	47 30%	242 27%	18 17% *	104 26%	156 26%
Strongly disagree (-2)	219 22%	72 24%	146 21%	144 25% F	47 20%	25 16%	194 22%	25 25% *	67 17%	152 25% I
Don't know	24 2%	4 1%	18 3%	9 2%	8 4%	3 2%	20 2%	4 4% *	5 1%	18 3%
Mean score	-0.36	-0.34	-0.37	-0.4	-0.39	-0.21	-0.35	-0.44 *	-0.08 J	-0.54
Standard Deviation	1.247	1.308	1.225	1.277	1.152	1.259	1.252	1.195	1.319	1.16
Standard Error	0.04	0.077	0.047	0.053	0.076	0.102	0.042	0.121	0.066	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. How much do you agree that the following led you to buy unhealthy food - Being asked at till if you want, for example, confectionery or a larger size

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Agree	265 26%	82 37%	194 32% D	71 18%	229 31% H	191 36% H	89 50% EFH	37 14%
Strongly agree (2)	81 8%	30 14%	62 10% D	19 5%	72 10% H	63 12% H	34 19% EFH	9 3%
Agree (1)	184 18%	52 23%	132 22% D	52 13%	156 21% H	128 24% H	56 31% EH	28 10%
Neither agree nor disagree (0)	235 23%	55 25%	110 18% C	125 31% C	177 24%	127 24%	39 22%	58 22%
Net: Disagree	478 48%	83 37%	286 48%	192 48%	313 43% G	205 39% G	49 27%	165 61% EFG
Disagree (-1)	259 26%	56 25%	165 27%	94 23%	183 25% G	129 24% G	28 16%	76 28% G
Strongly disagree (-2)	219 22%	27 12%	121 20%	98 24%	130 18%	76 14%	20 11%	89 33% EFG
Don't know	24 2%	4 2%	11 2%	13 3%	15 2%	7 1%	3 1%	9 3%
Mean score	-0.36	0.01	-0.26 D	-0.52	-0.2 H	-0.05 H	0.31 EFH	-0.8
Standard Deviation	1.247	1.24	1.298	1.148	1.251	1.247	1.268	1.125
Standard Error	0.04	0.084	0.053	0.058	0.047	0.055	0.095	0.07

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q215. Summary Table: Agreement that the following have led to you to buy on impulse unhealthy food/drink for yourself or others, beyond what you had planned?

Base: All respondents

	Multi-buy promotions (e.g. 2 for price of 1 or 2 for £2)	Previous (higher) price displayed along with new (lower) price	Extra free (e.g. 25%)	Food/drink displayed at checkouts or at end of aisles	Use of celebrities or cartoon characters on packs	Purchase rewards (e.g. collectibles/toys, on-pack promotions to win a prize)	Loyalty card points	Being asked at till if you want, for example, confectionery or a larger size
Unweighted Base	1002	1002	1002	1002	1002	1002	1002	1002
Base	1002	1002	1002	1002	1002	1002	1002	1002
Net: Agree	588	425	470	399	211	283	356	265
	59%	42%	47%	40%	21%	28%	35%	26%
Strongly agree (2)	154	99	99	103	69	80	89	81
	15%	10%	10%	10%	7%	8%	9%	8%
Agree (1)	433	325	371	296	142	203	267	184
	43%	32%	37%	30%	14%	20%	27%	18%
Neither agree nor disagree (0)	216	285	250	220	205	235	264	235
	22%	28%	25%	22%	20%	23%	26%	23%
Net: Disagree	184	267	263	368	564	461	365	478
	18%	27%	26%	37%	56%	46%	36%	48%
Disagree (-1)	101	155	162	216	243	238	203	259
	10%	15%	16%	22%	24%	24%	20%	26%
Strongly disagree (-2)	83	112	102	152	321	223	163	219
	8%	11%	10%	15%	32%	22%	16%	22%
Don't know	14	26	18	15	22	23	18	24
	1%	3%	2%	2%	2%	2%	2%	2%
Mean score	0.48	0.15	0.21	-0.02	-0.62	-0.33	-0.08	-0.36
Standard Deviation	1.127	1.156	1.147	1.246	1.267	1.258	1.222	1.247
Standard Error	0.036	0.037	0.037	0.04	0.04	0.04	0.039	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Q215. Mean Score Summary Table: Agreement that the following have led to you to buy on impulse unhealthy food/drink for yourself or others, beyond what you had planned?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Multi-buy promotions (e.g. 2 for price of 1 or 2 for £2)	0.48	0.42	0.54	0.84	0.76	0.61	0.47	0.14	0.21	0.25	0.55	0.69	0.48	0.41	0.56	0.3	0.37	0.6	0.79	0.7	0.4
Previous (higher) price displayed along with new (lower) price	0.15	0.06	0.24	GHI*	GHI	HI	HI	-0.19	-0.21	-0.08	0.15	0.37	0.21	0.04	0.27	-0.04	0.04	0.3	0.41	0.43	0.04
				FGHI*	FGHI	HI	HI														
Extra free (e.g. 25%)	0.21	0.2	0.22	0.51	0.58	0.3	0.14	-0.16	*	0.01	0.28	0.42	0.18	0.15	0.27	0.08	0.09	0.35	0.44	0.47	0.11
				GHI*	FGHI	HI	H														
Food/drink displayed at check-outs or at end of aisles	-0.02	-0.09	0.05	0.37	0.38	0.25	-0.04	-0.41	-0.45	-0.33	0.01	0.35	-0.01	-0.15	0.13	-0.26	-0.15	0.12	0.37	0.48	-0.21
				GHI*	GHI	GHI	HI														
Use of celebrities or cartoon characters on packs	-0.62	-0.59	-0.64	-0.25	-0.06	-0.45	-0.74	-1.05	-0.98	-0.82	-0.69	-0.29	-0.58	-0.75	-0.47	-0.86	-0.78	-0.44	-0.21	-0.08	-0.82
				GHI*	FGHI	GHI	HI														
Purchase rewards (e.g. collectibles/toys, on-pack promotions to win a prize)	-0.33	-0.37	-0.29	-0.03	0.23	-0.06	-0.44	-0.78	-0.72	-0.54	-0.38	-0.01	-0.31	-0.45	-0.19	-0.64	-0.42	-0.19	0.05	0.22	-0.54
				GHI*	FGHI	GHI	HI														
Loyalty card points	-0.08	-0.18	0.01	0.23	0.34	0.04	-0.16	-0.45	-0.37	-0.31	-0.16	0.26	-0.04	-0.23	0.08	-0.36	-0.18	0.12	0.21	0.35	-0.25
				GHI*	FGHI	HI	H														
Being asked at till if you want, for example, confectionery or a larger size	-0.36	-0.42	-0.3	0.16	0.12	-0.26	-0.45	-0.8	-0.73	-0.57	-0.39	0.1	-0.43	-0.48	-0.23	-0.66	-0.45	-0.25	0.05	0.05	-0.52
				FGHI*	FGHI	HI	HI														

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 762

Tb T926

Q215. Mean Score Summary Table: Agreement that the following have led to you to buy on impulse unhealthy food/drink for yourself or others, beyond what you had planned?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Multi-buy promotions (e.g. 2 for price of 1 or 2 for £2)	0.48	0.45	0.49	0.5	0.54	0.38	0.62	0.59	0.38	0.48	0.51	0.29	0.49	0.39	0.53	0.53	0.57	0.26
				*	F				*			*					R	
Previous (higher) price displayed along with new (lower) price	0.15	0.14	0.15	0.15	0.22	0.03	0.38	0.23	-0.02	0.16	0.15	-0.03	0.18	0.12	0.1	0.28	0.24	-0.08
				*	F		I		*			*					R	
Extra free (e.g. 25%)	0.21	0.19	0.22	0.18	0.25	0.14	0.34	0.32	-0.01	0.19	0.25	0.08	0.21	0.22	0.19	0.29	0.3	-0.01
				*			I	I	*			*					R	
Food/drink displayed at check-outs or at end of aisles	-0.02	0.02	-0.03	-0.09	0.11	-0.23	0.3	0.18	-0.34	0.03	-0.06	-0.35	0.08	-0.13	-0.03	0.03	0.05	-0.19
				*	F		I	I	*			*					R	
Use of celebrities or cartoon characters on packs	-0.62	-0.65	-0.6	-0.69	-0.46	-0.89	-0.23	-0.4	-1.01	-0.65	-0.53	-0.94	-0.55	-0.69	-0.62	-0.62	-0.56	-0.75
				*	F		I	I	*			*					R	
Purchase rewards (e.g. collectibles/toys, on-pack promotions to win a prize)	-0.33	-0.38	-0.3	-0.46	-0.2	-0.54	-0.02	-0.16	-0.54	-0.32	-0.32	-0.46	-0.23	-0.39	-0.39	-0.23	-0.22	-0.59
				*	F		I	I	*			*					R	
Loyalty card points	-0.08	-0.03	-0.11	-0.02	0.05	-0.31	0.26	0.05	-0.25	-0.04	-0.13	-0.36	-0.01	-0.18	-0.11	*	*	-0.3
				*	F		I	I	*			*					R	
Being asked at till if you want, for example, confectionery or a larger size	-0.36	-0.37	-0.35	-0.46	-0.24	-0.56	-0.06	-0.23	-0.59	-0.35	-0.34	-0.57	-0.32	-0.46	-0.36	-0.29	-0.3	-0.5
				*	F		I	I	*			*					R	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q215. Mean Score Summary Table: Agreement that the following have led to you to buy on impulse unhealthy food/drink for yourself or others, beyond what you had planned?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Multi-buy promotions (e.g. 2 for price of 1 or 2 for £2)	0.48	0.49	0.48	0.42	0.44	0.75	0.51	0.24	0.74	0.31
						DE	H	*	J	
Previous (higher) price displayed along with new (lower) price	0.15	0.18	0.13	0.09	0.12	0.42	0.16	0.09	0.44	-0.05
						DE		*	J	
Extra free (e.g. 25%)	0.21	0.31	0.16	0.16	0.18	0.41	0.23	-0.03	0.49	0.02
						DE	H	*	J	
Food/drink displayed at check-outs or at end of aisles	-0.02	-0.06	-0.01	-0.01	-0.1	0.07	0.01	-0.23	0.27	-0.21
								*	J	
Use of celebrities or cartoon characters on packs	-0.62	-0.56	-0.64	-0.6	-0.62	-0.68	-0.63	-0.55	-0.34	-0.8
								*	J	
Purchase rewards (e.g. collectibles/toys, on-pack promotions to win a prize)	-0.33	-0.33	-0.33	-0.37	-0.25	-0.31	-0.33	-0.31	*	-0.55
								*	J	
Loyalty card points	-0.08	-0.06	-0.1	-0.06	-0.14	-0.09	-0.09	-0.08	0.23	-0.3
								*	J	
Being asked at till if you want, for example, confectionery or a larger size	-0.36	-0.34	-0.37	-0.4	-0.39	-0.21	-0.35	-0.44	-0.08	-0.54
								*	J	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 764
Tb T928

Q215. Mean Score Summary Table: Agreement that the following have led to you to buy on impulse unhealthy food/drink for yourself or others, beyond what you had planned?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Multi-buy promotions (e.g. 2 for price of 1 or 2 for £2)	0.48	0.72	0.59	0.32	0.6	0.66	0.79	0.15
			D		H	H	EH	
Previous (higher) price displayed along with new (lower) price	0.15	0.49	0.25	*	0.27	0.36	0.56	-0.19
			D		H	H	EFH	
Extra free (e.g. 25%)	0.21	0.41	0.32	0.04	0.34	0.44	0.65	-0.15
			D		H	H	EFH	
Food/drink displayed at check-outs or at end of aisles	-0.02	0.35	0.16	-0.29	0.12	0.27	0.6	-0.4
			D		H	EH	EFH	
Use of celebrities or cartoon characters on packs	-0.62	-0.25	-0.52	-0.77	-0.47	-0.29	0.01	-1.02
			D		H	EH	EFH	
Purchase rewards (e.g. collectibles/toys, on-pack promotions to win a prize)	-0.33	-0.01	-0.23	-0.48	-0.21	-0.03	0.27	-0.66
			D		H	EH	EFH	
Loyalty card points	-0.08	0.31	0.04	-0.28	0.02	0.14	0.35	-0.38
			D		H	H	EH	
Being asked at till if you want, for example, confectionery or a larger size	-0.36	0.01	-0.26	-0.52	-0.2	-0.05	0.31	-0.8
			D		H	H	EFH	

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q216. If the promotion and marketing of unhealthy food and drinks were to be restricted inside the premises they are sold, which foods and drinks should be covered?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Any	800	388	412	128	129	110	133	114	186	197	224	160	220	421	379	170	314	153	163	226	574
	80%	79%	80%	92%	81%	72%	73%	75%	85%	79%	81%	86%	76%	80%	80%	79%	80%	79%	82%	82%	79%
Sub-Net: Any snack	748	361	387	123	123	104	121	106	171	182	211	148	206	394	354	157	290	145	156	215	533
	75%	74%	75%	87%	78%	68%	67%	70%	78%	73%	77%	80%	71%	75%	74%	73%	74%	74%	78%	78%	73%
Crisps and savoury snacks	452	222	231	76	62	66	64	66	118	112	127	84	130	238	214	103	183	71	94	109	344
	45%	45%	45%	54%	39%	44%	35%	44%	54%	45%	46%	45%	45%	45%	45%	48%	47%	37%	47%	39%	47%
Savoury pies and pastries	330	147	184	45	39	48	45	61	91	82	99	56	92	182	148	77	135	56	62	80	250
	33%	30%	36%	32%	25%	32%	25%	40%	42%	33%	36%	30%	32%	35%	31%	36%	34%	29%	31%	29%	34%
Chocolate bars and other sweets	550	260	290	81	79	78	89	78	144	137	158	106	149	295	255	122	218	94	115	136	414
	55%	53%	56%	58%	50%	51%	49%	52%	66%	55%	57%	57%	51%	56%	54%	57%	56%	48%	58%	49%	57%
Biscuits	383	171	211	70	49	50	65	62	87	89	111	73	109	200	183	79	156	61	86	104	279
	38%	35%	41%	50%	31%	33%	36%	41%	40%	36%	40%	40%	38%	38%	38%	37%	40%	31%	43%	38%	38%
Cakes and sweet pastries	517	242	276	72	70	68	88	84	135	131	152	97	138	283	234	120	199	93	105	122	395
	52%	50%	54%	51%	44%	45%	48%	55%	62%	52%	55%	52%	47%	54%	49%	56%	51%	48%	52%	44%	54%
Cereal bars	195	92	103	23	36	32	28	29	47	44	50	48	53	94	101	40	85	26	44	59	136
	19%	19%	20%	17%	23%	21%	15%	19%	22%	18%	18%	26%	18%	18%	21%	19%	22%	13%	22%	21%	19%
Ice cream	297	144	154	52	48	45	55	46	51	64	88	56	88	153	144	64	115	51	68	88	209
	30%	29%	30%	37%	30%	30%	30%	31%	23%	26%	32%	30%	30%	29%	30%	30%	29%	26%	34%	32%	29%
Puddings	339	154	185	53	51	44	59	54	77	79	99	69	92	178	161	73	140	52	74	90	249
	34%	32%	36%	38%	32%	29%	32%	36%	35%	31%	36%	37%	32%	34%	34%	34%	36%	27%	37%	32%	34%
Sub-Net: Any drink	792	381	411	127	128	108	132	113	184	196	220	157	219	416	376	168	310	151	163	224	568
	79%	78%	80%	91%	81%	71%	73%	75%	84%	78%	80%	85%	75%	79%	79%	78%	79%	77%	81%	81%	78%
Pure fruit juice	215	101	113	33	49	35	35	32	31	51	60	40	64	110	104	43	71	47	54	74	141
	21%	21%	22%	24%	31%	23%	19%	21%	14%	20%	22%	22%	22%	21%	22%	20%	18%	24%	27%	27%	19%
Fizzy or still drinks that are high in sugar	687	323	364	104	91	95	122	102	173	177	190	127	192	367	319	149	280	123	135	176	510
	69%	66%	71%	74%	57%	62%	67%	67%	79%	71%	69%	69%	66%	70%	67%	69%	71%	63%	68%	64%	70%
Non-diet Energy drinks	497	232	265	81	70	67	80	74	124	132	141	96	127	274	223	118	189	83	107	129	368
	50%	48%	52%	58%	44%	44%	44%	49%	57%	53%	51%	52%	44%	52%	47%	55%	48%	43%	53%	47%	51%
Diet drinks / artificial sweeteners	6	3	4	3	1	2	1	-	-	1	5	-	1	5	1	1	5	-	-	-	6
	1%	1%	1%	2%	1%	1%	1%	-	-	*	2%	-	*	1%	*	*	1%	-	-	-	1%
Energy / Sports drinks	5	1	4	1	1	-	-	2	1	1	2	1	1	3	2	-	3	1	1	1	4
	1%	*	1%	1%	1%	-	-	1%	*	1%	1%	1%	*	1%	*	-	1%	1%	1%	*	1%
Other snack	1	1	-	-	-	-	-	-	1	1	-	-	-	1	-	1	-	-	-	-	1
	*	*	-	-	-	-	-	-	*	*	-	-	-	*	-	*	-	-	-	-	*
Other drinks	9	5	5	1	1	-	2	2	4	4	5	1	-	8	1	4	4	2	-	2	7
	1%	1%	1%	1%	1%	-	1%	1%	2%	4%	2%	1%	-	2%	*	2%	1%	1%	-	1%	1%
None of these snack foods	252	125	127	18	35	48	60	44	48	66	64	38	84	130	122	59	101	49	44	61	192
	25%	26%	25%	13%	22%	32%	33%	29%	22%	27%	23%	20%	29%	25%	26%	27%	26%	25%	22%	22%	26%
None of these drinks	208	105	103	13	30	44	50	37	33	54	56	27	72	109	99	46	81	44	37	52	156
	21%	21%	20%	9%	19%	29%	27%	25%	15%	21%	20%	15%	25%	21%	21%	21%	21%	23%	19%	19%	22%
D/K	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	1	-	-	-	1
	*	*	-	-	-	-	-	1%	-	*	-	-	-	*	-	-	*	-	-	-	*

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q216. If the promotion and marketing of unhealthy food and drinks were to be restricted inside the premises they are sold, which foods and drinks should be covered?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Any	800	200	551	50	521	280	137	306	62	471	296	33	188	129	330	147	614	186
	80%	77%	81%	87%	83%	75%	85%	88%	65%	78%	84%	71%	74%	77%	86%	79%	87%	62%
				*	F		I	I	*	J	*			MN			R	
Sub-Net: Any snack	748	190	512	45	502	245	134	295	57	438	281	29	176	117	307	141	579	168
	75%	73%	75%	80%	80%	65%	83%	85%	60%	73%	80%	62%	70%	71%	80%	76%	82%	56%
				*	F		I	I	*	JL	*			MN			R	
Crisps and savoury snacks	452	126	298	28	309	143	85	182	34	270	161	21	105	67	194	81	359	94
	45%	48%	44%	50%	49%	38%	52%	52%	36%	45%	46%	44%	42%	40%	50%	44%	51%	31%
				*	F		I	I	*			*			MN		R	
Savoury pies and pastries	330	91	220	19	222	109	65	119	29	199	115	15	75	54	141	57	269	61
	33%	35%	32%	33%	35%	29%	40%	34%	31%	33%	33%	29%	32%	32%	36%	31%	38%	20%
				*	F				*			*					R	
Chocolate bars and other sweets	550	145	374	31	363	187	97	218	40	321	207	21	128	85	231	100	425	125
	55%	56%	55%	53%	58%	50%	59%	63%	42%	53%	59%	46%	50%	51%	60%	54%	60%	42%
				*	F		I	I	*			*			M		R	
Biscuits	383	106	253	24	261	121	73	152	28	219	144	19	91	56	160	73	303	80
	38%	41%	37%	41%	42%	32%	45%	44%	30%	36%	41%	42%	36%	34%	41%	39%	43%	27%
				*	F		I	I	*			*					R	
Cakes and sweet pastries	517	138	345	35	343	174	76	214	42	302	194	21	112	78	217	105	405	112
	52%	53%	51%	61%	55%	46%	47%	61%	44%	50%	55%	45%	44%	47%	56%	57%	58%	38%
				*	F			GI	*			*			M	M	R	
Cereal bars	195	57	124	14	132	63	46	62	17	113	77	5	46	26	86	35	159	36
	19%	22%	18%	25%	21%	17%	29%	18%	18%	19%	22%	11%	18%	16%	22%	19%	23%	12%
				*	H							*					R	
Ice cream	297	86	193	18	205	92	57	116	26	173	110	15	71	49	115	59	236	61
	30%	33%	28%	31%	33%	24%	35%	33%	28%	29%	31%	31%	28%	29%	30%	32%	34%	20%
				*	F				*			*					R	
Puddings	339	91	227	21	229	110	62	132	27	193	128	17	75	51	147	62	272	67
	34%	35%	33%	36%	37%	29%	38%	38%	29%	32%	36%	37%	29%	31%	38%	33%	39%	22%
				*	F				*			*			M		R	
Sub-Net: Any drink	792	198	544	50	518	274	137	304	61	469	291	32	186	128	329	143	608	184
	79%	76%	80%	87%	83%	73%	85%	87%	64%	78%	82%	68%	73%	77%	85%	77%	86%	62%
				*	F		I	I	*	L	*				MNP		R	
Pure fruit juice	215	56	149	9	154	60	44	85	20	124	78	13	47	39	84	43	168	46
	21%	22%	22%	16%	25%	16%	27%	24%	21%	21%	22%	27%	19%	23%	22%	23%	24%	16%
				*	F				*			*					R	
Fizzy or still drinks that are high in sugar	687	176	470	41	442	245	117	258	55	415	246	26	166	102	287	125	531	156
	69%	67%	69%	72%	70%	65%	72%	74%	58%	69%	70%	56%	65%	61%	74%	67%	75%	52%
				*			I	I	*			*			MN		R	
Non-diet Energy drinks	497	136	330	30	310	187	81	184	35	290	190	17	101	81	211	99	393	104
	50%	52%	48%	53%	50%	50%	50%	53%	37%	48%	54%	37%	40%	49%	55%	53%	56%	35%
				*			I	*		L	*				M	M	R	
Diet drinks / artificial sweeteners	6	1	5	-	2	4	1	1	-	4	3	-	2	-	2	2	4	3
	1%	1%	1%	-	*	1%	1%	*	-	1%	1%	-	1%	-	1%	1%	1%	1%
				*					*			*						
Energy / Sports drinks	5	2	3	-	4	1	1	2	1	3	2	-	1	1	2	1	5	-
	1%	1%	1%	-	1%	*	1%	1%	1%	*	1%	-	*	*	1%	1%	1%	-
				*					*			*						
Other snack	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	1	-
	*	*	-	-	-	*	-	-	-	*	-	-	-	-	-	*	*	-
				*					*			*						
Other drinks	9	2	7	1	5	5	2	1	2	5	5	-	-	3	5	1	8	1
	1%	1%	1%	2%	1%	1%	1%	*	2%	1%	1%	-	-	2%	1%	*	1%	*
				*					*			*						
None of these snack foods	252	71	170	12	124	129	28	53	38	164	71	17	76	48	78	46	123	129
	25%	27%	25%	20%	20%	34%	17%	15%	40%	27%	20%	38%	30%	29%	20%	24%	18%	43%
				*		E			GH*	K		K*	O	O			Q	
None of these drinks	208	63	137	8	108	100	25	44	34	132	61	15	68	38	56	44	94	114
	21%	24%	20%	13%	17%	27%	15%	13%	36%	22%	17%	32%	27%	23%	14%	23%	13%	38%
				*		E			GH*			K*	O	O	O		Q	
D/K	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	1
	*	-	*	-	*	-	-	-	-	-	*	-	-	1%	-	-	-	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q216. If the promotion and marketing of unhealthy food and drinks were to be restricted inside the premises they are sold, which foods and drinks should be covered?

Base: All respondents

	Total	Sutter from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
	B	C	D	E	F	G	H	I	J	
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Any	800	239	553	487	179	123	752	48	357	443
	80%	81%	80%	83%	75%	79%	84%	47%	89%	74%
				E			H	*	J	
Sub-Net: Any snack	748	224	517	456	169	112	703	45	347	401
	75%	76%	75%	78%	71%	72%	78%	44%	87%	67%
				H			H	*	J	
Crisps and savoury snacks	452	126	322	274	98	71	439	13	207	245
	45%	43%	47%	47%	41%	46%	49%	13%	52%	41%
				H			H	*	J	
Savoury pies and pastries	330	107	220	205	67	53	318	12	154	176
	33%	36%	32%	35%	28%	34%	35%	12%	39%	29%
				H			H	*	J	
Chocolate bars and other sweets	550	160	388	336	124	81	529	21	238	312
	55%	54%	56%	57%	52%	52%	59%	21%	59%	52%
				H			H	*	J	
Biscuits	383	120	260	234	84	62	365	18	177	205
	38%	40%	38%	40%	35%	40%	40%	18%	44%	34%
				H			H	*	J	
Cakes and sweet pastries	517	166	349	318	113	79	499	19	223	295
	52%	56%	50%	54%	48%	51%	55%	18%	56%	49%
				H			H	*	J	
Cereal bars	195	70	122	131	37	25	181	14	103	92
	19%	24%	18%	22%	16%	16%	20%	14%	26%	15%
		C		E				*	J	
Ice cream	297	94	202	172	68	51	283	14	150	147
	30%	32%	29%	29%	28%	33%	31%	14%	38%	24%
				H			H	*	J	
Puddings	339	108	229	207	75	52	320	19	161	178
	34%	36%	33%	35%	32%	34%	36%	19%	40%	30%
				H			H	*	J	
Sub-Net: Any drink	792	235	549	482	178	121	746	46	355	437
	79%	80%	79%	82%	75%	78%	83%	45%	89%	73%
				E			H	*	J	
Pure fruit juice	215	73	140	136	40	35	199	15	116	99
	21%	25%	20%	23%	17%	22%	22%	15%	29%	16%
				H				*	J	
Fizzy or still drinks that are high in sugar	687	206	476	420	150	109	658	29	295	392
	69%	70%	69%	72%	63%	70%	73%	28%	74%	65%
				E			H	*	J	
Non-diet Energy drinks	497	145	346	296	115	76	475	22	222	275
	50%	49%	50%	51%	49%	49%	53%	22%	56%	46%
				H			H	*	J	
Diet drinks / artificial sweeteners	6	1	5	4	1	1	4	2	4	3
	1%	*	1%	1%	1%	1%	*	2%	1%	*
								*		
Energy / Sports drinks	5	1	4	3	1	1	5	-	3	2
	1%	*	1%	*	*	1%	1%	-	1%	*
								*		
Other snack	1	1	-	1	-	-	1	-	-	1
	*	*	-	*	-	-	*	-	-	*
								*		
Other drinks	9	5	4	6	2	1	8	1	3	6
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
								*		
None of these snack foods	252	71	174	128	68	43	196	56	53	199
	25%	24%	25%	22%	29%	28%	22%	56%	13%	33%
								G*	I	
None of these drinks	208	59	142	103	58	34	153	55	45	163
	21%	20%	21%	18%	25%	22%	17%	55%	11%	27%
				D				G*	I	
D/K	1	-	1	1	-	-	1	-	-	1
	*	-	*	*	-	-	*	-	-	*
								*		

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q216. If the promotion and marketing of unhealthy food and drinks were to be restricted inside the premises they are sold, which foods and drinks should be covered?

Base: All respondents

	Total	Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
		Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Any	800	180	578	222	594	437	147	207
	80%	81%	96% D	56%	81%	82%	82%	77%
Sub-Net: Any snack	748	169	556	192	559	408	138	189
	75%	75%	92% D	48%	76%	77%	77%	70%
Crisps and savoury snacks	452	103	362	90	330	235	84	122
	45%	46%	60% D	22%	45%	44%	47%	46%
Savoury pies and pastries	330	73	264	66	229	152	54	101
	33%	32%	44% D	17%	31%	29%	30%	38% F
Chocolate bars and other sweets	550	120	431	119	391	275	86	159
	55%	54%	72% D	30%	53%	52%	48%	59% G
Biscuits	383	97	316	66	273	197	73	110
	38%	43%	53% D	17%	37%	37%	41%	41%
Cakes and sweet pastries	517	109	405	112	362	244	80	156
	52%	49%	67% D	28%	49%	46%	45%	58% EFG
Cereal bars	195	46	160	35	140	104	39	55
	19%	21%	27% D	9%	19%	20%	22%	20%
Ice cream	297	79	242	56	213	155	67	84
	30%	35%	40% D	14%	29%	29%	37%	31%
Puddings	339	76	280	59	243	166	60	96
	34%	34%	47% D	15%	33%	31%	33%	36%
Sub-Net: Any drink	792	179	576	216	589	433	147	203
	79%	80%	96% D	54%	80%	82%	82%	76%
Pure fruit juice	215	55	170	44	165	130	59	50
	21%	25%	28% D	11%	22%	25%	33% EH	18%
Fizzy or still drinks that are high in sugar	687	146	515	172	496	351	117	191
	69%	65%	86% D	43%	68%	66%	65%	71%
Non-diet Energy drinks	497	116	382	115	357	241	78	140
	50%	52%	63% D	29%	49%	46%	44%	52%
Diet drinks / artificial sweeteners	6	2	5	1	4	2	-	2
	1%	1%	1%	*	1%	*	-	1%
Energy / Sports drinks	5	1	4	1	3	2	2	2
	1%	*	1%	*	*	*	1%	1%
Other snack	1	-	1	-	-	-	-	1
	*	-	*	-	-	-	-	*
Other drinks	9	2	8	1	3	2	-	6
	1%	1%	1%	*	*	*	-	2% EF
None of these snack foods	252	55	44	208	174	121	41	79
	25%	25%	7%	52% C	24%	23%	23%	29%
None of these drinks	208	44	25	183	144	97	32	64
	21%	20%	4%	46% C	20%	18%	18%	24%
D/K	1	-	-	1	-	-	-	1
	*	-	-	*	-	-	-	*

Prepared by Kantar TNS

Weighted by: WEIGHT

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q217. Would you support restricting the marketing and promotion of some unhealthy food/drink inside the premises they are sold?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Yes	601 60%	296 61%	305 59%	91 65% *	90 57%	87 57%	105 58%	80 53%	148 68% EFGH	163 65% MO	169 61% M	126 68% MO	144 49%	332 63% MO	269 57% M	124 57%	227 58%	117 60%	134 67%	176 64%	426 59%
No	227 23%	122 25%	105 20%	17 12% *	41 26% D	37 24% D	49 27% D	39 26% D	45 21%	57 23%	58 21%	35 19%	77 26%	115 22%	111 23%	46 21%	93 24%	51 26%	37 18%	60 22%	167 23%
Don't know	174 17%	70 14%	104 20% B	33 23% I*	28 18%	28 19%	28 15%	32 21% I	25 12%	31 12%	48 18%	25 13%	70 24% JLNO	79 15%	95 20% JL	45 21%	72 18%	27 14%	30 15%	41 15%	133 18%

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT



FIELDWORK : 18/06/2018 - 05/07/2018

Q217. Would you support restricting the marketing and promotion of some unhealthy food/drink inside the premises they are sold?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Yes	601 60%	159 61%	406 59%	37 64% *	408 65% F	194 52%	118 73% I	236 68% I	46 49% *	360 60% L	222 63% L	20 43% *	135 53%	98 59%	258 67% MP	106 57%	481 68% R	120 40%
No	227 23%	60 23%	156 23%	10 18% *	122 19%	105 28% E	28 17%	62 18%	26 28% H*	136 23%	77 22%	14 30% *	76 30% O	38 23%	67 17%	44 24%	121 17%	105 35% Q
Don't know	174 17%	43 16%	121 18%	10 18% *	97 16%	77 20%	16 10%	50 14%	23 24% GH*	107 18%	54 15%	13 27% *	43 17%	30 18%	61 16%	36 20%	101 14%	73 24% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 771

Tb T935

Q217. Would you support restricting the marketing and promotion of some unhealthy food/drink inside the premises they are sold?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Yes	601 60%	174 59%	424 61%	393 67% EF	122 51%	78 50%	580 64% H	21 21% *	283 71% J	319 53%
No	227 23%	75 26%	148 21%	114 19%	62 26% D	43 28% D	178 20%	48 48% G*	65 16%	162 27% I
Don't know	174 17%	46 16%	120 17%	79 13%	53 22% D	34 22% D	142 16%	32 32% G*	52 13%	122 20% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q217. Would you support restricting the marketing and promotion of some unhealthy food/drink inside the premises they are sold?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Yes	601 60%	126 57%	601 100% D	- -	430 59%	310 58%	110 62%	172 64%
No	227 23%	45 20%	- -	227 57% C	176 24%	126 24%	40 22%	50 19%
Don't know	174 17%	52 23%	- -	174 43% C	127 17%	94 18%	29 16%	47 17%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q130. Have you seen the Eatwell Guide?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Yes	400	156	244	112	84	71	53	39	40	90	110	91	109	200	200	79	117	94	111	157	242
	40%	32%	47%	80%	53%	47%	29%	26%	18%	36%	40%	49%	37%	38%	42%	36%	30%	48%	55%	57%	33%
		B	EF	GHI*	GHI	GHI	I					JMNO		M				PQ	PQ	U	
Yes, online / on a website	132	48	85	36	32	25	19	10	11	33	37	26	36	71	62	32	36	26	39	55	77
	13%	10%	16%	25%	20%	16%	10%	6%	5%	13%	14%	14%	12%	13%	13%	15%	9%	13%	19%	20%	11%
		B	GHI*	GHI	HI											Q		Q	Q	U	
Yes, in medical centre/GP/hospital/dentist	168	63	104	30	34	33	31	18	22	35	43	36	53	79	89	41	49	37	40	67	101
	17%	13%	20%	21%	21%	22%	17%	12%	10%	14%	16%	19%	18%	15%	19%	19%	13%	19%	20%	24%	14%
		B	I*	HI	HI	HI	I									Q		Q	Q	U	
Yes, in school	130	44	86	63	31	18	9	6	3	34	34	21	40	69	61	9	38	30	52	62	68
	13%	9%	17%	45%	20%	12%	5%	4%	1%	14%	12%	11%	14%	13%	13%	4%	10%	16%	26%	22%	9%
		B	EF	GHI*	GHI	GHI	I									P		P	PQR	U	
Yes, at college/university	66	27	39	29	22	8	7	-	-	14	18	17	17	32	34	9	16	16	25	32	34
	7%	6%	7%	21%	14%	5%	4%	-	-	5%	7%	9%	6%	6%	7%	4%	4%	8%	13%	12%	5%
				FGHI*	FGHI	HI	HI											PQ	PQ	U	
Yes, at workplace	75	43	32	8	24	17	11	11	5	21	20	19	15	41	34	13	23	18	21	33	42
	8%	9%	6%	6%	15%	11%	6%	7%	2%	8%	7%	10%	5%	8%	7%	6%	6%	9%	10%	12%	6%
				*	DGHI	I		I											U	U	
Yes, at an event I attended	49	25	24	8	14	10	5	7	5	12	11	16	10	23	26	9	9	14	18	24	25
	5%	5%	5%	6%	9%	6%	3%	5%	2%	5%	4%	9%	3%	4%	5%	4%	2%	7%	9%	9%	3%
				*	GI							MNO			M			Q	Q	U	
Yes, in the media	5	1	4	-	-	-	2	-	3	-	1	1	3	1	4	3	2	-	-	-	5
	*	*	1%	-	-	-	1%	-	1%	-	*	1%	1%	*	1%	1%	1%	-	-	-	1%
				*																	
Yes, somewhere else	6	6	-	-	1	-	2	2	1	2	-	2	2	2	4	3	3	-	-	-	6
	1%	1%	-	-	1%	-	1%	1%	1%	1%	-	1%	1%	*	1%	1%	1%	-	-	-	1%
		C		*																	
No, not seen	569	316	253	26	66	78	122	108	168	153	151	92	172	304	265	130	257	96	86	112	457
	57%	65%	49%	18%	42%	51%	67%	72%	77%	61%	55%	50%	59%	58%	56%	60%	65%	49%	43%	41%	63%
		C		*	D	D	DEF	DEF	DEFG	L						RS	RS			T	
Don't know	33	16	17	3	8	3	6	4	10	7	14	2	10	21	12	7	18	5	3	7	26
	3%	3%	3%	2%	5%	2%	3%	2%	5%	3%	5%	1%	3%	4%	2%	3%	5%	3%	1%	2%	4%
				*							L										

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q130. Have you seen the Eatwell Guide?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Yes	400 40%	117 45%	258 38%	25 43% *	309 49% F	91 24%	99 61% HI	168 48% I	34 36% *	243 40% L	149 42% L	8 17% *	111 44%	69 42%	139 36%	80 43%	334 47% R	66 22%
Yes, online / on a website	132 13%	37 14%	92 13%	4 7% *	108 17% F	25 7%	33 21%	60 17%	12 13% *	84 14%	48 13%	1 2% *	38 15%	20 12%	45 12%	29 15%	120 17% R	12 4%
Yes, in medical centre/GP/hospital/dentist	168 17%	49 19%	104 15%	15 26% *	135 22% F	32 9%	50 31% HI	70 20%	12 13% *	115 19% L	51 14%	2 4% *	51 20%	20 12%	65 17%	32 17%	145 21% R	22 7%
Yes, in school	130 13%	37 14%	84 12%	9 16% *	100 16% F	29 8%	28 17%	61 18%	11 12% *	60 10%	66 19% J	4 9% *	31 12%	21 12%	41 11%	37 20% MO	100 14% R	29 10%
Yes, at college/university	66 7%	20 8%	43 6%	3 6% *	52 8% F	13 4%	16 10%	33 10%	4 4% *	42 7%	24 7%	- - *	18 7%	12 7%	21 6%	15 8%	61 9% R	5 2%
Yes, at workplace	75 8%	19 7%	50 7%	6 11% *	66 11% F	9 2%	24 15% I	38 11% I	3 3% *	49 8%	25 7%	2 4% *	23 9%	9 5%	32 8%	11 6%	64 9% R	11 4%
Yes, at an event I attended	49 5%	17 6%	29 4%	4 7% *	44 7% F	5 1%	23 14% H	14 4%	6 6% *	36 6%	10 3%	3 6% *	14 6%	11 7%	18 5%	6 3%	45 6% R	4 1%
Yes, in the media	5 *	3 1%	2 *	- - *	3 * 1%	2 1%	1 1%	1 *	1 1% *	5 1%	- -	- - *	1 *	1 1%	3 1%	- -	5 1% R	- -
Yes, somewhere else	6 1%	1 *	4 1%	1 2% *	4 1%	2 1%	1 1%	2 1%	1 1% *	3 *	3 1%	- - *	2 1%	3 2%	- -	1 1%	4 1% R	2 1%
No, not seen	569 57%	136 52%	405 59%	28 49% *	293 47% E	276 74%	58 36%	168 48% G	57 60% G*	340 56%	196 55%	33 72% *	138 55%	92 55%	231 60%	98 53%	353 50% Q	216 72% Q
Don't know	33 3%	7 3%	21 3%	4 8% *	26 4%	7 2%	5 3%	12 4%	4 4% *	20 3%	8 2%	5 11% JK*	5 2%	5 3%	15 4%	7 4%	17 2% R	16 5% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q130. Have you seen the Eatwell Guide?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Yes	400 40%	121 41%	274 40%	246 42%	86 36%	61 39%	363 40%	37 36% *	400 100% J	- -
Yes, online / on a website	132 13%	39 13%	91 13%	84 14%	27 12%	18 11%	125 14%	7 7% *	132 33% J	- -
Yes, in medical centre/GP/hospital/dentist	168 17%	64 22% C	102 15%	115 20% E	24 10%	24 15%	159 18% H	9 9% *	168 42% J	- -
Yes, in school	130 13%	30 10%	100 14%	68 12%	25 11%	33 21% DE	114 13%	15 15% *	130 32% J	- -
Yes, at college/university	66 7%	19 6%	46 7%	34 6%	18 8%	11 7%	62 7%	4 4% *	66 16% J	- -
Yes, at workplace	75 8%	28 10%	45 7%	62 11% E	5 2%	8 5%	69 8%	6 6% *	75 19% J	- -
Yes, at an event I attended	49 5%	30 10% C	19 3%	33 6%	10 4%	4 3%	46 5%	3 3% *	49 12% J	- -
Yes, in the media	5 *	2 1%	3 *	4 1%	- -	1 1%	4 *	1 1% *	5 1% J	- -
Yes, somewhere else	6 1%	1 *	5 1%	1 *	4 2%	1 1%	6 1%	- - *	6 1% J	- -
No, not seen	569 57%	167 56%	396 57%	322 55%	139 59%	93 60%	514 57%	55 54% *	- -	569 95% I
Don't know	33 3%	8 3%	22 3%	18 3%	12 5%	2 1%	23 3%	10 10% G*	- -	33 5% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q130. Have you seen the Eatwell Guide?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Yes	400 40%	144 64%	283 47% D	117 29%	324 44% H	249 47% H	101 56% EFH	76 28%
Yes, online / on a website	132 13%	51 23%	104 17% D	29 7%	105 14%	78 15%	35 20% H	27 10%
Yes, in medical centre/GP/hospital/dentist	168 17%	53 24%	117 19% D	50 13%	127 17%	96 18%	42 23% H	41 15%
Yes, in school	130 13%	59 26%	91 15% D	39 10%	113 15% H	94 18% H	35 20% H	16 6%
Yes, at college/university	66 7%	29 13%	51 9% D	14 4%	61 8% H	48 9% H	20 11% H	5 2%
Yes, at workplace	75 8%	16 7%	60 10% D	15 4%	65 9% H	56 11% H	28 16% EH	10 4%
Yes, at an event I attended	49 5%	12 6%	39 6% D	10 3%	43 6% H	35 7% H	21 12% EH	6 2%
Yes, in the media	5 *	- -	4 1%	1 *	2 *	1 *	1 *	3 1%
Yes, somewhere else	6 1%	- -	6 1%	- -	4 1%	2 *	1 1%	2 1%
No, not seen	569 57%	73 33%	303 50% C	266 66% G	389 53% G	269 51%	76 42%	180 67% EFG
Don't know	33 3%	6 3%	16 3%	17 4%	21 3%	12 2%	3 2%	12 5%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q57. Which, if any, of the following applies to you?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH		
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731	
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	426	215	392	195	200	277	725	
Net: Any Vegetarian/vegan	132	48	84	28	25	29	14	16	20	40	44	23	25	84	48	31	44	22	35	47	86	
	13%	10%	16%	20%	15%	19%	8%	11%	9%	16%	16%	13%	9%	16%	10%	15%	11%	11%	18%	17%	12%	
Completely vegetarian	54	23	30	14	10	12	9	5	3	16	18	14	6	33	20	13	17	12	12	20	33	
	5%	5%	6%	10%	6%	8%	5%	4%	1%	6%	6%	8%	2%	6%	4%	6%	4%	6%	6%	7%	5%	
Partly vegetarian	70	21	48	12	12	17	4	10	16	23	18	10	19	42	28	13	27	8	22	25	45	
	7%	4%	9%	8%	7%	11%	2%	6%	7%	9%	7%	5%	6%	8%	6%	6%	7%	4%	11%	9%	6%	
Vegan	20	11	9	7	5	3	3	1	1	4	9	3	4	13	7	5	5	2	7	8	11	
	2%	2%	2%	5%	3%	2%	1%	1%	1%	1%	3%	2%	1%	2%	1%	2%	1%	1%	4%	3%	2%	
Allergic to certain foods or ingredients	72	22	49	19	11	12	10	9	10	20	20	10	23	39	32	16	29	13	14	25	47	
	7%	5%	10%	14%	7%	8%	6%	6%	5%	8%	7%	5%	8%	7%	7%	7%	7%	13%	7%	9%	6%	
Net: Any Diet	288	118	170	54	52	45	47	35	54	67	77	55	89	144	144	59	111	51	67	87	201	
	29%	24%	33%	38%	33%	29%	26%	23%	25%	27%	28%	29%	31%	27%	30%	27%	28%	26%	34%	31%	28%	
On a diet trying to lose weight	231	82	149	42	42	34	37	28	48	56	66	39	70	122	109	49	90	43	49	65	167	
	23%	17%	29%	30%	26%	23%	20%	18%	22%	22%	24%	21%	24%	23%	23%	23%	23%	22%	24%	23%	23%	
On a diet trying to gain weight	36	21	14	9	13	8	3	1	2	11	7	9	9	17	18	5	8	9	13	19	17	
	4%	4%	3%	6%	8%	5%	2%	1%	1%	4%	2%	5%	3%	3%	4%	2%	2%	5%	6%	7%	2%	
On a diet due to diabetes	53	37	16	9	8	4	9	9	14	16	13	8	17	28	25	9	24	5	15	17	36	
	5%	8%	3%	6%	5%	3%	5%	6%	7%	6%	5%	4%	6%	5%	5%	4%	6%	2%	8%	6%	5%	
Net: Any reducing specific element	472	217	256	64	72	61	88	68	119	122	131	96	123	253	219	105	189	84	94	122	351	
	47%	44%	50%	46%	45%	40%	49%	45%	55%	49%	48%	52%	42%	48%	46%	49%	48%	43%	47%	44%	48%	
Reducing the amount of fat in my diet	297	140	156	33	38	25	57	45	98	78	80	62	76	159	138	69	132	38	58	66	231	
	30%	29%	30%	23%	24%	17%	32%	30%	45%	31%	29%	34%	26%	30%	29%	32%	34%	20%	29%	24%	32%	
Reducing the amount of sugar in my diet	371	170	201	48	55	41	71	55	102	101	96	71	102	198	173	85	155	68	63	84	287	
	37%	35%	39%	34%	35%	27%	39%	36%	47%	41%	35%	38%	35%	38%	36%	39%	40%	35%	31%	31%	40%	
Reducing the amount of starchy foods in my diet	128	59	69	13	18	19	21	21	36	38	36	29	25	74	54	35	43	20	31	36	92	
	13%	12%	13%	10%	11%	12%	12%	14%	16%	15%	13%	15%	9%	14%	11%	16%	11%	10%	15%	13%	13%	
Net: Any increasing specific element	151	63	88	28	40	24	23	14	24	33	32	34	52	65	86	35	50	33	33	45	106	
	15%	13%	17%	20%	25%	16%	12%	9%	11%	13%	12%	19%	18%	12%	18%	16%	13%	17%	16%	16%	15%	
Increasing the amount of protein in my diet	134	54	81	28	32	22	18	13	23	31	27	30	46	59	76	32	44	29	29	37	97	
	13%	11%	16%	20%	20%	15%	10%	8%	10%	13%	10%	16%	16%	11%	16%	15%	11%	15%	14%	13%	13%	
Increasing the amount of starchy foods in my diet	29	15	14	2	11	4	8	3	2	5	6	5	13	11	18	5	10	6	8	12	17	
	3%	3%	3%	1%	7%	3%	4%	2%	1%	2%	2%	3%	5%	2%	4%	2%	3%	3%	4%	4%	2%	
Net: Any avoiding food for other reason	186	81	105	21	31	23	27	36	48	42	51	34	59	93	93	35	72	35	45	54	133	
	19%	17%	20%	15%	20%	15%	15%	24%	22%	17%	19%	18%	20%	18%	20%	16%	18%	22%	19%	19%	18%	
Avoid certain food for religious or cultural reasons	26	12	14	4	11	4	1	3	3	7	5	7	6	13	13	4	7	5	10	15	11	
	3%	2%	3%	3%	7%	2%	1%	2%	1%	3%	2%	4%	2%	2%	3%	2%	2%	3%	5%	5%	1%	
Avoid certain food for medical reasons other than a food allergy e.g. diabetes	85	50	35	8	11	5	15	17	30	25	23	10	27	48	37	19	32	15	18	22	63	
	8%	10%	7%	5%	7%	3%	8%	11%	14%	10%	8%	6%	9%	9%	8%	9%	8%	8%	9%	8%	9%	
Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)	105	31	74	12	15	17	18	21	21	15	33	21	36	48	57	18	44	20	23	26	79	
	10%	6%	14%	8%	10%	11%	10%	14%	10%	6%	12%	11%	12%	9%	12%	8%	11%	10%	11%	9%	11%	
Reducing the amount of salt in my diet	5	5	-	-	-	-	-	1	4	2	2	-	1	4	1	1	3	1	-	-	5	
	*	1%	-	-	-	-	-	1%	2%	1%	1%	-	*	1%	*	*	1%	*	-	-	1%	
Trying to eat healthily	4	2	2	-	-	-	1	-	3	4	-	-	-	4	-	1	2	1	-	1	3	
	*	*	*	-	-	-	*	-	1%	1%	-	-	-	1%	-	*	*	*	-	*	*	
Other	7	2	5	2	1	1	-	-	3	1	1	-	5	2	5	4	-	2	1	-	7	
	1%	2%	1%	1%	1%	1%	-	-	1%	*	*	-	2%	2%	1%	2%	-	1%	1%	-	1%	
None	299	183	116	35	45	44	57	53	64	77	79	48	95	156	142	67	122	53	56	73	226	
	30%	37%	23%	25%	28%	29%	32%	35%	30%	31%	29%	26%	33%	30%	30%	31%	31%	27%	28%	26%	31%	

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q57. Which, if any, of the following applies to you?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/ prep			Main concern				Any specific/ required diet		
		Total	North	Central	South	Yes	No	A lot	A little	Neither/ or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
Unweighted Base	1002	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299	
		1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	299	
Net: Any Vegetarian/vegan	132	38	89	5	94	38	32	41	19	82	48	3	28	28	48	24	132	-	
	13%	15%	13%	9%	15%	10%	20%	12%	20%	14%	14%	6%	11%	17%	12%	13%	19%	-	
					F		H		*			*				R			
Completely vegetarian	54	13	39	2	35	19	12	15	6	35	19	-	15	11	18	7	54	-	
	5%	5%	6%	4%	6%	5%	7%	4%	6%	6%	5%	-	6%	7%	5%	4%	8%	-	
					*				*			*				R			
Partly vegetarian	70	25	43	2	54	16	20	24	10	40	27	3	13	15	28	12	70	-	
	7%	9%	6%	4%	9%	4%	12%	7%	10%	7%	8%	6%	5%	9%	7%	10%	-		
					F				*			*				R			
Vegan	20	4	15	1	14	5	5	6	3	17	3	-	8	4	2	5	20	-	
	2%	2%	2%	2%	2%	1%	3%	2%	3%	3%	1%	-	3%	2%	1%	2%	3%	-	
					*				*			O				R			
Allergic to certain foods or ingredients	72	18	47	7	50	22	15	27	7	51	19	2	11	9	30	20	72	-	
	7%	7%	7%	12%	8%	6%	9%	8%	7%	8%	5%	4%	4%	6%	8%	11%	10%	-	
					*				*			*				R			
Net: Any Diet	288	78	187	23	196	92	56	110	25	174	106	8	59	38	130	61	288	-	
	29%	30%	27%	40%	31%	24%	35%	32%	27%	29%	30%	17%	23%	23%	34%	33%	41%	-	
					F				*			*			MN	M	R		
On a diet trying to lose weight	231	66	148	17	158	74	45	90	20	142	86	4	47	30	106	48	231	-	
	23%	25%	22%	30%	25%	20%	28%	26%	21%	24%	24%	8%	19%	18%	28%	26%	33%	-	
					*				*		L	*			MN		R		
On a diet trying to gain weight	36	8	25	3	24	12	9	13	1	23	13	-	6	4	15	10	36	-	
	4%	3%	4%	6%	4%	3%	5%	4%	1%	4%	4%	-	3%	2%	4%	5%	5%	-	
					*				*			*				R			
On a diet due to diabetes	53	16	30	7	38	15	16	16	5	29	20	5	16	9	20	8	53	-	
	5%	6%	4%	12%	6%	4%	10%	4%	5%	5%	6%	11%	6%	5%	5%	4%	8%	-	
					C*		H		*							R			
Net: Any reducing specific element	472	115	326	31	315	157	86	183	41	292	166	14	104	74	202	90	472	-	
	47%	44%	48%	54%	50%	42%	53%	53%	43%	49%	47%	31%	41%	45%	52%	48%	67%	-	
					F				*		L				M		R		
Reducing the amount of fat in my diet	297	71	204	22	197	99	52	119	23	185	103	9	71	40	131	52	297	-	
	30%	27%	30%	38%	31%	26%	32%	34%	24%	31%	29%	18%	28%	24%	34%	28%	42%	-	
					*				*		*	*			N		R		
Reducing the amount of sugar in my diet	371	93	251	28	240	132	65	144	29	231	129	12	84	62	158	66	371	-	
	37%	36%	37%	48%	38%	35%	40%	41%	31%	38%	36%	26%	33%	37%	41%	35%	53%	-	
					*				*			*					R		
Reducing the amount of starchy foods in my diet	128	30	90	8	91	37	27	48	14	90	34	4	33	15	57	22	128	-	
	13%	12%	13%	15%	15%	10%	17%	14%	15%	15%	10%	8%	13%	9%	15%	12%	18%	-	
					*				*		K	*				R			
Net: Any increasing specific element	151	50	93	8	115	37	38	63	11	99	49	3	39	20	59	33	151	-	
	15%	19%	14%	13%	18%	10%	24%	18%	12%	16%	14%	6%	16%	12%	15%	18%	22%	-	
					F		I		*			*				R			
Increasing the amount of protein in my diet	134	42	86	6	98	37	31	57	8	84	47	3	35	16	53	30	134	-	
	13%	16%	13%	10%	16%	10%	19%	16%	9%	14%	13%	6%	14%	10%	14%	16%	19%	-	
					F				*			*					R		
Increasing the amount of starchy foods in my diet	29	15	13	2	28	1	12	11	6	21	6	2	7	6	10	6	29	-	
	3%	6%	2%	3%	5%	*	7%	3%	6%	4%	2%	5%	3%	3%	3%	3%	4%	-	
					C		F		*			*				R			
Net: Any avoiding food for other reason	186	56	115	15	117	69	38	58	18	114	60	12	52	21	74	37	186	-	
	19%	21%	17%	27%	19%	18%	23%	17%	19%	19%	17%	27%	21%	13%	19%	20%	26%	-	
					*				*			*				R			
Avoid certain food for religious or cultural reasons	26	8	16	1	18	8	8	9	-	18	6	1	3	4	14	4	26	-	
	3%	3%	2%	2%	3%	2%	5%	3%	-	3%	2%	2%	1%	3%	4%	2%	4%	-	
					*				*			*				R			
Avoid certain food for medical reasons other than a food allergy e.g. diabetes	85	26	53	6	58	27	24	24	8	51	24	10	25	10	36	14	85	-	
	8%	10%	8%	10%	9%	7%	15%	7%	8%	9%	7%	21%	10%	6%	9%	8%	12%	-	
					H				*			JK*				R			
Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)	105	28	65	12	61	44	14	31	14	63	37	5	31	11	34	26	105	-	
	10%	11%	9%	21%	10%	12%	9%	9%	14%	10%	11%	10%	12%	7%	9%	14%	15%	-	
					C*				*			*			N	R			
Reducing the amount of salt in my diet	5	1	4	-	3	2	-	3	-	5	-	-	2	2	1	-	5	-	
	*	*	1%	-	*	1%	-	1%	-	1%	-	-	1%	1%	*	-	1%	-	
					*				*			*							
Trying to eat healthily	4	1	3	-	1	3	-	-	-	3	1	-	1	1	2	-	4	-	
	*	*	*	*	*	1%	-	-	-	*	*	*	1%	1%	*	*	*	-	
					*				*			*							
Other	7	1	5	1	7	-	3	2	1	5	2	-	1	2	2	2	7	-	
	1%	*	1%	2%	1%	-	2%	*	1%	1%	1%	-	*	1%	*	1%	-	-	
									*										
None	299	77	207	14	157	142	38	86	24	167	105	26	94	55	94	51	-	299	
	30%	30%	30%	25%	25%	38%	23%	25%	25%	28%	30%	57%	37%	33%	24%	27%	-	100%	
				*		E			*			JK*	OP	O			Q		

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q57. Which, if any, of the following applies to you?

Base: All respondents

	Total	Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Any Vegetarian/vegan	132	45	87	88	23	19	121	11	82	51
	13%	15%	13%	15%	10%	12%	13%	11% *	20% J	8%
Completely vegetarian	54	20	32	35	9	9	47	6	34	19
	5%	7%	5%	6%	4%	6%	5%	6% *	9% J	3%
Partly vegetarian	70	24	46	45	14	8	63	7	43	27
	7%	8%	7%	8%	5%	5%	7%	6% *	11% J	5%
Vegan	20	6	13	17	1	1	20	-	11	9
	2%	2%	2%	3%	*	1%	2%	- *	3% J	1%
Allergic to certain foods or ingredients	72	40	31	44	13	12	62	10	46	26
	7%	13% C	4%	8%	6%	8%	7%	9% *	11% J	4%
Net: Any Diet	288	114	171	177	55	48	274	14	143	145
	29%	39% C	25%	30%	23%	31%	30%	14% *	36% J	24%
On a diet trying to lose weight	231	76	154	143	44	36	224	8	114	118
	23%	26%	22%	24%	19%	23%	25%	8% *	28% J	20%
On a diet trying to gain weight	36	17	18	23	8	5	33	3	24	11
	4%	6% C	3%	4%	3%	3%	4%	3% *	6% J	2%
On a diet due to diabetes	53	47	5	36	8	9	49	4	30	23
	5%	16% C	1%	6%	4%	6%	5%	4% *	7% J	4%
Net: Any reducing specific element	472	143	325	312	88	63	449	23	220	252
	47%	49%	47%	53% EF	37%	41%	50%	23% *	55% J	42%
Reducing the amount of fat in my diet	297	87	207	195	52	44	283	13	113	184
	30%	29%	30%	33% E	22%	28%	31%	13% *	28% J	31%
Reducing the amount of sugar in my diet	371	116	252	244	69	51	354	17	165	207
	37%	39%	36%	42% E	29%	32%	39%	17% *	41% J	34%
Reducing the amount of starchy foods in my diet	128	45	84	86	27	12	125	3	67	61
	13%	15%	12%	15% F	11%	7%	14%	3% *	17% J	10%
Net: Any increasing specific element	151	47	103	116	16	14	145	6	90	61
	15%	16%	15%	20% EF	7%	9%	16%	6% *	22% J	10%
Increasing the amount of protein in my diet	134	41	93	104	13	14	131	3	75	59
	13%	14%	13%	18% EF	5%	9%	15%	3% *	19% J	10%
Increasing the amount of starchy foods in my diet	29	13	15	21	3	2	26	3	23	7
	3%	5%	2%	4%	1%	1%	3%	3% *	6% J	1%
Net: Any avoiding food for other reason	186	98	86	119	37	28	174	12	96	90
	19%	33% C	12%	20%	16%	18%	19%	12% *	24% J	15%
Avoid certain food for religious or cultural reasons	26	12	14	12	6	7	21	4	20	6
	3%	4%	2%	2%	2%	4%	2%	4% *	5% J	1%
Avoid certain food for medical reasons other than a food allergy e.g. diabetes	85	62	23	59	11	15	80	5	41	44
	8%	21% C	3%	10% E	5%	9%	9%	5% *	10% J	7%
Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)	105	48	55	66	23	14	98	7	52	52
	10%	16% C	8%	11%	10%	9%	11%	7% *	13% J	9%
Reducing the amount of salt in my diet	5	1	4	3	-	2	5	-	-	5
	*	*	1%	*	-	1%	1%	- *	-	1%
Trying to eat healthily	4	-	4	3	1	-	3	1	1	3
	*	-	1%	*	*	-	*	1% *	*	*
Other	7	4	2	4	1	-	6	1	3	4
	1%	*	*	1%	*	-	1%	1%	1%	1%
None	299	67	225	129	101	57	244	55	66	233
	30%	23%	32% B	22%	43% D	36% D	27%	54% G*	17%	39% I

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q57. Which, if any, of the following applies to you?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Any Vegetarian/vegan	132 13%	40 18%	95 16% D	37 9%	98 13%	73 14%	37 21% EFH	34 13%
Completely vegetarian	54 5%	14 6%	37 6% D	17 4%	41 6%	33 6%	19 11% EH	12 5%
Partly vegetarian	70 7%	21 10%	53 9% D	17 4%	52 7%	37 7%	17 9%	18 7%
Vegan	20 2%	5 2%	14 2% D	5 1%	15 2%	13 3%	6 4%	5 2%
Allergic to certain foods or ingredients	72 7%	26 12%	52 9% D	20 5%	50 7%	39 7%	14 8%	22 8%
Net: Any Diet	288 29%	82 37%	196 33% D	92 23%	218 30%	163 31%	60 34%	69 26%
On a diet trying to lose weight	231 23%	68 31%	163 27% D	69 17%	176 24%	125 24%	42 23%	56 21%
On a diet trying to gain weight	36 4%	9 4%	22 4% D	14 3%	31 4%	28 5% H	14 8% H	5 2%
On a diet due to diabetes	53 5%	8 4%	34 6% D	19 5%	40 5%	34 6%	17 9%	13 5%
Net: Any reducing specific element	472 47%	97 43%	341 57% D	132 33%	353 48%	250 47%	75 42%	119 44%
Reducing the amount of fat in my diet	297 30%	51 23%	216 36% D	80 20%	211 29%	145 27%	43 24%	86 32%
Reducing the amount of sugar in my diet	371 37%	71 32%	274 45% D	98 24%	266 36%	186 35%	58 33%	105 39%
Reducing the amount of starchy foods in my diet	128 13%	22 10%	102 17% D	27 7%	94 13%	64 12%	22 12%	34 13%
Net: Any increasing specific element	151 15%	46 21%	113 19% D	38 9%	119 16%	89 17%	35 20% H	32 12%
Increasing the amount of protein in my diet	134 13%	41 19%	101 17% D	33 8%	102 14%	74 14%	26 15%	32 12%
Increasing the amount of starchy foods in my diet	29 3%	9 4%	22 4% D	7 2%	25 3%	23 4%	12 6% H	4 1%
Net: Any avoiding food for other reason	186 19%	42 19%	123 20% D	63 16%	141 19%	93 18%	37 20%	45 17%
Avoid certain food for religious or cultural reasons	26 3%	8 3%	19 3% D	7 2%	25 3% H	24 4% H	16 9% EH	1 *
Avoid certain food for medical reasons other than a food allergy e.g. diabetes	85 8%	9 4%	61 10% D	24 6%	64 9%	43 8%	17 10%	22 8%
Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)	105 10%	31 14%	62 10% D	43 11%	75 10%	46 9%	13 7%	29 11%
Reducing the amount of salt in my diet	5 *	- -	4 1% D	1 *	4 1%	1 *	- -	1 *
Trying to eat healthily	4 *	- -	1 * D	3 1%	3 *	1 *	- -	1 *
Other	7 1%	4 2%	4 1% D	2 1%	2 *	- -	- -	4 2%
None	299 30%	49 22%	120 20% C	178 45%	206 28%	150 28%	49 28%	93 35%

Prepared by Kantar TNS
- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q218. How often have you had takeaway/home delivery food in the last 3 months?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Ever	733	357	377	124	140	121	129	99	121	174	206	147	207	380	353	125	270	163	176	238	495
	73%	73%	73%	89%	88%	79%	71%	65%	56%	69%	75%	79%	71%	72%	74%	58%	69%	84%	88%	86%	68%
				GHI*	FGHI	HI	I					J					P	PQ	PQ	U	
Sub-Net: At least once a month	530	265	265	103	112	93	98	62	62	113	145	124	148	258	272	80	186	126	138	193	337
	53%	54%	51%	73%	71%	61%	54%	41%	29%	45%	53%	67%	51%	49%	57%	37%	47%	65%	69%	70%	46%
				GHI*	GHI	HI	HI	I				JKMNO			JMN		P	PQ	PQ	U	
Sub-Net: At least once a week	179	92	87	38	49	32	30	16	15	37	41	48	53	78	101	27	47	50	56	89	90
	18%	19%	17%	27%	31%	21%	17%	11%	7%	15%	15%	26%	18%	15%	21%	12%	12%	26%	28%	32%	12%
				HI*	GHI	HI	I					JKN			JKN			PQ	PQ	U	
More than once a week	45	25	21	9	17	9	7	2	2	10	11	12	12	20	25	9	9	15	12	25	20
	5%	5%	4%	6%	11%	6%	4%	1%	1%	4%	4%	7%	4%	4%	5%	4%	2%	8%	6%	9%	3%
				I*	GHI	I												Q		U	
Once a week	134	67	67	29	32	23	23	14	13	27	31	36	40	58	76	17	38	35	44	64	70
	13%	14%	13%	21%	20%	15%	13%	9%	6%	11%	11%	19%	14%	11%	16%	8%	10%	18%	22%	23%	10%
				HI*	HI	I	I					JKN			N			PQ	PQ	U	
2-3 times per month	177	85	92	45	29	30	34	21	18	34	52	39	51	87	91	28	58	36	56	53	125
	18%	17%	18%	32%	18%	20%	19%	14%	8%	14%	19%	21%	18%	16%	19%	13%	15%	18%	28%	19%	17%
				EFGHI*	I	I	I											PQR			
Once a month	173	88	85	20	35	31	33	25	30	42	52	36	44	93	80	26	81	40	26	51	122
	17%	18%	17%	14%	22%	20%	18%	16%	14%	17%	19%	19%	15%	18%	17%	12%	21%	21%	13%	19%	17%
				*	I												PS	P			
Less than once a month	204	92	112	22	27	28	31	37	59	61	61	23	59	122	82	45	84	37	38	45	159
	20%	19%	22%	15%	17%	18%	17%	24%	27%	24%	22%	12%	20%	23%	17%	21%	21%	19%	19%	16%	22%
				*			DEG			LO	L			LO	L						
Haven't had a takeaway in the past 3 months	269	131	137	16	19	32	53	52	97	76	70	39	84	146	123	91	122	32	24	39	230
	27%	27%	27%	11%	12%	21%	29%	35%	44%	31%	25%	21%	29%	28%	26%	42%	31%	16%	12%	14%	32%
				*		E	DE	DEF	DEFG	L						QRS	RS			T	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q218. How often have you had takeaway/home delivery food in the last 3 months?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Ever	733 73%	178 68%	517 76%	38 67%	459 73%	274 73%	122 75%	259 75%	63 66%	418 69%	284 81%	31 67%	201 79%	115 69%	276 72%	136 73%	528 75%	206 69%
Sub-Net: At least once a month	530 53%	130 50%	377 55%	22 39%	337 54%	193 51%	91 56%	189 54%	48 51%	297 49%	211 60%	22 47%	152 60%	80 48%	197 51%	97 52%	380 54%	150 50%
Sub-Net: At least once a week	179 18%	42 16%	124 18%	13 23%	128 20%	51 14%	45 28%	61 18%	19 20%	106 18%	67 19%	7 14%	61 24%	28 17%	61 16%	28 15%	130 18%	49 17%
More than once a week	45 5%	8 3%	33 5%	4 8%	36 6%	9 3%	16 10%	13 4%	5 5%	30 5%	14 4%	1 2%	16 6%	9 5%	12 3%	7 4%	40 6%	5 2%
Once a week	134 13%	35 13%	90 13%	9 16%	92 15%	42 11%	30 18%	49 14%	14 15%	76 13%	52 15%	6 12%	45 18%	20 12%	48 12%	21 11%	89 13%	44 15%
2-3 times per month	177 18%	45 17%	128 19%	4 7%	100 16%	77 21%	20 13%	64 18%	12 12%	90 15%	77 22%	11 24%	45 18%	27 16%	74 19%	30 16%	128 18%	50 17%
Once a month	173 17%	43 16%	125 18%	5 8%	108 17%	65 17%	25 16%	64 18%	17 18%	101 17%	68 19%	4 8%	46 18%	24 15%	63 16%	39 21%	122 17%	51 17%
Less than once a month	204 20%	47 18%	140 20%	16 29%	122 20%	81 22%	31 19%	70 20%	15 15%	122 20%	73 21%	9 20%	49 19%	35 21%	79 20%	39 21%	148 21%	56 19%
Haven't had a takeaway in the past 3 months	269 27%	83 32%	166 24%	19 33%	168 27%	101 27%	40 25%	89 25%	33 34%	184 31%	69 19%	16 33%	53 21%	51 31%	110 28%	50 27%	176 25%	93 31%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q218. How often have you had takeaway/home delivery food in the last 3 months?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Ever	733 73%	221 75%	502 72%	414 71%	173 73%	131 84% DE	663 74%	71 70% *	324 81% J	410 68%
Sub-Net: At least once a month	530 53%	166 56%	356 51%	294 50%	122 51%	105 67% DE	472 52%	58 57% *	249 62% J	281 47%
Sub-Net: At least once a week	179 18%	68 23% C	108 16%	94 16%	39 16%	45 29% DE	160 18%	19 19% *	101 25% J	78 13%
More than once a week	45 5%	22 8% C	21 3%	23 4%	12 5%	11 7%	42 5%	3 3% *	29 7% J	17 3%
Once a week	134 13%	45 15%	87 13%	71 12%	27 11%	35 22% DE	118 13%	16 16% *	72 18% J	62 10%
2-3 times per month	177 18%	51 17%	125 18%	94 16%	41 17%	36 23%	156 17%	21 21% *	84 21% J	93 16%
Once a month	173 17%	48 16%	123 18%	106 18%	42 18%	24 15%	156 17%	17 17% *	64 16%	109 18%
Less than once a month	204 20%	55 19%	146 21%	120 21%	51 21%	26 17%	191 21%	13 13% *	75 19%	129 21%
Haven't had a takeaway in the past 3 months	269 27%	75 25%	190 28%	172 29% F	64 27% F	25 16%	238 26%	30 30% *	76 19%	192 32% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q218. How often have you had takeaway/home delivery food in the last 3 months?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Ever	733 73%	189 85%	430 71%	304 76%	733 100%	530 100%	179 100%	- -
Sub-Net: At least once a month	530 53%	143 64%	310 51%	220 55%	530 72% H	530 100% EH	179 100% EH	- -
Sub-Net: At least once a week	179 18%	58 26%	110 18%	69 17%	179 24% H	179 34% EH	179 100% EFH	- -
More than once a week	45 5%	17 8%	33 6%	12 3%	45 6% H	45 9% H	45 25% EFH	- -
Once a week	134 13%	41 19%	77 13%	57 14%	134 18% H	134 25% EH	134 75% EFH	- -
2-3 times per month	177 18%	51 23%	108 18%	70 17%	177 24% GH	177 34% EGH	- -	- -
Once a month	173 17%	34 15%	92 15%	81 20%	173 24% GH	173 33% EGH	- -	- -
Less than once a month	204 20%	46 21%	120 20%	84 21%	204 28% FGH	- -	- -	- -
Haven't had a takeaway in the past 3 months	269 27%	34 15%	172 29%	97 24%	- -	- -	- -	269 100% EFG

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
 (**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q219. How often did this come from ordering/delivery service e.g. Just Eat or Deliveroo, in the last 3 months?

Base: All who have had a takeaway / home delivery food in the last 3 months

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	723	355	368	84	138	126	139	108	128	184	220	137	182	404	319	125	273	158	167	231	492
Base	733	357	377	124	140	121	129	99	121	174	206	147	207	380	353	125	270	163	176	238	495
Net: Ever	391 53%	188 53%	202 54%	99 79% FGHI*	112 80% FGHI	65 54% HI	59 46% HI	26 27% HI	29 24% HI	81 47%	117 57%	80 54%	112 54%	198 52%	192 54%	56 45%	118 44%	99 61% PQ	118 67% PQ	163 69% U	227 46%
Sub-Net: At least once a month	296 40%	153 43%	143 38%	82 66% FGHI*	82 59% FGHI	54 45% HI	45 35% HI	17 17% HI	17 14%	60 34%	88 43%	61 41%	87 42%	148 39%	148 42%	45 36%	81 30%	76 47% Q	93 53% PQ	131 55% U	165 33%
Sub-Net: At least once a week	105 14%	57 16%	48 13%	25 20% HI*	32 23% GHI	21 17% HI	16 12% H	4 4%	7 6%	18 10%	30 15%	25 17%	31 15%	48 13%	57 16%	14 12%	25 9%	28 17% Q	38 22% PQ	61 26% U	43 9%
More than once a week	27 4%	13 4%	14 4%	7 6% *	14 10% FGHI	2 2%	2 2%	1 1%	1 1%	7 4%	7 3%	8 6%	5 3%	13 4%	14 4%	5 4%	5 2%	9 6%	8 4%	16 7% U	11 2%
Once a week	78 11%	44 12%	34 9%	18 14% HI*	18 13% HI	19 16% HI	14 11% H	3 3%	6 5%	11 7%	23 11%	17 12%	26 13%	35 9%	43 12%	9 7%	20 7%	18 11%	30 17% PQ	45 19% U	33 7%
2-3 times per month	97 13%	48 14%	48 13%	36 29% FGHI*	27 19% GHI	16 13% I	9 7%	6 6%	3 2%	18 10%	27 13%	19 13%	33 16%	45 12%	51 15%	14 11%	27 10%	25 15%	31 18% Q	34 14%	63 13%
Once a month	95 13%	48 13%	47 12%	21 17% I*	23 16% I	17 14% I	19 15% I	7 8%	7 6%	24 14%	31 15%	17 11%	23 11%	55 14%	40 11%	17 14%	29 11%	24 15%	24 14%	36 15%	59 12%
Less than once a month	95 13%	35 10%	59 16% B	17 14% *	30 22% FGHI	11 9%	15 11%	10 10%	12 10%	22 12%	29 14%	19 13%	25 12%	50 13%	44 13%	11 9%	37 14%	22 14%	24 14%	33 14%	62 13%
Never	329 45%	163 46%	166 44%	23 18% *	23 17%	54 45% DE	68 53% DE	70 70% DEFG	90 75% DEFG	91 52% K	85 42%	64 43%	89 43%	176 46%	153 43%	67 54% RS	147 54% RS	62 38%	53 30%	71 30%	258 52% T
Don't know	14 2%	5 1%	8 2%	3 2% *	4 3%	1 1%	1 1%	3 3%	2 2%	2 1%	3 2%	3 2%	5 3%	5 1%	8 2%	1 1%	5 2%	2 1%	5 3%	3 1%	11 2%

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q219. How often did this come from ordering/delivery service e.g. Just Eat or Deliveroo, in the last 3 months?

Base: All who have had a takeaway / home delivery food in the last 3 months

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	723	177	509	37	451	272	119	254	64	418	276	29	194	114	280	129	521	202
Base	733	178	517	38	459	274	122	259	63	418	284	31	201	115	276	136	528	206
Net: Ever	391 53%	80 45%	291 56%	19 51%	262 57%	128 47%	77 63%	142 55%	36 57%	218 52%	159 56%	13 42%	116 58%	59 51%	134 49%	80 59%	291 55%	99 48%
Sub-Net: At least once a month	296 40%	64 36%	220 43%	12 30%	208 45%	87 32%	66 54%	110 42%	27 43%	169 40%	119 42%	8 25%	89 44%	42 37%	108 39%	55 41%	220 42%	76 37%
Sub-Net: At least once a week	105 14%	23 13%	72 14%	9 25%	81 18%	24 9%	31 26%	39 15%	9 14%	68 16%	35 12%	2 7%	35 17%	17 15%	34 12%	19 14%	77 15%	28 13%
More than once a week	27 4%	4 3%	16 3%	7 18%	20 4%	7 2%	9 8%	8 3%	2 3%	22 5%	5 2%	- -	7 4%	6 5%	8 3%	6 4%	24 5%	3 1%
Once a week	78 11%	19 11%	56 11%	3 7%	61 13%	17 6%	22 18%	32 12%	7 11%	46 11%	30 10%	2 7%	27 14%	11 10%	26 10%	13 10%	53 10%	25 12%
2-3 times per month	97 13%	20 11%	75 14%	2 6%	63 14%	33 12%	21 17%	33 13%	7 12%	53 13%	42 15%	2 6%	26 13%	16 14%	38 14%	14 10%	71 14%	25 12%
Once a month	95 13%	21 12%	74 14%	- -	64 14%	30 11%	14 11%	38 15%	11 17%	48 12%	42 15%	4 13%	28 14%	9 8%	35 13%	23 17%	71 13%	23 11%
Less than once a month	95 13%	16 9%	71 14%	8 21%	54 12%	41 15%	11 9%	33 13%	8 14%	49 12%	40 14%	5 17%	27 13%	17 15%	27 10%	24 18%	72 14%	23 11%
Never	329 45%	98 55%	215 42%	16 42%	189 41%	140 51%	45 37%	112 43%	27 43%	195 47%	118 41%	17 54%	84 42%	52 45%	139 50%	51 37%	228 43%	101 49%
Don't know	14 2%	- -	11 2%	3 8%	8 2%	6 2%	1 1%	5 2%	- -	5 1%	7 3%	1 4%	1 *	4 3%	3 1%	6 4%	8 2%	5 3%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q219. How often did this come from ordering/delivery service e.g. Just Eat or Deliveroo, in the last 3 months?

Base: All who have had a takeaway / home delivery food in the last 3 months

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	723	221	491	417	170	121	656	67	302	421
Base	733	221	502	414	173	131	663	71	324	410
Net: Ever	391 53%	113 51%	272 54%	216 52%	99 57%	64 49%	349 53%	41 58% *	222 69% J	169 41%
Sub-Net: At least once a month	296 40%	91 41%	200 40%	169 41%	68 39%	52 39%	261 39%	35 50% *	176 54% J	120 29%
Sub-Net: At least once a week	105 14%	42 19% C	60 12%	55 13%	30 17%	20 15%	94 14%	11 15% *	71 22% J	33 8%
More than once a week	27 4%	15 7% C	11 2%	10 2%	10 6%	7 6%	24 4%	3 4% *	20 6% J	7 2%
Once a week	78 11%	27 12%	49 10%	45 11%	21 12%	13 10%	69 10%	8 12% *	52 16% J	26 6%
2-3 times per month	97 13%	30 13%	66 13%	55 13%	14 8%	21 16%	83 13%	13 19% *	57 17% J	40 10%
Once a month	95 13%	19 9%	74 15% B	59 14%	23 14%	11 8%	83 13%	11 16% *	48 15%	47 11%
Less than once a month	95 13%	22 10%	71 14%	47 11%	31 18% D	12 9%	89 13%	6 8% *	46 14%	48 12%
Never	329 45%	105 47%	222 44%	191 46%	70 41%	65 50%	304 46%	25 36% *	97 30%	232 57% I
Don't know	14 2%	3 1%	8 2%	7 2%	4 2%	2 2%	9 1%	4 6% G*	5 1%	9 2%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q219. How often did this come from ordering/delivery service e.g. Just Eat or Deliveroo, in the last 3 months?

Base: All who have had a takeaway / home delivery food in the last 3 months

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	723	169	423	300	723	514	170	-
Base	733	189	430	304	733	530	179	-
Net: Ever	391 53%	128 68%	240 56%	150 49%	391 53%	329 62% E	132 73% EF	- -
Sub-Net: At least once a month	296 40%	97 51%	178 42%	118 39%	296 40%	294 55% E	124 69% EF	- -
Sub-Net: At least once a week	105 14%	36 19%	69 16%	36 12%	105 14%	104 20% E	94 52% EF	- -
More than once a week	27 4%	11 6%	22 5% D	5 1%	27 4%	27 5%	26 15% EF	- -
Once a week	78 11%	25 13%	46 11%	32 10%	78 11%	77 15%	68 38% EF	- -
2-3 times per month	97 13%	35 19%	60 14%	36 12%	97 13%	97 18% EG	17 10%	- -
Once a month	95 13%	25 13%	49 11%	45 15%	95 13%	93 18% EG	13 7%	- -
Less than once a month	95 13%	32 17%	62 14%	33 11%	95 13%	35 7%	8 4%	- -
Never	329 45%	56 30%	184 43%	145 48%	329 45%	194 37% FG	48 27% G	- -
Don't know	14 2%	5 2%	5 1%	9 3%	14 2%	6 1%	- -	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q219. How often did this come from ordering/delivery service e.g. Just Eat or Deliveroo, in the last 3 months?

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Ever	391 39%	188 39%	202 39%	99 70% FGHI*	112 71% FGHI	65 43% HI	59 33% HI	26 17%	29 13%	81 32%	117 43% JN	80 43% J	112 39%	198 38% J	192 40% J	56 26%	118 30%	99 51% PQ	118 59% PQ	163 59% U	227 31%
Sub-Net: At least once a month	296 30%	153 31%	143 28%	82 58% FGHI*	82 52% FGHI	54 36% GHI	45 25% HI	17 11%	17 8%	60 24%	88 32% JN	61 33% J	87 30%	148 28% J	148 31% J	45 21%	81 21%	76 39% PQ	93 47% PQ	131 47% U	165 23%
Sub-Net: At least once a week	105 10%	57 12%	48 9%	25 18% HI*	32 20% GHI	21 14% HI	16 9% HI	4 2%	7 3%	18 7%	30 11%	25 14% J	31 11%	48 9%	57 12%	14 7%	25 6%	28 14% PQ	38 19% PQ	61 22% U	43 6%
More than once a week	27 3%	13 3%	14 3%	7 5% I*	14 9% FGHI	2 1%	2 1%	1 1%	1 *	7 3%	7 2%	8 4%	5 2%	13 3%	14 3%	5 2%	5 1%	9 5% Q	8 4%	16 6% U	11 1%
Once a week	78 8%	44 9%	34 7%	18 13% HI*	18 12% HI	19 13% HI	14 8% HI	3 2%	6 3%	11 5%	23 8%	17 9%	26 9%	35 7%	43 9% J	9 4%	20 5%	18 9%	30 15% PQ	45 16% U	33 4%
2-3 times per month	97 10%	48 10%	48 9%	36 26% FGHI*	27 17% GHI	16 10% HI	9 5% I	6 4%	3 1%	18 7%	27 10%	19 10%	33 11%	45 9%	51 11%	14 6%	27 7%	25 13% PQ	31 15% PQ	34 12%	63 9%
Once a month	95 9%	48 10%	47 9%	21 15% HI*	23 14% HI	17 11% I	19 11% I	7 5%	7 3%	24 9%	31 11%	17 9%	23 8%	55 10%	40 8%	17 8%	29 7%	24 12% P	24 12% P	36 13% U	59 8%
Less than once a month	95 9%	35 7%	59 12% B	17 12% *	30 19% FGHI	11 7%	15 8%	10 7%	12 6%	22 9%	29 10%	19 10%	25 9%	50 10%	44 9%	11 5%	37 10%	22 12% P	24 12% P	33 12% U	62 9%
Never	329 33%	163 33%	166 32%	23 16% *	23 15%	54 36% DE	68 38% DE	70 46% DE	90 41% DE	91 36%	85 31%	64 34%	89 31%	176 33%	153 32%	67 31%	147 37% S	62 32%	53 27%	71 26%	258 36% T
Don't know	14 1%	5 1%	8 2%	3 2% *	4 3%	1 1%	1 1%	3 2%	2 1%	2 1%	3 1%	3 2%	5 2%	5 1%	8 2%	1 *	5 1%	2 1%	5 3%	3 1%	11 1%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 790

Tb T954

Q219. How often did this come from ordering/delivery service e.g. Just Eat or Deliveroo, in the last 3 months?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Ever	391 39%	80 31%	291 43% B	19 34% *	262 42% F	128 34%	77 47%	142 41%	36 37% *	218 36%	159 45% JL	13 28% *	116 46% O	59 35%	134 35%	80 43%	291 41% R	99 33%
Sub-Net: At least once a month	296 30%	64 25%	220 32% B	12 20% *	208 33% F	87 23%	66 41%	110 32%	27 29% *	169 28%	119 34% L	8 17% *	89 35% N	42 25%	108 28%	55 30%	220 31%	76 26%
Sub-Net: At least once a week	105 10%	23 9%	72 11%	9 16% *	81 13% F	24 6%	31 19% H	39 11%	9 9% *	68 11%	35 10%	2 4% *	35 14%	17 10%	34 9%	19 10%	77 11%	28 9%
More than once a week	27 3%	4 2%	16 2%	7 12% BC*	20 3%	7 2%	9 6%	8 2%	2 2% *	22 4%	5 2%	- - *	7 3%	6 4%	8 2%	6 3%	24 3%	3 1%
Once a week	78 8%	19 7%	56 8%	3 5% *	61 10% F	17 5%	22 14%	32 9%	7 7% *	46 8%	30 8%	2 4% *	27 11%	11 7%	26 7%	13 7%	53 8%	25 8%
2-3 times per month	97 10%	20 8%	75 11%	2 4% *	63 10%	33 9%	21 13%	33 9%	7 8% *	53 9%	42 12%	2 4% *	26 10%	16 10%	38 10%	14 7%	71 10%	25 8%
Once a month	95 9%	21 8%	74 11% D	- - *	64 10%	30 8%	14 9%	38 11%	11 11% *	48 8%	42 12%	4 8% *	28 11%	9 5%	35 9%	23 12% N	71 10%	23 8%
Less than once a month	95 9%	16 6%	71 10%	8 14% *	54 9%	41 11%	11 7%	33 9%	8 9% *	49 8%	40 11%	5 11% *	27 11%	17 10%	27 7%	24 13% O	72 10%	23 8%
Never	329 33%	98 37%	215 31%	16 28% *	189 30%	140 37% E	45 28%	112 32%	27 28% *	195 32%	118 33%	17 36% *	84 33%	52 31%	139 36%	51 27%	228 32%	101 34%
Don't know	14 1%	- -	11 2%	3 5% B*	8 1%	6 2%	1 1%	5 2%	- - *	5 1%	7 2%	1 3% *	1 *	4 2%	3 1%	6 3%	8 1%	5 2%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q219. How often did this come from ordering/delivery service e.g. Just Eat or Deliveroo, in the last 3 months?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Ever	391 39%	113 38%	272 39%	216 37%	99 42%	64 41%	349 39%	41 41% *	222 56% J	169 28%
Sub-Net: At least once a month	296 30%	91 31%	200 29%	169 29%	68 28%	52 33%	261 29%	35 35% *	176 44% J	120 20%
Sub-Net: At least once a week	105 10%	42 14% C	60 9%	55 9%	30 13%	20 13%	94 10%	11 11% *	71 18% J	33 6%
More than once a week	27 3%	15 5% C	11 2%	10 2%	10 4%	7 5%	24 3%	3 3% *	20 5% J	7 1%
Once a week	78 8%	27 9%	49 7%	45 8%	21 9%	13 8%	69 8%	8 8% *	52 13% J	26 4%
2-3 times per month	97 10%	30 10%	66 10%	55 9%	14 6%	21 13% E	83 9%	13 13% *	57 14% J	40 7%
Once a month	95 9%	19 7%	74 11%	59 10%	23 10%	11 7%	83 9%	11 11% *	48 12% J	47 8%
Less than once a month	95 9%	22 8%	71 10%	47 8%	31 13% D	12 8%	89 10%	6 6% *	46 12%	48 8%
Never	329 33%	105 35%	222 32%	191 33%	70 30%	65 42% E	304 34%	25 25% *	97 24%	232 39% I
Don't know	14 1%	3 1%	8 1%	7 1%	4 2%	2 1%	9 1%	4 4% G*	5 1%	9 2%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q219. How often did this come from ordering/delivery service e.g. Just Eat or Deliveroo, in the last 3 months?

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Ever	391 39%	128 57%	240 40%	150 38%	391 53% H	329 62% EH	132 73% EFH	- -
Sub-Net: At least once a month	296 30%	97 43%	178 30%	118 29%	296 40% H	294 55% EH	124 69% EFH	- -
Sub-Net: At least once a week	105 10%	36 16%	69 11%	36 9%	105 14% H	104 20% EH	94 52% EFH	- -
More than once a week	27 3%	11 5%	22 4% D	5 1%	27 4% H	27 5% H	26 15% EFH	- -
Once a week	78 8%	25 11%	46 8%	32 8%	78 11% H	77 15% H	68 38% EFH	- -
2-3 times per month	97 10%	35 16%	60 10%	36 9%	97 13% H	97 18% EGH	17 10% H	- -
Once a month	95 9%	25 11%	49 8%	45 11%	95 13% H	93 18% EGH	13 7% H	- -
Less than once a month	95 9%	32 14%	62 10%	33 8%	95 13% FGH	35 7% H	8 4% H	- -
Never	329 33%	56 25%	184 31%	145 36%	329 45% FGH	194 37% GH	48 27% H	- -
Don't know	14 1%	5 2%	5 1%	9 2%	14 2%	6 1%	- -	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
(**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 793

Tb T957

Q75/Q76. Whether made change in last 6 months and reason for change - Eaten at home

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
MORE	355 35%	157 32%	198 38%	83 60%	73 46%	49 32%	54 30%	42 28%	54 25%	75 30%	93 34%	65 35%	122 42%	168 32%	187 39%	73 34%	123 31%	71 37%	88 44%	115 42%	240 33%
To save money	238 24%	96 20%	142 28%	50 36%	52 33%	41 27%	44 24%	26 17%	25 12%	48 19%	65 23%	43 23%	82 28%	113 21%	125 26%	48 22%	80 20%	49 25%	61 30%	84 30%	154 21%
It's healthier	206 21%	97 20%	109 21%	43 31%	44 28%	29 19%	28 15%	30 20%	32 15%	47 19%	56 20%	47 25%	56 19%	103 20%	103 22%	38 18%	68 17%	54 27%	46 23%	73 27%	132 18%
For food safety reasons	39 4%	22 5%	16 3%	7 5%	11 7%	7 4%	5 3%	5 3%	4 2%	9 4%	9 3%	13 7%	8 3%	18 3%	21 4%	6 3%	7 2%	10 5%	16 8%	22 8%	16 2%
To avoid waste	52 5%	20 4%	32 6%	17 12%	9 6%	4 3%	6 3%	8 5%	8 4%	7 3%	10 4%	16 8%	19 7%	17 3%	35 7%	12 6%	17 4%	11 6%	11 6%	18 6%	34 5%
Other reason	33 3%	14 3%	19 4%	9 6%	8 5%	4 3%	4 2%	- -	9 4%	4 2%	12 4%	3 2%	14 5%	16 3%	17 4%	12 6%	12 3%	5 3%	4 2%	5 2%	28 4%
LESS	59 6%	29 6%	30 6%	16 11%	16 10%	8 5%	6 3%	6 4%	7 3%	9 4%	22 8%	11 6%	17 6%	31 6%	27 6%	11 5%	21 5%	13 7%	14 7%	20 7%	38 5%
To save money	15 1%	8 2%	7 1%	2 1%	5 3%	4 2%	1 1%	3 2%	1 *	4 1%	5 2%	3 2%	3 1%	9 2%	6 1%	4 2%	3 1%	5 2%	3 2%	7 2%	8 1%
It's healthier	17 2%	14 3%	3 1%	3 2%	4 2%	1 1%	3 2%	3 2%	4 2%	4 2%	6 2%	4 2%	3 1%	10 2%	7 2%	5 2%	4 1%	4 2%	4 2%	6 2%	12 2%
For food safety reasons	13 1%	6 1%	7 1%	- -	9 6%	3 2%	1 *	- -	- -	4 1%	4 1%	3 2%	2 1%	7 1%	5 1%	1 *	3 1%	5 2%	4 2%	9 3%	4 1%
To avoid waste	14 1%	7 1%	7 1%	3 2%	4 2%	2 1%	1 *	1 1%	3 1%	2 1%	5 2%	1 1%	6 2%	7 1%	7 1%	1 1%	6 2%	3 1%	4 2%	7 3%	7 1%
Other reason	16 2%	4 1%	12 2%	9 6%	3 2%	1 1%	2 1%	2 1%	- -	1 1%	8 3%	3 1%	5 2%	9 2%	7 2%	3 1%	7 2%	4 2%	2 1%	3 1%	14 2%
NO CHANGE	589 59%	302 62%	286 56%	41 29%	70 44%	96 63%	122 67%	103 68%	158 72%	167 67%	160 58%	109 59%	152 52%	327 62%	261 55%	132 61%	248 63%	110 57%	98 49%	141 51%	448 62%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 794

Tb T958

Q75/Q76. Whether made change in last 6 months and reason for change - Eaten at home

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
MORE	355 35%	90 34%	244 36%	21 37% *	245 39% F	110 29%	72 45%	140 40%	31 33% *	229 38% L	118 33% L	8 17% *	102 40% O	54 33%	116 30%	80 43% O	278 40% R	77 26%
To save money	238 24%	65 25%	155 23%	18 31% *	157 25% F	80 21%	45 28%	91 26%	20 21% *	149 25%	82 23%	7 14% *	73 29% NO	25 15%	78 20%	62 33% NO	184 26% R	54 18%
It's healthier	206 21%	55 21%	137 20%	13 23% *	152 24% F	54 14%	51 31% I	88 25% I	12 13% *	132 22% L	71 20% L	2 5% *	45 18%	36 22%	81 21%	44 24%	183 26% R	22 7%
For food safety reasons	39 4%	7 3%	28 4%	3 5% *	30 5% F	9 2%	19 12% HI	11 3%	- - *	28 5%	10 3%	- - *	13 5%	8 5%	14 4%	3 2%	34 5% R	5 2%
To avoid waste	52 5%	21 8% C	29 4%	3 4% *	42 7% F	10 3%	12 8%	25 7%	4 4% *	36 6%	16 4%	- - *	15 6%	12 7%	13 3%	11 6%	45 6% R	7 2%
Other reason	33 3%	5 2%	29 4%	- - *	23 4% F	11 3%	4 2%	12 3%	7 7% *	20 3%	13 4%	1 2% *	9 4%	4 2%	14 4%	4 2%	20 3% R	13 5%
LESS	59 6%	14 6%	38 6%	6 10% *	42 7% F	16 4%	16 10% I	22 6%	1 1% *	28 5%	25 7%	5 11% *	22 9%	7 4%	22 6%	7 4%	46 7% R	12 4%
To save money	15 1%	5 2%	9 1%	1 2% *	13 2% F	2 *	4 2%	9 3%	- - *	7 1%	8 2%	- - *	4 1%	3 2%	6 1%	2 1%	14 2% R	1 *
It's healthier	17 2%	4 2%	12 2%	1 2% *	12 2% F	5 1%	5 3%	7 2%	- - *	10 2%	5 1%	2 4% *	7 3%	2 1%	7 2%	1 1%	14 2% R	3 1%
For food safety reasons	13 1%	5 2%	5 1%	3 5% C*	9 1% F	4 1%	6 4%	3 1%	- - *	6 1%	7 2%	- - *	4 2%	2 1%	6 1%	1 1%	12 2% R	1 *
To avoid waste	14 1%	5 2%	8 1%	1 2% *	12 2% F	2 1%	4 3%	6 2%	1 1% *	7 1%	6 2%	- - *	5 2%	3 2%	4 1%	2 1%	11 2% R	3 1%
Other reason	16 2%	3 1%	12 2%	1 1% *	10 2% F	6 2%	4 2%	4 1%	- - *	8 1%	5 1%	3 7% J*	9 4% N	- -	5 1%	3 1%	9 1% R	8 3%
NO CHANGE	589 59%	157 60%	402 59%	30 53% *	340 54% E	249 66%	74 45%	186 53%	63 66% GH*	345 57%	210 60%	33 72% *	130 51%	104 63% M	247 64% MP	99 53%	379 54% Q	209 70%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q75/Q76. Whether made change in last 6 months and reason for change - Eaten at home

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
MORE	355 35%	106 36%	246 35%	206 35%	75 32%	65 42%	322 36%	33 32% *	204 51% J	151 25%
To save money	238 24%	66 22%	169 24%	132 23%	51 22%	51 33% DE	216 24%	22 21% *	140 35% J	98 16%
It's healthier	206 21%	65 22%	140 20%	143 24% EF	38 16%	22 14%	192 21%	13 13% *	132 33% J	74 12%
For food safety reasons	39 4%	21 7% C	18 3%	30 5% E	3 1%	4 3%	38 4%	1 1% *	29 7% J	10 2%
To avoid waste	52 5%	16 6%	36 5%	34 6%	13 5%	5 3%	49 5%	3 3% *	38 9% J	14 2%
Other reason	33 3%	10 3%	23 3%	15 2%	7 3%	9 6%	31 3%	2 2% *	15 4%	19 3%
LESS	59 6%	25 9% C	30 4%	27 5%	14 6%	14 9%	50 6%	9 9% *	36 9% J	23 4%
To save money	15 1%	8 3% C	6 1%	8 1%	4 2%	2 1%	15 2%	- - *	11 3% J	4 1%
It's healthier	17 2%	8 3%	9 1%	11 2%	4 2%	2 1%	16 2%	1 1% *	11 3%	7 1%
For food safety reasons	13 1%	7 2%	4 1%	8 1%	4 2%	1 1%	11 1%	2 2% *	10 2% J	3 *
To avoid waste	14 1%	8 3%	6 1%	7 1%	3 1%	3 2%	14 2%	- - *	9 2%	5 1%
Other reason	16 2%	5 2%	10 1%	4 1%	2 1%	8 5% DE	10 1%	6 6% G*	7 2%	10 2%
NO CHANGE	589 59%	164 55%	417 60%	353 60% F	148 62% F	76 49%	529 59%	60 59% *	161 40%	428 71% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q75/Q76. Whether made change in last 6 months and reason for change - Eaten at home

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
MORE	355 35%	109 49%	247 41% D	108 27%	280 38% H	215 41% H	80 45% H	75 28%
To save money	238 24%	76 34%	160 27% D	77 19%	187 26% H	143 27% H	52 29% H	50 19%
It's healthier	206 21%	61 27%	166 28% D	40 10%	158 21%	118 22%	43 24%	48 18%
For food safety reasons	39 4%	8 3%	33 5% D	6 1%	34 5%	25 5%	15 9% H	5 2%
To avoid waste	52 5%	15 7%	40 7% D	12 3%	37 5%	30 6%	10 6%	15 5%
Other reason	33 3%	13 6%	17 3%	16 4%	25 3%	16 3%	7 4%	8 3%
LESS	59 6%	21 9%	34 6%	25 6%	55 7% H	46 9% H	22 12% H	4 1%
To save money	15 1%	3 2%	8 1%	6 2%	14 2%	12 2%	6 3% H	1 *
It's healthier	17 2%	- -	13 2%	5 1%	17 2% H	14 3% H	6 3% H	- -
For food safety reasons	13 1%	5 2%	7 1%	6 1%	12 2%	12 2%	7 4% H	1 *
To avoid waste	14 1%	5 2%	10 2%	4 1%	13 2%	12 2%	3 2%	1 *
Other reason	16 2%	9 4%	6 1%	10 2%	13 2%	9 2%	4 2%	3 1%
NO CHANGE	589 59%	94 42%	321 53% C	268 67% C	399 54% G	268 51% G	78 43% EFG	190 71% EFG

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 797

Tb T961

Q75/Q76. Whether made change in last 6 months and reason for change - Cooked at home

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
MORE	345 34%	154 32%	191 37%	72 52% FGHI*	72 45% GHI	52 34% I	55 30%	44 29%	51 23%	76 30%	91 33%	66 35%	113 39%	167 32%	179 38%	64 30%	119 30%	81 42% PQ	81 41% PQ	120 43% U	226 31%
To save money	233 23%	91 19%	142 28% B	48 34% HI*	50 31% HI	39 26% I	44 24% I	27 18%	24 11%	49 19%	64 23%	46 25%	75 26%	113 21%	120 25%	47 22%	77 20%	56 29% Q	53 27% U	86 31% U	148 20%
It's healthier	224 22%	100 21%	124 24%	46 33% GI*	43 27% I	35 23%	32 18%	33 22%	34 16%	45 18%	63 23%	52 28% J	64 22%	108 20%	116 24%	43 20%	73 19%	57 29% PQ	52 26% PQ	80 29% U	144 20%
For food safety reasons	44 4%	24 5%	20 4%	8 6% *	15 9% HI	8 5%	8 4%	2 1%	4 2%	9 4%	8 3%	15 8% KN	11 4%	18 3%	26 5%	5 2%	8 2%	13 7% PQ	18 9% PQ	26 9% U	18 3%
To avoid waste	69 7%	21 4%	47 9% B	15 11% *	14 9%	9 6%	11 6%	9 6%	11 5%	9 4%	19 7%	18 9% J	24 8% J	28 5%	41 9% JN	17 8%	16 4%	17 9% Q	19 10% Q	24 9%	45 6%
Other reason	30 3%	18 4%	12 2%	9 6% *	6 4%	3 2%	4 2%	2 1%	8 3%	9 4%	12 5% O	2 1%	6 2%	22 4% O	8 2%	5 2%	12 3%	8 4%	5 2%	6 2%	25 3%
LESS	65 6%	27 6%	37 7%	27 19% EFGHI*	14 9% GI	9 6%	5 2%	6 4%	5 2%	12 5%	18 6%	12 7%	23 8%	30 6%	35 7%	18 9% R	25 6%	5 3%	16 8% R	18 6%	47 6%
To save money	21 2%	10 2%	11 2%	10 7% GHI*	5 3%	3 2%	2 1%	1 1%	1 *	4 2%	3 1%	5 3%	10 3%	7 1%	15 3%	2 1%	9 2%	2 1%	8 4%	6 2%	15 2%
It's healthier	13 1%	12 2% C	2 *	1 1% *	6 4%	1 1%	1 *	2 1%	2 1%	4 2%	2 1%	4 2%	3 1%	6 1%	7 2%	3 1%	4 1%	4 2%	3 1%	6 2%	7 1%
For food safety reasons	9 1%	7 2%	2 *	4 3% *	3 2%	1 1%	1 *	- -	- -	3 1%	2 1%	3 1%	1 *	6 1%	4 1%	1 *	3 1%	1 1%	4 2%	7 3% U	2 *
To avoid waste	10 1%	4 1%	6 1%	4 3% *	4 3%	1 1%	- -	- -	- -	2 1%	1 *	2 1%	4 1%	4 1%	6 1%	3 2%	4 1%	- -	2 1%	3 1%	7 1%
Other reason	23 2%	5 1%	18 4% B	10 7% EGI*	2 1%	5 3%	1 1%	4 2%	2 1%	4 1%	10 4%	2 1%	8 3%	13 3%	10 2%	11 5% R	8 2%	1 *	3 2%	1 *	22 3% T
NO CHANGE	592 59%	306 63% C	285 56%	41 29% *	72 46% D	92 60% DE	122 67% DE	102 67% DE	163 74% DEF	163 65% MO	167 60%	107 58%	155 53%	330 63% MO	262 55%	133 62% S	248 63% S	108 56%	103 51%	139 50%	453 62% T

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 798

Tb T962

Q75/Q76. Whether made change in last 6 months and reason for change - Cooked at home

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
MORE	345 34%	96 37%	227 33%	22 39% *	242 39% F	103 28%	72 44% I	141 41% I	26 28% *	223 37% L	115 33% L	7 14% *	90 35% P	52 32%	125 32%	76 41%	275 39% R	70 24%
To save money	233 23%	72 28% C	145 21%	16 28% *	158 25%	75 20%	46 29% I	95 27% I	14 14% *	154 26% L	76 21% L	4 8% *	58 23% P	29 18%	83 22%	62 33% MNO	190 27% R	44 15%
It's healthier	224 22%	56 22%	155 23%	13 23% *	168 27% F	56 15%	50 31% I	104 30% I	12 13% *	148 24% L	74 21% L	2 5% *	46 18%	38 23%	90 23%	49 27%	197 28% R	27 9%
For food safety reasons	44 4%	16 6%	24 4%	3 6% *	39 6% F	5 1%	22 13% HI	17 5%	- - *	33 6%	11 3%	- - *	14 5% P	10 6% P	19 5% P	2 1%	39 6% R	5 2%
To avoid waste	69 7%	24 9%	40 6%	5 8% *	50 8%	19 5%	17 11%	26 7%	7 8% *	45 7%	22 6%	2 4% *	12 5%	12 7%	24 6%	21 11% M	57 8% R	12 4%
Other reason	30 3%	6 2%	24 3%	1 2% *	17 3%	13 3%	3 2%	9 3%	5 5% *	11 2%	18 5% J	1 2% *	10 4%	3 2%	12 3%	4 2%	19 3%	11 4%
LESS	65 6%	12 5%	50 7%	2 4% *	41 6%	24 6%	14 9%	18 5%	7 8% *	36 6%	27 8%	2 4% *	23 9% O	13 8%	16 4%	14 7%	51 7%	14 5%
To save money	21 2%	5 2%	15 2%	2 3% *	17 3%	5 1%	6 3%	7 2%	4 4% *	11 2%	11 3%	- - *	5 2%	6 4%	4 1%	6 3%	17 2%	5 2%
It's healthier	13 1%	3 1%	10 2%	- - *	9 1%	4 1%	6 4%	3 1%	- - *	8 1%	4 1%	1 2% *	6 2%	3 2%	2 *	2 1%	12 2%	2 1%
For food safety reasons	9 1%	2 1%	8 1%	- - *	8 1%	1 *	5 3%	3 1%	- - *	5 1%	5 1%	- - *	4 1%	2 1%	4 1%	- -	9 1%	- -
To avoid waste	10 1%	2 1%	7 1%	- - *	5 1%	5 1%	2 1%	1 *	1 1% *	4 1%	5 2%	- - *	5 2%	1 1%	1 *	2 1%	6 1%	4 1%
Other reason	23 2%	5 2%	17 3%	1 1% *	10 2%	13 3%	2 1%	5 1%	3 3% *	16 3%	7 2%	1 2% *	9 3%	2 1%	7 2%	6 3%	20 3%	3 1%
NO CHANGE	592 59%	153 59%	406 59%	32 56% *	344 55%	248 66% E	76 47%	188 54%	62 65% G*	343 57%	211 60%	38 81% JK*	141 56%	101 61%	245 64% P	97 52%	377 54%	214 72% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q75/Q76. Whether made change in last 6 months and reason for change - Cooked at home

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
MORE	345 34%	103 35%	239 35%	207 35%	77 33%	52 34%	319 35%	26 26% *	194 48% J	152 25%
To save money	233 23%	63 21%	167 24%	134 23%	55 23%	39 25%	219 24%	15 15% *	140 35% J	94 16%
It's healthier	224 22%	68 23%	155 22%	153 26% EF	38 16%	28 18%	211 23% H	13 13% *	136 34% J	88 15%
For food safety reasons	44 4%	22 8% C	20 3%	32 5% E	5 2%	6 4%	41 5%	3 3% *	34 8% J	10 2%
To avoid waste	69 7%	26 9%	43 6%	44 7%	18 8%	6 4%	64 7%	5 5% *	46 11% J	23 4%
Other reason	30 3%	8 3%	21 3%	13 2%	10 4%	5 3%	30 3%	- - *	14 3%	17 3%
LESS	65 6%	29 10% C	34 5%	24 4%	15 6%	22 14% DE	50 6%	15 15% G* J	46 11% J	19 3%
To save money	21 2%	9 3%	12 2%	7 1%	3 1%	10 6% DE	15 2%	6 6% G* J	16 4% J	5 1%
It's healthier	13 1%	6 2%	7 1%	5 1%	5 2%	4 2%	12 1%	2 2% *	10 2% J	4 1%
For food safety reasons	9 1%	7 2% C	3 *	4 1%	3 1%	1 1%	9 1%	- - *	9 2% J	- -
To avoid waste	10 1%	4 1%	5 1%	1 *	4 2% D	3 2%	6 1%	4 4% G* J	9 2% J	1 *
Other reason	23 2%	12 4% C	11 2%	12 2%	1 *	9 6% DE	20 2%	4 4% *	13 3%	10 2%
NO CHANGE	592 59%	163 55%	419 60%	354 60%	144 61%	82 52%	531 59%	60 60% *	161 40%	431 72% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q75/Q76. Whether made change in last 6 months and reason for change - Cooked at home

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
MORE	345 34%	96 43%	246 41% D	100 25%	270 37% H	208 39% H	72 40% H	75 28%
To save money	233 23%	72 32%	160 27% D	74 18%	181 25%	138 26%	41 23%	52 19%
It's healthier	224 22%	67 30%	176 29% D	48 12%	171 23%	132 25%	42 23%	53 20%
For food safety reasons	44 4%	12 5%	36 6% D	8 2%	39 5% H	31 6% H	22 12% EFH	4 2%
To avoid waste	69 7%	24 11%	56 9% D	13 3%	55 8%	43 8%	14 8%	14 5%
Other reason	30 3%	5 2%	20 3%	10 3%	22 3%	13 3%	5 3%	8 3%
LESS	65 6%	30 14%	33 5%	32 8%	61 8% H	53 10% H	29 16% EH	3 1%
To save money	21 2%	9 4%	12 2%	10 2%	20 3% H	18 3% H	10 6% H	1 *
It's healthier	13 1%	2 1%	9 1%	5 1%	13 2%	11 2% H	7 4% H	- -
For food safety reasons	9 1%	1 *	8 1%	2 *	9 1%	8 2%	5 3% H	- -
To avoid waste	10 1%	5 2%	5 1%	5 1%	10 1%	10 2%	4 2%	- -
Other reason	23 2%	14 6%	11 2%	12 3%	21 3%	15 3%	10 6% H	3 1%
NO CHANGE	592 59%	97 43%	323 54%	269 67% C	402 55% G	268 51%	78 44%	190 71% EFG

Weighted by: WEIGHT

Prepared by Kantar TNS
- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 801

Tb T965

Q75/Q76. Whether made change in last 6 months and reason for change - Prepared packed lunches

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
MORE	208 21%	87 18%	121 24% B	40 28% I*	45 28% GHI	43 29% GHI	31 17% GHI	27 18% GHI	23 10% I	46 18%	68 25%	43 23%	51 18%	114 22%	94 20%	34 16%	58 15%	52 26% PQ	64 32% PQ	84 30% U	125 17%
To save money	160 16%	62 13%	98 19% B	34 24% GHI*	34 21% GHI	39 25% GHI	22 12% I	18 12% I	13 6% I	38 15%	51 19%	30 16%	41 14%	89 17%	70 15%	27 13%	44 11%	36 19% Q	52 26% PQ	65 23% U	95 13%
It's healthier	125 12%	55 11%	70 14%	18 13% *	28 18% I	26 17% I	18 10% I	21 14% I	13 6% I	24 10%	41 15%	31 17% J	29 10%	65 12%	60 13%	22 10%	41 11%	30 15%	32 16%	48 17% U	77 11%
For food safety reasons	21 2%	8 2%	14 3%	3 2% *	6 3% *	8 5% I	3 2% I	2 1%	1 * I	8 3%	7 2%	4 2%	3 1%	14 3%	7 1%	4 2%	4 1%	5 3%	9 5% Q	10 4% Q	11 2%
To avoid waste	41 4%	17 3%	24 5%	7 5% *	9 6%	9 6%	6 4%	4 2%	5 2%	6 2%	14 5%	12 7%	8 3%	21 4%	20 4%	8 4%	10 3%	10 5%	13 6%	18 7% U	23 3%
Other reason	16 2%	5 1%	11 2%	3 2% *	1 1%	3 2%	3 2%	3 2%	4 2%	3 1%	7 2%	3 1%	4 1%	9 2%	7 1%	3 1%	2 *	8 4% Q	4 2%	6 2%	10 1%
LESS	136 14%	63 13%	73 14%	40 29% FGHI*	30 19% FGHI	13 9%	14 8%	15 10%	23 10%	30 12%	21 8%	25 14%	60 21% JKN	51 10%	85 18% JKN	25 12%	49 13%	26 14%	35 17%	43 16%	92 13%
To save money	42 4%	24 5%	18 4%	11 8% *	12 7% *	3 2%	7 4%	4 2%	6 3%	6 3%	5 2%	9 5%	21 7% JKN	12 2%	30 6% JKN	10 5%	10 3%	8 4%	13 7% Q	15 6% U	27 4%
It's healthier	51 5%	28 6%	23 4%	9 6% *	13 8% F	4 2%	6 3%	8 5%	12 5%	15 6% K	6 2%	10 5%	20 7% K	21 4% K	30 6% K	8 4%	17 4%	12 6%	14 7%	24 9% U	27 4%
For food safety reasons	21 2%	9 2%	12 2%	6 4% I*	8 5% GI	4 2%	1 1%	2 1%	- -	7 3%	2 1%	5 3%	7 2%	9 2%	12 2%	1 *	5 1%	5 2%	10 5% PQ	14 5% U	7 1%
To avoid waste	21 2%	12 2%	10 2%	6 4% I*	7 5% I	3 2%	2 1%	4 2%	- -	8 3%	3 1%	4 2%	7 2%	11 2%	11 2%	5 2%	6 2%	3 2%	7 3%	8 3%	13 2%
Other reason	45 5%	14 3%	32 6% B	16 11% FGHI*	6 4%	5 3%	5 3%	6 4%	8 4%	8 3%	11 4%	8 4%	18 6%	19 4%	26 6%	11 5%	20 5%	8 4%	7 3%	8 3% U	37 5%
NO CHANGE	658 66%	338 69% C	320 62%	60 43% *	84 53%	96 63% D	136 75% DEF	109 72% DE	173 79% DEF	175 70%	187 68%	117 63%	180 62%	362 69% O	297 62%	155 72% RS	284 73% RS	117 60%	102 51%	149 54%	509 70% T

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q75/Q76. Whether made change in last 6 months and reason for change - Prepared packed lunches

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
MORE	208 21%	60 23%	131 19%	17 30% *	146 23% F	62 17%	50 31% I	83 24% I	11 11% *	125 21%	80 23%	4 9% *	57 23%	32 19%	74 19%	45 24%	170 24% R	38 13%
To save money	160 16%	49 19%	99 14%	12 21% *	109 17%	50 13%	37 23% I	63 18% I	8 8% *	97 16% L	63 18% L	- - *	40 16%	21 13%	58 15%	40 21%	131 19% R	29 10%
It's healthier	125 12%	33 13%	84 12%	8 15% *	85 14%	40 11%	28 18% I	53 15% I	4 4% *	83 14%	41 12%	1 2% *	32 13%	19 12%	50 13%	23 13%	108 15% R	17 6%
For food safety reasons	21 2%	8 3%	12 2%	1 2% *	14 2%	7 2%	9 5% I	5 2% I	- - *	14 2%	8 2%	- - *	6 2%	5 3%	8 2%	3 2%	19 3%	3 1%
To avoid waste	41 4%	15 6%	23 3%	2 4% *	30 5%	10 3%	10 6% I	20 6% I	- - *	26 4%	14 4%	1 2% *	8 3%	9 5%	19 5%	5 3%	35 5%	6 2%
Other reason	16 2%	3 1%	11 2%	3 5% *	11 2%	4 1%	6 3% I	3 1% I	1 1% *	8 1%	5 1%	2 5% *	6 2%	1 1%	5 1%	4 2%	11 2%	5 2%
LESS	136 14%	35 13%	96 14%	5 9% *	91 14%	45 12%	29 18%	48 14%	11 12% *	88 15%	42 12%	5 10% *	43 17%	18 11%	46 12%	29 15%	102 15%	33 11%
To save money	42 4%	14 5%	27 4%	2 3% *	26 4%	16 4%	7 4% I	15 4% I	3 3% *	25 4%	15 4%	2 4% *	11 4%	5 3%	12 3%	14 8% O	34 5%	8 3%
It's healthier	51 5%	12 5%	38 6%	2 3% *	38 6%	14 4%	14 9% I	20 6% I	1 1% *	33 5%	18 5%	- - *	9 4%	9 6%	22 6%	11 6%	43 6% R	8 3%
For food safety reasons	21 2%	5 2%	15 2%	- - *	18 3% F	3 1%	9 6% F	8 2% F	1 1% *	10 2%	9 2%	2 4% *	8 3%	2 1%	9 2%	2 1%	18 3%	3 1%
To avoid waste	21 2%	7 3%	14 2%	- - *	19 3% F	3 1%	8 5% F	5 1% F	6 6% H*	13 2%	9 3%	- - *	3 1%	3 2%	10 3%	6 3%	18 3%	4 1%
Other reason	45 5%	10 4%	33 5%	2 4% *	26 4%	19 5%	4 2% K	22 6% K	1 1% O	36 6% O	8 2%	1 2% *	21 8% O	5 3%	9 2%	11 6%	30 4%	15 5%
NO CHANGE	658 66%	166 64%	457 67%	35 61% *	390 62%	268 71% E	84 52% G	217 62% G	73 77% GH*	389 65%	231 65%	37 81% *	153 61%	116 70%	266 69% M	112 60%	431 61% Q	227 76% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q75/Q76. Whether made change in last 6 months and reason for change - Prepared packed lunches

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
MORE	208 21%	61 21%	144 21%	135 23%	40 17%	28 18%	189 21%	19 19% *	125 31% J	83 14%
To save money	160 16%	45 15%	115 17%	104 18%	32 14%	21 13%	147 16%	13 13% *	102 25% J	58 10%
It's healthier	125 12%	34 12%	91 13%	87 15% E	20 8%	15 9%	117 13%	8 8% *	76 19% J	49 8%
For food safety reasons	21 2%	12 4% C	10 1%	15 3%	5 2%	1 1%	21 2%	1 1% *	18 5% J	3 *
To avoid waste	41 4%	18 6%	23 3%	30 5%	7 3%	3 2%	36 4%	5 5% *	30 7% J	11 2%
Other reason	16 2%	3 1%	11 2%	10 2%	1 *	3 2%	15 2%	1 1% *	5 1%	11 2%
LESS	136 14%	46 15%	88 13%	60 10%	37 16% D	32 21% D	119 13%	17 16% *	79 20% J	57 9%
To save money	42 4%	9 3%	32 5%	16 3%	11 5%	12 8% D	40 4%	2 2% *	23 6%	19 3%
It's healthier	51 5%	19 6%	33 5%	27 5%	15 6%	5 3%	46 5%	5 5% *	31 8% J	20 3%
For food safety reasons	21 2%	6 2%	13 2%	16 3%	1 *	4 2%	17 2%	4 4% *	18 4% J	3 1%
To avoid waste	21 2%	10 3%	10 2%	10 2%	5 2%	6 4%	16 2%	5 5% *	14 4% J	7 1%
Other reason	45 5%	16 5%	30 4%	18 3%	14 6%	12 8% D	43 5%	3 3% *	23 6%	22 4%
NO CHANGE	658 66%	188 64%	459 66%	390 67%	160 67%	96 61%	593 66%	65 64% *	196 49%	462 77% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q75/Q76. Whether made change in last 6 months and reason for change - Prepared packed lunches

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
MORE	208 21%	62 28%	145 24% D	63 16%	166 23% H	125 24% H	48 27% H	42 16%
To save money	160 16%	52 23%	110 18% D	50 12%	126 17%	93 18%	34 19%	33 12%
It's healthier	125 12%	35 16%	96 16% D	30 7%	96 13%	70 13%	23 13%	30 11%
For food safety reasons	21 2%	5 2%	17 3%	5 1%	19 3%	11 2%	6 4%	2 1%
To avoid waste	41 4%	14 6%	31 5%	10 3%	29 4%	19 4%	8 4%	12 4%
Other reason	16 2%	3 1%	9 2%	7 2%	12 2%	7 1%	4 2%	4 1%
LESS	136 14%	41 19%	90 15%	45 11%	114 16% H	95 18% H	39 22% H	21 8%
To save money	42 4%	12 5%	26 4%	16 4%	34 5%	24 4%	9 5%	8 3%
It's healthier	51 5%	13 6%	38 6%	13 3%	43 6%	34 6%	18 10% H	8 3%
For food safety reasons	21 2%	6 3%	19 3% D	2 *	19 3%	17 3% H	10 6% H	2 1%
To avoid waste	21 2%	5 2%	15 2%	7 2%	19 3%	19 4%	10 5% H	3 1%
Other reason	45 5%	15 7%	26 4%	20 5%	38 5%	32 6%	11 6%	7 3%
NO CHANGE	658 66%	120 54%	366 61%	292 73% C	453 62% G	310 59%	92 51%	205 76% EFG

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 805

Tb T969

Q75/Q76. Whether made change in last 6 months and reason for change - Bought snacks and treats

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
MORE	118 12%	47 10%	71 14%	30 22% GHI*	34 22% FGHI	18 12% I	20 11% I	11 7% I	5 2% I	17 7% JN	27 10% JN	28 15% JN	46 16% JN	45 8% JKN	74 16% JKN	23 11% Q	30 8% Q	31 16% Q	34 17% Q	47 17% U	71 10% U
To save money	28 3%	12 3%	16 3%	4 3% *	9 6% I	7 5% I	5 3% I	3 2% I	- - I	5 2% JN	6 2% JN	10 5% JN	7 3% JN	11 2% JKN	17 4% JKN	8 4% Q	6 2% Q	4 2% Q	9 5% Q	11 4% U	17 2% U
It's healthier	32 3%	16 3%	16 3%	7 5% I*	11 7% I	5 3% I	5 3% I	4 3% I	1 1% I	4 2% JN	12 4% JN	10 5% JN	7 2% JN	16 3% JKN	17 4% JKN	2 1% Q	8 2% Q	11 6% PQ	11 5% P	18 6% U	15 2% U
For food safety reasons	15 1%	7 1%	8 2%	1 1% *	7 4% I	2 1% I	3 1% I	1 1% I	1 1% I	4 1% JN	5 2% JN	4 2% JN	2 1% JN	9 2% JKN	6 1% JKN	2 1% Q	1 * Q	5 3% Q	7 3% Q	11 4% U	3 * U
To avoid waste	15 1%	6 1%	9 2%	2 1% *	6 4% HI	4 3% I	4 2% I	- - I	- - I	3 1% JN	4 2% JN	4 2% JN	4 1% JN	7 1% JKN	8 2% JKN	3 1% Q	2 1% Q	4 2% Q	6 3% Q	8 3% U	7 1% U
Other reason	60 6%	19 4%	41 8% B	20 14% FGHI*	15 10% I	7 5% I	8 5% I	6 4% I	4 2% I	8 3% JN	10 4% JN	11 6% JN	31 11% JKN	19 4% JKN	41 9% JKN	13 6% Q	18 5% Q	17 9% Q	13 6% Q	17 6% U	43 6% U
LESS	294 29%	135 28%	159 31%	56 40% FGH*	48 30% I	41 27% I	45 25% I	40 27% I	64 29% I	72 29% JN	81 29% JN	54 29% JN	86 30% JN	153 29% JKN	140 30% JKN	61 28% Q	111 28% Q	58 30% Q	65 32% Q	86 31% U	208 29% U
To save money	148 15%	55 11%	93 18% B	31 22% I*	20 13% I	31 20% I	23 13% I	18 12% I	25 11% I	32 13% JN	43 16% JN	25 13% JN	49 17% JN	75 14% JKN	73 15% JKN	32 15% Q	55 14% Q	28 14% Q	32 16% Q	43 16% U	105 14% U
It's healthier	189 19%	87 18%	102 20%	29 21% *	26 16% I	25 16% I	32 18% I	29 19% I	47 22% I	49 19% JN	56 20% JN	34 18% JN	50 17% JN	105 20% JKN	84 18% JKN	43 20% Q	74 19% Q	35 18% Q	37 18% Q	49 18% U	139 19% U
For food safety reasons	27 3%	14 3%	13 2%	8 5% I*	7 4% I	5 3% I	4 2% I	3 2% I	1 * I	7 3% JN	6 2% JN	8 4% JN	6 2% JN	13 3% JKN	14 3% JKN	2 1% Q	5 1% Q	9 5% Q	11 5% Q	19 7% U	8 1% U
To avoid waste	29 3%	13 3%	15 3%	6 4% *	6 4% I	7 4% I	6 3% I	4 2% I	1 * I	5 2% JN	11 4% JN	5 3% JN	8 3% JN	16 3% JKN	13 3% JKN	6 3% Q	8 2% Q	9 4% Q	6 3% Q	11 4% U	18 2% U
Other reason	21 2%	9 2%	12 2%	4 3% *	4 3% I	2 1% I	4 2% I	1 1% I	6 3% I	4 2% JN	4 1% JN	3 2% JN	10 3% JN	8 2% JKN	13 3% JKN	6 3% Q	3 1% Q	5 3% Q	7 4% Q	8 3% U	13 2% U
NO CHANGE	590 59%	305 63% C	284 55% C	54 39% *	76 48% I	93 61% DE	116 64% DE	100 66% DE	149 68% DE	161 64% MO	167 61% MO	103 56% MO	158 54% MO	328 62% MO	262 55% MO	131 61% RS	251 64% RS	106 54% RS	101 51% RS	144 52% T	446 61% T

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 806

Tb T970

Q75/Q76. Whether made change in last 6 months and reason for change - Bought snacks and treats

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
MORE	118 12%	28 11%	80 12%	11 18% *	81 13%	37 10%	23 14%	43 12%	13 13% *	73 12%	37 10%	9 19% *	39 15%	17 10%	40 10%	22 12%	92 13%	27 9%
To save money	28 3%	10 4%	18 3%	- - *	16 3%	12 3%	7 4%	7 2%	2 2% *	18 3%	9 3%	- - *	10 4%	3 2%	7 2%	8 4%	20 3%	8 3%
It's healthier	32 3%	6 2%	23 3%	3 6% *	28 5% F	4 1%	11 7%	13 4%	2 2% *	19 3%	10 3%	3 8% *	5 2%	5 3%	17 4%	6 3%	26 4%	6 2%
For food safety reasons	15 1%	3 1%	10 1%	2 3% *	10 2%	5 1%	8 5% H	1 *	- - *	11 2%	3 1%	1 2% *	2 1%	5 3%	5 1%	3 2%	12 2%	3 1%
To avoid waste	15 1%	7 3%	6 1%	2 3% *	13 2%	2 1%	8 5%	6 2%	- - *	11 2%	4 1%	- - *	5 2%	2 1%	6 2%	2 1%	15 2% R	- -
Other reason	60 6%	14 5%	40 6%	6 11% *	37 6%	23 6%	4 2%	22 6%	8 9% G*	36 6%	17 5%	7 14% K*	24 10% O	9 5%	17 4%	10 6%	44 6%	17 6%
LESS	294 29%	79 30%	195 28%	21 36% *	199 32% F	95 25%	57 35% I	121 35% I	19 20% *	170 28% L	118 33% L	6 12% *	68 27%	51 31%	117 30%	57 31%	242 34% R	52 18%
To save money	148 15%	42 16%	97 14%	9 16% *	92 15%	56 15%	25 15%	57 16%	11 11% *	88 15% L	59 17% L	1 2% *	32 13%	23 14%	55 14%	37 20%	115 16% R	33 11%
It's healthier	189 19%	50 19%	128 19%	11 19% *	135 21% F	54 14%	39 24% I	82 24% I	12 12% *	113 19%	72 20%	4 8% *	45 18%	30 18%	80 21%	34 18%	166 24% R	23 8%
For food safety reasons	27 3%	10 4%	16 2%	1 2% *	21 3%	6 1%	13 8% HI	8 2%	- - *	16 3%	11 3%	- - *	10 4% P	6 4% P	11 3% P	- -	24 3% R	2 1%
To avoid waste	29 3%	10 4%	18 3%	1 2% *	21 3%	8 2%	8 5%	11 3%	1 1% *	16 3%	13 4%	- - *	12 5%	3 2%	10 3%	3 2%	23 3%	6 2%
Other reason	21 2%	2 1%	16 2%	3 5% *	12 2%	10 3%	2 1%	8 2%	1 1% *	14 2%	6 2%	1 2% *	6 2%	2 1%	10 3%	3 2%	17 2%	4 1%
NO CHANGE	590 59%	154 59%	409 60%	26 45% *	347 55%	243 65% E	83 51%	184 53%	64 67% GH*	359 60%	199 56%	32 69% *	147 58%	98 59%	228 59%	108 58%	370 53%	220 74% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q75/Q76. Whether made change in last 6 months and reason for change - Bought snacks and treats

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
MORE	118 12%	44 15%	72 10%	51 9%	33 14% D	32 20% D	100 11%	19 18% *	73 18% J	46 8%
To save money	28 3%	11 4%	16 2%	14 2%	9 4%	5 3%	25 3%	3 3% *	17 4%	11 2%
It's healthier	32 3%	15 5% C	16 2%	20 3%	7 3%	5 3%	25 3%	8 8% G*	22 6% J	10 2%
For food safety reasons	15 1%	6 2%	9 1%	11 2%	2 1%	2 1%	12 1%	3 3% *	11 3% J	4 1%
To avoid waste	15 1%	8 3%	7 1%	10 2%	2 1%	3 2%	15 2%	- - *	12 3% J	3 *
Other reason	60 6%	17 6%	42 6%	17 3%	19 8% D	21 14% D	51 6%	9 9% *	33 8% J	27 5%
LESS	294 29%	93 31%	196 28%	184 31%	62 26%	40 26%	268 30%	26 26% *	157 39% J	137 23%
To save money	148 15%	39 13%	105 15%	88 15%	33 14%	25 16%	131 15%	16 16% *	81 20% J	67 11%
It's healthier	189 19%	58 20%	129 19%	132 22% EF	36 15%	18 12%	182 20% H	6 6% *	96 24% J	93 15%
For food safety reasons	27 3%	12 4%	14 2%	19 3%	4 2%	3 2%	22 2%	4 4% *	23 6% J	4 1%
To avoid waste	29 3%	9 3%	18 3%	17 3%	6 3%	5 3%	26 3%	2 2% *	20 5% J	9 1%
Other reason	21 2%	7 2%	13 2%	9 2%	5 2%	3 2%	18 2%	3 3% *	12 3%	9 1%
NO CHANGE	590 59%	159 54%	424 61% B	351 60%	142 60%	84 54%	533 59%	57 56% *	171 43%	419 70% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q75/Q76. Whether made change in last 6 months and reason for change - Bought snacks and treats

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
MORE	118 12%	46 21%	86 14% D	32 8%	97 13% H	84 16% H	37 20% EH	21 8%
To save money	28 3%	10 5%	21 4%	7 2%	21 3%	20 4%	13 7% EH	7 3%
It's healthier	32 3%	14 6%	21 4%	11 3%	28 4%	26 5% H	12 7% H	4 2%
For food safety reasons	15 1%	4 2%	11 2%	4 1%	12 2%	10 2%	8 4%	2 1%
To avoid waste	15 1%	6 2%	12 2%	3 1%	14 2%	14 3%	8 4% H	1 *
Other reason	60 6%	24 11%	44 7%	16 4%	48 7%	37 7%	11 6%	13 5%
LESS	294 29%	71 32%	197 33% D	97 24%	226 31%	163 31%	59 33%	67 25%
To save money	148 15%	47 21%	90 15%	57 14%	116 16%	79 15%	31 17%	32 12%
It's healthier	189 19%	38 17%	145 24% D	44 11%	143 20%	100 19%	28 16%	46 17%
For food safety reasons	27 3%	8 3%	19 3%	7 2%	25 3% H	20 4% H	15 8% EFH	2 1%
To avoid waste	29 3%	9 4%	20 3%	9 2%	23 3%	17 3%	9 5%	6 2%
Other reason	21 2%	7 3%	13 2%	8 2%	14 2%	8 2%	4 2%	7 3%
NO CHANGE	590 59%	106 47%	318 53%	272 68% C	409 56% G	282 53%	83 46%	180 67% EFG

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 809

Tb T973

Q75/Q76. Whether made change in last 6 months and reason for change - Bought snacks and treats on special offer

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
MORE	122 12%	47 10%	75 15%	34 24%	37 23%	17 11%	20 11%	10 7%	4 2%	18 7%	34 12%	25 14%	45 16%	52 10%	71 15%	26 12%	35 9%	24 12%	37 19%	51 18%	71 10%
To save money	72 7%	25 5%	46 9%	B FGHI* 19 14%	I FGHI 19 12%	I I 13 8%	I I 13 6%	I I 8 5%	2 1%	13 5%	20 7%	J JN 11 6%	27 9%	33 6%	38 8%	15 7%	20 5%	13 7%	24 12%	32 11%	40 6%
It's healthier	20 2%	14 3%	6 1%	1 *	8 I 5 3%	5 I 3 2%	4 2%	2 1%	- -	3 1%	8 3%	7 4%	2 1%	10 2%	9 2%	5 2%	3 1%	6 3%	6 3%	12 4%	8 1%
For food safety reasons	15 2%	9 2%	6 1%	3 2%	7 4%	3 2%	3 2%	- -	- -	5 2%	5 2%	4 2%	1 *	10 2%	5 1%	1 *	2 1%	4 2%	8 4%	12 4%	3 *
To avoid waste	12 1%	5 1%	7 1%	3 2%	5 3%	1 1%	3 2%	- -	- -	2 1%	4 1%	1 1%	5 2%	5 1%	6 1%	3 1%	3 1%	2 1%	4 2%	7 3%	5 1%
Other reason	33 3%	11 2%	22 4%	12 9%	8 5%	2 1%	6 4%	2 1%	2 1%	3 1%	6 2%	8 4%	16 6%	9 2%	24 5%	9 4%	11 3%	8 4%	5 3%	7 3%	26 4%
LESS	262 26%	124 25%	138 27%	55 39%	41 26%	33 22%	40 22%	38 25%	55 25%	65 26%	65 24%	54 29%	78 27%	130 25%	132 28%	46 21%	100 25%	58 30%	58 29%	75 27%	187 26%
To save money	134 13%	51 10%	83 16%	30 21%	16 10%	23 15%	24 13%	21 14%	20 9%	25 10%	33 12%	26 14%	50 17%	58 11%	76 16%	25 12%	46 12%	31 16%	32 16%	37 13%	97 13%
It's healthier	160 16%	76 15%	85 16%	29 21%	23 14%	18 12%	25 14%	23 15%	42 19%	48 19%	39 14%	29 16%	44 15%	87 16%	73 15%	33 15%	66 17%	34 17%	28 14%	39 14%	121 17%
For food safety reasons	20 2%	10 2%	10 2%	5 3%	6 4%	5 3%	3 2%	- -	2 1%	4 2%	4 1%	7 4%	6 2%	8 1%	13 3%	1 *	6 1%	7 3%	7 4%	14 5%	7 1%
To avoid waste	41 4%	18 4%	22 4%	17 12%	7 4%	3 2%	5 3%	6 4%	4 2%	5 2%	11 4%	13 7%	12 4%	16 3%	25 5%	8 4%	12 3%	12 6%	9 5%	16 6%	25 3%
Other reason	17 2%	9 2%	9 2%	2 1%	2 1%	2 1%	4 2%	1 1%	7 3%	2 1%	4 1%	3 2%	9 3%	5 1%	12 3%	5 2%	5 1%	3 1%	5 2%	6 2%	12 2%
NO CHANGE	618 62%	317 65%	301 59%	51 36%	81 51%	102 67%	122 67%	103 68%	159 73%	168 67%	177 64%	106 57%	167 58%	345 66%	273 57%	143 67%	257 66%	113 58%	105 52%	150 54%	467 64%
		C		*	D	DE	DE	DE	DE	LMO				MO		S	S			T	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 810

Tb T974

Q75/Q76. Whether made change in last 6 months and reason for change - Bought snacks and treats on special offer

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
MORE	122 12%	34 13%	76 11%	13 22% C*	76 12%	46 12%	23 14%	41 12%	11 11% *	80 13%	37 11%	5 10% *	37 15%	20 12%	37 10%	27 15%	95 13%	27 9%
To save money	72 7%	23 9%	46 7%	3 5% *	42 7%	30 8%	11 7%	24 7%	6 7% *	48 8%	22 6%	2 4% *	23 9%	8 5%	21 5%	19 10%	56 8%	16 5%
It's healthier	20 2%	1 *	16 2%	3 5% B*	15 2%	5 1%	10 6% H	4 1%	1 1% *	14 2%	6 2%	- - *	3 1%	4 2%	11 3%	2 1%	17 2%	3 1%
For food safety reasons	15 2%	4 2%	7 1%	4 8% BC*	13 2%	2 *	10 6% HI	4 1%	- - *	13 2%	2 1%	- - *	4 2%	4 2%	7 2%	- -	12 2%	3 1%
To avoid waste	12 1%	2 1%	9 1%	1 2% *	7 1%	4 1%	3 2%	5 1%	- - *	8 1%	3 1%	1 2% *	1 *	3 2%	6 1%	3 1%	10 1%	2 1%
Other reason	33 3%	10 4%	16 2%	7 13% BC*	20 3%	13 4%	2 1%	12 3%	3 3% *	18 3%	13 4%	3 6% *	11 5%	9 6% O	7 2%	5 3%	24 3%	10 3%
LESS	262 26%	71 27%	176 26%	15 26% *	179 29% F	83 22%	51 31%	106 30%	21 22% *	141 23%	111 31% J	10 21% *	70 28%	42 25%	96 25%	55 29%	217 31% R	45 15%
To save money	134 13%	40 15%	87 13%	7 13% *	91 14%	43 11%	25 15%	55 16%	11 11% *	75 12%	57 16%	2 4% *	34 13%	18 11%	48 12%	34 18%	112 16% R	22 7%
It's healthier	160 16%	51 20%	98 14%	10 18% *	106 17%	54 14%	31 19%	61 18%	12 12% *	88 15%	67 19%	5 11% *	36 14%	27 16%	66 17%	30 16%	142 20% R	19 6%
For food safety reasons	20 2%	6 2%	14 2%	- - *	18 3% F	2 1%	10 6% I	8 2%	- - *	10 2%	9 3%	1 2% *	10 4%	1 1%	8 2%	2 1%	19 3% R	1 *
To avoid waste	41 4%	17 6%	24 4%	- - *	34 5% F	7 2%	12 8%	17 5%	5 5% *	25 4%	16 5%	- - *	12 5%	8 5%	13 3%	8 4%	34 5%	7 2%
Other reason	17 2%	3 1%	12 2%	3 5% *	10 2%	8 2%	3 2%	6 2%	- - *	12 2%	2 1%	4 8% JK*	6 3%	- -	9 2%	2 1%	13 2%	5 2%
NO CHANGE	618 62%	156 60%	432 63%	29 52% *	371 59%	246 66%	89 55%	201 58%	64 67% *	381 63%	205 58%	32 68% *	146 58%	105 63%	253 65% P	105 56%	391 56%	227 76% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 811

Tb T975

Q75/Q76. Whether made change in last 6 months and reason for change - Bought snacks and treats on special offer

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
MORE	122 12%	42 14%	77 11%	57 10%	32 13%	31 20% D	106 12%	16 16% *	75 19% J	47 8%
To save money	72 7%	29 10% C	41 6%	32 5%	22 9%	16 10% D	63 7%	8 8% *	45 11% J	26 4%
It's healthier	20 2%	6 2%	14 2%	16 3%	3 1%	1 1%	16 2%	4 4% *	14 3% J	6 1%
For food safety reasons	15 2%	8 3%	7 1%	14 2%	1 *	- -	15 2%	- - *	14 4% J	1 *
To avoid waste	12 1%	4 1%	7 1%	7 1%	3 1%	- -	10 1%	2 2% *	10 2% J	2 *
Other reason	33 3%	6 2%	25 4%	6 1%	11 5% D	15 9% D	29 3%	4 4% *	18 5%	15 2%
LESS	262 26%	81 27%	178 26%	164 28%	55 23%	38 24%	242 27%	20 20% *	145 36% J	117 19%
To save money	134 13%	34 12%	98 14%	82 14%	26 11%	20 13%	126 14%	7 7% *	84 21% J	50 8%
It's healthier	160 16%	49 17%	109 16%	115 20% EF	26 11%	17 11%	152 17% H	8 8% *	82 20% J	78 13%
For food safety reasons	20 2%	8 3%	10 1%	15 3%	4 2%	2 1%	18 2%	2 2% *	17 4% J	3 *
To avoid waste	41 4%	16 5%	24 4%	18 3%	13 5%	10 7%	37 4%	4 4% *	29 7% J	12 2%
Other reason	17 2%	5 2%	11 2%	9 2%	4 2%	5 3%	14 2%	4 4% *	8 2%	10 2%
NO CHANGE	618 62%	172 58%	438 63%	365 62%	150 63%	87 56%	553 61%	65 64% *	180 45%	438 73% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q75/Q76. Whether made change in last 6 months and reason for change - Bought snacks and treats on special offer

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
MORE	122 12%	51 23%	85 14% D	37 9%	102 14% H	87 16% H	42 24% EFH	21 8%
To save money	72 7%	30 14%	47 8%	25 6%	60 8%	53 10% H	27 15% EH	12 4%
It's healthier	20 2%	3 1%	16 3%	4 1%	18 2%	16 3%	10 5% H	2 1%
For food safety reasons	15 2%	3 2%	13 2%	2 *	15 2% H	13 2% H	11 6% EFH	- -
To avoid waste	12 1%	5 2%	9 2%	3 1%	10 1%	8 1%	5 3%	2 1%
Other reason	33 3%	15 7%	23 4%	11 3%	25 3%	18 3%	5 3%	8 3%
LESS	262 26%	61 27%	183 30% D	79 20%	200 27%	150 28%	56 31%	62 23%
To save money	134 13%	42 19%	88 15%	45 11%	100 14%	71 13%	26 15%	34 13%
It's healthier	160 16%	33 15%	126 21% D	34 8%	115 16%	82 16%	29 16%	45 17%
For food safety reasons	20 2%	5 2%	14 2%	7 2%	19 3% H	16 3% H	11 6% H	1 *
To avoid waste	41 4%	14 6%	29 5%	12 3%	31 4%	27 5%	14 8%	9 4%
Other reason	17 2%	3 1%	12 2%	6 1%	11 2%	8 1%	3 2%	6 2%
NO CHANGE	618 62%	112 50%	333 55%	284 71% C	432 59% G	293 55% G	81 45%	186 69% EFG

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q75/Q76. Summary Table: Changes made in past six months and reason for change

Base: All respondents

	Eaten at home	Cooked at home	Prepared packed lunches	Bought snacks and treats	Bought snacks and treats on special offer
Unweighted Base	1002	1002	1002	1002	1002
Base	1002	1002	1002	1002	1002
MORE	355	345	208	118	122
	35%	34%	21%	12%	12%
To save money	238	233	160	28	72
	24%	23%	16%	3%	7%
It's healthier	206	224	125	32	20
	21%	22%	12%	3%	2%
For food safety reasons	39	44	21	15	15
	4%	4%	2%	1%	2%
To avoid waste	52	69	41	15	12
	5%	7%	4%	1%	1%
Other reason	33	30	16	60	33
	3%	3%	2%	6%	3%
LESS	59	65	136	294	262
	6%	6%	14%	29%	26%
To save money	15	21	42	148	134
	1%	2%	4%	15%	13%
It's healthier	17	13	51	189	160
	2%	1%	5%	19%	16%
For food safety reasons	13	9	21	27	20
	1%	1%	2%	3%	2%
To avoid waste	14	10	21	29	41
	1%	1%	2%	3%	4%
Other reason	16	23	45	21	17
	2%	2%	5%	2%	2%
NO CHANGE	589	592	658	590	618
	59%	59%	66%	59%	62%

Weighted by: WEIGHT

Prepared by Kantar TNS

Q75/Q76. Summary Table: Reasons for doing behaviour MORE in past 6 months**Base: All who have done more each behaviour in the past 6 months**

	Eaten at home	Cooked at home	Prepared packed lunches	Bought snacks and treats	Bought snacks and treats on special offer
Unweighted Base	338	333	205	110	113
Base	355	345	208	118	122
MORE	355	345	208	118	122
	100%	100%	100%	100%	100%
To save money	238	233	160	28	72
	67%	68%	77%	24%	59%
It's healthier	206	224	125	32	20
	58%	65%	60%	27%	16%
For food safety reasons	39	44	21	15	15
	11%	13%	10%	12%	12%
To avoid waste	52	69	41	15	12
	15%	20%	20%	13%	10%
Other reason	33	30	16	60	33
	9%	9%	8%	51%	27%

Prepared by Kantar TNS

Weighted by: WEIGHT

Q75/Q76. Summary Table: Reasons for doing behaviour LESS in past 6 months

Base: All who have done each behaviour less in the past 6 months

	Eaten at home	Cooked at home	Prepared packed lunches	Bought snacks and treats	Bought snacks and treats on special offer
Unweighted Base	55	57	123	288	254
Base	59	65	136	294	262
LESS	59	65	136	294	262
	100%	100%	100%	100%	100%
To save money	15	21	42	148	134
	25%	33%	31%	50%	51%
It's healthier	17	13	51	189	160
	30%	21%	38%	64%	61%
For food safety reasons	13	9	21	27	20
	22%	14%	15%	9%	8%
To avoid waste	14	10	21	29	41
	23%	15%	16%	10%	16%
Other reason	16	23	45	21	17
	28%	36%	33%	7%	7%

Prepared by Kantar TNS

Weighted by: WEIGHT

Q75/Q76. Whether made change in last 6 months and reason for change - Had takeaway food direct from a restaurant/takeaway

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
MORE	81 8%	35 7%	46 9%	30 21% FGHI*	25 16% FGHI	8 5%	8 4%	5 4%	6 3%	21 8%	20 7%	16 9%	24 8%	40 8%	41 9%	19 9%	23 6%	15 8%	24 12% Q	34 12% U	47 6%
LESS	269 27%	122 25%	147 29%	52 37% HI*	49 31% I	45 29% I	49 27%	32 21%	43 20%	52 21%	83 30% JN	44 24%	89 31% J	135 26% J	134 28% J	38 17%	104 27% P	57 29% P	70 35% PQ	85 31%	184 25%
NO CHANGE	652 65%	331 68%	321 63%	58 42% *	85 53%	100 66% DE	125 69% DE	114 75% DE	170 78% DEFG	177 71% M	173 63%	125 67%	177 61%	350 67%	302 63%	159 74% RS	265 68% S	123 63%	106 53%	157 57%	495 68% T

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT



FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 817

Tb T981

Q75/Q76. Whether made change in last 6 months and reason for change - Had takeaway food direct from a restaurant/takeaway

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
MORE	81 8%	18 7%	58 8%	5 9% *	52 8%	29 8%	23 14% HI	25 7%	5 5% *	59 10%	21 6%	1 2% *	28 11%	14 9%	27 7%	12 6%	68 10% R	13 4%
LESS	269 27%	80 31%	173 25%	16 27% *	188 30% F	81 21%	48 30%	110 32%	26 27% *	146 24% J	111 32%	11 25% *	73 29%	40 24%	96 25%	59 32%	221 31% R	48 16%
NO CHANGE	652 65%	163 62%	453 66%	36 63% *	386 62%	266 71% E	91 56%	213 61%	65 68% *	398 66%	220 62%	34 73% *	153 60%	112 67%	263 68%	115 62%	415 59%	237 79% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q75/Q76. Whether made change in last 6 months and reason for change - Had takeaway food direct from a restaurant/takeaway

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
MORE	81 8%	37 13% C	43 6%	46 8%	12 5%	21 14% DE	66 7%	16 15% G*	59 15% J	22 4%
LESS	269 27%	78 26%	187 27%	156 27%	61 26%	45 29%	249 28%	20 20% *	146 37% J	123 20%
NO CHANGE	652 65%	180 61%	462 67%	384 66%	164 69% F	90 58%	586 65%	66 65% *	195 49%	457 76% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q75/Q76. Whether made change in last 6 months and reason for change - Had takeaway food direct from a restaurant/takeaway

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
MORE	81 8%	32 14%	55 9%	26 7%	78 11% H	72 14% H	42 24% EFH	3 1%
LESS	269 27%	80 36%	188 31% D	81 20%	220 30% H	154 29% H	47 26%	49 18%
NO CHANGE	652 65%	112 50%	358 60%	294 73% C	436 59% G	304 57%	90 50%	216 81% EFG

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q75/Q76. Whether made change in last 6 months and reason for change - Had home delivery from a fast food outlet or restaurant

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
MORE	69 7%	33 7%	36 7%	25 18% FGHI*	23 15% FGHI	8 5%	3 2%	6 4%	4 2%	21 8%	14 5%	12 6%	23 8%	35 7%	35 7%	11 5%	20 5%	16 8%	22 11% PQ	34 12% U	35 5%
LESS	236 24%	101 21%	135 26% B	44 32% I*	51 32% HI	37 25% I	40 22%	31 20%	32 15%	43 17% JN	70 25% JN	48 26% J	76 26% J	113 21% J	123 26% J	31 14%	91 23% P	49 25% P	66 33% PQ	79 29% U	157 22%
NO CHANGE	696 70%	354 73%	342 67%	70 50% *	84 53%	107 70% DE	138 76% DE	114 75% DE	182 84% DEF	187 75% MO	192 70%	126 68%	192 66%	379 72%	318 67%	174 81% QRS	281 72% S	129 66%	112 56%	163 59%	533 74% T

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT



FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 821

Tb T985

Q75/Q76. Whether made change in last 6 months and reason for change - Had home delivery from a fast food outlet or restaurant

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
MORE	69 7%	12 5%	50 7%	7 12% *	48 8%	21 6%	22 13% HI	23 7%	4 4% *	41 7%	28 8%	1 2% *	25 10%	10 6%	25 7%	9 5%	58 8% R	11 4%
LESS	236 24%	68 26%	153 22%	15 26% *	162 26% F	74 20%	48 29%	90 26%	22 23% *	145 24%	82 23%	10 21% *	65 25%	34 20%	76 20%	61 33% NO	199 28% R	38 13%
NO CHANGE	696 70%	181 69%	480 70%	35 62% *	417 66%	280 75% E	93 57%	235 68% G	70 73% G*	417 69%	244 69%	36 77% *	164 65%	122 74% P	285 74% MP	116 62%	447 64%	250 84% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 822

Tb T986

Q75/Q76. Whether made change in last 6 months and reason for change - Had home delivery from a fast food outlet or restaurant

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
MORE	69 7%	29 10% C	41 6%	35 6%	16 7%	15 10%	57 6%	13 12% G*	52 13% J	17 3%
LESS	236 24%	75 26%	158 23%	141 24%	49 21%	41 26%	218 24%	19 18% *	133 33% J	103 17%
NO CHANGE	696 70%	191 65%	493 71%	409 70%	172 72%	99 64%	626 70%	70 69% *	214 54%	482 80% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q75/Q76. Whether made change in last 6 months and reason for change - Had home delivery from a fast food outlet or restaurant

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
MORE	69 7%	26 12%	50 8%	20 5%	67 9%	62 12%	35 20%	2 1%
					H	H	EFH	
LESS	236 24%	75 33%	162 27%	74 19%	193 26%	137 26%	45 25%	44 16%
			D		H	H	H	
NO CHANGE	696 70%	123 55%	390 65%	307 77%	473 65%	330 62%	99 55%	223 83%
				C	G			EFG

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q75/Q76. Whether made change in last 6 months and reason for change - Had takeaway food from ordering delivery service e.g. Just Eat, Deliveroo,

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
MORE	83 8%	38 8%	45 9%	33 24% FGHI*	29 19% FGHI	12 8% GHI	4 2%	3 2%	2 1%	17 7%	19 7%	13 7%	33 11%	37 7%	46 10%	13 6%	20 5%	19 10%	31 15% PQ	42 15% U	41 6%
LESS	206 21%	84 17%	122 24% B	36 26% I*	38 24% I	33 22%	39 22%	26 17%	33 15%	46 18%	69 25%	33 18%	58 20%	115 22%	91 19%	34 16%	79 20%	42 22%	50 25% P	60 22%	146 20%
NO CHANGE	714 71%	366 75% C	347 68%	71 51% *	91 57%	108 71% DE	138 76% DE	122 81% DEF	184 84% DEF	187 75%	188 68%	139 75%	200 69%	375 71%	339 71%	169 78% RS	292 75% S	133 69%	119 60%	175 63%	539 74% T

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 825

Tb T989

Q75/Q76. Whether made change in last 6 months and reason for change - Had takeaway food from ordering delivery service e.g. Just Eat, Deliveroo,

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
MORE	83 8%	17 6%	61 9%	5 9% *	56 9%	27 7%	26 16% HI	25 7%	6 6% *	53 9%	29 8%	2 4% *	29 11%	12 7%	29 8%	13 7%	64 9%	19 6%
LESS	206 21%	61 24%	128 19%	16 28% *	143 23% F	63 17%	39 24%	84 24%	18 19% *	122 20%	77 22%	7 15% *	60 24%	30 18%	66 17%	49 26% O	175 25% R	31 10%
NO CHANGE	714 71%	183 70%	495 72%	36 63% *	428 68%	285 76% E	97 60%	239 69%	72 75% G*	428 71%	247 70%	38 82% *	165 65%	124 75%	291 75% MP	124 67%	465 66%	248 83% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 826

Tb T990

Q75/Q76. Whether made change in last 6 months and reason for change - Had takeaway food from ordering delivery service e.g. Just Eat, Deliveroo,

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
MORE	83 8%	36 12% C	47 7%	48 8%	12 5%	21 13% E	72 8%	11 11% *	61 15% J	21 4%
LESS	206 21%	61 21%	140 20%	114 19%	57 24%	32 20%	190 21%	15 15% *	112 28% J	94 16%
NO CHANGE	714 71%	199 67%	505 73%	424 72%	168 71%	103 66%	639 71%	75 74% *	227 57%	487 81% I

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 827
Tb T991

Q75/Q76. Whether made change in last 6 months and reason for change - Had takeaway food from ordering delivery service e.g. Just Eat, Deliveroo,

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
MORE	83 8%	37 17%	65 11% D	18 5%	79 11% H	71 13% H	35 19% EH	3 1%
LESS	206 21%	61 27%	137 23% D	68 17%	163 22% H	114 22%	37 21%	42 16%
NO CHANGE	714 71%	126 56%	400 66%	314 78% C	491 67%	344 65%	107 60%	223 83% EFG

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Q75/Q76. Summary Table: Changes made in past six months and reason for change**Base: All respondents who were asked Q76 at every statement they selected More or Less**

	Had takeaway food direct from a restaurant/takeaway	Had home delivery from a fast food outlet or restaurant	Had takeaway food from ordering delivery service e.g. Just Eat, Deliveroo,
Unweighted Base	816	816	816
Base	804	804	804
MORE	40	34	36
	5%	4%	5%
To save money	10	15	14
	1%	2%	2%
It's healthier	7	2	8
	1%	*	1%
For food safety reasons	9	7	7
	1%	1%	1%
To avoid waste	12	8	9
	2%	1%	1%
Other reason	12	13	12
	1%	2%	2%
LESS	130	116	104
	16%	14%	13%
To save money	96	84	77
	12%	10%	10%
It's healthier	76	59	44
	9%	7%	5%
For food safety reasons	9	10	9
	1%	1%	1%
To avoid waste	17	10	11
	2%	1%	1%
Other reason	13	10	10
	2%	1%	1%
NO CHANGE	634	654	663
	79%	81%	83%

Weighted by: WEIGHT

Prepared by Kantar TNS

Q75/Q76. Summary Table: Reasons for doing behaviour MORE in past 6 months**Base: All who have done more each behaviour in the past 6 months**

	Had takeaway food direct from a restaurant/takeaway	Had home delivery from a fast food outlet or restaurant	Had takeaway food from ordering delivery service e.g. Just Eat, Deliveroo,
Unweighted Base	37	32	32
Base	40	34	36
MORE	40	34	36
	100%	100%	100%
To save money	10	15	14
	26%	43%	38%
It's healthier	7	2	8
	17%	6%	22%
For food safety reasons	9	7	7
	23%	20%	19%
To avoid waste	12	8	9
	31%	22%	25%
Other reason	12	13	12
	30%	39%	34%

Prepared by Kantar TNS

Weighted by: WEIGHT

Q75/Q76. Summary Table: Reasons for doing behaviour LESS in past 6 months

Base: All who have done each behaviour less in the past 6 months

	Had takeaway food direct from a restaurant/takeaway	Had home delivery from a fast food outlet or restaurant	Had takeaway food from ordering delivery service e.g. Just Eat, Deliveroo,
Unweighted Base	129	114	105
Base	130	116	104
LESS	130	116	104
	100%	100%	100%
To save money	96	84	77
	74%	73%	74%
It's healthier	76	59	44
	59%	51%	42%
For food safety reasons	9	10	9
	7%	8%	8%
To avoid waste	17	10	11
	13%	8%	11%
Other reason	13	10	10
	10%	9%	10%

Prepared by Kantar TNS

Weighted by: WEIGHT

Q70. Whether suffer from long term illness/condition/suppressed immunity (prompted list given)

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Yes	295 29%	160 33% C	135 26%	27 19% *	35 22%	38 25%	53 29%	58 38% DEF	84 38% DEF	74 29%	78 28%	46 25%	98 34%	151 29%	144 30%	75 35% S	125 32% S	51 26%	45 22%	67 24%	228 31% T
No	692 69%	323 66%	369 72%	111 79% HI*	121 76% HI	110 72% I	125 69%	93 62%	132 61%	176 70%	193 70%	135 73%	188 65%	369 70%	323 68%	138 64%	261 66%	142 73%	151 76% PQ	203 73%	489 67%
Don't know	11 1%	3 1%	8 2%	3 2% *	2 1%	4 3%	3 2%	- -	- -	1 *	4 2%	4 2%	2 1%	5 1%	6 1%	1 *	5 1%	2 1%	3 2%	6 2%	5 1%
Refused	3 *	1 *	2 *	- - *	- -	- -	1 1%	- -	2 1%	- -	1 *	- -	2 1%	1 *	2 *	1 1%	1 *	- -	1 *	- -	3 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

Q70. Whether suffer from long term illness/condition/suppressed immunity (prompted list given)

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Yes	295 29%	79 30%	198 29%	18 32% *	187 30%	109 29%	56 35%	91 26%	32 34% *	184 31%	94 27%	17 36% *	77 31%	53 32%	110 29%	55 29%	228 32% R	67 22%
No	692 69%	177 68%	479 70%	37 65% *	431 69%	261 70%	105 65%	253 73%	60 63% *	412 68%	253 72%	26 57% *	175 69%	110 66%	271 70%	127 68%	467 66%	225 75% Q
Don't know	11 1%	5 2%	5 1%	1 2% *	7 1%	4 1%	- -	4 1%	2 2% *	5 1%	4 1%	2 5% *	1 *	2 1%	4 1%	3 2%	6 1%	6 2%
Refused	3 *	- -	2 *	1 2% *	2 *	1 *	1 1%	- -	1 1% *	1 *	1 *	1 2% *	- -	1 1%	1 *	1 1%	2 *	1 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q70. Whether suffer from long term illness/condition/suppressed immunity (prompted list given)

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Yes	295 29%	295 100% C	-	164 28%	72 31%	53 34%	269 30%	27 26% *	121 30%	174 29%
No	692 69%	-	692 100% B	416 71%	158 67%	101 65%	623 69%	69 68% *	274 69%	418 69%
Don't know	11 1%	-	-	3 1%	6 3% D	1 1%	6 1%	6 5% G*	5 1%	7 1%
Refused	3 *	-	-	2 *	-	1 1%	3 *	- *	-	3 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q70. Whether suffer from long term illness/condition/suppressed immunity (prompted list given)

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Yes	295 29%	52 23%	174 29%	121 30%	221 30%	166 31%	68 38% H	75 28%
No	692 69%	167 75%	424 70%	269 67%	502 68%	356 67%	108 60%	190 71% G
Don't know	11 1%	5 2%	3 *	9 2% C	9 1%	8 1%	4 2%	2 1%
Refused	3 *	- -	1 *	2 *	2 *	- -	- -	1 *

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H
 (**), Small Base: 100 (*) Continuity correction applied

Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:

Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30

Q71. Working status

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: Working	521 52%	269 55%	252 49%	67 48% I*	116 73% DHI	122 80% DGH	118 65% DHI	72 47% I	26 12% M	132 53% MO	163 59% MO	125 68% JMNO	101 35% MO	295 56% MO	227 48% M	95 44% P	176 45% Q	117 60% PQ	134 67% PQ	205 74% U	317 44% U
Self employed full time (30+ hours per week)	82 8%	51 10% C	32 6% C	13 10% I*	27 17% GHI	18 12% HI	12 7% I	7 5% I	5 2% I	22 9% M	23 8% MO	24 13% MO	13 4% MO	45 9% MO	37 8% M	16 8% P	33 8% Q	14 7% R	18 9% S	34 12% U	48 7% U
Self employed part-time (less than 30 hours per week)	41 4%	13 3%	28 5%	5 3% *	9 6% *	9 6% *	8 4% *	6 4% *	4 2% *	9 4% *	7 3% *	14 8% KN	11 4% KN	16 3% KN	25 5% KN	6 3% KN	15 4% KN	12 6% KN	9 4% KN	15 6% KN	26 4% KN
In paid full-time employment (30+ hours per week)	295 29%	173 36% C	121 24% C	28 20% I*	63 40% DI	76 50% DHI	73 40% DI	48 32% I	8 3% I	83 33% MO	109 39% MO	56 30% MO	48 16% MO	192 36% MO	103 22% M	57 27% P	96 24% Q	66 34% Q	76 38% PQ	116 42% U	179 25% U
In paid part-time employment (less than 30 hours per week)	101 10%	32 6%	70 14% B	21 15% I*	14 9% DI	20 13% DHI	25 14% DI	10 7% I	10 5% I	17 7% MO	24 9% MO	31 17% JKN	30 10% JKN	41 8% JKN	61 13% JN	16 7% P	31 8% Q	25 13% R	29 15% PQ	39 14% U	63 9% U
On maternity/paternity leave	2 *	- -	2 *	- - *	2 1% *	- - *	- - *	- - *	- - *	1 * *	1 * *	- - *	- - *	2 * *	- - *	- - *	1 * *	- - *	1 * *	1 * *	1 * *
Net: Not working	464 46%	215 44%	249 48%	70 50% EFG*	41 26% EFG	28 18% F	58 32% F	76 50% EFG	191 88% DEFGH	118 47% KL	106 38% KL	57 31% KL	183 63% JKLNO	224 42% L	240 50% KLN	117 54% RS	208 53% RS	74 38% RS	65 33% RS	68 25% T	395 54% T
Unemployed	54 5%	27 6%	27 5%	17 12% FI*	12 8% FI	2 1% FI	13 7% FI	8 5% I	2 1% I	5 2% I	8 3% I	6 3% JKNLO	36 12% JKNLO	12 2% JKNLO	41 9% JKNLO	18 9% QS	17 4% QS	13 7% QS	5 3% QS	10 4% QS	43 6% QS
Retired from paid work altogether	222 22%	134 27% C	89 17% C	- - *	- - *	- - *	4 2% DEFG	35 23% DEFG	88 84% DEFGH	53 19% KL	20 11% KL	61 21% LO	141 27% KLO	81 17% L	68 32% RS	130 33% RS	19 10% S	6 3% S	2 1% T	220 30% T	
Looking after family or home	65 7%	11 2%	54 11% B	- - *	16 10% DI	13 9% DI	18 10% DI	13 8% DI	6 3% DI	12 5% KN	10 4% KN	19 10% KN	24 8% KN	22 4% KN	43 9% KN	1 1% P	19 5% P	18 9% P	27 14% PQ	35 13% U	30 4% U
Full-time student/ at school	56 6%	19 4%	37 7% B	48 34% EFGHI*	7 4% FI	- - FI	1 1% FI	1 1% FI	- - FI	11 4% JLMNO	27 10% JLMNO	7 4% JLMNO	11 4% JLMNO	38 7% JO	18 4% JO	7 3% PQ	14 4% PQ	14 7% PQ	21 10% PQ	12 4% PQ	44 6% PQ
Long term sick or disabled	58 6%	20 4%	38 7% B	5 3% I	5 3% I	12 8% I	21 11% DEI	16 10% EI	- - EI	1 * EI	6 2% EI	5 3% JKNLO	46 16% JKNLO	7 1% JKNLO	51 11% JKNLO	21 10% S	23 6% S	8 4% S	5 2% S	9 3% T	49 7% T
Unable to work because of short-term illness or injury	8 1%	4 1%	4 1%	1 1% *	1 1% *	1 1% *	2 1% *	3 2% *	- - *	1 1% *	2 1% *	- - *	5 2% *	3 1% *	5 1% *	1 1% *	5 1% *	1 * *	1 1% *	- - *	8 1% *
On a government training scheme	- -	- -	- -	- - *	- - *	- - *	- - *	- - *	- - *	- - *	- - *	- - *	- - *	- - *	- - *	- - *	- - *	- - *	- - *	- - *	- - *
Doing something else	11 1%	3 1%	8 2% *	- - *	1 1% *	2 1% *	5 3% *	3 2% *	1 * *	1 * *	4 2% *	3 2% *	3 1% *	5 1% *	6 1% *	3 2% *	5 1% *	3 1% *	- - *	2 1% *	9 1% *
Would prefer not to say	6 1%	1 *	5 1%	3 2% *	1 1% *	- - *	1 1% *	1 1% *	- - *	- - *	3 1% *	- - *	3 1% *	3 1% *	3 1% *	- - *	3 1% *	1 1% *	1 1% *	1 * *	4 1% *

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions:
Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q71. Working status

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/ prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/no r	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: Working	521 52%	143 55%	349 51%	29 51% *	344 55% F	177 47%	100 61%	187 54%	49 51% *	304 50% L	202 57% L	15 33% *	128 50%	84 50%	217 56%	88 47%	371 53%	150 50%
Self employed full time (30+ hours per week)	82 8%	22 8%	53 8%	8 13% *	61 10% F	22 6%	20 12%	32 9%	8 8% *	52 9%	28 8%	2 4% *	24 9%	18 11%	28 7%	11 6%	59 8%	23 8%
Self employed part-time (less than 30 hours per week)	41 4%	8 3%	29 4%	4 6% *	27 4%	14 4%	4 3%	18 5%	5 5% *	24 4%	16 5%	1 2% *	6 2%	7 4%	18 5%	9 5%	29 4%	12 4%
In paid full-time employment (30+ hours per week)	295 29%	81 31%	200 29%	14 24% *	193 31%	102 27%	59 36% I	104 30%	22 23% *	163 27%	124 35% JL	8 17% *	71 28%	45 27%	127 33%	51 27%	208 30%	86 29%
In paid part-time employment (less than 30 hours per week)	101 10%	32 12%	66 10%	4 7% *	63 10%	38 10%	16 10%	33 9%	13 13% *	64 11%	33 9%	5 10% *	26 10%	14 8%	44 11%	18 10%	73 10%	28 10%
On maternity/paternity leave	2 *	1 *	1 *	- - *	1 * *	1 *	- - *	- - *	1 1% *	1 *	1 *	- - *	1 *	- - *	1 *	- - *	2 *	- -
Net: Not working	464 46%	112 43%	326 48%	25 45% *	272 43%	192 51% E	63 39%	154 44%	43 45% *	289 48%	146 41%	29 62% K*	121 48%	78 47%	164 42%	95 51%	319 45%	145 48%
Unemployed	54 5%	10 4%	41 6%	3 5% *	32 5%	22 6%	13 8%	14 4%	2 3% *	33 5%	16 5%	5 10% *	15 6% O	12 7% O	9 2%	15 8% O	30 4%	23 8% Q
Retired from paid work altogether	222 22%	55 21%	154 22%	13 23% *	131 21%	92 24%	31 19%	77 22%	20 21% *	143 24%	65 19%	14 29% *	53 21%	41 24% P	100 26% P	26 14%	153 22%	69 23%
Looking after family or home	65 7%	16 6%	47 7%	3 5% *	41 6%	25 7%	7 4%	24 7%	7 8% *	55 9% K	11 3%	- - *	17 7%	11 7%	25 6%	12 7%	53 8%	12 4%
Full-time student/ at school	56 6%	14 5%	41 6%	2 3% *	31 5%	25 7%	5 3%	24 7%	1 1% *	19 3%	33 9% J	4 10% *	20 8% N	2 5%	19 5%	15 8% N	41 6%	15 5%
Long term sick or disabled	58 6%	14 6%	39 6%	5 8% *	32 5%	26 7%	6 4%	12 4%	9 10% H*	36 6%	16 5%	6 13% *	14 6%	9 6%	11 3%	24 13% MNO	37 5%	21 7%
Unable to work because of short-term illness or injury	8 1%	3 1%	5 1%	- - *	6 1%	2 1%	- -	3 1%	3 3% *	4 1%	4 1%	- - *	2 1%	3 2%	- -	3 2% O	4 1%	4 1%
On a government training scheme	- -	- -	- -	- - *	- -	- -	- -	- -	- - *	- -	- -	- - *	- -	- -	- -	- -	- -	- -
Doing something else	11 1%	5 2%	5 1%	2 3% *	7 1%	4 1%	- -	6 2%	2 2% *	7 1%	3 1%	1 2% *	5 2%	1 1%	5 1%	1 1%	10 1%	1 *
Would prefer not to say	6 1%	1 1%	3 1%	1 2% *	3 1%	2 1%	- -	1 *	1 1% *	2 *	2 1%	1 3% *	- -	3 2% O	- -	2 1%	3 *	3 1%

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q71. Working status

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
	B	C	D	E	F	G	H	I	J	
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: Working	521 52%	131 44%	384 55% B	325 56% F	113 48%	71 46%	466 52%	56 55% *	244 61% J	277 46%
Self employed full time (30+ hours per week)	82 8%	22 7%	60 9%	53 9%	16 7%	11 7%	72 8%	10 10% *	46 11% J	37 6%
Self employed part-time (less than 30 hours per week)	41 4%	10 3%	29 4%	26 4%	11 5%	4 2%	32 4%	9 9% G*	22 5%	19 3%
In paid full-time employment (30+ hours per week)	295 29%	71 24%	223 32% B	189 32%	63 27%	37 24%	273 30%	22 22% *	126 31%	169 28%
In paid part-time employment (less than 30 hours per week)	101 10%	27 9%	71 10%	57 10%	22 9%	20 13%	88 10%	13 13% *	49 12%	53 9%
On maternity/paternity leave	2 *	1 *	1 *	1 *	1 *	- -	1 *	1 1% *	2 *	- -
Net: Not working	464 46%	163 55% C	297 43%	255 43%	119 50%	81 52%	421 47%	42 42% *	152 38%	312 52% I
Unemployed	54 5%	14 5%	38 6%	23 4%	10 4%	17 11% DE	41 5%	13 13% G*	18 4%	36 6%
Retired from paid work altogether	222 22%	84 28% C	136 20%	144 25% F	49 21%	24 15%	212 24% H	10 10% *	39 10%	183 30% I
Looking after family or home	65 7%	15 5%	51 7%	36 6%	12 5%	15 10%	60 7%	5 5% *	26 7%	39 7%
Full-time student/ at school	56 6%	7 2%	49 7% B	28 5%	18 7%	10 6%	53 6%	3 3% *	46 11% J	10 2%
Long term sick or disabled	58 6%	39 13% C	18 3%	21 4%	26 11% D	11 7%	49 5%	9 9% *	21 5%	37 6%
Unable to work because of short-term illness or injury	8 1%	4 1%	4 1%	2 *	3 1%	3 2%	6 1%	2 2% *	2 1%	6 1%
On a government training scheme	- -	- -	- -	- -	- -	- -	- -	- - *	- -	- -
Doing something else	11 1%	2 1%	9 1%	6 1%	2 1%	3 2%	9 1%	2 2% *	3 1%	8 1%
Would prefer not to say	6 1%	- -	2 *	- -	3 1% D	1 1%	4 *	1 1% *	1 *	5 1%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q71. Working status

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
	B	C	D	E	F	G	H	
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: Working	521 52%	134 60%	310 52%	211 53%	412 56% H	328 62% H	125 70% EH	109 41%
Self employed full time (30+ hours per week)	82 8%	21 10%	53 9%	30 7%	69 9% H	57 11% H	30 17% EH	14 5%
Self employed part-time (less than 30 hours per week)	41 4%	17 8%	20 3%	21 5%	31 4%	22 4%	11 6%	10 4%
In paid full-time employment (30+ hours per week)	295 29%	62 28%	175 29%	120 30%	226 31%	178 34% H	56 31%	68 25%
In paid part-time employment (less than 30 hours per week)	101 10%	33 15%	62 10%	39 10%	84 12% H	70 13% H	27 15% H	17 6%
On maternity/paternity leave	2 *	1 *	- -	2 *	1 *	1 *	- -	1 *
Net: Not working	464 46%	86 38%	282 47%	182 45%	310 42% G	197 37%	52 29%	154 57% EFG
Unemployed	54 5%	16 7%	26 4%	27 7%	41 6%	35 7%	8 5%	12 5%
Retired from paid work altogether	222 22%	- -	152 25% D	70 17%	118 16% FG	60 11%	13 7%	104 39% EFG
Looking after family or home	65 7%	20 9%	33 6%	32 8%	50 7%	30 6%	11 6%	16 6%
Full-time student/ at school	56 6%	27 12%	43 7% D	13 3%	49 7% H	35 7% H	8 5%	7 2%
Long term sick or disabled	58 6%	22 10%	23 4%	36 9% C	45 6%	32 6%	9 5%	13 5%
Unable to work because of short-term illness or injury	8 1%	1 *	4 1%	4 1%	6 1%	5 1%	2 1%	2 1%
On a government training scheme	- -	- -	- -	- -	- -	- -	- -	- -
Doing something else	11 1%	3 1%	8 1%	4 1%	8 1%	5 1%	2 1%	3 1%
Would prefer not to say	6 1%	1 1%	2 *	4 1%	3 *	- -	- -	2 1%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q72. Ethnicity

Base: All respondents

	Gender			Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	A8	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Net: White	951	463	488	127	142	145	171	150	216	235	267	179	271	502	450	204	384	189	174	254	698
	95%	95%	95%	90%	90%	95%	94%	99%	99%	94%	97%	96%	93%	95%	94%	95%	98%	97%	87%	92%	96%
	*			*				DEFG	DEFG					S		PS	S			T	
Scottish	751	372	379	92	107	117	132	124	180	178	215	143	215	393	358	161	301	154	135	204	547
	75%	76%	74%	66%	67%	77%	73%	82%	80%	71%	78%	77%	74%	75%	75%	75%	77%	79%	67%	74%	75%
	*			*				DE	DEG							S	S	S			
Other British	139	71	68	15	20	20	29	23	32	47	30	26	36	77	62	29	62	23	25	30	109
	14%	15%	13%	11%	13%	13%	16%	16%	15%	19%	11%	14%	12%	15%	13%	14%	16%	12%	13%	11%	15%
	*			*				*	KN					K							
Irish	8	3	5	5	3	-	-	-	-	1	2	2	3	3	5	1	4	-	3	4	3
	1%	1%	1%	3%	2%	-	-	-	-	*	1%	1%	1%	1%	1%	*	1%	-	1%	2%	*
	*			*																	
Gypsy/Traveller	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*			*																	
Polish	14	5	9	3	7	4	-	-	-	1	4	4	5	5	9	1	4	6	3	8	6
	1%	1%	2%	2%	4%	3%	-	-	-	*	1%	2%	2%	1%	2%	*	1%	3%	2%	3%	1%
	*			*	GHI	I													U		
Any other White ethnic group	39	12	27	12	6	4	10	3	5	9	16	4	11	24	15	11	14	6	8	7	32
	4%	2%	5%	8%	4%	2%	5%	2%	3%	6%	6%	2%	4%	5%	3%	3%	4%	3%	4%	3%	4%
	*			*																	
Net: Mixed or Multiple ethnic groups	11	5	6	3	3	2	3	-	-	4	-	-	6	4	6	5	1	2	4	4	7
	1%	1%	1%	2%	2%	1%	2%	-	-	2%	-	-	2%	1%	1%	2%	*	1%	2%	2%	1%
	*			*									K								
Any Mixed or Multiple ethnic groups	11	5	6	3	3	2	3	-	-	4	-	-	6	4	6	5	1	2	4	4	7
	1%	1%	1%	2%	2%	1%	2%	-	-	2%	-	-	2%	1%	1%	2%	*	1%	2%	2%	1%
	*			*									K								
Net: Asian, Asian Scottish or Asian British	28	16	12	9	10	3	5	1	1	10	6	5	8	16	13	3	6	2	18	14	14
	3%	3%	2%	6%	3%	2%	1%	1%	*	4%	2%	2%	3%	3%	3%	1%	1%	1%	9%	5%	2%
	*			HI*	HI														PQR	U	
Pakistani, Pakistani Scottish or Pakistani British	8	3	5	3	3	-	2	-	-	1	-	2	5	1	7	-	-	-	8	5	3
	1%	1%	1%	2%	2%	-	1%	-	-	1%	-	1%	2%	*	1%	-	-	-	4%	2%	*
	*			*															PQR		
Indian, Indian Scottish or Indian British	11	7	4	1	5	2	1	1	1	6	2	-	3	8	3	2	2	2	5	6	5
	1%	1%	1%	1%	3%	1%	1%	1%	*	2%	1%	-	1%	1%	1%	1%	*	1%	3%	2%	1%
	*			*																	
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*			*																	
Chinese, Chinese Scottish or Chinese British	6	3	3	3	1	-	2	-	-	3	1	2	-	4	2	1	3	-	2	1	5
	1%	1%	1%	2%	1%	-	1%	-	-	1%	*	1%	-	1%	*	*	1%	-	1%	*	1%
	*			*																	
Any other Asian	3	3	-	1	1	1	-	-	-	-	2	1	-	2	1	-	1	-	3	3	1
	*	1%	-	1%	1%	1%	-	-	-	-	1%	1%	-	*	*	-	*	-	1%	1%	*
	*			*																	
Net: African	5	2	3	1	1	2	1	-	-	-	3	-	2	3	2	3	-	1	1	2	3
	1%	*	1%	1%	1%	1%	1%	-	-	-	1%	-	1%	1%	*	1%	-	1%	1%	1%	*
	*			*																	
African, African Scottish or African British	4	2	2	1	1	2	-	-	-	-	3	-	1	3	1	3	-	-	1	1	3
	*	*	*	1%	1%	1%	-	-	-	-	1%	-	*	1%	*	1%	-	-	1%	*	*
	*			*																	
Any other African	1	-	1	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	1	-
	*	-	*	-	-	-	1%	-	-	-	-	-	-	-	*	-	-	1%	-	*	-
	*			*																	
Net: Caribbean or Black	2	1	1	-	1	-	1	-	-	1	-	-	1	1	1	-	-	-	2	1	1
	*	*	*	-	1%	-	1%	-	-	*	-	-	*	*	*	-	-	-	1%	*	*
	*			*																	
Caribbean, Caribbean Scottish or Caribbean British	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*			*																	
Black, Black Scottish or Black British	2	1	1	-	1	-	1	-	-	1	-	-	1	1	1	-	-	-	2	1	1
	*	*	*	-	1%	-	1%	-	-	*	-	-	*	*	*	-	-	-	1%	*	*
	*			*																	
Any other Caribbean or Black	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*			*																	
Net: Other ethnic group	1	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-	-	1	-	1	-
	*	-	*	-	-	1%	-	-	-	-	-	1%	-	-	*	-	-	1%	-	*	-
	*			*																	
Arab, Arab Scottish or Arab British	1	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-	-	1	-	1	-
	*	-	*	-	-	1%	-	-	-	-	-	1%	-	-	*	-	-	1%	-	*	-
	*			*																	
Any other ethnic group	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*			*																	
Would prefer not to say	3	1	2	-	1	-	1	-	1	-	-	1	2	-	3	1	1	-	1	-	3
	*	*	*	-	1%	-	1%	-	*	-	-	1%	1%	-	1%	*	*	-	1%	-	*
	*			*																	

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q72. Ethnicity

Base: All respondents

	Total	Area			Aware of FSS		Trust FSS			Resp for cooking/ prep			Main concern				Any specific/ required diet	
		North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Net: White	951	253	643	56	602	350	154	331	94	565	341	45	239	161	366	175	662	289
	95%	97%	94%	97%	96%	93%	95%	95%	99%	94%	97%	96%	94%	97%	95%	94%	94%	97%
				*					*			*						
Scottish	751	195	515	41	508	243	128	287	74	436	276	38	196	124	288	137	524	227
	75%	75%	75%	72%	81%	65%	79%	82%	77%	72%	78%	83%	77%	75%	73%	74%	74%	76%
				*	F				*			*						
Other British	139	43	84	13	71	69	21	30	17	86	49	5	29	28	58	19	87	53
	14%	16%	12%	22%	11%	18%	13%	9%	18%	14%	14%	11%	12%	17%	15%	10%	12%	18%
				*	E				H*			*					Q	
Irish	8	2	5	1	6	2	3	2	1	7	1	-	1	2	2	3	7	1
	1%	1%	1%	2%	1%	*	2%	*	1%	1%	*	-	*	1%	*	2%	1%	*
				*					*			*						
Gypsy/Traveller	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*					*			*						
Polish	14	3	10	1	8	7	1	7	-	8	4	1	4	3	6	1	11	4
	1%	1%	1%	2%	1%	2%	1%	2%	-	1%	1%	2%	1%	2%	2%	1%	1%	1%
				*				*			*	*						
Any other White ethnic group	39	10	30	-	9	30	1	6	2	28	11	-	9	4	12	15	34	5
	4%	4%	4%	-	1%	8%	1%	2%	2%	5%	3%	-	3%	2%	3%	8%	5%	2%
				*		E			*		*	*				NO	R	
Net: Mixed or Multiple ethnic groups	11	1	10	-	5	6	2	2	1	10	1	-	3	2	2	5	11	-
	1%	*	1%	-	1%	2%	1%	1%	1%	2%	*	-	1%	1%	*	3%	2%	-
				*				*	*		*	*						
Any Mixed or Multiple ethnic groups	11	1	10	-	5	6	2	2	1	10	1	-	3	2	2	5	11	-
	1%	*	1%	-	1%	2%	1%	1%	1%	2%	*	-	1%	1%	*	3%	2%	-
				*				*	*		*	*						
Net: Asian, Asian Scottish or Asian British	28	5	22	2	17	11	4	13	-	18	9	2	9	2	13	4	22	6
	3%	2%	3%	3%	3%	3%	2%	4%	-	3%	3%	4%	4%	1%	3%	2%	3%	2%
				*				*	*		*	*						
Pakistani, Pakistani Scottish or Pakistani British	8	-	8	-	3	5	1	2	-	5	1	2	4	-	3	1	6	3
	1%	-	1%	-	*	1%	1%	1%	-	1%	*	4%	2%	-	1%	1%	1%	1%
				*				*	*		*	*						
Indian, Indian Scottish or Indian British	11	5	6	-	7	4	2	5	-	9	2	-	5	1	4	1	8	3
	1%	2%	1%	-	1%	1%	1%	1%	-	2%	1%	-	2%	1%	1%	*	1%	1%
				*				*	*		*	*						
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*				*	*		*	*						
Chinese, Chinese Scottish or Chinese British	6	-	4	2	5	1	-	5	-	2	3	-	-	-	5	1	5	1
	1%	-	1%	3%	1%	*	-	1%	*	*	1%	-	-	-	1%	*	1%	*
				*				*	*		*	*						
Any other Asian	3	-	3	-	3	1	1	1	-	1	2	-	-	1	1	1	3	-
	*	-	1%	-	*	*	1%	*	-	*	1%	-	-	1%	*	1%	*	-
				*				*	*		*	*						
Net: African	5	-	5	-	2	3	2	-	-	5	-	-	1	1	3	-	4	1
	1%	-	1%	-	*	1%	1%	-	-	1%	-	-	*	1%	1%	-	1%	*
				*				*	*		*	*						
African, African Scottish or African British	4	-	4	-	1	3	1	-	-	4	-	-	-	1	3	-	3	1
	*	-	1%	-	*	1%	1%	-	-	1%	-	-	-	1%	1%	-	*	*
				*				*	*		*	*						
Any other African	1	-	1	-	1	-	1	-	-	1	-	-	1	-	-	-	1	-
	*	-	*	-	*	-	1%	-	-	*	-	-	*	-	-	-	*	-
				*				*	*		*	*						
Net: Caribbean or Black	2	1	1	-	-	2	-	-	-	1	1	-	1	-	1	-	1	1
	*	*	*	-	-	1%	-	-	-	*	*	-	*	-	*	-	*	*
				*				*	*		*	*						
Caribbean, Caribbean Scottish or Caribbean British	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*				*	*		*	*						
Black, Black Scottish or Black British	2	1	1	-	-	2	-	-	-	1	1	-	1	-	1	-	1	1
	*	*	*	-	-	1%	-	-	-	*	*	-	*	-	*	-	*	*
				*				*	*		*	*						
Any other Caribbean or Black	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*				*	*		*	*						
Net: Other ethnic group	1	1	-	-	1	-	-	1	-	1	-	-	-	-	1	-	1	-
	*	*	-	-	*	-	-	*	-	*	-	-	-	-	*	-	*	-
				*				*	*		*	*						
Arab, Arab Scottish or Arab British	1	1	-	-	1	-	-	1	-	1	-	-	-	-	1	-	1	-
	*	*	-	-	*	-	-	*	-	*	-	-	-	-	*	-	*	-
				*				*	*		*	*						
Any other ethnic group	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*				*	*		*	*						
Would prefer not to say	3	1	2	-	-	3	-	-	-	2	1	-	1	-	-	2	2	1
	*	*	*	-	-	1%	-	-	-	*	*	-	*	-	-	1%	*	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column

Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q72. Ethnicity

Base: All respondents

	Total	Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
		Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/D K	Yes	No/DK
	B	C	D	E	F	G	H	I	J	
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Net: White	951	282	656	559	232	140	857	94	370	582
	95%	95%	95%	95%	98%	90%	95%	93%	92%	97%
				F	F			*		I
Scottish	751	218	522	446	189	101	680	71	288	463
	75%	74%	75%	76%	80%	65%	76%	70%	72%	77%
				F	F			*		
Other British	139	50	89	78	30	26	122	17	56	83
	14%	17%	13%	13%	13%	17%	14%	17%	14%	14%
								*		
Irish	8	5	2	7	1	-	8	-	4	3
	1%	2%	*	1%	*	-	1%	-	1%	1%
								*		
Gypsy/Traveller	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
								*		
Polish	14	1	11	9	4	1	14	-	5	9
	1%	*	2%	1%	2%	1%	2%	-	1%	2%
								*		
Any other White ethnic group	39	8	32	19	8	12	33	6	17	22
	4%	3%	5%	3%	3%	7%	4%	6%	4%	4%
								*		
Net: Mixed or Multiple ethnic groups	11	2	9	8	-	3	11	-	4	7
	1%	1%	1%	1%	-	2%	1%	-	1%	1%
								*		
Any Mixed or Multiple ethnic groups	11	2	9	8	-	3	11	-	4	7
	1%	1%	1%	1%	-	2%	1%	-	1%	1%
								*		
Net: Asian, Asian Scottish or Asian British	28	10	19	14	3	10	25	4	20	9
	3%	3%	3%	2%	1%	7%	3%	4%	5%	1%
						DE		*	J	
Pakistani, Pakistani Scottish or Pakistani British	8	1	7	3	1	4	5	3	4	4
	1%	*	1%	1%	1%	2%	1%	3%	1%	1%
								*		
Indian, Indian Scottish or Indian British	11	4	7	7	-	3	11	-	7	4
	1%	1%	1%	1%	-	2%	1%	-	2%	1%
								*		
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
								*		
Chinese, Chinese Scottish or Chinese British	6	3	2	3	2	1	5	1	5	1
	1%	1%	*	1%	1%	1%	1%	1%	1%	*
								*		
Any other Asian	3	1	2	1	-	3	3	-	3	-
	*	*	*	*	-	2%	*	-	1%	-
								*		
Net: African	5	1	4	3	-	1	5	-	3	2
	1%	*	1%	1%	-	1%	1%	-	1%	*
								*		
African, African Scottish or African British	4	-	4	2	-	1	4	-	2	2
	*	-	1%	*	-	1%	*	-	1%	*
								*		
Any other African	1	1	-	1	-	-	1	-	1	-
	*	*	-	*	-	-	*	-	*	-
								*		
Net: Caribbean or Black	2	-	2	1	1	-	1	1	1	1
	*	-	*	*	*	-	*	1%	*	*
								*		
Caribbean, Caribbean Scottish or Caribbean British	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
								*		
Black, Black Scottish or Black British	2	-	2	1	1	-	1	1	1	1
	*	-	*	*	*	-	*	1%	*	*
								*		
Any other Caribbean or Black	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
								*		
Net: Other ethnic group	1	-	1	1	-	-	1	-	1	-
	*	-	*	*	-	-	*	-	*	-
								*		
Arab, Arab Scottish or Arab British	1	-	1	1	-	-	1	-	1	-
	*	-	*	*	-	-	*	-	*	-
								*		
Any other ethnic group	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
								*		
Would prefer not to say	3	1	1	-	1	1	1	2	1	2
	*	*	*	-	*	1%	*	2%	*	*
								G*		

Weighted by: WEIGHT

Prepared by Kantar TNS
Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G,H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G,H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q72. Ethnicity

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
		Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Net: White	951	210	563	388	688	497	169	264
	95%	94%	94%	97%	94%	94%	94%	98%
Scottish	751	158	454	297	550	392	134	201
	75%	71%	75%	74%	75%	74%	75%	75%
Other British	139	24	74	65	92	65	22	48
	14%	11%	12%	16%	12%	12%	12%	18%
Irish	8	5	5	3	8	6	4	-
	1%	2%	1%	1%	1%	1%	2%	-
Gypsy/Traveller	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Polish	14	8	8	6	12	9	3	2
	1%	4%	1%	1%	2%	2%	2%	1%
Any other White ethnic group	39	16	22	17	27	23	6	12
	4%	7%	4%	4%	4%	4%	3%	5%
Net: Mixed or Multiple ethnic groups	11	2	8	3	10	7	4	1
	1%	1%	1%	1%	1%	1%	2%	*
Any Mixed or Multiple ethnic groups	11	2	8	3	10	7	4	1
	1%	1%	1%	1%	1%	1%	2%	*
Net: Asian, Asian Scottish or Asian British	28	8	25	4	27	22	5	1
	3%	4%	4%	1%	4%	4%	3%	*
Pakistani, Pakistani Scottish or Pakistani British	8	3	7	1	8	7	3	-
	1%	1%	1%	*	1%	1%	2%	-
Indian, Indian Scottish or Indian British	11	2	10	1	10	7	1	1
	1%	1%	2%	*	1%	1%	1%	*
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Chinese, Chinese Scottish or Chinese British	6	3	4	2	6	4	1	-
	1%	1%	1%	*	1%	1%	1%	-
Any other Asian	3	-	3	-	3	3	-	-
	*	-	1%	-	*	1%	-	-
Net: African	5	2	3	2	5	2	1	-
	1%	1%	*	1%	1%	*	1%	-
African, African Scottish or African British	4	2	2	2	4	2	1	-
	*	1%	*	1%	1%	*	1%	-
Any other African	1	-	1	-	1	-	-	-
	*	-	*	-	*	-	-	-
Net: Caribbean or Black	2	-	-	2	1	1	-	1
	*	-	-	*	*	*	-	*
Caribbean, Caribbean Scottish or Caribbean British	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Black, Black Scottish or Black British	2	-	-	2	1	1	-	1
	*	-	-	*	*	*	-	*
Any other Caribbean or Black	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Net: Other ethnic group	1	1	1	-	-	-	-	1
	*	*	*	-	-	-	-	*
Arab, Arab Scottish or Arab British	1	1	1	-	-	-	-	1
	*	*	*	-	-	-	-	*
Any other ethnic group	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Would prefer not to say	3	1	1	2	2	1	-	1
	*	*	*	1%	*	*	-	*

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Weighted by: WEIGHT

Q73. This study is being funded by the Food Standards Scotland (FSS). Would you be willing for FSS, or an organisation acting on their behalf, to re-contact you to ask further questions about the survey or invite you to take part in future research on this subject? There would be no obligation for you to take part.

Base: All respondents

		Gender		Age						Social Grade						No in HH				Children in HH	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Unweighted Base	1002	490	512	95	157	159	196	165	230	271	296	175	260	567	435	219	402	190	191	271	731
Base	1002	488	514	140	158	152	181	151	218	251	276	185	291	526	476	215	392	195	200	277	725
Yes	780 78%	379 78%	401 78%	96 69% *	121 77%	120 79%	147 81% D	118 78%	177 81% D	197 79%	205 74%	144 78%	233 80%	402 76%	378 79%	166 77%	304 78%	161 83%	149 74%	225 81%	555 77%
No	222 22%	109 22%	113 22%	44 31% GI*	37 23%	32 21%	34 19%	33 22%	41 19%	53 21%	71 26%	41 22%	57 20%	124 24%	98 21%	49 23%	88 22%	34 17%	51 26%	52 19%	170 23%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 844

Tb T1008

Q73. This study is being funded by the Food Standards Scotland (FSS). Would you be willing for FSS, or an organisation acting on their behalf, to re-contact you to ask further questions about the survey or invite you to take part in future research on this subject? There would be no obligation for you to take part.

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/n or	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1002	261	685	56	624	378	161	344	98	610	347	45	250	168	394	179	703	299
Base	1002	261	684	57	627	375	162	348	95	602	353	46	254	166	386	186	703	299
Yes	780 78%	201 77%	534 78%	45 79% *	517 82% F	263 70%	143 88% I	286 82%	70 74% *	482 80% L	272 77% L	26 56% *	197 78%	134 81%	292 76%	148 80%	558 79%	222 74%
No	222 22%	60 23%	150 22%	12 21% *	110 18%	112 30% E	19 12%	62 18%	25 26% G*	120 20%	81 23%	20 44% JK*	57 22%	32 19%	93 24%	38 20%	146 21%	76 26%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 845
Tb T1009

Q73. This study is being funded by the Food Standards Scotland (FSS). Would you be willing for FSS, or an organisation acting on their behalf, to re-contact you to ask further questions about the survey or invite you to take part in future research on this subject? There would be no obligation for you to take part.

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Healthiness of food normally eat			Seriousness of obesity		Aware of Eatwell Guide	
	Total	Yes	No	Very/ quite healthy	Neither /nor	Not very/not at all	Serious	Not serious/DK	Yes	No/DK
		B	C	D	E	F	G	H	I	J
Unweighted Base	1002	300	688	596	236	147	905	97	377	625
Base	1002	295	692	585	237	156	901	101	400	602
Yes	780 78%	249 84% C	526 76%	474 81% E	172 72%	117 75%	711 79% H	69 68% *	321 80%	459 76%
No	222 22%	47 16%	166 24% B	111 19%	65 28% D	39 25%	189 21%	33 32% G*	79 20%	143 24%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F,G/H,I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

FSS Consumer Attitudes Survey - Wave 6 (June 2018) - 40303487

Pg 846
Tb T1010

Q73. This study is being funded by the Food Standards Scotland (FSS). Would you be willing for FSS, or an organisation acting on their behalf, to re-contact you to ask further questions about the survey or invite you to take part in future research on this subject? There would be no obligation for you to take part.

Base: All respondents

		Women 16-44 C1C2DE	Support restrictions on unhealthy food (Q217)		Takeaway/home delivery p3m (Q218)			
	Total	Women 16-44 C1C2DE	Yes	No/DK	Any	At least once a month	At least once a week	None
		B	C	D	E	F	G	H
Unweighted Base	1002	200	602	400	723	514	170	279
Base	1002	224	601	401	733	530	179	269
Yes	780 78%	174 78%	479 80%	301 75%	564 77%	402 76%	145 81%	216 80%
No	222 22%	49 22%	122 20%	100 25%	169 23%	128 24%	34 19%	53 20%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B,C/D,E/F/G/H Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 18/06/2018 - 05/07/2018

Base: All respondents

		Gender		Age								Social Grade								No in HH				Children in HH			
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+	Yes	No	Yes	No			
Gender	Unweighted Base	1002	488	512	85	127	138	166	165	226	274	268	178	268	367	435	215	402	185	181	271	231	-	-	-	-	-
	Total	1002	488	512	85	127	138	166	165	226	274	268	178	268	367	435	215	402	185	181	271	231	-	-	-	-	-
Male	488	488	-	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	-	-	-	-	-
	Female	512	-	512	97	55	94	97	87	107	103	103	103	103	103	103	103	103	103	103	103	103	-	-	-	-	-
Age	16-24	140	44	97	140	-	-	-	-	-	20	20	20	20	20	20	20	20	20	20	20	20	-	-	-	-	-
	25-34	158	74	85	158	-	-	-	-	27	39	39	53	66	92	23	49	49	47	47	82	76	-	-	-	-	-
Social Grade	AB	132	58	94	-	-	-	-	-	33	52	30	38	85	67	33	34	32	34	83	70	-	-	-	-	-	-
	C1	186	176	100	-	-	-	-	-	68	176	100	100	100	100	100	100	100	100	100	100	100	-	-	-	-	-
No in HH	1	181	90	91	-	-	-	-	-	33	53	45	50	86	95	48	58	41	37	47	134	-	-	-	-	-	-
	2	131	87	64	-	-	-	-	-	38	45	63	68	37	83	19	10	17	13	17	134	-	-	-	-	-	-
Children in HH	Yes	186	186	-	-	-	-	-	-	153	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	No	218	102	116	-	-	-	-	-	218	91	42	24	62	133	85	59	129	22	9	3	216	-	-	-	-	-
Social Grade	AB	251	149	101	29	27	33	33	38	91	251	-	-	251	-	44	111	45	51	69	182	-	-	-	-	-	-
	C1	236	236	-	-	-	-	-	-	236	236	-	-	236	-	236	-	236	-	236	236	-	-	-	-	-	-
Social Grade	C2	186	186	-	-	-	-	-	-	186	186	-	-	186	-	186	-	186	-	186	186	-	-	-	-	-	-
	DE	291	291	-	-	-	-	-	-	291	291	-	-	291	-	291	-	291	-	291	291	-	-	-	-	-	-
Social Grade	ABC1	526	288	238	73	66	85	86	83	133	251	276	-	-	526	-	107	218	99	101	135	391	-	-	-	-	-
	C2DE	476	476	-	-	-	-	-	-	476	476	-	-	476	-	476	-	476	-	476	476	-	-	-	-	-	-
Social Grade	1	213	117	96	16	23	23	46	37	59	44	64	26	82	107	138	215	-	-	-	-	-	-	-	-	-	-
	2	392	188	194	-	-	-	-	-	392	392	-	-	392	-	392	-	392	-	392	392	-	-	-	-	-	-
Social Grade	3	185	90	105	38	43	32	43	19	22	45	55	48	47	99	95	-	-	-	-	-	-	-	-	-	-	-
	4+	200	83	117	44	39	52	53	40	51	50	50	40	101	76	21	-	-	-	-	-	-	-	-	-	-	-
Social Grade	Yes	227	110	116	14	62	61	47	17	3	69	66	66	136	135	142	-	-	-	-	-	-	-	-	-	-	-
	No	725	378	347	68	60	60	60	74	138	182	210	60	214	301	334	213	301	301	301	301	-	-	-	-	-	-
Social Grade	North	261	114	147	36	36	106	49	41	49	63	55	54	79	138	131	97	109	48	48	87	184	-	-	-	-	-
	South	464	347	116	112	7	121	104	154	176	197	113	197	374	390	149	250	138	141	193	481	-	-	-	-	-	-
Social Grade	Yes	57	26	31	9	10	5	11	7	15	10	14	18	15	24	33	9	27	10	12	16	41	-	-	-	-	-
	No	407	407	-	-	-	-	-	407	407	-	-	-	407	-	407	-	407	-	407	407	-	-	-	-	-	-
Social Grade	At most	602	245	357	61	93	101	122	91	134	144	146	118	193	291	312	204	197	95	106	172	430	-	-	-	-	-
	About half or less	393	198	195	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39	-	-	-	-	-
Social Grade	More	46	35	11	10	6	3	5	8	14	11	18	4	13	29	17	27	9	10	8	39	-	-	-	-	-	-
	Food poisoning	284	130	154	27	41	37	38	45	50	63	65	48	68	124	144	68	124	68	57	84	180	-	-	-	-	-
Social Grade	Not knowing what food it	166	85	81	19	23	19	29	33	34	38	48	30	49	86	80	43	64	32	30	46	120	-	-	-	-	-
	Eating a healthy diet	396	189	206	44	62	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	-	-	-	-	-
Social Grade	Not being to afford healthy diet	186	80	106	35	33	27	43	27	27	26	53	24	83	79	107	51	68	34	33	45	141	-	-	-	-	-
	Any	793	393	400	73	73	73	73	73	73	73	73	73	73	73	73	73	73	73	73	73	73	-	-	-	-	-
Social Grade	None	299	138	161	35	45	44	57	53	64	77	79	48	95	136	142	67	122	53	56	73	226	-	-	-	-	-
	Yes	494	250	244	38	28	28	33	38	44	44	44	44	44	44	44	44	44	44	44	44	44	-	-	-	-	-
Social Grade	Neither/nor	237	118	119	34	31	30	46	43	43	43	43	43	43	43	43	43	43	43	43	43	43	-	-	-	-	-
	Neither/nor	136	67	69	17	23	15	28	20	21	19	46	24	65	67	89	38	56	28	34	39	117	-	-	-	-	-
Social Grade	Not serious	181	91	90	17	23	20	28	20	21	19	46	24	65	67	89	38	56	28	34	39	117	-	-	-	-	-
	Not serious/OK	181	91	90	17	23	20	28	20	21	19	46	24	65	67	89	38	56	28	34	39	117	-	-	-	-	-
Social Grade	Yes	400	196	204	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	-	-	-	-	-
	No/OK	602	302	300	28	74	85	128	112	178	160	165	94	182	238	276	137	276	101	89	119	483	-	-	-	-	-
Social Grade	Yes	393	203	190	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39	-	-	-	-	-
	No/OK	607	307	300	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39	39	-	-	-	-	-
Social Grade	Yes	400	196	204	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	-	-	-	-	-
	No/																										

Q. Breaks by Break

Base: All respondents

		Area				Aware of FSS		Trust FSS				Resp for cooking/prep				Main concern				Any specific/ requested diet			
		Total	North	Central	South	Yes	No	A lot		Neither/ not at all	At/most of time	About half or less	None	Food poisoning	Not knowing what to eat	Eating a healthy diet	Not being able to afford healthy diet	Any	None				
								B	C											D	E	F	G
Gender	Unweighted Base	1000	261	668	56	624	278	665	344	66	630	347	45	260	168	334	579	763	289				
	Total	1000	261	668	56	624	278	665	344	66	630	347	45	260	168	334	579	763	289				
	Male	498	114	347	26	288	200	83	160	33	245	200	35	130	95	199	30	305	183				
Age	18-24	140	36	56	9	89	51	22	55	7	61	69	10	42	19	44	35	105	35				
	25-34	158	36	112	10	111	48	35	58	16	93	99	6	41	33	52	33	113	45				
	35-44	145	145	188	18	178	178	178	178	178	178	178	178	178	178	178	178	178	178				
Age	45-54	153	50	97	5	95	58	26	48	17	101	48	3	37	19	69	27	108	44				
	55-64	181	49	121	11	133	66	29	62	18	122	55	5	39	29	69	43	124	57				
	65+	218	49	154	15	127	92	30	76	17	134	70	14	30	34	106	27	154	64				
Suburb/rural	AB	251	63	118	10	141	109	43	76	17	144	95	11	65	38	116	26	173	77				
	CD	236	24	201	20	220	220	278	228	18	245	278	24	206	220	220	145	256	206				
	DE	185	54	113	18	124	52	35	83	13	118	63	4	40	30	89	24	138	48				
Suburb/rural	AC1	291	79	197	17	181	106	43	96	34	193	94	13	84	49	73	83	166	95				
	AC2	236	24	201	20	220	220	278	228	18	245	278	24	206	220	220	145	256	206				
	AC3	236	24	201	20	220	220	278	228	18	245	278	24	206	220	220	145	256	206				
Suburb/rural	CD2	476	133	309	37	318	158	81	179	47	312	147	17	124	80	182	107	334	142				
	CD3	488	114	147	26	208	200	83	160	33	240	208	35	130	65	189	80	205	183				
	CD4	488	114	147	26	208	200	83	160	33	240	208	35	130	65	189	80	205	183				
No. in wk	1	213	57	149	9	129	86	39	61	22	204	11	-	46	40	78	53	148	57				
	2	392	109	256	27	238	164	46	141	36	197	168	27	104	64	147	60	270	122				
	3	185	46	138	10	146	49	43	78	23	95	91	9	47	32	81	34	141	53				
Children in wt	Yes	227	67	153	16	203	73	67	107	24	172	96	8	78	66	112	45	204	73				
	No	725	194	491	42	422	302	93	241	71	430	237	9	180	120	274	141	500	226				
	Yes	725	194	491	42	422	302	93	241	71	430	237	9	180	120	274	141	500	226				
Area	North	261	261	-	-	112	99	48	108	20	137	95	9	78	63	101	44	184	77				
	Central	684	684	-	-	424	260	107	229	72	412	235	36	175	109	261	133	476	207				
	South	57	-	-	-	57	32	25	10	18	3	33	23	2	9	15	23	9	43				
Aware of FSS	Yes	627	171	424	52	627	-	102	348	40	387	335	40	171	100	238	103	450	151				
	No	375	90	200	25	-	375	-	-	-	213	138	24	82	57	147	81	233	142				
	Yes	627	171	424	52	627	-	102	348	40	387	335	40	171	100	238	103	450	151				
Trust FSS	A lot	246	100	229	18	348	-	-	348	-	202	137	9	98	57	135	58	262	86				
	A little	376	100	229	18	348	-	-	348	-	202	137	9	98	57	135	58	262	86				
	Neither/ not at all	95	20	72	11	95	-	-	95	-	50	37	6	32	19	33	33	73	34				
Resp for cooking/prep	At/most of time	602	157	412	33	380	213	122	202	56	602	-	-	151	103	237	107	438	167				
	About half or less	392	96	226	27	215	138	93	137	31	283	-	-	96	66	138	39	248	105				
	None	46	9	38	2	23	24	5	9	6	-	-	-	46	15	8	14	10	20				
Main concern	Food poisoning	286	76	206	16	276	226	316	286	246	236	286	15	151	88	151	100	158	54				
	Not knowing what to eat	166	43	109	15	109	57	27	57	19	103	56	8	166	-	-	-	111	55				
	Eating a healthy diet	176	43	109	15	109	57	27	57	19	103	56	8	176	-	-	-	106	196				
Any specific/ requested diet	Yes	186	44	133	9	105	81	21	58	20	107	70	10	-	-	-	186	173	51				
	No	614	176	206	16	176	226	136	176	216	186	206	116	-	-	-	614	196	176				
	Yes	186	44	133	9	105	81	21	58	20	107	70	10	-	-	-	186	173	51				
Suburb/rural	AB	251	63	118	10	141	109	43	76	17	144	95	11	65	38	116	26	173	77				
	CD	236	24	201	20	220	220	278	228	18	245	278	24	206	220	220	145	256	206				
	DE	185	54	113	18	124	52	35	83	13	118	63	4	40	30	89	24	138	48				
Aware of FSS	Yes	627	171	424	52	627	-	102	348	40	387	335	40	171	100	238	103	450	151				
	No	375	90	200	25	-	375	-	-	-	213	138	24	82	57	147	81	233	142				
	Yes	627	171	424	52	627	-	102	348	40	387	335	40	171	100	238	103	450	151				
Trust FSS	A lot	246	100	229	18	348	-	-	348	-	202	137	9	98	57	135	58	262	86				
	A little	376	100	229	18	348	-	-	348	-	202	137	9	98	57	135	58	262	86				
	Neither/ not at all	95	20	72	11	95	-	-	95	-	50	37	6	32	19	33	33	73	34				
Resp for cooking/prep	At/most of time	602	157	412	33	380	213	122	202	56	602	-	-	151	103	237	107	438	167				
	About half or less	392	96	226	27	215	138	93	137	31	283	-	-	96	66	138	39	248	105				
	None	46	9	38	2	23	24	5	9	6	-	-	-	46	15	8	14	10	20				
Main concern	Food poisoning	286	76	206	16	276	226	316	286	246	236	286	15	151	88	151	100	158	54				
	Not knowing what to eat	166	43	109	15	109	57	27	57	19	103	56	8	166	-	-	-	111	55				
	Eating a healthy diet	176	43	109	15	109	57	27	57	19	103	56	8	176	-	-	-	106	196				
Any specific/ requested diet	Yes	186	44	133	9	105	81	21	58	20	107	70	10	-	-	-	186	173	51				
	No	614	176	206	16	176	226	136	176	216	186	206	116	-	-	-	614	196	176				
	Yes	186	44	133	9	105	81	21	58	20	107	70	10	-	-	-	186	173	51				
Suburb/rural	AB	251	63	118	10	141	109	43	76	17	144	95	11	65	38	116	26	173	77				
	CD	236	24	201	20	220	220	278	228	18	245	278	24	206	220	220	145	256	206				
	DE	185	54	113	18	124	52	35	83	13	118	63	4	40	30	89	24	138	48				
Aware of FSS	Yes	627	171	424	52	627	-	102	348	40	387	335	40	171	100	238	103	450	151				
	No	375	90	200	25	-	375	-	-	-	213	138	24	82	57	147	81	233	142				
	Yes	627	171	424	52	627	-	102	348	40	387	335	40	171	100	238	103	450	151				
Trust FSS	A lot	246	100	229	18	348	-	-	348	-	202	137	9	98	57	135	58	262	86				
	A little	376	100	229	18	348	-	-	348	-	202	137	9	98	57	135	58	262	86				
	Neither/ not at all	95	20	72	11	95	-	-	95	-	50	37	6	32	19	33	33	73	34				
Resp for cooking/prep	At/most of time	602	157	412	33	380	213	122	202	56	602	-	-	151	103	237	107	438	167				
	About half or less	392	96	226	27	215	138	93	137	31	283	-	-	96	66	138	39	248	105				
	None	46	9	38	2	23	24	5	9	6	-	-	-	46	15	8	14	10	20				
Main concern	Food poisoning	286	76	206	16	276	226	316	286	246	236	286	15	151	88	151	100	158	54				
	Not knowing what to eat	166	43	109	15	109	57	27	57	19	103	56	8	166	-	-	-	111	55				
	Eating a healthy diet	176	43	109	15	109	57	27	57	19	103	56	8	176	-	-	-	106	196				
Any specific/ requested diet	Yes	186	44	133	9	105	81	21	58	20	107	70	10	-	-	-	186	173	51				
	No	614	176	206	16	176	226	136	176	216	186	206	116	-	-	-	614	196	176				
	Yes	186	44	133	9	105	81	21	58	20	107	70	10	-	-	-	186	173	51				
Suburb/rural	AB	251	63	118	10	141	109	43	76	17	144	95	11	65	38	116	26	173	77				
	CD	236	24	201	20	220	220	278	228	18	245	278	24	206	220	220	145						

Q. Breaks by Break

Base: All respondents

		Suffer from respiratory/heart immunity type		Healthiness of food normally eat					Seriousness of obesity		Aware of Eatwell Guide		
		2018/2019		Total	Yes	No	Very/ quite healthy	Neither / fair	Not very/ not at all	Serious	Not serious/OK	Yes	No/OK
		B	C										
Gender	Unweighted Base	1002	1002	684	185	238	147	368	97	277	418	602	602
	Total	1002	1002	684	185	238	147	368	97	277	418	602	602
	Male	486	140	323	292	118	87	437	51	156	332	332	332
	Female	486	140	323	292	118	87	437	51	156	332	332	332
	14-24	140	27	111	64	34	37	123	17	112	28	9	9
	25-34	158	35	121	87	31	0	131	23	84	74	74	74
	35-44	132	38	110	98	39	16	131	20	71	81	81	81
	45-54	181	53	125	107	48	28	168	15	53	128	128	128
	55-64	131	38	93	65	43	26	135	18	39	112	112	112
	65+	218	84	132	147	45	21	209	10	40	178	178	178
Social Grade	AB	251	74	176	170	34	19	233	18	90	160	160	160
	C1	276	78	193	155	64	48	254	21	110	165	165	165
	C2	185	46	135	114	45	24	169	18	91	94	94	94
	DE	291	98	188	146	74	63	244	46	109	182	182	182
	ABC1	526	151	368	308	118	67	487	39	200	336	336	336
	C2DE	476	144	323	257	118	89	414	62	200	276	276	276
	1	213	75	138	118	36	36	193	25	79	137	137	137
	2	392	125	261	229	100	58	354	38	117	275	275	275
	3	185	51	142	126	37	28	174	20	94	101	101	101
	4+	200	45	151	113	44	34	182	18	111	89	89	89
Children at HT	Yes	227	67	203	176	37	39	243	31	157	119	119	119
	No	725	228	493	469	180	117	653	70	242	483	483	483
	North	261	78	177	155	36	36	228	35	117	144	144	144
	Central	684	198	479	388	187	109	623	58	258	426	426	426
	South	57	18	37	32	14	11	50	7	25	32	32	32
	Major + 3/5C	627	187	431	402	132	69	502	50	300	318	318	318
	Minor + 3/5C	375	109	261	184	105	75	333	42	91	284	284	284
	A lot	276	56	192	132	61	33	160	37	98	63	63	63
	A little	348	91	253	226	80	39	331	17	168	180	180	180
	Neither/not	95	32	60	48	25	9	73	21	34	61	61	61
Range for eating/fat	All/most	602	164	412	387	134	68	543	57	243	360	360	360
	About half or less	392	84	293	265	97	19	318	35	149	209	209	209
	None	46	17	28	14	18	13	38	9	8	38	38	38
	Food poisoning	234	77	155	128	58	53	223	31	113	143	143	143
	Not knowing what food is	166	53	110	96	43	24	148	20	69	97	97	97
	Eating a healthy diet	586	153	271	224	88	38	388	36	159	247	247	247
	Not being to afford healthy diet	186	55	127	83	56	42	163	23	80	106	106	106
	Any eat/OK	793	238	487	438	138	58	653	47	234	369	369	369
	None	299	67	225	179	101	57	244	55	66	233	233	233
	Yes	394	295	104	73	53	28	289	27	131	134	134	134
Healthiness of food normally eat	Very/ quite healthy	585	164	416	385	131	69	545	58	240	339	339	339
	Neither / nor	237	72	158	137	57	27	201	36	86	151	151	151
	Not very/not at all	180	53	103	87	38	23	135	13	61	95	95	95
	Service	901	269	623	549	201	121	861	61	363	538	538	538
	Not serious/OK	101	27	65	36	38	22	103	37	37	64	64	64
	Yes	400	121	274	246	86	41	363	37	400	-	-	-
	No	602	174	418	339	131	95	538	64	-	602	602	602
	Women 16-44 C2DE	353	94	251	187	64	73	311	42	181	172	172	172
	Any	601	174	424	393	122	78	580	21	283	319	319	319
	None	401	121	289	267	87	41	363	37	401	-	-	-
Frequency of eating/fat	At least once a month	530	166	356	294	122	66	472	38	240	281	281	281
	At least once a week	279	68	188	164	39	45	180	19	101	78	78	78
	None	269	73	190	172	64	39	238	30	76	192	192	192
	Any	733	221	502	414	173	131	663	71	344	410	410	410
	At least once a month	530	166	356	294	122	66	472	38	240	281	281	281
	At least once a week	279	68	188	164	39	45	180	19	101	78	78	78
	None	269	73	190	172	64	39	238	30	76	192	192	192
	Any	733	221	502	414	173	131	663	71	344	410	410	410
	At least once a month	530	166	356	294	122	66	472	38	240	281	281	281
	At least once a week	279	68	188	164	39	45	180	19	101	78	78	78
	None	269	73	190	172	64	39	238	30	76	192	192	192

Prepared by Kantar TNS
Overlap formula used: Columns Means - Columns Totals (5%) B/C/D/E/F/G/H/I/J Minimum Base: 30
(**) Small Base: 100 (*) Column Proportions - Columns Totals (5%) B/C/D/E/F/G/H/I/J Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

Q. Breaks by Break

Base: All respondents

		Women 16-44 C1C2DE		Support restrictions on availability food (Q117)		Takeaway/home delivery p3m (Q118)					
		Total		Yes	No/DK	Any	At least once a month	At least once a week	None		
		B	C								
Gender	Unweighted Base	1002	1002	602	400	723	514	179	239		
	Total	1002	224	601	401	723	514	179	239		
	Male	486	-	296	192	357	265	92	131		
Age	16-24	514	224	305	209	377	265	87	137		
	25-34	146	76	91	55	124	103	38	16		
	35-44	158	74	90	68	140	113	43	19		
Age	45-54	132	73	87	45	121	93	33	32		
	55-64	181	-	105	76	129	88	30	53		
	65+	218	-	148	70	121	62	15	87		
Suburb/rural	AB	251	-	163	88	174	113	37	78		
	C1	276	73	169	106	206	145	41	70		
	C2	185	59	126	59	147	124	48	39		
Suburb/rural	DE	291	91	144	147	207	148	53	84		
	ABC1	526	73	332	194	380	258	78	146		
	C2DE	476	150	303	207	353	272	101	123		
No x wk	1	213	34	124	91	175	89	27	91		
	2	392	63	227	165	270	186	47	87		
	3	195	58	117	78	163	126	50	37		
Children 18	Yes	227	103	176	101	238	193	69	39		
	No	725	120	426	300	485	321	91	250		
Area	North	261	65	159	102	178	130	42	83		
	Central	684	143	406	278	517	377	124	168		
	South	97	16	37	21	38	22	13	19		
Aware of F&C	Yes	627	132	402	219	439	337	158	168		
	No	375	71	194	182	274	175	51	101		
Take F&C	A lot	167	32	112	55	157	93	43	40		
	A little	246	85	236	112	259	189	61	69		
	Neither/ror	95	26	46	49	63	48	19	31		
Range for costing food	All/meat	602	131	360	242	412	297	108	184		
	About half or less	392	86	222	112	288	211	67	89		
	None	46	6	20	27	31	22	7	16		
Food poisoning	Not knowing what food it	166	32	98	68	115	80	28	51		
	Eating a healthy diet	176	176	106	176	106	156	106	196		
	Not being to afford healthy diet	186	59	106	80	136	97	28	50		
Any one of/ regard diet	Any	709	174	481	222	538	380	138	178		
	None	299	49	120	179	208	150	49	93		
Suffer from any medical condition	Yes	299	52	174	121	221	166	68	75		
	No	692	167	424	269	502	356	109	190		
Healthiness of food availability all	Very/ quite healthy	585	114	393	192	424	294	94	172		
	Neither / nor	237	53	122	115	173	122	39	87		
	Not very/not at all	136	49	78	77	121	105	45	25		
Performance of health at serious/DK	Service	901	189	580	301	681	472	169	238		
	No/DK	101	35	21	80	71	58	19	30		
Amount of food taken	Yes	460	144	283	157	324	249	101	76		
	No/DK	602	80	519	283	430	281	78	192		
Received a 16-44 C1C2DE	Yes	353	224	200	153	283	200	70	79		
	No/DK	661	126	361	-	438	310	110	172		
Takeaway/home delivery p3m (Q118)	At least once a month	530	143	310	220	350	270	170	170		
	At least once a week	279	58	110	68	179	179	179	179		
	None	269	34	172	97	11	81	81	269		