

Calorie Count Survey

ONLINE Fieldwork : 20th - 22nd January 2012

Absolutes/col percents

Table 1

Q1. How many calories do you think are in each of the following?**Base: All respondents****Summary table**

	A pint (568ml) of a standard lager or bitter	A medium-sized (175ml) glass of wine	A glass of orange juice (284ml)	A can of lemonade (330ml)
Unweighted base	2003	2003	2003	2003
Weighted base	2003	2003	2003	2003
1-100	70 3%	171 9%	448 22%	251 13%
101-200	216 11%	412 21%	363 18%	371 19%
201-300	303 15%	214 11%	101 5%	213 11%
301-400	157 8%	70 4%	11 1%	59 3%
401-500	100 5%	33 2%	8 *	25 1%
501-600	23 1%	5 *	- -	7 *
601-700	7 *	2 *	1 *	1 *
701-800	8 *	4 *	- -	- -
801+	16 1%	4 *	1 *	3 *
Don't know	1102 55%	1087 54%	1070 53%	1073 54%
Mean	308.25	210.78	134.40	192.93
Standard deviation	181.00	137.19	87.68	121.45
Standard error	5.97	4.49	2.84	3.95

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Table 2
Q1. How many calories do you think are in each of the following?
Base: All respondents
A pint (568ml) of a standard lager or bitter

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2003	925	1078	180	335	414	366	321	387	706	510	292	495	518	544	517	270	154
Weighted base	2003	981	1022	240	320	380	340	301	421	541	581	421	461	509	529	503	289	174
1-100	70 3%	40 4%	30 3%	8 3%	13 4%	16 4%	9 3%	8 3%	16 4%	14 3%	22 4%	8 2%	25 5%	18 4%	23 4%	15 3%	9 3%	5 3%
101-200	216 11%	122 12%	94 9%	33 14%	29 9%	46 12%	28 8%	37 12%	43 10%	65 12%	76 13%	42 10%	33 7%	40 8%	49 9%	80 16%	37 13%	10 6%
201-300	303 15%	135 14%	168 16%	50 21%	52 16%	55 15%	55 16%	45 15%	46 11%	100 18%	98 17%	49 12%	56 12%	81 16%	62 12%	83 17%	48 17%	29 17%
301-400	157 8%	47 5%	110 11%	31 13%	25 8%	26 7%	29 8%	26 9%	21 5%	54 10%	64 11%	16 4%	23 5%	39 8%	47 9%	35 7%	24 8%	12 7%
401-500	100 5%	41 4%	58 6%	22 9%	16 5%	20 5%	12 3%	17 6%	13 3%	39 7%	24 4%	20 5%	17 4%	27 5%	30 6%	20 4%	12 4%	10 6%
501-600	23 1%	7 1%	16 2%	5 2%	8 2%	3 1%	5 1%	2 1%	- -	8 1%	6 1%	5 1%	4 1%	11 2%	6 1%	2 *	3 1%	1 1%
601-700	7 *	2 *	5 1%	1 *	1 *	1 *	1 *	1 *	3 1%	3 1%	- -	- -	4 1%	4 1%	1 *	1 *	1 *	1 *
701-800	8 *	4 *	5 *	- -	- -	3 1%	2 1%	2 1%	1 *	2 *	1 *	4 1%	1 *	1 *	3 1%	1 *	1 *	3 2%
801+	16 1%	10 1%	6 1%	- -	1 *	3 1%	5 1%	3 1%	4 1%	2 *	2 *	7 2%	5 1%	3 1%	5 1%	5 1%	1 *	3 2%
Don't know	1102 55%	572 58%	530 52%	90 37%	176 55%	207 54%	196 58%	162 54%	272 65%	253 47%	288 50%	270 64%	292 63%	284 56%	303 57%	261 52%	153 53%	100 58%
Mean	308.25	295.07	319.21	312.38	302.55	306.90	322.52	316.78	289.37	316.61	288.19	335.73	304.25	315.00	315.56	289.42	287.89	364.36
Standard deviation	181.00	204.38	158.34	131.78	161.21	198.75	178.47	201.19	202.82	163.84	158.86	231.68	190.60	161.41	177.20	191.49	139.85	255.80
Standard error	5.97	10.40	6.86	12.29	12.78	14.23	14.20	16.48	16.96	8.43	9.91	22.61	14.25	10.40	11.41	12.21	12.66	30.79

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Table 2

Q1. How many calories do you think are in each of the following?**Base: All respondents****A pint (568ml) of a standard lager or bitter**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2003	154	97	230	190	178	101	202	221	297	169	164
Weighted base	2003	174	91	235	177	185	106	188	252	257	183	156
1-100	70 3%	5 3%	2 2%	7 3%	7 4%	6 3%	5 5%	11 6%	10 4%	8 3%	4 2%	6 4%
101-200	216 11%	10 6%	8 9%	48 20%	24 14%	20 11%	12 11%	16 9%	17 7%	22 9%	25 14%	12 8%
201-300	303 15%	29 17%	13 14%	38 16%	33 19%	22 12%	18 17%	23 12%	39 15%	43 17%	30 16%	17 11%
301-400	157 8%	12 7%	8 9%	16 7%	11 6%	21 11%	10 10%	12 6%	21 8%	18 7%	13 7%	14 9%
401-500	100 5%	10 6%	1 1%	12 5%	7 4%	12 7%	4 4%	9 5%	17 7%	11 4%	8 4%	8 5%
501-600	23 1%	1 1%	- -	1 1%	1 *	2 1%	3 3%	3 2%	3 1%	8 3%	- -	1 *
601-700	7 *	1 *	- -	- -	1 *	1 1%	1 1%	- -	2 1%	2 1%	- -	- -
701-800	8 *	3 2%	1 1%	- -	- -	2 1%	- -	1 1%	1 *	- -	1 *	- -
801+	16 1%	3 2%	- -	2 1%	3 2%	- -	- -	3 2%	3 1%	- -	1 1%	2 1%
Don't know	1102 55%	100 58%	58 64%	113 48%	90 51%	99 53%	53 50%	109 58%	139 55%	145 56%	101 55%	96 62%
Mean	308.25	364.36	280.98	280.60	305.14	316.41	297.11	310.16	326.64	303.29	281.85	321.46
Standard deviation	181.00	255.80	116.78	178.38	229.34	156.14	144.89	199.18	176.18	144.89	137.01	177.84
Standard error	5.97	30.79	19.46	16.42	23.91	16.94	21.14	21.23	17.80	12.12	15.82	21.57

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Table 3

Q1. How many calories do you think are in each of the following?**Base: All respondents****A medium-sized (175ml) glass of wine**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2003	925	1078	180	335	414	366	321	387	706	510	292	495	518	544	517	270	154
Weighted base	2003	981	1022	240	320	380	340	301	421	541	581	421	461	509	529	503	289	174
1-100	171 9%	89 9%	82 8%	27 11%	31 10%	31 8%	21 6%	20 7%	41 10%	47 9%	58 10%	24 6%	42 9%	36 7%	46 9%	48 9%	27 9%	15 9%
101-200	412 21%	186 19%	226 22%	66 27%	59 18%	72 19%	69 20%	84 28%	62 15%	133 25%	129 22%	80 19%	71 15%	104 20%	101 19%	118 23%	63 22%	26 15%
201-300	214 11%	82 8%	131 13%	29 12%	37 12%	42 11%	37 11%	32 11%	37 9%	77 14%	76 13%	26 6%	35 7%	55 11%	48 9%	55 11%	35 12%	21 12%
301-400	70 4%	23 2%	48 5%	23 10%	9 3%	13 3%	9 3%	5 2%	11 3%	18 3%	23 4%	18 4%	12 3%	21 4%	25 5%	10 2%	8 3%	6 3%
401-500	33 2%	17 2%	16 2%	8 3%	5 1%	9 2%	4 1%	2 1%	6 1%	12 2%	7 1%	7 2%	8 2%	12 2%	7 1%	5 1%	6 2%	5 3%
501-600	5 *	1 *	4 *	- -	3 1%	- -	2 1%	1 *	- -	- -	1 *	1 *	3 1%	3 1%	- -	1 *	- -	2 1%
601-700	2 *	- -	2 *	- -	- -	- -	2 *	- -	- -	- -	- -	- -	2 *	- -	2 *	- -	- -	- -
701-800	4 *	3 *	1 *	- -	- -	2 1%	- -	- -	2 *	1 *	- -	3 1%	- -	- -	1 *	3 1%	- -	- -
801+	4 *	1 *	3 *	- -	- -	1 *	3 1%	1 *	- -	1 *	1 *	1 *	1 *	- -	1 *	2 *	- -	2 1%
Don't know	1087 54%	579 59%	508 50%	88 37%	177 55%	209 55%	194 57%	156 52%	264 63%	250 46%	287 49%	261 62%	289 63%	279 55%	298 56%	261 52%	151 52%	98 56%
Mean	210.78	199.85	219.33	220.25	203.00	221.19	233.76	191.61	193.73	215.13	201.19	225.79	205.96	213.39	212.52	202.63	197.83	247.16
Standard deviation	137.19	133.64	139.43	111.79	118.79	153.96	190.81	108.25	115.45	135.05	109.65	175.91	141.88	117.22	133.87	152.24	102.12	193.85
Standard error	4.49	6.87	5.91	10.38	9.39	11.08	15.08	8.69	9.43	6.90	6.83	16.70	10.52	7.49	8.54	9.69	9.13	23.01

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Q1. How many calories do you think are in each of the following?**Base: All respondents****A medium-sized (175ml) glass of wine**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2003	154	97	230	190	178	101	202	221	297	169	164
Weighted base	2003	174	91	235	177	185	106	188	252	257	183	156
1-100	171 9%	15 9%	5 6%	28 12%	14 8%	22 12%	9 9%	18 9%	17 7%	19 7%	18 10%	7 4%
101-200	412 21%	26 15%	18 20%	52 22%	48 27%	33 18%	23 22%	42 22%	55 22%	49 19%	40 22%	26 17%
201-300	214 11%	21 12%	8 9%	31 13%	17 9%	21 11%	19 18%	15 8%	22 9%	33 13%	16 9%	12 8%
301-400	70 4%	6 3%	- -	7 3%	3 2%	12 7%	4 3%	5 3%	12 5%	10 4%	4 2%	8 5%
401-500	33 2%	5 3%	1 1%	2 1%	2 1%	- -	- -	3 1%	8 3%	4 1%	6 3%	4 3%
501-600	5 *	2 1%	- -	1 1%	- -	- -	- -	- -	2 1%	1 *	- -	- -
601-700	2 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -
701-800	4 *	- -	- -	2 1%	1 1%	- -	- -	1 1%	- -	- -	- -	- -
801+	4 *	2 1%	- -	- -	2 1%	- -	- -	1 *	- -	- -	- -	- -
Don't know	1087 54%	98 56%	58 65%	113 48%	90 51%	98 53%	51 48%	102 55%	137 54%	143 56%	99 54%	98 63%
Mean	210.78	247.16	173.57	200.11	216.88	200.86	194.79	212.16	216.04	210.71	199.84	230.74
Standard deviation	137.19	193.85	78.35	121.42	203.04	94.24	84.16	173.94	125.67	108.55	112.84	116.04
Standard error	4.49	23.01	13.24	11.13	21.05	10.16	12.15	17.85	12.50	9.05	12.86	14.39

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Table 4
Q1. How many calories do you think are in each of the following?
Base: All respondents
A glass of orange juice (284ml)

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2003	925	1078	180	335	414	366	321	387	706	510	292	495	518	544	517	270	154
Weighted base	2003	981	1022	240	320	380	340	301	421	541	581	421	461	509	529	503	289	174
1-100	448 22%	207 21%	241 24%	81 34%	64 20%	78 21%	67 20%	79 26%	79 19%	139 26%	130 22%	76 18%	103 22%	114 22%	106 20%	123 24%	65 23%	40 23%
101-200	363 18%	146 15%	217 21%	52 22%	63 20%	77 20%	59 17%	49 16%	62 15%	120 22%	131 22%	61 14%	51 11%	76 15%	91 17%	101 20%	65 23%	30 17%
201-300	101 5%	38 4%	63 6%	24 10%	19 6%	17 4%	12 4%	14 5%	15 4%	31 6%	31 5%	23 6%	15 3%	35 7%	32 6%	14 3%	14 5%	6 3%
301-400	11 1%	6 1%	5 *	2 1%	1 *	3 1%	3 1%	1 *	2 1%	4 1%	3 *	-	5 1%	4 1%	5 1%	1 *	2 1%	-
401-500	8 *	4 *	4 *	1 1%	2 1%	1 *	2 1%	1 *	1 *	2 *	3 *	1 *	2 *	1 *	-	5 1%	-	2 1%
501-600	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
601-700	1 *	-	1 *	-	-	-	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-
701-800	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
801+	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	1 *	1 *	-	-	-	-
Don't know	1070 53%	579 59%	491 48%	80 33%	172 54%	205 54%	195 57%	157 52%	261 62%	243 45%	284 49%	259 62%	284 62%	278 55%	293 56%	259 52%	143 49%	97 56%
Mean	134.40	128.93	138.54	139.62	134.99	136.65	142.38	128.58	124.09	138.98	139.25	129.45	123.06	138.06	137.78	129.20	130.93	136.08
Standard deviation	87.68	94.92	81.61	84.88	84.29	81.31	112.67	76.94	83.38	84.36	79.39	82.56	108.08	100.74	86.63	84.22	74.69	83.32
Standard error	2.84	4.86	3.41	7.62	6.56	5.76	8.91	6.20	6.76	4.27	4.89	7.80	7.90	6.42	5.46	5.32	6.48	9.82

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Table 4

Q1. How many calories do you think are in each of the following?**Base: All respondents****A glass of orange juice (284ml)**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2003	154	97	230	190	178	101	202	221	297	169	164
Weighted base	2003	174	91	235	177	185	106	188	252	257	183	156
1-100	448 22%	40 23%	22 24%	59 25%	43 24%	39 21%	29 28%	41 22%	60 24%	54 21%	36 20%	26 16%
101-200	363 18%	30 17%	12 13%	51 22%	37 21%	38 21%	23 22%	29 15%	36 14%	41 16%	42 23%	24 15%
201-300	101 5%	6 3%	2 2%	6 3%	7 4%	8 4%	3 3%	13 7%	18 7%	17 6%	11 6%	12 7%
301-400	11 1%	- -	- -	1 *	- -	3 1%	1 1%	2 1%	2 1%	1 *	1 *	1 1%
401-500	8 *	2 1%	- -	3 1%	2 1%	- -	- -	- -	1 1%	- -	- -	- -
501-600	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
601-700	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -
701-800	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
801+	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -
Don't know	1070 53%	97 56%	55 61%	116 49%	88 50%	98 53%	50 47%	102 55%	134 53%	144 56%	93 51%	93 60%
Mean	134.40	136.08	109.01	132.07	133.34	131.83	127.78	136.99	141.96	133.96	132.93	147.20
Standard deviation	87.68	83.32	51.43	91.51	84.05	77.52	78.42	96.34	116.64	81.09	72.61	85.30
Standard error	2.84	9.82	8.24	8.46	8.62	8.31	11.09	9.94	11.38	6.83	7.97	10.12

Calorie Count Survey

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Absolutes/col percents

Table 5
Q1. How many calories do you think are in each of the following?
Base: All respondents
A can of lemonade (330ml)

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2003	925	1078	180	335	414	366	321	387	706	510	292	495	518	544	517	270	154
Weighted base	2003	981	1022	240	320	380	340	301	421	541	581	421	461	509	529	503	289	174
1-100	251 13%	101 10%	149 15%	53 22%	50 15%	41 11%	28 8%	33 11%	47 11%	67 12%	70 12%	54 13%	60 13%	65 13%	73 14%	70 14%	23 8%	20 11%
101-200	371 19%	169 17%	202 20%	63 26%	64 20%	71 19%	63 18%	53 18%	57 13%	130 24%	130 22%	51 12%	59 13%	90 18%	76 14%	97 19%	79 27%	28 16%
201-300	213 11%	93 9%	121 12%	29 12%	26 8%	48 13%	34 10%	43 14%	33 8%	62 11%	78 14%	39 9%	34 7%	44 9%	59 11%	59 12%	34 12%	19 11%
301-400	59 3%	25 3%	35 3%	9 4%	5 1%	9 2%	7 2%	12 4%	17 4%	21 4%	13 2%	10 2%	15 3%	24 5%	12 2%	13 3%	6 2%	5 3%
401-500	25 1%	12 1%	13 1%	3 1%	3 1%	3 1%	9 3%	4 1%	3 1%	12 2%	3 1%	3 1%	7 1%	9 2%	6 1%	4 1%	2 1%	4 2%
501-600	7 *	4 *	3 *	- -	1 *	4 1%	2 *	- -	1 *	2 *	1 *	2 1%	2 *	* *	1 *	- -	3 1%	3 2%
601-700	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -
701-800	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
801+	3 *	1 *	1 *	- -	- -	1 *	1 *	1 *	- -	1 *	1 *	1 *	- -	- -	- -	2 *	- -	1 *
Don't know	1073 54%	576 59%	496 49%	83 34%	172 54%	203 53%	197 58%	155 52%	263 62%	246 45%	285 49%	261 62%	282 61%	277 54%	301 57%	257 51%	142 49%	95 55%
Mean	192.93	195.88	190.66	172.38	168.03	202.53	215.57	208.38	191.19	200.41	189.36	189.11	189.92	193.47	186.44	190.40	193.23	217.42
Standard deviation	121.45	125.92	117.95	101.26	105.52	128.01	142.22	120.93	120.80	119.74	107.20	136.77	131.92	117.79	115.00	126.82	105.24	156.47
Standard error	3.95	6.43	4.97	9.21	8.26	9.05	11.35	9.74	9.80	6.09	6.62	12.98	9.62	7.51	7.38	8.00	9.13	18.19

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Absolutes/col percents

Table 5

Q1. How many calories do you think are in each of the following?**Base: All respondents****A can of lemonade (330ml)**

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2003	154	97	230	190	178	101	202	221	297	169	164
Weighted base	2003	174	91	235	177	185	106	188	252	257	183	156
1-100	251 13%	20 11%	8 9%	39 16%	23 13%	23 13%	10 9%	31 17%	30 12%	35 13%	14 7%	18 12%
101-200	371 19%	28 16%	16 17%	52 22%	30 17%	36 19%	29 28%	23 12%	46 18%	44 17%	50 27%	18 11%
201-300	213 11%	19 11%	10 11%	24 10%	25 14%	19 10%	12 11%	21 11%	22 9%	22 9%	22 12%	19 12%
301-400	59 3%	5 3%	1 1%	7 3%	4 2%	5 3%	4 4%	3 2%	14 6%	10 4%	1 1%	4 3%
401-500	25 1%	4 2%	- -	1 1%	2 1%	2 1%	1 1%	2 1%	6 2%	3 1%	* *	2 2%
501-600	7 *	3 2%	- -	- -	- -	1 1%	- -	- -	- -	* *	3 2%	- -
601-700	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -
701-800	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
801+	3 *	1 *	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	- -
Don't know	1073 54%	95 55%	56 62%	112 47%	89 51%	99 54%	50 47%	108 58%	134 53%	143 56%	93 51%	94 60%
Mean	192.93	217.42	183.98	179.69	208.06	186.17	194.67	175.68	203.34	183.18	192.33	200.65
Standard deviation	121.45	156.47	78.84	108.34	160.95	112.07	99.65	111.75	123.23	111.46	109.15	123.18
Standard error	3.95	18.19	12.96	9.89	16.60	12.23	14.09	11.85	12.03	9.39	11.98	14.72