

MHP– FOOD FRAUD SURVEY

Methodology: ComRes interviewed 2,053 adults in Great Britain online between 13th – 14th August 2018. Data are weighted to be demographically representative of all UK adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 1

Q1. To what extent do you trust or distrust that the food you buy is what the label claims it to be?

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Trust	1841 90%	908 91%	934 89%	210 92% ^f	318 90%	294 90%	315 87%	273 90%	432 91% ^f	528 91%	609 88%	705 91%	503 90%	513 89%	373 90%	451 90%	284 89%	768 89%
Completely trust	(4) 14%	290 15%	147 14%	45 20% ^{EGH}	61 17% ^{eH}	38 12%	56 15% ^h	39 13%	50 11%	106 18% ^{JK}	95 14%	89 11%	78 14%	90 16%	48 11%	75 15%	46 14%	129 15%
Somewhat trust	(3) 76%	1552 76%	761 75%	165 72%	257 72%	256 78% ^f	258 71%	234 77%	382 80% ^{CDF}	422 72%	514 74%	616 79% ^{IJ}	425 76%	424 73%	325 78%	377 75%	238 75%	639 74%
Somewhat distrust	(2) 9%	191 9%	85 10%	15 7%	31 9%	30 9%	43 12% ^C	30 10%	41 9%	46 8%	73 11%	71 9%	48 9%	57 10%	42 10%	43 9%	28 9%	87 10%
Completely distrust	(1) 1%	21 1%	9 1%	12 1%	3 1%	6 2% ^{gh}	4 1%	5 1%	1 *	2 *	9 2% ^K	10 1% ^K	2 *	9 2% ⁿ	6 1%	1 *	4 1%	12 1%
NET: Distrust	212 10%	94 9%	117 11%	18 8%	37 10%	34 10%	49 13% ^{ch}	31 10%	43 9%	55 9%	83 12%	74 9%	57 10%	64 11%	44 10%	48 10%	33 11%	99 11%
Mean	3.03	3.04	3.01	3.11 ^{EfgH}	3.05	3.00	3.01	3.02	3.01	3.07 ^{JK}	3.00	3.02	3.02	3.03	3.01	3.05	3.02	3.02
Standard deviation	0.52	0.51	0.53	0.55	0.57	0.51	0.58	0.49	0.45	0.56	0.55	0.47	0.54	0.55	0.48	0.52	0.55	0.55
Standard error	0.01	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 2

Q1. To what extent do you trust or distrust that the food you buy is what the label claims it to be?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Trust	1841 90%	162 91%	88 86%	1591 90%	81 94%k	205 87%	158 91%	164 89%	129 86%	177 90%	238 86%	271 94%BFhIjK	169 93%fiK
Completely trust	(4) 290 14%	19 11%	15 15%	255 14%	11 12%	27 11%	24 14%	35 19%AFj	24 16%	24 12%	39 14%	40 14%	32 18%af
Somewhat trust	(3) 1552 76%	143 80%hik	73 71%	1336 75%	70 81%hi	178 75%	133 77%	129 71%	105 70%	153 78%	200 72%	231 80%bHIK	137 75%
Somewhat distrust	(2) 191 9%	16 9%	13 13%L	161 9%	6 6%	28 12%L	14 8%	17 9%	19 13%Lm	19 10%l	30 11%L	16 5%	13 7%
Completely distrust	(1) 21 1%	1 1%	1 1%	19 1%	- -	4 2%	1 1%	2 1%	1 1%	1 *	9 3%ajLm	1 *	1 *
NET: Distrust	212 10%	17 9%	14 14%L	180 10%	6 6%	31 13%Lm	15 9%	19 11%l	21 14%Lm	20 10%l	39 14%eLM	16 6%	13 7%
Mean	3.03	3.01	3.00	3.03	3.06	2.97	3.05	3.07fk	3.01	3.01	2.97	3.08FK	3.10aFK
Standard deviation	0.52	0.47	0.57	0.53	0.43	0.54	0.50	0.57	0.57	0.49	0.61	0.45	0.50
Standard error	0.01	0.03	0.06	0.01	0.05	0.04	0.04	0.04	0.05	0.03	0.04	0.03	0.04

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 3

Q2. Five years ago, traces of horse meat were found in a number of meat products sold in British supermarkets. Since that discovery, are you more or less concerned that the food you buy might be different from what the label claims it to be?

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: More concerned	1420 69%	631 63%	789 75%A	185 81%EFGH	276 78%EFGH	222 67%	227 63%	204 67%	307 65%	461 79%JK	449 65%	511 66%	406 72%O	391 68%	294 71%	329 66%	220 69%	614 71%
A lot more concerned	(4) 172 8%	64 6%	108 10%A	27 12%FH	42 12%FH	36 11%FH	23 6%	26 8%H	20 4%	69 12%jK	58 8%k	45 6%	47 8%	48 8%	36 9%	41 8%	34 11%	76 9%
More concerned	(3) 1248 61%	567 57%	681 65%A	158 69%EFGH	234 66%EFg	186 57%	205 56%	178 59%	288 61%	392 67%JK	391 56%	466 60%	359 64%O	343 59%	258 62%	289 58%	186 59%	538 62%
Less concerned	(2) 563 27%	329 33%B	234 22%	37 16%	64 18%	92 28%CD	117 32%CD	98 32%CD	156 33%CD	101 17%	209 30%l	254 33%l	134 24%	170 29%l	106 25%	154 31%L	90 28%	214 25%
A lot less concerned	(1) 69 3%	41 4%b	28 3%	6 3%	15 4%G	15 4%G	19 5%GH	2 1%	12 2%	21 4%K	34 5%K	14 2%	20 4%	16 3%	17 4%	16 3%	7 2%	39 5%p
NET: Less concerned	633 31%	371 37%B	262 25%	43 19%	79 22%	107 33%CD	136 37%CD	100 33%CD	167 35%CD	122 21%	243 35%l	268 34%l	154 28%	186 32%	123 29%	170 34%L	97 31%	253 29%
Mean	2.74	2.65	2.83A	2.90EFGH	2.85eFgH	2.74f	2.63	2.75Fh	2.66	2.87JK	2.68	2.70	2.77	2.73	2.75	2.71	2.78	2.75
Standard deviation	0.65	0.66	0.63	0.62	0.67	0.71	0.68	0.61	0.60	0.65	0.70	0.60	0.65	0.65	0.67	0.66	0.66	0.67
Standard error	0.01	0.02	0.02	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.02	0.03	0.03	0.04	0.03	0.04	0.02

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 4

Q2. Five years ago, traces of horse meat were found in a number of meat products sold in British supermarkets. Since that discovery, are you more or less concerned that the food you buy might be different from what the label claims it to be?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: More concerned	1420 69%	116 65%	75 73%im	1229 69%	64 75%im	175 74%agIM	113 65%	125 68%	91 61%	153 77%AGhILM	201 73%alM	193 67%	114 63%
A lot more concerned	(4) 172 8%	12 6%	16 16%DAEGILM	145 8%	2 3%	25 11%Egm	10 6%	20 11%Egm	9 6%	24 12%aEGLM	27 10%e	18 6%	10 5%
More concerned	(3) 1248 61%	104 58%	59 58%	1085 61%	62 72%abgHIIM	150 64%	103 60%	105 58%	82 54%	129 65%i	175 63%	175 61%	105 57%
Less concerned	(2) 563 27%	54 30%fJ	23 23%	486 27%	19 22%	53 22%	53 31%fJ	51 28%	51 34%beFJk	40 20%	69 25%	91 32%eFJk	60 33%eFJk
A lot less concerned	(1) 69 3%	9 5%L	4 4%l	56 3%	3 4%l	8 3%l	7 4%l	7 4%l	8 5%L	4 2%	7 3%	3 1%	9 5%L
NET: Less concerned	633 31%	63 35%fJK	27 27%	542 31%	22 25%	61 26%	60 35%fJ	58 32%j	59 39%beFJK	45 23%	76 27%	94 33%J	68 37%beFJK
Mean	2.74	2.66	2.85AgIM	2.74	2.73	2.81AGIM	2.67	2.76im	2.62	2.87AGILM	2.80AgIM	2.72	2.63
Standard deviation	0.65	0.68	0.72	0.65	0.58	0.66	0.64	0.69	0.68	0.63	0.64	0.59	0.66
Standard error	0.01	0.05	0.08	0.02	0.06	0.04	0.05	0.05	0.06	0.05	0.04	0.03	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 5

Q3. To what extent are you concerned that the food products you buy may be falsely labelled?

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Concerned	1089 53%	465 46%	624 59%A	117 52%	213 60%cFH	175 53%	174 48%	163 54%	246 52%	331 57%J	348 50%	409 53%	281 50%	286 50%	238 57%IM	284 57%LM	167 53%	464 53%
Very concerned	(4) 8%	160 7%	92 9%	21 9%FH	36 10%FH	34 10%FH	17 5%	31 10%FH	21 4%	56 10%k	51 7%	52 7%	48 8%	43 7%	29 7%	40 8%	35 11%	67 8%
Moderately concerned	(3) 45%	397 40%	532 51%A	96 42%	178 50%ce	141 43%	157 43%	132 44%	225 47%	274 47%	298 43%	357 46%	233 42%	243 42%	209 50%LM	244 49%LM	132 42%	396 46%
Not very concerned	(2) 42%	464 46%B	393 37%	92 40%	126 35%	135 41%	166 46%D	129 43%d	208 44%D	218 37%	301 44%l	337 43%l	249 44%o	255 44%o	161 39%	191 38%	136 43%	344 40%
Not at all concerned	(1) 5%	73 7%B	34 3%	18 8%Gh	16 4%	19 6%	23 6%	11 4%	21 4%	34 6%	42 6%	32 4%	31 5%	35 6%	17 4%	24 5%	15 5%	59 7%
NET: Not concerned	964 47%	537 54%B	427 41%	110 48%d	141 40%	153 47%	190 52%D	140 46%	229 48%D	252 43%	343 50%l	369 47%	280 50%nO	291 50%NO	179 43%	215 43%	150 47%	403 47%
Mean	2.56	2.46	2.65A	2.53	2.66cFH	2.58F	2.46	2.60F	2.52	2.61J	2.52	2.55	2.53	2.51	2.60m	2.60M	2.59	2.54
Standard deviation	0.71	0.73	0.68	0.77	0.72	0.75	0.69	0.72	0.65	0.74	0.72	0.68	0.73	0.72	0.68	0.71	0.75	0.73
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.04	0.03	0.04	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 6

Q3. To what extent are you concerned that the food products you buy may be falsely labelled?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Concerned	1089 53%	91 51%	60 59% ^m	938 53%	44 51%	121 51%	82 48%	103 56%	71 47%	119 61% ^{afGILM}	168 61% ^{afGILM}	142 49%	86 47%
Very concerned	(4) 160 8%	11 6%	12 11% ^{EIM}	137 8%	2 3%	20 9% ^M	12 7% ^m	21 11% ^{aEILM}	8 6%	17 9% ^M	36 13% ^{AEgILM}	16 6%	5 3%
Moderately concerned	(3) 929 45%	80 45%	49 47%	800 45%	42 48%	101 43%	70 41%	83 45%	63 42%	102 52% ^{fGil}	132 48%	126 44%	81 45%
Not very concerned	(2) 857 42%	81 45% ^{bK}	34 33%	742 42%	38 44% ^k	100 42% ^k	77 45% ^{bK}	68 37%	73 49% ^{BhJK}	72 36%	93 33%	134 46% ^{BhJK}	87 48% ^{BhJK}
Not at all concerned	(1) 108 5%	7 4%	8 8% ^j	92 5%	4 4%	15 6%	13 7% ^j	11 6%	6 4%	6 3%	17 6%	12 4%	9 5%
NET: Not concerned	964 47%	88 49% ^{jk}	42 41%	834 47%	42 49%	115 49% ^{jk}	90 52% ^{JK}	80 44%	79 53% ^{JK}	78 39%	109 39%	146 51% ^{JK}	96 53% ^{BJK}
Mean	2.56	2.53	2.62 ^m	2.55	2.50	2.54	2.47	2.62 ^{gM}	2.49	2.66 ^{aefGILM}	2.67 ^{aefGILM}	2.51	2.45
Standard deviation	0.71	0.67	0.79	0.71	0.63	0.74	0.73	0.77	0.67	0.68	0.77	0.67	0.64
Standard error	0.02	0.05	0.08	0.02	0.07	0.05	0.06	0.06	0.06	0.05	0.05	0.04	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 7

Q4. To what extent would the following factors be important in influencing you when buying food products?

Summary

Base: All respondents

		Factors					
		Locally produced	Organic	Brand reputation	Provenance (knowing where the food was produced)	Price	Sustainability/ environmental impact
Unweighted base		2053	2053	2053	2053	2053	2053
Weighted base		2053	2053	2053	2053	2053	2053
NET: Important		1371 67%	660 32%	1447 70%	1460 71%	1908 93%	1424 69%
Very important	(4)	415 20%	159 8%	457 22%	509 25%	1073 52%	378 18%
Moderately important	(3)	956 47%	501 24%	990 48%	952 46%	835 41%	1046 51%
Not very important	(2)	511 25%	772 38%	438 21%	438 21%	108 5%	430 21%
Not at all important	(1)	115 6%	568 28%	119 6%	106 5%	8 *	134 7%
NET: Not important		626 31%	1339 65%	557 27%	544 27%	116 6%	565 27%
Don't know		56 3%	53 3%	49 2%	48 2%	29 1%	64 3%
Mean		2.84	2.13	2.89	2.93	3.47	2.84
Standard deviation		0.82	0.91	0.82	0.82	0.62	0.81
Standard error		0.02	0.02	0.02	0.02	0.01	0.02

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 8

Q4. To what extent would the following factors be important in influencing you when buying food products?

Locally produced

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Important	1371 67%	622 62%	749 71%A	128 56%	230 65%c	196 60%	246 68%CE	217 72%CdE	354 75%CDEF	357 61%	443 64%	571 73%IJ	368 66%	390 68%	274 66%	339 68%	199 63%	552 64%
Very important	(4) 415 20%	180 18%	235 22%A	30 13%	64 18%	60 18%	63 17%	70 23% Cf	127 27% CDEF	94 16%	123 18%	197 25% J	108 19%	112 19%	88 21%	106 21%	53 17%	152 18%
Moderately important	(3) 956 47%	442 44%	515 49%A	97 43%	166 47%	136 41%	183 51% cE	147 48%	227 48% e	263 45%	320 46%	374 48%	260 46%	278 48%	186 45%	233 47%	147 46%	400 46%
Not very important	(2) 511 25%	282 28%B	229 22%	68 30%H	95 27%h	95 29%H	85 23%	71 23%	98 21%	163 28%K	180 26%k	169 22%	155 28%	139 24%	101 24%	115 23%	99 31%	224 26%
Not at all important	(1) 115 6%	71 7%B	44 4%	18 8%Dgh	12 3%	25 8%DgH	28 8%DgH	12 4%	20 4%	30 5%	53 8%K	32 4%	30 5%	28 5%	24 6%	33 7%	13 4%	58 7%
NET: Not important	626 31%	353 35%B	273 26%	86 38%dGH	107 30%	120 37%GH	113 31%h	83 27%	118 25%	193 33%K	233 34%K	201 26%	185 33%	167 29%	126 30%	148 30%	112 35%	282 32%
Don't know	56 3%	27 3%	29 3%	14 6%FGH	19 5%FGH	12 4%fgH	4 1%	4 1%	3 1%	33 6%JK	16 2%K	7 1%	7 1%	20 3%L	17 4%L	12 2%	6 2%	33 4%
Mean	2.84	2.75	2.92A	2.65	2.84C	2.73	2.78c	2.92CEF	2.98CDEF	2.77	2.76	2.95IJ	2.81	2.85	2.85	2.85	2.77	2.78
Standard deviation	0.82	0.84	0.79	0.83	0.77	0.86	0.82	0.79	0.80	0.80	0.84	0.80	0.81	0.79	0.83	0.84	0.78	0.82
Standard error	0.02	0.03	0.02	0.06	0.04	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.05	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 9

Q4. To what extent would the following factors be important in influencing you when buying food products?

Locally produced

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Important	1371 67%	133 74%DEFIK	71 69%	1167 66%	49 57%	153 65%	115 66%	132 72%EIK	87 58%	136 69%ei	170 61%	194 67%ei	131 72%EIK
Very important	(4) 415 20%	42 24%ik	25 24%i	348 20%	14 16%	49 21%	35 20%	49 27%eIKL	22 15%	41 21%	46 17%	50 17%	41 23%
Moderately important	(3) 956 47%	91 51%	46 45%	819 46%	35 40%	104 44%	79 46%	84 46%	65 44%	95 48%	124 45%	144 50%	90 49%
Not very important	(2) 511 25%	35 20%	23 23%	453 26%a	27 31%Ah	61 26%	47 27%	37 20%	49 33%AHjm	44 23%	73 26%	72 25%	43 24%
Not at all important	(1) 115 6%	8 4%	4 4%	103 6%	8 9%M	18 8%M	7 4%	10 6%	6 4%	13 7%m	18 7%m	17 6%m	4 2%
NET: Not important	626 31%	43 24%	28 27%	556 31%a	35 41%AbHjM	79 33%a	54 31%	47 26%	55 37%AHM	58 29%	91 33%a	89 31%	47 26%
Don't know	56 3%	3 2%	4 4%	49 3%	2 3%	4 2%	4 2%	4 2%	7 5%l	4 2%	16 6%aFhjLm	4 2%	4 2%
Mean	2.84	2.95dEfIKl	2.93Ei	2.82	2.65	2.79	2.84	2.95EfIKl	2.72	2.85	2.76	2.80	2.94EfIKl
Standard deviation	0.82	0.79	0.81	0.82	0.87	0.86	0.80	0.84	0.78	0.83	0.82	0.80	0.75
Standard error	0.02	0.06	0.09	0.02	0.10	0.06	0.06	0.06	0.07	0.06	0.05	0.05	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 10

Q4. To what extent would the following factors be important in influencing you when buying food products?

Organic

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Important	660 32%	296 30%	364 35%A	98 43%EFGH	146 41%EFGH	108 33%Fg	92 25%	79 26%	137 29%	244 42%JK	201 29%	215 28%	218 39%MNO	179 31%	117 28%	146 29%	97 31%	303 35%
Very important	(4) 159 8%	72 7%	86 8%	31 14%EFGH	42 12%eFGH	25 8%h	19 5%	20 7%	22 5%	73 13%JK	44 6%	42 5%	63 11%MNO	32 5%	28 7%	36 7%	31 10%	73 8%
Moderately important	(3) 501 24%	224 22%	277 26%A	67 29%FG	104 29%FG	84 25%g	73 20%	59 19%	115 24%	171 29%JK	157 23%	174 22%	155 28%nO	148 26%	90 21%	110 22%	67 21%	230 26%p
Not very important	(2) 772 38%	388 39%	384 37%	82 36%	123 35%	117 36%	141 39%	119 39%	189 40%	205 35%	258 37%	308 40%	213 38%	221 38%	149 36%	189 38%	126 40%	310 36%
Not at all important	(1) 568 28%	291 29%	276 26%	36 16%	70 20%	93 28%CD	122 34%CD	101 33%CD	145 31%CD	106 18%	215 31%l	246 32%l	122 22%	158 27%L	138 33%Lm	150 30%L	87 28%	224 26%
NET: Not important	1339 65%	679 68%B	660 63%	119 52%	193 54%	210 64%CD	263 73%CDE	220 72%CDE	335 70%CDe	311 53%	474 68%l	554 71%l	334 60%	379 66%L	287 69%L	339 68%L	214 67%	533 61%
Don't know	53 3%	26 3%	27 3%	11 5%fgH	16 5%fgH	10 3%H	7 2%	5 2%	4 1%	27 5%jK	17 2%k	9 1%	8 1%	18 3%l	12 3%	15 3%	6 2%	31 4%
Mean	2.13	2.08	2.17A	2.43EFGH	2.35EFGH	2.13Fg	1.97	1.99	2.03	2.38JK	2.04	2.01	2.29MNO	2.09	2.02	2.07	2.13	2.18
Standard deviation	0.91	0.91	0.92	0.93	0.94	0.92	0.88	0.90	0.86	0.94	0.90	0.87	0.94	0.88	0.92	0.91	0.94	0.93
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.05	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 11

Q4. To what extent would the following factors be important in influencing you when buying food products?

Organic

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Important	660 32%	52 29%b	20 19%	589 33%B	19 22%	80 34%Beg	43 25%	72 39%aBEGIM	49 33%B	72 37%BEGm	117 42%ABEfGiLM	87 30%b	51 28%
Very important	(4) 159 8%	9 5%	9 9%	141 8%	3 3%	19 8%	12 7%	13 7%	8 5%	20 10%ae	37 14%AEfgHILM	18 6%	11 6%
Moderately important	(3) 501 24%	43 24%B	10 10%	448 25%B	16 19%	62 26%Bg	30 18%	59 32%BEGIM	41 28%Bg	52 26%Bg	79 29%BeG	68 24%B	40 22%B
Not very important	(2) 772 38%	77 43%FI	42 41%fi	653 37%	35 41%fi	71 30%	72 42%FI	69 38%i	42 28%	70 35%	98 35%	115 40%FI	79 43%FI
Not at all important	(1) 568 28%	45 25%	36 35%HK	487 27%	30 35%HK	81 34%aHjKlM	52 30%HK	37 20%	53 35%aHKm	51 26%k	52 19%	83 29%hK	47 26%k
NET: Not important	1339 65%	122 68%hK	78 76%DfHiJK	1139 64%	65 76%fHiJK	151 64%K	125 72%HJK	107 58%	95 63%	121 62%	150 54%	198 69%HK	127 69%HK
Don't know	53 3%	5 3%	5 5%L	44 2%	2 3%	4 2%	5 3%	4 2%	6 4%L	4 2%	10 4%l	3 1%	5 3%
Mean	2.13	2.09	1.92	2.14B	1.90	2.08	2.02	2.26aBEfGiLM	2.03	2.21BEg	2.38ABEFgiJLM	2.08	2.08
Standard deviation	0.91	0.84	0.93	0.92	0.82	0.97	0.89	0.87	0.93	0.96	0.95	0.89	0.85
Standard error	0.02	0.06	0.10	0.02	0.09	0.06	0.07	0.07	0.08	0.07	0.06	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 12

Q4. To what extent would the following factors be important in influencing you when buying food products?

Brand reputation

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Important	1447 70%	708 71%	739 70%	156 68%	255 72%	217 66%	247 68%	213 70%	361 76%CEfg	410 70%	464 67%	573 74%J	404 72%	409 71%	282 68%	352 71%	221 70%	606 70%
Very important	(4) 457 22%	210 21%	247 24%	45 20%	77 22%	67 20%	76 21%	71 23%	121 26%	122 21%	143 21%	192 25%j	120 21%	108 19%	107 26%M	122 24%M	72 23%	169 20%
Moderately important	(3) 990 48%	499 50%	491 47%	110 48%	178 50%	150 46%	171 47%	141 47%	239 50%	289 50%	321 46%	381 49%	284 51%N	301 52%No	175 42%	230 46%	149 47%	436 50%
Not very important	(2) 438 21%	212 21%	227 22%	48 21%	68 19%	79 24%	84 23%	66 22%	92 19%	116 20%	163 24%	159 20%	114 20%	116 20%	106 26%lm	103 21%	67 21%	185 21%
Not at all important	(1) 119 6%	56 6%	63 6%	11 5%	18 5%	21 6%	27 7%h	21 7%	21 4%	28 5%	48 7%	42 5%	32 6%	38 7%	18 4%	31 6%	28 9%Q	44 5%
NET: Not important	557 27%	267 27%	290 28%	59 26%	86 24%	100 31%dH	111 31%dH	87 29%	113 24%	145 25%	212 31%lK	201 26%	146 26%	153 27%	124 30%	134 27%	95 30%	230 26%
Don't know	49 2%	26 3%	23 2%	14 6%FGH	14 4%fGH	11 3%H	5 1%h	4 1%h	1 *	28 5%JK	16 2%K	5 1%	10 2%	15 3%	11 3%	13 3%	2 1%	32 4%P
Mean	2.89	2.88	2.90	2.89	2.92	2.83	2.82	2.87	2.97EF	2.91	2.83	2.93J	2.90	2.85	2.92	2.91	2.84	2.87
Standard deviation	0.82	0.80	0.83	0.79	0.79	0.84	0.85	0.85	0.79	0.79	0.84	0.82	0.80	0.80	0.83	0.84	0.88	0.79
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.05	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 13

Q4. To what extent would the following factors be important in influencing you when buying food products?

Brand reputation

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Important	1447 70%	127 71%	75 73%	1246 70%	56 65%	172 73%im	115 66%	135 74%im	96 64%	141 71%	204 74%im	210 73%im	118 64%
Very important	(4) 457 22%	47 26%giM	24 23%M	387 22%	24 28%gM	57 24%M	31 18%	53 29%GIM	27 18%	47 24%M	63 23%M	63 22%M	23 12%
Moderately important	(3) 990 48%	80 45%	51 50%	859 48%	32 37%	115 49%	84 48%	82 45%	69 46%	94 48%	142 51%E	147 51%E	95 52%E
Not very important	(2) 438 21%	41 23%	14 14%	383 22%	18 21%	49 21%	44 26%BK	35 19%	39 26%BK	40 20%	47 17%	61 21%	49 27%BK
Not at all important	(1) 119 6%	8 4%	9 9%	102 6%	10 11%AFKI	11 5%	10 6%	10 5%	10 6%	11 6%	13 5%	15 5%	13 7%
NET: Not important	557 27%	48 27%	24 23%	485 27%	28 33%k	60 25%	54 31%K	45 25%	49 33%K	51 26%	60 22%	75 26%	62 34%bfhKI
Don't know	49 2%	4 2%	4 4%l	41 2%	2 2%	5 2%	4 2%	3 2%	5 4%l	5 3%	12 4%L	2 1%	3 2%
Mean	2.89	2.95M	2.91m	2.88	2.83	2.94iM	2.80	2.99giM	2.78	2.92M	2.96giM	2.91M	2.71
Standard deviation	0.82	0.82	0.87	0.82	0.98	0.80	0.81	0.84	0.82	0.82	0.79	0.80	0.78
Standard error	0.02	0.06	0.09	0.02	0.11	0.05	0.06	0.06	0.07	0.06	0.05	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 14

Q4. To what extent would the following factors be important in influencing you when buying food products?

Provenance (knowing where the food was produced)

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Important	1460 71%	702 70%	759 72%	146 64%	234 66%	213 65%	255 70%	223 73%CdE	389 82%CDEFG	380 65%	468 68%	612 79%IJ	402 72%	408 71%	294 71%	356 71%	211 67%	593 68%
Very important	(4) 509 25%	223 22%	286 27%A	35 15%	74 21%	68 21%	89 25%C	86 28%CDE	156 33%CDEF	109 19%	158 23%	242 31%IJ	132 24%	141 24%	104 25%	132 26%	68 21%	188 22%
Moderately important	(3) 952 46%	479 48%	473 45%	111 49%	160 45%	144 44%	166 46%	137 45%	233 49%	272 47%	310 45%	370 48%	270 48%	266 46%	190 46%	225 45%	144 45%	405 47%
Not very important	(2) 438 21%	214 21%	224 21%	57 25%H	88 25%H	84 26%H	76 21%H	62 20%h	72 15%	145 25%K	160 23%K	134 17%	125 22%	127 22%	85 20%	101 20%	90 28%Q	191 22%
Not at all important	(1) 106 5%	62 6%b	44 4%	12 5%h	17 5%	20 6%H	28 8%H	16 5%	13 3%	30 5%	48 7%K	29 4%	24 4%	25 4%	25 6%	31 6%	12 4%	52 6%
NET: Not important	544 27%	276 28%	268 25%	69 30%H	105 30%H	104 32%H	103 28%H	77 25%H	85 18%	174 30%K	208 30%K	162 21%	149 27%	152 26%	111 27%	132 26%	102 32%	243 28%
Don't know	48 2%	24 2%	24 2%	12 5%FGH	16 5%FGH	11 3%fgH	5 1%h	3 1%	1 *	28 5%JK	16 2%K	4 1%	9 2%	17 3%	12 3%	11 2%	4 1%	31 4%p
Mean	2.93	2.88	2.97A	2.78	2.86	2.82	2.88	2.98CE	3.12CDEFG	2.83	2.86	3.07IJ	2.92	2.94	2.92	2.94	2.85	2.87
Standard deviation	0.82	0.83	0.82	0.78	0.81	0.84	0.87	0.84	0.76	0.80	0.86	0.79	0.80	0.81	0.84	0.85	0.80	0.83
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.05	0.03	0.03	0.03	0.03	0.03	0.03	0.05	0.04	0.05	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

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Absolutes/col percents

Table 15

Q4. To what extent would the following factors be important in influencing you when buying food products?

Provenance (knowing where the food was produced)

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Important	1460 71%	131 73%	65 64%	1264 71%	59 68%	166 70%	116 67%	132 72%	98 65%	142 72%	203 73%	210 73%	139 76%Bgl
Very important	(4) 509 25%	47 26%	29 29% ^m	432 24%	16 18%	61 26%	44 26%	57 31%EKM	34 23%	54 27% ^m	60 22%	72 25%	35 19%
Moderately important	(3) 952 46%	84 47% ^b	36 35%	832 47%B	43 50% ^b	105 45%	72 42%	75 41%	63 42%	88 45%	143 51%BgH	138 48%B	104 57% ^a BFGHIJ
Not very important	(2) 438 21%	38 21%	26 26%	374 21%	18 21%	55 23%	46 27% ^{klm}	38 21%	36 24%	41 21%	52 19%	56 20%	33 18%
Not at all important	(1) 106 5%	7 4%	7 7%	92 5%	8 9% ^f	9 4%	7 4%	8 5%	10 6%	11 6%	14 5%	18 6%	8 4%
NET: Not important	544 27%	45 25%	33 32% ^m	466 26%	26 30%	64 27%	52 30%	46 25%	46 31%	52 26%	66 24%	74 26%	41 22%
Don't know	48 2%	3 2%	4 4%	41 2%	2 2%	7 3%	4 2%	5 3%	6 4% ^l	4 2%	8 3%	3 1%	3 2%
Mean	2.93	2.97	2.89	2.93	2.79	2.95	2.91	3.01 ^e	2.85	2.95	2.93	2.93	2.92
Standard deviation	0.82	0.80	0.92	0.82	0.86	0.81	0.83	0.85	0.86	0.85	0.79	0.84	0.74
Standard error	0.02	0.06	0.10	0.02	0.09	0.05	0.06	0.06	0.07	0.06	0.05	0.05	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 16

Q4. To what extent would the following factors be important in influencing you when buying food products?

Price

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Important	1908 93%	918 92%	990 94%A	210 92%	329 93%	308 94%H	348 96%cH	289 95%H	423 89%	540 93%	656 95%K	712 91%	519 93%	539 93%	385 92%	465 93%	304 96%q	803 93%
Very important	(4) 1073 52%	535 53%	538 51%	125 55%H	187 53%H	177 54%H	215 59%H	166 55%H	203 43%	312 54%K	392 57%K	369 47%	262 47%	302 52%l	228 55%L	281 56%L	187 59%q	452 52%
Moderately important	(3) 835 41%	383 38%	452 43%A	85 37%	142 40%	131 40%	133 37%	123 41%	221 46%CeF	227 39%	264 38%	344 44%iJ	258 46%NO	237 41%	157 38%	184 37%	117 37%	351 40%
Not very important	(2) 108 5%	64 6%b	45 4%	8 3%	18 5%	12 4%	11 3%	13 4%	47 10%CDEFG	26 4%	23 3%	60 8%IJ	32 6%	29 5%	23 5%	25 5%	10 3%	42 5%
Not at all important	(1) 8 *	6 1%	2 *	- -	1 *	1 *	- -	2 1%	4 1%	1 *	1 *	6 1%	4 1%	1 *	2 *	2 *	2 *	2 *
NET: Not important	116 6%	69 7%B	47 4%	8 3%	19 5%	13 4%	11 3%	15 5%	51 11%CDEFG	26 5%	24 4%	65 8%IJ	36 6%	30 5%	24 6%	26 5%	12 4%	45 5%
Don't know	29 1%	15 1%	14 1%	10 4%FGH	7 2%GH	7 2%GH	4 1%g	- -	1 *	17 3%K	11 2%K	1 *	6 1%	8 1%	8 2%	8 2%	2 1%	19 2%p
Mean	3.47	3.47	3.47	3.54H	3.48H	3.51H	3.57dH	3.49H	3.31	3.50K	3.54K	3.38	3.40	3.48l	3.49L	3.52L	3.55	3.48
Standard deviation	0.62	0.64	0.59	0.57	0.61	0.59	0.55	0.61	0.68	0.59	0.57	0.66	0.63	0.60	0.62	0.61	0.58	0.61
Standard error	0.01	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.02	0.03	0.03	0.03	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 17

Q4. To what extent would the following factors be important in influencing you when buying food products?

Price

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Important	1908 93%	168 94%	93 90%	1647 93%	78 90%	218 92%	162 94%	170 93%	137 91%	184 93%	251 91%	270 94%	177 97%BEfIK
Very important	(4) 1073 52%	95 53%	62 61%JK	916 52%	46 54%	135 57%JK	91 53%	101 55%j	78 52%	89 45%	131 47%	148 51%	97 53%
Moderately important	(3) 835 41%	74 41%b	30 30%	731 41%B	32 37%	83 35%	71 41%b	69 38%	59 39%	94 48%BFh	120 43%Bf	122 43%B	80 44%Bf
Not very important	(2) 108 5%	7 4%	6 6%	95 5%	6 7% _m	17 7% _M	7 4%	12 7% _m	8 6%	9 4%	19 7% _m	12 4%	5 2%
Not at all important	(1) 8 *	- -	- -	8 *	- -	- -	1 1%	- -	1 1%	1 *	1 *	3 1%	1 1%
NET: Not important	116 6%	7 4%	6 6%	103 6%	6 7%	17 7% _m	8 5%	12 7%	9 6%	10 5%	20 7% _m	15 5%	6 3%
Don't know	29 1%	3 2%	4 4%DfHLM	22 1%	2 3% _M	2 1%	2 1%	* *	4 3% _{hIM}	4 2% _m	6 2% _m	2 1%	- -
Mean	3.47	3.50	3.57 _K	3.46	3.48	3.50	3.48	3.49	3.46	3.41	3.40	3.45	3.49
Standard deviation	0.62	0.58	0.61	0.62	0.63	0.63	0.60	0.62	0.63	0.60	0.64	0.63	0.58
Standard error	0.01	0.04	0.06	0.01	0.07	0.04	0.05	0.05	0.05	0.04	0.04	0.04	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 18

Q4. To what extent would the following factors be important in influencing you when buying food products?

Sustainability/ environmental impact

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Important	1424 69%	664 66%	760 72%A	160 70%	247 70%	208 63%	245 67%	213 70%e	352 74%EF	407 70%	452 65%	565 73%J	400 71%m	384 67%	290 70%	350 70%	221 70%	578 67%
Very important	(4) 378 18%	169 17%	209 20%a	47 20%	63 18%	52 16%	62 17%	58 19%	96 20%	109 19%	114 17%	154 20%	109 20%	101 18%	63 15%	105 21%N	47 15%	143 16%
Moderately important	(3) 1046 51%	495 49%	551 52%	113 50%	185 52%	155 47%	182 50%	155 51%	255 54%e	298 51%	338 49%	410 53%	290 52%	283 49%	228 55%	245 49%	174 55%	435 50%
Not very important	(2) 430 21%	236 24%B	194 18%	42 19%	71 20%	87 27%CdGh	80 22%	62 21%	87 18%	113 19%	167 24%iK	149 19%	112 20%	138 24%o	87 21%	93 19%	72 23%	199 23%
Not at all important	(1) 134 7%	74 7%	60 6%	12 5%	19 5%	20 6%	34 9%cdH	23 8%	26 5%	30 5%	55 8%i	49 6%	32 6%	37 6%	28 7%	37 7%	19 6%	61 7%
NET: Not important	565 27%	310 31%B	254 24%	54 24%	90 25%	108 33%CDH	114 31%cH	86 28%	113 24%	144 25%	222 32%iK	199 26%	144 26%	175 30%	115 28%	130 26%	91 29%	259 30%
Don't know	64 3%	28 3%	37 3%	14 6%FGH	18 5%FGH	13 4%F	4 1%	5 2%	10 2%	32 5%JK	17 3%	15 2%	16 3%	18 3%	11 3%	19 4%	5 2%	30 3%
Mean	2.84	2.78	2.90A	2.91Ef	2.86	2.76	2.76	2.83	2.91EF	2.88J	2.76	2.88J	2.88	2.80	2.80	2.87	2.80	2.79
Standard deviation	0.81	0.82	0.79	0.79	0.78	0.80	0.85	0.83	0.78	0.78	0.83	0.80	0.79	0.81	0.78	0.84	0.77	0.81
Standard error	0.02	0.03	0.03	0.05	0.04	0.04	0.05	0.05	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 19

Q4. To what extent would the following factors be important in influencing you when buying food products?

Sustainability/ environmental impact

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Important	1424 69%	120 67%g	62 61%	1242 70%b	63 73%G	153 65%	99 57%	136 74%BfG	101 68%g	140 71%G	208 75%aBFG	205 71%bG	137 75%BFG
Very important	(4) 378 18%	31 17%	24 23%	324 18%	17 20%	38 16%	26 15%	40 22%k	22 15%	46 24%fgiK	42 15%	57 20%	34 19%
Moderately important	(3) 1046 51%	89 50%b	39 38%	918 52%B	46 53%b	115 49%b	73 42%	95 52%Bg	79 53%Bg	94 48%	166 60%aBFGJI	149 52%Bg	103 56%BG
Not very important	(2) 430 21%	44 25%K	24 23%k	362 20%	15 17%	59 25%jK	56 33%EHJKLM	35 19%	31 21%	35 18%	42 15%	56 19%	34 19%
Not at all important	(1) 134 7%	9 5%	11 10%M	115 6%	5 6%	18 8%	12 7%	9 5%	12 8%	14 7%	18 7%	20 7%	7 4%
NET: Not important	565 27%	53 30%k	35 34%Km	477 27%	20 23%	78 33%hjkM	68 39%aEHJKLM	43 24%	42 28%	49 25%	60 22%	76 26%	41 22%
Don't know	64 3%	6 3%	6 6%	52 3%	3 4%	5 2%	6 3%	4 2%	6 4%	8 4%	9 3%	6 2%	5 3%
Mean	2.84	2.82	2.78	2.84	2.90g	2.75	2.68	2.94FG	2.78	2.91fG	2.86G	2.86G	2.93FG
Standard deviation	0.81	0.78	0.94	0.80	0.80	0.82	0.82	0.78	0.80	0.85	0.76	0.82	0.73
Standard error	0.02	0.06	0.10	0.02	0.09	0.05	0.06	0.06	0.07	0.06	0.05	0.05	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 20

Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit?

Summary

Base: All respondents

	Food Standards					
	Quality of food	Availability of British- produced options	Risk of food substitution	Risk of food mislabelling	Food production hygiene standards	Animal welfare standards
Unweighted base	2053	2053	2053	2053	2053	2053
Weighted base	2053	2053	2053	2053	2053	2053
NET: Top 3	1244 61%	649 32%	985 48%	863 42%	1276 62%	1142 56%
1 - Most at risk	474 23%	250 12%	282 14%	203 10%	404 20%	441 21%
2	399 19%	188 9%	338 16%	309 15%	446 22%	373 18%
3	371 18%	211 10%	366 18%	351 17%	426 21%	328 16%
4	337 16%	253 12%	397 19%	439 21%	335 16%	292 14%
5	311 15%	302 15%	379 18%	445 22%	286 14%	330 16%
6 - Least at risk	161 8%	848 41%	291 14%	306 15%	157 8%	290 14%
Mean	3.05	4.32	3.55	3.75	3.06	3.28
Standard deviation	1.61	1.81	1.62	1.55	1.55	1.74
Standard error	0.04	0.04	0.04	0.03	0.03	0.04

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 21

Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit?

Quality of food

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Top 3	1244 61%	606 60%	638 61%	149 65%FGH	249 70%FGH	215 65%FGH	204 56%	165 54%	262 55%	397 68%JK	419 61%K	427 55%	345 62%n	369 64%N	230 55%	300 60%	195 61%	554 64%
1 - Most at risk	474 23%	260 26%B	214 20%	63 28%GH	103 29%fGH	83 25%gH	80 22%	59 19%	85 18%	166 29%jK	163 24%K	144 19%	149 27%N	133 23%	80 19%	113 23%	82 26%	234 27%
2	399 19%	170 17%	229 22%A	49 21%	91 26%FGH	67 20%	59 16%	51 17%	82 17%	140 24%JK	125 18%	134 17%	103 18%	121 21%	83 20%	91 18%	52 16%	169 20%
3	371 18%	175 18%	196 19%	37 16%	55 15%	65 20%	66 18%	55 18%	95 20%	92 16%	130 19%	150 19%	93 17%	115 20%	67 16%	95 19%	62 19%	151 17%
4	337 16%	165 16%	172 16%	34 15%	43 12%	43 13%	63 17%d	73 24%CDEFH	79 17%	78 13%	106 15%	153 20%IJ	89 16%	84 15%	69 17%	95 19% <i>m</i>	48 15%	121 14%
5	311 15%	151 15%	161 15%	30 13%	41 12%	48 15%	62 17%d	45 15%	85 18%D	71 12%	110 16%i	131 17% <i>l</i>	87 16%	81 14%	75 18%	68 14%	50 16%	125 14%
6 - Least at risk	161 8%	81 8%	80 8%	15 7%	22 6%	23 7%	34 9%	20 6%	48 10%d	37 6%	56 8%	68 9%	39 7%	43 7%	42 10%	37 7%	23 7%	67 8%
Mean	3.05	3.02	3.07	2.84	2.70	2.92	3.19CDE	3.18CDe	3.30CDE	2.76	3.06i	3.25IJ	2.96	2.98	3.25LMo	3.05	3.01	2.92
Standard deviation	1.61	1.64	1.58	1.60	1.57	1.60	1.65	1.53	1.61	1.59	1.63	1.58	1.63	1.59	1.65	1.58	1.63	1.64
Standard error	0.04	0.05	0.05	0.10	0.09	0.09	0.09	0.09	0.07	0.07	0.06	0.06	0.07	0.07	0.09	0.07	0.10	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 22

Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit?

Quality of food

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Top 3	1244 61%	110 62%	62 60%	1072 60%	48 55%	129 54%	96 55%	113 62%	90 60%	135 69%EFGLM	193 70%EFGhILM	167 58%	102 56%
1 - Most at risk	474 23%	39 22%	22 21%	413 23%	25 29%fl	45 19%	45 26%	40 22%	36 24%	49 25%	81 29%FLM	56 20%	36 20%
2	399 19%	37 20%	23 23%e	339 19%	10 12%	49 21%	26 15%	38 21%e	26 17%	38 19%	62 22%eg	59 21%e	31 17%
3	371 18%	35 19%	17 16%	320 18%	13 15%	35 15%	24 14%	35 19%	28 19%	49 25%eFGI	51 18%	51 18%	35 19%
4	337 16%	32 18%K	20 20%K	285 16%	10 12%	43 18%K	29 17%k	34 18%K	23 16%	30 15%	29 11%	52 18%K	35 19%K
5	311 15%	30 17%j	12 11%	269 15%	17 20%Jk	46 20%JK	35 20%bJK	25 14%	20 13%	19 10%	34 12%	48 17%J	24 13%
6 - Least at risk	161 8%	6 3%	9 9%a	146 8%A	11 13%Aj	18 8%a	14 8%a	12 6%	17 11%A	12 6%	21 7%	21 7%	21 12%Aj
Mean	3.05	2.98	3.03	3.05	3.21K	3.22JK	3.13K	3.00	3.10k	2.85	2.77	3.14jK	3.24JK
Standard deviation	1.61	1.50	1.59	1.62	1.82	1.61	1.70	1.55	1.69	1.51	1.62	1.58	1.64
Standard error	0.04	0.11	0.17	0.04	0.20	0.11	0.13	0.12	0.14	0.11	0.10	0.09	0.12

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 23

Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit?

Availability of British-produced options

Base: All respondents

	Gender		Age							Social Grade				Employment Sector				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Top 3	649 32%	329 33%	320 30%	66 29%	94 26%	105 32%	126 35%D	101 33%d	156 33%d	160 27%	231 33%l	258 33%l	182 33%	177 31%	114 27%	176 35%N	99 31%	275 32%
1 - Most at risk	250 12%	124 12%	126 12%	32 14%e	38 11%	29 9%	50 14%e	39 13%	63 13%e	69 12%	78 11%	102 13%	70 13%	69 12%	48 12%	63 13%	39 12%	103 12%
2	188 9%	85 8%	103 10%	20 9%	25 7%	30 9%	40 11%	31 10%	42 9%	45 8%	70 10%	73 9%	58 10%	43 7%	38 9%	48 10%	33 10%	77 9%
3	211 10%	120 12%B	91 9%	14 6%	31 9%	46 14%Cd	37 10%	31 10%	51 11%c	45 8%	82 12%l	83 11%	54 10%	65 11%N	28 7%	64 13%N	27 9%	94 11%
4	253 12%	117 12%	136 13%	27 12%	60 17%EFG	34 10%	38 10%	25 8%	70 15%efG	87 15%J	72 10%	94 12%	64 11%	72 13%	50 12%	67 13%	41 13%	108 12%
5	302 15%	151 15%	151 14%	36 16%	46 13%	45 14%	58 16%g	34 11%	83 18%G	82 14%	103 15%	117 15%	74 13%	77 13%	72 17%	79 16%	42 13%	127 15%
6 - Least at risk	848 41%	405 40%	444 42%	99 43%H	154 44%H	144 44%H	141 39%	144 47%FH	165 35%	253 43%	286 41%	309 40%	240 43%O	251 44%O	180 43%O	177 35%	136 43%	357 41%
Mean	4.32	4.30	4.34	4.37	4.45h	4.43h	4.21	4.37	4.19	4.42	4.31	4.26	4.31	4.39o	4.44O	4.17	4.33	4.33
Standard deviation	1.81	1.80	1.81	1.85	1.73	1.74	1.86	1.89	1.79	1.78	1.80	1.83	1.84	1.79	1.79	1.79	1.83	1.80
Standard error	0.04	0.06	0.06	0.12	0.10	0.09	0.10	0.11	0.08	0.08	0.07	0.06	0.08	0.07	0.09	0.08	0.11	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 24

Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit?

Availability of British-produced options

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Top 3	649 32%	62 35%M	37 36%M	550 31%	36 42%fjKM	73 31% <i>m</i>	58 34%M	67 37% <i>kM</i>	47 31%	57 29%	76 27%	95 33%M	42 23%
1 - Most at risk	250 12%	19 11%	10 10%	221 12%	10 12%	35 15% <i>j</i>	20 11%	25 14%	17 11%	17 9%	39 14% <i>j</i>	40 14% <i>j</i>	18 10%
2	188 9%	22 13% <i>dfKm</i>	16 15% <i>DFiKM</i>	150 8%	11 13% <i>k</i>	16 7%	20 12% <i>k</i>	18 10%	12 8%	17 9%	17 6%	26 9%	12 7%
3	211 10%	20 11%	11 11%	180 10%	14 17% <i>fKM</i>	21 9%	19 11%	25 14% <i>KM</i>	18 12% <i>m</i>	22 11% <i>m</i>	19 7%	29 10%	11 6%
4	253 12%	18 10%	17 17% <i>el</i>	219 12%	6 7%	28 12%	17 10%	22 12%	28 19% <i>AeFGL</i>	27 13%	34 12%	28 10%	29 16% <i>el</i>
5	302 15%	18 10%	13 13%	271 15% <i>a</i>	9 10%	28 12%	23 14%	28 15%	19 13%	33 17% <i>a</i>	48 17% <i>a</i>	45 15%	38 21% <i>AeFgi</i>
6 - Least at risk	848 41%	81 45% <i>h</i>	36 35%	731 41%	36 41%	107 45% <i>h</i>	74 43%	65 36%	55 37%	81 41%	120 43%	120 42%	74 41%
Mean	4.32	4.32	4.12	4.33	4.14	4.35	4.31	4.13	4.25	4.44	4.42	4.29	4.52 ^{bH}
Standard deviation	1.81	1.85	1.77	1.80	1.88	1.88	1.83	1.82	1.74	1.69	1.82	1.86	1.68
Standard error	0.04	0.14	0.18	0.04	0.20	0.12	0.14	0.14	0.14	0.12	0.11	0.11	0.12

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 25

Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit?

Risk of food substitution

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Top 3	985 48%	480 48%	506 48%	110 48%	177 50%	143 44%	177 49%	148 49%	230 48%	287 49%	321 46%	378 49%	264 47%	259 45%	231 55%LMO	232 46%	159 50%	398 46%
1 - Most at risk	282 14%	139 14%	143 14%	37 16%	56 16%	44 13%	50 14%	38 13%	57 12%	93 16%k	94 14%	95 12%	72 13%	81 14%	59 14%	70 14%	42 13%	110 13%
2	338 16%	165 16%	173 16%	43 19%	52 15%	49 15%	61 17%	54 18%	79 17%	95 16%	110 16%	133 17%	101 18%	89 15%	71 17%	76 15%	62 20%	141 16%
3	366 18%	176 18%	190 18%	30 13%	69 20%c	50 15%	67 18%	55 18%	94 20%C	100 17%	117 17%	150 19%	91 16%	88 15%	100 24%LMO	86 17%	54 17%	148 17%
4	397 19%	209 21%	188 18%	48 21%	59 17%	77 23%DH	75 21%	58 19%	79 17%	107 18%	152 22%k	138 18%	103 18%	115 20%	80 19%	100 20%	62 19%	172 20%
5	379 18%	183 18%	196 19%	39 17%	65 18%	65 20%	63 17%	61 20%	85 18%	104 18%	128 19%	146 19%	109 19%n	119 21%N	62 15%	89 18%	53 17%	173 20%
6 - Least at risk	291 14%	131 13%	161 15%	31 13%	53 15%	43 13%	47 13%	37 12%	81 17%g	84 14%	90 13%	117 15%	84 15%n	85 15%	45 11%	78 16%n	45 14%	123 14%
Mean	3.55	3.52	3.57	3.45	3.52	3.61	3.50	3.53	3.63	3.49	3.55	3.59	3.59N	3.61N	3.36	3.59N	3.48	3.61
Standard deviation	1.62	1.60	1.64	1.66	1.66	1.59	1.60	1.58	1.63	1.66	1.59	1.61	1.63	1.64	1.54	1.64	1.62	1.61
Standard error	0.04	0.05	0.05	0.11	0.09	0.09	0.08	0.09	0.07	0.07	0.06	0.06	0.07	0.07	0.08	0.07	0.10	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 26

Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit?

Risk of food substitution

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Top 3	985 48%	74 42%	47 46%	864 49%a	34 40%	131 56%AEHJ	88 51%a	78 43%	76 51%	85 43%	135 49%	149 52%Aehj	89 49%
1 - Most at risk	282 14%	22 12%	17 16%	244 14%	6 8%	46 19%aEjKIM	27 15%	24 13%	26 17%e	24 12%	34 12%	38 13%	20 11%
2	338 16%	29 16%	13 13%	295 17%	18 21%h	38 16%	36 21%H	21 12%	33 22%HI	35 18%	42 15%	42 15%	30 16%
3	366 18%	24 13%	18 17%	325 18%	10 12%	47 20%aj	26 15%	33 18%	17 11%	26 13%	59 21%AeJ	68 24%AEGIJ	39 21%aeJ
4	397 19%	43 24%fG	21 21%	333 19%	25 29%FGHlm	39 17%	26 15%	33 18%	25 16%	44 22%	55 20%	55 19%	32 18%
5	379 18%	31 18%	21 21%	326 18%	15 17%	39 17%	32 19%	43 23%i	22 14%	38 19%	50 18%	51 18%	36 20%
6 - Least at risk	291 14%	30 17%	13 12%	249 14%	13 15%	27 11%	26 15%	29 16%	28 19%fl	31 15%	37 14%	33 12%	25 14%
Mean	3.55	3.69F	3.54	3.54	3.71f	3.29	3.46	3.75FI	3.44	3.66F	3.57f	3.48	3.61f
Standard deviation	1.62	1.62	1.63	1.62	1.52	1.65	1.70	1.63	1.78	1.62	1.57	1.55	1.56
Standard error	0.04	0.12	0.17	0.04	0.17	0.11	0.13	0.12	0.15	0.12	0.10	0.09	0.11

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 27

Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit?

Risk of food mislabelling

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Top 3	863 42%	442 44%b	421 40%	83 36%	150 42%	143 43%	151 42%	137 45%c	199 42%	233 40%	294 42%	336 43%	248 44%	232 40%	183 44%	199 40%	135 43%	376 43%
1 - Most at risk	203 10%	102 10%	100 10%	9 4%	27 8%	33 10% ^C	35 10% ^C	45 15% ^{CDef}	53 11% ^C	37 6%	68 10% ^l	98 13% ^l	58 10%	55 9%	44 11%	46 9%	24 7%	91 11%
2	309 15%	156 16%	154 15%	30 13%	54 15%	50 15%	53 15%	51 17%	71 15%	84 14%	103 15%	122 16%	90 16%	87 15%	61 15%	71 14%	57 18%	135 16%
3	351 17%	184 18%	167 16%	43 19%	69 19% ^g	60 18%	63 17%	42 14%	74 16%	112 19% ^K	123 18%	116 15%	100 18%	91 16%	78 19%	82 16%	54 17%	149 17%
4	439 21%	211 21%	227 22%	45 20%	70 20%	78 24%	77 21%	60 20%	108 23%	116 20%	155 22%	168 22%	124 22% ^o	132 23% ^O	97 23% ^O	86 17%	66 21%	185 21%
5	445 22%	207 21%	238 23%	64 28% ^{EH}	82 23% ^h	65 20%	80 22%	71 23% ^h	83 18%	146 25% ^K	145 21%	154 20%	105 19%	144 25% ^{Ln}	83 20%	114 23%	72 23%	179 21%
6 - Least at risk	306 15%	142 14%	165 16%	36 16%	52 15%	43 13%	55 15%	36 12%	85 18% ^{eG}	88 15%	98 14%	120 15%	83 15%	69 12%	54 13%	100 20% ^{LMN}	45 14%	127 15%
Mean	3.75	3.69	3.80	4.02 ^{EfGH}	3.80 ^g	3.67	3.77	3.55	3.74	3.88 ^{JK}	3.72	3.67	3.67	3.75	3.66	3.90 ^{LN}	3.75	3.70
Standard deviation	1.55	1.55	1.56	1.42	1.51	1.52	1.55	1.63	1.61	1.48	1.54	1.62	1.56	1.51	1.53	1.61	1.52	1.56
Standard error	0.03	0.05	0.05	0.09	0.09	0.08	0.08	0.09	0.07	0.06	0.06	0.06	0.07	0.06	0.08	0.07	0.09	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 28

Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit?

Risk of food mislabelling

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Top 3	863 42%	79 44%l	34 33%	750 42%	29 33%	117 50%BEgHL	69 40%	74 41%	76 51%BEgHL	88 44%bl	119 43%	102 36%	76 42%
1 - Most at risk	203 10%	21 12%b	4 4%	178 10%b	7 9%	31 13%Bl	18 10%	25 14%Bjl	16 11%b	16 8%	26 9%	23 8%	16 9%
2	309 15%	25 14%B	5 5%	279 16%B	13 16%B	37 16%B	30 17%B	30 17%B	21 14%B	34 17%B	46 17%B	36 13%B	30 16%B
3	351 17%	33 18%eH	25 24%dEGHI	293 17%	8 9%	49 21%EGH	21 12%	19 10%	39 26%EGHKLm	38 19%egH	48 17%h	43 15%	30 17%h
4	439 21%	31 17%	24 24%	383 22%	17 20%	43 18%	52 30%AFHIJM	35 19%	24 16%	39 20%	68 24%ai	68 24%i	37 20%
5	445 22%	44 24%	25 24%	376 21%	28 32%FGhJKIM	45 19%	34 20%	40 22%	37 25%	39 20%	56 20%	61 21%	36 20%
6 - Least at risk	306 15%	25 14%	19 19%gl	262 15%	13 15%	30 13%	18 10%	33 18%gl	13 9%	31 16%i	34 12%	55 19%fGIK	34 18%GIk
Mean	3.75	3.71	4.16DAFGhJKm	3.73	3.96Fi	3.53	3.63	3.73	3.56	3.73	3.67	3.96FGIK	3.81f
Standard deviation	1.55	1.59	1.34	1.56	1.56	1.59	1.49	1.70	1.49	1.54	1.50	1.54	1.58
Standard error	0.03	0.12	0.14	0.04	0.17	0.10	0.11	0.13	0.12	0.11	0.09	0.09	0.11

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 29

Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit?

Food production hygiene standards

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Top 3	1276 62%	609 61%	668 63%	138 61%	213 60%	203 62%	220 60%	183 60%	320 67%Dfg	351 60%	423 61%	502 65%	340 61%	353 61%	263 63%	320 64%	192 60%	511 59%
1 - Most at risk	404 20%	202 20%	202 19%	44 19%	54 15%	78 24%D	66 18%	57 19%	105 22%D	98 17%	144 21%i	162 21%i	111 20%	102 18%	93 22%	97 19%	54 17%	161 19%
2	446 22%	229 23%	217 21%	40 17%	78 22%	65 20%	84 23%	64 21%	116 24%c	118 20%	149 22%	179 23%	106 19%	132 23%	92 22%	117 23%l	73 23%	170 20%
3	426 21%	179 18%	248 24%A	55 24%	81 23%	61 19%	69 19%	62 20%	99 21%	136 23%j	130 19%	161 21%	124 22%	119 21%	78 19%	106 21%	65 20%	180 21%
4	335 16%	172 17%	163 15%	40 18%	59 17%	51 16%	62 17%	50 17%	72 15%	100 17%	112 16%	122 16%	93 17%	94 16%	70 17%	77 15%	52 17%	157 18%
5	286 14%	134 13%	152 14%	30 13%	54 15%	50 15%	46 13%	44 14%	62 13%	84 14%	96 14%	106 14%	88 16%	83 14%	51 12%	64 13%	42 13%	128 15%
6 - Least at risk	157 8%	87 9%b	69 7%	19 8%h	29 8%h	24 7%h	36 10%H	28 9%H	21 4%	47 8%	61 9%k	49 6%	39 7%	46 8%	33 8%	38 8%	31 10%	72 8%
Mean	3.06	3.07	3.05	3.13H	3.19H	3.01	3.12H	3.14H	2.86	3.17K	3.07	2.97	3.10	3.11	2.98	3.02	3.15	3.16
Standard deviation	1.55	1.59	1.52	1.54	1.52	1.61	1.59	1.58	1.48	1.53	1.60	1.52	1.55	1.55	1.58	1.54	1.57	1.56
Standard error	0.03	0.05	0.05	0.10	0.09	0.09	0.08	0.09	0.07	0.06	0.06	0.05	0.06	0.06	0.08	0.07	0.09	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 30

Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit?

Food production hygiene standards

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Top 3	1276 62%	106 59%	72 70%F	1099 62%	57 66%	133 56%	117 68%F	109 60%	88 59%	122 62%	170 61%	179 62%	124 68%aF
1 - Most at risk	404 20%	33 18%	26 25%Gi	345 19%	20 23%	40 17%	25 14%	35 19%	23 15%	49 25%fGi	57 21%	63 22%g	33 18%
2	446 22%	40 22%	25 25%	381 21%	16 19%	47 20%	36 21%	36 20%	38 25%	38 19%	57 20%	62 22%	51 28%fhjk
3	426 21%	33 18%	21 20%	373 21%	21 24%	45 19%	56 32%ABFHJKLM	38 21%	26 18%	36 18%	56 20%	54 19%	40 22%
4	335 16%	37 20%BglM	9 9%	289 16%b	18 21%Bm	47 20%BgM	22 13%	34 18%b	32 21%BgM	32 16%	41 15%	41 14%	22 12%
5	286 14%	22 12%	17 17%	247 14%	8 9%	38 16%	18 10%	26 14%	17 11%	32 16%	44 16%	44 15%	21 11%
6 - Least at risk	157 8%	15 8%	5 5%	137 8%	3 4%	18 7%	16 9%	14 8%	14 9%	11 6%	22 8%	24 8%	16 9%
Mean	3.06	3.10	2.81	3.07	2.85	3.21be	3.12	3.12	3.15	2.96	3.09	3.04	2.96
Standard deviation	1.55	1.55	1.56	1.55	1.42	1.54	1.46	1.55	1.53	1.58	1.59	1.61	1.54
Standard error	0.03	0.11	0.16	0.04	0.15	0.10	0.11	0.12	0.13	0.11	0.10	0.09	0.11

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 31

Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit?

Animal welfare standards

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Top 3	1142 56%	540 54%	601 57%	138 61%D	182 51%	176 54%	211 58%d	177 58%d	257 54%	320 55%	388 56%	434 56%	300 54%	341 59%l	229 55%	271 54%	172 54%	487 56%
1 - Most at risk	441 21%	176 18%	265 25%A	43 19%	77 22%	62 19%	82 23%	66 22%	111 23%	120 21%	144 21%	177 23%	100 18%	137 24%L	92 22%	111 22%l	77 24%	169 19%
2	373 18%	198 20%b	175 17%	47 20%	55 15%	68 21%	66 18%	53 17%	84 18%	101 17%	134 19%	137 18%	101 18%	105 18%	72 17%	95 19%	40 13%	174 20%P
3	328 16%	167 17%	161 15%	48 21%DEH	50 14%	47 14%	63 17%	58 19%H	62 13%	98 17%	109 16%	120 15%	98 18%o	99 17%o	65 16%	66 13%	56 17%	145 17%
4	292 14%	128 13%	164 16%a	32 14%	62 17%	44 14%	49 14%	37 12%	66 14%	94 16%	94 14%	104 13%	88 16%	80 14%	51 12%	73 15%	49 15%	124 14%
5	330 16%	177 18%b	153 15%	28 12%	67 19%c	56 17%	53 15%	49 16%	76 16%	95 16%	110 16%	125 16%	97 17%M	73 13%	75 18%M	85 17% <i>m</i>	59 19%	134 15%
6 - Least at risk	290 14%	157 16%b	133 13%	29 13%	45 13%	51 16%	49 14%	40 13%	75 16%	74 13%	100 14%	116 15%	76 13%	83 14%	62 15%	70 14%	37 12%	121 14%
Mean	3.28	3.40B	3.15	3.19	3.34	3.36	3.20	3.23	3.29	3.28	3.28	3.27	3.37 <i>m</i>	3.17	3.31	3.27	3.27	3.28
Standard deviation	1.74	1.73	1.74	1.65	1.72	1.75	1.73	1.72	1.80	1.70	1.74	1.77	1.68	1.75	1.77	1.76	1.73	1.71
Standard error	0.04	0.05	0.05	0.11	0.10	0.09	0.09	0.10	0.08	0.07	0.07	0.06	0.07	0.07	0.09	0.08	0.10	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 32

Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit?

Animal welfare standards

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Top 3	1142 56%	105 59%ik	56 55%	980 55%	55 64%IK	126 53%	90 52%	107 59%	73 49%	105 53%	139 50%	171 59%iK	115 63%fglJK
1 - Most at risk	441 21%	45 25%FK	24 24%k	372 21%	17 20%	39 17%	39 23%k	34 19%	31 21%	43 22%k	41 15%	67 23%fK	60 33%eFgHIJKL
2	373 18%	25 14%	20 20%	328 18%	17 20%	49 21%	24 14%	39 21%agi	20 13%	34 17%	54 19%	62 22%agi	28 15%
3	328 16%	35 20%	12 12%	281 16%	20 23%bjl	38 16%	27 15%	34 18%	22 15%	27 14%	44 16%	42 15%	27 15%
4	292 14%	18 10%	11 11%	263 15%	10 12%	36 15%	26 15%	25 14%	19 12%	25 13%	50 18%A	44 15%	27 15%
5	330 16%	34 19%h	15 14%	282 16%	10 11%	38 16%	30 18%	22 12%	35 23%EHLm	35 18%	45 16%	39 13%	28 15%
6 - Least at risk	290 14%	21 12%	21 20%allM	247 14%	11 13%	36 15%M	26 15%M	29 16%M	23 15%M	32 16%M	43 15%M	34 12%	13 7%
Mean	3.28	3.19m	3.33m	3.28	3.13	3.40IM	3.36M	3.26M	3.50LM	3.36M	3.48LM	3.10	2.86
Standard deviation	1.74	1.75	1.89	1.73	1.66	1.70	1.77	1.72	1.78	1.80	1.67	1.70	1.69
Standard error	0.04	0.13	0.20	0.04	0.18	0.11	0.13	0.13	0.15	0.13	0.10	0.10	0.12

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 33

Q6. To what extent do you agree or disagree with the following statements?

Summary

Base: All respondents

		Statements					
		Being certain of the country of origin for food is more important to me than the cost	It's becoming more difficult to be certain that food is what the label claims it to be	If a food brand was involved in a food fraud scandal I would be less likely to buy their products in future	I would pay more for food that has had its place of origin verified by an independent third party	Food scandals, such as the horsemeat scandal, have made me more concerned about the origin of the food I buy and consume	I am less likely to buy meat if I cannot be sure it has been produced in the UK
Unweighted base		2053	2053	2053	2053	2053	2053
Weighted base		2053	2053	2053	2053	2053	2053
NET: Agree		894 44%	1108 54%	1736 85%	1006 49%	1307 64%	982 48%
Strongly agree	(4)	212 10%	211 10%	789 38%	216 11%	336 16%	330 16%
Tend to agree	(3)	682 33%	896 44%	947 46%	789 38%	971 47%	652 32%
Tend to disagree	(2)	759 37%	572 28%	130 6%	581 28%	512 25%	677 33%
Strongly disagree	(1)	249 12%	75 4%	38 2%	200 10%	91 4%	201 10%
NET: Disagree		1008 49%	648 32%	167 8%	781 38%	604 29%	878 43%
Don't know		151 7%	297 14%	150 7%	267 13%	143 7%	194 9%
Mean		2.45	2.71	3.31	2.57	2.81	2.60
Standard deviation		0.86	0.73	0.68	0.84	0.77	0.90
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 34

Q6. To what extent do you agree or disagree with the following statements?
Being certain of the country of origin for food is more important to me than the cost
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Agree	894 44%	410 41%	484 46%A	85 38%	158 45%	124 38%	152 42%	128 42%	246 52% CdEFG	244 42%	276 40%	374 48% IJ	254 45%	259 45%	169 41%	212 42%	131 41%	365 42%
Strongly agree	(4) 10%	212 9%	118 11%	23 10%	41 12%	30 9%	35 10%	26 9%	57 12%	64 11%	65 9%	83 11%	65 12%	67 12%	36 9%	44 9%	37 12%	92 11%
Tend to agree	(3) 33%	682 31%	366 35%	62 27%	117 33%	94 29%	117 32%	102 33%	189 40% CdEfg	180 31%	211 31%	291 37% IJ	189 34%	192 33%	133 32%	168 34%	94 30%	273 31%
Tend to disagree	(2) 37%	759 38%	381 36%	80 35%	127 36%	124 38%	126 35%	118 39%	183 38%	208 36%	250 36%	301 39%	201 36%	211 37%	158 38%	189 38%	127 40%	299 34%
Strongly disagree	(1) 12%	249 14%B	106 10%	37 16%H	42 12%H	47 14%H	58 16%H	35 11%H	30 6%	79 14% K	105 15% K	65 8%	74 13%	68 12%	52 13%	55 11%	41 13%	123 14%
NET: Disagree	1008 49%	521 52%B	487 46%	117 51%	169 48%	171 52% h	184 51%	153 50%	213 45%	287 49%	355 51%	366 47%	275 49%	279 48%	210 50%	244 49%	168 53%	421 49%
Don't know	151 7%	71 7%	80 8%	25 11%H	27 8%H	34 10%H	27 7%H	23 8%H	16 3%	52 9% K	60 9% K	39 5%	31 6%	39 7%	38 9% l	43 9% l	19 6%	81 9%
Mean	2.45	2.39	2.51A	2.35	2.48	2.36	2.39	2.42	2.59CdEFG	2.43	2.37	2.53iJ	2.46	2.48	2.40	2.44	2.43	2.43
Standard deviation	0.86	0.86	0.84	0.91	0.87	0.87	0.89	0.82	0.79	0.89	0.88	0.81	0.88	0.87	0.84	0.83	0.88	0.89
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.05	0.04	0.05	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 35

Q6. To what extent do you agree or disagree with the following statements?
Being certain of the country of origin for food is more important to me than the cost
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Agree	894 44%	75 42%	32 31%	786 44%B	33 38%	113 48%BG	60 35%	95 52%aBeGil	61 40%	89 45%Bg	132 48%BG	124 43%b	79 43%b
Strongly agree	(4) 212 10%	13 7%	9 9%	190 11%	7 8%	30 13%al	17 10%	21 11%i	8 5%	21 11%	41 15%Alm	28 10%	16 9%
Tend to agree	(3) 682 33%	62 35%bg	23 23%	596 34%B	26 30%	83 35%BG	43 25%	74 40%BG	52 35%bg	68 35%bg	92 33%b	96 33%bg	62 34%bg
Tend to disagree	(2) 759 37%	65 36%	48 46%dfHK	647 37%	37 43%H	80 34%	74 43%fHK	53 29%	55 37%	71 36%	90 33%	115 40%H	72 39%h
Strongly disagree	(1) 249 12%	26 14%	16 16%	207 12%	8 10%	29 12%	22 13%	19 10%	21 14%	26 13%	30 11%	31 11%	19 11%
NET: Disagree	1008 49%	90 51%H	64 62%DaFHjKlm	854 48%	45 53%h	109 46%	97 56%fHK	72 39%	77 51%H	97 49%h	121 44%	146 51%H	91 50%h
Don't know	151 7%	13 7%	6 6%	132 7%	8 9%	14 6%	16 9%	16 9%	12 8%	11 6%	24 9%	18 6%	13 7%
Mean	2.45	2.38	2.26	2.47B	2.40	2.52Bg	2.35	2.58ABGI	2.34	2.45	2.56aBGI	2.45b	2.45
Standard deviation	0.86	0.84	0.85	0.86	0.80	0.89	0.86	0.85	0.81	0.87	0.90	0.83	0.82
Standard error	0.02	0.07	0.09	0.02	0.09	0.06	0.07	0.07	0.07	0.06	0.06	0.05	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 36

Q6. To what extent do you agree or disagree with the following statements?
It's becoming more difficult to be certain that food is what the label claims it to be
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Agree	1108 54%	509 51%	599 57%A	136 60%EF	189 53%f	164 50%	167 46%	164 54%f	288 61%dEFG	325 56%J	331 48%	451 58%J	290 52%	297 52%	240 58%m	280 56%	162 51%	445 51%
Strongly agree	(4) 211 10%	91 9%	120 11%	20 9%	42 12%	28 9%	40 11%	33 11%	47 10%	62 11%	69 10%	80 10%	65 12%	52 9%	44 11%	50 10%	34 11%	99 11%
Tend to agree	(3) 896 44%	418 42%	479 46%	116 51%DEFg	147 41%	136 41%f	126 35%	130 43%F	241 51%DEFG	263 45%J	263 38%	371 48%J	225 40%	245 42%	196 47%l	230 46%l	128 40%	346 40%
Tend to disagree	(2) 572 28%	304 30%B	268 26%	54 24%	88 25%	89 27%	132 36%CDEH	92 30%h	117 25%	142 24%	221 32%IK	209 27%	177 32%nO	168 29%o	106 25%	121 24%	98 31%	251 29%
Strongly disagree	(1) 75 4%	50 5%B	26 2%	12 5%H	21 6%gH	14 4%H	16 4%H	8 3%	5 1%	32 6%K	30 4%K	13 2%	23 4%	23 4%	14 3%	15 3%	12 4%	40 5%
NET: Disagree	648 32%	354 35%B	294 28%	66 29%	109 31%	103 31%h	147 41%CDEgH	100 33%H	122 26%	175 30%	250 36%IK	223 29%	200 36%NO	191 33%o	120 29%	136 27%	110 35%	291 34%
Don't know	297 14%	139 14%	158 15%	26 12%	57 16%	61 19%Cfgh	49 14%	40 13%	65 14%	83 14%	110 16%	105 13%	70 13%	88 15%	57 14%	82 17%l	45 14%	131 15%
Mean	2.71	2.64	2.78A	2.72	2.71	2.67	2.61	2.72	2.80EF	2.71	2.64	2.77J	2.68	2.67	2.75	2.76m	2.68	2.68
Standard deviation	0.73	0.75	0.71	0.72	0.80	0.73	0.77	0.72	0.64	0.77	0.75	0.68	0.76	0.73	0.72	0.71	0.75	0.77
Standard error	0.02	0.03	0.02	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 37

Q6. To what extent do you agree or disagree with the following statements?
It's becoming more difficult to be certain that food is what the label claims it to be
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Agree	1108 54%	90 51%	51 50%	967 55%	48 56%	130 55%	87 50%	102 56%	72 48%	125 63%ABGIIM	163 59%iIM	155 54%	86 47%
Strongly agree	(4) 211 10%	22 12%lm	11 11%l	178 10%	6 7%	20 9%i	17 10%i	19 10%l	6 4%	37 19%EFGHILM	39 14%FILM	22 8%	12 7%
Tend to agree	(3) 896 44%	68 38%	40 39%	789 45%	42 49%	110 47%	70 41%	83 45%	66 44%	87 44%	124 45%	133 46%	73 40%
Tend to disagree	(2) 572 28%	48 27%	35 34%JK	489 28%	25 29%	61 26%	61 35%fhJK	48 26%	46 31%j	42 21%	66 24%	82 28%j	58 32%JK
Strongly disagree	(1) 75 4%	6 4%	3 3%	66 4%	2 3%	11 5%J	5 3%	10 6%J	7 5%J	2 1%	12 4%j	10 3%	7 4%j
NET: Disagree	648 32%	55 31%j	38 37%J	555 31%	27 32%	72 31%j	65 38%JK	58 32%j	54 36%J	44 22%	78 28%	91 32%J	65 36%J
Don't know	297 14%	34 19%g	14 14%	250 14%	11 13%	34 14%	20 12%	23 12%	24 16%	28 14%	37 13%	41 14%	32 17%
Mean	2.71	2.73i	2.67	2.71	2.69	2.69	2.65	2.69	2.55	2.95ABEFGHIKLM	2.79IIM	2.68	2.61
Standard deviation	0.73	0.77	0.74	0.73	0.66	0.72	0.72	0.76	0.68	0.72	0.77	0.69	0.70
Standard error	0.02	0.06	0.08	0.02	0.08	0.05	0.06	0.06	0.06	0.06	0.05	0.04	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 38

Q6. To what extent do you agree or disagree with the following statements?
If a food brand was involved in a food fraud scandal I would be less likely to buy their products in future
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Agree	1736 85%	815 81%	920 88%A	184 81%	295 83%e	254 77%	298 82%	267 88%CEf	437 92%CDEFg	479 82%	552 80%	704 90%IJ	478 85%	494 86%	350 84%	413 83%	271 85%	701 81%
Strongly agree (4)	789 38%	367 37%	422 40%	69 30%	113 32%	111 34%	148 41%CD	125 41%CD	223 47%CD	182 31%	259 37%I	348 45%IJ	205 37%	219 38%	168 40%	196 39%	106 33%	317 37%
Tend to agree (3)	947 46%	449 45%	498 47%	116 51%F	182 51%eF	143 43%	151 41%	143 47%	213 45%	298 51%JK	293 42%	356 46%	273 49%	275 48%	182 44%	217 43%	165 52%Q	383 44%
Tend to disagree (2)	130 6%	86 9%B	44 4%	20 9%GH	27 8%GH	28 9%GH	25 7%Gh	10 3%	19 4%	47 8%K	53 8%K	29 4%	46 8%O	34 6%	26 6%	23 5%	24 8%	72 8%
Strongly disagree (1)	38 2%	19 2%	19 2%	6 2%H	12 3%EH	3 1%	8 2%H	7 2%H	2 *	18 3%K	11 2%	9 1%	12 2%	13 2%	4 1%	8 2%	9 3%	15 2%
NET: Disagree	167 8%	105 10%B	63 6%	26 11%GH	39 11%GH	31 10%gH	33 9%gH	16 5%	21 4%	65 11%K	64 9%K	37 5%	59 11%O	47 8%	30 7%	32 6%	33 10%	87 10%
Don't know	150 7%	82 8%	68 6%	18 8%H	20 6%	43 13%CDfGH	32 9%H	20 7%h	17 4%	38 7%	75 11%IK	37 5%	23 4%	36 6%	36 9%L	54 11%LM	14 4%	79 9%P
Mean	3.31	3.26	3.35A	3.18	3.18	3.27	3.32CD	3.36CD	3.44CDEF	3.18	3.30I	3.41IJ	3.25	3.29	3.35L	3.35L	3.21	3.27
Standard deviation	0.68	0.71	0.66	0.71	0.73	0.68	0.72	0.67	0.60	0.72	0.70	0.62	0.71	0.69	0.66	0.67	0.71	0.70
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.04	0.03	0.04	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 39

Q6. To what extent do you agree or disagree with the following statements?

If a food brand was involved in a food fraud scandal I would be less likely to buy their products in future

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Agree	1736 85%	153 86%	87 84%	1496 84%	71 82%	202 86%	138 80%	155 85%	124 83%	162 82%	230 83%	254 88%Gjk	160 88%g
Strongly agree	(4) 789 38%	83 46%DBjkl	32 31%	674 38%	32 37%	90 38%	73 42%	72 39%	55 37%	73 37%	103 37%	107 37%	70 38%
Tend to agree	(3) 947 46%	70 39%	54 53%AG	822 46%a	39 45%	112 47%g	65 38%	83 45%	70 47%	89 45%	127 46%	147 51%AG	90 49%aG
Tend to disagree	(2) 130 6%	9 5%	7 7%	114 6%	3 3%	17 7%	17 10%eiIM	13 7%	6 4%	19 10%eiIM	19 7%	14 5%	7 4%
Strongly disagree	(1) 38 2%	1 1%	1 1%	36 2%	2 3%	4 2%	1 1%	8 4%AGL	2 2%	4 2%	7 3%	3 1%	4 2%
NET: Disagree	167 8%	10 6%	8 8%	149 8%	5 5%	21 9%	17 10%	21 12%aiLm	9 6%	23 12%aiLm	26 9%	17 6%	11 6%
Don't know	150 7%	15 9%h	8 8%	126 7%	11 13%fHL	13 6%	17 10%H	7 4%	17 11%fHI	13 6%	22 8%	16 6%	12 7%
Mean	3.31	3.44DBFHJKI	3.25	3.30	3.33	3.29	3.35	3.25	3.33	3.25	3.27	3.32	3.32
Standard deviation	0.68	0.64	0.62	0.69	0.68	0.69	0.69	0.78	0.65	0.72	0.72	0.63	0.66
Standard error	0.02	0.05	0.07	0.02	0.08	0.05	0.05	0.06	0.06	0.05	0.05	0.04	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 40

Q6. To what extent do you agree or disagree with the following statements?
I would pay more for food that has had its place of origin verified by an independent third party
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Agree	1006 49%	452 45%	553 53%A	111 49%	174 49%	140 43%	157 43%	148 49%	276 58% CDEFG	285 49% j	297 43%	423 54% iJ	283 50%	292 51%	194 47%	237 47%	148 47%	408 47%
Strongly agree (4)	216 11%	92 9%	125 12% a	21 9%	44 12%	30 9%	38 11%	28 9%	54 11%	66 11%	69 10%	82 11%	69 12%	54 9%	43 10%	51 10%	38 12%	89 10%
Tend to agree (3)	789 38%	361 36%	428 41% A	90 39%	130 37%	110 33%	119 33%	119 39%	221 47% cDEFG	220 38%	228 33%	341 44% iJ	213 38%	238 41%	152 36%	186 37%	110 35%	319 37%
Tend to disagree (2)	581 28%	316 32% B	265 25%	59 26%	91 26%	100 30%	116 32%	87 29%	127 27%	151 26%	216 31% i	215 28%	158 28%	161 28%	123 29%	139 28%	93 29%	250 29%
Strongly disagree (1)	200 10%	113 11% B	87 8%	24 10% H	34 10% H	36 11% H	42 12% H	38 12% H	26 6%	58 10%	78 11% k	64 8%	57 10%	53 9%	41 10%	49 10%	39 12%	89 10%
NET: Disagree	781 38%	429 43% B	352 33%	83 36%	125 35%	135 41% H	158 44% DH	125 41% H	154 32%	208 36%	294 42% iK	279 36%	215 38%	214 37%	163 39%	189 38%	132 42%	339 39%
Don't know	267 13%	121 12%	146 14%	34 15% h	55 16% gH	53 16% GH	48 13%	31 10%	45 10%	89 15% K	101 15% K	77 10%	63 11%	71 12%	59 14%	74 15%	37 12%	120 14%
Mean	2.57	2.49	2.65A	2.56	2.62	2.49	2.49	2.51	2.71CEFG	2.59j	2.49	2.63J	2.59	2.58	2.55	2.56	2.52	2.55
Standard deviation	0.84	0.85	0.83	0.84	0.87	0.86	0.87	0.86	0.76	0.86	0.86	0.81	0.87	0.82	0.85	0.85	0.90	0.85
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 41

Q6. To what extent do you agree or disagree with the following statements?

I would pay more for food that has had its place of origin verified by an independent third party

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Agree	1006 49%	83 47%	45 44%	877 50%	37 42%	122 52%	80 46%	93 51%	72 48%	92 47%	147 53%	137 48%	97 53%
Strongly agree	(4) 216 11%	20 11%	8 8%	189 11%	8 10%	18 7%	19 11%	24 13%fl	11 8%	32 16%bFILM	36 13%fl	24 8%	16 9%
Tend to agree	(3) 789 38%	63 36%	37 36%	689 39%	28 32%	104 44%egJ	61 35%	69 38%	61 41%j	60 31%	111 40%j	113 39%j	82 45%aegJ
Tend to disagree	(2) 581 28%	54 30%	33 32%m	494 28%	27 31%	68 29%	56 32%M	48 26%	39 26%	59 30%	69 25%	89 31%M	40 22%
Strongly disagree	(1) 200 10%	13 7%	10 10%	177 10%	10 12%	23 10%	17 10%	19 10%	12 8%	15 7%	28 10%	34 12%	19 11%
NET: Disagree	781 38%	67 37%	43 42%	671 38%	37 43%	91 38%	73 42%m	67 37%	51 34%	73 37%	97 35%	123 43%ikM	59 33%
Don't know	267 13%	28 16%fl	14 14%	224 13%	13 15%	24 10%	20 11%	22 12%	27 18%FL	32 16%FL	33 12%	27 10%	26 14%
Mean	2.57	2.60	2.49	2.57	2.48	2.55	2.53	2.62	2.58	2.66l	2.64l	2.49	2.60
Standard deviation	0.84	0.83	0.82	0.85	0.87	0.80	0.86	0.88	0.79	0.89	0.87	0.84	0.83
Standard error	0.02	0.07	0.09	0.02	0.10	0.06	0.07	0.07	0.07	0.07	0.06	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 42

Q6. To what extent do you agree or disagree with the following statements?

Food scandals, such as the horsemeat scandal, have made me more concerned about the origin of the food I buy and consume

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Agree	1307 64%	601 60%	705 67%A	148 65%	225 64%	189 58%	218 60%	196 64%	329 69%EF	373 64%j	408 59%	525 67%J	364 65%	365 63%	263 63%	314 63%	195 61%	531 61%
Strongly agree (4)	336 16%	131 13%	204 19%A	40 17%	67 19%h	53 16%	50 14%	60 20%fH	66 14%	107 18%	103 15%	126 16%	96 17%	89 15%	58 14%	93 19%n	54 17%	143 16%
Tend to agree (3)	971 47%	470 47%	501 48%	108 48%	158 45%	137 42%	168 46%	136 45%	263 55%cDEFG	267 46%	305 44%	399 51%iJ	268 48%	276 48%	205 49%	222 44%	141 44%	388 45%
Tend to disagree (2)	512 25%	274 27%B	239 23%	47 21%	85 24%	88 27%	88 24%	85 28%c	119 25%	132 23%	176 26%	204 26%	139 25%	142 25%	110 26%	122 24%	82 26%	215 25%
Strongly disagree (1)	91 4%	58 6%B	34 3%	12 5%h	13 4%	19 6%H	25 7%dGH	9 3%	12 3%	26 4%	44 6%K	22 3%	31 5%	28 5%	16 4%	17 3%	16 5%	47 5%
NET: Disagree	604 29%	332 33%B	272 26%	60 26%	98 28%	107 33%	113 31%	94 31%	132 28%	158 27%	220 32%i	226 29%	169 30%	170 30%	126 30%	139 28%	98 31%	261 30%
Don't know	143 7%	69 7%	74 7%	20 9%gH	32 9%gH	32 10%GH	31 9%gH	14 5%	14 3%	52 9%K	63 9%K	28 4%	27 5%	41 7%	28 7%	46 9%L	24 8%	75 9%
Mean	2.81	2.72	2.90A	2.84	2.86f	2.75	2.73	2.85f	2.83f	2.86J	2.74	2.84J	2.81	2.80	2.78	2.86	2.79	2.79
Standard deviation	0.77	0.78	0.76	0.80	0.79	0.82	0.81	0.78	0.70	0.79	0.81	0.73	0.80	0.78	0.74	0.78	0.80	0.80
Standard error	0.02	0.03	0.02	0.05	0.05	0.05	0.04	0.05	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 43

Q6. To what extent do you agree or disagree with the following statements?

Food scandals, such as the horsemeat scandal, have made me more concerned about the origin of the food I buy and consume

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Agree	1307 64%	112 62%	59 57%	1136 64%	60 69%	158 67%gi	100 58%	119 65%	86 57%	136 69%bGlm	190 69%bGlm	178 62%	108 59%
Strongly agree	(4) 336 16%	33 19%IM	16 15%	287 16%	9 11%	46 20%eiLM	24 14%	32 18%lm	18 12%	45 23%EgILM	58 21%eILM	35 12%	19 11%
Tend to agree	(3) 971 47%	78 44%	43 42%	849 48%	50 58%AbGij	112 47%	76 44%	86 47%	68 46%	92 46%	133 48%	143 50%	89 49%
Tend to disagree	(2) 512 25%	40 22%	26 26%	446 25%	18 21%	53 22%	46 27%	51 28%	47 32%afJK	40 20%	59 21%	87 30%afJK	45 25%
Strongly disagree	(1) 91 4%	8 5%	6 6%	77 4%	4 4%	10 4%	10 6%	4 2%	6 4%	10 5%	14 5%	9 3%	10 6%
NET: Disagree	604 29%	48 27%	32 32%	523 30%	22 25%	63 27%	56 32%	55 30%	53 35%fjk	50 25%	74 27%	96 33%j	56 30%
Don't know	143 7%	19 11%DhJKL	11 11%hKL	112 6%	5 6%	15 7%	16 9%kl	9 5%	11 7%	11 5%	13 5%	13 5%	19 10%hJKL
Mean	2.81	2.86	2.75	2.81	2.80	2.88ilm	2.73	2.85	2.71	2.92gILM	2.89giLM	2.74	2.72
Standard deviation	0.77	0.81	0.82	0.77	0.70	0.78	0.80	0.74	0.74	0.82	0.81	0.72	0.75
Standard error	0.02	0.06	0.09	0.02	0.08	0.05	0.06	0.06	0.06	0.06	0.05	0.04	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 44

Q6. To what extent do you agree or disagree with the following statements?

I am less likely to buy meat if I cannot be sure it has been produced in the UK

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Agree	982 48%	432 43%	550 52%A	98 43%	141 40%	125 38%	185 51%cDE	160 53%CDE	272 57%CDEf	239 41%	310 45%	433 56%IJ	269 48%	285 49%	192 46%	236 47%	143 45%	381 44%
Strongly agree	(4) 16%	330 13%	199 19%A	31 14%	47 13%	39 12%	59 16%	49 16%	105 22%CDEfg	78 13%	98 14%	154 20%IJ	89 16%	101 17%	58 14%	82 16%	44 14%	123 14%
Tend to agree	(3) 32%	652 30%	351 33%	67 29%	95 27%	86 26%	126 35%DE	111 37%cDE	168 35%DE	161 28%	211 31%	279 36%IJ	180 32%	185 32%	134 32%	153 31%	98 31%	258 30%
Tend to disagree	(2) 33%	677 37%B	309 29%	75 33%	127 36%F	113 34%f	102 28%	105 34%f	155 33%	202 35%	214 31%	260 33%	176 31%	189 33%	152 36%	160 32%	113 36%	286 33%
Strongly disagree	(1) 10%	201 12%B	85 8%	22 10%H	43 12%gH	48 15%cGH	44 12%gH	22 7%	21 5%	65 11%K	93 13%K	44 6%	68 12%o	51 9%	42 10%	41 8%	34 11%	107 12%
NET: Disagree	878 43%	485 48%B	393 37%	97 43%	170 48%fH	161 49%FgH	146 40%	127 42%	177 37%	267 46%K	307 44%k	304 39%	244 44%	240 42%	193 46%o	201 40%	147 46%	393 45%
Don't know	194 9%	85 9%	108 10%	33 15%FGH	44 12%GH	42 13%GH	32 9%h	16 5%	26 5%	77 13%K	75 11%K	42 5%	48 8%	52 9%	32 8%	63 13%LmN	28 9%	93 11%
Mean	2.60	2.49	2.70A	2.55	2.47	2.40	2.60E	2.65DE	2.79CDEFG	2.50	2.51	2.74IJ	2.57	2.64	2.54	2.63	2.53	2.51
Standard deviation	0.90	0.89	0.90	0.89	0.91	0.93	0.93	0.85	0.85	0.90	0.93	0.86	0.93	0.90	0.88	0.89	0.89	0.92
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 45

Q6. To what extent do you agree or disagree with the following statements?
I am less likely to buy meat if I cannot be sure it has been produced in the UK
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Agree	982 48%	93 52%	42 41%	847 48%	38 44%	126 54%b gkl	76 44%	102 56%BeGiKL	68 45%	97 49%	125 45%	128 45%	88 48%
Strongly agree	(4) 330 16%	29 16%	13 13%	288 16%	10 12%	49 21%egl	22 13%	34 19%l	15 10%	34 17%i	47 17%i	47 16%i	30 16%
Tend to agree	(3) 652 32%	64 36%	29 28%	559 32%	27 32%	77 33%	54 31%	68 37%kl	53 35%	63 32%	78 28%	81 28%	58 32%
Tend to disagree	(2) 677 33%	52 29%	34 33%	590 33%	30 35%	65 28%	70 40%AFK	61 34%	51 34%	65 33%	83 30%	104 36%f	62 34%
Strongly disagree	(1) 201 10%	21 12%gH	11 11%h	168 10%	10 12%H	28 12%gH	10 6%	8 4%	15 10%h	19 9%h	37 13%GH	26 9%h	15 8%
NET: Disagree	878 43%	73 41%	46 44%	759 43%	40 47%	93 39%	80 46%	69 38%	65 44%	84 43%	120 43%	130 45%	77 42%
Don't know	194 9%	13 7%	15 14%afH	166 9%	8 10%	17 7%	17 10%	12 6%	17 11%	17 8%	33 12%fh	29 10%	18 10%
Mean	2.60	2.60	2.50	2.60	2.48	2.67	2.56	2.75bEgkl	2.51	2.62	2.55	2.58	2.62
Standard deviation	0.90	0.92	0.90	0.90	0.88	0.96	0.81	0.83	0.84	0.91	0.97	0.90	0.89
Standard error	0.02	0.07	0.10	0.02	0.10	0.07	0.06	0.06	0.07	0.07	0.06	0.05	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 46
Gender
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
Male	1002 49%	1002 100%B	-	115 50%D	138 39%	161 49%D	201 55%Dh	155 51%D	231 49%D	253 43%	362 52%l	386 50%l	308 55%MO	250 43%	208 50%m	236 47%	146 46%	464 53%P
Female	1051 51%	-	1051 100%A	113 50%	217 61%CEFGH	167 51%	162 45%	148 49%	244 51%f	330 57%JK	329 48%	392 50%	252 45%	327 57%Ln	208 50%	263 53%L	172 54%Q	403 47%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 47
Gender
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
Male	1002 49%	93 52%j	47 46%	861 49%	36 41%	125 53%ej	81 47%	81 45%	85 56%EhJl	84 43%	140 51%	133 46%	95 52%j
Female	1051 51%	85 48%	55 54%	911 51%	51 59%fl	111 47%	91 53%	101 55%i	65 44%	113 57%afIm	137 49%	154 54%i	88 48%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 48
Age
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
18-24	228 11%	115 11%	113 11%	228 100%DEFGH	-	-	-	-	-	228 39%JK	-	-	76 14%O	66 11%o	45 11%	41 8%	48 15%Q	89 10%
25-34	355 17%	138 14%	217 21%A	-	355 100%CEFGH	-	-	-	-	355 61%JK	-	-	138 25%MNO	111 19%O	65 15%O	41 8%	88 28%	211 24%
35-44	328 16%	161 16%	167 16%	-	-	328 100%CDFGH	-	-	-	-	328 47%IK	-	106 19%O	91 16%	62 15%	70 14%	67 21%	204 24%
45-54	363 18%	201 20%B	162 15%	-	-	-	363 100%CDEGH	-	-	-	363 53%IK	-	105 19% <i>m</i>	84 15%	72 17%	102 20% <i>M</i>	70 22%	207 24%
55-64	304 15%	155 16%	148 14%	-	-	-	-	304 100%CDEFH	-	-	-	304 39% <i>IJ</i>	43 8%	87 15% <i>L</i>	78 19% <i>L</i>	96 19% <i>Lm</i>	39 12%	116 13%
65+	475 23%	231 23%	244 23%	-	-	-	-	-	475 100%CDEFG	-	-	475 61% <i>IJ</i>	92 16%	138 24% <i>L</i>	97 23% <i>L</i>	148 30% <i>LMN</i>	6 2%	41 5% <i>p</i>
NET: 18-34	583 28%	253 25%	330 31%A	228 100% <i>EFGH</i>	355 100% <i>EFGH</i>	-	-	-	-	583 100% <i>JK</i>	-	-	214 38% <i>MNO</i>	177 31% <i>O</i>	109 26% <i>O</i>	82 16%	136 43% <i>Q</i>	300 35%
NET: 35-54	692 34%	362 36%B	329 31%	-	-	328 100% <i>CDGH</i>	363 100% <i>CDGH</i>	-	-	-	692 100% <i>IK</i>	-	211 38% <i>Mn</i>	175 30%	133 32%	172 35%	137 43%	411 47%
NET: 55+	779 38%	386 39%	392 37%	-	-	-	-	304 100% <i>CDEF</i>	475 100% <i>CDEF</i>	-	-	779 100% <i>IJ</i>	135 24%	225 39% <i>L</i>	175 42% <i>L</i>	244 49% <i>LMn</i>	45 14%	157 18%
Average age	48.03	48.89B	47.21	21.66	29.61C	39.87CD	49.48CDE	59.45CDEF	71.68CDEFG	26.50	44.92I	66.91IJ	43.56	47.78L	48.89L	52.61LMN	39.09	41.82P

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 49

Age**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
18-24	228 11%	18 10%	9 9%	201 11%	14 16%JL	33 14%JL	23 13%JL	27 15%JL	14 9%	13 6%	40 14%JL	18 6%	20 11%
25-34	355 17%	23 13%	16 15%	316 18%	8 9%	41 17%e	25 14%	30 16%	32 21%aEL	37 19%el	80 29%ABEFGHJLM	37 13%	27 15%
35-44	328 16%	27 15%	20 20%	281 16%	14 16%	36 15%	32 19%	29 16%	20 13%	33 17%	52 19%l	38 13%	28 15%
45-54	363 18%	31 17%	19 19%	313 18%	18 21%	33 14%	34 20%	35 19%	30 20%	41 21%fk	39 14%	56 20%fk	27 15%
55-64	304 15%	33 19%jK	14 13%	257 15%	11 12%	39 17%K	24 14%k	35 19%jKm	27 18%K	24 12%	21 8%	54 19%jKm	23 12%
65+	475 23%	47 26%hK	24 24%h	404 23%	22 26%hK	56 24%hK	35 20%	26 14%	28 18%	49 25%hK	46 17%	84 29%GHIK	58 32%fGHIK
NET: 18-34	583 28%	40 23%	25 24%	517 29%a	21 25%	73 31%aL	47 27%l	57 31%aL	46 30%L	50 25%	120 43%ABEFGHIJLM	56 19%	48 26%
NET: 35-54	692 34%	58 33%	40 38%	594 34%	32 37%	68 29%	66 38%f	64 35%	50 33%	74 38%f	90 33%	94 33%	55 30%
NET: 55+	779 38%	80 45%dgHK	38 37%K	661 37%	33 38%K	95 40%K	59 34%K	62 34%K	54 36%K	73 37%K	67 24%	138 48%bGHIJK	81 44%ghK
Average age	48.03	50.51dgHK	48.78K	47.74	48.36K	47.56K	47.02K	45.89k	47.46K	49.18hK	42.54	52.10eFGHIJK	49.90hK

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 50
Social Grade
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
A	139 7%	74 7%	65 6%	27 12%EGH	28 8%gh	18 6%	31 8%GH	12 4%	22 5%	55 10%K	49 7%K	35 4%	139 25%MNO	-	-	-	23 7%	71 8%
B	421 21%	234 23%B	187 18%	49 22%GH	110 31%CFGH	88 27%fGH	74 20%GH	31 10%	69 15%g	159 27%K	162 23%K	100 13%	421 75%MNO	-	-	-	92 29%	218 25%
C1	577 28%	250 25%	327 31%A	66 29%	111 31%F	91 28%	84 23%	87 29%	138 29%f	177 30%j	175 25%	225 29%	-	577 100%LNO	-	-	110 35%	260 30%
C2	417 20%	208 21%	208 20%	45 20%	65 18%	62 19%	72 20%	78 26%Def	97 20%	109 19%	133 19%	175 22%	-	-	417 100%LMO	-	51 16%	187 22%p
D	245 12%	122 12%	123 12%	23 10%	30 9%	46 14%DH	56 16%CDH	47 15%CDH	43 9%	53 9%	102 15%Ik	90 12%	-	-	-	245 49%LMN	41 13%	127 15%
E	254 12%	113 11%	140 13%	18 8%D	11 3%	24 7%D	46 13%cDE	49 16%CDE	106 22%CDEFg	29 5%	70 10%l	155 20%lJ	-	-	-	254 51%LMN	1 *	4 *
NET: AB	560 27%	308 31%B	252 24%	76 33%GH	138 39%FGH	106 32%GH	105 29%GH	43 14%	92 19%g	214 37%JK	211 31%K	135 17%	560 100%MNO	-	-	-	115 36%	289 33%
NET: ABC1	1137 55%	558 56%	579 55%	142 62%FGH	249 70%cEFGH	197 60%fGH	189 52%G	130 43%	230 48%	391 67%JK	386 56%K	360 46%	560 100%NO	577 100%NO	-	-	225 71%Q	549 63%
NET: C2DE	916 45%	444 44%	472 45%	85 38%d	106 30%	132 40%D	174 48%CDe	174 57%CDEF	245 52%CDE	191 33%	305 44%l	419 54%lJ	-	-	417 100%LM	499 100%LM	93 29%	318 37%P
NET: DE	499 24%	236 24%	263 25%	41 18%d	41 12%	70 21%D	102 28%CDe	96 32%CDE	148 31%CDE	82 14%	172 25%l	244 31%lJ	-	-	-	499 100%LMN	42 13%	131 15%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 51
Social Grade
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
A	139 7%	7 4%	9 8%	123 7%	3 4%	20 8%ag	6 3%	12 6%	10 7%	12 6%	27 10%AG	18 6%	15 8%g
B	421 21%	33 18%	12 11%	377 21%B	17 19%	35 15%	36 21%b	36 20%	25 17%	45 23%BF	95 34%ABEFGHIJLM	58 20%b	30 16%
C1	577 28%	50 28%	30 30%	496 28%	24 27%	69 29%	41 24%	49 27%	55 36%GhKL	60 30%	76 27%	71 25%	52 29%
C2	417 20%	36 20%	23 22%	358 20%	15 17%	57 24%K	45 26%jK	34 19%	28 19%	35 18%	45 16%	58 20%	40 22%
D	245 12%	18 10%	17 17%K	210 12%	10 11%	28 12%K	28 16%K	26 14%K	15 10%	25 13%K	15 6%	45 16%aKm	18 10%
E	254 12%	35 20%DFGiJKL	12 11%	207 12%	18 21%fGiJKI	28 12%k	17 10%	26 14%K	17 11%	20 10%	19 7%	36 13%K	27 15%K
NET: AB	560 27%	40 22%	20 20%	500 28%	20 23%	54 23%	42 25%	48 26%	35 23%	57 29%	122 44%ABEFGHIJLM	76 26%	45 25%
NET: ABC1	1137 55%	90 50%	51 49%	997 56%	43 50%	124 52%	83 48%	96 53%	90 60%g	117 59%aG	198 71%ABEFGHIJLM	148 51%	98 53%
NET: C2DE	916 45%	89 50%jK	52 51%K	775 44%	43 50%K	112 48%K	89 52%iJK	86 47%K	60 40%K	80 41%K	79 29%	140 49%K	85 47%K
NET: DE	499 24%	53 30%dK	29 28%K	417 24%	28 32%iK	55 23%K	44 26%K	52 29%K	32 21%K	45 23%K	34 12%	81 28%K	45 25%K

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 52
GO Region
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
Scotland	179 9%	93 9%	85 8%	18 8%	23 6%	27 8%	31 9%	33 11%d	47 10%	40 7%	58 8%	80 10%l	40 7%	50 9%	36 9%	53 11%l	27 8%	64 7%
North East	86 4%	36 4%	51 5%	14 6%D	8 2%	14 4%	18 5%d	11 3%	22 5%d	21 4%	32 5%	33 4%	20 4%	24 4%	15 4%	28 6%	16 5%	27 3%
North West	236 12%	125 12%	111 11%	33 14%f	41 11%	36 11%	33 9%	39 13%	56 12%	73 13%	68 10%	95 12%	54 10%	69 12%	57 14%l	55 11%	35 11%	104 12%
Yorkshire & Humberside	172 8%	81 8%	91 9%	23 10%	25 7%	32 10%	34 9%	24 8%	35 7%	47 8%	66 10%	59 8%	42 8%	41 7%	45 11%m	44 9%	26 8%	77 9%
West Midlands	183 9%	81 8%	101 10%	27 12%H	30 8%	29 9%h	35 10%H	35 12%H	26 6%	57 10%	64 9%	62 8%	48 9%	49 8%	34 8%	52 11%	29 9%	78 9%
East Midlands	150 7%	85 8%b	65 6%	14 6%	32 9%	20 6%	30 8%	27 9%	28 6%	46 8%	50 7%	54 7%	35 6%	55 9%lo	28 7%	32 6%	29 9%	60 7%
Wales	103 5%	47 5%	55 5%	9 4%	16 4%	20 6%	19 5%	14 4%	24 5%	25 4%	40 6%	38 5%	20 4%	30 5%	23 6%	29 6%	19 6%	41 5%
Eastern	197 10%	84 8%	113 11%	13 6%	37 10%c	33 10%c	41 11%C	24 8%	49 10%C	50 9%	74 11%	73 9%	57 10%	60 10%	35 8%	45 9%	23 7%	81 9%
London	277 13%	140 14%	137 13%	40 17%FGH	80 23%EFGH	52 16%fGH	39 11%	21 7%	46 10%	120 21%JK	90 13%K	67 9%	122 22%MNO	76 13%O	45 11%o	34 7%	53 17%	146 17%
South East	287 14%	133 13%	154 15%	18 8%	37 11%	38 11%	56 16%Cd	54 18%CDE	84 18%CDE	56 10%	94 14%l	138 18%lJ	76 14%	71 12%	58 14%	81 16% m	31 10%	126 14%p
South West	183 9%	95 9%	88 8%	20 9%	27 8%	28 9%	27 7%	23 7%	58 12% dFG	48 8%	55 8%	81 10%	45 8%	52 9%	40 10%	45 9%	30 10%	65 7%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 53
GO Region
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
Scotland	179 9%	179 100%DBEFGHIJKLM	-	-	-	-	-	-	-	-	-	-	-
North East	86 4%	-	-	86 5%AB	86 100%ABFGHIJKLM	-	-	-	-	-	-	-	-
North West	236 12%	-	-	236 13%AB	-	236 100%ABEGHIJKLM	-	-	-	-	-	-	-
Yorkshire & Humberside	172 8%	-	-	172 10%AB	-	-	172 100%ABEFHIJKLM	-	-	-	-	-	-
West Midlands	183 9%	-	-	183 10%AB	-	-	-	183 100%ABEFGHIJKLM	-	-	-	-	-
East Midlands	150 7%	-	-	150 8%AB	-	-	-	-	150 100%ABEFGHJKLM	-	-	-	-
Wales	103 5%	-	103 100%DAEFGHIJKLM	-	-	-	-	-	-	-	-	-	-
Eastern	197 10%	-	-	197 11%AB	-	-	-	-	-	197 100%ABEFGHIJKLM	-	-	-
London	277 13%	-	-	277 16%AB	-	-	-	-	-	-	277 100%ABEFGHIJLM	-	-
South East	287 14%	-	-	287 16%AB	-	-	-	-	-	-	-	287 100%ABEFGHIJKM	-
South West	183 9%	-	-	183 10%AB	-	-	-	-	-	-	-	-	183 100%ABEFGHIJKL

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 54

Have you taken a foreign holiday in the last 3 years?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
Yes	1283 62%	611 61%	672 64%	168 74%e	254 71%FGH	217 66%fGH	214 59%	175 58%	255 54%	422 72%JK	431 62%K	430 55%	433 77%MNO	370 64%O	265 64%O	215 43%	236 74%	608 70%
No	770 38%	391 39%	379 36%	60 26%	101 29%	111 34%c	149 41%CD	129 42%CDE	220 46%CDE	161 28%	260 38%I	349 45%IJ	127 23%	207 36%L	151 36%L	284 57%LMN	81 26%	259 30%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 55

Have you taken a foreign holiday in the last 3 years?

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
Yes	1283 62%	108 61%	55 54%	1120 63%b	46 53%	151 64%m	107 62%	104 57%	91 61%	121 61%	224 81%ABEFGHIJLM	175 61%	101 55%
No	770 38%	70 39%K	48 46%dK	652 37%	40 47%K	85 36%K	65 38%K	79 43%K	59 39%K	76 39%K	53 19%	113 39%K	82 45%tK

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 56
Opinion Influencer
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
Yes	194 9%	110 11%B	84 8%	48 21%EFGH	57 16%EFGH	29 9%GH	30 8%GH	11 3%	20 4%	104 18%JK	59 9%K	31 4%	93 17%MNO	50 9%O	35 8%O	15 3%	53 17%Q	98 11%
No	1859 91%	892 89%	967 92%A	180 79%	298 84%	299 91%CD	333 92%CD	293 97%CDEF	455 96%CDEF	479 82%	632 91%I	748 96%IJ	467 83%	526 91%L	381 92%L	484 97%LMN	264 83%	769 89%P

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 57
Opinion Influencer
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
Yes	194 9%	14 8%L	7 7%	173 10%	4 5%	19 8%L	10 6%	26 14%aEfGL	13 9%L	17 9%L	56 20%ABEFGIJLM	10 4%	17 9%L
No	1859 91%	164 92%hK	95 93%K	1599 90%	82 95%HK	217 92%hK	163 94%HK	157 86%	137 91%K	180 91%K	221 80%	277 96%AFHIJKM	165 91%K

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 58
Tenure
Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri-vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Homeowners	1330 65%	681 68%B	649 62%	113 50%	188 53%	197 60%Cd	235 65%CD	211 69%CDE	386 81%CDEFG	301 52%	432 62%I	597 77%IJ	435 78%MNO	388 67%O	277 67%O	230 46%	196 62%	564 65%
Owned outright - without mortgage	741 36%	404 40%B	337 32%	53 23%DE	54 15%e	35 11%	94 26%DE	147 48%CDEF	358 75%CDEFG	107 18%	129 19%	505 65%IJ	187 33%	233 40%LO	165 40%LO	156 31%	56 18%	223 26%P
Owned with a mortgage or loan	589 29%	277 28%	312 30%	60 26%H	134 38%CGH	163 50%CDFGH	140 39%CGH	64 21%H	28 6%	194 33%K	303 44%IK	92 12%	248 44%MNO	155 27%O	112 27%O	74 15%	140 44%	341 39%
NET: Renters	696 34%	308 31%	388 37%A	101 44%FGH	162 46%FGH	128 39%GH	125 34%H	92 30%H	88 19%	263 45%JK	253 37%K	180 23%	119 21%	179 31%L	131 32%L	266 53%LMN	118 37%	289 33%
NET: Rent from Council/ Housing Association	417 20%	192 19%	224 21%	55 24%H	64 18%	74 23%H	80 22%H	73 24%dH	69 15%	120 21%	154 22%k	143 18%	41 7%	89 15%L	79 19%L	209 42%LMN	55 17%	141 16%
Rented from the council	267 13%	123 12%	144 14%	36 16%H	45 13%	46 14%h	51 14%h	44 14%h	46 10%	80 14%	97 14%	90 12%	26 5%	52 9%L	43 10%L	146 29%LMN	38 12%	81 9%
Rented from a housing association	150 7%	70 7%	80 8%	20 9%h	20 6%	28 9%h	29 8%h	30 10%dH	23 5%	40 7%	57 8%	53 7%	15 3%	37 6%L	36 9%L	63 13%LMn	17 5%	60 7%
Rented from someone else	279 14%	115 12%	164 16%A	45 20%FGH	98 28%cEFGH	54 16%GH	45 12%GH	19 6%	19 4%	143 25%JK	98 14%K	38 5%	78 14%	91 16%o	53 13%	58 12%	63 20%	148 17%
Rent free	27 1%	13 1%	14 1%	14 6%DEFGH	5 1%h	3 1%	4 1%	1 *	1 *	18 3%JK	7 1%k	2 *	6 1%	9 2%	8 2%	3 1%	3 1%	14 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 59
Tenure
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humbreside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Homeowners	1330 65%	107 60%	75 73%AK	1148 65%	54 63%	151 64%	116 67%k	121 66%k	100 67%k	144 73%AfKI	159 57%	185 64%	119 65%
Owned outright - without mortgage	741 36%	53 30%	40 39%K	648 37%a	30 34%	86 37%K	62 36%K	60 33%	52 35%k	88 44%AHK	73 26%	122 42%AhK	75 41%AK
Owned with a mortgage or loan	589 29%	54 30%l	35 34%Lm	500 28%	24 28%	64 27%	53 31%L	61 33%Lm	48 32%L	56 29%	87 31%L	63 22%	44 24%
NET: Renters	696 34%	69 39%bJ	27 26%	600 34%	32 37%j	83 35%j	51 30%	58 32%	49 33%	51 26%	115 41%BGHJl	98 34%j	63 35%j
NET: Rent from Council/ Housing Association	417 20%	50 28%DBFJl	15 15%	351 20%	21 24%j	42 18%	36 21%	38 21%	31 21%	29 15%	60 22%j	57 20%	38 21%
Rented from the council	267 13%	29 16%Fjl	11 11%	227 13%	14 16%f	20 8%	31 18%FJL	26 14%f	23 16%F	19 10%	43 15%Fl	29 10%	22 12%
Rented from a housing association	150 7%	21 12%DbGiJk	4 4%	125 7%	7 9%G	22 9%Gj	4 3%	12 7%g	8 5%	10 5%	18 6%	28 10%Gj	16 9%G
Rented from someone else	279 14%	19 11%	11 11%	249 14%	11 13%	41 17%aGh	15 9%	20 11%	18 12%	23 11%	54 20%AbGHIJ	41 14%	26 14%
Rent free	27 1%	3 2%	1 1%	23 1%	-	2 1%	6 3%M	4 2%	1 1%	2 1%	3 1%	5 2%	* *

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 60

What is the highest educational level that you have achieved to date?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
No formal education	27 1%	16 2%	12 1%	2 1%	3 1%	3 1%	4 1%	4 1%	12 2%e	5 1%	7 1%	16 2%i	-	3 1%	8 2%Lm	16 3%LM	1 *	11 1%
Primary	12 1%	5 1%	7 1%	1 *	-	-	4 1%de	1 *	6 1%dE	1 *	4 1%	8 1%i	3 1%	1 *	3 1%	6 1%M	1 *	2 *
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1313 64%	645 64%	668 64%	107 47%D	133 37%	187 57%CD	242 67%CDE	261 86%CDEFh	384 81%CDEF	239 41%	429 62%i	645 83%j	225 40%	342 59%L	327 78%LM	420 84%LMN	157 49%	489 56%p
University degree or equivalent professional qualification, NVQ level 4, etc.	443 22%	208 21%	235 22%	66 29%fGH	133 38%CEFGH	89 27%GH	77 21%GH	31 10%	48 10%	199 34%JK	166 24%K	79 10%	190 34%NO	172 30%NO	46 11%o	35 7%	92 29%	249 29%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	195 9%	97 10%	98 9%	20 9%GH	74 21%CEFGH	47 14%CFGH	32 9%GH	7 2%	15 3%	95 16%JK	79 11%K	21 3%	119 21%MNO	44 8%O	23 6%O	9 2%	59 19%Q	102 12%
Still in full time education	34 2%	17 2%	17 2%	28 12%DEFGH	5 1%FgH	1 *	-	-	-	33 6%JK	1 *	-	15 3%O	10 2%o	7 2%o	2 *	1 *	5 1%
Don't know	3 *	-	3 *	-	-	-	-	-	3 1%	-	-	3 *	1 *	-	-	1 *	-	-
Prefer not to answer	25 1%	13 1%	12 1%	5 2%G	6 2%G	2 1%	4 1%g	-	8 2%G	11 2%	6 1%	8 1%	7 1%	5 1%	4 1%	9 2%	7 2%	9 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 61

What is the highest educational level that you have achieved to date?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
No formal education	27 1%	3 2%kl	2 2%k	22 1%	2 2%kl	3 1%	5 3%KL	3 1%k	2 2%k	5 3%KL	-	1 *	3 2%k
Primary	12 1%	-	1 1%	12 1%	-	-	-	1 *	1 1%	3 1%f	3 1%	2 1%	2 1%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1313 64%	117 66%K	70 68%K	1126 64%	62 72%gK	165 70%GK	103 60%K	126 69%gK	105 70%gK	123 62%K	104 38%	213 74%aGJK	125 68%K
University degree or equivalent professional qualification, NVQ level 4, etc.	443 22%	37 21%	21 21%	385 22%	17 19%	49 21%	46 27%JLm	35 19%	28 19%	34 17%	94 34%ABEFHIJLM	47 16%	35 19%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	195 9%	16 9%	9 9%	170 10%	5 6%	15 6%	13 7%	15 8%	11 7%	22 11%f	57 21%ABEFGHIJLM	20 7%	13 7%
Still in full time education	34 2%	5 3%	-	30 2%	-	2 1%	5 3%l	1 1%	2 1%	5 3%	9 3%hL	2 1%	3 2%
Don't know	3 *	-	-	3 *	-	-	-	-	-	-	1 1%	-	1 1%
Prefer not to answer	25 1%	-	-	25 1%	1 1%	2 1%	1 *	2 1%	1 1%	5 2%a	9 3%Afglm	3 1%	1 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 62
Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?
Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
Yes - responsible for half or more of the items bought	1851 90%	847 85%	1004 96%A	163 72%	321 91%C	317 97% CDFGH	337 93%C	281 92%C	431 91%C	484 83%	654 95% IK	712 92% I	493 88%	514 89%	384 92% I	460 92% L	295 93%	797 92%
No - not responsible for most of the items bought	202 10%	155 15%B	47 4%	65 28% DEFGH	34 9% E	11 3%	27 7% E	23 8% E	43 9% E	98 17% JK	38 5%	66 8% J	67 12% nO	63 11%	33 8%	39 8%	22 7%	71 8%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.



Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 63

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
Yes - responsible for half or more of the items bought	1851 90%	159 89%	94 91%	1598 90%	76 88%	209 89%	159 92% ^H	155 85%	135 90%	180 91% ^h	252 91% ^h	268 93% ^{fH}	164 89%
No - not responsible for most of the items bought	202 10%	19 11%	9 9%	174 10%	11 12%	27 11% ^l	13 8%	28 15% ^{GjKL}	14 10%	17 9%	26 9%	20 7%	19 11%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 64
How many cars are there in your household?
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
No cars in the household	431 21%	194 19%	237 23%a	63 28%FGH	78 22%	71 22%	71 20%	62 20%	86 18%	140 24%K	142 21%	148 19%	70 12%	110 19%L	65 16%	187 37%LMN	62 20%	159 18%
NET: Any	1622 79%	808 81%b	814 77%	165 72%	277 78%	257 78%	292 80%C	242 80%c	389 82%C	442 76%	549 79%	631 81%l	490 88%MO	467 81%O	352 84%O	313 63%	255 80%	709 82%
1	833 41%	411 41%	422 40%	44 19%	123 35%C	140 42%Cd	135 37%C	130 43%Cd	262 55%CDEFG	166 29%	275 40%l	392 50%lJ	198 35%	238 41%l	186 45%L	210 42%L	98 31%	348 40%P
2	601 29%	292 29%	309 29%	69 30%	117 33%H	108 33%H	100 28%	89 29%	117 25%	187 32%K	208 30%	206 26%	230 41%MNO	175 30%O	119 29%O	77 15%	122 38%q	276 32%
3+	189 9%	106 11%b	83 8%	52 23%DEFGH	38 11%EH	10 3%	57 16%dEGH	23 8%EH	9 2%	89 15%JK	66 10%K	33 4%	62 11%O	54 9%O	47 11%O	25 5%	36 11%	84 10%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 65

How many cars are there in your household?**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
No cars in the household	431 21%	43 24%bJM	13 13%	375 21%b	19 22%	47 20%	33 19%	32 18%	30 20%	29 15%	100 36%ABEFGHIJLM	57 20%	27 15%
NET: Any	1622 79%	136 76%K	89 87%daK	1397 79%	67 78%K	189 80%K	139 81%K	150 82%K	120 80%K	168 85%AK	177 64%	230 80%K	156 85%AK
1	833 41%	76 43%k	40 39%	717 40%	35 41%	105 44%gK	60 35%	73 40%	67 45%K	86 44%K	92 33%	118 41%k	81 44%K
2	601 29%	42 24%	33 32%	526 30%	25 30%	72 31%	65 38%AiK	56 31%	38 25%	59 30%	66 24%	89 31%k	56 30%
3+	189 9%	18 10%f	17 16%DFgKL	154 9%	6 7%	12 5%	14 8%	21 12%F	15 10%	23 12%F	20 7%	24 8%	20 11%F

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 66

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
White	1874 91%	917 92%	957 91%	185 81%	284 80%	294 89%CD	345 95%CDE	298 98%CDEF	469 99%CDEF	469 80%	638 92%I	767 99%IJ	484 86%	536 93%L	380 91%L	473 95%Ln	270 85%	776 89%p
NET: BAME	159 8%	74 7%	85 8%	35 15%eFGH	66 19%EFGH	32 10%FGH	15 4%H	6 2%	6 1%	100 17%JK	47 7%K	12 1%	73 13%MNO	35 6%	29 7%	22 4%	39 12%	82 9%
Mixed	41 2%	19 2%	22 2%	8 4%H	14 4%eH	5 1%H	9 2%H	5 2%H	-	23 4%jK	14 2%K	5 1%	15 3%	9 2%	10 2%	8 2%	11 3%	19 2%
Asian	81 4%	41 4%	39 4%	24 11%EFGH	33 9%FGH	18 6%FGH	3 1%	1 *	2 *	57 10%JK	21 3%K	3 *	36 6%MNO	18 3%	13 3%	14 3%	18 6%	39 4%
Black	26 1%	11 1%	15 1%	1 1%	12 3%CFGH	9 3%cfGH	2 1%	-	2 *	13 2%K	11 2%K	2 *	14 2%O	7 1%O	5 1%O	-	9 3%	16 2%
Chinese	10 *	2 *	8 1%a	1 *	7 2%EFGH	-	1 *	-	1 *	8 1%JK	1 *	1 *	8 1%MO	1 *	1 *	-	1 *	8 1%
Other ethnic group	1 *	1 *	1 *	-	-	-	1 *	-	1 *	-	1 *	1 *	-	1 *	-	1 *	1 *	-
Prefer not to answer	20 1%	11 1%	9 1%	8 4%EFGH	6 2%GH	3 1%h	3 1%h	-	-	14 2%JK	6 1%K	-	4 1%	5 1%	7 2%	4 1%	8 2%	10 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 67

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
White	1874 91%	172 97%DHK	99 97%dHK	1603 90%	84 98%HK	223 94%hK	161 93%K	162 89%K	141 94%K	186 94%hK	196 71%	273 95%HK	177 97%HK
NET: BAME	159 8%	6 3%	4 3%	149 8%A	1 1%	13 6%M	10 6%M	21 11%ABEfJLM	9 6%M	8 4%	72 26%ABEFGHIJLM	13 4%m	3 1%
Mixed	41 2%	2 1%	1 1%	38 2%	- -	9 4%HI	5 3%H	- -	3 2%h	4 2%h	12 4%eHLm	3 1%	2 1%
Asian	81 4%	3 2%m	1 1%	77 4%	1 1%	4 2%	4 3%M	19 10%ABEFGIJLM	4 2%m	2 1%	35 13%ABEFGIJLM	8 3%M	- -
Black	26 1%	1 *	- -	25 1%	- -	- -	1 *	1 1%	2 1%l	1 1%	20 7%ABEFGHIJLM	- -	- -
Chinese	10 *	- -	2 2%	8 *	- -	1 *	- -	- -	- -	1 *	5 2%	2 1%	- -
Other ethnic group	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 *
Prefer not to answer	20 1%	- -	- -	20 1%	1 1%	- -	1 1%	- -	- -	3 2%f	10 3%AbFgHIL	2 1%	3 1%f

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 68

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
Christian	1016 49%	503 50%	513 49%	55 24%	106 30%	122 37%Cd	183 50%CDE	191 63%CDEF	359 76%CDEFG	161 28%	305 44%I	550 71%IJ	244 44%	292 51%L	208 50%I	272 55%L	146 46%	360 42%
NET: Other	130 6%	60 6%	70 7%	26 11%FGH	40 11%FGH	28 9%FGH	16 4%h	9 3%	10 2%	66 11%JK	45 6%K	19 2%	57 10%MNO	26 5%	18 4%	29 6%	27 9%	51 6%
Muslim	46 2%	20 2%	26 2%	18 8%DeFGH	13 4%FGH	13 4%FGH	1 *	1 *	1 *	31 5%JK	14 2%K	2 *	16 3%	13 2%	9 2%	9 2%	14 4%q	18 2%
Hindu	18 1%	10 1%	8 1%	2 1%	11 3%FGH	4 1%gh	1 *	- -	1 *	13 2%JK	4 1%k	1 *	13 2%MNO	2 *	2 *	1 *	- -	13 1%p
Jewish	13 1%	3 *	10 1%	1 *	3 1%	1 *	1 *	3 1%	4 1%	4 1%	2 *	7 1%	9 2%mn	2 *	- -	2 *	2 1%	4 *
Sikh	8 *	3 *	4 *	2 1%fgH	2 1%	3 1%fH	- -	- -	- -	4 1%K	3 *k	- -	2 *	3 *	1 *	2 *	1 *	3 *
Buddhist	14 1%	9 1%	6 1%	1 1%	2 1%	1 *	6 2%	2 1%	3 1%	3 1%	7 1%	4 1%	7 1%	3 *	1 *	3 1%	3 1%	5 1%
Other	31 2%	14 1%	17 2%	1 1%	10 3%cH	6 2%h	8 2%H	3 1%	2 *	12 2%k	14 2%K	6 1%	10 2%	4 1%	5 1%	12 2%M	8 2%q	9 1%
None	865 42%	418 42%	446 42%	138 61%EFGH	199 56%FGH	168 51%fGH	157 43%GH	100 33%H	102 21%	337 58%JK	325 47%K	202 26%	249 44%o	245 42%	176 42%	195 39%	130 41%	440 51%P
Prefer not to say	42 2%	20 2%	22 2%	9 4%gH	10 3%H	10 3%H	7 2%	4 1%	3 1%	18 3%K	17 2%K	7 1%	10 2%o	14 2%O	15 3%O	3 1%	14 4%Q	16 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 69

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
Christian	1016 49%	97 54%hjK	54 53%k	865 49%	47 54%K	124 52%K	92 53%jK	81 44%	85 56%HJKm	87 44%	112 40%	154 53%hjk	85 46%
NET: Other	130 6%	3 2%	1 1%	126 7%Ab	2 2%	13 5%a	7 4%	26 14%ABEFGIJLM	6 4%	10 5%	48 17%ABEFGIJLM	11 4%	4 2%
Muslim	46 2%	2 1%	1 1%	44 2%	-	4 2%	5 3%jM	12 7%ABEFGIJLM	2 1%	1 *	18 6%ABEFGIJLM	3 1%	-
Hindu	18 1%	1 *	-	17 1%	-	2 1%	-	2 1%	-	1 1%	10 4%AbFGIJLM	2 1%	-
Jewish	13 1%	-	-	13 1%	-	2 1%	-	-	-	-	9 3%aFGHIJLM	2 1%	-
Sikh	8 *	-	-	8 *	-	-	1 1%	4 2%aFijlm	-	-	2 1%	1 *	-
Buddhist	14 1%	-	-	14 1%	-	3 1%l	-	1 1%	-	4 2%agL	5 2%agL	-	1 *
Other	31 2%	1 *	1 1%	30 2%	2 2%	2 1%	1 *	6 3%Ag	4 3%a	4 2%	5 2%	4 1%	3 2%
None	865 42%	73 41%	47 46%	745 42%	34 40%	97 41%	72 42%	75 41%	58 38%	99 50%afhIKI	101 36%	118 41%	91 50%fIKI
Prefer not to say	42 2%	6 3%j	-	36 2%	4 4%bghj	3 1%	1 1%	1 1%	2 1%	1 1%	16 6%BFGHIJLM	5 2%	3 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 70

Which of the following best describes where you live?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Urban	1653	815	838	193	315	285	295	223	343	507	580	566	476	449	330	399	275	730
	81%	81%	80%	85%GH	89%FGH	87%fGH	81%GH	73%	72%	87%K	84%K	73%	85%MNO	78%	79%	80%	87%	84%
Urban - Population over 10,000	916	478	438	131	195	171	150	116	154	326	320	270	282	250	182	203	152	446
	45%	48%B	42%	58%FGH	55%FGH	52%FGH	41%H	38%	32%	56%JK	46%K	35%	50%MnO	43%	44%	41%	48%	51%
Town and Fringe	737	337	400	61	120	114	145	107	189	182	260	296	194	199	148	196	123	284
	36%	34%	38%a	27%	34%	35%c	40%C	35%c	40%C	31%	38%l	38%l	35%	35%	35%	39%	39%q	33%
NET: Rural	400	187	213	35	40	43	68	81	132	75	112	213	84	128	87	100	43	138
	19%	19%	20%	15%	11%	13%	19%De	27%CDEF	28%CDEF	13%	16%	27%IJ	15%	22%L	21%L	20%L	13%	16%
Village	356	161	194	28	40	41	57	77	113	68	98	190	73	119	75	89	40	124
	17%	16%	18%	12%	11%	13%	16%	25%CDEF	24%CDEF	12%	14%	24%IJ	13%	21%L	18%l	18%L	13%	14%
Hamlet & Isolated Dwelling	44	25	19	8	-	2	11	4	19	8	13	23	11	10	12	11	3	14
	2%	3%	2%	3%DE	-	1%	3%DE	1%D	4%DEG	1%	2%	3%i	2%	2%	3%	2%	1%	2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 71

Which of the following best describes where you live?

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Urban	1653	137	65	1452	72	197	126	158	110	150	269	235	135
	81%	77%B	63%	82%B	84%Bgi	83%BGIJM	73%	86%ABGIJM	73%	76%B	97%ABEFGHIJLM82%BGim	74%b	
Urban - Population over 10,000	916	70	32	814	31	89	70	82	68	73	235	108	58
	45%	39%	31%	46%B	36%	38%	40%	45%BM	45%BM	37%	85%ABEFGHIJLM37%	32%	
Town and Fringe	737	67	33	638	41	107	56	76	42	76	34	128	77
	36%	37%K	32%K	36%	48%BGIK	45%BGIK	33%K	42%IK	28%K	39%IK	12%	44%BGIK	42%gIK
NET: Rural	400	42	38	320	14	40	46	25	40	48	8	52	48
	19%	23%HK	37%DAEFHJKLm	18%	16%K	17%K	27%eFHKL	14%K	27%eFHKI	24%fHK	3%	18%K	26%fHKI
Village	356	30	33	292	14	37	43	19	38	45	8	50	38
	17%	17%hK	32%DAEFHKLm	17%	16%K	16%K	25%aFHKI	10%K	26%aFHKI	23%fHK	3%	17%HK	21%HK
Hamlet & Isolated Dwelling	44	11	5	28	-	3	3	6	2	3	-	2	9
	2%	6%DEFGIJKL	5%DefjKL	2%	-	1%k	2%K	3%KI	1%k	1%k	-	1%	5%eFijKL

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 72
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Working	1185 58%	609 61%B	575 55%	137 60%gH	299 84%CFGH	271 83%CFGH	277 76%CGH	154 51%H	47 10%	435 75%K	548 79%iK	202 26%	404 72%MNO	370 64%NO	238 57%O	173 35%	317 100%	867 100%
Working full time - working 30 hours per week or more	936 46%	543 54%B	393 37%	111 49%GH	255 72%CFGH	223 68%CGH	223 61%CGH	109 36%H	15 3%	366 63%K	446 64%K	125 16%	353 63%MNO	285 49%nO	177 42%O	121 24%	266 84%Q	670 77%
Working part time - working between 8 and 29 hours per week	248 12%	67 7%	182 17%A	26 11%h	44 12%H	48 15%H	54 15%H	45 15%H	32 7%	70 12%	102 15%K	77 10%	51 9%	85 15%LO	61 15%Lo	52 10%	51 16%	197 23%P
NET: Not working	868 42%	392 39%	476 45%A	91 40%DEF	56 16%	57 17%	86 24%De	150 49%cDEF	428 90%CDEFG	148 25%j	144 21%	577 74%IJ	156 28%	207 36%L	179 43%LM	326 65%LMN	-	-
Not working but seeking work or temporarily unemployed or sick	70 3%	42 4%	29 3%	21 9%DEGH	8 2%H	9 3%H	20 6%DeH	12 4%H	1 *	29 5%K	29 4%K	12 2%	8 1%	12 2%	4 1%	46 9%LMN	-	-
Not working and not seeking work/ student	163 8%	86 9%	77 7%	61 27%DEFGH	16 5%H	16 5%H	31 8%deH	38 12%DEH	2 *	78 13%JK	46 7%	39 5%	35 6%	31 5%	21 5%	76 15%LMN	-	-
Retired on a state pension only	165 8%	51 5%	113 11%A	-	-	* *	-	3 1%f	161 34%CDEFG	-	* *	164 21%IJ	8 1%	17 3%	23 5%Lm	116 23%LMN	-	-
Retired with a private pension	330 16%	194 19%B	136 13%	-	-	1 *	5 1%d	62 20%CDEF	262 55%CDEFG	-	6 1%l	324 42%IJ	87 16%O	128 22%LO	84 20%lO	30 6%	-	-
House person, housewife, househusband, etc.	140 7%	19 2%	121 11%A	9 4%H	32 9%CH	31 10%CH	31 8%CH	35 12%CH	2 1%	41 7%	62 9%K	37 5%	17 3%	19 3%	46 11%LM	58 12%LM	-	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 73

Which of the following best describes your current working status?

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Working	1185 58%	90 51%	60 58%	1035 58%a	42 49%	139 59%	103 60%	107 59%	89 59%	104 53%	198 72%ABEFGHIJLM55%	157 55%	95 52%
Working full time - working 30 hours per week or more	936 46%	68 38%	48 47%	820 46%A	33 38%	115 49%AI	82 48%a	81 44%	68 45%	81 41%	171 62%ABEFGHIJLM40%	115 40%	75 41%
Working part time - working between 8 and 29 hours per week	248 12%	23 13%	11 11%	215 12%	9 11%	24 10%	21 12%	26 14%	21 14%	24 12%	27 10%	42 15%	21 11%
NET: Not working	868 42%	88 49%dK	43 42%K	737 42%	44 51%K	97 41%K	70 40%K	76 41%K	61 41%K	93 47%K	79 28%	131 45%K	87 48%K
Not working but seeking work or temporarily unemployed or sick	70 3%	8 4%	1 1%	62 4%	6 7%Bgk	8 3%	3 2%	13 7%BGKI	5 3%	8 4%	6 2%	8 3%	6 4%
Not working and not seeking work/ student	163 8%	21 12%DGL	11 10%g	132 7%	6 7%	17 7%	7 4%	16 9%	16 11%G	15 7%	20 7%	17 6%	18 10%g
Retired on a state pension only	165 8%	16 9%	11 10%	138 8%	10 12%k	23 10%	15 9%	11 6%	9 6%	14 7%	16 6%	24 8%	17 9%
Retired with a private pension	330 16%	30 17%	15 15%	285 16%	14 17%	36 15%	26 15%	22 12%	24 16%	34 17%k	31 11%	62 22%fgHK	36 20%hK
House person, housewife, househusband, etc.	140 7%	13 7%K	6 6%	121 7%	8 9%K	14 6%k	19 11%fiKm	15 8%K	8 5%	22 11%fiKIM	7 2%	19 7%K	9 5%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 74

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender		Age										Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	1126	573	553	135	254	276	258	155	48	389	534	203	390	364	194	178	286	840
Weighted base	1185	609	575	137	299	271	277	154	47*	435	548	202	404	370	238	173	317	867
NET: Public Sector	317 27%	146 24%	172 30%A	48 35%EfgH	88 29%H	67 25%h	70 25%h	39 25%	6 13%	136 31%jK	137 25%	45 22%	115 28%	110 30%n	51 22%	42 24%	317 100%Q	-
A nationalised industry/state corporation	23 2%	19 3%B	4 1%	8 6%DEFG	5 2%	4 1%	3 1%	2 1%	1 1%	13 3%	7 1%	2 1%	8 2%	4 1%	3 1%	8 5%lMn	23 7%Q	-
Central government or civil service (including Courts service and Bank of England)	34 3%	17 3%	17 3%	7 5%e	9 3%	4 2%	8 3%	6 4%	-	16 4%	12 2%	6 3%	18 4%O	10 3%O	6 2%o	-	34 11%Q	-
Local government or council (including fire services, police and local authority controlled schools/colleges)	90 8%	42 7%	48 8%	5 4%	24 8%	24 9%c	20 7%	14 9%c	3 7%	29 7%	44 8%	17 9%	29 7%	44 12%LNO	10 4%	6 3%	90 28%Q	-
A university, or other grant funded establishment (include opted-out schools)	38 3%	17 3%	21 4%	1 1%	15 5% Cf	11 4% c	5 2%	6 4% c	-	16 4%	16 3%	6 3%	19 5%O	13 4%o	4 2%	1 1%	38 12%Q	-
A health authority or NHS Trust	80 7%	24 4%	56 10%A	16 12%eGH	23 8%Gh	17 6%gh	20 7%gh	4 2%	-	39 9%K	37 7%K	4 2%	27 7%	25 7%	11 5%	17 10%n	80 25%Q	-
The armed forces	2 *	2 *	-	-	1 *	1 *	-	-	-	1 *	1 *	-	-	-	1 *	1 1%	2 1%Q	-
Other public sector occupation (Please specify as much detail as possible)	52 4%	25 4%	26 5%	11 8%E	11 4%	6 2%	14 5%	8 5%	2 4%	22 5%	20 4%	10 5%	15 4%	14 4%	15 6%	8 5%	52 16%Q	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used. * small base

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 74

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	1185	609	575	137	299	271	277	154	47*	435	548	202	404	370	238	173	317	867
NET: Private Sector	867 73%	464 76%B	403 70%	89 65%	211 71%	204 75%C	207 75% <i>c</i>	116 75% <i>c</i>	41 87% <i>CDef</i>	300 69%	411 75% <i>i</i>	157 78% <i>l</i>	289 72%	260 70%	187 78% <i>m</i>	131 76%	-	867 100% <i>P</i>
A charity, voluntary organisation or trust	43 4%	13 2%	30 5%A	5 4%	8 3%	10 4%	11 4%	8 5%	2 5%	13 3%	20 4%	10 5%	14 3%	16 4%	7 3%	5 3%	-	43 5% <i>P</i>
Self-employed (Private sector)	133 11%	66 11%	67 12%	8 6%	27 9%	26 10%	38 14% <i>C</i>	21 14% <i>C</i>	12 26% <i>CDEFg</i>	35 8%	65 12% <i>i</i>	33 17% <i>l</i>	40 10%	52 14% <i>l</i>	24 10%	18 10%	-	133 15% <i>P</i>
None of the above/ I work in the Private sector	691 58%	385 63%B	306 53%	76 56%	176 59%	168 62%	158 57%	87 56%	26 56%	252 58%	325 59%	114 56%	235 58% <i>m</i>	191 52%	156 66% <i>M</i>	108 63% <i>M</i>	-	691 80% <i>P</i>

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Overlap formulae used. * small base

Food Fraud Survey

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Absolutes/col percents

Table 75

Do you work in any of the following occupations?

Base: All respondents who work

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1126	92	50	984	42	128	97	100	81	96	183	163	94
Weighted base	1185	90*	60*	1035	42*	139	103*	107*	89*	104*	198	157	95*
NET: Public Sector	317	27	19	272	16	35	26	29	29	23	53	31	30
	27%	29%	32%	26%	37%L	25%	25%	27%	32%I	22%	27%	20%	32%I
A nationalised industry/state corporation	23	2	-	20	1	1	-	6	1	-	7	2	3
	2%	2%	-	2%	2%	*	-	6%FGJL	1%	-	4%fgj	1%	4%gj
Central government or civil service (including Courts service and Bank of England)	34	4	2	27	4	7	3	-	1	1	4	2	5
	3%	4%H	4%h	3%	9%HIJKL	5%Hj	3%	-	1%	1%	2%	2%	5%H
Local government or council (including fire services, police and local authority controlled schools/colleges)	90	5	9	77	4	5	8	11	9	7	14	8	11
	8%	5%	14%aFI	7%	9%	4%	8%	10%f	10%f	7%	7%	5%	11%F
A university, or other grant funded establishment (include opted-out schools)	38	1	1	36	1	5	6	3	4	6	7	2	3
	3%	1%	2%	3%	3%	3%	5%al	2%	5%	6%al	3%	1%	3%
A health authority or NHS Trust	80	5	3	72	5	6	6	9	10	7	11	12	6
	7%	6%	5%	7%	13%f	4%	6%	8%	11%	7%	5%	8%	6%
The armed forces	2	-	1	1	-	-	-	-	-	-	-	1	-
	*	-	2%D	*	-	-	-	-	-	-	-	1%	-
Other public sector occupation (Please specify as much detail as possible)	52	10	3	39	1	11	3	1	4	2	10	4	3
	4%	11%DGHJKLm	5%	4%	2%	8%Hj	3%	1%	4%	2%	5%h	3%	3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

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Absolutes/col percents

Table 75

Do you work in any of the following occupations?

Base: All respondents who work

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	1185	90*	60*	1035	42*	139	103*	107*	89*	104*	198	157	95*
NET: Private Sector	867 73%	64 71%	41 68%	763 74%	27 63%	104 75%	77 75%	78 73%	60 68%	81 78%	146 73%	126 80% ^a Eim	65 68%
A charity, voluntary organisation or trust	43 4%	2 2%	3 6%	38 4%	- -	3 2%	4 4%	2 2%	1 2%	4 4%	7 4%	8 5%	7 7% ^h
Self-employed (Private sector)	133 11%	8 9%	7 12%	118 11%	7 17% ^h	17 12%	8 8%	6 6%	9 10%	8 8%	26 13% ^h	27 17% ^a GHj	10 10%
None of the above/ I work in the Private sector	691 58%	54 60%	30 51%	607 59%	20 46%	84 60%	65 63% ^e	69 65% ^{em}	50 56%	69 66% ^{em}	113 57%	90 57%	48 51%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

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Absolutes/col percents

Table 76

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
No children aged 18 or under	1485 72%	753 75%B	732 70%	193 85%DEF	210 59%E	119 36%	223 61%E	276 91%cDEF	464 98%CDEFG	403 69%J	342 49%	740 95%IJ	387 69%	441 76%LN	290 70%	367 74%	207 65%	538 62%
NET: Yes	558 27%	240 24%	317 30%A	33 14%gH	143 40%CGH	207 63%CDFGH	139 38%CGH	28 9%H	9 2%	175 30%K	345 50%IK	37 5%	171 31%M	130 23%	126 30%M	130 26%	108 34%	324 37%
NET: Any 5-18	449 22%	204 20%	245 23%	11 5%H	94 27%CGH	176 54%CDFGH	131 36%CDGH	28 9%cH	9 2%	105 18%K	307 44%IK	37 5%	142 25%MO	105 18%	105 25%Mo	97 19%	86 27%	269 31%
NET: Any 11-18	295 14%	143 14%	152 14%	3 1%	30 8%CH	109 33%CDGH	121 33%CDGH	24 8%CH	7 1%	33 6%	230 33%IK	31 4%	90 16%M	61 11%	69 17%M	74 15% m	58 18%	179 21%
Yes - children aged under 5 years old	199 10%	76 8%	123 12%A	28 12%FGH	90 25%CFGH	67 20%CFGH	13 4%GH	- *	1 *	118 20%JK	80 12%K	1 *	60 11%	47 8%	42 10%	50 10%	42 13%	99 11%
Yes - children aged 5 to 10 years old	251 12%	110 11%	141 13%	10 4%H	77 22%CFGH	117 36%CDFGH	36 10%CGH	9 3%H	2 *	87 15%K	153 22%IK	11 1%	89 16%MO	59 10%	55 13%	48 10%	47 15%	150 17%
Yes - children aged 11 to 15 years old	206 10%	92 9%	114 11%	3 1%H	27 8%CGH	87 27%CDGH	78 21%CDGH	12 4%cH	- -	29 5%K	165 24%IK	12 1%	76 14%MO	40 7%	44 10% m	46 9%	43 14%	127 15%
Yes - children aged 16 to 18 years old	122 6%	63 6%	59 6%	3 1%	3 1%	31 9%CDGH	65 18%CDEGH	13 4%CDH	7 1%	5 1%	96 14%IK	20 3% l	28 5%	29 5%	31 7%	34 7%	21 7%	74 9%
Refused	10 *	9 1%B	2 *	2 1%	2 1%	3 1%	1 *	- -	1 *	4 1%	5 1%	1 *	3 *	5 1% n	- -	2 *	3 1%	5 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 77

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
No children aged 18 or under	1485 72%	134 75%h	70 68%	1281 72%	67 77%h	168 71%	117 68%	119 65%	116 77%gH	140 71%	207 75%h	204 71%	144 79%bfGHI
NET: Yes	558 27%	45 25%	33 32%m	480 27%	19 22%	66 28%	54 31%M	63 35%aelKM	34 23%	56 28%	68 24%	81 28%	39 21%
NET: Any 5-18	449 22%	39 22%	19 19%	390 22%	15 18%	60 25%	40 23%	49 27%ikm	27 18%	43 22%	53 19%	69 24%	34 18%
NET: Any 11-18	295 14%	27 15%k	11 11%	256 14%	13 15%	38 16%K	27 16%k	31 17%K	22 14%	30 15%k	26 9%	50 17%Km	21 11%
Yes - children aged under 5 years old	199 10%	14 8%	17 16%DaeFILM	168 10%	6 7%	17 7%	24 14%FLM	28 15%AeFiLM	12 8%	19 9%	29 10%	22 8%	12 7%
Yes - children aged 5 to 10 years old	251 12%	23 13%E	13 13%E	214 12%	3 4%	37 16%Ei	21 12%E	28 15%E	14 9%	20 10%e	39 14%E	34 12%E	18 10%e
Yes - children aged 11 to 15 years old	206 10%	17 9%	8 8%	181 10%	10 12%	29 12%	17 10%	22 12%	14 9%	22 11%	23 8%	30 11%	13 7%
Yes - children aged 16 to 18 years old	122 6%	10 6%	3 3%	108 6%	6 7%	15 6%	12 7%k	13 7%k	8 5%	13 7%	9 3%	23 8%K	10 5%
Refused	10 *	- -	- -	10 1%	1 1%	2 1%	1 1%	- -	- -	1 *	3 1%	2 1%	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 78

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
Anglia	212 10%	93 9%	119 11%	21 9%	42 12%g	41 13%g	39 11%	23 8%	45 10%	63 11%	80 12%k	68 9%	61 11%	61 11%	42 10%	48 10%	24 8%	90 10%
Border	16 1%	8 1%	8 1%	2 1%	1 *	- -	2 1%	4 1%e	7 2%dE	3 *	2 *	11 1%jJ	4 1%	3 *	2 *	7 1%m	2 *	6 1%
Central	286 14%	147 15%	139 13%	31 14%	55 15%h	37 11%	57 16%h	56 18%EH	51 11%	85 15%	94 14%	107 14%	70 13%	94 16%l	55 13%	66 13%	47 15%	124 14%
Granada	227 11%	118 12%	109 10%	31 13%	41 11%	36 11%	34 9%	37 12%	50 10%	71 12%	69 10%	87 11%	50 9%	70 12%l	54 13%l	53 11%	34 11%	99 11%
London	382 19%	185 18%	197 19%	50 22%GH	89 25%fGH	66 20%Gh	68 19%G	37 12%	71 15%	139 24%jK	134 19%K	109 14%	157 28%MNO	104 18%O	58 14%	63 13%	69 22%	191 22%
Meridian	219 11%	106 11%	113 11%	9 4%	32 9%C	28 8%C	34 9%C	42 14%CdEf	74 16%CDEF	41 7%	62 9%	116 15%lJ	52 9%	52 9%	46 11%	68 14%LM	21 7%	98 11%P
STV	171 8%	90 9%	80 8%	17 7%	19 5%	27 8%	29 8%	32 11%D	46 10%D	36 6%	56 8%	78 10%l	37 7%	48 8%	35 8%	50 10%l	24 8%	61 7%
Tyne Tees	85 4%	35 3%	50 5%	11 5%	9 3%	13 4%	18 5%	12 4%	22 5%	20 3%	31 5%	34 4%	22 4%	23 4%	13 3%	27 5%	16 5%	25 3%
Wales	102 5%	46 5%	56 5%	10 5%	16 4%	19 6%	19 5%	14 4%	24 5%	26 4%	38 6%	38 5%	21 4%	29 5%	23 6%	29 6%	18 6%	40 5%
West	46 2%	28 3%	18 2%	8 3%g	7 2%	10 3%g	6 2%	3 1%	11 2%	15 3%	17 2%	14 2%	15 3%	13 2%	7 2%	10 2%	14 4%Q	11 1%
Westcountry	115 6%	53 5%	62 6%	13 6%	21 6%	15 4%	18 5%	17 5%	31 7%	34 6%	33 5%	48 6%	25 5%	30 5%	29 7%	30 6%	20 6%	39 5%
Yorkshire	193 9%	94 9%	100 9%	26 12%d	23 7%	36 11%d	39 11%d	28 9%	41 9%	50 9%	75 11%	69 9%	44 8%	49 8%	53 13%Lm	47 9%	29 9%	83 10%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 79
Which of the following ITV regions do you live in?
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
Anglia	212 10%	-	-	212 12%AB	-	-	-	3 1% <i>f</i>	18 12%ABEFGHKLM	175 89%ABEFGHIKLM	1	15 5%ABEFGHKM	1 *
Border	16 1%	6 4%DbGHIJKLM	-	10 1%	1 1% <i>kl</i>	8 4%bGHIJKLM	-	-	-	-	-	-	-
Central	286 14%	3 1% <i>k</i>	-	283 16%AB	-	3 1% <i>k</i>	-	163 89%ABEFGIJKLM	107 71%ABEFGJKLM	-	-	6 2% <i>gjk</i>	5 3%GJK
Granada	227 11%	-	1 1%	227 13%AB	* 1%	221 93%ABEGHIJKLM	-	5 3%AGJKLM	1 *	-	-	-	-
London	382 19%	-	-	382 22%AB	-	1 1%	-	1 *	1 1%	21 11%ABEFGHIM	276 100%ABEFGHIJLM	81 28%ABEFGHIJM	-
Meridian	219 11%	-	-	219 12%AB	-	-	-	2 1% <i>k</i>	2 2% <i>fk</i>	-	-	185 64%ABEFGHIJKM	29 16%ABEFGHIJK
STV	171 8%	170 95%DBEFGHIJKLM	-	1 *	-	-	-	-	-	-	-	1 *	-
Tyne Tees	85 4%	-	-	85 5%AB	81 94%ABFGHIJKLM	-	4 2%aFhijKLM	-	-	-	-	-	-
Wales	102 5%	-	101 99%DAEFGHIJKLM	1 *	-	-	-	-	-	-	-	-	1 *
West	46 2%	-	1 1%	45 3%A	-	3 1% <i>kl</i>	-	7 4%aEgIJKL	-	-	-	-	35 19%ABEFGHIJKL
Westcountry	115 6%	-	-	115 6%AB	-	-	-	3 1% <i>fkl</i>	-	-	-	-	112 61%ABEFGHIJKL
Yorkshire	193 9%	-	-	193 11%AB	3 4%AbFHJKLM	-	169 98%ABEFHIJKLM	-	20 14%ABEFHJKLM	1 *	-	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 80
Marital Status
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
Single	593 29%	325 32%B	268 26%	178 78%DEFGH	146 41%EFGH	85 26%GH	102 28%GH	52 17%H	29 6%	324 56%JK	188 27%K	81 10%	163 29%	168 29%	110 26%	152 30%	111 35%	285 33%
NET: Married/ Civil partnership/ co habiting	1178 57%	586 58%	592 56%	47 21%	204 57%C	221 67%CDF	214 59%C	194 64%C	298 63%C	251 43%	435 63%I	492 63%I	365 65%MO	313 54%O	269 65%MO	231 46%	170 53%	512 59%
Married	860 42%	449 45%B	411 39%	14 6%	104 29%C	151 46%CD	155 43%CD	157 52%CDF	280 59%CDEFg	117 20%	306 44%I	437 56%IJ	263 47%MO	222 38%o	213 51%MO	163 33%	103 32%	343 40%p
Civil Partnership	20 1%	14 1%b	6 1%	2 1%	7 2%H	3 1%	5 1%H	3 1%h	1 *	8 1%k	8 1%	4 *	5 1%	7 1%	5 1%	3 1%	3 1%	12 1%
Co Habiting	298 14%	122 12%	175 17%A	32 14%H	94 26%CeFGH	67 20%cfGH	54 15%H	34 11%H	18 4%	125 22%jK	121 17%K	52 7%	97 17%no	84 15%	51 12%	66 13%	64 20%	157 18%
NET: Widowed/ separated/ divorced	268 13%	86 9%	181 17%A	-	1 *	18 5%CD	44 12%CDE	57 19%CDEF	147 31%CDEFG	1 *	62 9%I	204 26%IJ	28 5%	91 16%LN	35 8%I	113 23%LMN	31 10%	65 7%
Widowed	88 4%	22 2%	66 6%A	-	-	3 1%	4 1%d	10 3%CDEF	72 15%CDEFG	-	6 1%I	81 10%IJ	6 1%	36 6%LN	9 2%	36 7%LN	5 2%	13 1%
Separated	28 1%	15 1%	13 1%	-	*	3 1%	14 4%CDEGH	3 1%	7 1%cd	*	17 3%I	10 1%I	3 *	10 2%L	9 2%L	6 1%	6 2%	9 1%
Divorced	152 7%	50 5%	102 10%A	-	1 *	12 4%CD	27 7%CDe	44 14%CDEF	15 15%CDEF	*	39 6%I	113 14%IJ	19 3%	45 8%LN	17 4%	71 14%LMN	20 6%	44 5%
Prefer not to answer	14 1%	5 1%	9 1%	3 1%H	4 1%H	4 1%H	3 1%h	1 *	-	7 1%K	7 1%K	1 *	3 1%	5 1%	3 1%	3 1%	6 2%q	5 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 81
Marital Status
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
Single	593 29%	51 29%	24 23%	518 29%	24 28%	66 28%	45 26%	52 29%	43 29%	52 26%	114 41% ABEFGHIJLM23%	66 23%	55 30% I
NET: Married/ Civil partnership/ co habiting	1178 57%	96 54%	68 66% aK	1015 57%	47 55%	135 57% k	101 59% k	111 61% K	84 56%	122 62% K	134 48%	175 61% K	105 58% k
Married	860 42%	70 39%	47 46% K	743 42%	36 42%	94 40% k	75 43% K	83 45% K	61 41% k	88 45% K	87 31%	137 48% afK	82 45% K
Civil Partnership	20 1%	1 1%	- -	19 1%	* 1%	2 1%	4 3% K	3 2% K	1 1%	3 2% K	- -	3 1%	1 1%
Co Habiting	298 14%	24 14%	21 20% lm	253 14%	11 12%	40 17%	22 13%	25 14%	22 15%	30 15%	47 17%	34 12%	22 12%
NET: Widowed/ separated/ divorced	268 13%	32 18% dhJK	11 11%	225 13%	15 18% jK	33 14% k	24 14%	19 10%	21 14%	19 10%	24 9%	46 16% jK	22 12%
Widowed	88 4%	8 4% h	6 5% h	74 4%	8 9% HjL	10 4% h	9 5% H	2 1%	8 5% h	7 4%	12 4% h	9 3%	8 4% h
Separated	28 1%	3 2%	2 2%	23 1%	1 1%	1 1%	4 2%	3 1%	5 3% fK	2 1%	1 *	5 2%	1 1%
Divorced	152 7%	21 12% DBiJK	3 3%	128 7%	7 8%	22 9% bK	11 6%	14 8% k	8 5%	10 5%	11 4%	32 11% BIJK	12 7%
Prefer not to answer	14 1%	- -	- -	14 1%	- -	2 1%	3 2% Lm	1 *	1 1%	4 2% aLm	5 2% L	- -	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 82

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
Glasgow	94 5%	52 5%	43 4%	10 5%	15 4%	18 5%	18 5%	18 6%	16 3%	25 4%	36 5%	33 4%	24 4%	22 4%	20 5%	29 6%	18 6%	30 4%
Edinburgh	65 3%	33 3%	32 3%	5 2%	7 2%	7 2%	10 3%	13 4%	23 5%de	13 2%	17 2%	36 5%lJ	11 2%	25 4%L	11 3%	19 4%	6 2%	29 3%
Newcastle	85 4%	35 3%	50 5%	10 4%	9 3%	12 4%	17 5%	13 4%	24 5%de	19 3%	29 4%	37 5%	20 4%	25 4%	13 3%	28 6%de	16 5%	26 3%
Leeds	87 4%	39 4%	48 5%	12 5%	11 3%	16 5%	21 6%	11 4%	17 4%	22 4%	37 5%	27 4%	27 5%	18 3%	23 6%	19 4%	13 4%	42 5%
Hull	39 2%	20 2%	19 2%	9 4%DF	2 1%	6 2%	3 1%	7 2%de	12 3%de	10 2%	9 1%	20 3%	5 1%	13 2%	12 3%L	10 2%	4 1%	18 2%
Sheffield	56 3%	30 3%	26 2%	6 3%	11 3%	9 3%	10 3%	7 2%	12 3%	18 3%	19 3%	20 3%	10 2%	17 3%	12 3%	17 3%	10 3%	19 2%
Manchester	171 8%	98 10%B	73 7%	26 11%g	32 9%	28 8%	27 7%	19 6%	41 9%	57 10%	54 8%	59 8%	43 8%	53 9%	40 10%	36 7%	21 7%	80 9%
Liverpool	66 3%	30 3%	36 3%	5 2%	11 3%	10 3%	9 2%	19 6%CdeFH	13 3%	16 3%	19 3%	32 4%	12 2%	15 3%	19 4%l	20 4%	14 4%	21 2%
Nottingham	99 5%	53 5%	47 4%	9 4%	26 7%H	15 5%	22 6%h	12 4%	15 3%	35 6%k	37 5%	28 4%	20 4%	42 7%LO	21 5%	16 3%	21 7%	44 5%
Birmingham	174 8%	79 8%	96 9%	27 12%H	29 8%	28 8%	34 9%H	30 10%H	25 5%	57 10%	62 9%	56 7%	47 8%	48 8%	32 8%	48 10%	27 8%	78 9%
Norwich	77 4%	35 3%	43 4%	6 2%	14 4%	13 4%	16 4%	11 4%	17 4%	20 3%	29 4%	28 4%	16 3%	34 6%LO	14 3%	14 3%	10 3%	31 4%
Milton Keynes	56 3%	26 3%	30 3%	4 2%	12 3%g	13 4%G	11 3%	3 1%	12 3%	17 3%	24 3%	16 2%	22 4%M	6 1%	12 3%de	16 3%M	11 3%	23 3%
Brighton	49 2%	24 2%	25 2%	1 1%	3 1%	4 1%	8 2%	15 5%CDEF	19 4%CDE	4 1%	11 2%	34 4%lJ	11 2%	11 2%	11 3%	16 3%	6 2%	17 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Prepared by ComRes

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 82

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
Oxford	31 1%	16 2%	15 1%	3 1%	8 2%g	3 1%	6 2%	2 *	10 2%	11 2%	9 1%	11 1%	11 2%N	11 2%N	1 *	8 2%n	4 1%	13 1%
London	476 23%	229 23%	247 23%	55 24%G	108 30%FGH	86 26%GH	83 23%g	50 16%	93 20%	163 28%K	169 24%K	143 18%	185 33%MNO	118 21%	80 19%	92 18%	74 23%	242 28%
Southampton	90 4%	39 4%	50 5%	4 2%	11 3%	12 4%	11 3%	18 6% Cf	33 7% CDeF	15 3%	23 3%	51 7% IJ	23 4%	26 4%	19 4%	22 4%	7 2%	39 5%
Bristol	65 3%	40 4%b	26 2%	12 5%G	11 3%	10 3%	13 4%	4 1%	15 3%	23 4%	23 3%	19 2%	22 4%	17 3%	13 3%	13 3%	12 4%	24 3%
Plymouth	71 3%	34 3%	37 4%	5 2%	9 3%	9 3%	12 3%	14 5%	22 5%	14 2%	21 3%	36 5%l	10 2%	23 4%l	19 4%L	20 4%l	15 5%q	20 2%
Cardiff	76 4%	35 4%	41 4%	8 4%	12 4%	15 5%	12 3%	13 4%	15 3%	21 4%	27 4%	28 4%	16 3%	23 4%	15 3%	23 5%	14 4%	33 4%
None of these	123 6%	55 6%	68 6%	11 5%	12 3%	14 4%	21 6%	25 8%De	41 9%cDE	23 4%	35 5%	65 8%IJ	23 4%	32 6%	33 8%L	36 7%L	14 4%	38 4%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 83

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
Glasgow	94 5%	94 53%DBEFGHIJKLM	-	-	-	-	-	-	-	-	-	-	-
Edinburgh	65 3%	65 37%DBEFGHIJKLM	-	-	-	-	-	-	-	-	-	-	-
Newcastle	85 4%	-	-	85 5%AB	77 89%ABFGHIJKLM	6 3%AHJKLM	2 1%kl	-	-	-	-	-	-
Leeds	87 4%	-	-	87 5%AB	5 6%ABFGHIJKLM	2 1%	80 47%ABEFGHIJKLM	-	-	-	-	-	-
Hull	39 2%	-	-	39 2%a	1 1%	-	35 20%ABEFGHIJKLM	-	4 3%AFHIJKLM	-	-	-	-
Sheffield	56 3%	-	-	56 3%A	-	-	47 27%ABEFGHIJKLM	-	9 6%ABEFGHIJKLM	-	-	-	-
Manchester	171 8%	-	3 3%aJKLm	169 10%AB	* 1%	157 67%ABEFGHIJKLM	1 *	9 5%AGIKLM	1 1%	-	-	-	-
Liverpool	66 3%	-	10 9%DAEGHIJKLM	56 3%A	-	56 24%ABEFGHIJKLM	-	1 *	-	-	-	-	-
Nottingham	99 5%	-	-	99 6%AB	-	-	3 2%fKLm	* *	93 62%ABEFGHIJKLM	3 2%fL	-	-	-
Birmingham	174 8%	-	1 1%l	173 10%AB	-	-	-	164 90%ABEFGIKLM	7 4%AeFGJKL	-	-	-	2 1%kl
Norwich	77 4%	-	-	77 4%Ab	-	-	-	-	1 1%	74 38%ABEFGHIKLM	1 *	1 *	-
Milton Keynes	56 3%	-	-	56 3%A	-	1 *	-	-	13 9%ABEFGHKLM	33 17%ABEFGHIKLM	-	9 3%AbFGHKM	-
Brighton	49 2%	-	-	49 3%A	-	-	-	-	-	-	-	48 17%ABEFGHIJKM	1 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 83

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
Oxford	31 1%	-	-	31 2%a	-	1 *	-	1 1%	2 2%k	-	-	21 7%ABEFGHIJKm	6 3%AFGJK
London	476 23%	-	-	476 27%AB	-	-	-	-	2 2%f	66 33%ABEFGHIM	276 100%ABEFGHIJLM	131 46%ABEFGHIJM	-
Southampton	90 4%	-	-	90 5%AB	-	-	-	-	-	-	-	61 21%ABEFGHIJK	29 16%ABEFGHIJK
Bristol	65 3%	-	-	65 4%Ab	-	-	-	1 *	-	-	-	1 *	64 35%ABEFGHIJKL
Plymouth	71 3%	-	-	71 4%Ab	-	-	-	-	-	2 1%	-	-	69 38%ABEFGHIJKL
Cardiff	76 4%	-	75 73%DAEFGHIJKLM *	1	-	-	-	1 1%	-	-	-	-	-
None of these	123 6%	19 11%DFGHKL	14 14%DEFGHKLm	90 5%	3 4%K	14 6%K	4 2%K	5 3%K	17 12%efGHKL	20 10%GHKI	-	15 5%K	11 6%gK

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 84

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
Up to £7,000	(3.5) 65 3%	26 3%	39 4%	15 7%DEFH	8 2%	9 3%	12 3%	13 4%h	8 2%	23 4%	21 3%	21 3%	4 1%	10 2%	8 2%	44 9%LMN	5 1%	10 1%
£7,001 to £14,000	(10.5) 275 13%	108 11%	167 16%A	26 11% ^d	22 6%	34 10% ^d	47 13% ^D	49 16% ^{DE}	96 20% ^{CDEF}	48 8%	81 12% ⁱ	145 19% ^J	15 3%	57 10% ^L	46 11% ^L	157 31% ^{LMN}	18 6%	64 7%
£14,001 to £21,000	(17.5) 364 18%	176 18%	188 18%	29 13%	36 10%	56 17% ^D	46 13%	65 21% ^{CDF}	132 28% ^{CDEFg}	65 11%	101 15% ⁱ	197 25% ^J	46 8%	101 17% ^L	91 22% ^L	126 25% ^{LM}	42 13%	125 14%
£21,001 to £28,000	(24.5) 302 15%	162 16% ^b	140 13%	19 8%	48 14% ^{cE}	25 8%	59 16% ^{CE}	61 20% ^{CDE}	90 19% ^{CdE}	67 12%	83 12%	151 19% ^J	57 10%	103 18% ^{LO}	75 18% ^{Lo}	66 13%	43 14%	114 13%
£28,001 to £34,000	(31) 252 12%	129 13%	123 12%	19 8%	45 13%	41 13%	43 12%	46 15% ^C	57 12%	64 11%	84 12%	104 13%	61 11%	82 14% ^O	66 16% ^{LO}	44 9%	35 11%	123 14%
£34,001 to £41,000	(37.5) 202 10%	103 10%	99 9%	24 11%	38 11% ^h	35 11% ^h	38 10% ^h	33 11% ^h	33 7%	63 11%	73 11%	66 8%	70 12% ^O	57 10% ^O	55 13% ^O	20 4%	40 13%	112 13%
£41,001 to £48,000	(44.5) 85 4%	37 4%	48 5%	13 6% ^{gH}	24 7% ^{GH}	19 6% ^{gH}	16 4% ^H	8 3%	5 1%	37 6% ^K	35 5% ^K	13 2%	27 5% ^O	40 7% ^{NO}	11 3%	7 1%	21 7%	49 6%
£48,001 to £55,000	(51.5) 99 5%	53 5%	45 4%	11 5% ^{gH}	26 7% ^{GH}	24 7% ^{GH}	26 7% ^{GH}	5 2%	6 1%	37 6% ^K	51 7% ^K	11 1%	58 10% ^{MNO}	20 4% ^O	15 4% ^O	6 1%	36 11% ^Q	53 6%
£55,001 to £62,000	(58.5) 48 2%	23 2%	25 2%	6 3% ^{GH}	13 4% ^{GH}	15 5% ^{GH}	11 3% ^{GH}	1 *	2 1%	19 3% ^K	26 4% ^K	4 *	28 5% ^{MNO}	10 2% ^o	8 2% ^o	2 *	15 5%	28 3%
£62,001 to £69,000	(65.5) 59 3%	33 3%	26 2%	9 4% ^{GH}	28 8% ^{cEFGH}	12 4% ^{GH}	7 2% ^g	1 *	4 1%	37 6% ^{JK}	18 3% ^K	5 1%	38 7% ^{MNO}	17 3% ^{NO}	3 1%	2 *	7 2%	45 5% ^P
£69,001 to £76,000	(72.5) 44 2%	27 3%	17 2%	11 5% ^{eGH}	12 3% ^{gH}	7 2% ^H	10 3% ^H	3 1%	1 *	23 4% ^K	17 2% ^K	4 1%	29 5% ^{MNO}	11 2% ^O	4 1% ^O	-	14 4%	23 3%
£76,001 to £83,000	(79.5) 18 1%	11 1%	8 1%	2 1% ^h	4 1% ^{gH}	5 2% ^{GH}	8 2% ^{GH}	-	-	6 1% ^K	13 2% ^K	-	12 2% ^{NO}	6 1% ^O	1 *	-	1 *	16 2% ^p
£83,001 or more	(86) 79 4%	48 5% ^B	31 3%	18 8% ^{fGH}	21 6% ^{GH}	21 6% ^{GH}	14 4% ^{GH}	4 1%	1 *	39 7% ^K	35 5% ^K	5 1%	66 12% ^{MNO}	11 2% ^{nO}	2 *	-	15 5%	47 5%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 84

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age							Social Grade				Employment Sector				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
Prefer not to answer	161 8%	64 6%	97 9%A	25 11%G	29 8%	25 8%	28 8%	15 5%	38 8%	55 9%	53 8%	53 7%	50 9%O	52 9%O	32 8%	26 5%	25 8%	58 7%
Average income (£000's)	31.35	33.10B	29.63	36.40GH	39.53FGH	36.31GH	33.44GH	24.74H	22.22	38.33JK	34.80K	23.22	46.85MNO	31.11NO	27.38O	18.12	37.90	37.28

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 85

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
Up to £7,000	(3.5) 65 3%	5 3%	3 3%	57 3%	8 9%AFGJKLm	6 2%	4 2%	9 5%J	6 4%	2 1%	7 3%	10 3%	6 3%
£7,001 to £14,000	(10.5) 275 13%	32 18%dFK	15 15%	228 13%	17 20%FK	25 10%	22 13%	22 12%	27 18%fK	24 12%	26 9%	37 13%	28 16%k
£14,001 to £21,000	(17.5) 364 18%	36 20%K	17 17%	310 17%	17 20%K	46 20%K	38 22%K	39 22%K	22 15%	33 17%k	30 11%	54 19%K	29 16%
£21,001 to £28,000	(24.5) 302 15%	30 17%K	18 18%K	253 14%	13 15%K	46 19%HJK	29 17%K	20 11%	27 18%hK	23 12%k	18 7%	40 14%K	36 20%HJK
£28,001 to £34,000	(31) 252 12%	24 13%K	13 13%k	215 12%	9 10%	34 14%K	20 11%	25 13%K	25 17%Km	32 16%Km	18 6%	36 13%K	17 9%
£34,001 to £41,000	(37.5) 202 10%	15 8%	9 9%	178 10%	4 5%	23 10%	13 7%	27 15%aEGj	13 9%	17 9%	30 11%	30 10%	22 12%
£41,001 to £48,000	(44.5) 85 4%	5 3%	6 6%	75 4%	7 8%afh	7 3%	6 3%	5 3%	7 5%	9 4%	12 4%	13 5%	9 5%
£48,001 to £55,000	(51.5) 99 5%	5 3%	9 8%aij	85 5%	5 5%	14 6%	9 5%	6 3%	4 3%	7 3%	23 8%AhJlm	12 4%	7 4%
£55,001 to £62,000	(58.5) 48 2%	2 1%	2 2%	44 2%	- -	5 2%	3 2%	5 3%	3 2%	4 2%	15 6%AEfjM	8 3% <i>m</i>	1 *
£62,001 to £69,000	(65.5) 59 3%	3 2%	3 3%	53 3%	1 1%	2 1%	4 2%	4 2%	6 4%F	7 4%f	18 7%AeFgHLm	7 2%	5 3%
£69,001 to £76,000	(72.5) 44 2%	5 3%	1 1%	38 2%	- -	2 1%	3 2%	6 3%	1 1%	4 2%	12 4%eFil	4 1%	6 3%f
£76,001 to £83,000	(79.5) 18 1%	1 *	- -	18 1%	- -	3 1%	1 *	- -	- -	3 1%	4 2%	5 2%h	2 1%
£83,001 or more	(86) 79 4%	3 2%	1 1%	74 4%	- -	7 3%	5 3%	2 1%	2 1%	13 6%AbEfHII	32 12%ABEFGHJLM	3 3%	7 4%eh

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 85

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
Prefer not to answer	161 8%	13 7%	4 4%	144 8%	5 6%	17 7%	16 9%im	14 8%	6 4%	21 11%bIM	32 12%BIM	25 9%	8 4%
Average income (£000's)	31.35	27.34e	29.18E	31.89A	23.26	29.93E	29.16E	28.74E	27.73e	34.07AbEfGHII	43.68ABEFghIJL M	30.48E	30.63E

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 86

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2053	1026	1027	240	314	339	357	315	488	554	696	803	571	585	357	540	286	840
Weighted base	2053	1002	1051	228	355	328	363	304	475	583	692	779	560	577	417	499	317	867
NET: Yes	438 21%	219 22%	219 21%	21 9%	33 9%	57 17%CD	88 24%CDE	96 32%CDEF	142 30%CDEF	54 9%	146 21%I	238 31%IJ	80 14%	106 18%I	77 18%	175 35%LMN	49 15%Q	90 10%
Yes - physical condition	282 14%	140 14%	143 14%	5 2%	9 3%	25 8%CD	58 16%CDE	72 24%CDEF	113 24%CDEF	14 2%	84 12%I	185 24%IJ	49 9%	64 11%	52 12%	117 23%LMN	25 8%	50 6%
Yes - mental condition	160 8%	81 8%	79 8%	18 8%H	28 8%H	36 11%H	42 11%H	28 9%H	9 2%	46 8%K	78 11%IK	37 5%	31 5%	36 6%	31 7%	63 13%LMN	19 6%	44 5%
Yes - disability	148 7%	86 9%B	62 6%	3 1%	4 1%	16 5%CD	39 11%CDE	38 12%CDE	49 10%CDE	7 1%	55 8%I	86 11%IJ	21 4%	28 5%	23 5%	77 15%LMN	9 3%	17 2%
Yes - other	18 1%	11 1%	7 1%	3 1% ^d	-	3 1% ^d	4 1% ^d	5 2%D	4 1%	3 *	7 1%	9 1%	3 1%	7 1%	2 *	6 1%	5 2%Q	3 *
No	1571 77%	768 77%	803 76%	197 86%FGH	312 88%EFGH	264 81%FGH	264 73%	202 67%	331 70%	508 87%JK	529 76%K	534 69%	473 84%MnO	455 79%O	332 80%O	312 63%	265 84%	751 87%
Prefer not to say	44 2%	15 1%	29 3% ^a	10 4% ^{gH}	10 3%H	6 2%H	11 3%H	5 2% ^h	2 *	20 3%K	17 2%K	7 1%	7 1%	16 3%I	8 2%	12 2%	4 1%	25 3%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Food Fraud Survey

ONLINE Fieldwork: 13th-14th August 2018

Absolutes/col percents

Table 87

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2053	182	92	1779	85	232	175	177	145	195	259	313	198
Weighted base	2053	179	103*	1772	86*	236	172	183	150	197	277	287	183
NET: Yes	438 21%	51 28%DeGK	21 21%K	366 21%	15 18%	52 22%gK	24 14%	41 23%gK	47 31%bEfGjK	43 22%gK	30 11%	67 23%GK	45 25%GK
Yes - physical condition	282 14%	35 20%DGjK	18 17%gK	230 13%	11 12%k	33 14%K	16 9%	25 13%K	37 25%EFHGJKLM	24 12%K	17 6%	39 14%K	27 15%K
Yes - mental condition	160 8%	20 11%beGK	5 5%	136 8%	3 4%	17 7%	6 4%	22 12%beGK	17 12%beGK	22 11%beGK	12 4%	22 8%g	14 8%
Yes - disability	148 7%	20 11%DGHJK	12 11%GhJK	117 7%	7 8%K	20 8%gjk	6 3%	9 5%	19 13%GHJKI	8 4%	6 2%	21 7%K	21 12%GHJK
Yes - other	18 1%	2 1%	-	16 1%	-	2 1%	2 1%	-	3 2%hl	2 1%	5 2%	1 *	2 1%
No	1571 77%	128 72%	81 79%l	1362 77%	68 79%i	182 77%l	146 85%AFHIJLM	136 75%	99 66%	147 75%	240 86%AFHIJLM	209 73%	134 73%
Prefer not to say	44 2%	-	-	44 2%A	3 3%A	2 1%	2 1%	5 3%A	4 3%A	7 3%Ab	7 3%A	11 4%Abfg	3 2%a

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Page	Table	Title	Base Description	Base
●	1	1	Q1. To what extent do you trust or distrust that the food you buy is what the label claims it to be?	Base: All respondents	2053
●	2	2	Q1. To what extent do you trust or distrust that the food you buy is what the label claims it to be?	Base: All respondents	2053
●	3	3	Q2. Five years ago, traces of horse meat were found in a number of meat products sold in British supermarkets. Since that discovery, are you more or less concerned that the food you buy might be different from what the label claims it to be?	Base: All respondents	2053
●	4	4	Q2. Five years ago, traces of horse meat were found in a number of meat products sold in British supermarkets. Since that discovery, are you more or less concerned that the food you buy might be different from what the label claims it to be?	Base: All respondents	2053
●	5	5	Q3. To what extent are you concerned that the food products you buy may be falsely labelled?	Base: All respondents	2053
●	6	6	Q3. To what extent are you concerned that the food products you buy may be falsely labelled?	Base: All respondents	2053
	7	7	Q4. To what extent would the following factors be important in influencing you when buying food products? Summary	Base: All respondents	2053
●	8	8	Q4. To what extent would the following factors be important in influencing you when buying food products? Locally produced	Base: All respondents	2053
●	9	9	Q4. To what extent would the following factors be important in influencing you when buying food products? Locally produced	Base: All respondents	2053
●	10	10	Q4. To what extent would the following factors be important in influencing you when buying food products? Organic	Base: All respondents	2053
●	11	11	Q4. To what extent would the following factors be important in influencing you when buying food products? Organic	Base: All respondents	2053
●	12	12	Q4. To what extent would the following factors be important in influencing you when buying food products? Brand reputation	Base: All respondents	2053

	Page	Table	Title	Base Description	Base
●	13	13	Q4. To what extent would the following factors be important in influencing you when buying food products? Brand reputation	Base: All respondents	2053
●	14	14	Q4. To what extent would the following factors be important in influencing you when buying food products? Provenance (knowing where the food was produced)	Base: All respondents	2053
●	15	15	Q4. To what extent would the following factors be important in influencing you when buying food products? Provenance (knowing where the food was produced)	Base: All respondents	2053
●	16	16	Q4. To what extent would the following factors be important in influencing you when buying food products? Price	Base: All respondents	2053
●	17	17	Q4. To what extent would the following factors be important in influencing you when buying food products? Price	Base: All respondents	2053
●	18	18	Q4. To what extent would the following factors be important in influencing you when buying food products? Sustainability/ environmental impact	Base: All respondents	2053
●	19	19	Q4. To what extent would the following factors be important in influencing you when buying food products? Sustainability/ environmental impact	Base: All respondents	2053
	20	20	Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit? Summary	Base: All respondents	2053
●	21	21	Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit? Quality of food	Base: All respondents	2053
●	22	22	Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit? Quality of food	Base: All respondents	2053
●	23	23	Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit? Availability of British-produced options	Base: All respondents	2053

	Page	Table	Title	Base Description	Base
●	24	24	Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit? Availability of British-produced options	Base: All respondents	2053
●	25	25	Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit? Risk of food substitution	Base: All respondents	2053
●	26	26	Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit? Risk of food substitution	Base: All respondents	2053
●	27	27	Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit? Risk of food mislabelling	Base: All respondents	2053
●	28	28	Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit? Risk of food mislabelling	Base: All respondents	2053
●	29	29	Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit? Food production hygiene standards	Base: All respondents	2053
●	30	30	Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit? Food production hygiene standards	Base: All respondents	2053
●	31	31	Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit? Animal welfare standards	Base: All respondents	2053
●	32	32	Q5. Brexit may bring changes in the way food products are imported into the UK. What food standards do you feel are most at risk due to Brexit? Animal welfare standards	Base: All respondents	2053
	33	33	Q6. To what extent do you agree or disagree with the following statements? Summary	Base: All respondents	2053
●	34	34	Q6. To what extent do you agree or disagree with the following statements? Being certain of the country of origin for food is more important to me than the cost	Base: All respondents	2053
●	35	35	Q6. To what extent do you agree or disagree with the following statements? Being certain of the country of origin for food is more important to me than the cost	Base: All respondents	2053

	Page	Table	Title	Base Description	Base
●	36	36	Q6. To what extent do you agree or disagree with the following statements? It's becoming more difficult to be certain that food is what the label claims it to be	Base: All respondents	2053
●	37	37	Q6. To what extent do you agree or disagree with the following statements? It's becoming more difficult to be certain that food is what the label claims it to be	Base: All respondents	2053
●	38	38	Q6. To what extent do you agree or disagree with the following statements? If a food brand was involved in a food fraud scandal I would be less likely to buy their products in future	Base: All respondents	2053
●	39	39	Q6. To what extent do you agree or disagree with the following statements? If a food brand was involved in a food fraud scandal I would be less likely to buy their products in future	Base: All respondents	2053
●	40	40	Q6. To what extent do you agree or disagree with the following statements? I would pay more for food that has had its place of origin verified by an independent third party	Base: All respondents	2053
●	41	41	Q6. To what extent do you agree or disagree with the following statements? I would pay more for food that has had its place of origin verified by an independent third party	Base: All respondents	2053
●	42	42	Q6. To what extent do you agree or disagree with the following statements? Food scandals, such as the horsemeat scandal, have made me more concerned about the origin of the food I buy and consume	Base: All respondents	2053
●	43	43	Q6. To what extent do you agree or disagree with the following statements? Food scandals, such as the horsemeat scandal, have made me more concerned about the origin of the food I buy and consume	Base: All respondents	2053
●	44	44	Q6. To what extent do you agree or disagree with the following statements? I am less likely to buy meat if I cannot be sure it has been produced in the UK	Base: All respondents	2053
●	45	45	Q6. To what extent do you agree or disagree with the following statements? I am less likely to buy meat if I cannot be sure it has been produced in the UK	Base: All respondents	2053
●	46	46	Gender	Base: All respondents	2053
●	47	47	Gender	Base: All respondents	2053
●	48	48	Age	Base: All respondents	2053
●	49	49	Age	Base: All respondents	2053
●	50	50	Social Grade	Base: All respondents	2053

	Page	Table	Title	Base Description	Base
●	51	51	Social Grade	Base: All respondents	2053
●	52	52	GO Region	Base: All respondents	2053
●	53	53	GO Region	Base: All respondents	2053
●	54	54	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2053
●	55	55	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2053
●	56	56	Opinion Influencer	Base: All respondents	2053
●	57	57	Opinion Influencer	Base: All respondents	2053
●	58	58	Tenure	Base: All respondents	2053
●	59	59	Tenure	Base: All respondents	2053
●	60	60	What is the highest educational level that you have achieved to date?	Base: All respondents	2053
●	61	61	What is the highest educational level that you have achieved to date?	Base: All respondents	2053
●	62	62	Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?	Base: All respondents	2053
●	63	63	Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?	Base: All respondents	2053
●	64	64	How many cars are there in your household?	Base: All respondents	2053
●	65	65	How many cars are there in your household?	Base: All respondents	2053
●	66	66	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2053
●	67	67	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2053
●	68	68	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2053
●	69	69	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2053
●	70	70	Which of the following best describes where you live?	Base: All respondents	2053

	Page	Table	Title	Base Description	Base
●	71	71	Which of the following best describes where you live?	Base: All respondents	2053
●	72	72	Which of the following best describes your current working status?	Base: All respondents	2053
●	73	73	Which of the following best describes your current working status?	Base: All respondents	2053
●	74	74	Do you work in any of the following occupations?	Base: All respondents who work	1126
●	75	74	Do you work in any of the following occupations?	Base: All respondents who work	1185
●	76	75	Do you work in any of the following occupations?	Base: All respondents who work	1126
●	77	75	Do you work in any of the following occupations?	Base: All respondents who work	1185
●	78	76	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2053
●	79	77	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2053
●	80	78	Which of the following ITV regions do you live in?	Base: All respondents	2053
●	81	79	Which of the following ITV regions do you live in?	Base: All respondents	2053
●	82	80	Marital Status	Base: All respondents	2053
●	83	81	Marital Status	Base: All respondents	2053
●	84	82	Which of the following cities do you live in, or nearest to?	Base: All respondents	2053
●	85	82	Which of the following cities do you live in, or nearest to?	Base: All respondents	2053
●	86	83	Which of the following cities do you live in, or nearest to?	Base: All respondents	2053
●	87	83	Which of the following cities do you live in, or nearest to?	Base: All respondents	2053
●	88	84	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2053
●	89	84	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2053
●	90	85	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2053
●	91	85	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2053

	Page	Table	Title	Base Description	Base
●	92	86	Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?	Base: All respondents	2053
●	93	87	Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?	Base: All respondents	2053
