

Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 57

Chemical and Physical treatments

Base: All

Total	Gender		Age						NS-SEC					Ethnicity			
	Male (A)	Female (B)	18-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	1&2 (I)	3 (J)	4 (K)	5 (L)	6&7 (M)	White (O)	Black (P)	Asian (Q)	
Unweighted Base	2078	880	1198	129	309	378	335	335	591	511	217	157	116	482	1933	35	65
Weighted Base	2078	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
Oppose both chemical	922 44%	340 37%	582 50% A	57 39%	128 40%	186 49%	145 43%	175 52% DH	231 42%	255 45%	109 52%	68 47%	70 54%	212 45%	859 45%	13 35%	27 35%
Support both chemical	119 6%	81 9% B	39 3%	16 11% G	15 5%	30 8% G	17 5%	12 4%	28 5%	37 6%	8 4%	7 5%	5 4%	20 4%	99 5%	3 7%	11 14% O
Oppose both physical	368 18%	132 14%	236 20% A	25 17%	58 18%	64 17%	55 16%	62 18%	102 18%	78 14%	44 21% I	21 15%	18 14%	110 23% I	347 18% Q	9 22% Q	4 5%
Support both physical	582 28%	277 30%	305 26%	57 39% GH	97 30% GH	138 36% GH	108 32% GH	75 22%	106 19%	180 32% M	55 26%	47 33% M	36 28%	95 20%	524 28%	13 35%	23 29%
Support all 4	93 4%	65 7% B	28 2%	14 10% FGH	14 4%	20 5%	13 4%	11 3%	21 4%	28 5%	8 4%	5 3%	4 3%	12 3%	78 4%	3 7%	6 7%
Oppose all 4	265 13%	90 10%	175 15% A	13 9%	35 11%	45 12%	44 13%	47 14%	81 15%	64 11%	34 16% K	11 7%	14 11%	72 15% K	253 13%	2 5%	4 5%
All others	679 33%	329 36% B	350 30%	44 30%	104 33% E	90 24%	103 31%	102 30%	235 42% CDEF G	187 33%	65 31%	44 30%	34 26%	166 35%	619 33%	10 27%	28 35%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M - O/P/Q - R/S/T/U - V/W - X/Y/Z - a/b/c - d/e - f/g - h/i - j/k/l/m
* small base



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	None (R)	Any (S)	0-4 (T)	5-15 (U)	No (V)	Yes (W)	High (X)	Medium (Y)	Low (Z)	Weekly (a)	Monthly (b)	Less (c)	Acceptable (d)	Unacceptable (e)	Acceptable (f)	Unacceptable (g)	
Unweighted Base	2078	1451	627	264	459	1395	683	1241	636	506	1718	281	79	306	1202	1056	621
Weighted Base	2078	1431	647	282	466	1433	645	1145	708	557	1738	264	76*	314	1203	1066	614
Oppose both chemical	922 44%	627 44%	295 46%	114 40%	221 47% T	644 45%	278 43%	521 45%	317 45%	225 40%	796 46% b	97 37%	29 38%	-	922 77% d	418 39%	388 63% f
Support both chemical	119 6%	83 6%	37 6%	14 5%	27 6%	86 6%	34 5%	58 5%	47 7%	40 7%	96 6%	19 7%	5 6%	119 38% e	-	107 10% g	5 1% h
Oppose both physical	368 18%	249 17%	120 18% T	39 14%	83 18%	241 17%	127 20%	222 19%	121 17%	85 15%	313 18%	44 17%	11 14%	16 5%	305 25% d	-	368 60% f
Support both physical	582 28%	374 26%	208 32% R	94 33% R	150 32% R	459 32% W	123 19%	304 27%	218 31%	166 30%	492 28%	63 24%	27 36%	164 52% e	288 24%	582 55% g	-
Support all 4	93 4%	68 5%	25 4%	7 2%	20 4%	68 5%	24 4%	41 4%	42 6% X	32 6%	76 4%	13 5%	4 5%	93 29% e	-	93 9% g	-
Oppose all 4	265 13%	187 13%	78 12% T	23 8%	57 12%	163 11%	102 16% V	164 14%	83 12%	62 11%	226 13%	31 12%	8 10%	-	265 22% d	-	265 43% f
All others	679 33%	500 35% SU	179 28%	89 31%	129 28%	415 29%	264 41% V	370 32%	224 32%	200 36%	550 32%	102 38% a	27 36%	111 35% e	184 15%	283 27% g	121 20% h

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M - O/P/Q - R/S/T/U - V/W - X/Y/Z - a/b/c - d/e - f/g - h/i - j/k/l/m
* small base



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Table 57

Chemical and Physical treatments

Base: All

Total	Labeling treated meat		Country				Control of food poisoning risk			
	Very important (h)	Others (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	High (o)	Medium (p)	Low (q)	
Unweighted Base	2078	1990	88	1440	170	200	268	609	1059	410
Weighted Base	2078	1985	93*	1477	176	194	231	637	1039	403
Oppose both chemical	922 44%	905 46% i	17 18%	655 44%	74 42%	83 43%	127 55% jkl	304 48%	460 44%	159 40%
Support both chemical	119 6%	109 5%	11 12% h	84 6%	10 5%	12 6%	16 7%	38 6%	55 5%	27 7%
Oppose both physical	368 18%	354 18%	14 15%	266 18%	31 18%	29 15%	34 15%	106 17%	191 18%	72 18%
Support both physical	582 28%	558 28%	23 25%	410 28%	54 31%	50 26%	72 31%	198 31%	288 28%	95 24%
Support all 4	93 4%	84 4%	8 9%	67 5%	6 4%	9 5%	12 5%	29 5%	42 4%	21 5%
Oppose all 4	265 13%	258 13%	7 8%	190 13%	21 12%	25 13%	26 11%	83 13%	141 14%	41 10%
All others	679 33%	632 32%	47 50% h	481 33%	59 34%	71 36% m	61 26%	179 28%	361 35%	139 35%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M - O/P/Q - R/S/T/U - V/W - X/Y/Z - a/b/c - d/e - f/g - h/i - j/k/l/m
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Table 58

Chemical and Physical treatments

Base: All

Total	Chemical and Physical treatments							
	Oppose both chemical (A)	Support both chemical (B)	Oppose both physical (C)	Support both physical (D)	Support all 4 (E)	Oppose all 4 (F)	All others (G)	
Unweighted Base	2078	930	120	365	582	91	268	678
Weighted Base	2078	922	119*	368	582	93*	265	679
Oppose both chemical	922 44%	922 100% BCDEG	-	265 72% BDEG	231 40% BEG	-	265 100% BCDEG	-
Support both chemical	119 6%	-	119 100% ACDFG	4 1% AG	93 16% ACFG	93 100% ACDFG	-	-
Oppose both physical	368 18%	265 29% BDEG	4 3% DG	368 100% ABDEG	-	-	265 100% ABDEG	-
Support both physical	582 28%	231 25% CFG	93 78% ACFG	-	582 100% ABC FG	93 100% ABCFG	-	-
Support all 4	93 4%	-	93 78% ACDFG	-	93 16% ACFG	93 100% ABCDF G	-	-
Oppose all 4	265 13%	265 29% BDEG	-	265 72% ABDEG	-	-	265 100% ABCEG	-
All others	679 33%	-	-	-	-	-	-	679 100% ABCDEF

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G
* small base



Consumers' Understanding of Campylobacter and Attitudes Towards Poultry Decontamination Treatments

Fieldwork 18 June to 29 July

Table 59

Country

Base: All respondents

Total	Gender		Age						NS-SEC					Ethnicity			
	Male (A)	Female (B)	18-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	1&2 (I)	3 (J)	4 (K)	5 (L)	6&7 (M)	White (O)	Black (P)	Asian (Q)	
Unweighted Base	2078	880	1198	129	309	378	335	335	591	511	217	157	116	482	1933	35	65
Weighted Base	2078	921	1157	147*	319	381	336	339	554	570	212	146	130*	475	1902	38*	79*
England	1746 84%	775 84%	970 84%	125 85%	278 87%	318 83%	277 82%	286 84%	459 83%	469 82%	176 83%	111 76%	114 88% K	398 84%	1580 83%	38 100% O	71 91%
Scotland	172 8%	79 9%	94 8%	13 9%	18 6%	40 11% D	29 9%	25 7%	46 8%	54 9%	17 8%	17 11%	5 4%	33 7%	165 9%	-	6 7%
Wales	102 5%	44 5%	58 5%	3 2%	15 5%	13 4%	19 6%	18 5%	34 6%	35 6%	11 5%	11 8%	7 6%	22 5%	100 5%	-	2 2%
Northern Ireland	58 3%	23 3%	35 3%	5 4%	9 3%	9 2%	11 3%	9 3%	15 3%	13 2%	8 4%	7 5%	4 3%	21 5%	58 3%	-	*

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Unweighted Base	2078	1451	627	264	459	1395	683	1241	636	506	1718	281	79	306	1202	1056	621
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England	1746 84%	1210 85%	535 83%	226 80%	391 84%	1216 85%	529 82%	967 84%	589 83%	466 84%	1456 84%	229 87%	61 80%	267 85%	1014 84%	889 83%	522 85%
Scotland	172 8%	103 7%	69 11% R	39 14% RU	43 9%	112 8%	61 9%	87 8%	64 9%	50 9%	144 8%	18 7%	10 14%	27 9%	95 8%	95 9%	50 8%
Wales	102 5%	79 6%	23 4%	10 3%	18 4%	63 4%	39 6%	59 5%	36 5%	25 4%	85 5%	13 5%	4 6%	12 4%	58 5%	53 5%	25 4%
Northern Ireland	58 3%	38 3%	20 3%	7 3%	15 3%	41 3%	17 3%	32 3%	19 3%	17 3%	53 3%	4 2%	1 1%	9 3%	36 3%	30 3%	17 3%

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* small base



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Unweighted Base	2078	1990	88	1440	170	200	268	609	1059	410
Weighted Base	2078	1985	93*	1477	176	194	231	637	1039	403
England	1746 84%	1669 84%	77 82%	1477 100% kim	-	-	-	534 84%	864 83%	347 86%
Scotland	172 8%	161 8%	11 12%	-	176 100% jkm	-	-	60 9%	82 8%	31 8%
Wales	102 5%	99 5%	3 3%	-	-	194 100% jkm	-	27 4%	59 6%	16 4%
Northern Ireland	58 3%	56 3%	2 3%	-	-	-	231 100% jki	16 3%	33 3%	9 2%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M - O/P/Q - R/S/T/U - V/W - X/Y/Z - a/b/c - d/e - f/g - h/i - j/k/l/m
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