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Eating Well

Choosing Better

Wave 7

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Appendices report prepared for the Food Standards Agency by Ipsos MORI

February 2022

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Appendix 1: Eating Well Choosing Better questionnaire

Good morning/afternoon/evening, I am _____ from Ipsos MORI, a market and social research company. We are currently conducting a research study about consumer attitudes and behaviours towards healthier food. We are conducting this research on behalf of the Food Standards Agency (FSA). Your input would be of great value to us. There are no right or wrong answers, and please be assured that the information collected from you will be treated completely confidentially. Your answers will be combined with information from other participants and only the total results will be used for reports that will be provided to the FSA.

The survey will take approximately 20 minutes to complete.

Would you be happy to take part in this research?

1.   Yes
2.   No

Thank you for agreeing to complete this survey. Before we begin, if you would like to read our privacy policy then you can access it at <insert link>.

I also must draw to your attention that within this survey we ask information about your household and income, just to ensure that we speak to a range of people within Northern Ireland. Are you happy to proceed with this research on this basis?

1.   Yes
2.   No

I'd also like to inform you that Ipsos MORI is a member of the Market Research Society. All information that you give us will be treated in the strictest confidence and your identity will not be passed on to a third party or connected to your answers in any way.

Before continuing with this survey, I need to check that you are eligible to take part.

In the last 12 months, who is typically responsible for the food shopping for your household? Please include both online and in store food shopping.

- I am responsible for all or most of the food shopping

- I share the responsibility with someone else

- Someone else in my household

- Someone else outside of my household for example,, a relative or carer

- Each person is responsible for their own food/grocery shopping

- Don't know

Which of the following best describes you…?

- Male

- Female

- In another way

- Refused/prefer not to say

What is your age?

[TYPE IN]

Can you confirm your postcode? (If required: this is just so we can check that we have up-to-date records)

[TYPE IN]

Which of these counties best describes where you live?

- Antrim
- Armagh
- Down
- Fermanagh
- Derry/Londonderry
- Tyrone
- None of these

Which of these best describes the area you live in?

- Open countryside

- A hamlet
- A village
- A small town in the countryside
- A medium town
- A large town
- Inner city
- Outer city (Suburban)

Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best.

The Chief Income Earner is the person in your household with the largest income, including you. If the Chief Income Earner is retired but still has the largest income via an occupational pension, please answer for their most recent occupation.

If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

1. Self Employed / Business Owner
2. Skilled manual worker (for example,, Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc.)
3. Semi or unskilled manual work (for example,, Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)
4. Supervisory or clerical/junior managerial/professional/ administrative (for example,, Office worker, Student Doctor, Police Constable, Firefighter, Foreman with 25+ employees, salesperson, etc.)
5. Intermediate managerial/professional/administrative (for example,, Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, teacher, principal officer in civil service / local government, military lieutenant)
6. Higher managerial/professional/administrative (for example,, Established doctor, Solicitor, Architect, Board Director in a large organisation (200+ employees), head teacher, police/fire chief, top level civil servant / public service employee, high ranking military officer)
7. Casual worker – not in permanent employment

8. Student

9. Housewife / Homemaker

10. Retired and living on state pension

11. Unemployed or not working due to long-term sickness

12. Full-time carer of other household member

As a self-employed business owner, is your business… (Select one)

1. Semi-skilled Manual trade (for example,, Window cleaner, Provincial taxi driver, labourer, etc.)

2. Skilled Manual trade (for example,, Electrician, Plumber, Mechanics, London Taxi driver, etc.)

3. Semi-skilled Non-Manual trade (for example,, Shopkeeper, Wholesaler, Hotelier, etc.)

4. Skilled Non-Manual trade (for example,, Draughtsman, Chiropodist, Photographer, etc.)

How many employees do you have? (Select one)

1. None – just me

2. 1 – 5

3. 6 – 25

4. 25+

Do you have any children aged under 16 living at home currently?

1. Yes

2. No

Do you have any grandchildren aged under 16 that you purchase food for at least once a month?

By 'food' we mean food used to prepare whole meals and treats/snacks.

1. Yes

2. No

And how old are your children and grandchildren?

1. 0-3
2. 4-6
3. 7-10
4. 11-13
5. 14-16

You qualify for our survey! Thank you for taking part.

We would now like to ask you some questions about yourself and your opinion on things relating to food.
There are no right or wrong answers here, we are just interested in what you think.

We would like you to take a moment to think about healthy eating.

What does healthy eating mean to you?

On a scale of 1-5 where 1 is strongly disagree and 5 is strongly agree…

To what extent would you agree or disagree that your personal eating habits are healthy?

To what extent would you agree or disagree that your children's eating habits are healthy?

To what extent would you agree or disagree that your grandchildren's eating habits are healthy?

1. Strongly disagree
2. Tend to disagree
3. Neither agree nor disagree
4. Tend to agree
5. Strongly agree
6. Don't know

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

I understand what is healthier and what is less healthy

I actively seek out healthier options when shopping

I actively seek out healthier options when eating out

1. Strongly disagree
2. Tend to disagree
3. Neither agree nor disagree
4. Tend to agree
5. Strongly agree
6. Don't know

What do you think the Government recommended daily calorie intake is for males? If you think you know but aren't sure, please let us know what you think it is.

[TYPE IN]

What do you think the Government recommended daily calorie intake is for females? If you think you know but aren't sure, please let us know what you think it is.

[TYPE IN]

In a typical month, where do you shop for food?

- Supermarket (including mini supermarkets for example,, Metro/local)
- Home delivery from a supermarket
- Home delivery not from a supermarket (for example,, vegetable boxes, Deliveroo, Hello Fresh)
- Local/corner shop, newsagents, or garage forecourt
- Independent greengrocer, butcher, baker, or fishmonger
- Market/farmers' market/farm shop
- Other (please specify)
- None of these

How, if at all, do you tend to find out how much sugar, salt, saturated fat, or calories are in a product when food shopping in store?

- Look at the ingredient list

- Look at the information on the front of pack (for example,, claims)
- Look at the nutritional information found on the back-of-pack
- Use the traffic light labelling system on the front of the packet
- Other (please specify)
- I don't try to find this out

How, if at all, do you tend to find out how much sugar, salt, saturated fat, or calories are in a product when food shopping online?

- Look at the ingredient list
- Look at information such as claims
- Use the traffic light labelling system
- Look at the nutritional information usually found on the back-of-the-pack
- Other (please specify)
- I don't try to find this out

Thinking about when you are choosing food whilst shopping, some foods show traffic light labels on the front of packets/packaging

Here is an example image of the traffic light label

Do you recognise this traffic light image?

Each grilled burger (94g) contains

Energy 924kJ 220 kcal	Fat 13g	Saturates 5.9g	Sugars 0.8g	Salt 0.7g
11%	19%	30%	<1%	12%
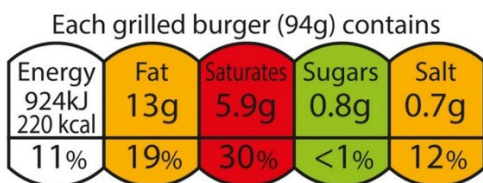
of an adult's reference intake
Typical values (as sold) per 100g: Energy 966kJ / 230kcal

1. Yes
2. No

Do you use this when shopping for food?

1. Yes
2. No

On a scale of 1-5 where 1 is strongly disagree and 5 is strongly agree, to what extent would you agree or disagree with the following statement:

I understand what traffic light labels on the front of food packaging are for.

1. Strongly disagree
2. Tend to disagree
3. Neither agree nor disagree
4. Tend to agree
5. Strongly agree
6. Don't know

What do you think these traffic lights are for?

OPEN QUESTION

How often, if at all, do you choose ….?

- Foods with 'healthier' traffic light colours (green/amber)
- Foods with a lower percentage of my recommended daily calorie intake

Which, if any, of these do you do when buying food for yourself?

Which, if any, of these do you do when buying food for your children?

Which, if any, of these do you do when buying food for your grandchildren?

1. I look at the calories next to the traffic light label
2. I use the traffic light label to understand the amount of Fat in products
3. I use the traffic light label to understand the amount of Saturated fat in products
4. I use the traffic light label to understand the amount of Sugar in products
5. I use the traffic light label to understand the amount of Salt in products
6. I use the traffic light label to find information on portion size
7. I don't do any of these

Overall, for each of the following, how easy or difficult is it for you to choose healthier food and meals?

- When buying from a supermarket in-store
- When buying from a supermarket online
- When buying from a local/corner shop, newsagent, or garage forecourt
- When eating in restaurants and/or pubs
- When eating in my staff restaurant at work
- When preparing meals at home
- When buying food from a vending machine
- When buying from cafés/sandwich shop for example,, supermarket cafés/high street coffee shops
- When buying from a take-away
- When buying from/eating in a fast food restaurant
- Food outlet in leisure facilities for example,, cinemas, bowling alleys, entertainment centres

1. Very difficult
2. Quite difficult
3. Quite easy
4. Very easy
5. Not applicable

Where, if in any setting, would you like to see healthier products?

1. Supermarkets
2. Local/ corner shop, newsagents, or garage forecourts
3. Restaurants and/or pubs
4. Staff restaurant at work
5. Vending machines
6. Cafés/Sandwich shops for example,, supermarket cafés/high street coffee shops
7. Fast food restaurants
8. Takeaways

9. Food outlets in leisure facilities for example,, cinemas, bowling alleys, entertainment centres
10. Other (please specify)
11. None of these

Have you ever noticed calories being shown on a food menu in any of these places?

1. Restaurants/pubs
2. Staff restaurant at work
3. Cafés/Sandwich shops for example,, supermarket cafés/high street coffee shops
4. Fast food restaurant
5. Takeaways
6. Food outlets in leisure facilities for example,, cinemas, bowling alleys, entertainment centres
7. Other (please specify)
8. None of these

How often, if at all, do calories shown on a food menu influence your decision of what to eat?

- In restaurants/pubs
- Staff restaurant at work
- In cafés/Sandwich shops for example,, supermarket cafés/high street coffee shops
- In fast food restaurant
- In takeaways
- Food outlets in leisure facilities for example,, cinemas, bowling alleys, entertainment centres

1. It never influences my decision
2. Not very often
3. Every now & then
4. Most times
5. It always influences my decision

In what venues, if any, would you like to see calories being shown on a food menu?

1. Restaurants/pubs
2. Staff restaurant at work
3. Cafés/Sandwich shops for example,, supermarket cafés/high street coffee shops
4. Fast food restaurant
5. Takeaways
6. Food outlets in leisure facilities for example,, cinemas, bowling alleys, entertainment centres
7. Other (please specify)
8. None of these

Thinking about when you are shopping for/choosing food products, in particular manufactured products such as sauces, cereals, meals, snacks, and puddings…

How likely or unlikely would you be to buy these options compared to a regular version of products? (for example,, for sauces, cereals, meals, snacks & puddings)

- Reduced sugar products
- Reduced saturated fat products
- Reduced salt products
- Smaller portion sizes of sugary snacks/meals
- Smaller portion sizes of snacks/meals high in saturated fat
- Smaller portion sizes of snacks/meals high in salt

1. Much less likely to buy it
2. A little less likely to buy it
3. It wouldn't change
4. A little more likely to buy it
5. Much more likely to buy it

Which, if any, would you like to see more of when you buy food?

1. Reduced sugar products
2. Reduced saturated fat products

3. Reduced salt products
4. Products with a maximum limit on calories (for example,, chocolate bars, sweets, slices of cake, croissants, biscuits)
5. Smaller portion sizes of sugary snacks/meals
6. Smaller portion sizes of snacks / meals high in saturated fat
7. Smaller portion sizes of snacks / meals high in salt
8. None of these

Almost finished! Thank you for your opinions so far. Now we would just like to ask a final question about yourself.

Please select the range which best describes your annual household income?
If you're not sure, your best guess is fine.

1. Under £10,000
2. £10,000-£19,999
3. £20,000-£29,999
4. £30,000-£39,999
5. £40,000-£49,999
6. £50,000-£59,999
7. £60,000-£69,999
8. £70,000-£79,999
9. £80,000-£89,999
10. £90,000-£99,999
11. £100,000+
12. Not sure / Don't know
13. Would rather not say

Appendix 2: Sample demographics

Table 1: Age bands, proportion in NI population and proportion in survey

Age band	Proportion in the population	Proportion in the survey
18 to 24	14%	14%
25 to 34	21%	21%
35 to 44	16%	16%
45 to 54	14%	15%
55 to 64	15%	15%
65 or older	19%	20%

Base: 603 adults in Northern Ireland

Table 2: Gender, proportion in NI population and proportion in survey

Gender	Proportion in the population	Proportion in the survey
Male	48%	47%
Female	52%	53%

Base: 603 adults in Northern Ireland

Table 3: Socio-economic group, proportion in NI population and proportion in survey

Socio-economic group	Proportion in the population	Proportion in the survey
ABC1	44%	42%
C2DE	56%	58%

Base: 603 adults in Northern Ireland

Table 4: Regions, proportion in NI population and proportion in survey

Region	Proportion in the population	Proportion in the survey
Belfast City	15%	15%
Greater Belfast	22%	22%
Co. Down	16%	16%
Co. Armagh	9%	9%
Co. Tyrone/ Co. Fermanagh	14%	14%
Co. Derry	13%	13%
Co. Antrim	10%	10%

Base: 603 adults in Northern Ireland

Appendix 3: Socio-economic groupings

Table 5: Explanation of socio-economic groupings

Grade	General description	Examples of occupations	Retiree description
A	These are professional people, or are very senior in business or commerce or are top level civil servants	• Coroner • General Practitioner if in own practice or partner in practice • Film Producer • University Professor • Self Employed electrician with over 25 employees • Chief Officer in fire service • Police Commissioner • Bishop Chartered Accountant with own practice • Editor of national newspaper	Retired people, previously grade A, and their widows
B	Middle management executives in large organisations, with appropriate qualifications Top management or owners of small business	• Editor of provincial newspaper • Self-employed electrician with under 24 staff • Self-employed window cleaner with 25+ staff • Fully qualified doctor who is not in own practice or a consultant • Hospital sister/charge nurse grades F & G • Health visitor	Retired people, previously grade B, and their widows.

Grade	General description	Examples of occupations	Retiree description
		• Computer programmer • Civil engineer with professional qualifications • University lecturer • Teacher in secondary school • Television producer • Lawyer not in own practice • Detective Inspector (police)	
C1	Junior management owners of small establishments: and all others in non-manual positions Jobs in this group have very varied responsibilities and educational needs	• Primary school teacher • Students living away from home • Nurse – State Enrolled Nurse, State Registered Nurse, Midwife • Student Nurses • Typist • Travel courier • Telephone operator • Detective Sergeant • Police Constable • Self employed electrician with 1-4 employees • Self employed window cleaner with 5-24 employees	Retired people previously grade C1 and their widows.

Grade	General description	Examples of occupations	Retiree description
		• Market Research interviewer • Television production assistant	
C2	All skilled manual workers, and those manual workers with responsibility for other people	• Electrician • Plumber • Panel beater • Thatcher • Tailor • Cobbler • Coach Driver • HGV Driver • Ambulance Driver • Prison officer • Weaver • Welder • Typesetter • Computer engineer • Joiner • London black cab driver	Retired people previously grade C2 with a pension from their job Widows if receiving pensions from their late husband's job

Grade	General description	Examples of occupations	Retiree description
D	All semi-skilled and unskilled manual workers, and apprentices and trainees to skilled workers	- Window cleaner - Taxi driver – provinces - Nursing auxiliary - Porter - Fork lift truck driver - Warehouseman - Road worker - Road sweeper - Waiter - Machine tool operator - Child minder - Chambermaid - Farm worker – no qualifications	Retired people previously grade D with a pension from their job Widows if receiving pensions from their late husband's job
E	All those entirely dependent on the state long term, through sickness, unemployment, old age, or other reasons.	- Unemployed longer than 6 months - Living off state benefits only - Pensioners with no private/occupational pension - Pensioners with occupational pension retain their social grade	N/A

Grade	General description	Examples of occupations	Retiree description
	Those unemployed for a period exceeding 6 months (otherwise classify on previous occupation) Casual workers and those without a regular income Only households without a chief wage earner will be coded in this group	• Widows with pension from their husbands' occupation retain the Social Grade of their husband. • Divorcees living off maintenance from their husbands' employment are graded on their husbands' occupation.	

Appendix 4: Additional detailed survey findings

This appendix provides detailed sub-group analysis by demographics, linking to the headline findings from the main results section of the main report.

Note on interpretation: Significant difference is indicated through the use of letters. Each row (demographic group) has a distinctive letter for example 'Males (A)', 'Females (B)'. If a percentage has a letter next to it, it means this figure is significantly higher or lower than the corresponding demographic group. Comparisons are only made between variables within the same column. An example table is provided below as an illustration.

In the example table below, females (10%) were significantly more likely than males (3%) to 'agree' as indicated by the notation in column 1. However, males (11%) were significantly more likely than females (2%) to disagree as indicated by the notation in column 2. Significance testing has only been conducted for each column of the table. No commentary is provided on significant difference by row i.e. between males who agree (column 1) and males who disagree (column 2).

Example table:

Demographic group	Column 1 – agree	Column 2 - disagree
Male (A)	3%	11% (significantly higher than B)
Female (B)	10% (significantly higher than A)	2%

Views and understanding of healthy eating

The 'views and understanding of healthy eating' section explores participants' views of their personal eating habits.

Perceptions of healthy eating habits

Table 6: Participants who 'agree' that their personal eating habits are healthy by demographics

Demographic group	Proportion who viewed own diet as healthy
Total population	69%
Male (A)	62%
Female (B)	76% (significantly higher than A)
18-34 year olds (C)	61%
35-54 year olds (D)	65%
55 years and older (E)	82% (significantly higher than C and D)
ABC1 (F)	78% (significantly higher than G)
C2DE (G)	63%
Uses the traffic light label (H)	84% (significantly higher than I)
Does not use the traffic light label (I)	62%
£19,999 and below (J)	59%
£20,000 to £39,999 (K)	66%
£40,000-£59,999 (L)	81% (significantly higher than J and K)

Base total population: 603

Base males: 285

Base females: 318

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Understanding of what is healthier and what is less healthy

Table 7: Participants who 'agree' or 'disagree' that they understand what is healthier and what is less healthy by demographics

Demographic group	Agree	Neither agree nor disagree	Disagree
Total population	94%	6%	*
Male (A)	91%	9% (significantly higher than B)	0%
Female (B)	96% (significantly higher than A)	3%	*
ABC1 (C)	96% (significantly higher than D)	4%	0%
C2DE (D)	91%	8% (significantly higher than C)	*
Uses the traffic light label (E)	100% (significantly higher than F)	0%	0%
Does not use the traffic light label (F)	93%	7% (significantly higher than E)	0%

Base total population: 603

Base males: 285

Base females: 318

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Note: Totals don't add to 100% due to rounding

*Value supressed as less than half a percent

Seeking healthier options

Table 8: Participants who 'agree' that they seek healthier options when shopping and when eating outside the home by demographics

Demographic group	I actively seek out healthier options when food shopping	I actively seek out healthier options when eating out
Total population	67%	33%
Male (A)	58%	27%
Female (B)	75% (significantly higher than A)	39% (significantly higher than A)
ABC1 (C)	79% (significantly higher than D)	40% (significantly higher than D)
C2DE (D)	57%	29%
Uses the traffic light label (E)	86% (significantly higher than F)	46% (significantly higher than F)
Does not use the traffic light label (F)	57%	27%
With children (G)	64%	23%
Without children (H)	69%	38% (significantly higher than G)
£19,999 and below (I)	51%	13%
£20,000 to £39,999 (J)	66% (significantly higher than I)	36% (significantly higher than I)
£40,000-£59,999 (K)	78% (significantly higher than I)	26% (significantly higher than I)

Base total population: 603

Base males: 285

Base females: 318

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base with children: 133

Base without children: 416

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Understanding and awareness of recommended daily calorie intake

The 'understanding and awareness of recommended daily calorie intake' section explores participants' existing knowledge of the Government recommended daily calorie intake for males and females.

Knowledge of recommended daily calorie intake amongst male participants

Table 9: Male participants who knew or didn't know the recommended daily calorie intake for their gender by demographics

Male population by demographic group	Correct (2,500 calories)	Incorrect (other answers)
Total male population	21%	78%
ABC1 (A)	35% (significantly higher than B)	65%
C2DE (B)	13%	87% (significantly higher than A)

Bases: male participants only

 Total population: 285

Base higher socio-economic group (ABC1): 108

Base lower socio-economic group (C2DE): 177

Note: Totals don't add to 100% due to rounding

Knowledge of recommended daily calorie intake amongst female participants

Table 10: Female participants who knew or didn't know the recommended daily calorie intake for their gender by demographics

Female population by demographic group	Correct (2,000 calories)	Incorrect (other answers)
Total female population	21%	78%
18-34 year olds (A)	21%	79%
35-54 year olds (B)	25% (significantly higher than C)	75%
55 years and older (C)	14%	86% (significantly higher than B)
Uses the traffic light label (D)	27% (significantly higher than E)	73%
Does not use the traffic light label (E)	16%	84% (significantly higher than D)

Bases: female participants only

Total population: 318

Base 18-34 year olds: 106

Base 35-54 year olds: 102

Base 55 years and older: 110

Base uses the traffic light label: 143

Base does not use the traffic light label: 152

Note: Totals don't add to 100% due to rounding

Food purchasing behaviour

The 'food purchasing behaviour' section primarily explores where participants shop for food.

Where participants shop for food

Table 11: Where participants shop for food by demographics

Demographic group	Supermarket (including mini supermarkets)	Corner shop, newsagent or garage forecourt	Independent greengrocer, butcher, baker or fishmonger	Market, farmers' market, or farm shop	Home delivery from a supermarket	Home delivery not from a supermarket
Total population	92%	57%	49%	10%	6%	5%
Male (A)	92%	55%	45%	9%	4%	3%
Female (B)	93%	59%	53%	11%	8% (significantly higher than A)	7%
18-34 year olds (C)	94% (significantly higher than E)	54%	33%	9%	5%	6%
35-54 year olds (D)	98% (significantly higher than E)	63%	51% (significantly higher C)	8%	10% (significantly higher than E)	3%

| 55 years and older (E) | 85% | 55% | 63% (significantly higher than C and D) | 13% | 4% | 5% |

Table continued overleaf.

Demographic group	Supermarket (including mini supermarkets)	Corner shop, newsagent or garage forecourt	Independent greengrocer, butcher, baker or fishmonger	Market, farmers' market, or farm shop	Home delivery from a supermarket	Home delivery not from a supermarket
Urban area (F)	95% (significantly higher than G)	53%	44%	10%	7%	5%
Rural area (G)	87%	65% (significantly higher than F)	58% (significantly higher than F)	11%	5%	5%
With children (H)	98% (significantly higher than I)	64%	35%	5%	10%	3%
Without children (I)	91%	56%	53% (significantly higher than H)	12% (significantly higher than H)	6%	6%

Demographic group	Supermarket (including mini supermarkets)	Corner shop, newsagent or garage forecourt	Independent greengrocer, butcher, baker or fishmonger	Market, farmers' market, or farm shop	Home delivery from a supermarket	Home delivery not from a supermarket
ABC1 (J)	96% (significantly higher than K)	58%	60% (significantly higher than K)	12%	8%	10% (significantly higher than K)
C2DE (K)	90%	56%	40%	8%	5%	1%
Uses the traffic light label (L)	96% (significantly higher than M)	62%	61% (significantly higher than M)	15% (significantly higher than M)	11% (significantly higher than M)	10% (significantly higher than M)
Does not use the traffic light label (M)	90%	56%	44%	7%	5%	2%

Table continued overleaf.

Demographic group	Supermarket (including mini supermarkets)	Corner shop, newsagent or garage forecourt	Independent greengrocer, butcher, baker or fishmonger	Market, farmers' market, or farm shop	Home delivery from a supermarket	Home delivery not from a supermarket
£19,999 and below (N)	89%	55%	36%	6%	5%	3%

Demographic group	Supermarket (including mini supermarkets)	Corner shop, newsagent or garage forecourt	Independent greengrocer, butcher, baker or fishmonger	Market, farmers' market, or farm shop	Home delivery from a supermarket	Home delivery not from a supermarket
£20,000 to £39,999 (O)	96%	64%	50% (significantly higher than N)	12%	6%	4%
£40,000-£59,999 (P)	100% (significantly higher than N)	76% (significantly higher than N)	59% (significantly higher than N)	9%	7%	4%

Base total population: 603

Base males: 285

Base females: 318

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base urban area: 406

Base rural area: 197

Base with children: 133

Base without children: 416

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Note: Totals do not add to 100% as participants could select multiple responses

Healthy eating behaviours

'Healthy eating behaviours' explores the extent to which participants use nutritional labelling to make informed food purchasing decisions and their awareness and understanding of the traffic light label.

Use of nutritional labelling

Table 12: How participants find nutritional information by demographics

Demographic group	I don't try to find this out	Look at the information on the front of pack	Use the traffic light labelling system on the front	Look at the ingredient list	Look at the nutritional information found on the back of pack	Other answers
Total population	49%	36%	31%	23%	20%	1%
Males (A)	62% (significantly higher than B)	23%	22%	16%	14%	1%
Females (B)	38%	48% (significantly higher than A)	39% (significantly higher than A)	29% (significantly higher than A)	25% (significantly higher than A)	1% (significantly higher than A)
18-34 year olds (C)	47%	38% (significantly higher than E)	37% (significantly higher than E)	27%	26% (significantly higher than E)	*
35-54 year olds (D)	45%	42% (significantly higher than E)	34% (significantly higher than E)	22%	21% (significantly higher than E)	1%

Demographic group	I don't try to find this out	Look at the information on the front of pack	Use the traffic light labelling system on the front	Look at the ingredient list	Look at the nutritional information found on the back of pack	Other answers
55 years and older (E)	56% (significantly higher than C and D)	29%	22%	19%	13%^	1%

Table continued overleaf.

Demographic group	I don't try to find this out	Look at the information on the front of pack	Use the traffic light labelling system on the front	Look at the ingredient list	Look at the nutritional information found on the back of pack	Other answers
Urban area (F)	48%	37%	34% (significantly higher than G)	25% (significantly higher than G)	24% (significantly higher than G)	0%
Rural area (G)	53%	36%	25%	17%	13%	3% (significantly higher than F)
With children (H)	36%	46% (significantly higher than I)	41% (significantly higher than I)	17%	17%	1%

Demographic group	I don't try to find this out	Look at the information on the front of pack	Use the traffic light labelling system on the front	Look at the ingredient list	Look at the nutritional information found on the back of pack	Other answers
Without children (I)	53% (significantly higher than H)	34%	29%	25% (significantly higher than H)	22%	1%
ABC1 (J)	35%	47% (significantly higher than K)	44% (significantly higher than K)	30% (significantly higher than K)	30% (significantly higher than K)	*
C2DE (K)	59% (significantly higher than J)	29%	22%	17%	13%	1%

Table continued overleaf.

Demographic group	I don't try to find this out	Look at the information on the front of pack	Use the traffic light labelling system on the front	Look at the ingredient list	Look at the nutritional information found on the back of pack	Other answers
£19,999 and below (L)	69% (significantly higher M and N)	21%	16%	16%	12%	2%
£20,000 to £39,999 (M)	43%	42% (significantly higher than L)	35% (significantly higher than L)	23%	21%	1%
£40,000-£59,999 (N)	31%	53% (significantly higher than L)	29% (significantly higher than L)	28%	28% (significantly higher than L)	3%

Base total population: 603

Base males: 285

Base females: 318

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base urban area: 406

Base rural area: 197

Base with children: 133

Base without children: 416

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to low base

Note: Totals do not add to 100% as participants could select multiple responses

*Value supressed as less than half a percent

Recognition and use of the traffic light label

Table 13: Recognition of the traffic light label by demographics

Demographic group	Yes	No
Total population	87%	13%
Male (A)	81%	19% (significantly higher than B)
Female (B)	93% (significantly higher than A)	7%
ABC1 (C)	96% (significantly higher than D)	4%
C2DE (D)	81%	19% (significantly higher than C)
With children (E)	93% (significantly higher than F)	7%
Without children (F)	86%	14% (significantly higher than E)
£19,999 and below (G)	73%	27%
£20,000 to £39,999 (H)	92% (significantly higher than G)	8%
£40,000-£59,999 (I)	96% (significantly higher than G)	4%

Base total population: 603

Base males: 285

Base females: 318

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base with children: 133

Base without children: 416

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Table 14: Use of the traffic light label when making food purchasing decisions by demographics

Demographic group	Yes	No
Total population	42%	58%
Male (A)	34%	66% (significantly higher than B)
Female (B)	48% (significantly higher than A)	52%
18-34 year olds (C)	48% (significantly higher than E)	52%
35-54 year olds (D)	43%	57%
55 years and older (E)	36%	64% (significantly higher than C)
Urban area (F)	48% (significantly higher than G)	52%
Rural area (G)	31%	69% (significantly higher than F)
ABC1 (H)	52% (significantly higher than I)	48%
C2DE (I)	34%	66% (significantly higher than H)

Bases: only participants who recognise the traffic light label

Base total population: 525

Base males: 230

Base females: 295

Base 18-34 year olds: 185

Base 35-54 year olds: 167

Base 55 years and older: 173

Base urban area: 348

Base rural area: 177

Base higher socio-economic group (ABC1): 243

Base lower socio-economic group (C2DE): 282

Understanding of traffic light labels

Table 15: Participants who 'agree' that they understand what traffic light labels on the front of food packaging are for

Demographic group	Proportion who 'agree' that they understand what traffic light labels are used for
Total population	79%
Male (A)	72%
Female (B)	85% (significantly higher than A)
Urban area (C)	82% (significantly higher than D)
Rural area (D)	73%
ABC1 (E)	91% (significantly higher than F)
C2DE (F)	69%
£19,999 and below (G)	61%
£20,000 to £39,999 (H)	75% (significantly higher than G)
£40,000-£59,999 (I)	85% (significantly higher than G)

Bases: only participants who recognise the traffic light label

Base total population: 525

Base males: 230

Base females: 295

Base urban area: 348

Base rural area: 177

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Ease of choosing healthier food and meals

Table 16: Participants who find it 'easy' or 'difficult' to choose healthier food and meals when buying from a supermarket in-store by demographics

Demographic group	Easy	Difficult	Not applicable
Total population	72%	22%	6%
18-34 year olds (A)	69%	27% (significantly higher than C)	4%
35-54 year olds (B)	77%	22%	1%
55 years and older (C)	71%	17%	13% (significantly higher than A and B)
With children (D)	85% (significantly higher than E)	14%	1%
Without children (E)	67%	26% (significantly higher than D)	7% (significantly higher than D)
ABC1 (F)	78% (significantly higher than G)	20%	2%
C2DE (G)	68%	23%	9% (significantly higher than F)
£19,999 and below (H)	71%	22% (significantly higher than J)	7% (significantly higher than J)
£20,000 to £39,999 (I)	66%	30% (significantly higher than J)	4%
£40,000-£59,999 (J)	93% (significantly higher than H and I)	7%	0%

Base total population: 603

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base with children: 133

Base without children: 416

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to low base

Table 17: Participants who find it 'easy' or 'difficult' to choose healthier food and meals when buying from a local/corner shop, newsagent or garage forecourt by demographics

Demographic group	Easy	Difficult	Not applicable
Total population	37%	57%	6%
18-34 year olds (A)	31%	64% (significantly higher than B and C)	4%
35-54 year olds (B)	41% (significantly higher than A)	55%	4%
55 years and older (C)	38%	52%	10% (significantly higher than A and B)
Urban area (D)	34%	59%	7%
Rural area (E)	43% (significantly higher than D)	52%	5%
With children (F)	47% (significantly higher than G)	50%	3%
Without children (G)	31%	62% (significantly higher than F)	6%
£19,999 and below (H)	45%	49%	5%
£20,000 to £39,999 (I)	32%	62% (significantly higher than J)	6% (significantly higher than J)

Demographic group	Easy	Difficult	Not applicable
£40,000-£59,999 (J)	59% (significantly higher than I)	41%	0%

Base total population: 603

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base urban area: 406

Base rural area: 197

Base with children: 133

Base without children: 416

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to low base

Note: Totals do not add to 100% due to rounding

Table 18: Participants who find it 'easy' or 'difficult' to choose healthier food and meals when eating in restaurants or pubs by demographics

Demographic group	Easy	Difficult	Not applicable
Total population	17%	64%	18%
18-34 year olds (A)	14%	74% (Significantly higher than C)	12%
35-54 year olds (B)	19%	73% (Significantly higher than C)	18%
55 years and older (C)	19%	47%	34% (Significantly higher than A and B)
Uses the traffic light label (D)	27% (Significantly higher than E)	64%	9%
Does not use the traffic light label (E)	14%	65%	21% (Significantly higher than D)
With children (F)	22%	69%	9%
Without children (G)	15%	65%	20% (Significantly higher than F)
ABC1 (H)	21% (Significantly higher than I)	74% (Significantly higher than I)	5%
C2DE (I)	15%	57%	28% (Significantly higher than H)

Table continued overleaf.

Demographic group	Easy	Difficult	Not applicable
£19,999 and below (J)	8%	62%	29% (Significantly higher than K and L)
£20,000 to £39,999 (K)	12%	80% (Significantly higher than J)	7%
£40,000-£59,999 (L)	18%	76%	6%

Base total population: 603

Base males: 285

Base females: 318

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base with children: 133

Base without children: 416

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Note: Totals do not add to 100% due to rounding

* Value supressed as less than half a percent

Table 19: Participants who find it 'easy' or 'difficult' to choose healthier food and meals when eating in a staff restaurant at work by demographics

Demographic group	Easy	Difficult	Not applicable
Total population	3%	12%	85%
18-34 year olds (A)	5%	16% (significantly higher than C)	79%
35-54 year olds (B)	5%	17% (significantly higher than C)	79%
55 years and older (C)	*	2%	97% (significantly higher than A and B)
Uses the traffic light label (D)	6%	18% (significantly higher than E)	76%
Does not use the traffic light label (E)	2%	10%	88% (significantly higher than D)
ABC1 (F)	7% (significantly higher than G)	23% (significantly higher than G)	70%
C2DE (G)	1%	3%	96% (significantly higher than F)
£19,999 and below (H)	2%	4%	94% (significantly higher than I and J)
£20,000 to £39,999 (I)	2%	25% (significantly higher than H)	73%
£40,000-£59,999 (J)	9%	16% (significantly higher than H)	75%

Base total population: 603

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Note: Totals do not add to 100% as participants could select multiple responses

Table 20: Participants who find it 'easy' or 'difficult' to choose healthier food and meals when preparing meals at home by demographics

Demographic group	Easy	Difficult	Not applicable
Total population	91%	9%	*
Males (A)	85%	14% (significantly higher than B)	1%
Females (B)	96% (significantly higher than A)	4%	0%
18-34 year olds (C)	84%	15% (significantly higher than D and E)	1%
35-54 year olds (D)	94% (significantly higher than C)	6%	0%
55 years and older (E)	96% (significantly higher than C)	4%	0%
Uses the traffic light label (F)	100% (significantly higher than G)	*	0%
Does not use the traffic light label (G)	89%	10% (significantly higher than F)	1%
ABC1 (H)	98% (significantly higher than I)	2%	0%
C2DE (I)	86%	13% (significantly higher than H)	1%

Table continued overleaf.

Demographic group	Easy	Difficult	Not applicable
£19,999 and below (J)	75%	24% (significantly higher than K and L)	1%
£20,000 to £39,999 (K)	89% (significantly higher than J)	11%	0%
£40,000-£59,999 (L)	93% (significantly higher than J)	7%	0%

Base total population: 603

Base males: 285

Base females: 318

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Note: Totals do not add to 100% due to rounding

* Value supressed as less than half a percent

Table 21: Participants who find it 'easy' or 'difficult' to choose healthier food and meals when buying food from a vending machine by demographics

Demographic group	Easy	Difficult	Not applicable
Total population	1%	39%	60%
18-34 year olds (A)	2% (significantly higher than C)	52% (significantly higher than C)	46%
35-54 year olds (B)	0%	45% (significantly higher than C)	55%
55 years and older (C)	0%	20%	80% (significantly higher than A and B)
With children (D)	2%	50% (significantly higher than E)	49%
Without children (E)	*	38%	62% (significantly higher than D)
ABC1 (F)	2% (significantly higher than G)	49% (significantly higher than G)	49%
C2DE (G)	0%	32%	68% (significantly higher than F)
£19,999 and below (H)	1%	37%	62% (significantly higher than I and J)
£20,000 to £39,999 (I)	0%	53% (significantly higher than H)	47% (significantly higher than J)
£40,000-£59,999 (J)	1%	68% (significantly higher than H and I)	31%

Base total population: 603

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base with children: 133

Base without children: 416

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Note: Totals do not add to 100% due to rounding. *Value supressed as less than half a percent

Table 22: Participants who find it 'easy' or 'difficult' to choose healthier food and meals when buying from cafés and sandwich shops by demographics

Demographic group	Easy	Difficult	Not applicable
Total population	33%	56%	11%
Males (A)	28%	58%	14% (significantly higher than B)
Females (B)	38% (significantly higher than A)	53%	8%
18-34 year olds (C)	34%	56%	10%
35-54 year olds (D)	31%	63% (significantly higher than E)	6%
55 years and older (E)	34%	49%	17% (significantly higher than C and D)
With children (F)	42% (significantly higher than G)	53%	5%
Without children (G)	29%	59%	13% (significantly higher than F)
Uses the traffic light label (H)	43% (significantly higher than I)	53%	5%
Does not use the traffic light label (I)	30%	57%	13% (significantly higher than H)

Demographic group	Easy	Difficult	Not applicable
£19,999 and below (K)	36%	46%	18% (significantly higher than L and M)
£20,000 to £39,999 (L)	26%	71% (significantly higher than K and M)	4%
£40,000-£59,999 (M)	47% (significantly higher than L)	47%	6%

Base total population: 603

Base males: 285

Base females: 318

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base with children: 133

Base without children: 416

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Note: Totals do not add to 100% due to rounding

Table 23: Participants who find it 'easy' or 'difficult' to choose healthier food and meals when buying from a takeaway by demographics

Demographic group	Easy	Difficult	Not applicable
Total population	2%	78%	20%
Males (A)	1%	84% (significantly higher than B)	14%
Females (B)	3%	73%	24% (significantly higher than A)
18-34 year olds (C)	2%	92% (significantly higher than E)	6%
35-54 year olds (D)	3%	88% (significantly higher than E)	9%
55 years and older (E)	2%	55%	43% (significantly higher than C and D)
With children (F)	2%	95% (significantly higher than G)	2%
Without children (G)	2%	74%	24% (significantly higher than F)
Uses the traffic light label (H)	2%	86% (significantly higher than I)	12%
Does not use the traffic light label (I)	1%	75%	24% (significantly higher than H)
ABC1 (J)	4% (Significantly higher than K)	81%	16%
C2DE (K)	1%	77%	22% (Significantly higher than J)

Table continued overleaf.

Demographic group	Easy	Difficult	Not applicable
£19,999 and below (L)	1%	79%	20% (Significantly higher than M)
£20,000 to £39,999 (M)	1%	88%	11%
£40,000-£59,999 (N)	3%	87%	10%

Base total population: 603

Base males: 285

Base females: 318

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base with children: 133

Base without children: 416

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Note: Totals do not add to 100% due to rounding

Table 24: Participants who find it 'easy' or 'difficult' to choose healthier food and meals when eating in a fast food restaurant by demographics

Demographic group	Easy	Difficult	Not applicable
Total population	2%	71%	27%
Males (A)	1%	76% (significantly higher than B)	23%
Females (B)	3%	68%	30%
18-34 year olds (C)	1%	90% (significantly higher than D and E)	9%
35-54 year olds (D)	3%	82% (significantly higher than D)	16% (significantly higher than D)
55 years and older (E)	2%	43%	55% (significantly higher than C and D)
With children (F)	2%	92% (significantly higher than G)	6%
Without children (G)	2%	68%	31% (significantly higher than F)
Uses the traffic light label (H)	3%	78% (significantly higher than I)	18%
Does not use the traffic light label (I)	1%	68%	31% (significantly higher than H)
ABC1 (J)	3%	76% (significantly higher than K)	21%
C2DE (K)	1%	68%	30% (significantly higher than J)

Table continued overleaf.

Demographic group	Easy	Difficult	Not applicable
£19,999 and below (L)	2%	66%	32% (significantly higher than M and N)
£20,000 to £39,999 (M)	1%	83% (significantly higher than L)	17%
£40,000-£59,999 (N)	0%	82% (significantly higher than L)	18%

Base total population: 603

Base males: 285

Base females: 318

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base with children: 133

Base without children: 416

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Note: Totals do not add to 100% due to rounding

Table 25: Participants who find it 'easy' or 'difficult' to choose healthier food and meals when at food outlets in leisure facilities by demographics

Demographic group	Easy	Difficult	Not applicable
Total population	*	72%	28%
18-34 year olds (A)	0%	88% (significantly higher than C)	12%
35-54 year olds (B)	1%	87% (significantly higher than C)	12%
55 years and older (C)	*	42%	57% (significantly higher than A and B)
With children (D)	0%	92% (significantly higher than E)	8%
Without children (E)	*	69%	31% (significantly higher than D)
Uses the traffic light label (F)	0%	81% (significantly higher than G)	19%
Does not use the traffic light label (G)	*	70%	30% (significantly higher than F)
ABC1 (H)	*	81% (significantly higher than I)	19%
C2DE (I)	*	66%	34% (significantly higher than H)

Table continued overleaf.

Demographic group	Easy	Difficult	Not applicable
£19,999 and below (J)	0%	58%	42% (significantly higher than K and L)
£20,000 to £39,999 (K)	0%	87% (significantly higher than J)	13%
£40,000-£59,999 (L)	0%	88% (significantly higher than J)	12%

Base total population: 603

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base with children: 133

Base without children: 416

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Note: Totals do not add to 100% due to rounding

*Value supressed as less than half a percent

Table 26: Participants who find it 'easy' or 'difficult' to choose healthier food and meals when buying from a supermarket online by demographics

Demographic group	Easy	Difficult	Not applicable
Total population	21%	5%	74%
18-34 year olds (A)	20%	5%	75%
35-54 year olds (B)	26% (Significantly higher than C)	6%	68%
55 years and older (C)	17%	3%	79% (Significantly higher than B)
Urban area (D)	24% (Significantly higher than E)	5%	71%
Rural area (E)	14%	5%	81% (Significantly higher than D)
Uses the traffic light label (F)	32% (Significantly higher than G)	5%	63%
Does not use the traffic light label (G)	18%	6%	76% (Significantly higher than F)
ABC1 (H)	31% (Significantly higher than I)	5%	64%
C2DE (I)	14%	5%	82% (Significantly higher than H)

Table continued overleaf.

Demographic group	Easy	Difficult	Not applicable
£19,999 and below (J)	5%	8%	86% (Significantly higher than K and L)
£20,000 to £39,999 (K)	15% (Significantly higher than J)	6%	79%
£40,000-£59,999 (L)	28% (Significantly higher than J and K)	9%	63%

Base total population: 603

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base urban area: 406

Base rural area: 197

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Note: Totals do not add to 100% due to rounding

Preferred settings for increased availability of healthier options

Table 27: Food settings participants would like to see increased availability of healthier food (top five settings)

Demographic group	Rank 1: takeaways	Rank 2: fast food restaurants	Rank 3: restaurants and pubs	Rank 4: food outlets in leisure facilities	Rank 5: vending machines	All places listed	None of these places
Total population	51%	49%	42%	41%	35%	21%	5%
Males (A)	51%	49%	36%	36%	33%	20%	6%
Females (B)	52%	49%	47% (significantly higher than A)	45% (significantly higher than A)	36%	21%	5%
18-34 year olds (C)	55%	55% (significantly higher than E)	40%	46% (significantly higher than E)	40% (significantly higher than E)	18%	6%
35-54 year olds (D)	52%	50%	48%	45% (significantly higher than E)	39% (significantly higher than E)	21%	5%

Demographic group	Rank 1: takeaways	Rank 2: fast food restaurants	Rank 3: restaurants and pubs	Rank 4: food outlets in leisure facilities	Rank 5: vending machines	All places listed	None of these places
55 years and older (E)	46%	43%	39%	32%	27%	23%	5%

Table continued overleaf.

Demographic group	Rank 1: takeaways	Rank 2: fast food restaurants	Rank 3: restaurants and pubs	Rank 4: food outlets in leisure facilities	Rank 5: vending machines	All places listed	None of these places
Urban area (F)	50%	48%	43%	38%	34%	18%	7% (significantly higher than G)
Rural area (G)	54%	52%	41%	48% (significantly higher than F)	37%	26% (significantly higher than F)	2%

Demographic group	Rank 1: takeaways	Rank 2: fast food restaurants	Rank 3: restaurants and pubs	Rank 4: food outlets in leisure facilities	Rank 5: vending machines	All places listed	None of these places
With children (H)	59% (significantly higher than I)	59% (significantly higher than I)	40%	53% (significantly higher than I)	40%	10%	7%
Without children (I)	46%	45%	43%	36%	33%	26% (significantly higher than H)	5%

Table continued overleaf.

Demographic group	Rank 1: takeaways	Rank 2: fast food restaurants	Rank 3: restaurants and pubs	Rank 4: food outlets in leisure facilities	Rank 5: vending machines	All places listed	None of these places
Uses the traffic light label (J)	55%	55%	48%	49% (significantly higher than K)	39%	19%	4%

Demographic group	Rank 1: takeaways	Rank 2: fast food restaurants	Rank 3: restaurants and pubs	Rank 4: food outlets in leisure facilities	Rank 5: vending machines	All places listed	None of these places
Does not use the traffic light label (K)	49%	47%	41%	38%	34%	21%	7%
ABC1 (L)	55%	53%	55% (significantly higher than M)	51% (significantly higher than M)	42% (significantly higher than M)	17%	4%
C2DE (M)	49%	47%	33%	34%	29%	23%	7%

Table continued overleaf.

Demographic group	Rank 1: takeaways	Rank 2: fast food restaurants	Rank 3: restaurants and pubs	Rank 4: food outlets in leisure facilities	Rank 5: vending machines	All places listed	None of these places
£19,999 and below (N	64%	61%	37%	35%	34%	12%	5%
£20,000 to £39,999 (O)	60%	54%	48%	48%	43%	25%	2%
£40,000-£59,999 (P)	72%	69%	68%	65%	56%	4%	3%

Base total population: 603

Base males: 285

Base females: 318

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base urban area: 406

Base rural area: 197

Base with children: 133

Base without children: 416

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Note: Totals do not add to 100% as participants could select multiple responses

The use of calories on menus

'The use of calories on menus' explores participants awareness of having seen calories on menus, the frequency of seeing calories on menus, and participants' preferred settings for the display of calories on menus.

Participants who noticed calorie information displayed on menus in food settings outside the home

Table 28: Participants who noticed calorie information displayed on menus in food settings outside the home by demographics (top 4 and other)

Demographic group	Rank 1: fast food restaurants	Rank 2: restaurants and pubs	Rank 3: cafés and sandwich shops	Rank 4: takeaways	All other places listed	None of these places / didn't notice
Total population	18%	12%	6%	5%	5%	70%
18-34 year olds (A)	26% (significantly higher than C)	13%	7%	6%	5%	62%
35-54 year olds (B)	19% (significantly higher than C)	13%	6%	4%	6%	70%
55 years and older (C)	8%	10%	4%	4%	2%	80% (significantly higher than A and B)
Urban area (D)	18%	14% (significantly higher than E)	7%	3%	4%	67%

Demographic group	Rank 1: fast food restaurants	Rank 2: restaurants and pubs	Rank 3: cafés and sandwich shops	Rank 4: takeaways	All other places listed	None of these places / didn't notice
Rural area (E)	16%	8%	4%	8% (significantly higher than D)	5%	78% (significantly higher than D)

Table continued overleaf.

Demographic group	Rank 1: fast food restaurants	Rank 2: restaurants and pubs	Rank 3: cafés and sandwich shops	Rank 4: takeaways	All other places listed	None of these places / didn't notice
With children (F)	29% (significantly higher than G)	17%	9%	5%	7%	56%
Without children (G)	15%	11%	5%	5%	4%	75% (significantly higher than F)
Uses the traffic light label (H)	26% (significantly higher than I)	24% (significantly higher than I)	12% (significantly higher than I)	8% (significantly higher than I)	3%	53%
Does not use the traffic light label (I)	15%	6%	2%	4%	4%	78% (significantly higher than H)

Demographic group	Rank 1: fast food restaurants	Rank 2: restaurants and pubs	Rank 3: cafés and sandwich shops	Rank 4: takeaways	All other places listed	None of these places / didn't notice
ABC1 (J)	21%	19% (significantly higher than K)	7%	5%	3%	60%
C2DE (K)	15%	7%	5%	4%	2%	78% (significantly higher than J)

Table continued overleaf.

Demographic group	Rank 1: fast food restaurants	Rank 2: restaurants and pubs	Rank 3: cafés and sandwich shops	Rank 4: takeaways	All other places listed	None of these places / didn't notice
£19,999 and below (L)	12%	2%	1%	2%	3%	84% (significantly higher than M and N)
£20,000 to £39,999 (M)	20%	10% (significantly higher than L)	4%	5%	3%	66%
£40,000-£59,999 (N)	22%	12% (significantly higher than L)	3%	4%	1%	66%

Base total population: 603

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base urban area: 406

Base rural area: 197

Base with children: 133

Base without children: 416

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Note: Totals do not add to 100% as participants could select multiple responses

Preferred settings for the display of calories on menus

Table 29: Food settings outside the home that participants would like to see calories shown on a food menu by demographics

Demographic group	Rank 1: restaurants and pubs	Rank 2: fast food restaurants	Rank 3: takeaways	Rank 4: cafés and sandwich shops	Rank 5: food outlets in leisure facilities	Everywhere	None of these	Don't know
Total population	42%	39%	37%	33%	33%	18%	8%	22%
Males (A)	32%	30%	29%	25%	24%	18%	11% (significantly higher than B)	28% (significantly higher than B)
Females (B)	50% (significantly higher than A)	47% (significantly higher than A)	44% (significantly higher than A)	41% (significantly higher than A)	40% (significantly higher than A)	19%	5%	16%
18-34 year olds (C)	48% (significantly higher than E)	44% (significantly higher than E)	42% (significantly higher than E)	38%	38% (significantly higher than E)	16%	7%	21%
35-54 year olds (D)	41%	40%	39%	33%S	34%	21%	9%	17%

Demographic group	Rank 1: restaurants and pubs	Rank 2: fast food restaurants	Rank 3: takeaways	Rank 4: cafés and sandwich shops	Rank 5: food outlets in leisure facilities	Everywhere	None of these	Don't know
55 years and older (E)	36%	32%	31%	30%	26%	18%	7%	28% (significantly higher than D)

Table continued overleaf.

Demographic group	Rank 1: restaurants and pubs	Rank 2: fast food restaurants	Rank 3: takeaways	Rank 4: cafés and sandwich shops	Rank 5: food outlets in leisure facilities	Everywhere	None of these	Don't know
Urban area (F)	45% (significantly higher than G)	40%	38%	35%	32%	16%	8%	20%
Rural area (G)	36%	35%	36%	29%	33%	23% (significantly higher than F)	7%	25%

Demographic group	Rank 1: restaurants and pubs	Rank 2: fast food restaurants	Rank 3: takeaways	Rank 4: cafés and sandwich shops	Rank 5: food outlets in leisure facilities	Everywhere	None of these	Don't know
With children (H)	49%	51% (significantly higher than I)	47% (significantly higher than I)	40%	43% (significantly higher than I)	10%	8%	17%
Without children (I)	41%	36%	35%	33%	30%	23% (significantly higher than H)	8%	21%
Uses the traffic light label (J)	58% (significantly higher than K)	51% (significantly higher than K)	48% (significantly higher than K)	46% (significantly higher than K)	41% (significantly higher than K)	16%	6%	10%
Does not use the traffic light label (K)	37%	34%	34%	29%	31%	18%	6%	27% (significantly higher than J)

Table continued overleaf.

Demographic group	Rank 1: restaurants and pubs	Rank 2: fast food restaurants	Rank 3: takeaways	Rank 4: cafés and sandwich shops	Rank 5: food outlets in leisure facilities	Everywhere	None of these	Don't know
ABC1 (L)	55% (significantly higher than M)	50% (significantly higher than M)	50% (significantly higher than M)	43% (significantly higher than M)	44% (significantly higher than M)	17%	6%	11%
C2DE (M)	32%	31%	28%	26%	24%	19%	9%	30% (significantly higher than L)
£19,999 and below (N)	26%	26%	25%	25%	23%	8%	16%	38% (significantly higher than O and P)
£20,000 to £39,999 (O)	40% (significantly higher than N)	39% (significantly higher than N)	41% (significantly higher than N)	28%	36% (significantly higher than N)	23% (significantly higher than N)	5%	21%

Demographic group	Rank 1: restaurants and pubs	Rank 2: fast food restaurants	Rank 3: takeaways	Rank 4: cafés and sandwich shops	Rank 5: food outlets in leisure facilities	Everywhere	None of these	Don't know
£40,000-£59,999 (P)	59% (significantly higher than N and O)	56% (significantly higher than N and O)	54% (significantly higher than N)	50% (significantly higher than N and O)	51% (significantly higher than N and O)	4%	4%	21%

Base total population: 603

Base males: 285

Base females: 318

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base urban area: 406

Base rural area: 197

Base with children: 133

Base without children: 416

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Note: Totals do not add to 100% as participants could select multiple responses

Attitudes to reformulating food

Attitudes to reformulating food explores participants' views on the reformulation of food to reduce sugar, saturated fat, and salt, and the reduction of portion sizes.

Likelihood to purchase reformulated food or reduced portion sizes

Table 30: Participants who are 'more likely' to purchase reformulated food or reduced portion sizes by demographics

Demographic group	Reduced sugar products	Reduced saturated fat products	Reduced salt products	Smaller portion sizes of sugary snacks/ meals	Smaller portion sizes of snacks/ meals high in saturated fat	Smaller portion sizes of snacks/ meals high in salt
Total population	64%	51%	50%	44%	40%	39%
Males (A)	52%	41%	44%	35%	33%	33%
Females (B)	74% (significantly higher than A)	60% (significantly higher than A)	55% (significantly higher than A)	52% (significantly higher than A)	46% (significantly higher than A)	45% (significantly higher than A)
With children (C)	70% (significantly higher than D)	50%	45%	42%	32%	31%
Without children (D)	63%	53%	53%	46%	44% (significantly higher than C)	43% (significantly higher than C)

Table continued overleaf.

Demographic group	Reduced sugar products	Reduced saturated fat products	Reduced salt products	Smaller portion sizes of sugary snacks/ meals	Smaller portion sizes of snacks/ meals high in saturated fat	Smaller portion sizes of snacks/ meals high in salt
Uses the traffic light label (E)	86% (significantly higher than F)	77% (significantly higher than F)	73% (significantly higher than F)	66% (significantly higher than F)	60% (significantly higher than F)	59% (significantly higher than F)
Does not use the traffic light label (F)	53%	38%	38%	32%	30%	29%
ABC1 (G)	74% (significantly higher than H)	62% (significantly higher than H)	60% (significantly higher than H)	51% (significantly higher than H)	47% (significantly higher than H)	45% (significantly higher than H)
C2DE (H)	56%	43%	43%	39%	35%	35%
£19,999 and below (I)	38%	27%	25% (significantly higher than I)	19%	17%	16%
£20,000 to £39,999 (J)	67% (significantly higher than I)	52% (significantly higher than I)	47% (significantly higher than I)	44% (significantly higher than I)	42% (significantly higher than I)	40% (significantly higher than I)

Demographic group	Reduced sugar products	Reduced saturated fat products	Reduced salt products	Smaller portion sizes of sugary snacks/ meals	Smaller portion sizes of snacks/ meals high in saturated fat	Smaller portion sizes of snacks/ meals high in salt
£40,000-£59,999 (K)	78% (significantly higher than I)	51% (significantly higher than I)	51% (significantly higher than I)	43% (significantly higher than I)	35% (significantly higher than I)	32% (significantly higher than I)

Base total population: 603

Base males: 285

Base with children: 133

Base without children: 416

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Note: Totals do not add to 100% as participants could select multiple responses

Consumer demand for reformulated food or reduced portion sizes

Table 31: Participants who would like to see more reformulated food or reduced portion size options by demographics

Demographic group	Reduced sugar products	Reduced salt products	Reduced saturated fat products	Smaller portion sizes of sugary snacks/ meals	Products with a maximum limit on calories	Smaller portion sizes of snacks/ meals high in saturated fat	Smaller portion sizes of snacks/ meals high in salt	None of these
Total population	66%	47%	43%	39%	36%	32%	30%	24%
Males (A)	56%	41%	36%	33%	27%	27%	27%	36% (significantly higher than B)
Females (B)	75% (significantly higher than A)	53% (significantly higher than A)	50% (significantly higher than A)	44% (significantly higher than A)	45% (significantly higher than A)	36% (significantly higher than A)	33%	14%

Table continued overleaf.

Demographic group	Reduced sugar products	Reduced salt products	Reduced saturated fat products	Smaller portion sizes of sugary snacks/ meals	Products with a maximum limit on calories	Smaller portion sizes of snacks/ meals high in saturated fat	Smaller portion sizes of snacks/ meals high in salt	None of these
18-34 year olds (C)	61%	44%	49%	39%	39%	34%	33%	26%
35-54 year olds (D)	71%	43%	42%	40%	40% (significantly higher than E)	28%	26%	21%
55 years and older (E)	67%	55% (significantly higher than C and D)	40%	37%	30%	34%	30%	25%
Uses the traffic light label (F)	84% (significantly higher than G)	68% (significantly higher than G)	66% (significantly higher than G)	52% (significantly higher than G)	52% (significantly higher than G)	45% (significantly higher than G)	44% (significantly higher than G)	6%

Demographic group	Reduced sugar products	Reduced salt products	Reduced saturated fat products	Smaller portion sizes of sugary snacks/ meals	Products with a maximum limit on calories	Smaller portion sizes of snacks/ meals high in saturated fat	Smaller portion sizes of snacks/ meals high in salt	None of these
Does not use the traffic light label (G)	58%	37%	32%	33%	29%	25%	23%	31%

Table continued overleaf.

Demographic group	Reduced sugar products	Reduced salt products	Reduced saturated fat products	Smaller portion sizes of sugary snacks/meals	Products with a maximum limit on calories	Smaller portion sizes of snacks/meals high in saturated fat	Smaller portion sizes of snacks/meals high in salt	None of these
ABC1 (H)	75% (significantly higher than I)	52% (significantly higher than I)	52% (significantly higher than I)	43% (significantly higher than I)	46% (significantly higher than I)	36%	34%	15%
C2DE (I)	60%	44%	37%	35%	29%	29%	27%	31% (significantly higher than H)
£19,999 and below (J)	41%	25%	21%	20%	17%	15%	13%	52% (significantly higher than K and L)
£20,000 to £39,999 (K)	70% (significantly higher than J)	44% (significantly higher than J)	47% (significantly higher than J)	39% (significantly higher than J)	42% (significantly higher than J)	34% (significantly higher than J)	31% (significantly higher than J)	22%

Demographic group	Reduced sugar products	Reduced salt products	Reduced saturated fat products	Smaller portion sizes of sugary snacks/ meals	Products with a maximum limit on calories	Smaller portion sizes of snacks/ meals high in saturated fat	Smaller portion sizes of snacks/ meals high in salt	None of these
£40,000-£59,999 (L)	69% (significantly higher than J)	41% (significantly higher than J)	37% (significantly higher than J)	29%	44% (significantly higher than J)	24%	21%	15%

Base total population: 603

Base males: 285

Base females: 318

Base 18-34 year olds: 201

Base 35-54 year olds: 187

Base 55 years and older: 206

Base uses the traffic light label: 222

Base does not use the traffic light label: 303

Base higher socio-economic group (ABC1): 253

Base lower socio-economic group (C2DE): 350

Base household income £19,999 and below: 95 (Caution: low base)

Base household income £20,000 to £39,999: 163

Base household income £40,000 to £59,999: 68 (Caution: low base)

Note: Household income £60,000 removed due to extremely low base

Note: Totals do not add to 100% as participants could select multiple responses

For enquiries about this publication, contact the Food Standards Agency.

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