

Survey of consumer practices with respect to coated frozen chicken products

Area of research interest: [Behaviour and perception](#)

Project status: Completed

Conducted by: Ipsos MORI

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The Food Standards Agency and Food Standards Scotland commissioned an online survey via three waves of Ipsos MORI's online omnibus with 5,599 adults (aged 16-75) living in the UK. Of these, 3,740 had cooked or eaten coated frozen chicken products recently and went on to complete the full survey. Fieldwork dates were 19-25 March 2021. The data was weighted to be representative of the UK adult population aged 16 - 75.

Participants were informed that questions would be asked about “Coated frozen chicken products that you cook or eat at home” which meant any cook-from-frozen chicken products that are usually breaded or battered, for example: frozen chicken nuggets / frozen chicken goujons / frozen chicken dippers / frozen chicken popsters / frozen breaded or battered chicken fillets / frozen chicken poppers / frozen popcorn chicken / frozen chicken kiev / frozen chicken-burgers.

Results from sub-samples are based on:

- participants aged 16-24: 867
- participants with children aged 15 or under in the household: 1,747
- participants who personally cook the products: 3,159
- participants who use an oven to cook the products: 2,872

Data tables

The results tables for this report are available in our [data catalogue](#).

Research report

PDF

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