

DIABETES UK PUBLIC VIEWS ON FOOD LABELLING – JANUARY 2018

Methodology: ComRes interviewed 2,121 UK adults aged 18+ between 12th and 14th January 2018. Data were weighted to be demographically representative of all UK adults by age, gender, region and social grade. ComRes is a member of the British Polling Council and abides by its rules.

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Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 1
Q.1 To what extent do you agree or disagree with each of the following statements?

Summary

Base: All respondents

	Statements							
	The UK Government should require by law that the food and drink industry include traffic light labelling on all food and drink packaging.	The traffic light labelling system helps people make informed choices about the food they buy.	All cafes and restaurants should display calorie information on their menus so that customers are informed about the calorie content of the food and drinks they buy.	All takeaways should display calorie information on their menus so that customers are informed about the calorie content of the food and drinks they buy.	When eating out, I feel I am well informed of the nutritional information of the food I am buying.	The food and drink industry have a responsibility to make their food and drink healthier.	The portion sizes of food and drink served in restaurants and cafes are reflective of healthy-sized portions.	The portion sizes of food and drink served in takeaways are reflective of healthy-sized portions.
Unweighted base	2121	2121	2121	2121	2121	2121	2121	2121
Weighted base	2121	2121	2121	2121	2121	2121	2121	2121
NET: Agree	1757 83%	1853 87%	1609 76%	1621 76%	624 29%	1761 83%	955 45%	637 30%
Strongly agree (4)	801 38%	744 35%	660 31%	693 33%	113 5%	732 34%	151 7%	102 5%
Tend to agree (3)	956 45%	1109 52%	949 45%	928 44%	511 24%	1030 49%	804 38%	536 25%
Tend to disagree (2)	167 8%	122 6%	305 14%	272 13%	944 45%	207 10%	665 31%	835 39%
Strongly disagree (1)	55 3%	45 2%	72 3%	86 4%	381 18%	48 2%	172 8%	350 16%
NET: Disagree	221 10%	167 8%	377 18%	358 17%	1325 62%	254 12%	837 39%	1185 56%
Don't know	143 7%	101 5%	135 6%	142 7%	172 8%	105 5%	329 15%	299 14%
Mean	3.27	3.26	3.11	3.13	2.18	3.21	2.52	2.21
Standard deviation	0.73	0.67	0.79	0.80	0.81	0.72	0.78	0.81
Standard error	0.02	0.01	0.02	0.02	0.02	0.02	0.02	0.02

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 2

Q.1 To what extent do you agree or disagree with each of the following statements?

The UK Government should require by law that the food and drink industry include traffic light labelling on all food and drink packaging.

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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Agree	1757 83%	820 79%	937 86%A	204 86%eg	298 82%	269 79%	312 83%	249 80%	425 87%dEFG	502 83%	581 81%	674 84%	476 84%	493 83%	350 80%	438 83%	285 84%	710 80%
Strongly agree	(4) 801 38%	341 33%	460 42%A	106 45%dFG	133 36%	133 39%	134 36%	110 35%	185 38%	239 40%	267 37%	295 37%	209 37%	227 38%	165 38%	200 38%	148 44%Q	313 35%
Tend to agree	(3) 956 45%	479 46%	477 44%	98 41%	165 45%	136 40%	178 47%e	139 44%	241 49%cE	263 44%	314 44%	379 47%	267 47%	266 45%	185 42%	238 45%	137 41%	397 45%
Tend to disagree	(2) 167 8%	101 10%B	66 6%	13 6%	26 7%	31 9%	36 10%h	31 10%ch	30 6%	40 7%	67 9%	60 8%	53 9%O	44 7%	44 10%O	26 5%	20 6%	89 10%P
Strongly disagree	(1) 55 3%	35 3%B	19 2%	3 1%	8 2%	10 3%	10 3%	10 3%	14 3%	11 2%	20 3%	24 3%	19 3%	11 2%	10 2%	15 3%	6 2%	27 3%
NET: Disagree	221 10%	136 13%B	85 8%	16 7%	34 9%	41 12%c	46 12%c	41 13%Ch	43 9%	50 8%	87 12%i	84 11%	71 13%O	55 9%	53 12%O	41 8%	25 7%	116 13%P
Don't know	143 7%	78 8%	65 6%	17 7%	33 9%fH	31 9%fH	20 5%	22 7%h	20 4%	50 8%K	51 7%	42 5%	21 4%	43 7%L	33 8%L	46 9%L	28 8%	58 7%
Mean	3.27	3.18	3.35A	3.39deFGh	3.28	3.26	3.22	3.20	3.27	3.32jk	3.24	3.25	3.22	3.29	3.25	3.30l	3.38Q	3.21
Standard deviation	0.73	0.76	0.68	0.67	0.71	0.77	0.73	0.77	0.71	0.69	0.75	0.73	0.75	0.70	0.74	0.71	0.69	0.76
Standard error	0.02	0.02	0.02	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.04	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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 3

Q.1 To what extent do you agree or disagree with each of the following statements?

The UK Government should require by law that the food and drink industry include traffic light labelling on all food and drink packaging.

Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Agree	1757 83%	151 83%bE	75 73%	54 85%be	1477 83%B	62 72%	208 88%BEhi	148 86%BE	150 81%	124 80%	164 83%be	229 84%BE	244 85%BE	148 82%e
Strongly agree	(4) 801 38%	66 36%	36 35%	27 43%e	672 38%	25 29%	94 40%	63 37%	66 36%	58 38%	81 41%e	108 39%	100 35%	75 41%e
Tend to agree	(3) 956 45%	85 47%	39 38%	27 42%	805 45%	37 43%	114 48%	85 49%	84 45%	65 42%	82 42%	121 44%	144 50%bjm	73 40%
Tend to disagree	(2) 167 8%	12 7%	17 16%DAFGHIJKL m	6 0%	131 7%	12 13%FhiK	14 6%	13 8%	12 6%	9 6%	17 9%	16 6%	22 8%	16 9%
Strongly disagree	(1) 55 3%	3 2%	4 4%c	- -	47 3%	4 4%c	5 2%	4 2%	7 4%c	6 4%	4 2%	8 3%	6 2%	4 2%
NET: Disagree	221 10%	15 8%	21 20%DAcFGHIJK0% Lm	6 0%	178 10%	15 18%AFKI	19 8%	18 10%	19 10%	14 9%	21 11%	24 9%	28 10%	21 11%
Don't know	143 7%	15 8%f	7 6%	3 5%	118 7%	9 10%fgl	10 4%	7 4%	16 9%f	16 11%Fgl	13 7%	21 8%	14 5%	12 7%
Mean	3.27	3.29be	3.11	3.34bE	3.27b	3.09	3.31BE	3.25	3.24	3.28	3.31bE	3.30bE	3.24	3.30be
Standard deviation	0.73	0.68	0.85	0.67	0.73	0.82	0.69	0.71	0.76	0.76	0.73	0.72	0.69	0.74
Standard error	0.02	0.05	0.08	0.07	0.02	0.09	0.05	0.05	0.06	0.07	0.05	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

*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 4

Q.1 To what extent do you agree or disagree with each of the following statements?

The traffic light labelling system helps people make informed choices about the food they buy.

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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Agree	1853 87%	873 84%	980 90%A	207 87%	311 85%	287 84%	330 88%	276 89%	442 90%DE	518 86%	617 86%	718 90%IJ	496 87%	519 88%	382 88%	456 87%	300 89%	754 85%
Strongly agree	(4) 744 35%	312 30%	431 40%A	97 41%gh	123 34%	130 38%	128 34%	103 33%	162 33%	220 37%	258 36%	265 33%	186 33%	202 34%	152 35%	203 39%l	130 38%	293 33%
Tend to agree	(3) 1109 52%	560 54%	548 51%	110 46%	187 51%	156 46%	203 54%e	173 56%cE	279 57%CE	297 49%	359 50%	453 57%J	310 55%o	316 54%o	230 53%	253 48%	171 50%	460 52%
Tend to disagree	(2) 122 6%	64 6%	59 5%	11 5%	25 7%	18 5%	22 6%	17 5%	29 6%	36 6%	40 6%	46 6%	38 7%	37 6%	24 5%	24 5%	19 6%	58 7%
Strongly disagree	(1) 45 2%	38 4%B	7 1%	4 2%	6 2%	8 2%	10 3%	11 3%H	5 1%	11 2%	18 3%	16 2%	19 3%m	8 1%	10 2%	8 2%	5 1%	27 3%
NET: Disagree	167 8%	101 10%B	66 6%	16 7%	31 9%	26 8%	32 8%	28 9%	35 7%	47 8%	58 8%	62 8%	57 10%O	45 8%	34 8%	32 6%	24 7%	85 10%
Don't know	101 5%	61 6%B	40 4%	15 6%gH	23 6%GH	28 8%FGH	15 4%	8 3%	12 3%	37 6%K	43 6%K	21 3%	15 3%	27 5%	21 5%	38 7%Lm	14 4%	45 5%
Mean	3.26	3.18	3.34A	3.34fG	3.25	3.31	3.24	3.21	3.26	3.29	3.27	3.24	3.20	3.26	3.26	3.33L	3.31q	3.22
Standard deviation	0.67	0.71	0.62	0.67	0.67	0.70	0.68	0.70	0.62	0.67	0.69	0.65	0.71	0.64	0.67	0.65	0.65	0.71
Standard error	0.01	0.02	0.02	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.03	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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 5

Q.1 To what extent do you agree or disagree with each of the following statements?
The traffic light labelling system helps people make informed choices about the food they buy.

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- em Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Agree	1853 87%	161 89%B	81 79%	59 93%Bim	1551 87%B	74 86%	215 91%Blkm	156 90%Bim	166 90%B	128 83%	180 91%Blkm	233 85%	248 87%b	152 84%
Strongly agree	(4) 744 35%	67 37%	37 36%	23 36%	617 35%	30 35%	86 36%	60 35%	63 34%	57 37%	72 37%	94 34%	88 31%	67 37%
Tend to agree	(3) 1109 52%	95 52%	44 43%	36 57%b	934 53%b	44 52%	129 54%b	97 56%b	103 56%b	70 46%	107 54%b	139 51%	160 56%Bim	85 47%
Tend to disagree	(2) 122 6%	9 5%	14 14%DACEFGHJLM	2 1%	98 6%	2 3%	10 4%	7 4%	6 3%	12 8%	9 4%	21 8%	19 7%	11 6%
Strongly disagree	(1) 45 2%	3 2%	3 3%	1 1%	38 2%	- -	3 1%	5 3%	5 3%	2 1%	2 1%	9 3%	7 3%	6 3%
NET: Disagree	167 8%	12 7%	17 17%DACEFGHij4 m	3 4%	136 8%	2 3%	13 6%	12 7%	11 6%	14 9%	10 5%	29 11%cEFJ	26 9%e	17 9%e
Don't know	101 5%	8 4%	4 4%	2 3%	87 5%	10 11%abcFGHJKL4	9 4%	5 3%	8 4%	13 9%fGjkl	7 4%	11 4%	12 4%	12 7%
Mean	3.26	3.30	3.17	3.32	3.26	3.36bl	3.31l	3.25	3.26	3.30	3.32bl	3.21	3.20	3.26
Standard deviation	0.67	0.64	0.79	0.60	0.67	0.54	0.61	0.67	0.66	0.67	0.60	0.72	0.68	0.74
Standard error	0.01	0.05	0.08	0.06	0.02	0.06	0.04	0.05	0.05	0.06	0.04	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

*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 6

Q.1 To what extent do you agree or disagree with each of the following statements?

All cafes and restaurants should display calorie information on their menus so that customers are informed about the calorie content of the food and drinks they buy.

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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Agree	1609 76%	745 72%	864 80%A	190 80%EG	279 76%g	243 71%	284 75%	218 70%	395 81%EFg	468 78%	527 73%	613 77%	434 76%	445 75%	326 75%	404 77%	257 76%	656 74%
Strongly agree	(4) 660 31%	279 27%	381 35%A	90 38%FGh	127 35%fG	109 32%	105 28%	82 26%	147 30%	217 36%JK	214 30%	229 29%	181 32%	184 31%	126 29%	168 32%	121 36%	273 31%
Tend to agree	(3) 949 45%	466 45%	483 44%	100 42%	152 42%	134 39%	179 47%e	136 44%	249 51%CDEg	252 42%	313 44%	384 48%l	253 45%	261 44%	200 46%	236 45%	136 40%	383 43%
Tend to disagree	(2) 305 14%	176 17%B	129 12%	27 11%	51 14%	57 17%h	49 13%	62 20%CdFH	59 12%	78 13%	106 15%	121 15%	81 14%	81 14%	74 17%	68 13%	50 15%	130 15%
Strongly disagree	(1) 72 3%	46 4%B	26 2%	3 1%	13 4%	14 4%c	17 5%C	12 4%c	13 3%	16 3%	31 4%	25 3%	31 5%MnO	15 3%	11 3%	15 3%	11 3%	39 4%
NET: Disagree	377 18%	222 21%B	155 14%	30 13%	64 18%	70 21%CH	67 18%	74 24%CdFH	72 15%	94 16%	137 19%	146 18%	112 20%	97 16%	85 20%	83 16%	61 18%	168 19%
Don't know	135 6%	67 6%	68 6%	17 7%	22 6%	28 8%H	26 7%	19 6%	22 4%	39 7%	54 8%k	41 5%	21 4%	49 8%L	25 6%	39 7%L	21 6%	60 7%
Mean	3.11	3.01	3.20A	3.26EFGh	3.14G	3.08	3.06	2.99	3.13G	3.19JK	3.07	3.08	3.07	3.13	3.07	3.15	3.16	3.08
Standard deviation	0.79	0.81	0.75	0.72	0.81	0.83	0.80	0.82	0.73	0.78	0.81	0.77	0.84	0.77	0.77	0.77	0.81	0.82
Standard error	0.02	0.03	0.02	0.05	0.05	0.05	0.04	0.05	0.03	0.03	0.03	0.03	0.04	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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 7

Q.1 To what extent do you agree or disagree with each of the following statements?

All cafes and restaurants should display calorie information on their menus so that customers are informed about the calorie content of the food and drinks they buy.

Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Agree	1609 76%	134 74%	75 73%	52 82% ^l	1348 76%	67 78%	186 79% ^l	137 79% ^l	135 73%	119 77%	155 78% ^l	198 73%	202 70%	150 83% ^{abHKL}
Strongly agree	(4) 660 31%	49 27%	30 29%	22 34%	559 32%	22 26%	83 35% ^l	52 30%	65 35% ^l	49 32%	63 32%	85 31%	75 26%	63 35% ^l
Tend to agree	(3) 949 45%	85 47% ^h	45 44%	30 47%	789 45%	45 52% ^H	103 44%	85 49% ^H	69 37%	69 45%	92 46%	113 41%	126 44%	87 48% ^h
Tend to disagree	(2) 305 14%	23 13%	20 19% ^{ejM}	8 12%	254 14%	7 8%	34 15% ^m	21 12%	34 18% ^{ejM}	19 13%	22 11%	43 16% ^M	57 20% ^{aEgiJM}	15 8%
Strongly disagree	(1) 72 3%	8 4%	5 5%	2 3%	58 3%	4 5%	6 3%	5 3%	3 2%	7 5%	3 2%	10 4%	13 4%	6 3%
NET: Disagree	377 18%	31 17%	25 24% ^{egJM}	9 15%	312 18%	12 13%	41 17%	27 15%	37 20% ^{jm}	27 17%	25 13%	53 19% ^{jm}	70 25% ^{acEfgJM}	21 12%
Don't know	135 6%	16 9% ^{bf}	3 3%	2 4%	113 6%	8 9%	10 4%	9 5%	13 7%	9 6%	18 9% ^{bF}	22 8%	14 5%	10 6%
Mean	3.11	3.07	3.00	3.18 ^l	3.11	3.08	3.16 ^L	3.12 ^l	3.14 ^l	3.11	3.19 ^{bL}	3.09	2.97	3.21 ^{bL}
Standard deviation	0.79	0.79	0.84	0.75	0.79	0.78	0.78	0.75	0.80	0.81	0.72	0.81	0.82	0.75
Standard error	0.02	0.06	0.08	0.08	0.02	0.09	0.05	0.06	0.06	0.07	0.05	0.05	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

*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 8

Q.1 To what extent do you agree or disagree with each of the following statements?

All takeaways should display calorie information on their menus so that customers are informed about the calorie content of the food and drinks they buy.

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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Agree	1621 76%	747 72%	874 81%A	190 80%EG	286 79%EG	230 68%	284 75%E	221 71%	409 84%DEFG	477 79%J	515 72%	630 79%J	439 77%	454 77%	321 74%	407 77%	261 77%	652 74%
Strongly agree	(4) 693 33%	304 29%	389 36%A	89 38%fg	131 36%	112 33%	112 30%	94 30%	154 32%	220 37%jkl	224 31%	249 31%	178 31%	193 33%	133 31%	189 36%	126 37%	283 32%
Tend to agree	(3) 928 44%	443 43%	485 45%	101 43%e	156 43%e	119 35%	172 45%E	127 41%	255 52%CDEFG	257 43%	290 40%	382 48%iJ	262 46%	260 44%	188 43%	218 42%	135 40%	369 42%
Tend to disagree	(2) 272 13%	161 16%B	111 10%	24 10%	45 12%	61 18%CD	45 12%FH	50 16%cH	47 10%	69 11%	106 15%	97 12%	66 12%	67 11%	72 17%LM	66 13%	39 12%	125 14%
Strongly disagree	(1) 86 4%	51 5%b	36 3%	8 3%	12 3%	20 6%H	19 5%H	19 6%H	9 2%	19 3%	39 5%ik	27 3%	32 6%nO	28 5%o	14 3%	12 2%	15 4%	44 5%
NET: Disagree	358 17%	211 20%B	146 13%	31 13%	57 16%	81 24%CD	64 17%FH	68 22%CD	56 11%	88 15%	145 20%lK	124 16%	99 17%	95 16%	86 20%o	78 15%	54 16%	169 19%
Don't know	142 7%	77 7%	65 6%	16 7%	21 6%	29 9%H	29 8%h	22 7%	24 5%	37 6%	59 8%k	46 6%	30 5%	43 7%	29 7%	40 8%	23 7%	62 7%
Mean	3.13	3.04	3.20A	3.23EFG	3.18eG	3.03	3.08	3.03	3.19EFG	3.20J	3.06	3.13	3.09	3.13	3.08	3.20LN	3.18	3.09
Standard deviation	0.80	0.83	0.77	0.77	0.79	0.90	0.82	0.87	0.69	0.78	0.86	0.77	0.83	0.81	0.80	0.77	0.83	0.84
Standard error	0.02	0.03	0.02	0.05	0.05	0.05	0.04	0.05	0.03	0.03	0.03	0.03	0.04	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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 9

Q.1 To what extent do you agree or disagree with each of the following statements?

All takeaways should display calorie information on their menus so that customers are informed about the calorie content of the food and drinks they buy.

Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Agree	1621 76%	134 74%	75 73%	54 84%abhiL	1359 77%	64 74%	183 77%l	141 82%L	138 74%	113 73%	160 81%L	213 78%l	200 70%	148 82%aL
Strongly agree	(4) 693 33%	55 31%	33 32%	25 39%e	580 33%	22 26%	79 33%	51 30%	69 37%e	50 32%	65 33%	89 32%	83 29%	72 40%aEgL
Tend to agree	(3) 928 44%	78 43%	42 41%	29 46%	779 44%	41 48%	104 44%	90 52%HiLm	69 37%	63 41%	95 48%H	124 45%	117 41%	76 42%
Tend to disagree	(2) 272 13%	22 12%	14 14%	6 9%	230 13%	8 9%	32 13%jm	21 12%	27 15%jm	24 15%jm	16 8%	37 13%jm	52 18%aCeJM	14 8%
Strongly disagree	(1) 86 4%	8 4%	8 8%djK	2 4%	68 4%	5 6%	10 4%	6 3%	8 4%	9 6%	6 3%	6 2%	12 4%	7 4%
NET: Disagree	358 17%	29 16%	22 22%JM	8 12%	298 17%	13 15%	42 18%j	27 16%	34 19%jm	33 21%JM	22 11%	43 16%	64 22%cJkM	21 12%
Don't know	142 7%	18 10%cfG	5 5%	2 3%	116 7%	10 12%cfG	12 5%	5 3%	13 7%	9 6%	16 8%G	18 6%	22 8%g	12 7%
Mean	3.13	3.11	3.03	3.24l	3.13	3.06	3.12	3.11	3.16	3.06	3.21bL	3.16	3.03	3.26BegL
Standard deviation	0.80	0.81	0.91	0.77	0.80	0.81	0.81	0.75	0.84	0.87	0.73	0.75	0.83	0.78
Standard error	0.02	0.06	0.09	0.08	0.02	0.09	0.05	0.06	0.07	0.08	0.05	0.05	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

*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 10

Q.1 To what extent do you agree or disagree with each of the following statements?

When eating out, I feel I am well informed of the nutritional information of the food I am buying.

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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Agree	624 29%	306 30%	318 29%	92 39% DFGH	109 30% gh	129 38% dFGH	101 27%	74 24%	118 24%	202 33% K	230 32% K	192 24%	155 27%	169 29%	140 32%	160 30%	107 32%	276 31%
Strongly agree	(4) 5%	71 7% B	42 4%	27 11% FGH	27 7% FgH	28 8% FGH	11 3%	12 4%	10 2%	53 9% JK	39 5% K	21 3%	32 6%	27 5%	29 7%	26 5%	24 7%	58 7%
Tend to agree	(3) 24%	235 23%	276 25%	66 28% g	82 23%	101 30% dGH	90 24%	62 20%	109 22%	148 25%	192 27% K	171 21%	124 22%	142 24%	111 26%	134 25%	83 25%	218 25%
Tend to disagree	(2) 45%	452 44%	492 45%	84 35%	155 43%	125 37%	171 45% CE	162 52% CDE	248 51% CDE	239 40%	296 41%	410 51% IJ	261 46%	255 43%	186 43%	241 46%	149 44%	372 42%
Strongly disagree	(1) 18%	189 18%	193 18%	45 19%	72 20% e	48 14%	79 21% E	52 17%	85 17%	117 20%	127 18%	137 17%	116 20% O	123 21% nO	71 16%	72 14%	55 16%	177 20%
NET: Disagree	1325 62%	641 62%	685 63%	129 54%	227 62% cE	172 51%	250 66% CE	214 69% CE	333 68% CE	356 59%	422 59%	547 68% IJ	377 66% NO	378 64%	257 59%	313 59%	204 60%	550 62%
Don't know	172 8%	88 9%	83 8%	16 7%	28 8%	39 12% cfh	27 7%	24 8%	37 8%	44 7%	66 9%	62 8%	35 6%	44 7%	40 9%	53 10% L	27 8%	57 6%
Mean	2.18	2.20	2.17	2.33 FGH	2.19	2.36 DFGH	2.09	2.11	2.10	2.25 K	2.22 K	2.10	2.13	2.13	2.25 lm	2.24 LM	2.24	2.19
Standard deviation	0.81	0.84	0.78	0.94	0.86	0.86	0.77	0.74	0.71	0.89	0.82	0.72	0.82	0.82	0.83	0.77	0.83	0.85
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.04	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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 11

Q.1 To what extent do you agree or disagree with each of the following statements?

When eating out, I feel I am well informed of the nutritional information of the food I am buying.

Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North- em Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Agree	624 29%	45 25%	33 32% ^C	10 16%	536 30% ^C	30 35% ^C	63 27% ^c	54 31% ^C	68 37% ^{ACFIJm}	40 26%	50 25%	91 33% ^{aCj}	91 32% ^C	48 27% ^c
Strongly agree	(4) 113 5%	9 5%	6 6%	2 3%	97 5%	6 6% ^j	10 4%	5 3%	16 9% ^{cfgJ}	6 4%	4 2%	21 8% ^{gJ}	20 7% ^J	9 5%
Tend to agree	(3) 511 24%	37 20%	27 26% ^c	9 14%	439 25% ^C	25 29% ^C	53 23%	48 28% ^C	53 28% ^{aC}	34 22%	46 23% ^c	70 25% ^C	71 25% ^C	40 22%
Tend to disagree	(2) 944 45%	93 51% ^{DEGHk}	48 47% ^e	37 58% ^{DEFGHIKl}	766 43%	27 32%	106 45% ^e	65 38%	69 37%	67 43%	99 50% ^{EGHk}	114 42%	130 45% ^E	89 49% ^{EgH}
Strongly disagree	(1) 381 18%	30 17%	16 16%	14 22%	321 18%	17 20%	54 23% ^{JL}	39 23% ^{JL}	29 16%	34 22% ^{jl}	28 14%	49 18%	42 15%	29 16%
NET: Disagree	1325 62%	123 68% ^{dEHk}	64 63%	51 80% ^{DABEFGHIJ1}	1087 1%	45 52%	160 68% ^{EHk}	104 60%	98 53%	101 65% ^{eH}	127 64% ^{eH}	163 60%	172 60%	117 65% ^{eH}
Don't know	172 8%	13 7%	6 6%	2 4%	151 8%	11 13% ^{Cf}	14 6%	15 9%	19 10% ^c	13 9%	20 10% ^c	20 7%	23 8%	16 9%
Mean	2.18	2.14 ^c	2.23 ^C	1.97	2.19 ^C	2.25 ^C	2.09	2.13	2.33 ^{aCFglj}	2.09	2.15 ^c	2.25 ^{Cf}	2.26 ^{CFi}	2.17 ^c
Standard deviation	0.81	0.76	0.80	0.69	0.82	0.90	0.81	0.82	0.88	0.81	0.70	0.86	0.82	0.77
Standard error	0.02	0.06	0.08	0.07	0.02	0.10	0.05	0.06	0.07	0.07	0.05	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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 12

Q.1 To what extent do you agree or disagree with each of the following statements?
The food and drink industry have a responsibility to make their food and drink healthier.

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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Agree	1761 83%	837 81%	925 85%A	189 80%	302 83%	271 79%	312 83%	262 84%	426 87%CEf	491 82%	582 81%	688 86%IJ	478 84%	498 84%	350 80%	435 83%	275 81%	733 83%
Strongly agree	(4) 732 34%	345 33%	387 36%	88 37%E	108 30%	94 28%	130 34%e	112 36%E	200 41%DEF	195 32%	224 31%	312 39%IJ	190 33%	210 36%	136 31%	196 37%n	124 37%	275 31%
Tend to agree	(3) 1030 49%	492 48%	538 50%	102 43%	194 53%Ch	177 52%c	181 48%	150 48%	227 46%	295 49%	358 50%	376 47%	288 51%	289 49%	214 49%	239 45%	152 45%	458 52%p
Tend to disagree	(2) 207 10%	124 12%B	83 8%	22 9%	35 10%	35 10%	39 10%	31 10%	44 9%	58 10%	74 10%	75 9%	62 11%m	44 7%	55 13%Mo	45 9%	40 12%	74 8%
Strongly disagree	(1) 48 2%	28 3%	20 2%	8 3%H	8 2%	10 3%H	13 3%H	5 2%	4 1%	15 3%k	23 3%K	10 1%	13 2%	19 3%	6 1%	9 2%	8 2%	27 3%
NET: Disagree	254 12%	151 15%B	103 10%	30 13%	43 12%	45 13%	51 14%	36 12%	49 10%	73 12%	96 13%	85 11%	75 13%	63 11%	62 14%	54 10%	47 14%	101 11%
Don't know	105 5%	47 5%	58 5%	18 8%fH	20 6%h	26 7%fH	15 4%	13 4%	14 3%	38 6%K	40 6%k	27 3%	15 3%	29 5%l	25 6%L	36 7%L	15 5%	49 6%
Mean	3.21	3.17	3.26A	3.23	3.17	3.12	3.18	3.24e	3.31DEF	3.19	3.16	3.28IJ	3.18	3.23	3.17	3.27IN	3.21	3.17
Standard deviation	0.72	0.75	0.69	0.77	0.69	0.72	0.76	0.71	0.68	0.72	0.74	0.69	0.72	0.73	0.71	0.70	0.75	0.72
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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 13

Q.1 To what extent do you agree or disagree with each of the following statements?
The food and drink industry have a responsibility to make their food and drink healthier.

Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Agree	1761 83%	145 80%	87 84%	54 85%	1476 83%	67 77%	194 82%	147 85%	148 80%	125 81%	171 87% ^{aeh}	231 84%	235 82%	158 87% ^{aeh}
Strongly agree	(4) 732 34%	55 30%	32 32%	21 33%	624 35%	24 28%	88 37%	54 31%	56 31%	57 37%	74 37%	106 39% ^{ae}	93 33%	71 39% ^{ae}
Tend to agree	(3) 1030 49%	90 50%	54 53%	33 52%	852 48%	43 50%	106 45%	93 54% ^f	91 49%	68 44%	97 49%	125 46%	142 50%	87 48%
Tend to disagree	(2) 207 10%	20 11%	12 11%	6 9%	169 10%	6 7%	33 14% ^{KM}	15 8%	19 10%	16 10%	17 9%	21 8%	31 11%	11 6%
Strongly disagree	(1) 48 2%	3 2%	- -	2 4% ^B	42 2%	4 4% ^b	5 2%	4 2%	6 3%	5 3%	4 2%	9 3% ^b	4 2%	2 1%
NET: Disagree	254 12%	23 13%	12 11%	8 13%	211 12%	10 11%	38 16% ^M	18 11%	25 14% ^m	20 13%	21 11%	30 11%	36 12%	14 8%
Don't know	105 5%	13 7% ^{FJ}	4 4%	2 2%	86 5%	10 11% ^{CFgJKL}	5 2%	8 5%	12 7% ^{FJ}	9 6% ^f	5 2%	13 5%	15 5%	9 5%
Mean	3.21	3.17	3.21	3.17	3.22	3.14	3.20	3.19	3.15	3.22	3.25	3.26	3.20	3.32 ^{aeHI}
Standard deviation	0.72	0.70	0.64	0.75	0.72	0.76	0.76	0.69	0.74	0.76	0.70	0.75	0.70	0.65
Standard error	0.02	0.05	0.06	0.08	0.02	0.09	0.05	0.05	0.06	0.07	0.05	0.05	0.04	0.05

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

*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 14

Q.1 To what extent do you agree or disagree with each of the following statements?

The portion sizes of food and drink served in restaurants and cafes are reflective of healthy-sized portions.

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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Agree	955 45%	467 45%	488 45%	113 48% ^H	181 50% ^H	169 50% ^H	167 44% ^h	140 45% ^h	186 38%	294 49% ^K	336 47% ^K	325 41%	237 42%	257 43%	204 47%	258 49% ^{Lm}	149 44%	424 48%
Strongly agree	(4) 151 7%	66 6%	85 8%	26 11% ^{FgH}	36 10% ^{FH}	31 9% ^{FH}	16 4%	19 6%	23 5%	62 10% ^{JK}	47 7%	42 5%	31 5%	40 7%	38 9% ^l	42 8%	33 10%	68 8%
Tend to agree	(3) 804 38%	401 39%	403 37%	87 36%	146 40% ^h	138 41% ^h	150 40% ^h	120 39%	163 33%	232 39%	289 40% ^k	283 35%	206 36%	217 37%	165 38%	216 41%	116 34%	355 40%
Tend to disagree	(2) 665 31%	324 31%	341 31%	68 29%	104 29%	93 27%	117 31%	101 33%	181 37% ^{CDEF}	172 29%	210 29%	282 35% ^{IJ}	216 38% ^{MnO}	180 30% ^O	139 32% ^O	129 25%	109 32%	257 29%
Strongly disagree	(1) 172 8%	72 7%	101 9% ^a	21 9%	25 7%	23 7%	34 9%	23 7%	45 9%	46 8%	58 8%	68 9%	56 10% ^o	48 8%	34 8%	35 7%	25 7%	78 9%
NET: Disagree	837 39%	395 38%	442 41%	89 38%	129 35%	116 34%	152 40%	125 40%	226 46% ^{CDEfg}	219 36%	268 37%	351 44% ^{IJ}	272 48% ^{MNO}	228 38% ^O	174 40% ^O	164 31%	134 40%	335 38%
Don't know	329 15%	173 17%	156 14%	35 15%	54 15%	56 16%	59 16%	47 15%	77 16%	89 15%	115 16%	125 16%	59 10%	107 18% ^{Ln}	59 14%	104 20% ^{LN}	55 16%	124 14%
Mean	2.52	2.54	2.51	2.58 ^H	2.62 ^{FH}	2.62 ^{FH}	2.47	2.51 ^h	2.40	2.60 ^K	2.54 ^K	2.44	2.42	2.51 ^l	2.55 ^L	2.63 ^{LM}	2.55	2.55
Standard deviation	0.78	0.75	0.81	0.85	0.79	0.79	0.75	0.76	0.76	0.81	0.77	0.76	0.76	0.78	0.80	0.77	0.81	0.80
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.04	0.04	0.04	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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 15

Q.1 To what extent do you agree or disagree with each of the following statements?

The portion sizes of food and drink served in restaurants and cafes are reflective of healthy-sized portions.

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- em Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Agree	955 45%	78 43%	57 55% ^{dac} FJM	27 42%	794 45%	39 45%	95 40%	77 45%	86 47%	75 49%	77 39%	136 50% ^{FJm}	135 47% ^j	74 41%
Strongly agree	(4) 151 7%	13 7%	7 6%	3 5%	129 7%	9 10%	15 6%	8 5%	22 12% ^{cf} Gim	7 5%	13 6%	19 7%	26 9%	10 6%
Tend to agree	(3) 804 38%	65 36%	50 49% ^{DAe} FHJM	24 37%	665 37%	30 35%	80 34%	69 40%	64 35%	68 44% ^{fj}	64 32%	117 43% ^{fJ}	109 38%	64 35%
Tend to disagree	(2) 665 31%	66 36% ^{ik}	28 27%	21 33%	550 31%	26 30%	79 34%	57 33%	55 30%	40 26%	60 30%	74 27%	92 32%	66 36% ^{ik}
Strongly disagree	(1) 172 8%	14 7%	6 6%	11 18% ^{DABFGHKL} M8%	142 8%	8 9%	21 9%	15 9%	16 9%	16 10%	25 13% ^b KLM	16 6%	15 5%	9 5%
NET: Disagree	837 39%	80 44% ^b K	34 33%	32 50% ^{DBhi} KL	692 39%	34 39%	101 42% ^k	73 42% ^k	71 39%	56 36%	85 43% ^K	90 33%	107 37%	75 41%
Don't know	329 15%	24 13%	12 12%	5 8%	288 16% ^C	14 16%	42 18% ^C	23 13%	27 15%	24 15%	35 18% ^C	47 17% ^C	44 15% ^c	32 18% ^C
Mean	2.52	2.49	2.63 ^{CfJ}	2.31	2.53 ^C	2.55	2.45	2.47	2.58 ^{Cj}	2.51	2.40	2.62 ^{CFgJ}	2.60 ^{CfJ}	2.51 ^c
Standard deviation	0.78	0.77	0.71	0.84	0.78	0.85	0.78	0.75	0.86	0.78	0.84	0.74	0.76	0.72
Standard error	0.02	0.06	0.07	0.09	0.02	0.10	0.06	0.06	0.07	0.08	0.06	0.05	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

*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 16

Q.1 To what extent do you agree or disagree with each of the following statements?
The portion sizes of food and drink served in takeaways are reflective of healthy-sized portions.

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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Agree	637 30%	349 34%B	288 27%	75 31%h	127 35%H	114 33%H	113 30%h	91 29%	118 24%	201 33%K	227 32%K	209 26%	155 27%	179 30%	121 28%	182 35%LN	103 30%	287 33%
Strongly agree	(4) 102 5%	52 5%	49 5%	18 8%fgH	22 6%h	17 5%	16 4%	13 4%	15 3%	41 7%K	33 5%	28 4%	31 5%	30 5%	16 4%	24 5%	19 6%	47 5%
Tend to agree	(3) 536 25%	297 29%B	239 22%	56 24%	104 29%H	97 28%H	98 26%	78 25%	103 21%	160 27%	194 27%k	181 23%	125 22%	148 25%	105 24%	158 30%Lmn	83 25%	240 27%
Tend to disagree	(2) 835 39%	396 38%	439 40%	88 37%	135 37%	130 38%	142 38%	123 40%	217 44%cdf	223 37%	272 38%	340 42%ij	248 44%MO	220 37%	175 40%	191 36%	131 39%	328 37%
Strongly disagree	(1) 350 16%	149 14%	201 18%A	47 20%h	62 17%	54 16%	68 18%	52 17%	67 14%	109 18%	122 17%	119 15%	102 18%O	98 17%O	85 19%O	64 12%	62 18%	152 17%
NET: Disagree	1185 56%	545 53%	639 59%A	135 57%	196 54%	184 54%	210 56%	175 56%	284 58%	331 55%	394 55%	459 57%	350 62%MO	318 54%	260 60%O	256 49%	193 57%	480 54%
Don't know	299 14%	140 14%	159 15%	28 12%	41 11%	44 13%	54 14%	45 15%	87 18%cDe	69 11%	98 14%	132 16%l	62 11%	94 16%L	55 13%	88 17%L	42 12%	116 13%
Mean	2.21	2.28B	2.15	2.22	2.27	2.26	2.19	2.20	2.16	2.25	2.22	2.18	2.17	2.22	2.14	2.32LmN	2.20	2.24
Standard deviation	0.81	0.81	0.82	0.89	0.85	0.82	0.82	0.80	0.74	0.87	0.82	0.77	0.82	0.83	0.81	0.79	0.85	0.84
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	0.04	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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 17

Q.1 To what extent do you agree or disagree with each of the following statements?
The portion sizes of food and drink served in takeaways are reflective of healthy-sized portions.

Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Agree	637 30%	45 25%	39 38%AEFGJm	18 29%	535 30%	19 22%	62 26%	45 26%	64 35%aeFJ	45 29%	45 23%	101 37%AEFGJm	106 37%AEFGJM	49 27%
Strongly agree	(4) 102 5%	7 4%	6 6%	4 6%	85 5%	1 2%	8 4%	7 4%	12 6%	7 4%	6 3%	18 7%	17 6%	9 5%
Tend to agree	(3) 536 25%	38 21%	33 32%AefgJm	14 23%	451 25%	18 20%	54 23%	38 22%	53 28%j	38 25%	39 20%	83 30%AfgJm	89 31%AefgJm	40 22%
Tend to disagree	(2) 835 39%	75 41%	42 41%	31 48%dfHKL	687 39%	37 42%	88 37%	80 46%fHKL	64 35%	70 45%hkl	77 39%	96 35%	102 36%	75 41%
Strongly disagree	(1) 350 16%	36 20%kl	13 13%	10 16%	290 16%	17 20%	53 22%bhIKL	30 17%	27 15%	20 13%	40 20%kl	37 13%	39 14%	28 16%
NET: Disagree	1185 56%	111 61%HKL	55 54%	41 64%HKL	977 55%	54 62%hKL	140 59%hKL	109 63%HKL	91 49%	90 58%	117 59%hKL	132 48%	140 49%	103 57%
Don't know	299 14%	25 14%	8 8%	5 7%	261 15%bc	13 16%	34 15%	19 11%	29 16%bc	20 13%	35 18%BCg	41 15%c	40 14%	29 16%bc
Mean	2.21	2.10	2.34AEFGJ	2.20	2.22	2.04	2.09	2.14	2.31AEFGJ	2.24	2.07	2.35AEFGJm	2.34AEFGJ	2.19
Standard deviation	0.81	0.81	0.80	0.80	0.82	0.75	0.83	0.77	0.85	0.76	0.80	0.84	0.82	0.81
Standard error	0.02	0.06	0.08	0.08	0.02	0.09	0.06	0.06	0.07	0.07	0.06	0.06	0.05	0.07

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

*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 18

Q.2 Would you be more or less likely to buy a food product that uses traffic light labelling, compared to a food product that doesn't use traffic light labelling?

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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: More likely	1192 56%	570 55%	622 57%	147 62%FG	216 59%F	199 58%F	189 50%	164 52%	277 57%f	363 60%Jk	389 54%	440 55%	335 59%	329 56%	239 55%	289 55%	194 57%	500 57%
Much more likely	(4) 511 24%	223 22%	288 26%A	69 29%g	87 24%	79 23%	85 23%	69 22%	123 25%	155 26%	164 23%	191 24%	126 22%	140 24%	104 24%	140 27%	90 27%	203 23%
Slightly more likely	(3) 681 32%	347 34%	334 31%	79 33%	129 35%F	121 35%F	104 28%	95 30%	154 31%	208 34%	225 31%	249 31%	208 37%nO	189 32%	135 31%	149 28%	105 31%	297 34%
Slightly less likely	(2) 52 2%	29 3%	23 2%	14 6%dFGH	9 2%	13 4%GH	9 2%	2 1%	5 1%	23 4%K	22 3%K	7 1%	21 4%O	15 2%	8 2%	8 1%	9 3%	26 3%
Much less likely	(1) 12 1%	6 1%	6 1%	2 1%	3 1%	2 1%	3 1%	1 *	3 1%	4 1%	5 1%	3 *	4 1%	4 1%	4 1%	1 *	-	9 1%
NET: Less likely	64 3%	35 3%	30 3%	16 7%dFGH	12 3%g	15 4%GH	11 3%g	3 1%	7 2%	28 5%K	26 4%K	10 1%	25 4%O	19 3%	12 3%	9 2%	9 3%	35 4%
It would make no difference to my decision	810 38%	405 39%	406 37%	66 28%	122 33%	119 35%	168 45%CDE	139 45%CDE	196 40%Cd	188 31%	287 40%l	336 42%l	200 35%	231 39%	169 39%	210 40%	125 37%	329 37%
Don't know	55 3%	26 2%	29 3%	8 3%	15 4%h	8 2%	9 2%	6 2%	8 2%	24 4%K	16 2%	14 2%	8 1%	12 2%	17 4%L	18 3%L	11 3%	20 2%
Mean	3.35	3.30	3.39A	3.31	3.32	3.29	3.35	3.39	3.40e	3.32	3.32	3.39ij	3.27	3.34	3.35	3.44LM	3.40q	3.30
Standard deviation	0.61	0.60	0.61	0.68	0.61	0.62	0.63	0.54	0.57	0.64	0.62	0.56	0.61	0.62	0.62	0.57	0.57	0.64
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.03	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

Food Industry Survey

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Absolutes/col percents

Table 19

Q.2 Would you be more or less likely to buy a food product that uses traffic light labelling, compared to a food product that doesn't use traffic light labelling?

Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: More likely	1192 56%	99 55%B	43 41%	41 65%Bej	1009 57%B	44 51%	142 60%B	100 58%B	103 56%B	88 57%B	105 53%b	157 58%B	156 55%B	114 63%Bej
Much more likely	(4) 511 24%	47 26%	28 28%	18 29%	417 23%	16 18%	53 22%	41 24%	51 28%	32 21%	41 21%	70 26%	65 23%	48 26%
Slightly more likely	(3) 681 32%	52 29%B	14 14%	23 36%B	593 33%B	28 32%B	89 38%aBh	59 34%B	52 28%B	56 37%B	63 32%B	88 32%B	91 32%B	66 37%B
Slightly less likely	(2) 52 2%	3 1%	3 3%h	- -	46 3%	2 2%	4 2%	9 5%acfHJ	* *	5 3%h	2 1%	6 2%	12 4%chj	6 4%H
Much less likely	(1) 12 1%	3 1%k	- -	1 2%jkm	9 *	- -	3 1%k	1 *	3 2%jk	- -	- -	- -	1 *	- -
NET: Less likely	64 3%	5 3%	3 3%	1 2%	55 3%	2 2%	7 3%	9 5%Jk	4 2%	5 3%	2 1%	6 2%	13 5%J	6 4%
It would make no difference to my decision	810 38%	72 40%	55 54% M	20 DACFGHIKLI%	664 37%	37 43%	82 35%	59 34%	72 39%	58 37%	86 43%cfgM	103 38%	108 38%	58 32%
Don't know	55 3%	5 3%	2 2%	2 3%	45 3%	3 4%	6 3%	4 3%	6 3%	4 2%	5 2%	7 3%	8 3%	3 1%
Mean	3.35	3.38	3.56DeFGIjLm	3.39	3.33	3.30	3.29	3.28	3.41	3.29	3.36	3.39	3.30	3.34
Standard deviation	0.61	0.66	0.62	0.63	0.60	0.56	0.63	0.64	0.66	0.56	0.53	0.56	0.63	0.58
Standard error	0.02	0.06	0.09	0.08	0.02	0.08	0.05	0.06	0.07	0.06	0.05	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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 20

Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment?

Summary

Base: All respondents

	Options					
	Traffic light labelling on menus/ packaging	Calorie labelling on food menus/ packaging	Smaller portion sizes	Larger portion sizes	Price promotions on healthy food options	A 'reduced calorie' range of food options
Unweighted base	2121	2121	2121	2121	2121	2121
Weighted base	2121	2121	2121	2121	2121	2121
NET: Would make you more likely to buy	1268 60%	1252 59%	846 40%	846 40%	1457 69%	1205 57%
Restaurant	975 46%	925 44%	497 23%	567 27%	1173 55%	884 42%
Café	932 44%	901 42%	504 24%	452 21%	1078 51%	800 38%
Takeaway	917 43%	884 42%	506 24%	536 25%	974 46%	804 38%
This would not encourage me to buy food from any of these types of eating establishments	853 40%	869 41%	1275 60%	1275 60%	664 31%	916 43%

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Absolutes/col percents

Table 21
Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment?
Traffic light labelling on menus/ packaging
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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Would make you more likely to buy	1268 60%	579 56%	689 63%A	159 67%FG	223 61%g	211 62%g	212 56%	167 54%	297 61%g	381 63%k	422 59%	464 58%	348 61%	348 59%	269 62%	303 58%	211 62%	530 60%
Restaurant	975 46%	418 40%	558 51%A	108 45%	163 45%	167 49%	162 43%	138 44%	237 48%	271 45%	329 46%	375 47%	251 44%	275 47%	211 48%	239 45%	162 48%	399 45%
Café	932 44%	419 40%	513 47%A	114 48%f	165 45%	162 47%f	152 40%	131 42%	208 43%	279 46%	314 44%	339 42%	252 44%	254 43%	198 45%	227 43%	149 44%	392 44%
Takeaway	917 43%	398 38%	519 48%A	102 43%	160 44%	163 48%	158 42%	131 42%	203 41%	263 44%	321 45%	333 42%	246 43%	251 43%	192 44%	228 43%	155 46%	372 42%
This would not encourage me to buy food from any of these types of eating establishments	853 40%	456 44%B	397 37%	79 33%	142 39%	130 38%	166 44%C	145 46%Cdeh	191 39%	221 37%	296 41%	336 42%i	220 39%	243 41%	168 38%	223 42%	128 38%	354 40%

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

Food Industry Survey

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Absolutes/col percents

Table 22

Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment?

Traffic light labelling on menus/ packaging

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Would make you more likely to buy	1268 60%	111 61%	56 55%	44 69% ^{bik}	1057 60%	53 61%	142 60%	108 62%	107 58%	86 56%	116 59%	157 57%	171 60%	118 65%
Restaurant	975 46%	89 49% ^K	47 45%	33 51% ^k	807 45%	41 48%	107 45%	83 48% ^k	83 45%	68 44%	90 46%	107 39%	137 48% ^k	89 49% ^k
Café	932 44%	82 45%	44 43%	32 50%	774 44%	41 47%	104 44%	82 48%	76 41%	70 45%	85 43%	110 40%	120 42%	87 48%
Takeaway	917 43%	77 42%	44 43%	36 57% ^{DAbfghiJK}	759 43%	38 44%	105 45%	79 46%	82 44%	66 43%	82 41%	102 37%	123 43%	83 46%
This would not encourage me to buy food from any of these types of eating establishments	853 40%	70 39%	47 45% ^c	20 31%	716 40%	33 39%	95 40%	65 38%	78 42%	68 44% ^c	82 41%	117 43% ^c	115 40%	63 35%

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

* small base

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Absolutes/col percents

Table 23

Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment?

Calorie labelling on food menus/ packaging

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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Would make you more likely to buy	1252 59%	564 54%	688 63%A	164 69%e	230 63%f	208 61%G	213 56%g	154 49%	283 58%G	394 65%JK	421 59%	437 55%	347 61%	337 57%	264 61%	305 58%	205 61%	528 60%
Restaurant	925 44%	374 36%	550 51%A	113 48%g	164 45%	146 43%	164 44%	122 39%	215 44%	277 46%	311 43%	337 42%	250 44%	251 42%	198 45%	226 43%	154 46%	370 42%
Café	901 42%	393 38%	508 47%A	128 54%d	165 45%G	147 43%	150 40%	113 36%	197 40%	294 49%JK	297 41%	310 39%	256 45%o	247 42%	188 43%	209 40%	154 46%	371 42%
Takeaway	884 42%	376 36%	509 47%A	108 45%g	160 44%	152 44%	152 40%	118 38%	196 40%	267 44%k	303 42%	314 39%	228 40%	240 41%	192 44%	224 43%	141 42%	364 41%
This would not encourage me to buy food from any of these types of eating establishments	869 41%	471 46%B	398 37%	74 31%	134 37%	133 39%c	165 44%Cd	158 51%CDEFH	205 42%C	208 35%	298 41%l	363 45%l	221 39%	255 43%	172 39%	221 42%	133 39%	356 40%

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

Food Industry Survey

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Absolutes/col percents

Table 24

Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment?

Calorie labelling on food menus/ packaging

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Would make you more likely to buy	1252 59%	111 62%b	52 50%	42 66%B	1047 59%	51 59%	134 56%	105 60%	110 59%	93 60%	123 62%b	156 57%	165 58%	111 62%b
Restaurant	925 44%	82 45%	41 40%	35 55%DbfHiKl	767 43%	36 42%	101 43%	79 46%	75 41%	63 41%	96 48%K	104 38%	122 43%	90 50%K
Café	901 42%	74 41%	43 42%	31 48%	753 42%	39 45%	101 42%	80 46%	76 41%	66 43%	87 44%	103 38%	116 40%	85 47%k
Takeaway	884 42%	78 43%	38 37%	33 52%dBFhKl	735 41%	35 40%	88 37%	78 45%	74 40%	71 46%	90 46%f	108 39%	114 40%	76 42%
This would not encourage me to buy food from any of these types of eating establishments	869 41%	70 38%	51 50%aCjm	22 34%	726 41%	35 41%	103 44%	68 40%	75 41%	62 40%	74 38%	118 43%	121 42%	70 38%

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

*** small base**

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Absolutes/col percents

Table 25

Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment?

Smaller portion sizes

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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Would make you more likely to buy	846 40%	354 34%	492 45%A	114 48% ^{EFG}	149 41% ^g	121 35%	134 35%	102 33%	227 47% ^{EFG}	263 44% ^J	254 35%	330 41% ^J	261 46% ^{MO}	224 38%	178 41% ^o	183 35%	131 39%	342 39%
Restaurant	497 23%	179 17%	318 29%A	48 20%	71 19%	62 18%	78 21%	80 26% ^{dE}	158 32% ^{CDEFg}	119 20%	140 20%	237 30% ^J	153 27% ^{mo}	131 22%	101 23%	112 21%	58 17%	190 22%
Café	504 24%	200 19%	304 28%A	59 25%	79 22%	81 24%	79 21%	63 20%	143 29% ^{DFG}	137 23%	160 22%	206 26%	144 25%	146 25%	100 23%	114 22%	74 22%	194 22%
Takeaway	506 24%	181 17%	325 30%A	63 26%	94 26%	69 20%	89 23%	65 21%	128 26% ^{eg}	157 26%	157 22%	192 24%	148 26%	138 23%	103 24%	117 22%	79 23%	191 22%
This would not encourage me to buy food from any of these types of eating establishments	1275 60%	681 66%B	594 55%	124 52%	216 59%	220 65% ^{CH}	244 65% ^{CH}	210 67% ^{CdH}	261 53%	339 56%	464 65% ^{IK}	471 59%	306 54%	367 62% ^L	258 59%	343 65% ^{Ln}	207 61%	541 61%

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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 26

Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment?

Smaller portion sizes

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Would make you more likely to buy	846 40%	80 44%BeL	32 31%	28 45%bel	707 40%b	27 31%	110 46%BEIL	66 38%	78 42%bl	55 36%	77 39%	121 44%BEL	96 34%	77 42%bl
Restaurant	497 23%	46 25%	17 17%	18 29%b	415 23%	16 18%	60 25%	37 21%	41 22%	40 26%	58 29%Begm	64 23%	64 22%	37 21%
Café	504 24%	44 24%	23 23%	16 25%	420 24%	13 15%	60 25%e	35 20%	48 26%e	34 22%	59 30%EGL	73 27%el	56 20%	42 23%
Takeaway	506 24%	52 28%EL	21 20%	19 31%EL	414 23%	11 13%	68 29%EL	43 25%El	41 22%	40 26%El	59 30%bEkL	60 22%	49 17%	43 24%e
This would not encourage me to buy food from any of these types of eating establishments	1275 60%	101 56%	71 69%AcFhKm	35 55%	1067 60%	60 69%acFK	127 54%	107 62%	107 58%	99 64%f	120 61%	152 56%	190 66%AcFhKm	105 58%

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

*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 27
Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment?

Larger portion sizes
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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Would make you more likely to buy	846 40%	519 50%B	327 30%	147 62%DEF	181 50%FGH	155 45%FGH	140 37%H	100 32%H	122 25%	329 55%JK	295 41%K	222 28%	230 40%	230 39%	173 40%	213 40%	150 44%	406 46%
Restaurant	567 27%	360 35%B	206 19%	92 39%eFGH	120 33%fGH	104 30%GH	99 26%H	67 21%	85 17%	213 35%JK	202 28%K	152 19%	156 27%	150 25%	115 26%	146 28%	104 31%	268 30%
Café	452 21%	273 26%B	180 17%	79 33%FGH	96 26%FgH	93 27%FGH	64 17%h	61 20%H	59 12%	175 29%JK	157 22%K	120 15%	110 19%	130 22%	89 20%	123 23%	83 24%	211 24%
Takeaway	536 25%	319 31%B	216 20%	94 40%DEF	107 29%GH	102 30%gH	93 25%H	73 24%H	66 14%	201 33%JK	196 27%K	139 17%	142 25%	144 24%	108 25%	142 27%	99 29%	250 28%
This would not encourage me to buy food from any of these types of eating establishments	1275 60%	516 50%	759 70%A	90 38%	183 50%C	186 55%C	238 63%CDE	212 68%CDE	367 75%CDEF	273 45%	424 59%I	578 72%IJ	338 60%	361 61%	263 60%	313 60%	188 56%	478 54%

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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 28
Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment?

Larger portion sizes
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Would make you more likely to buy	846 40%	62 34%	42 41%	25 40%	716 40%	34 39%	95 40%	69 40%	78 42%	63 41%	68 34%	131 48%AJM	117 41%	63 35%
Restaurant	567 27%	38 21%	34 33%AM	16 25%	479 27%	21 25%	59 25%	46 26%	54 29% <i>m</i>	51 33% <i>AjM</i>	47 24%	81 30% <i>am</i>	84 30% <i>am</i>	37 20%
Café	452 21%	35 20%	28 27% <i>hm</i>	14 23%	374 21%	18 21%	55 23%	41 24%	33 18%	34 22%	40 20%	61 22%	60 21%	32 17%
Takeaway	536 25%	32 18%	28 28% <i>a</i>	18 28% <i>a</i>	458 26% <i>A</i>	22 25%	63 26% <i>A</i>	40 23%	51 28% <i>A</i>	40 26%	49 25% <i>a</i>	78 29% <i>Am</i>	79 27% <i>Am</i>	36 20%
This would not encourage me to buy food from any of these types of eating establishments	1275 60%	119 66% <i>K</i>	61 59%	38 60%	1057 60%	52 61%	142 60%	104 60%	107 58%	91 59%	130 66% <i>K</i>	143 52%	169 59%	118 65% <i>K</i>

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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 29

Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment?

Price promotions on healthy food 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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Would make you more likely to buy	1457 69%	656 63%	801 74%A	186 78%FGH	280 77%FGH	253 74%FGH	249 66%	189 61%	300 61%	466 77%JK	502 70%K	489 61%	418 74%mo	405 69%o	302 69%o	332 63%	246 73%	642 73%
Restaurant	1173 55%	509 49%	664 61%A	138 58%gH	220 60%GH	208 61%GH	219 58%gH	157 50%	232 48%	358 59%K	426 59%K	389 49%	338 60%O	324 55%	240 55%	271 52%	201 60%	511 58%
Café	1078 51%	461 45%	616 57%A	137 58%FgH	211 58%FGH	192 56%FgH	180 48%	152 49%h	205 42%	348 58%jK	373 52%K	357 45%	305 54%O	310 52%O	221 51%	241 46%	177 52%	483 55%
Takeaway	974 46%	416 40%	558 51%A	116 49%H	185 51%gH	177 52%GH	175 46%H	135 43%	185 38%	301 50%K	352 49%K	320 40%	258 45%	268 45%	208 48%	240 46%	147 43%	435 49%
This would not encourage me to buy food from any of these types of eating establishments	664 31%	379 37%B	284 26%	51 22%	84 23%	88 26%	128 34%CDE	123 39%CDE	189 39%CDE	136 23%	217 30%l	312 39%lJ	150 26%	186 31%l	134 31%	194 37%Lmn	92 27%	242 27%

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

Food Industry Survey

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Absolutes/col percents

Table 30

Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment?

Price promotions on healthy food options

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Would make you more likely to buy	1457 69%	126 70%	68 66%	47 75%	1216 69%	58 67%	161 68%	115 66%	126 68%	110 71%	129 66%	199 73%	194 68%	125 69%
Restaurant	1173 55%	98 54%	56 54%	40 63%E	979 55%	37 43%	128 54%	94 55%	99 53%	87 56%e	111 56%e	157 57%E	160 56%e	106 58%E
Café	1078 51%	95 52%	50 49%	40 62%DbFHJKL	893 50%	42 49%	115 49%	91 53%	83 45%	94 61%bFHJKL	96 49%	140 51%	135 47%	97 54%
Takeaway	974 46%	76 42%	41 40%	35 55%aBfh	821 46%	39 45%	104 44%	82 48%	78 42%	84 54%ABfh	94 48%	123 45%	134 47%	83 46%
This would not encourage me to buy food from any of these types of eating establishments	664 31%	55 30%	35 34%	16 25%	558 31%	28 33%	75 32%	58 34%	59 32%	45 29%	68 34%	74 27%	92 32%	57 31%

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

*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 31
Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment?
A 'reduced calorie' range of food options
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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Would make you more likely to buy	1205 57%	510 49%	695 64%A	166 70%DEFGH	222 61%Gh	198 58%G	206 55%	150 48%	263 54%	388 64%JK	404 56%k	413 52%	347 61%Mo	317 54%	249 57%	293 56%	210 62%	507 57%
Restaurant	884 42%	326 31%	558 51%A	125 53%DEFGH	144 39%	137 40%	145 38%	126 41%	207 42%	269 45%j	282 39%	333 42%	252 44%	234 40%	178 41%	220 42%	163 48%Q	343 39%
Café	800 38%	307 30%	493 45%A	109 46%dFGH	139 38%	141 41%f	127 34%	111 36%	173 35%	248 41%K	268 37%	284 35%	219 39%	222 38%	161 37%	198 38%	137 41%	328 37%
Takeaway	804 38%	317 31%	487 45%A	100 42%gh	148 41%	143 42%gh	135 36%	108 35%	169 35%	249 41%K	278 39%	277 35%	205 36%	206 35%	179 41% ^m	214 41% ^m	137 41%	337 38%
This would not encourage me to buy food from any of these types of eating establishments	916 43%	525 51%B	391 36%	71 30%	143 39%C	143 42%C	171 45%C	162 52%CDE	226 46%Cd	214 36%	314 44%l	388 48%lj	221 39%	274 46%L	187 43%	233 44%l	129 38%	376 43%

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

Food Industry Survey

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Absolutes/col percents

Table 32

Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment?

A 'reduced calorie' range of food options

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Would make you more likely to buy	1205 57%	106 59%	50 49%	40 62%b	1010 57%	49 57%	134 56%	101 58%	107 58%	92 59%	113 57%	162 59%b	150 53%	102 56%
Restaurant	884 42%	71 39%	42 40%	32 51%aEI	739 42%	29 34%	98 41%	71 41%	78 42%	66 43%	91 46%e	115 42%	111 39%	79 44%
Café	800 38%	69 38%	39 38%	31 48%DHIL	661 37%	38 44%h	89 38%	74 43%HI	58 31%	52 34%	78 40%	104 38%	94 33%	73 40%
Takeaway	804 38%	81 44%dbekLM	34 33%	30 48%dBekLM	659 37%	28 32%	95 40%l	70 41%l	75 40%l	66 43%l	76 39%	97 35%	92 32%	60 33%
This would not encourage me to buy food from any of these types of eating establishments	916 43%	75 41%	53 51%ck	24 38%	764 43%	37 43%	103 44%	72 42%	78 42%	63 41%	84 43%	111 41%	136 47%	79 44%

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

*** small base**

Food Industry Survey

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Absolutes/col percents

Table 33

Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?

Summary

Base: All respondents

		Changes										
		Price increases on unhealthy food	Price reductions on healthy foods	Reductions in the amount of saturated fat in food	Reductions in the amount of added sugar in food	Reductions in the amount of added salt in food	Selling food in smaller portion sizes	Not advertising 'junk food' on television before 9pm	Traffic light labelling on all food and drink	Calorie information displayed on menus in food establishments	Reducing the amount of unhealthy food on promotion	Increasing the amount of healthy food on promotion
	Unweighted base	2121	2121	2121	2121	2121	2121	2121	2121	2121	2121	2121
	Weighted base	2121	2121	2121	2121	2121	2121	2121	2121	2121	2121	2121
	NET: Important	935 44%	1721 81%	1766 83%	1810 85%	1775 84%	1049 49%	1302 61%	1646 78%	1564 74%	1492 70%	1750 83%
	Very important (4)	322 15%	947 45%	956 45%	1006 47%	910 43%	343 16%	646 30%	779 37%	666 31%	687 32%	901 42%
	Fairly important (3)	613 29%	774 36%	810 38%	804 38%	864 41%	706 33%	656 31%	867 41%	898 42%	805 38%	850 40%
	Fairly unimportant (2)	568 27%	206 10%	159 7%	146 7%	174 8%	578 27%	386 18%	244 12%	313 15%	335 16%	188 9%
	Very unimportant (1)	367 17%	53 2%	54 3%	46 2%	59 3%	257 12%	211 10%	77 4%	101 5%	141 7%	56 3%
	NET: Unimportant	935 44%	259 12%	212 10%	192 9%	233 11%	836 39%	597 28%	321 15%	414 20%	476 22%	244 12%
	Don't know	251 12%	141 7%	143 7%	119 6%	113 5%	236 11%	222 10%	154 7%	143 7%	152 7%	126 6%
	Mean	2.48	3.32	3.35	3.38	3.31	2.60	2.91	3.19	3.08	3.04	3.30
	Standard deviation	0.99	0.77	0.74	0.72	0.75	0.94	0.99	0.80	0.83	0.90	0.75
	Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

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Absolutes/col percents

Table 34
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Price increases on unhealthy 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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Important	935 44%	414 40%	521 48%A	128 54% EFGH	168 46% G	141 41%	164 43% g	115 37%	220 45% G	295 49% JK	305 42%	334 42%	270 48% No	272 46% n	173 40%	221 42%	154 46%	387 44%
Very important	(4) 322 15%	121 12%	202 19%A	52 22% dEFG	55 15%	46 13%	47 12%	41 13%	81 17%	108 18% J	92 13%	122 15%	91 16%	88 15%	53 12%	91 17% N	46 14%	132 15%
Fairly important	(3) 613 29%	293 28%	320 29%	75 32% g	112 31% g	95 28%	118 31% G	74 24%	139 28%	188 31% k	213 30%	212 27%	179 31% O	184 31% O	120 27%	131 25%	108 32%	255 29%
Fairly unimportant	(2) 568 27%	286 28%	281 26%	50 21%	79 22%	97 28% cd	107 28% cd	96 31% CD	140 29% CD	129 21%	204 28% l	235 29% l	162 29%	152 26%	128 29% o	126 24%	96 28%	234 26%
Very unimportant	(1) 367 17%	223 22% B	144 13%	28 12%	73 20% Ch	62 18% c	66 17% c	67 22% CH	71 14%	101 17%	128 18%	138 17%	88 16%	102 17%	75 17%	102 19%	51 15%	162 18%
NET: Unimportant	935 44%	509 49% B	426 39%	78 33%	151 41% c	159 47% C	173 46% C	163 52% CDH	210 43% C	229 38%	332 46% l	373 47% l	250 44%	254 43%	203 46%	228 43%	147 44%	397 45%
Don't know	251 12%	112 11%	139 13%	31 13%	46 13%	41 12%	40 11%	34 11%	59 12%	77 13%	81 11%	93 12%	47 8%	66 11%	61 14% L	77 15% L	37 11%	100 11%
Mean	2.48	2.34	2.61A	2.74 DEFGH	2.47 g	2.42	2.43	2.32	2.54 G	2.58 Jk	2.42	2.45	2.52 n	2.49	2.40	2.47	2.49	2.45
Standard deviation	0.99	0.98	0.98	0.99	1.03	0.98	0.96	1.00	0.98	1.02	0.97	0.99	0.97	0.99	0.96	1.05	0.95	1.00
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.06	0.05	0.05	0.04	0.04	0.04	0.04	0.05	0.05	0.06	0.04

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

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Absolutes/col percents

Table 35
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Price increases on unhealthy food
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Important	935 44%	99 55%DBEFGHJL36%	38 36%	30 47%	769 43%	33 38%	105 44%	63 37%	78 42%	67 43%	81 41%	129 47%bg	122 43%	92 51%BeGj
Very important	(4) 322 15%	42 23%DBEFGHIJ7%	8 7%	13 20%BEfg	260 15%b	5 6%	27 11%	19 11%	25 14%e	18 12%	27 13%e	54 20%BEFGij	50 18%BEfg	35 19%BEFg
Fairly important	(3) 613 29%	57 32%	30 29%	17 27%	509 29%	28 33%	78 33%l	44 25%	53 28%	49 32%	54 27%	74 27%	72 25%	57 31%
Fairly unimportant	(2) 568 27%	42 23%	26 26%	18 28%	481 27%	20 23%	57 24%	60 35%AeFlk	52 28%	35 22%	57 29%	70 26%	83 29%	48 26%
Very unimportant	(1) 367 17%	27 15%	26 25%daJM	10 15%	305 17%	16 18%	42 18%	31 18%	32 17%	34 22%M	29 15%	48 17%	51 18%	22 12%
NET: Unimportant	935 44%	69 38%	52 51%am	28 43%	786 44%	36 41%	98 42%	91 53%AFjkM	85 46%	68 44%	86 44%	117 43%	134 47%a	70 39%
Don't know	251 12%	13 7%	13 13%	6 10%	219 12%a	18 20%AcGKLm	33 14%A	18 10%	23 12%	19 12%	30 15%A	28 10%	30 11%	20 11%
Mean	2.48	2.68DBEFGHij	2.22	2.57Bg	2.47B	2.32	2.44b	2.33	2.43	2.38	2.47b	2.55Bg	2.47b	2.64BEfGhI
Standard deviation	0.99	1.02	0.96	1.02	0.99	0.92	0.96	0.94	0.98	1.01	0.96	1.04	1.02	0.97
Standard error	0.02	0.08	0.10	0.11	0.03	0.11	0.07	0.07	0.08	0.09	0.07	0.07	0.07	0.08

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
*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 36
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Price reductions on healthy foods
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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Important	1721 81%	784 76%	937 86%A	194 82%h	303 83%H	290 85%GH	322 85%GH	245 79%	367 75%	497 83%K	612 85%K	612 76%	472 83%o	479 81%	358 82%	412 78%	287 85%	721 82%
Very important	(4) 947 45%	387 37%	560 52%A	123 52%H	174 48%H	169 50%H	179 47%H	141 45%H	161 33%	297 49%K	348 48%K	302 38%	235 41%	271 46%	211 48%L	231 44%	171 51%	403 46%
Fairly important	(3) 774 36%	396 38%	377 35%	71 30%	128 35%	121 35%	143 38%c	104 33%	206 42%CdeG	199 33%	264 37%	310 39%i	237 42%MNO	208 35%	146 34%	182 35%	115 34%	318 36%
Fairly unimportant	(2) 206 10%	139 13%B	68 6%	15 6%	25 7%	19 5%	36 10%e	41 13%CDE	71 14%CDEF	40 7%	55 8%	112 14%IJ	61 11%	56 9%	38 9%	52 10%	23 7%	81 9%
Very unimportant	(1) 53 2%	38 4%B	15 1%	6 2%	9 2%	8 2%	3 1%	7 2%	20 4%F	15 2%	11 2%	27 3%J	11 2%	16 3%	12 3%	14 3%	7 2%	22 3%
NET: Unimportant	259 12%	177 17%B	83 8%	21 9%	34 9%	26 8%	40 11%	48 15%CDEF	90 18%CDEF	55 9%	66 9%	138 17%IJ	71 13%	72 12%	50 12%	66 12%	30 9%	104 12%
Don't know	141 7%	74 7%	67 6%	22 9%F	28 8%f	25 7%	16 4%	19 6%	31 6%	50 8%j	41 6%	50 6%	25 4%	40 7%l	28 7%	48 9%L	22 7%	59 7%
Mean	3.32	3.18	3.45A	3.45GH	3.39H	3.43GH	3.37H	3.29H	3.11	3.41K	3.40K	3.18	3.28	3.33	3.36	3.32	3.43	3.34
Standard deviation	0.77	0.82	0.68	0.74	0.74	0.71	0.70	0.80	0.82	0.74	0.71	0.81	0.74	0.77	0.77	0.78	0.72	0.76
Standard error	0.02	0.03	0.02	0.05	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.03	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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 37
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Price reductions on healthy foods
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- em Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Important	1721 81%	146 81%	80 78%	57 89%daBEfghil	1438 81%	65 76%	188 79%	139 80%	149 81%	121 78%	166 84%	231 84%e	228 80%	151 83%
Very important	(4) 947 45%	84 47%	41 40%	36 56%DBEFIL	786 44%	33 38%	97 41%	83 48%i	84 45%	56 36%	94 48%i	136 50%eff	121 42%	83 46%
Fairly important	(3) 774 36%	62 34%	38 37%	21 34%	652 37%	33 38%	91 39%	56 32%	66 35%	64 42%	72 37%	95 35%	108 38%	68 37%
Fairly unimportant	(2) 206 10%	22 12%ckj	11 11%	3 5%	170 10%	11 12%	26 11%	23 13%chjK	12 7%	16 10%	13 7%	18 7%	34 12%chjk	16 9%
Very unimportant	(1) 53 2%	2 1%	8 7%DAcEfgJLMl%	1	43 2%	-	6 3%	4 2%	6 3%	7 4%ae	4 2%	9 3%	6 2%	2 1%
NET: Unimportant	259 12%	24 13%	19 18%dChJKm	4 7%	213 12%	11 12%	32 14%	26 15%cj	18 10%	22 14%	18 9%	27 10%	40 14%c	19 10%
Don't know	141 7%	11 6%	4 4%	2 4%	123 7%	10 12%bcGkl	17 7%	7 4%	18 10%g	11 7%	14 7%	16 6%	17 6%	12 7%
Mean	3.32	3.35b	3.15	3.49dBeFIL	3.32b	3.29	3.27	3.32	3.36b	3.19	3.39BI	3.39BI	3.28	3.37Bi
Standard deviation	0.77	0.74	0.91	0.68	0.76	0.70	0.77	0.79	0.76	0.81	0.72	0.76	0.77	0.71
Standard error	0.02	0.05	0.09	0.07	0.02	0.08	0.05	0.06	0.06	0.07	0.05	0.05	0.05	0.05

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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 38
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Reductions in the amount of saturated fat in 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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Important	1766 83%	824 80%	942 87%A	184 77%	282 77%	283 83%	322 85%CD	260 84%d	435 89%CDEG	466 77%	605 84%I	695 87%I	484 85%O	500 85%	357 82%	425 81%	295 87%Q	706 80%
Very important	(4) 956 45%	417 40%	538 50%A	98 41%	147 40%	137 40%	169 45%	149 48%de	255 52%CDEF	245 41%	306 43%	404 51%J	256 45%n	272 46%N	170 39%	258 49%N	162 48%Q	352 40%
Fairly important	(3) 810 38%	406 39%	404 37%	86 36%	135 37%	146 43%g	153 40%	111 36%	179 37%	220 37%	299 42%k	291 36%	228 40%O	228 39%O	187 43%O	167 32%	133 39%	354 40%
Fairly unimportant	(2) 159 7%	99 10%B	59 5%	19 8%	37 10%H	24 7%	28 7%	22 7%	28 6%	56 9%k	52 7%	50 6%	49 9%	39 7%	29 7%	41 8%	18 5%	84 9%P
Very unimportant	(1) 54 3%	35 3%B	19 2%	9 4%eh	11 3%	4 1%	12 3%	10 3%	8 2%	19 3%	16 2%	18 2%	10 2%	16 3%	15 3%	13 2%	2 1%	31 3%P
NET: Unimportant	212 10%	134 13%B	78 7%	28 12%h	48 13%eH	29 8%	39 10%	32 10%	36 7%	76 13%K	68 9%	68 9%	59 10%	55 9%	44 10%	54 10%	20 6%	114 13%P
Don't know	143 7%	77 7%	66 6%	26 11%FgH	35 10%FH	29 9%FH	16 4%	19 6%	18 4%	60 10%JK	45 6%	37 5%	24 4%	36 6%	35 8%L	47 9%Lm	23 7%	63 7%
Mean	3.35	3.26	3.43A	3.29	3.27	3.33	3.33	3.36	3.45CDEF	3.28	3.33	3.42IJ	3.34	3.36	3.28	3.40N	3.44Q	3.25
Standard deviation	0.74	0.79	0.69	0.80	0.79	0.68	0.75	0.77	0.68	0.79	0.72	0.72	0.72	0.74	0.75	0.76	0.64	0.79
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	0.04	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

Food Industry Survey

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Absolutes/col percents

Table 39
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Reductions in the amount of saturated fat in food
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- em Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Important	1766 83%	155 86%Be	76 74%	54 85%	1481 83%B	65 76%	203 86%Beh	146 85%B	145 79%	124 80%	172 87%BEH	237 87%BEH	239 84%b	148 82%
Very important	(4) 956 45%	78 43%	42 41%	34 54%beL	802 45%	35 40%	104 44%	83 48%	80 43%	66 43%	96 49%	140 51%L	117 41%	81 45%
Fairly important	(3) 810 38%	77 42%c	34 34%	20 31%	679 38%	31 36%	99 42%c	64 37%	65 35%	58 38%	76 39%	98 36%	121 42% <i>c</i>	67 37%
Fairly unimportant	(2) 159 7%	11 6%	13 13%DaFK	8 13%daFK	127 7%	10 11%FK	9 4%	13 8%	19 10%FK	11 7%	14 7%	11 4%	22 8%k	18 10%FK
Very unimportant	(1) 54 3%	2 1%	5 5%aJ	1 1%	45 3%	2 3%	6 3%	3 1%	5 3%	8 5%aJ	1 1%	7 3%	7 3%	6 3%
NET: Unimportant	212 10%	13 7%	19 18%DAFGJKI	9 13%fk	172 10%	12 14%aFK	15 6%	16 9%	24 13%aFK	19 12%fk	15 8%	18 7%	29 10%	23 13%aFK
Don't know	143 7%	13 7%	8 8%	1 2%	121 7% <i>c</i>	9 10% <i>C</i>	19 8% <i>c</i>	11 6%	16 8% <i>c</i>	11 7%	10 5%	18 7%	18 6%	10 5%
Mean	3.35	3.37b	3.19	3.40	3.35b	3.26	3.38b	3.40b	3.30	3.27	3.43Bil	3.45BehiLm	3.30	3.30
Standard deviation	0.74	0.67	0.88	0.75	0.74	0.79	0.70	0.71	0.79	0.83	0.66	0.71	0.73	0.79
Standard error	0.02	0.05	0.09	0.08	0.02	0.09	0.05	0.05	0.06	0.08	0.05	0.05	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

*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 40
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Reductions in the amount of added sugar in 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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Important	1810 85%	854 83%	956 88%A	190 80%	293 80%	286 84%	319 84%	273 87%CD	450 92%CDEFG	483 80%	605 84%i	722 90%IJ	501 88%NO	511 86%	361 83%	437 83%	295 87%q	725 82%
Very important	(4) 1006 47%	433 42%	573 53%A	98 41%	146 40%	147 43%	176 47%	152 49%D	287 59%CDEFG	244 41%	323 45%	439 55%J	270 47%	288 49%	189 43%	261 50%n	154 45%	377 43%
Fairly important	(3) 804 38%	421 41%B	383 35%	91 39%	147 40%h	139 41%H	143 38%	121 39%	162 33%	239 40%	282 39%	283 35%	232 41%O	223 38%	173 40%o	176 34%	142 42%	348 39%
Fairly unimportant	(2) 146 7%	91 9%B	55 5%	18 7%h	32 9%H	23 7%h	36 9%H	19 6%	19 4%	50 8%K	58 8%K	37 5%	43 8%	35 6%	34 8%	35 7%	22 6%	68 8%
Very unimportant	(1) 46 2%	32 3%B	14 1%	4 2%	7 2%	7 2%	11 3%	7 2%	10 2%	11 2%	19 3%	17 2%	4 1%	14 2%L	13 3%L	15 3%L	1 *	31 4%P
NET: Unimportant	192 9%	123 12%B	69 6%	22 9%	39 11%H	30 9%	47 13%gH	26 8%	28 6%	61 10%K	77 11%K	54 7%	47 8%	49 8%	46 11%	50 9%	23 7%	100 11%P
Don't know	119 6%	58 6%	61 6%	26 11%FGH	32 9%FGH	25 7%FH	11 3%	14 4%h	11 2%	58 10%JK	37 5%k	24 3%	19 3%	31 5%	29 7%L	39 7%L	20 6%	59 7%
Mean	3.38	3.28	3.48A	3.34	3.30	3.35	3.32	3.40	3.52CDEFG	3.32	3.33	3.47IJ	3.40	3.40	3.32	3.40	3.41q	3.30
Standard deviation	0.72	0.77	0.66	0.71	0.73	0.71	0.78	0.71	0.67	0.72	0.75	0.69	0.66	0.72	0.75	0.76	0.63	0.78
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/ef/g/h - i/j/k - l/m/n/o - p/q

Food Industry Survey

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Absolutes/col percents

Table 41
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Reductions in the amount of added sugar in food
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Important	1810 85%	154 85%b	78 75%	57 89%B	1522 86%B	73 85%	206 87%B	149 86%B	154 83%	129 84%	178 90%Bhm	235 86%B	246 86%B	151 83%
Very important	(4) 1006 47%	83 46%	41 40%	34 54%b	848 48%	42 49%	110 46%	82 47%	86 46%	69 44%	114 58%ABFGHKL	132 48%	124 44%	90 50%
Fairly important	(3) 804 38%	71 39%	36 35%	22 35%	674 38%	31 36%	96 41%	68 39%	68 37%	61 39%	64 32%	104 38%	122 43%Jm	61 34%
Fairly unimportant	(2) 146 7%	12 6%	12 11%dFJK	6 10%J	116 7%	7 8%	12 5%	13 7%	12 6%	13 9%j	7 3%	16 6%	19 7%	19 11%FJK
Very unimportant	(1) 46 2%	3 2%	5 5%dcM	- -	38 2%	1 1%	7 3%	3 2%	4 2%	4 2%	4 2%	7 3%	7 2%	2 1%
NET: Unimportant	192 9%	15 8%	17 16%DAFGHJKI	6 10%	154 9%	7 9%	19 8%	16 9%	16 9%	17 11%	11 6%	23 8%	25 9%	21 11%j
Don't know	119 6%	12 7%c	8 8%C	1 1%	97 5%c	6 7%c	12 5%	8 4%	16 8%C	8 5%	9 4%	15 6%	14 5%	10 5%
Mean	3.38	3.39b	3.20	3.45b	3.39B	3.42b	3.37	3.38b	3.39b	3.33	3.52aBFghKL m	3.39b	3.34	3.39b
Standard deviation	0.72	0.69	0.87	0.68	0.72	0.69	0.73	0.71	0.72	0.74	0.67	0.72	0.71	0.72
Standard error	0.02	0.05	0.09	0.07	0.02	0.08	0.05	0.05	0.06	0.07	0.05	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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 42
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Reductions in the amount of added salt in food
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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Important	1775 84%	826 80%	948 87%A	180 76%	289 79%	280 82%	317 84%C	269 86%CD	440 90%CDEF	469 78%	597 83%I	709 89%IJ	484 85%N	503 85%N	348 80%	439 84%	293 87%Q	707 80%
Very important	(4) 910 43%	396 38%	514 47%A	89 38%	133 37%	137 40%	154 41%	147 47%CD	250 51%CDEF	222 37%	292 41%	396 50%IJ	240 42%	251 42%	174 40%	246 47%on	143 42%	347 39%
Fairly important	(3) 864 41%	430 42%	434 40%	91 38%	156 43%	143 42%	162 43%	123 39%	190 39%	247 41%	305 42%	312 39%	244 43%o	253 43%o	174 40%	193 37%	151 45%	360 41%
Fairly unimportant	(2) 174 8%	109 11%B	65 6%	28 12%gH	36 10%h	27 8%	32 9%	22 7%	29 6%	64 11%K	59 8%	51 6%	54 9%	42 7%	42 10%	36 7%	21 6%	85 10%
Very unimportant	(1) 59 3%	43 4%B	17 2%	5 2%	12 3%	11 3%	16 4%h	6 2%	10 2%	17 3%	26 4%k	16 2%	9 2%	17 3%	14 3%	19 4%L	6 2%	34 4%
NET: Unimportant	233 11%	152 15%B	82 8%	33 14%H	48 13%H	38 11%	48 13%H	29 9%	39 8%	81 13%K	86 12%K	67 8%	63 11%	59 10%	56 13%	56 11%	27 8%	119 13%P
Don't know	113 5%	57 6%	56 5%	25 10%FGH	27 8%FH	24 7%fH	13 3%	14 5%h	11 2%	52 9%JK	36 5%k	25 3%	21 4%	29 5%	33 8%L	31 6%	18 5%	58 7%
Mean	3.31	3.21	3.40A	3.24	3.22	3.28	3.25	3.38cDF	3.42CDEF	3.23	3.26	3.40IJ	3.31	3.31	3.26	3.35	3.34q	3.24
Standard deviation	0.75	0.81	0.68	0.77	0.77	0.76	0.79	0.71	0.70	0.77	0.78	0.71	0.71	0.74	0.78	0.78	0.69	0.80
Standard error	0.02	0.03	0.02	0.05	0.05	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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 43

Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?

Reductions in the amount of added salt in food

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- em Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Important	1775 84%	155 85%	83 81%	58 91%dbEhIKm	1479 83%	67 77%	201 85%	150 87%e	152 82%	124 80%	173 88%Eik	220 80%	240 84%	151 83%
Very important	(4) 910 43%	77 42%	44 42%	33 52%dFh	757 43%	33 39%	88 37%	75 43%	73 39%	68 44%	94 48%F	119 44%	121 42%	85 47%f
Fairly important	(3) 864 41%	78 43%	39 38%	25 39%	722 41%	33 39%	113 48%iKM	75 44%	79 43%	57 37%	79 40%	101 37%	119 42%	65 36%
Fairly unimportant	(2) 174 8%	13 7%	10 9%	4 6%	148 8%	9 10%	13 6%	12 7%	13 7%	16 10%	10 5%	35 13%acFghJl	23 8%	18 10%
Very unimportant	(1) 59 3%	4 2%	6 6%K	1 2%	49 3%	3 3%	10 4%K	4 3%	6 3%	6 4%	5 3%	3 1%	8 3%	3 2%
NET: Unimportant	233 11%	16 9%	15 15%j	5 8%	197 11%	12 13%	23 10%	16 9%	19 10%	21 14%	16 8%	38 14%j	31 11%	22 12%
Don't know	113 5%	10 6%	4 4%	1 1%	98 6%c	8 9%C	13 5%	7 4%	14 8%C	9 6%	9 4%	16 6%	15 5%	9 5%
Mean	3.31	3.33	3.23	3.43f	3.31	3.24	3.24	3.33	3.28	3.28	3.39f	3.30	3.30	3.35
Standard deviation	0.75	0.71	0.86	0.69	0.75	0.79	0.76	0.72	0.75	0.81	0.72	0.74	0.75	0.75
Standard error	0.02	0.05	0.08	0.07	0.02	0.09	0.05	0.05	0.06	0.07	0.05	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

*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 44
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Selling food in smaller portion sizes
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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Important	1049 49%	432 42%	617 57%A	117 49%	180 50%	155 46%	174 46%	146 47%	276 56% ^d EF	297 49%	330 46%	422 53% ^J	304 53% ^N	292 49%	194 45%	259 49%	170 50%	396 45%
Very important	(4) 343 16%	125 12%	218 20%A	44 18%	52 14%	47 14%	51 14%	51 16%	98 20% ^d EF	96 16%	98 14%	149 19% ^J	96 17%	91 15%	63 14%	93 18%	52 15%	118 13%
Fairly important	(3) 706 33%	307 30%	399 37%A	73 31%	129 35%	108 32%	123 33%	95 30%	178 36% ^g	202 34%	231 32%	273 34%	207 36% ⁿ	201 34%	132 30%	166 32%	117 35%	278 31%
Fairly unimportant	(2) 578 27%	334 32%B	244 22%	59 25%	84 23%	98 29%	119 32% ^c D	90 29%	129 26%	142 24%	217 30% ^l	219 27%	153 27%	161 27%	136 31% ^O	128 24%	91 27%	259 29%
Very unimportant	(1) 257 12%	166 16%B	92 8%	27 11%	52 14% ^H	39 11%	56 15% ^H	43 14% ^H	41 8%	79 13%	95 13%	83 10%	65 11%	71 12%	51 12%	71 13%	34 10%	133 15% ^p
NET: Unimportant	836 39%	500 48%B	336 31%	86 36%	135 37%	137 40%	175 46% ^{CD} H	132 42% ^H	170 35%	221 37%	312 43% ^l K	302 38%	218 38%	232 39%	186 43%	199 38%	126 37%	391 44% ^p
Don't know	236 11%	103 10%	133 12%	35 15% ^{FH}	49 13% ^{Fh}	49 14% ^{FH}	27 7%	33 11%	43 9%	83 14% ^K	76 11%	77 10%	47 8%	66 11%	56 13% ^L	68 13% ^L	43 13%	96 11%
Mean	2.60	2.42	2.78A	2.66f	2.57	2.56	2.48	2.55	2.75DEFG	2.61	2.52	2.67J	2.64	2.60	2.54	2.61	2.64Q	2.48
Standard deviation	0.94	0.93	0.91	0.96	0.95	0.92	0.93	0.96	0.90	0.96	0.92	0.93	0.92	0.93	0.92	0.98	0.91	0.94
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.04

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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 45

Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?

Selling food in smaller portion sizes

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- em Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Important	1049 49%	96 53%l	48 47%	36 57%iL	869 49%	42 48%	115 49%	88 51%	93 50%	66 43%	106 54%iL	132 48%	125 44%	101 56%IL
Very important	(4) 343 16%	39 22%deGl	16 15%	10 16%	278 16%	10 12%	36 15%	17 10%	31 17%g	26 17%g	35 18%G	50 18%G	43 15%	29 16%g
Fairly important	(3) 706 33%	57 31%	32 31%	26 41%lKL	591 33%	31 36%	79 33%	71 41%aKL	62 33%	40 26%	71 36%i	82 30%	82 29%	72 40%lKL
Fairly unimportant	(2) 578 27%	46 25%	29 28%	13 20%	491 28%	25 29%	65 27%h	47 27%	36 20%	48 31%cH	49 25%	84 31%cH	93 33%CHjm	44 24%
Very unimportant	(1) 257 12%	20 11%	17 17%JM	9 14%	212 12%	8 9%	28 12%	21 12%	32 17%aJM	22 14%m	17 8%	32 12%	38 13%m	14 8%
NET: Unimportant	836 39%	65 36%	46 45%jM	22 34%	703 40%	33 38%	93 39%	68 39%	69 37%	70 45%JM	65 33%	116 42%jM	131 46%AchJM	57 32%
Don't know	236 11%	20 11%	9 9%	6 9%	201 11%	12 13%	28 12%	17 10%	23 13%	18 12%	26 13%	26 9%	29 10%	22 12%
Mean	2.60	2.72gL	2.49	2.64	2.60	2.59	2.59	2.54	2.57	2.51	2.73bgiL	2.61	2.51	2.74bgiL
Standard deviation	0.94	0.97	0.98	0.95	0.93	0.86	0.93	0.86	1.02	0.98	0.90	0.95	0.94	0.86
Standard error	0.02	0.07	0.10	0.10	0.02	0.10	0.06	0.07	0.08	0.09	0.06	0.06	0.06	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

*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 46

Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?

Not advertising 'junk food' on television before 9pm

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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Important	1302 61%	585 57%	717 66%A	120 51%	183 50%	198 58%d	241 64%CD	208 67%CDE	352 72%CDEF	303 50%	438 61%I	561 70%IJ	363 64%n	368 62%	251 57%	320 61%	201 59%	507 57%
Very important	(4) 646 30%	263 25%	384 35%A	57 24%	70 19%	93 27%D	100 27%D	117 38%CDEF	210 43%CDEF	126 21%	193 27%I	327 41%IJ	165 29%	183 31%	125 29%	173 33%	99 29%	217 25%
Fairly important	(3) 656 31%	322 31%	334 31%	64 27%	113 31%	105 31%	140 37%CGH	91 29%	142 29%	177 29%	245 34%k	233 29%	198 35%nO	185 31%	126 29%	147 28%	102 30%	290 33%
Fairly unimportant	(2) 386 18%	228 22%B	158 15%	46 19%	77 21%H	59 17%	70 19%	61 20%h	72 15%	124 21%k	129 18%	133 17%	107 19%	102 17%	84 19%	92 18%	60 18%	178 20%
Very unimportant	(1) 211 10%	121 12%B	90 8%	30 13%GH	49 13%GH	42 12%GH	43 11%GH	16 5%	31 6%	79 13%K	85 12%K	47 6%	60 11%	53 9%	50 11%	49 9%	35 10%	98 11%
NET: Unimportant	597 28%	349 34%B	248 23%	76 32%gH	126 35%GH	101 30%H	113 30%H	78 25%	103 21%	202 34%K	214 30%K	181 23%	167 29%	154 26%	134 31%	142 27%	96 28%	276 31%
Don't know	222 10%	101 10%	121 11%	41 17%FGH	55 15%FGH	43 12%FH	24 6%	26 8%	34 7%	96 16%JK	66 9%	60 7%	38 7%	68 12%L	51 12%L	64 12%L	42 12%	100 11%
Mean	2.91	2.78	3.05A	2.75	2.66	2.83d	2.84D	3.08CDEF	3.17CDEF	2.69	2.84I	3.13IJ	2.88	2.95	2.85	2.96	2.89	2.80
Standard deviation	0.99	1.00	0.97	1.04	1.00	1.02	0.97	0.92	0.93	1.01	1.00	0.93	0.98	0.97	1.02	1.00	1.00	0.98
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.04	0.05	0.05	0.06	0.04

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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 47

Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?

Not advertising 'junk food' on television before 9pm

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- em Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Important	1302 61%	113 62%bl	53 51%	41 64%i	1096 62%b	45 52%	154 65%Bel	105 61%i	113 61%i	77 50%	126 64%bel	181 66%BEI	180 63%bl	115 64%bl
Very important	(4) 646 30%	56 31%	27 27%	22 34%	541 31%	23 26%	70 30%	44 26%	51 28%	40 26%	71 36%Gi	91 33%	91 32%	60 33%
Fairly important	(3) 656 31%	57 31%	25 25%	19 30%	554 31%	22 26%	84 35%bl	61 35%bi	61 33%	37 24%	55 28%	90 33%	89 31%	55 30%
Fairly unimportant	(2) 386 18%	34 19%	21 20%	15 23%k	316 18%	20 23%k	38 16%	33 19%	30 16%	40 26%FhJKm	31 16%	39 14%	55 19%	30 17%
Very unimportant	(1) 211 10%	20 11%	16 15%dcFJl	4 6%	172 10%	8 9%	18 8%	20 11%	22 12%	17 11%	14 7%	28 10%	25 9%	19 11%
NET: Unimportant	597 28%	53 29%	37 36%dFJk	18 29%	489 28%	28 32%	56 24%	53 31%	52 28%	57 37%FJKI	46 23%	67 25%	80 28%	49 27%
Don't know	222 10%	15 8%	13 13%	4 7%	189 11%	13 16%c	26 11%	15 9%	20 11%	21 13%	26 13%	25 9%	26 9%	17 9%
Mean	2.91	2.90	2.72	2.99	2.92b	2.83	2.98bi	2.82	2.86	2.74	3.06BGhl	2.98bi	2.94bi	2.95
Standard deviation	0.99	1.00	1.09	0.94	0.99	1.00	0.93	0.98	1.01	1.03	0.97	0.99	0.97	1.01
Standard error	0.02	0.07	0.11	0.10	0.03	0.12	0.06	0.08	0.08	0.10	0.07	0.07	0.06	0.08

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

*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 48
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Traffic light labelling on all food and drink
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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Important	1646 78%	748 72%	898 83%A	182 77%	277 76%	266 78%	291 77%	237 76%	392 80%	460 76%	557 78%	629 79%	451 79%	452 77%	333 76%	409 78%	272 80%	669 76%
Very important	(4) 779 37%	320 31%	459 42%A	96 40%dg	118 32%	131 38%	133 35%	102 33%	199 41%DG	214 35%	265 37%	301 38%	197 35%	214 36%	160 37%	208 40%	128 38%	309 35%
Fairly important	(3) 867 41%	428 41%	439 40%	87 36%	160 44%	135 40%	158 42%	135 43%	193 40%	246 41%	293 41%	328 41%	254 45%O	239 40%	173 40%	201 38%	144 43%	360 41%
Fairly unimportant	(2) 244 12%	155 15%B	89 8%	23 10%	47 13%	35 10%	52 14%	30 10%	57 12%	70 12%	87 12%	87 11%	69 12%	71 12%	58 13%o	46 9%	36 11%	113 13%
Very unimportant	(1) 77 4%	55 5%B	22 2%	7 3%	7 2%	12 4%	13 3%	20 7%cDfh	17 3%	14 2%	25 4%	37 5%l	18 3%	21 4%	15 3%	23 4%	4 1%	36 4%P
NET: Unimportant	321 15%	210 20%B	111 10%	31 13%	54 15%	47 14%	65 17%	50 16%	73 15%	84 14%	113 16%	124 15%	87 15%	92 16%	73 17%	69 13%	40 12%	148 17%p
Don't know	154 7%	77 7%	77 7%	25 10%FH	33 9%fH	28 8%h	21 6%	25 8%h	23 5%	58 10%gjk	48 7%	48 6%	30 5%	47 8%l	31 7%	47 9%L	27 8%	66 8%
Mean	3.19	3.06	3.32A	3.27G	3.17	3.23	3.15	3.11	3.23g	3.21	3.19	3.19	3.17	3.19	3.18	3.24	3.27q	3.15
Standard deviation	0.80	0.85	0.72	0.79	0.74	0.80	0.80	0.86	0.80	0.76	0.80	0.82	0.77	0.80	0.81	0.82	0.71	0.82
Standard error	0.02	0.03	0.02	0.05	0.04	0.05	0.04	0.05	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.04	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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 49
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Traffic light labelling on all food and drink
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- em Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Important	1646 78%	146 81%Bel	67 65%	51 80%Bi	1382 78%B	61 70%	187 79%Bi	141 82%Bel	137 74%	107 69%	158 80%Bel	219 80%Bel	226 79%Bi	146 80%Bel
Very important	(4) 779 37%	67 37%	37 36%	24 38%	651 37%	34 39%	80 34%	64 37%	65 35%	47 30%	77 39%	104 38%	111 39%	69 38%
Fairly important	(3) 867 41%	79 44%Be	30 29%	27 42%b	731 41%B	27 31%	107 45%BE	77 44%Be	72 39%	60 39%	81 41%b	116 42%Be	115 40%b	77 42%B
Fairly unimportant	(2) 244 12%	14 8%	17 16%A	9 13%	205 12%	11 12%	27 11%	16 9%	21 11%	28 18%AfGJKl	19 10%	29 11%	33 12%	21 11%
Very unimportant	(1) 77 4%	5 3%	8 8%DaFgJKM	2 4%	61 3%	3 3%	5 2%	5 3%	11 6%fk	7 5%	5 3%	6 2%	15 5%fk	4 2%
NET: Unimportant	321 15%	19 11%	25 24%DAFGJKMl	11 7%	266 15%	14 16%	31 13%	22 13%	32 17%a	36 23%AFGJKm	24 12%	35 13%	48 17%a	25 14%
Don't know	154 7%	16 9%cl	11 11%CL	2 2%	125 7%	12 14%CGkLM	18 8%	10 6%	16 9%cl	12 8%	15 8%	19 7%	12 4%	10 6%
Mean	3.19	3.26bl	3.04	3.18	3.20	3.23	3.20i	3.23i	3.14	3.03	3.26bl	3.25bl	3.18	3.23i
Standard deviation	0.80	0.74	0.98	0.81	0.79	0.84	0.73	0.76	0.87	0.86	0.76	0.74	0.85	0.76
Standard error	0.02	0.05	0.10	0.08	0.02	0.10	0.05	0.06	0.07	0.08	0.05	0.05	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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 50
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Calorie information displayed on menus in food establishments
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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Important	1564 74%	709 68%	856 79%A	174 73%	276 76%g	248 73%	277 73%	215 69%	374 77%G	451 75%	525 73%	589 74%	428 75%	432 73%	310 71%	395 75%	250 74%	642 73%
Very important	(4) 666 31%	269 26%	397 37%A	83 35%	109 30%	107 31%	118 31%	96 31%	153 31%	192 32%	225 31%	249 31%	168 30%	187 32%	127 29%	183 35%ln	123 36%q	266 30%
Fairly important	(3) 898 42%	439 42%	459 42%	92 39%	167 46%g	141 41%	159 42%	119 38%	221 45%g	258 43%	300 42%	340 42%	260 46%o	245 41%	183 42%	211 40%	127 38%	376 43%
Fairly unimportant	(2) 313 15%	188 18%B	125 12%	32 14%	44 12%	48 14%	57 15%	57 18%D	74 15%	76 13%	105 15%	131 16%i	83 15%	91 15%	69 16%	71 13%	54 16%	127 14%
Very unimportant	(1) 101 5%	65 6%B	36 3%	6 3%	11 3%	19 6%	20 5%	22 7%CD	23 5%	17 3%	39 5%l	45 6%l	25 4%	25 4%	26 6%	24 5%	13 4%	44 5%
NET: Unimportant	414 20%	253 24%B	162 15%	38 16%	55 15%	67 20%	78 21%d	79 25%CDh	97 20%	93 16%	145 20%i	176 22%l	108 19%	116 20%	95 22%	95 18%	66 20%	172 19%
Don't know	143 7%	74 7%	69 6%	25 11%fgH	33 9%H	26 8%H	23 6%	18 6%	18 4%	58 10%K	49 7%k	36 4%	32 6%	43 7%	32 7%	36 7%	22 7%	70 8%
Mean	3.08	2.95	3.20A	3.18G	3.13G	3.07	3.06	2.98	3.07	3.15jK	3.06	3.04	3.06	3.08	3.01	3.13n	3.14	3.06
Standard deviation	0.83	0.86	0.79	0.79	0.76	0.85	0.85	0.90	0.82	0.77	0.85	0.85	0.81	0.83	0.86	0.84	0.84	0.84
Standard error	0.02	0.03	0.02	0.05	0.04	0.05	0.04	0.05	0.04	0.03	0.03	0.03	0.04	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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 51
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Calorie information displayed on menus in food establishments
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Important	1564 74%	137 76%Bi	66 64%	49 77%bi	1312 74%B	61 71%	182 77%BII	132 76%Bi	134 72%	101 65%	160 81%BehIL	204 74%bi	197 69%	140 77%BII
Very important	(4) 666 31%	57 31%	30 29%	19 30%	561 32%	29 34%	70 30%	60 34%	62 33%	39 25%	64 32%	85 31%	92 32%	59 33%
Fairly important	(3) 898 42%	81 45%	36 35%	30 47%l	751 42%	32 38%	112 47%bL	72 42%	72 39%	62 40%	96 49%BhL	119 43%	105 37%	80 44%
Fairly unimportant	(2) 313 15%	27 15%	19 19%j	10 16%	256 14%	11 13%	28 12%	23 14%	23 12%	31 20%fhJ	20 10%	40 15%	54 19%fJ	26 14%
Very unimportant	(1) 101 5%	6 3%	11 11%D	2 3% AceFgJKM3%	82 5%	3 3%	11 5%	8 5%	12 7%k	11 7%k	6 3%	8 3%	17 6%	6 3%
NET: Unimportant	414 20%	33 18%	31 30%DAEFGHJKM%	12 3%	339 19%	14 16%	39 16%	32 18%	35 19%	42 27%aeFgJKm	26 13%	48 18%	71 25%FJkm	32 17%
Don't know	143 7%	11 6%	6 6%	2 3%	123 7%	11 13%aCgJlm	16 7%	9 5%	16 9%	11 7%	11 6%	22 8%	18 6%	10 5%
Mean	3.08	3.11bi	2.88	3.08	3.08B	3.17bi	3.09bi	3.12Bi	3.08	2.90	3.17BII	3.12BI	3.01	3.13BI
Standard deviation	0.83	0.79	0.98	0.78	0.83	0.81	0.80	0.84	0.89	0.89	0.75	0.78	0.90	0.79
Standard error	0.02	0.06	0.10	0.08	0.02	0.09	0.05	0.06	0.07	0.08	0.05	0.05	0.06	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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 52

Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?

Reducing the amount of unhealthy food on promotion

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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Important	1492 70%	683 66%	809 75%A	154 65%	239 65%	237 69%	268 71%	221 71%	375 77% CDEfg	393 65%	505 70%i	595 74% lj	426 75% NO	427 72% O	294 67%	345 66%	252 75% Q	582 66%
Very important	(4) 687 32%	280 27%	407 37%A	74 31%	106 29%	97 29%	122 32%	100 32%	188 39% cDEfg	180 30%	219 31%	288 36% lJ	182 32%	196 33%	134 31%	175 33%	106 31%	262 30%
Fairly important	(3) 805 38%	403 39%	403 37%	80 34%	133 36%	139 41%	146 39%	121 39%	186 38%	213 35%	285 40%	307 38%	244 43% nO	231 39% O	161 37%	170 32%	146 43% q	320 36%
Fairly unimportant	(2) 335 16%	200 19% B	136 12%	43 18%	59 16%	54 16%	57 15%	53 17%	69 14%	102 17%	111 15%	122 15%	88 16%	86 15%	70 16%	91 17%	39 12%	166 19% P
Very unimportant	(1) 141 7%	79 8%	62 6%	13 5%	31 9% h	22 6%	33 9% H	18 6%	24 5%	44 7%	55 8% k	43 5%	31 5%	31 5%	35 8%	44 8% lm	20 6%	65 7%
NET: Unimportant	476 22%	279 27% B	198 18%	55 23%	90 25% h	76 22%	90 24%	72 23%	93 19%	146 24%	166 23%	165 21%	119 21%	117 20%	106 24%	135 26% M	60 18%	231 26% P
Don't know	152 7%	73 7%	79 7%	28 12% FGH	35 10% FH	29 8% H	19 5%	20 6%	21 4%	64 11% JK	48 7%	40 5%	22 4%	47 8% L	37 8% L	46 9% L	27 8%	71 8%
Mean	3.04	2.92	3.15A	3.03	2.95	3.00	3.00	3.03	3.15DEFg	2.98	3.00	3.11J	3.06	3.09	2.98	2.99	3.08q	2.96
Standard deviation	0.90	0.91	0.87	0.89	0.94	0.87	0.93	0.88	0.86	0.92	0.91	0.87	0.85	0.86	0.93	0.96	0.85	0.92
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.05	0.03

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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 53

Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?

Reducing the amount of unhealthy food on promotion

Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Important	1492 70%	131 72%Be	62 60%	44 68%	1257 71%B	52 60%	178 75%BEhi	124 72%be	121 65%	100 65%	141 72%be	205 75%BEhi	199 70%	137 76%BEhi
Very important	(4) 687 32%	63 35%e	31 30%	17 27%	576 32%	19 23%	69 29%	56 32%	50 27%	49 32%	68 34%e	110 40%bCEFHL	88 31%	66 37%Eh
Fairly important	(3) 805 38%	67 37%	31 30%	26 41%	681 38%	32 37%	109 46%aBljK	68 39%	72 39%	50 33%	74 37%	95 35%	111 39%	71 39%
Fairly unimportant	(2) 335 16%	21 12%	22 22%AfgkM	15 24%DAFGjKM	276 16%	19 21%aM	31 13%	23 14%	30 16%	32 21%AM	30 15%	39 14%	52 18%am	21 11%
Very unimportant	(1) 141 7%	15 8%c	13 13%DCEFKLM2%	1 2%	111 6%	3 4%	13 6%	15 9%c	15 8%c	13 9%c	11 6%	14 5%	17 6%	8 5%
NET: Unimportant	476 22%	36 20%	36 35%DAFGhJKIM6% m	17 6% m	387 22%	22 25%	45 19%	39 22%	46 25% m	45 29%aFjKM	41 21%	52 19%	69 24% m	29 16%
Don't know	152 7%	14 8%	5 5%	3 5%	130 7%	13 15%aBcFGijKL	14 6%	10 6%	18 10%	10 6%	15 8%	16 6%	18 6%	15 8%
Mean	3.04	3.07b	2.81	2.99	3.05B	2.93	3.05B	3.01	2.93	2.94	3.09B	3.17BEgHll	3.01	3.17BeHll
Standard deviation	0.90	0.93	1.04	0.80	0.89	0.83	0.83	0.93	0.92	0.97	0.88	0.87	0.89	0.84
Standard error	0.02	0.07	0.10	0.08	0.02	0.10	0.06	0.07	0.07	0.09	0.06	0.06	0.06	0.07

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

*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 54
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Increasing the amount of healthy food on promotion
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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Important	1750 83%	799 77%	952 88%A	198 83%	299 82%	280 82%	315 84%	252 81%	407 83%	497 83%	596 83%	658 82%	493 87% mNO	489 83%	349 80%	419 80%	281 83%	726 82%
Very important	(4) 901 42%	356 34%	544 50%A	116 49% eH	164 45%	137 40%	159 42%	134 43%	191 39%	280 47% jK	296 41%	325 41%	234 41%	259 44%	187 43%	221 42%	153 45%	379 43%
Fairly important	(3) 850 40%	442 43%B	407 37%	81 34%	135 37%	144 42% c	156 41%	118 38%	215 44% Cdg	216 36%	300 42% i	333 42% i	259 46% MNO	230 39%	163 37%	198 38%	128 38%	348 39%
Fairly unimportant	(2) 188 9%	124 12%B	64 6%	10 4%	27 7%	28 8%	36 10% C	34 11% C	54 11% C	37 6%	64 9%	87 11% l	44 8%	50 8%	42 10%	52 10%	27 8%	74 8%
Very unimportant	(1) 56 3%	37 4%B	20 2%	9 4%	8 2%	8 2%	12 3%	8 3%	11 2%	17 3%	20 3%	19 2%	11 2%	15 3%	17 4%	14 3%	8 2%	26 3%
NET: Unimportant	244 12%	161 16%B	84 8%	19 8%	35 10%	36 10%	48 13% c	42 13% c	65 13% c	54 9%	84 12%	106 13% l	55 10%	65 11%	59 13% l	66 12%	36 11%	100 11%
Don't know	126 6%	76 7%B	51 5%	21 9% FH	30 8% FH	25 7% fH	14 4%	19 6%	18 4%	51 8% jK	39 5%	36 5%	20 3%	37 6% L	28 6% l	41 8% L	22 7%	57 6%
Mean	3.30	3.17	3.43A	3.41fgH	3.36h	3.29	3.27	3.29	3.25	3.38JK	3.28	3.26	3.31	3.32	3.27	3.29	3.34	3.31
Standard deviation	0.75	0.79	0.69	0.76	0.74	0.73	0.77	0.78	0.74	0.75	0.75	0.76	0.70	0.75	0.81	0.77	0.75	0.76
Standard error	0.02	0.03	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.03	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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 55
Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes?
Increasing the amount of healthy food on promotion
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- em Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Important	1750 83%	148 82%E	78 76%	58 92%DABEfgHIL33%b	1466 43%	60 69%	198 84%E	142 82%E	149 81%e	119 77%	172 87%BEI	236 86%BEI	235 82%E	154 85%bE
Very important	(4) 901 42%	70 39%	45 44%	25 40%	760 43%	32 37%	89 38%	74 43%	75 41%	66 43%	96 48%aFI	125 46%	113 40%	89 49%aFI
Fairly important	(3) 850 40%	78 43%b	32 32%	33 52%DBEghjklM40%	706 40%	28 32%	108 46%BEIm	68 40%	74 40%	54 35%	77 39%	111 41%	122 43%b	65 36%
Fairly unimportant	(2) 188 9%	17 10%	13 13%jk	4 7%	153 9%	15 17%cFhJKLm	17 7%	16 9%	16 9%	21 14%fJKI	13 6%	18 7%	21 7%	16 9%
Very unimportant	(1) 56 3%	4 2%	5 5%j	1 1%	47 3%	2 2%	4 2%	4 2%	7 4%	6 4%	3 1%	6 2%	13 5%fjm	3 1%
NET: Unimportant	244 12%	21 12%	18 17%dcFJK	5 8%	200 11%	16 19%cFJKm	21 9%	20 12%	23 13%	27 17%cFJK	15 8%	24 9%	34 12%	19 10%
Don't know	126 6%	11 6%C	7 7%C	-	107 6%C	10 12%CijklM	18 7%C	10 6%C	13 7%C	8 5%c	10 5%c	14 5%c	17 6%C	8 5%c
Mean	3.30	3.27	3.23	3.30	3.31	3.19	3.29	3.31	3.26	3.23	3.41abEhiL	3.37	3.24	3.39el
Standard deviation	0.75	0.74	0.88	0.66	0.75	0.82	0.69	0.75	0.79	0.84	0.68	0.71	0.80	0.72
Standard error	0.02	0.05	0.09	0.07	0.02	0.09	0.05	0.06	0.06	0.08	0.05	0.05	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

*** small base**

Food Industry Survey
ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 56
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)	Private (q)
Unweighted base	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
Male	1035	1035	-	112	177	161	198	158	228	289	359	386	311	261	204	259	143	517
	49%	100%B	-	47%	49%	47%	53%	51%	47%	48%	50%	48%	55%MN	44%	47%	49%	42%	58%P
Female	1086	-	1086	126	187	180	179	153	261	313	359	414	257	330	233	267	195	367
	51%	-	100%A	53%	51%	53%	47%	49%	53%	52%	50%	52%	45%	56%L	53%L	51%l	58%Q	42%

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

Food Industry Survey
ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 57
Gender
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
Male	1035 49%	86 48%	54 53%	26 41%	868 49%	40 46%	129 55%Chm	82 47%	84 45%	75 48%	93 47%	139 51%	146 51%	82 45%
Female	1086 51%	95 52%	49 47%	38 59%F	905 51%	46 54%	108 45%	91 53%	101 55%f	80 52%	105 53%	135 49%	140 49%	100 55%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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 58
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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
18-24	237 11%	112 11%	126 12%	237 100% DEFGH	-	-	-	-	-	237 39% JK	-	-	74 13% o	69 12%	43 10%	50 10%	42 12%	104 12%
25-34	364 17%	177 17%	187 17%	-	364 100% CEFGH	-	-	-	-	364 61% JK	-	-	120 21% O	106 18% O	91 21% O	47 9%	89 26%	208 24%
35-44	341 16%	161 16%	180 17%	-	-	341 100% CDEFGH	-	-	-	-	341 47% IK	-	83 15%	85 14%	75 17%	98 19% m	72 21%	196 22%
45-54	377 18%	198 19%	179 16%	-	-	-	377 100% CDEGH	-	-	-	377 53% IK	-	91 16%	117 20%	83 19%	85 16%	74 22%	215 24%
55-64	312 15%	158 15%	153 14%	-	-	-	-	312 100% CDEFH	-	-	-	312 39% J	63 11%	81 14%	65 15%	103 20% LMn	49 14%	124 14%
65+	489 23%	228 22%	261 24%	-	-	-	-	-	489 100% CDEFG	-	-	489 61% J	136 24% N	132 22%	79 18%	142 27% mN	12 4%	36 4%
NET: 18-34	602 28%	289 28%	313 29%	237 100% EFGH	364 100% EFGH	-	-	-	-	602 100% JK	-	-	195 34% O	175 30% O	135 31% O	97 19%	131 39%	312 35%
NET: 35-54	718 34%	359 35%	359 33%	-	-	341 100% CDGH	377 100% CDGH	-	-	-	718 100% IK	-	175 31%	203 34%	158 36%	183 35%	146 43%	412 47%
NET: 55+	801 38%	386 37%	414 38%	-	-	-	-	312 100% CDEF	489 100% CDEF	-	-	801 100% J	199 35%	213 36%	143 33%	246 47% LMN	61 18%	160 18%
Average age	47.83	47.93	47.73	21.83	29.72C	39.52CD	49.65CDE	59.72CDEF	70.78CDEF	26.61	44.84I	66.47IJ	46.47	47.53	46.31	50.90LMN	40.81	41.56

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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 59
Age
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
18-24	237 11%	15 8%	8 8%	5 8%	209 12%	13 15%	24 10%	18 11%	24 13%	18 12%	16 8%	42 15%AbJl	29 10%	24 13%
25-34	364 17%	34 19%Gj	18 17%	8 13%	304 17%	16 18%	41 18%g	18 10%	45 24%CGJL	29 19%g	23 12%	58 21%GJL	38 13%	36 20%GJl
35-44	341 16%	24 13%	18 18%	7 11%	292 16%	15 17%	49 21%acm	29 17%	35 19%	25 16%	31 16%	41 15%	43 15%	25 14%
45-54	377 18%	28 16%	14 14%	19 30%DABeFgHlKl8 Lm	315 18%	16 18%	43 18%	33 19%	30 16%	25 16%	43 22%	42 15%	47 16%	36 20%
55-64	312 15%	36 20%DEHIKl	18 18%El	15 24%DEFHIKl	242 14%	6 7%	33 14%	31 18%El	21 11%	14 9%	31 16%e	34 13%	50 18%Ehl	23 12%
65+	489 23%	43 24%c	26 26%ch	9 15%	410 23%c	21 24%	46 20%	44 25%ch	30 16%	43 28%CH	53 27%CFh	56 20%	79 28%CFhk	37 20%
NET: 18-34	602 28%	49 27%	26 25%	13 21%	514 29%	28 33%cgJ	66 28%j	36 21%	69 37%abCfGJL	47 31%gJ	39 20%	100 37%abCfGJL	67 23%	61 34%CGJL
NET: 35-54	718 34%	53 29%	33 32%	26 41%ak	607 34%	31 36%	92 39%Akl	62 36%	65 35%	50 32%	74 37%a	83 30%	89 31%	61 34%
NET: 55+	801 38%	80 44%deFHKl	44 43%H	24 38%	652 37%	27 31%	79 33%	74 43%fHKl	51 28%	57 37%	84 43%efHKl	90 33%	130 45%EFHKl	59 33%
Average age	47.83	49.36HKl	49.39Hk	48.66H	47.56	45.87	47.08h	50.09eHKl	43.75	47.71h	51.11EFHKl	45.10	50.44eFHKl	45.63

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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 60
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)	Private (q)
Unweighted base	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
A	167 8%	99 10%B	68 6%	28 12%FG	37 10%FG	29 9%G	21 6%	10 3%	41 8%G	66 11%JK	50 7%	51 6%	167 29%MNO	-	-	-	18 5%	90 10%P
B	401 19%	212 21%b	188 17%	46 19%	83 23%Eg	54 16%	71 19%	53 17%	94 19%	129 21%j	124 17%	147 18%	401 71%MNO	-	-	-	100 29%Q	158 18%
C1	591 28%	261 25%	330 30%A	69 29%	106 29%	85 25%	117 31%	81 26%	132 27%	175 29%	203 28%	213 27%	-	591 100%LNO	-	-	123 36%Q	258 29%
C2	436 21%	204 20%	233 21%	43 18%	91 25%cH	75 22%h	83 22%H	65 21%	79 16%	135 22%k	158 22%k	143 18%	-	-	436 100%LMO	-	69 21%	204 23%
D	277 13%	149 14%b	128 12%	29 12%	34 9%	65 19%cDFH	49 13%h	56 18%cDfH	44 9%	63 10%	114 16%lk	100 13%	-	-	-	277 53%LMN	29 9%	169 19%P
E	249 12%	110 11%	139 13%	21 9%D	13 4%	33 10%D	36 10%D	47 15%cDeF	98 20%CDEFg	35 6%	69 10%l	145 18%IJ	-	-	-	249 47%LMN	-	5 1%
NET: AB	568 27%	311 30%B	257 24%	74 31%fG	120 33%EFG	83 24%	91 24%	63 20%	136 28%G	195 32%JK	175 24%	199 25%	568 100%MNO	-	-	-	118 35%Q	248 28%
NET: ABC1	1159 55%	572 55%	587 54%	144 61%EG	226 62%EGh	168 49%	209 55%G	144 46%	268 55%G	370 61%JK	377 53%	412 51%	568 100%NO	591 100%NO	-	-	240 71%Q	506 57%
NET: C2DE	962 45%	463 45%	499 46%	94 39%	138 38%	173 51%CD	168 45%	168 54%CDFH	221 45%d	232 39%	341 47%l	389 49%l	-	-	436 100%LM	526 100%LM	98 29%	378 43%P
NET: DE	526 25%	259 25%	267 25%	50 21%D	47 13%	98 29%cDf	85 23%D	103 33%CDF	142 29%CDF	97 16%	183 25%l	246 31%IJ	-	-	-	526 100%LMN	29 9%	174 20%P

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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 61
Social Grade
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
A	167 8%	9 5%	5 5%	4 6%	148 8%	4 4%	26 11%AeGJ	8 5%	15 8%j	5 3%	7 3%	37 14%ABcEGhI	27 9%lJ	20 11%agJ
B	401 19%	38 21% ^m	16 16%	13 21%	333 19%	13 15%	52 22% ^m	34 20%	28 15%	30 19%	33 17%	57 21% ^m	62 22% ^m	25 14%
C1	591 28%	46 26%	32 31% ^l	18 28%	495 28%	25 29%	63 27%	43 25%	43 23%	49 32% ^L	62 31% ^L	91 33% ^{gHL}	63 22%	55 30% ^l
C2	436 21%	41 22% ^{Ck}	24 23% ^{CK}	7 11%	365 21% ^C	18 21% ^c	41 17%	40 23% ^{Ck}	54 29% ^{CFiJK}	29 19%	35 18%	42 15%	62 22% ^{Ck}	43 24% ^{CK}
D	277 13%	20 11% ^k	12 11% ^k	12 18% ^K	234 13%	14 17% ^K	33 14% ^k	23 13% ^k	27 15% ^K	27 17% ^K	33 17% ^k	14 5%	37 13% ^K	25 14% ^K
E	249 12%	27 15% ^{fM}	13 13%	10 16% ^{fM}	198 11%	12 14%	21 9%	25 14% ^m	18 10%	14 9%	28 14% ^{fM}	33 12%	34 12%	13 7%
NET: AB	568 27%	47 26%	22 21%	17 27%	482 27%	16 19%	78 33% ^{BEGhIj}	43 25%	43 23%	34 22%	40 20%	94 34% ^{aBEGhIj}	89 31% ^{lm}	45 25%
NET: ABC1	1159 55%	93 52%	54 52%	35 55%	977 55%	42 48%	141 60% ^{egHj}	86 50%	86 46%	84 54%	101 51%	185 68% ^{ABCEfGHIJ}	152 33% ^{LM}	100 55%
NET: C2DE	962 45%	88 48% ^K	49 48% ^K	29 45% ^K	797 45%	45 52% ^{fK}	95 40% ^k	87 50% ^{fK}	99 54% ^{FK}	70 46% ^K	96 49% ^{fK}	88 32%	134 47% ^K	81 45% ^K
NET: DE	526 25%	47 26% ^K	25 24%	22 34% ^{DKM}	432 24%	26 31% ^K	54 23%	47 27% ^K	45 24% ^k	41 27% ^K	61 31% ^{fK^m}	46 17%	72 25% ^K	39 21%

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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 62
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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
Scotland	181 9%	86 8%	95 9%	15 6%	34 9%	24 7%	28 8%	36 12% ^{Cef}	43 9%	49 8%	53 7%	80 10% ^j	47 8%	46 8%	41 9%	47 9%	28 8%	69 8%
North East	86 4%	40 4%	46 4%	13 5% ^G	16 4%	15 4%	16 4%	6 2%	21 4% ^g	28 5%	31 4%	27 3%	16 3%	25 4%	18 4%	26 5% ^l	13 4%	35 4%
North West	237 11%	129 12% ^b	108 10%	24 10%	41 11%	49 14% ^H	43 11%	33 10%	46 9%	66 11%	92 13% ^k	79 10%	78 14% ⁿ	63 11%	41 9%	54 10%	51 15% ^Q	91 10%
Yorkshire & Humberside	173 8%	82 8%	91 8%	18 8%	18 5%	29 9%	33 9% ^d	31 10% ^D	44 9% ^D	36 6%	62 9%	74 9% ^l	43 7%	43 7%	40 9%	47 9%	23 7%	70 8%
West Midlands	185 9%	84 8%	101 9%	24 10% ^h	45 12% ^{fGH}	35 10% ^h	30 8%	21 7%	30 6%	69 11% ^K	65 9% ^k	51 6%	43 8%	43 7%	54 12% ^{LMo}	45 9%	37 11%	87 10%
East Midlands	154 7%	75 7%	80 7%	18 8%	29 8%	25 7%	25 7%	14 5%	43 9% ^G	47 8%	50 7%	57 7%	34 6%	49 8%	29 7%	41 8%	18 5%	56 6%
Wales	103 5%	54 5%	49 4%	8 3%	18 5%	18 5%	14 4%	18 6%	26 5%	26 4%	33 5%	44 6%	22 4%	32 5%	24 5%	25 5%	22 6%	39 4%
Eastern	197 9%	93 9%	105 10%	16 7%	23 6%	31 9%	43 11% ^{cD}	31 10%	53 11% ^D	39 7%	74 10% ^l	84 11% ^l	40 7%	62 10% ^l	35 8%	61 12% ^L	25 7%	81 9%
London	274 13%	139 13%	135 12%	42 18% ^{eFGH}	58 16%	41 12%	42 11%	34 11%	56 11%	100 17% ^{JK}	83 12%	90 11%	94 17% ^{NO}	91 15% ^{NO}	42 10%	46 9%	36 11%	136 15% ^p
South East	286 13%	146 14%	140 13%	29 12%	38 10%	43 12%	47 12%	50 16% ^d	79 16% ^D	67 11%	89 12%	130 16% ^{lj}	89 16% ^M	63 11%	62 14%	72 14%	43 13%	116 13%
South West	181 9%	82 8%	100 9%	24 10%	36 10%	25 7%	36 10%	23 7%	37 8%	61 10%	61 8%	59 7%	45 8%	55 9%	43 10%	39 7%	31 9%	77 9%
Northern Ireland	64 3%	26 3%	38 3%	5 2%	8 2%	7 2%	19 5% ^{deH}	15 5% ^{deH}	9 2%	13 2%	26 4%	24 3%	17 3%	18 3%	7 2%	22 4% ^N	12 4%	24 3%

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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 63
GO Region
Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
Scotland	181 9%	181 100%DBCEFGHIJK LM	-	-	-	-	-	-	-	-	-	-	-	-
North East	86 4%	-	-	-	86 5%ABC	86 100%ABCFGHIJKL M	-	-	-	-	-	-	-	-
North West	237 11%	-	-	-	237 13%ABC	-	237 100%ABCEFGHIJKL M	-	-	-	-	-	-	-
Yorkshire & Humberside	173 8%	-	-	-	173 10%ABC	-	-	173 100%ABCEFGHIJKL M	-	-	-	-	-	-
West Midlands	185 9%	-	-	-	185 10%ABC	-	-	-	185 100%ABCEFGHIJKL M	-	-	-	-	-
East Midlands	154 7%	-	-	-	154 9%ABC	-	-	-	-	154 100%ABCEFGHIJKL M	-	-	-	-
Wales	103 5%	-	103 100%DACEFGHIJK LM	-	-	-	-	-	-	-	-	-	-	-
Eastern	197 9%	-	-	-	197 11%ABC	-	-	-	-	-	197 100%ABCEFGHIJKL M	-	-	-
London	274 13%	-	-	-	274 15%ABC	-	-	-	-	-	-	274 100%ABCEFGHIJKL M	-	-

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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 63
GO Region
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
South East	286 13%	-	-	-	286 16%ABC	-	-	-	-	-	-	-	286 100%ABCEFGHIJK M	-
South West	181 9%	-	-	-	181 10%ABC	-	-	-	-	-	-	-	-	181 100%ABCEFGHIJKL
Northern Ireland	64 3%	-	-	64 100%DABEFGHIJK- LM	-	-	-	-	-	-	-	-	-	-

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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 64
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)	Private (q)
Unweighted base	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
Yes	1326 62%	656 63%	669 62%	174 73% ^{EFGH}	260 71% ^{EFGH}	209 61%	219 58%	170 55%	294 60%	433 72% ^{JK}	428 60%	464 58%	441 78% ^{MNO}	395 67% ^{NO}	254 58% ^O	236 45%	230 68%	615 70%
No	795 38%	379 37%	417 38%	64 27%	105 29%	132 39% ^{CD}	159 42% ^{CD}	142 45% ^{CD}	195 40% ^{CD}	169 28%	290 40% ^l	336 42% ^l	126 22%	196 33% ^L	183 42% ^{LM}	290 55% ^{LMN}	108 32%	268 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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 65
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
Yes	1326 62%	109 60%	56 55%	41 65%	1119 63%	48 55%	160 68%BegJ	102 59%	112 61%	94 61%	107 54%	195 71%ABEGHiJM7%BeJ	190	111
No	795 38%	72 40%K	47 45%FKL	22 35%	654 37%	39 45%fKl	77 32%	71 41%fK	73 39%K	60 39%k	90 46%FKL	78 29%	96 33%	71 39%K

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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 66
Tenure
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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Homeowners	1374 65%	698 67%B	676 62%	116 49%	200 55%	191 56%	240 64%CD	228 73%CDEF	400 82%CDEFG53%	316 60%I	431 78%IJ	627 78%IJ	468 82%MNO	396 67%NO	267 61%O	244 46%	227 67%	563 64%
Owned outright - without mortgage	766 36%	413 40%B	353 33%	45 19%	52 14%	48 14%	107 28%CDE	147 47%CDEF	367 75%CDEFGI6%	97 22%I	155 64%IJ	514 64%IJ	242 43%NO	225 38%O	143 33%	156 30%	59 18%	236 27%P
Owned with a mortgage or loan	608 29%	286 28%	323 30%	71 30%H	149 41%CGH	143 42%CFGH	132 35%GH	80 26%H	33 7%	220 37%K	276 38%K	113 14%	226 40%MNO	171 29%O	124 28%O	88 17%	168 50%Q	327 37%
NET: Renters	718 34%	323 31%	395 36%A	109 46%FGH	157 43%fGH	147 43%fGH	134 36%GH	83 27%H	88 18%	265 44%K	282 39%K	171 21%	90 16%	191 32%L	162 37%L	275 52%LMN	103 30%	308 35%
Rented from the council	276 13%	121 12%	155 14%	32 13%	40 11%	53 16%H	61 16%dH	43 14%h	46 10%	72 12%	114 16%iK	90 11%	14 2%	49 8%L	68 16%LM	145 28%LMN	36 11%	101 11%
Rented from a housing association	162 8%	73 7%	89 8%	20 8%h	31 9%H	30 9%H	36 10%H	22 7%	22 5%	51 9%K	66 9%K	44 6%	16 3%	37 6%L	37 8%L	72 14%LMN	23 7%	58 7%
Rented from someone else	281 13%	130 13%	151 14%	57 24%FGH	85 23%FGH	65 19%FGH	37 10%gH	18 6%	19 4%	142 24%JK	101 14%K	37 5%	60 11%	105 18%LnO	58 13%	58 11%	44 13%	150 17%
Rent free	28 1%	13 1%	15 1%	13 5%dEFGH	7 2%gH	3 1%	3 1%	1 *	1 *	20 3%JK	6 1%	2 *	10 2%	4 1%	7 2%	7 1%	8 2%	12 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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 67
Tenure
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Homeowners	1374 65%	106 59%	66 64%k	52 82% LM	1150 64% DABeFGhIK5%	51 59%	166 70%AeK	107 62%k	131 71%AegK	103 66%K	145 74%AEGKL	142 52%	182 64%K	123 68%aK
Owned outright - without mortgage	766 36%	55 31%	42 41%ah	23 36%	645 36%	25 29%	88 37%h	57 33%	53 29%	64 41%aeHk	90 45%AEGHKL	85 31%	100 35%	82 46%AEGHKL
Owned with a mortgage or loan	608 29%	51 28%k	24 23%	29 46% LM	505 64% DABeFGIJK8%	26 31%k	78 33%KM	49 29%k	78 42% M	39 25% ABefGIJKL	55 28%k	57 21%	82 29%k	41 23%
NET: Renters	718 34%	73 40% dCFHJm	35 34% C	11 17%	599 34% C	34 39% CfhJ	66 28% c	64 37% CfhJ	51 28% c	48 31% C	51 26%	132 48% BCFGHIJLM4% Cj	98 30% C	55 30% C
Rented from the council	276 13%	43 24% DbCFHIJLM5% CfM	15 15% CfM	1 2%	216 12% C	15 18% CFIJLM	18 8%	34 20% CFIJLM	26 14% CfM	13 9% c	17 9% c	57 21% CFIJLM	27 9% C	9 5%
Rented from a housing association	162 8%	15 8%	7 7%	2 3%	137 8%	5 6%	22 9% c	9 5%	9 5%	11 7%	14 7%	24 9%	29 10% cgh	14 8%
Rented from someone else	281 13%	15 8%	13 13%	7 11%	245 14% A	13 15%	26 11%	21 12%	16 9%	24 15% a	20 10%	51 19% AFHJ	42 15% ah	32 18% AfHj
Rent free	28 1%	1 1%	2 2% K	1 1% K	24 1%	2 2% K	4 2% K	2 1%	3 2% k	3 2% K	1 *	- -	6 2% K	3 2% k

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

* small base

Food Industry Survey

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Absolutes/col percents

Table 68

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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
No formal education	29 1%	15 1%	14 1%	1 *	5 1%	2 1%	2 1%	4 1%	14 3%CEF	6 1%	5 1%	18 2%iJ	5 1%	4 1%	7 2%	13 2%LM	4 1%	8 1%
Primary	12 1%	8 1%	3 *	- -	1 *	1 *	2 1%	- -	8 2%cdG	1 *	3 *	8 1%i	- -	3 *	2 *	7 1%L	- -	3 *
Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1390 66%	662 64%	728 67%	101 43%	176 48%	224 66%CD	284 75%CDE	237 76%CDE	369 75%CDE	277 46%	508 71%i	606 76%jJ	240 42%	377 64%L	336 77%LM	438 83%LMN	176 52%	548 62%P
University degree or equivalent professional qualification, NVQ level 4, etc.	446 21%	225 22%	220 20%	63 26%FGH	114 31%EFGH	78 23%gH	70 19%h	52 17%	69 14%	177 29%JK	148 21%K	121 15%	203 36%MNO	136 23%NO	62 14%O	44 8%	100 30%	227 26%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	182 9%	90 9%	92 8%	35 15%eFGH	56 15%EFGH	33 10%FGH	16 4%	16 5%	25 5%	92 15%JK	49 7%	41 5%	109 19%MNO	43 7%nO	19 4%o	11 2%	54 16%Q	86 10%
Still in full time education	48 2%	24 2%	23 2%	37 16%DEFGH	9 2%EFGH	1 *	* *	- -	- -	46 8%JK	1 *	- -	10 2%	26 4%LNO	6 1%	5 1%	2 1%	4 *
Don't know	2 *	1 *	1 *	- -	1 *	- -	- -	- -	1 *	1 *	- -	1 *	- -	2 *	- -	- -	1 *	- -
Prefer not to answer	13 1%	9 1%	4 *	1 *	2 1%	2 1%	2 1%	3 1%	3 1%	3 *	4 1%	6 1%	1 *	1 *	4 1%rn	7 1%lM	- -	7 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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 69
What is the highest educational level that you have achieved to date?
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
No formal education	29 1%	5 3%dk	2 2%	- -	21 1%	1 1%	3 1%	3 2%	2 1%	1 1%	3 1%	2 1%	4 1%	2 1%
Primary	12 1%	- -	1 1%	1 1%	10 1%	1 1%f	- -	1 1%	- -	- -	1 1%	3 1%	3 1%	- -
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1390 66%	116 64%cK	73 71%CK	33 53%	1168 66%C	56 65%k	147 62%k	125 72%CK	129 70%CK	110 71%CK	139 70%CK	145 53%	196 68%CK	122 67%CK
University degree or equivalent professional qualification, NVQ level 4, etc.	446 21%	37 20%	18 18%	18 28%GH	373 21%	21 25%H	52 22%H	29 17%	25 13%	33 22%h	44 22%H	66 24%H	59 21%h	43 24%H
Higher university degree, doctorate, MBA, NVQ level 5, etc.	182 9%	18 10%GiJ	7 7%	7 11%GIJ	149 8%	6 7%	28 12%GIJ	7 4%	23 12%GIJ	6 4%	6 3%	43 16%aBeGIJLM	18 6%	12 7%
Still in full time education	48 2%	4 2%	1 1%	1 1%	41 2%	1 1%	6 3%	7 4%jM	5 2%	3 2%	2 1%	12 4%JM	5 2%	1 1%
Don't know	2 *	- -	- -	1 2%DAFGHJKLM	1 -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -
Prefer not to answer	13 1%	1 *	- -	2 4%DABeFGILM%	10 -	- -	- -	1 *	2 1%	- -	3 1%f	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

* small base

Food Industry Survey

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Absolutes/col percents

Table 70

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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
Yes - responsible for half or more of the items bought	1949 92%	910 88%	1039 96%A	175 74%	334 92%C	332 97%CDgH	357 95%C	295 95%C	457 93%C	509 85%	689 96%I	751 94%I	518 91%	529 89%	415 95%LM	488 93%m	312 92%	820 93%
No - not responsible for most of the items bought	172 8%	125 12%B	47 4%	62 26%DEFGH	31 8%E	9 3%	21 5%	17 5%e	32 7%E	93 15%JK	30 4%	49 6%	50 9%N	62 11%No	22 5%	38 7%	27 8%	63 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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 71

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

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
Yes - responsible for half or more of the items bought	1949 92%	171 95%KM	95 92%	59 92%	1624 92%	77 89%	216 91%	165 96%eKM	172 93% <i>m</i>	146 95%kM	182 92% <i>m</i>	243 89%	266 93%M	156 86%
No - not responsible for most of the items bought	172 8%	10 5%	8 8%	5 8%	149 8%	9 11% <i>g</i>	21 9%	8 4%	13 7%	8 5%	15 8%	31 11%AGi	20 7%	25 14%AGhJL

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

*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 72
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)	Private (q)
Unweighted base	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
No cars in the household	445 21%	196 19%	250 23%A	61 26% ^{fH}	79 22%	81 24% ^H	70 19%	70 22% ^h	85 17%	139 23%	151 21%	154 19%	64 11%	137 23% ^{LN}	61 14%	184 35% ^{LMN}	57 17%	154 17%
NET: Any	1676 79%	839 81%B	836 77%	177 74%	286 78%	260 76%	307 81% ^c	242 78%	404 83% ^{CEg}	463 77%	567 79%	646 81%	504 89% ^{MO}	454 77% ^O	375 86% ^{MO}	342 65%	281 83%	729 83%
1	860 41%	428 41%	433 40%	46 19%	133 36% ^C	131 39% ^C	158 42% ^C	133 43% ^C	259 53% ^{CDEFG30%}	179 30%	290 40% ^l	392 49% ^{lJ}	220 39%	247 42%	185 42%	209 40%	116 34%	354 40%
2	621 29%	310 30%	310 29%	64 27%	126 35% ^{cGH}	111 32% ^G	111 30%	75 24%	133 27%	190 32% ^K	222 31% ^K	208 26%	224 40% ^{MO}	153 26% ^O	153 35% ^{MO}	90 17%	132 39% ^Q	277 31%
3+	195 9%	102 10%	93 9%	67 28% ^{DEFGH}	26 7% ^H	18 5% ^h	38 10% ^{EH}	34 11% ^{EH}	12 2%	94 16% ^{JK}	55 8%	46 6%	59 10%	54 9%	37 9%	44 8%	33 10%	98 11%

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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 73
How many cars are there in your household?
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
No cars in the household	445 21%	51 28%DBCEfHJLM3%	13	6 9%	375 21%bC	10 12%	47 20%CM	40 23%BCehIM	28 15%	32 20%cM	33 17%	119 43%ABCEFGHIJ6% LM	46	20 11%
NET: Any	1676 79%	130 72%K	90 87%dAGK	58 91%DAFGIK	1399 79%A	76 88%AgK	189 80%aK	133 77%K	158 85%AgK	123 80%K	165 83%AK	155 57%	240 84%AgK	161 89%AFGIK
1	860 41%	83 46%Km	52 51%DhKLM	24 38%	701 40%	36 42%	96 41%k	91 52%CFHjKLM	72 39%	66 43%K	83 42%K	86 32%	107 38%	64 35%
2	621 29%	38 21%	29 28%K	14 22%	539 30%A	31 35%AcGK	73 31%AGK	34 20%	75 41%AbCfGIJK	42 27%k	56 28%gK	48 18%	114 40%AbCfGIJK	66 36%ACGK
3+	195 9%	9 5%	9 9%	19 30%DABEFGHIJK3% LM	158	9 11%ag	20 9%	8 5%	10 6%	15 10%	26 13%AGHKL	20 7%	18 6%	31 17%AbFGHIKL

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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 74
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)	Pri- vate (q)
Unweighted base	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
White	1976 93%	949 92%	1027 95%A	200 84%	328 90%c	311 91%C	355 94%Cd	303 97%CDEf	480 98%CDEF	527 88%	667 93%l	782 98%lJ	516 91%	548 93%	414 95%L	498 95%L	309 91%	811 92%
NET: BAME	136 6%	79 8%B	57 5%	37 16%DEFGH	33 9%FGH	29 9%GH	20 5%H	9 3%	7 1%	70 12%JK	50 7%K	16 2%	50 9%NO	40 7%	19 4%	26 5%	27 8%	70 8%
Mixed	37 2%	21 2%	16 2%	8 3%H	9 2%H	8 2%H	5 1%	5 2%h	2 *	17 3%K	13 2%	8 1%	11 2%	11 2%	4 1%	10 2%	3 1%	22 3%
Asian	59 3%	34 3%	26 2%	18 8%dFGH	14 4%GH	16 5%GH	9 2%GH	1 *	1 *	32 5%K	25 4%K	3 *	26 5%MnO	13 2%	10 2%	11 2%	15 4%	28 3%
Black	24 1%	16 2%b	8 1%	4 2%	9 2%h	4 1%	3 1%	2 1%	3 1%	13 2%K	7 1%	5 1%	8 1%	7 1%	5 1%	4 1%	6 2%	13 1%
Chinese	7 *	2 *	6 1%	3 1%H	1 *	1 *	3 1%h	1 *	- -	3 1%	3 *	1 *	4 1%o	3 1%	- -	- -	- -	6 1%
Other ethnic group	7 *	6 1%b	1 *	4 2%efGH	2 *	1 *	1 *	- -	- -	6 1%K	2 *	- -	1 *	6 1%lno	- -	1 *	3 1%q	2 *
Prefer not to answer	9 *	7 1%b	2 *	1 *	3 1%	1 *	2 *	- -	2 *	4 1%	2 *	2 *	2 *	2 *	3 1%	2 *	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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 75
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (i)	London (k)	South East (l)	South West (m)
Unweighted base	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
White	1976 93%	177 98%DfHK	98 95%K	64 100%DbFgHIKL	1638 92%	85 99%fHK	223 94%K	164 95%hK	166 89%K	147 95%hK	193 98%fHK	212 77%	270 95%hK	178 98%fHKI
NET: BAME	136 6%	4 2%	5 5%c	-	127 7%AC	1 1%	13 6%Cjm	9 5%c	19 10%ACEiJLM	7 4%c	4 2%	58 21%ABCEFGHIJL M	13 5%AcfgJM	3 2%
Mixed	37 2%	-	1 1%	-	36 2%a	1 1%	4 2%	2 1%	4 2%a	3 2%a	1 1%	13 5%AcfgJM	6 2%a	2 1%
Asian	59 3%	2 1%	3 3%Jm	-	54 3%	-	8 3%Jm	6 3%Jm	12 7%ACEiJLM	3 2%	-	18 6%ACEiJLM	7 2%J	1 *
Black	24 1%	1 1%	1 1%	-	22 1%	-	1 *	-	2 1%	-	2 1%	17 6%ABCEFGHIJL- M	-	1 1%
Chinese	7 *	1 *	-	-	7 *	-	1 *	-	-	1 *	1 *	5 2%l	-	-
Other ethnic group	7 *	-	-	-	7 *	-	-	1 *	-	-	1 *	6 2%aFhLm	-	-
Prefer not to answer	9 *	-	-	-	9 1%	-	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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 76
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)	Private (q)
Unweighted base	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
Christian	1080 51%	514 50%	566 52%	79 33%	138 38%	126 37%	197 52% ^{CDE}	180 58% ^{CDE}	361 74% ^{CDEFG36%}	216 45% ^I	323 45% ^I	541 68% ^{IJ}	282 50%	299 51%	222 51%	278 53%	161 48%	399 45%
NET: Other	117 6%	65 6%	52 5%	20 8% ^{GH}	27 8% ^H	22 6% ^H	22 6% ^H	13 4%	13 3%	47 8% ^K	44 6% ^K	26 3%	43 8% ^{MN}	24 4%	17 4%	33 6%	20 6%	58 7%
Muslim	48 2%	25 2%	23 2%	11 5% ^{FGH}	16 4% ^{FGH}	13 4% ^{fGH}	5 1% ^h	1 *	2 *	27 5% ^{jk}	18 2% ^K	3 *	17 3% ^M	7 1%	12 3% ^m	13 2%	9 3%	26 3%
Hindu	11 1%	8 1%	3 *	2 1% ^h	5 1% ^{gH}	2 1% ^h	1 *	- -	- -	8 1% ^K	4 1% ^k	- -	7 1% ^M	* *	1 *	3 1%	5 1% ^Q	1 *
Jewish	12 1%	3 *	9 1%	- -	- -	1 *	4 1% ^d	1 *	7 1% ^d	- -	5 1% ⁱ	7 1% ^l	4 1%	2 *	- -	7 1% ^N	1 *	4 *
Sikh	4 *	4 * ^b	- -	2 1% ^h	- -	1 *	1 *	- -	- -	2 *	2 *	- -	3 1%	1 *	- -	- -	1 *	2 *
Buddhist	17 1%	11 1%	6 1%	2 1%	2 1%	1 *	5 1%	4 1%	2 *	4 1%	6 1%	7 1%	4 1%	10 2% ^{no}	1 *	2 *	2 1%	12 1%
Other	24 1%	13 1%	12 1%	3 1%	3 1%	5 1%	5 1%	7 2% ^H	2 *	6 1%	9 1%	9 1%	8 1%	4 1%	3 1%	9 2%	2 1%	13 1%
None	886 42%	435 42%	450 41%	132 56% ^{FGH}	194 53% ^{FGH}	186 54% ^{FGH}	151 40% ^H	112 36% ^H	111 23%	326 54% ^{JK}	336 47% ^K	223 28%	232 41%	257 44%	190 43%	206 39%	149 44%	407 46%
Prefer not to say	38 2%	21 2%	17 2%	7 3% ^H	5 1%	7 2%	8 2%	7 2% ^h	4 1%	12 2%	15 2%	11 1%	11 2%	11 2%	8 2%	8 1%	9 3%	20 2%

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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 77
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
Christian	1080 51%	93 51%	52 51%	46 72% KLM	890 50%	46 53%	142 60% ijklm	95 55% kM	96 52%	75 49%	99 50%	126 46%	133 46%	78 43%
NET: Other	117 6%	3 2%	7 7% AcM	1 1%	106 6% Ac	4 4% M	14 6% AcM	12 7% AcM	11 6% AcM	8 5% aM	7 4% M	38 14% AbCEFGHJLM M	12 4% CEFGHJLM	-
Muslim	48 2%	* *	2 2% m	- -	45 3% a	- -	5 2% m	5 3% ajm	9 5% AceJIM	4 3% m	1 *	18 7% ACEFJLM	4 1%	-
Hindu	11 1%	- -	* *	- -	11 1%	- -	- -	1 1%	2 1%	1 1%	* *	6 2% aFjlm	1 *	-
Jewish	12 1%	- -	- -	- -	12 1%	* 1%	3 1%	- -	- -	1 1%	2 1%	5 2% a	1 *	-
Sikh	4 *	- -	- -	- -	4 *	- -	- -	1 1%	1 *	- -	- -	1 *	1 *	-
Buddhist	17 1%	2 1%	3 3% DFHILM	- -	12 1%	1 1%	- -	4 2% Fhlm	- -	- -	2 1%	5 2% f	1 *	-
Other	24 1%	1 *	1 1%	1 1%	22 1%	2 2% hm	6 2% hm	2 1%	- -	2 2%	2 1%	3 1%	4 2%	-
None	886 42%	84 46% CF	43 42% c	17 27%	742 42% C	36 41% c	75 32%	65 38%	72 39% c	70 45% CF	89 45% CF	105 38% c	134 47% CFgk	96 53% bCFGHK
Prefer not to say	38 2%	2 1%	1 1%	- -	35 2%	1 1%	6 3% g	1 *	5 3% g	1 1%	3 2%	4 2%	7 2%	7 4% acG

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
*** small base**

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 78
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)	Private (q)
Unweighted base	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Urban	1690 80%	834 81%	856 79%	200 84%GH	310 85%fGH	291 85%FGH	299 79%h	230 74%	360 74%	510 85%K	590 82%K	590 74%	448 79%	479 81%	337 77%	426 81%	285 84%	722 82%
Urban - Population over 10,000	881 42%	477 46%B	404 37%	120 50%EFGH	186 51%EFGH	139 41%h	157 42%H	117 37%	163 33%	305 51%JK	296 41%K	280 35%	249 44%nO	274 46%NO	163 37%	196 37%	153 45%	409 46%
Town and Fringe	809 38%	356 34%	452 42%A	80 34%	124 34%	153 45%CDfg	142 38%	114 36%	196 40%	205 34%	294 41%l	310 39%	200 35%	205 35%	174 40%	230 44%LM	132 39%	313 35%
NET: Rural	431 20%	201 19%	230 21%	38 16%	54 15%	50 15%	79 21%de	81 26%CDE	129 26%CEf	92 15%	128 18%	211 26%J	119 21%	112 19%	100 23%	100 19%	53 16%	161 18%
Village	379 18%	182 18%	197 18%	30 13%	51 14%	45 13%	70 19%ce	68 22%CDE	115 23%CEf	81 13%	116 16%	182 23%J	103 18%	97 16%	86 20%	92 18%	43 13%	143 16%
Hamlet & Isolated Dwelling	52 2%	19 2%	33 3%	8 3%d	3 1%	4 1%	9 2%	14 4%DE	14 3%d	11 2%	13 2%	28 4%ij	16 3%	15 3%	13 3%	8 1%	10 3%	18 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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 79
Which of the following best describes where you live?
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Urban	1690 80%	133 73%j	67 65%	45 71%	1445 82%ABC	72 84%aBcIJM	211 89%ABCIJLM	144 84%ABCIJM	166 90%ABCIJLM	106 69%	126 64%	269 98%ABCEFGHIJ%BIJM LM	227	123 68%
Urban - Population over 10,000	881 42%	68 38%BjM	21 20%	21 33%b	771 43%Bc	29 34%b	100 42%BIJM	80 46%BceIJLM	91 49%ABCEIJLM?9%	45	52 26%	228 83%ABCEFGHIJ%B LM	97	50 27%
Town and Fringe	809 38%	64 36%K	46 45%K	24 38%K	674 38%	43 50%AgjK	111 47%AgjK	65 37%K	75 40%K	61 40%K	74 37%K	41 15%	130 46%AjK	74 41%K
NET: Rural	431 20%	48 27%DeFGHK	36 35%DEFGHKL	18 29%DeFGHK	328 18%	14 16%K	25 11%K	28 16%K	19 10%K	48 31%EFGHKL	71 36%aEFGHKL	4 2%	59 21%FHK	58 32%EFGHKL
Village	379 18%	42 23%DCFHK	30 29%DCEFGHKL	8 12%K	299 17%	14 16%K	23 10%K	28 16%fK	18 10%K	44 29%CeFGHKL	66 33%ACEFGHKLm%	4	58 20%FHK	44 24%CFgHK
Hamlet & Isolated Dwelling	52 2%	6 3%ghKL	6 6%DeFGHKL	11 17%DABEFGHIJK% LM	29	*	2 1%	1 *	1 1%	4 3%KI	6 3%gKL	-	1 *	14 8%aEFGHijKL

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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 80
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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Working	1222 58%	660 64%B	562 52%	145 61%H	298 82%CGH	269 79%CGH	289 77%CGH	173 55%H	48 10%	443 74%K	558 78%K	221 28%	365 64%O	381 64%O	273 63%O	203 39%	338 100%	883 100%
Working full time - working 30 hours per week or more	963 45%	590 57%B	373 34%	116 49%GH	250 69%CFGH	228 67%CFGH	226 60%CGH	118 38%H	25 5%	366 61%K	453 63%K	143 18%	304 54%nO	300 51%O	206 47%O	152 29%	267 79%	696 79%
Working part time - working between 8 and 29 hours per week	259 12%	69 7%	189 17%A	29 12%H	47 13%H	41 12%H	63 17%H	55 18%eH	23 5%	77 13%	104 15%K	78 10%	61 11%	80 14%o	67 15%lO	50 10%	71 21%	187 21%
NET: Not working	899 42%	375 36%	524 48%A	92 39%DEF	67 18%	72 21%	88 23%	139 45%DEF	440 90%CDEFG26%	159 22%	161 22%	580 72%J	203 36%	210 36%	163 37%	323 61%LMN	-	-
Not working but seeking work or temporarily unemployed or sick	87 4%	46 4%	40 4%	17 7%H	19 5%H	17 5%H	20 5%H	13 4%H	1 *	36 6%K	37 5%K	13 2%	8 1%	9 1%	14 3%lm	55 10%LMN	-	-
Not working and not seeking work/ student	148 7%	75 7%	74 7%	65 27%DEFGH	13 3%H	20 6%H	25 7%dH	26 8%DH	-	77 13%JK	45 6%K	26 3%	25 4%	42 7%lN	14 3%	67 13%LMN	-	-
Retired on a state pension only	161 8%	49 5%	112 10%A	-	-	-	*	8 3%CDEF	153 31%CDEFG	-	*	161 20%IJ	11 2%	17 3%	20 5%L	113 21%LMN	-	-
Retired with a private pension	341 16%	181 17%	160 15%	-	-	1 *	2 1%	55 18%CDEF	282 58%CDEFG	-	3 *	337 42%IJ	134 24%NO	121 21%NO	54 12%O	31 6%	-	-
House person, housewife, househusband, etc.	163 8%	25 2%	138 13%A	10 4%H	35 10%CH	34 10%CH	42 11%CH	37 12%CH	5 1%	45 8%	76 11%iK	42 5%	24 4%	21 4%	60 14%LM	57 11%LM	-	-

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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 81
Which of the following best describes your current working status?
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Working	1222 58%	98 54%	61 59%	36 57%	1027 58%	48 56%	142 60%l	93 54%	124 67%AGIJL	74 48%	106 54%	173 63%aglj	159 56%	108 60%i
Working full time - working 30 hours per week or more	963 45%	78 43%	50 49%J	30 47%j	804 45%	36 42%	111 47%J	73 42%	101 55%AeGIJL	60 39%	70 35%	139 51%IJ	127 44%j	87 48%J
Working part time - working between 8 and 29 hours per week	259 12%	19 11%	11 11%	6 10%	222 13%	12 14%	31 13%	20 11%	23 12%	14 9%	36 18%AcgkL	34 12%	32 11%	21 12%
NET: Not working	899 42%	84 46%Hk	42 41%	27 43%	747 42%	38 44%	95 40%	80 46%Hk	61 33%	80 52%FHKm	92 46%Hk	101 37%	127 44%H	73 40%
Not working but seeking work or temporarily unemployed or sick	87 4%	10 5%	7 7%hk	3 4%	67 4%	4 4%	10 4%	8 4%	4 2%	7 5%	10 5%	7 3%	11 4%	6 3%
Not working and not seeking work/ student	148 7%	15 8%	5 4%	10 15%DaBEFghJKL7% M	119 7%	4 4%	14 6%	14 8%	14 8%	15 10%j	8 4%	23 9%j	16 6%	9 5%
Retired on a state pension only	161 8%	12 6%	10 10%c	2 3%	137 8%	6 7%	14 6%	13 8%	14 8%	12 8%	22 11%Cfkm	16 6%	28 10%c	10 5%
Retired with a private pension	341 16%	34 19%CHK	18 17%c	5 8%	283 16%c	16 18%ch	38 16%c	32 19%CH	18 10%	32 21%CHK	35 18%CH	35 13%	49 17%ch	29 16%c
House person, housewife, househusband, etc.	163 8%	13 7%b	2 2%	8 12%Bh	141 8%B	9 10%B	19 8%b	12 7%b	10 6%	14 9%B	16 8%B	19 7%b	22 8%b	19 11%B

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
* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 82
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	1103	582	521	126	238	238	280	178	43	364	518	221	327	364	231	181	297	806
Weighted base	1222	660	562	145	298	269	289	173	48*	443	558	221	365	381	273	203	338	883
NET: Public Sector	338	143	195	42	89	72	74	49	12	131	146	61	118	123	69	29	338	-
	28%	22%	35%A	29%	30%	27%	26%	28%	26%	30%	26%	28%	32%O	32%O	25%O	14%	100%Q	-
A nationalised industry/state corporation	13	9	4	2	6	1	1	2	-	8	3	2	3	6	-	4	13	-
	1%	1%	1%	2%	2%	1%	*	1%	-	2%j	*	1%	1%	1% _n	-	2% _n	4%Q	-
Central government or civil service (including Courts service and Bank of England)	42	26	16	7	6	9	9	8	2	14	19	10	25	15	2	-	42	-
	3%	4%	3%	5%	2%	3%	3%	4%	4%	3%	3%	4%	7%NO	4%NO	1%	-	12%Q	-
Local government or council (including fire services, police and local authority controlled schools/colleges)	111	39	71	6	29	30	28	14	3	35	58	18	41	50	16	3	111	-
	9%	6%	13%A	4%	10% _c	11% _C	10% _c	8%	7%	8%	10%	8%	11%NO	13%NO	6% _o	2%	33%Q	-
A university, or other grant funded establishment (include opted-out schools)	39	23	16	7	7	6	10	9	1	14	16	10	19	11	9	-	39	-
	3%	3%	3%	5%	2%	2%	3%	5%	2%	3%	3%	4%	5%O	3%O	3%O	-	12%Q	-
A health authority or NHS Trust	80	17	64	13	30	16	12	8	3	42	27	10	15	33	22	11	80	-
	7%	3%	11%A	9% _f	10% _{Fg}	6%	4%	5%	5%	10% _{Jk}	5%	5%	4%	9% _L	8% _l	5%	24%Q	-
The armed forces	1	1	-	1	1	-	-	-	-	1	-	-	1	-	1	-	1	-
	*	*	-	*	*	-	-	-	-	*	-	-	*	-	*	-	*	-
Other public sector occupation (Please specify as much detail as possible)	52	28	24	6	11	10	14	8	3	17	24	11	13	8	20	11	52	-
	4%	4%	4%	4%	4%	4%	5%	5%	7%	4%	4%	5%	4%	2%	7% _{IM}	5% _m	15%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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 82
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	1222	660	562	145	298	269	289	173	48*	443	558	221	365	381	273	203	338	883
NET: Private Sector	883 72%	517 78%B	367 65%	104 71%	208 70%	196 73%	215 74%	124 72%	36 74%	312 70%	412 74%	160 72%	248 68%	258 68%	204 75%	174 86%LMN	-	883 100%P
A charity, voluntary organisation or trust	40 3%	16 2%	25 4%a	9 6%d	6 2%	7 3%	10 3%	7 4%	2 5%	15 3%	17 3%	9 4%	11 3%	14 4%	6 2%	10 5%	-	40 5%P
Self-employed (Private sector)	141 12%	81 12%	60 11%	16 11%	28 9%	24 9%	34 12%	27 16%de	12 25%cDEF	44 10%	59 11%	39 18%IJ	28 8%	49 13%L	39 14%L	24 12%	-	141 16%P
None of the above/ I work in the Private sector	702 57%	420 64%B	282 50%	79 54%	175 59%	165 61%gh	171 59%	90 52%	22 45%	254 57%	336 60%K	112 51%	209 57%	194 51%	159 58%	140 69%LMN	-	702 79%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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 83
Do you work in any of the following occupations?
Base: All respondents who work

	Region													
	Total	Scotland (a)	Wales (b)	North- em Ire- land (c)	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	1103	98	60	48	897	43	122	88	104	54	105	151	136	94
Weighted base	1222	98*	61*	36*	1027	48*	142	93*	124*	74*	106*	173	159	108*
NET: Public Sector	338 28%	28 29%	22 36%K	12 33%	276 27%	13 27%	51 36%jK	23 24%	37 30%	18 25%	25 23%	36 21%	43 27%	31 28%
A nationalised industry/state corporation	13 1%	* *	- -	* 1%	12 1%	- -	3 2%k	- -	5 4%gKlm	- -	2 2%	- -	1 1%	- -
Central government or civil service (including Courts service and Bank of England)	42 3%	3 3%	4 6%	2 5%	33 3%	- -	7 5%	4 4%	2 2%	3 4%	1 1%	7 4%	6 3%	4 3%
Local government or council (including fire services, police and local authority controlled schools/colleges)	111 9%	12 12%	12 19%DgHjKlM	4 10%	83 8%	7 14%	14 10%	8 8%	9 8%	4 5%	10 9%	11 6%	16 10%	6 5%
A university, or other grant funded establishment (include opted-out schools)	39 3%	- -	2 3%	2 6%A	36 3%a	- -	4 3%	7 7%Aejm	4 3%	4 6%a	2 2%	5 3%	8 5%A	2 1%
A health authority or NHS Trust	80 7%	6 6%	3 6%	2 6%	69 7%	2 3%	13 9%	3 4%	10 8%	5 6%	5 5%	9 5%	8 5%	15 14%aeGJKL
The armed forces	1 *	- -	1 1%d	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -
Other public sector occupation (Please specify as much detail as possible)	52 4%	7 7%g	1 1%	1 4%	43 4%	5 10%bGkl	9 7%g	1 1%	6 4%	3 4%	5 5%	5 3%	4 3%	5 5%

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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 83
Do you work in any of the following occupations?
Base: All respondents who work

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	1222	98*	61*	36*	1027	48*	142	93*	124*	74*	106*	173	159	108*
NET: Private Sector	883 72%	69 71%	39 64%	24 67%	751 73%	35 73%	91 64%	70 76%	87 70%	56 75%	81 77% ^f	136 79% ^{BF}	116 73%	77 72%
A charity, voluntary organisation or trust	40 3%	2 2%	1 2%	1 4%	36 3%	1 2%	5 3%	5 6% ⁱ	4 3%	- -	3 3%	8 4%	7 4%	3 3%
Self-employed (Private sector)	141 12%	5 5%	8 12% ^h	4 10%	125 12% ^a	7 15% ^{aH}	17 12% ^H	11 12% ^h	5 4%	8 11%	9 9%	28 16% ^{AH}	20 13% ^H	19 18% ^{AHj}
None of the above/ I work in the Private sector	702 57%	62 63% ^f	31 50%	19 53%	590 58%	27 56%	69 49%	54 58%	78 63% ^f	48 64% ^f	69 65% ^{bFm}	101 58%	90 56%	55 51%

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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 84
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)	Pri- vate (q)
Unweighted base	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
No children aged 18 or under	1516 71%	763 74%B	753 69%	191 80%DEF	194 53%E	145 43%	232 61%DE	276 89%CDEF	478 98%CDEFG34%J	385	377 52%	754 94%J	408 72%N	448 76%N	267 61%	392 75%N	203 60%	557 63%
NET: Yes	594 28%	264 25%	330 30%A	43 18%GH	169 46%CFGH	193 57%CDFGH	144 38%CGH	34 11%H	11 2%	212 35%K	337 47%IK	45 6%	158 28%	139 24%	166 38%LMO	131 25%	135 40%	320 36%
NET: Any 5-18	496 23%	232 22%	263 24%	16 7%H	123 34%CGH	171 50%CDFGH	140 37%CGH	34 11%H	11 2%	139 23%K	312 43%IK	45 6%	137 24%M	106 18%	142 33%LMO	111 21%	109 32%	272 31%
NET: Any 11-18	316 15%	150 15%	165 15%	6 2%	34 9%CH	115 34%CDGH	121 32%CDGH	29 9%CH	10 2%	40 7%	236 33%IK	39 5%	86 15%M	59 10%	87 20%IM	83 16%M	69 20%	170 19%
Yes - children aged under 5 years old	213 10%	79 8%	134 12%A	35 15%FGH	115 32%CEFGH	55 16%FGH	3 1%	3 1%	1 *	150 25%JK	59 8%K	4 1%	53 9%	52 9%	72 16%LMO	36 7%	50 15%	108 12%
Yes - children aged 5 to 10 years old	283 13%	131 13%	153 14%	12 5%gh	108 30%CFGH	107 31%CFGH	46 12%CGH	7 2%	4 1%	120 20%K	153 21%K	10 1%	83 15%M	60 10%	76 17%Mo	65 12%	56 17%	163 18%
Yes - children aged 11 to 15 years old	230 11%	111 11%	119 11%	4 2%	34 9%CH	94 28%CDFGH	73 19%CDGH	19 6%CH	6 1%	38 6%K	167 23%IK	25 3%	69 12%M	39 7%	54 12%M	68 13%M	50 15%	129 15%
Yes - children aged 16 to 18 years old	131 6%	60 6%	71 7%	1 1%	-	39 11%CDGH	67 18%CDEGH	16 5%CDH	7 1%D	1 *	106 15%IK	23 3%l	31 5%	24 4%	44 10%LMO	32 6%	24 7%	64 7%
Refused	11 1%	8 1%	3 *	4 2%dH	1 *	3 1%h	2 *	2 *	-	5 1%	5 1%	2 *	2 *	3 1%	3 1%	3 1%	-	7 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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 85
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
No children aged 18 or under	1516 71%	129 71%H	81 79%GH	45 71%h	1261 71%	59 69%	169 71%H	113 65%	110 60%	109 71%h	143 72%H	206 75%GH	215 75%GH	137 76%gH
NET: Yes	594 28%	52 29%	22 21%	18 29%	501 28%	27 31%	67 28%	59 34%BKLM	73 40%aBFJKLM	44 29%	52 26%	67 24%	70 24%	43 24%
NET: Any 5-18	496 23%	42 23%	19 18%	16 25%	419 24%	24 27%	57 24%	50 29%bJkm	61 33%aBfJKLM	34 22%	38 19%	57 21%	63 22%	36 20%
NET: Any 11-18	316 15%	30 16%	13 13%	12 19%k	261 15%	14 16%	32 14%	34 20%K	36 19%k	23 15%	28 14%	31 11%	39 14%	23 13%
Yes - children aged under 5 years old	213 10%	18 10%	5 5%	5 7%	185 10%b	10 11%	17 7%	19 11%	32 17%aBCFKLM	17 11%	23 12%b	27 10%	24 8%	15 9%
Yes - children aged 5 to 10 years old	283 13%	23 13%	7 7%	9 15%b	244 14%b	14 16%b	36 15%b	27 16%B	37 20%aBiJKLM	18 12%	24 12%	36 13%	33 12%	19 10%
Yes - children aged 11 to 15 years old	230 11%	20 11%	8 8%	8 12%	194 11%	9 10%	24 10%	26 15%l	28 15%l	17 11%	19 10%	28 10%	26 9%	17 10%
Yes - children aged 16 to 18 years old	131 6%	13 7%K	5 5%	6 10%fK	106 6%	7 8%k	11 5%	15 9%K	14 8%K	11 7%	13 6%k	8 3%	18 6%k	10 6%
Refused	11 1%	- -	- -	- -	11 1%	* 1%	1 1%	1 1%	2 1%	1 1%	3 1%	1 *	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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 86
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)	Private (q)
Unweighted base	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
Anglia	225 11%	101 10%	124 11%	23 10%	29 8%	42 12% ^d	41 11%	32 10%	58 12%	52 9%	83 12%	90 11%	49 9%	68 11%	37 9%	71 13% ^{LN}	28 8%	97 11%
Border	33 2%	18 2%	15 1%	2 1%	6 2%	3 1%	9 2%	3 1%	10 2%	7 1%	12 2%	13 2%	11 2%	6 1%	11 2%	5 1%	6 2%	12 1%
Central	285 13%	135 13%	150 14%	38 16% ^G	64 18% ^{Gh}	43 13%	49 13%	31 10%	60 12%	102 17% ^{jk}	92 13%	91 11%	73 13%	71 12%	78 18% ^{LMO}	62 12%	53 16%	117 13%
Granada	219 10%	116 11%	102 9%	21 9%	40 11%	48 14% ^{cH}	37 10%	33 11%	40 8%	60 10%	85 12%	73 9%	71 13% ^N	60 10%	35 8%	52 10%	49 14% ^Q	82 9%
London	373 18%	181 17%	192 18%	50 21%	64 17%	56 16%	59 16%	60 19%	84 17%	113 19%	115 16%	145 18%	123 22% ^{NO}	114 19% ^O	66 15%	70 13%	54 16%	168 19%
Meridian	201 9%	108 10%	93 9%	25 11%	32 9%	30 9%	39 10%	25 8%	49 10%	57 9%	70 10%	74 9%	60 11% ^m	44 7%	39 9%	57 11% ^m	28 8%	95 11%
STV	161 8%	77 7%	84 8%	11 5%	28 8%	22 7%	25 7%	34 11% ^{Cef}	41 8%	39 6%	47 7%	75 9% ^{ij}	40 7%	44 8%	33 8%	44 8%	22 7%	62 7%
Tyne Tees	86 4%	39 4%	47 4%	13 6% ^G	15 4%	14 4%	16 4%	6 2%	22 4% ^g	28 5%	30 4%	28 3%	16 3%	24 4%	18 4%	27 5% ^l	12 3%	35 4%
Wales	100 5%	54 5%	47 4%	8 3%	18 5%	17 5%	14 4%	17 5%	26 5%	26 4%	31 4%	43 5%	22 4%	30 5%	23 5%	25 5%	22 6%	37 4%
West	58 3%	32 3%	26 2%	8 4%	18 5% ^{Efgh}	5 2%	8 2%	7 2%	11 2%	27 4% ^{JK}	13 2%	18 2%	14 3%	20 3%	10 2%	14 3%	12 4%	22 3%
Westcountry	106 5%	42 4%	64 6% ^a	10 4%	20 6%	16 5%	23 6%	13 4%	24 5%	31 5%	39 5%	36 5%	24 4%	34 6%	29 7% ^o	20 4%	16 5%	46 5%
Yorkshire	210 10%	104 10%	106 10%	22 9%	23 6%	37 11% ^d	38 10%	36 12% ^D	55 11% ^D	45 7%	75 10%	91 11% ^l	47 8%	58 10%	47 11%	57 11%	25 7%	83 9%
UTV	65 3%	28 3%	37 3%	5 2%	10 3%	7 2%	19 5% ^{ceH}	15 5% ^{eH}	9 2%	15 2%	26 4%	24 3%	17 3%	18 3%	9 2%	21 4%	12 4%	26 3%

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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 87
Which of the following ITV regions do you live in?
Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
Anglia	225 11%	-	-	-	225 13%ABC	-	2 1%	-	5 3%AgKm	18 12%ABCEFGHKM	176 8%ABCEFGHIKL- M	-	23 8%ABCEFGHKM-	-
Border	33 2%	14 8%DBCEGHIJKL M	-	-	18 1%	-	17 7%BCEGHIJKLM	-	-	1 1%	-	-	-	-
Central	285 13%	6 3%FGJK	1 1%	* 1%	277 16%ABC	-	-	-	167 90%ABCEFGIJK LM	101 66%ABCEFGJKLM-	-	1 *	5 2%fj	2 1%
Granada	219 10%	-	1 1%	-	218 12%ABC	-	212 90%ABCEGHIJKL M	-	5 3%AGJKLM	1 1%	-	-	-	-
London	373 18%	-	-	-	373 21%ABC	1 1%	-	-	-	3 2%f	15 8%ABCEFGHIM	270 9%ABCEFGHIJ LM	81 28%ABCEFGHIJ	3 2%afh
Meridian	201 9%	-	-	-	201 11%ABC	-	1 *	-	1 *	-	-	2 1%	175 61%ABCEFGHIJ KM	23 13%ABCEFGHIJK
STV	161 8%	161 89%DBCEFGHIJK LM	-	-	-	-	-	-	-	-	-	-	-	-
Tyne Tees	86 4%	-	-	-	86 5%ABC	84 98%ABCFGHIJKL- M	-	1 1%	-	-	-	-	-	-
Wales	100 5%	-	100 97%DACEFGHIJK LM	-	-	-	-	-	-	-	-	-	-	-

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
* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 87
Which of the following ITV regions do you live in?
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
West	58 3%	-	1 1%	-	57 3%A	-	4 2%kl	-	7 4%AeGijkl	-	-	-	-	47 26%ABCEFGHIJKL
Westcountry	106 5%	-	-	-	106 6%ABC	-	-	-	1 *	-	-	-	-	106 58%ABCEFGHIJKL
Yorkshire	210 10%	-	-	-	210 12%ABC	1 1%l	1 *	172 99%ABCEFGHIJKL M	-	30 19%ABCEFGHJKLM%AFHKLM	6 *	1 *	-	-
UTV	65 3%	-	-	63 99%DABEFGHIJK LM	2	-	-	-	-	-	-	-	2 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

* small base

Food Industry Survey ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 88
Marital 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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
Single	611 29%	349 34%B	262 24%	187 79%DEFGH	154 42%EFGH	105 31%fGH	90 24%GH	44 14%H	30 6%	342 57%JK	195 27%K	74 9%	176 31%N	202 34%NO	86 20%	147 28%N	112 33%	304 34%
NET: Married/ Civil partnership/ co habiting	1254 59%	614 59%	640 59%	48 20%	206 57%C	222 65%Cd	247 66%CD	205 66%CD	325 67%CD	254 42%	469 65%l	531 66%l	353 62%MO	304 51%	317 73%LMO	280 53%	202 60%	509 58%
Married	933 44%	468 45%	465 43%	17 7%	118 32%C	145 43%CD	181 48%CD	169 54%CDE	303 62%CDEFG	135 23%	326 45%l	472 59%lJ	274 48%MO	219 37%	226 52%MO	214 41%	139 41%	341 39%
Civil Partnership	27 1%	18 2%	9 1%	4 2%gh	12 3%EGH	1 *	6 2%h	1 *	2 *	17 3%JK	7 1%	3 *	8 1%	4 1%	12 3%MO	3 *	4 1%	18 2%
Co Habiting	294 14%	128 12%	166 15%a	26 11%H	75 21%CGH	75 22%CFGH	60 16%H	36 12%H	20 4%	102 17%K	135 19%K	56 7%	71 12%	81 14%	79 18%LmO	63 12%	59 18%	150 17%
NET: Widowed/ separated/ divorced	250 12%	69 7%	181 17%A	* *	4 1%	14 4%CD	37 10%CDE	61 20%CDEF	133 27%CDEFG	4 1%	51 7%l	194 24%lJ	39 7%	81 14%LN	32 7%	98 19%LMN	24 7%	64 7%
Widowed	84 4%	16 2%	68 6%A	* *	- -	* *	4 1%d	19 6%CDEF	61 12%CDEFG	* *	4 1%	79 10%lJ	11 2%	32 5%LN	10 2%	31 6%LN	7 2%	12 1%
Separated	27 1%	9 1%	17 2%	- -	2 *	6 2%c	8 2%Cd	6 2%Cd	6 1%	2 *	13 2%l	12 1%l	5 1%	8 1%	7 2%	7 1%	3 1%	13 1%
Divorced	139 7%	44 4%	96 9%A	- -	2 1%	8 2%C	25 7%CDE	37 12%CDEF	67 14%CDEF	2 *	34 5%l	103 13%lJ	23 4%	41 7%lN	15 4%	60 11%LMN	13 4%	39 4%
Prefer not to answer	6 *	2 *	4 *	2 1%h	- -	1 *	3 1%h	1 *	- -	2 *	3 *	1 *	- -	3 1%l	2 *	1 *	- -	6 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



Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 89
Marital Status
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- em Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
Single	611 29%	52 29%	33 32%	19 29%	508 29%	26 30%	74 31%gj	40 23%	48 26%	44 28%	45 23%	101 37%aGHJLm	78 27%	52 29%
NET: Married/ Civil partnership/ co habiting	1254 59%	103 57%k	61 59%k	41 65%K	1049 59%	47 55%	145 61%K	102 59%K	124 67%aeK	89 58%k	129 65%K	129 47%	173 61%K	111 62%K
Married	933 44%	70 39%	44 42%	36 57%DAbEGK	784 44%	32 38%	112 47%aK	73 42%k	91 49%aK	75 48%K	94 48%aK	92 34%	131 46%K	82 45%K
Civil Partnership	27 1%	2 1%	1 1%	- -	24 1%	1 1%	1 *	6 4%FIL	2 1%	- -	2 1%	9 3%FIL	1 *	2 1%
Co Habiting	294 14%	31 17%ciK	16 15%	5 8%	241 14%	14 16%	32 14%	22 13%	31 17%cik	14 9%	32 16%cik	28 10%	41 14%	27 15%
NET: Widowed/ separated/ divorced	250 12%	26 14%cFh	9 9%	4 6%	211 12%	13 15%cfh	17 7%	31 18%bCFHjIM	14 7%	20 13%	22 11%	43 16%CFH	33 11%	18 10%
Widowed	84 4%	6 3%	5 5%	1 1%	72 4%	3 4%	9 4%	9 5%L	5 3%	8 5%l	9 4%	19 7%chL	5 2%	5 3%
Separated	27 1%	1 1%	1 1%	2 3%HIM	23 1%	2 3%Him	2 1%	6 3%aHIM	- -	- -	2 1%	4 2%	7 2%hm	- -
Divorced	139 7%	19 10%dBCFh	3 3%	1 2%	116 7%	8 9%cF	6 3%	17 10%bCF	9 5%	11 7%f	12 6%	20 7%F	21 7%F	13 7%f
Prefer not to answer	6 *	- -	- -	- -	6 *	- -	1 *	- -	- -	2 1%	1 *	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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 90
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)
Unweighted base	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
Glasgow	93 4%	46 4%	47 4%	9 4%	22 6%	11 3%	16 4%	18 6%	17 4%	31 5%	27 4%	35 4%	21 4%	23 4%	27 6%	22 4%	16 5%	39 4%
Edinburgh	68 3%	35 3%	34 3%	6 2%	8 2%	11 3%	10 3%	13 4%	20 4%	14 2%	21 3%	33 4%	18 3%	18 3%	12 3%	20 4%	10 3%	23 3%
Newcastle	96 5%	47 5%	49 5%	13 5%g	18 5%g	14 4%	20 5%G	6 2%	25 5%G	31 5%	33 5%	31 4%	22 4%	29 5%	19 4%	26 5%	14 4%	39 4%
Leeds	95 4%	47 5%	48 4%	11 4%d	5 1%	14 4%d	22 6%D	19 6%D	24 5%D	16 3%	36 5%i	43 5%l	26 5%	26 4%	23 5%	21 4%	12 4%	39 4%
Hull	37 2%	18 2%	20 2%	5 2%	3 1%	7 2%	4 1%	8 3%	10 2%	8 1%	11 2%	18 2%	8 1%	10 2%	7 2%	12 2%	4 1%	17 2%
Sheffield	52 2%	22 2%	31 3%	5 2%	10 3%	11 3%	8 2%	5 1%	13 3%	16 3%	20 3%	17 2%	13 2%	13 2%	10 2%	17 3%	10 3%	16 2%
Manchester	174 8%	100 10%B	74 7%	16 7%	26 7%	44 13%CDfGH	30 8%	20 6%	38 8%	42 7%	74 10%ik	58 7%	52 9%	47 8%	29 7%	45 9%	30 9%	76 9%
Liverpool	78 4%	39 4%	38 4%	10 4%	19 5%H	14 4%	11 3%	13 4%	11 2%	29 5%k	25 3%	24 3%	25 4%	17 3%	18 4%	18 3%	23 7%Q	26 3%
Nottingham	89 4%	50 5%	38 4%	9 4%	25 7%EG	6 2%	15 4%e	9 3%	24 5%E	34 6%J	21 3%	34 4%	21 4%	27 5%	18 4%	24 5%	10 3%	36 4%
Birmingham	165 8%	73 7%	92 9%	26 11%GH	41 11%GH	30 9%H	29 8%	17 5%	23 5%	66 11%K	59 8%K	40 5%	38 7%	39 7%	50 12%LMO	38 7%	33 10%	81 9%
Norwich	89 4%	39 4%	50 5%	7 3%	14 4%	13 4%	15 4%	14 5%	26 5%	21 3%	28 4%	41 5%	16 3%	25 4%	18 4%	31 6%L	10 3%	37 4%
Milton Keynes	64 3%	32 3%	33 3%	5 2%	5 2%	15 4%df	6 2%	9 3%	23 5%DF	10 2%	22 3%	32 4%l	15 3%	17 3%	11 2%	22 4%	8 2%	23 3%
Brighton	31 1%	20 2%	12 1%	4 2%	1 *	5 1%	4 1%	3 1%	14 3%Dg	5 1%	9 1%	17 2%i	6 1%	8 1%	3 1%	14 3%lN	3 1%	8 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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 90
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	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
Oxford	33 2%	13 1%	19 2%	5 2%	11 3% ^{eF}	3 1%	3 1%	4 1%	7 1%	17 3% ^{JK}	6 1%	10 1%	17 3% ^{mnO}	8 1%	5 1%	3 1%	10 3%	13 1%
London	468 22%	226 22%	241 22%	63 26% ^h	79 22%	74 22%	78 21%	76 24%	98 20%	142 24%	152 21%	174 22%	146 26% ^{NO}	142 24% ^{No}	79 18%	100 19%	70 21%	214 24%
Southampton	78 4%	39 4%	39 4%	11 5%	14 4%	12 3%	20 5% ^{gh}	8 3%	14 3%	25 4%	31 4%	22 3%	23 4%	19 3%	25 6% ^{mO}	12 2%	13 4%	45 5%
Bristol	74 3%	40 4%	34 3%	7 3%	17 5%	8 2%	15 4%	9 3%	19 4%	24 4%	22 3%	28 4%	21 4%	24 4%	13 3%	16 3%	10 3%	31 3%
Plymouth	60 3%	23 2%	37 3%	8 3%	6 2%	10 3%	15 4%	7 2%	13 3%	14 2%	25 4%	20 3%	12 2%	17 3%	20 5% ^{Lo}	11 2%	10 3%	24 3%
Cardiff	72 3%	37 4%	35 3%	5 2%	15 4%	13 4%	13 3%	13 4%	13 3%	20 3%	26 4%	26 3%	16 3%	26 4%	16 4%	15 3%	15 4%	32 4%
Belfast	64 3%	26 3%	38 3%	5 2%	8 2%	7 2%	19 5% ^{deH}	15 5% ^{deH}	9 2%	13 2%	26 4%	24 3%	17 3%	18 3%	7 2%	22 4% ^N	12 4%	24 3%
None of these	139 7%	64 6%	75 7%	8 3%	14 4%	20 6%	26 7% ^c	25 8% ^{CD}	47 10% ^{CDe}	21 4%	46 6% ^l	72 9% ^{lj}	35 6%	41 7%	28 6%	35 7%	16 5%	42 5%

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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 91
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
Glasgow	93 4%	93 51%DBCEFGHIJK- LM	-	-	-	-	-	-	-	-	-	-	-	-
Edinburgh	68 3%	68 38%DBCEFGHIJK- LM	-	-	*	*	-	-	-	-	-	-	-	-
Newcastle	96 5%	-	-	-	96 5%ABC	82 95%ABCFGHIJKL4% ABC	11 4%ABC	-	-	-	-	3 1%	-	-
Leeds	95 4%	-	-	-	95 5%ABC	-	1 *	94 54%ABCFHIJKL- M	-	1 *	-	-	-	-
Hull	37 2%	-	-	-	37 2%a	-	-	32 19%ABCFHIJKL- M	-	4 2%aFhKlM	2 1%	-	-	-
Sheffield	52 2%	-	-	-	52 3%A	1 1%	-	39 23%ABCFHIJKL- M	-	13 8%ABCFHJKLM	-	-	-	-
Manchester	174 8%	-	2 1%kl	-	173 10%ABC	-	153 65%ABCEGHIJKL1% M	1	15	3 2%jkl	-	-	-	-
Liverpool	78 4%	-	15 15%DACEGHIJKL M	-	62 4%Ac	-	60 25%AbCEGHIJKL- M	-	2 1%	-	-	-	-	-
Nottingham	89 4%	-	-	-	89 5%ABC	-	-	3 2%afKL	2 1%	82 53%ABCEFGHJKL% M	2	-	-	-

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
* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 91
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
Birmingham	165 8%	-	-	-	165 9%ABC	-	-	-	155 84%ABCEFGIJKL5%ABceFGJKLM1% M	8	1	-	-	1
Norwich	89 4%	-	-	-	89 5%ABC	-	-	-	1 *	2 1%	83 42%ABCEFGHIKL' M	1	4 1%	-
Milton Keynes	64 3%	-	-	-	64 4%Abc	-	-	-	-	17 11%ABCEFGHKL16%ABCEFGHKLM M	32	-	16 6%ABCEFGHKM	-
Brighton	31 1%	-	-	-	31 2%a	-	-	-	-	-	-	-	31 11%ABCEFGHIJK M	-
Oxford	33 2%	-	-	-	33 2%a	-	-	-	-	4 3%aFghJK	-	-	20 7%ABCEFGHIJK 5%ABceFGHIJK	9
London	468 22%	-	-	-	468 26%ABC	-	-	-	-	1 *	51 26%ABCEFGHIM8%ABCEFGHIJ	268 8%ABCEFGHIJ	143 50%ABCEFGHIJK	5 3%AFGH
Southampton	78 4%	-	-	-	78 4%ABc	-	-	-	-	-	-	2 1%	58 20%ABCEFGHIJ KM	19 10%ABCEFGHIJK
Bristol	74 3%	-	1 1%	-	73 4%Abc	-	-	-	-	-	-	-	-	73 41%ABCEFGHIJKL
Plymouth	60 3%	-	-	-	60 3%Abc	-	-	-	-	-	-	-	-	60 33%ABCEFGHIJKL
Cardiff	72 3%	-	71 69%DACEFGHIJK LM	-	1 *	-	-	-	1 1%	-	-	-	-	-
Belfast	64 3%	-	-	64 100%DABEFGHIJK- LM	-	-	-	-	-	-	-	-	-	-

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
 * small base



Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 91
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
None of these	139 7%	20 11%DCeFGhKL	14 14%DCEFGHKL	- -	105 6%C	3 4%K	12 5%cK	4 2%K	9 5%cK	21 14%CEFGHKL	27 14%CEFGHKLm	- -	14 5%cK	14 8%CGK

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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 92
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	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
Up to £7,000	(3.5) 73 3%	28 3%	45 4%	10 4%	11 3%	15 4%h	14 4%	14 5%H	9 2%	21 3%	29 4%	24 3%	3 *	14 2%L	5 1%	52 10%LMN	5 1%	14 2%
£7,001 to £14,000	(10.5) 298 14%	131 13%	166 15%	36 15%D	29 8%	44 13%d	47 13%d	56 18%Df	86 18%Def	64 11%	91 13%	142 18%J	18 3%	72 12%L	45 10%L	163 31%LMN	24 7%	77 9%
£14,001 to £21,000	(17.5) 344 16%	149 14%	195 18%A	30 13%	38 10%	53 16%d	52 14%	48 15%d	124 25%CDEFG11%	67 11%	105 15%	171 21%J	55 10%	117 20%LN	59 13%l	113 22%LN	42 12%	110 13%
£21,001 to £28,000	(24.5) 392 18%	192 19%	200 18%	29 12%	62 17%	47 14%	81 21%CE	68 22%CE	106 22%CE	90 15%	128 18%	174 22%lj	84 15%	122 21%LO	106 24%LO	80 15%	54 16%	177 20%
£28,001 to £34,000	(31) 283 13%	151 15%	132 12%	15 6%	48 13%C	58 17%Ch	49 13%C	51 16%C	61 12%C	64 11%	108 15%l	111 14%i	76 13%O	88 15%O	78 18%IO	41 8%	50 15%	136 15%
£34,001 to £41,000	(37.5) 197 9%	100 10%	98 9%	19 8%	37 10%	43 13%GH	40 11%h	23 7%	35 7%	56 9%	83 12%K	58 7%	78 14%MO	49 8%O	47 11%O	23 4%	51 15%q	93 11%
£41,001 to £48,000	(44.5) 132 6%	73 7%	59 5%	18 8%gH	26 7%H	25 7%gH	35 9%GH	12 4%	18 4%	44 7%K	59 8%K	29 4%	59 10%MNO	35 6%O	24 5%O	14 3%	37 11%	66 8%
£48,001 to £55,000	(51.5) 93 4%	55 5%b	39 4%	11 5%H	21 6%H	17 5%H	23 6%H	13 4%H	7 2%	32 5%K	40 6%K	21 3%	46 8%MNO	25 4%O	19 4%O	3 1%	21 6%	57 6%
£55,001 to £62,000	(58.5) 62 3%	28 3%	35 3%	7 3%	29 8%CEFGH	8 2%	8 2%	3 1%	7 1%	36 6%JK	16 2%	10 1%	31 6%NO	23 4%nO	8 2%O	-	16 5%	32 4%
£62,001 to £69,000	(65.5) 28 1%	18 2%	10 1%	3 1%	10 3%H	4 1%	6 2%	3 1%	3 1%	13 2%K	10 1%	6 1%	21 4%MNO	2 *	5 1%O	-	7 2%	16 2%
£69,001 to £76,000	(72.5) 29 1%	17 2%	12 1%	4 2%	16 4%cEFGH	2 1%	4 1%	1 *	2 *	20 3%JK	6 1%	3 *	19 3%MNO	4 1%	4 1%	1 *	8 2%	19 2%
£76,001 to £83,000	(79.5) 22 1%	12 1%	10 1%	8 3%FGH	9 3%FGH	5 1%FgH	-	-	-	17 3%JK	5 1%K	-	17 3%MNO	1 *	2 *	2 *	5 2%	16 2%
£83,001 or more	(86) 34 2%	22 2%b	12 1%	15 6%dEFGH	9 3%eH	2 *	6 1%H	3 1%H	-	24 4%JK	7 1%	3 *	27 5%MNO	5 1%o	2 *	-	13 4%Q	13 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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 92

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)	Private (q)
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
Prefer not to answer	134 6%	59 6%	74 7%	35 15% DEFGH	20 5%	19 5%	12 3%	17 5%	32 6% F	54 9% Jk	31 4%	48 6%	33 6%	35 6%	32 7%	34 6%	6 2%	56 6% P
Average income (£000's)	29.24	30.91B	27.62	34.16EFGH	36.82EFGH	29.13GH	29.63GH	25.50H	23.50	35.84JK	29.40K	24.28	40.79MNO	27.88O	29.14O	18.29	36.07Q	33.14

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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 93

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

Base: All respondents

	Total	Region												
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
Up to £7,000	(3.5) 73 3%	5 3%	5 4%	2 3%	62 3%	4 5%	9 4%	2 1%	6 3%	4 3%	9 5%g	11 4%	10 3%	7 4%
£7,001 to £14,000	(10.5) 298 14%	33 18% <small>dFhM</small>	14 14%	8 13%	242 14%	15 17%	25 11%	30 17% <small>fm</small>	20 11%	34 22% <small>FHjklM</small>	26 13%	37 14%	37 13%	17 10%
£14,001 to £21,000	(17.5) 344 16%	36 20% <small>Fm</small>	17 17%	8 13%	282 16%	15 17%	29 12%	40 23% <small>cFhKLM</small>	29 16%	26 17%	38 19% <small>fm</small>	40 15%	43 15%	22 12%
£21,001 to £28,000	(24.5) 392 18%	43 24% <small>dCfGk</small>	25 24% <small>cfGk</small>	8 12%	316 18%	18 21%	38 16%	27 15%	39 21%	27 17%	36 18%	43 16%	55 19%	34 19%
£28,001 to £34,000	(31) 283 13%	20 11%	16 15%	9 14%	238 13%	12 14%	38 16% <small>h</small>	24 14%	17 9%	16 10%	28 14%	34 12%	40 14%	30 17% <small>h</small>
£34,001 to £41,000	(37.5) 197 9%	21 12% <small>l</small>	7 6%	4 6%	165 9%	8 10% <small>i</small>	32 13% <small>bjk</small>	18 10% <small>l</small>	16 9% <small>i</small>	5 3%	15 8%	21 8%	30 11% <small>l</small>	19 11% <small>l</small>
£41,001 to £48,000	(44.5) 132 6%	9 5%	2 2%	8 12% <small>DABEfgJK</small>	114 6%	2 3%	13 6%	9 5%	18 10% <small>aBe</small>	14 9% <small>b</small>	10 5%	15 5%	19 7%	12 7%
£48,001 to £55,000	(51.5) 93 4%	3 2%	4 4%	3 5%	83 5% <small>a</small>	1 1%	18 8% <small>AehK</small>	7 4%	6 3%	6 4%	13 6% <small>A</small>	8 3%	12 4%	12 6% <small>A</small>
£55,001 to £62,000	(58.5) 62 3%	4 2% <small>g</small>	1 1%	4 6% <small>BFGj</small>	54 3%	3 3% <small>G</small>	2 1%	-	10 5% <small>bFGj</small>	7 5% <small>fG</small>	3 2% <small>g</small>	10 4% <small>fG</small>	10 3% <small>G</small>	9 5% <small>bFG</small>
£62,001 to £69,000	(65.5) 28 1%	1 1%	-	1 2% <small>Fgm</small>	26 1%	-	-	-	2 1%	5 3% <small>FGM</small>	3 1% <small>f</small>	10 4% <small>AbeFGM</small>	6 2% <small>fgm</small>	-
£69,001 to £76,000	(72.5) 29 1%	-	-	2 3% <small>Abelj</small>	27 2%	-	4 2% <small>a</small>	1 1%	8 4% <small>AbegJLm</small>	-	1 *	7 3% <small>Ai</small>	3 1%	2 1%
£76,001 to £83,000	(79.5) 22 1%	-	-	-	22 1%	1 2%	4 2% <small>a</small>	2 1%	2 1%	-	1 *	8 3% <small>Aijl</small>	2 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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 93

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

Base: All respondents

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
£83,001 or more	(86) 34 2%	1 *	7 7% DACfGHIJLM	- 10%A	26 1%	2 2%	5 2%	1 1%	1 *	- -	3 1%	9 3% ahi	4 1%	1 1%
Prefer not to answer	134 6%	4 2%	5 5%	6 10%A	118 7%A	5 5%	18 8%A	11 7% a	11 6% a	11 7% a	12 6% a	19 7% A	17 6% a	14 8% A
Average income (£000's)	29.24	24.98	28.20	31.56AeGi	29.67A	26.17	31.43AEGIJ	26.22	31.28AeGij	26.53	27.76a	32.78AbEGIJ	29.63Ag	30.94AeGij

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

* small base

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 94

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)	Private (q)
Unweighted base	2121	1039	1082	240	314	325	386	345	511	554	711	856	556	616	392	557	297	806
Weighted base	2121	1035	1086	237	364	341	377	312	489	602	718	801	568	591	436	526	338	883
NET: Yes	491 23%	209 20%	282 26%A	38 16%	58 16%	79 23%CD	84 22%cd	103 33%CDEFh27%CD	131 16%	95 16%	162 23%l	234 29%lJ	79 14%	105 18%	109 25%LM	198 38%LMN	52 15%	125 14%
Yes - mental condition	191 9%	80 8%	111 10%a	31 13%gH	44 12%gH	52 15%FGH	32 8%H	24 8%H	8 2%	75 12%K	84 12%K	32 4%	34 6%	43 7%	33 8%	81 15%LMN	29 9%	58 7%
Yes - physical condition	295 14%	133 13%	162 15%	10 4%	13 4%	42 12%CD	54 14%CD	77 25%CDEF	99 20%CDEF	23 4%	96 13%l	176 22%lJ	38 7%	62 11%L	71 16%LM	124 24%LMN	22 6%	72 8%
Yes - disability	156 7%	73 7%	83 8%	7 3%	7 2%	27 8%CD	33 9%CD	39 13%CD	43 9%CD	14 2%	60 8%l	82 10%l	27 5%	20 3%	32 7%M	77 15%LMN	7 2%	22 2%
Yes - other	21 1%	10 1%	11 1%	1 1%	4 1%	5 1%	3 1%	5 2%	4 1%	5 1%	7 1%	9 1%	3 *	5 1%	6 1%	7 1%	5 2%	5 1%
No	1587 75%	807 78%B	780 72%	189 80%Gh	298 82%fGH	260 76%G	284 75%G	201 64%	355 73%G	488 81%JK	543 76%K	556 69%	478 84%NO	475 80%NO	316 72%O	318 61%	279 82%	737 83%
Prefer not to say	43 2%	19 2%	24 2%	10 4%EH	9 2%H	3 1%	10 3%eH	8 3%eH	3 1%	19 3%K	13 2%	11 1%	11 2%	11 2%	12 3%	10 2%	7 2%	21 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

Food Industry Survey

ONLINE Fieldwork: 12th-14th January 2018

Absolutes/col percents

Table 95

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

	Region													
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	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	2121	198	108	100	1715	87	233	179	178	130	219	248	263	178
Weighted base	2121	181	103*	64*	1773	86*	237	173	185	154	197	274	286	181
NET: Yes	491 23%	51 28%K	26 25%	16 25%	399 22%	24 28%k	55 23%	39 23%	48 26%k	36 23%	48 24%	49 18%	59 21%	40 22%
Yes - mental condition	191 9%	20 11%K	8 8%	7 11%K	157 9%	7 8%	21 9%k	13 8%	21 12%K	19 12%K	20 10%K	12 4%	26 9%k	18 10%K
Yes - physical condition	295 14%	24 13%	18 17%	10 15%	243 14%	18 21%KIM	36 15%	26 15%	26 14%	20 13%	31 16%	31 11%	36 13%	20 11%
Yes - disability	156 7%	18 10%m	9 9%	5 8%	124 7%	6 6%	18 8%	11 6%	14 8%	14 9%	14 7%	22 8%	16 6%	9 5%
Yes - other	21 1%	2 1%	1 1%	- -	18 1%	2 2%	3 1%	2 1%	1 *	1 1%	2 1%	3 1%	4 1%	1 1%
No	1587 75%	127 70%	73 71%	47 73%	1340 76%	61 71%	173 73%	132 76%	132 71%	117 76%	144 73%	220 80%Abefhj	223 78%a	138 76%
Prefer not to say	43 2%	3 2%	4 4%	1 2%	34 2%	1 2%	8 4%	2 1%	5 3%	2 1%	5 3%	4 2%	3 1%	3 2%

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

* small base

	Page	Table	Title	Base Description	Base
	1	1	Q.1 To what extent do you agree or disagree with each of the following statements? Summary	Base: All respondents	2121
●	2	2	Q.1 To what extent do you agree or disagree with each of the following statements? The UK Government should require by law that the food and drink industry include traffic light labelling on all food and drink packaging.	Base: All respondents	2121
●	3	3	Q.1 To what extent do you agree or disagree with each of the following statements? The UK Government should require by law that the food and drink industry include traffic light labelling on all food and drink packaging.	Base: All respondents	2121
●	4	4	Q.1 To what extent do you agree or disagree with each of the following statements? The traffic light labelling system helps people make informed choices about the food they buy.	Base: All respondents	2121
●	5	5	Q.1 To what extent do you agree or disagree with each of the following statements? The traffic light labelling system helps people make informed choices about the food they buy.	Base: All respondents	2121
●	6	6	Q.1 To what extent do you agree or disagree with each of the following statements? All cafes and restaurants should display calorie information on their menus so that customers are informed about the calorie content of the food and drinks they buy.	Base: All respondents	2121

	Page	Table	Title	Base Description	Base
●	7	7	Q.1 To what extent do you agree or disagree with each of the following statements? All cafes and restaurants should display calorie information on their menus so that customers are informed about the calorie content of the food and drinks they buy.	Base: All respondents	2121
●	8	8	Q.1 To what extent do you agree or disagree with each of the following statements? All takeaways should display calorie information on their menus so that customers are informed about the calorie content of the food and drinks they buy.	Base: All respondents	2121
●	9	9	Q.1 To what extent do you agree or disagree with each of the following statements? All takeaways should display calorie information on their menus so that customers are informed about the calorie content of the food and drinks they buy.	Base: All respondents	2121
●	10	10	Q.1 To what extent do you agree or disagree with each of the following statements? When eating out, I feel I am well informed of the nutritional information of the food I am buying.	Base: All respondents	2121
●	11	11	Q.1 To what extent do you agree or disagree with each of the following statements? When eating out, I feel I am well informed of the nutritional information of the food I am buying.	Base: All respondents	2121
●	12	12	Q.1 To what extent do you agree or disagree with each of the following statements? The food and drink industry have a responsibility to make their food and drink healthier.	Base: All respondents	2121

	Page	Table	Title	Base Description	Base
●	13	13	Q.1 To what extent do you agree or disagree with each of the following statements? The food and drink industry have a responsibility to make their food and drink healthier.	Base: All respondents	2121
●	14	14	Q.1 To what extent do you agree or disagree with each of the following statements? The portion sizes of food and drink served in restaurants and cafes are reflective of healthy-sized portions.	Base: All respondents	2121
●	15	15	Q.1 To what extent do you agree or disagree with each of the following statements? The portion sizes of food and drink served in restaurants and cafes are reflective of healthy-sized portions.	Base: All respondents	2121
●	16	16	Q.1 To what extent do you agree or disagree with each of the following statements? The portion sizes of food and drink served in takeaways are reflective of healthy-sized portions.	Base: All respondents	2121
●	17	17	Q.1 To what extent do you agree or disagree with each of the following statements? The portion sizes of food and drink served in takeaways are reflective of healthy-sized portions.	Base: All respondents	2121
●	18	18	Q.2 Would you be more or less likely to buy a food product that uses traffic light labelling, compared to a food product that doesn't use traffic light labelling?	Base: All respondents	2121
●	19	19	Q.2 Would you be more or less likely to buy a food product that uses traffic light labelling, compared to a food product that doesn't use traffic light labelling?	Base: All respondents	2121

	Page	Table	Title	Base Description	Base
	20	20	Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment? Summary	Base: All respondents	2121
●	21	21	Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment? Traffic light labelling on menus/ packaging	Base: All respondents	2121
●	22	22	Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment? Traffic light labelling on menus/ packaging	Base: All respondents	2121
●	23	23	Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment? Calorie labelling on food menus/ packaging	Base: All respondents	2121
●	24	24	Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment? Calorie labelling on food menus/ packaging	Base: All respondents	2121
●	25	25	Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment? Smaller portion sizes	Base: All respondents	2121
●	26	26	Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment? Smaller portion sizes	Base: All respondents	2121
●	27	27	Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment? Larger portion sizes	Base: All respondents	2121

	Page	Table	Title	Base Description	Base
●	28	28	Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment? Larger portion sizes	Base: All respondents	2121
●	29	29	Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment? Price promotions on healthy food options	Base: All respondents	2121
●	30	30	Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment? Price promotions on healthy food options	Base: All respondents	2121
●	31	31	Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment? A 'reduced calorie' range of food options	Base: All respondents	2121
●	32	32	Q.3 Which of the following, if any, would make you more likely to buy food from a particular type of eating establishment? A 'reduced calorie' range of food options	Base: All respondents	2121
	33	33	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Summary	Base: All respondents	2121
●	34	34	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Price increases on unhealthy food	Base: All respondents	2121
●	35	35	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Price increases on unhealthy food	Base: All respondents	2121

	Page	Table	Title	Base Description	Base
●	36	36	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Price reductions on healthy foods	Base: All respondents	2121
●	37	37	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Price reductions on healthy foods	Base: All respondents	2121
●	38	38	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Reductions in the amount of saturated fat in food	Base: All respondents	2121
●	39	39	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Reductions in the amount of saturated fat in food	Base: All respondents	2121
●	40	40	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Reductions in the amount of added sugar in food	Base: All respondents	2121
●	41	41	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Reductions in the amount of added sugar in food	Base: All respondents	2121

	Page	Table	Title	Base Description	Base
●	42	42	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Reductions in the amount of added salt in food	Base: All respondents	2121
●	43	43	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Reductions in the amount of added salt in food	Base: All respondents	2121
●	44	44	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Selling food in smaller portion sizes	Base: All respondents	2121
●	45	45	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Selling food in smaller portion sizes	Base: All respondents	2121
●	46	46	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Not advertising 'junk food' on television before 9pm	Base: All respondents	2121
●	47	47	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Not advertising 'junk food' on television before 9pm	Base: All respondents	2121
●	48	48	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Traffic light labelling on all food and drink	Base: All respondents	2121

	Page	Table	Title	Base Description	Base
●	49	49	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Traffic light labelling on all food and drink	Base: All respondents	2121
●	50	50	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Calorie information displayed on menus in food establishments	Base: All respondents	2121
●	51	51	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Calorie information displayed on menus in food establishments	Base: All respondents	2121
●	52	52	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Reducing the amount of unhealthy food on promotion	Base: All respondents	2121
●	53	53	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Reducing the amount of unhealthy food on promotion	Base: All respondents	2121
●	54	54	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Increasing the amount of healthy food on promotion	Base: All respondents	2121

	Page	Table	Title	Base Description	Base
●	55	55	Q.4 How important, if at all, do you feel it is that the UK government and food industry introduce the following changes? Increasing the amount of healthy food on promotion	Base: All respondents	2121
●	56	56	Gender	Base: All respondents	2121
●	57	57	Gender	Base: All respondents	2121
●	58	58	Age	Base: All respondents	2121
●	59	59	Age	Base: All respondents	2121
●	60	60	Social Grade	Base: All respondents	2121
●	61	61	Social Grade	Base: All respondents	2121
●	62	62	GO Region	Base: All respondents	2121
●	63	63	GO Region	Base: All respondents	2121
●	64	63	GO Region	Base: All respondents	2121
●	65	64	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2121
●	66	65	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2121
●	67	66	Tenure	Base: All respondents	2121
●	68	67	Tenure	Base: All respondents	2121
●	69	68	What is the highest educational level that you have achieved to date?	Base: All respondents	2121
●	70	69	What is the highest educational level that you have achieved to date?	Base: All respondents	2121

	Page	Table	Title	Base Description	Base
●	71	70	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	2121
●	72	71	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	2121
●	73	72	How many cars are there in your household?	Base: All respondents	2121
●	74	73	How many cars are there in your household?	Base: All respondents	2121
●	75	74	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2121
●	76	75	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2121
●	77	76	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2121
●	78	77	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2121
●	79	78	Which of the following best describes where you live?	Base: All respondents	2121
●	80	79	Which of the following best describes where you live?	Base: All respondents	2121
●	81	80	Which of the following best describes your current working status?	Base: All respondents	2121
●	82	81	Which of the following best describes your current working status?	Base: All respondents	2121

	Page	Table	Title	Base Description	Base
●	83	82	Do you work in any of the following occupations?	Base: All respondents who work	1103
●	84	82	Do you work in any of the following occupations?	Base: All respondents who work	1222
●	85	83	Do you work in any of the following occupations?	Base: All respondents who work	1103
●	86	83	Do you work in any of the following occupations?	Base: All respondents who work	1222
●	87	84	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2121
●	88	85	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2121
●	89	86	Which of the following ITV regions do you live in?	Base: All respondents	2121
●	90	87	Which of the following ITV regions do you live in?	Base: All respondents	2121
●	91	87	Which of the following ITV regions do you live in?	Base: All respondents	2121
●	92	88	Marital Status	Base: All respondents	2121
●	93	89	Marital Status	Base: All respondents	2121
●	94	90	Which of the following cities do you live in, or nearest to?	Base: All respondents	2121
●	95	90	Which of the following cities do you live in, or nearest to?	Base: All respondents	2121
●	96	91	Which of the following cities do you live in, or nearest to?	Base: All respondents	2121
●	97	91	Which of the following cities do you live in, or nearest to?	Base: All respondents	2121
●	98	91	Which of the following cities do you live in, or nearest to?	Base: All respondents	2121

	Page	Table	Title	Base Description	Base
●	99	92	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2121
●	100	92	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2121
●	101	93	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2121
●	102	93	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2121
●	103	94	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	2121
●	104	95	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	2121